

Engagement Summary

Troutdale to Gresham Trail Master Plan

Community Event #1 | June 2016

INTRODUCTION

The first public engagement opportunity for the Troutdale to Gresham Trail Master Plan took place Wednesday, June 29, from 6 to 8 p.m. at Mt. Hood Community College. Approximately 90 people attended. Metro staff gave a presentation and provided an opportunity for community members to review information on boards around the room and talk more in-depth with project staff.

Most attendees wanted to confirm that the route emerging as the recommended alternative is located mainly along streets, is the most direct and responds to safety concerns expressed by community members.

A brief summary of outreach methods and a specific breakdown of what we heard follows.

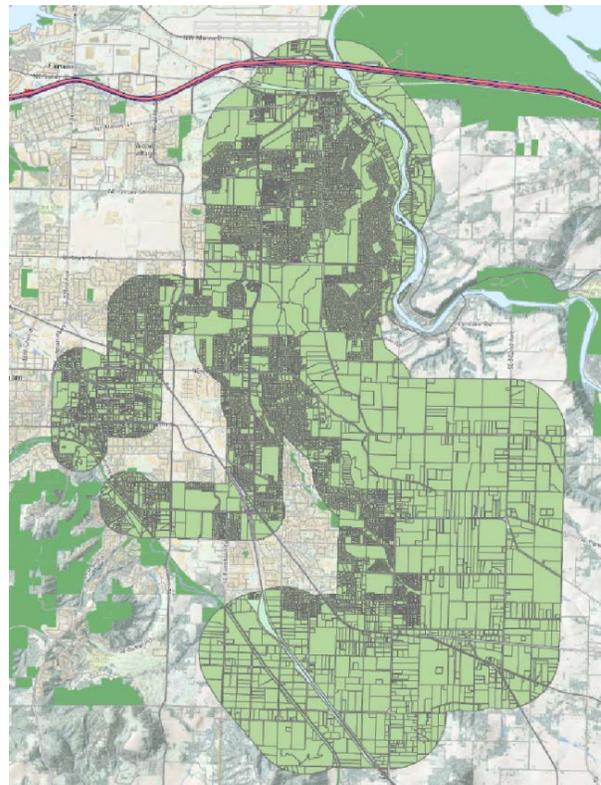
EVENT PROMOTION

Metro advertised the event using a direct mail postcard, neighbor letter, advertising in the Gresham Outlook and through media contacts and story coverage in the Gresham Outlook. Project partners and stakeholders were notified via e-mail and Metro's website included updates on the events calendar as well as the specific project page: www.oregonmetro.gov/troutdale-springwater.

Metro also posted a brief story on the Metro newsfeed and in the spring edition of Our Big Backyard magazine highlighting the upcoming project opportunities and encouraged people to visit the project website. The newsfeed article is available here:

<http://www.oregonmetro.gov/news/40-mile-loop-metro-move-forward-closing-key-trail-gap>.

Metro staff mailed the postcard to 12,337 addresses within the project area, and a neighbor letter to each of the 64 property owners along the trail route alternatives.



An advertisement was posted in the June 24 issue of the Gresham Outlook.

Reporter Christopher Keizur wrote a story promoting the event, which ran in the June 28 issue of the Gresham Outlook.

Metro emailed 65 community members who had signed up for the project list.

A project webpage announcement and Metro calendar event were created, and Metro partners shared the electronic invitation with their networks.

Metro also provided news coverage of the open house following the event:

<http://www.oregonmetro.gov/news/community-members-share-hopes-concerns-about-troutdale-gresham-trail-routes>.

EVENT FORMAT AND PARTICIPATION

Metro staff Robert Spurlock, Lisa Goorjian, Lake McTighe, Elaine Stewart, Julie Cash and Linda Lechler hosted the event with Gresham staff Katherine Kelly and Tina Osterink, and Troutdale staff Craig Ward supporting. Project consultants from Place Studio were also on hand to answer questions. Metro project manager Robert Spurlock and Place Studio project manager Robin Wilcox gave a 20-minute presentation with photos, maps, and graphics depicting the project background, existing conditions, trail route alternatives and conceptual design.

Community members were greeted at the open house entrance with a sign-in table where they received project fact sheets, blank comment cards, fact sheets on Gresham's homelessness alleviation initiatives, and the current issue of Our Big Backyard magazine. Approximately 65 attendees signed in, but attendance was closer to 90.

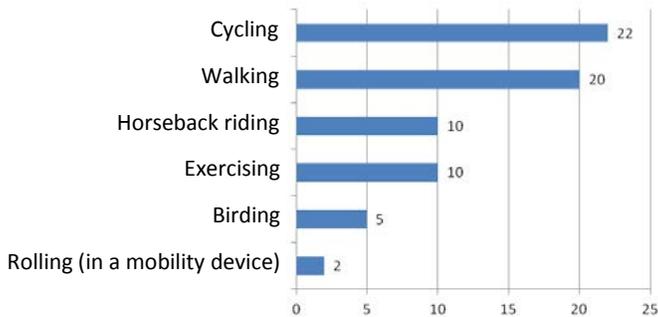
There were 11 informational boards on several project themes displayed throughout the room:

- Event agenda
- Project goals
- Project timeline
- Map asking attendees to indicate where they live
- Regional context map highlighting the project study area, the 40-Mile Loop, and the regional trails system
- Large format map showing all three route alternatives
- Map of Route Alternative 1 with proposed cross sections
- Map of Route Alternative 2 with proposed cross sections
- Map of Route Alternative 3 with proposed cross sections
- Photo board showing different types of trails and bike/pedestrian facilities under consideration
- Photo board of various popular trail activities



Advertisement in Gresham Outlook

People placed a sticky dot on the picture of the trail activity in which they participate or have experienced. The results show cycling and walking were the most popular activities among open house participants.



Trail activities exercise

Attendees were also asked to indicate where they live by placing a sticky dot on a map of the study area. The results showed an even distribution of responses from throughout the project area.

COMMENT CARD AND ONLINE SURVEY RESPONSES

Open house attendees completed a comment card with three questions about how they would use the trail and where they would like to travel along the trail. The comment card questions were also available as an online survey on the project webpage for two-and-a-half weeks following the open house. Metro received a combined total of 247 completed comment cards and online survey responses from June 29 through July 16.

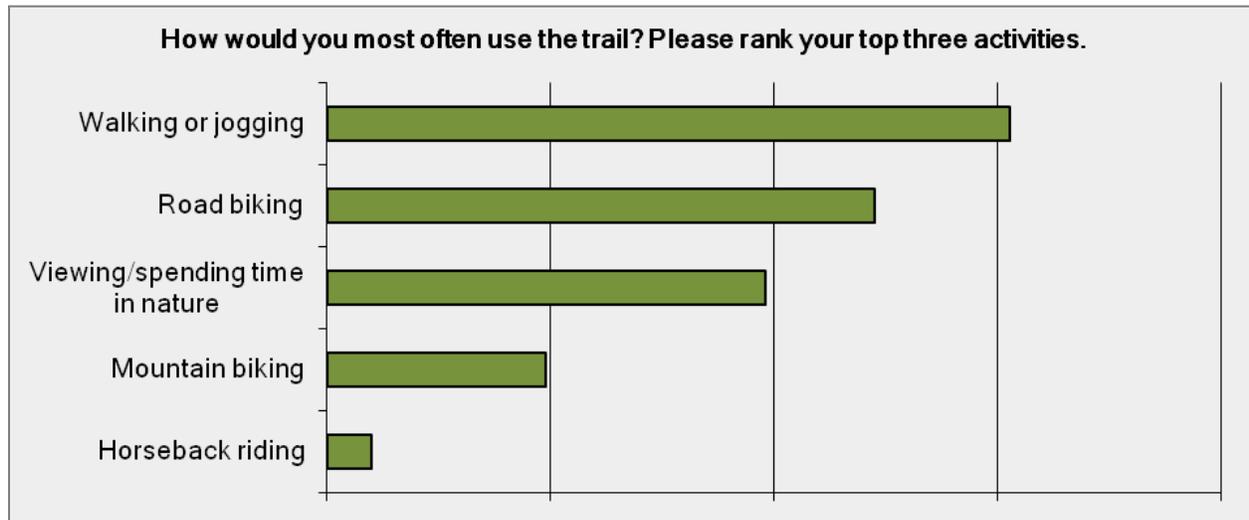
QUESTION 1: WHERE WOULD YOU GO ON THE NEW TRAIL CONNECTION?

Based on 203 responses (44 people skipped the question), the most popular destinations are the Springwater Corridor, the Sandy River, downtown Troutdale and downtown Gresham.



QUESTION 2: HOW WOULD YOU MOST OFTEN USE THE TRAIL?

Based on 202 responses (45 people skipped the question), the most popular activities were walking or jogging, road biking, and viewing/spending time in nature. It is important to note that 11 respondents specifically noted that skateboarding or longboarding should have been included as a choice.

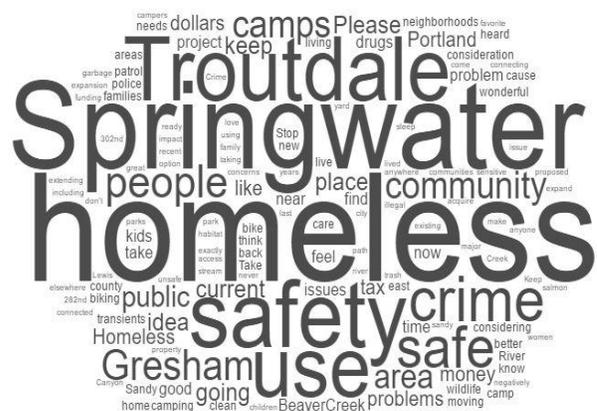


QUESTION 3: WHAT ELSE SHOULD THE PROJECT TEAM CONSIDER?

Survey participants wrote 159 open-ended responses to this question (88 participants did not respond). Metro staff analyzed each comment and 47 percent of respondents were in favor of the trail, 31 percent were generally supportive but had concerns, and 21 percent were opposed. By far the most frequently expressed concerns had to do with crime and homeless campers along sections of the Springwater Trail. Many respondents also expressed a desire to make the trail a comfortable alternative to streets, safe from roadway traffic. The graphics below shows text analyses of comments in favor of the trail and those either opposed to the trail or generally supportive but with concerns.



Text analysis of Question 3 responses in favor of the trail



Text analysis of Question 3 responses either opposed to the trail or generally supportive but with concerns

SURVEY DEMOGRAPHICS

1. HOW WOULD YOU IDENTIFY YOUR RACE OR ETHNICITY? (Please select all that apply)

Answer options	Response percent	Response count
White	91.9%	137
Black or African-American	1.3%	2
Hispanic or Latino/a	6.7%	10
Asian	4.7%	7
Pacific Islander	1.3%	2
Native American	4.7%	7
Other (please specify)		6
answered question		149
skipped question		107

2. HOW OLD ARE YOU?

Answer options	Response percent	Response count
18 or under	2.6%	4
19 - 24	2.6%	4
25 - 34	18.5%	28
35 - 44	26.5%	40
45 - 54	21.2%	32
55 - 64	20.5%	31
65 or over	7.9%	12
answered question		151
skipped question		105

3. WHAT IS YOUR IDENTIFIED GENDER?

Answer options	Response percent	Response count
Female	58.3%	91
Male	39.1%	61
Transgender Female	0.0%	0
Transgender Male	1.9%	3
Prefer not to say	0.6%	1
answered question		156
skipped question		100

4. WHAT IS YOUR ANNUAL HOUSEHOLD INCOME?

Answer options	Response percent	Response count
Less than \$10,000	2.6%	4
\$10,000 - \$19,999	1.3%	2
\$20,000 - \$29,999	6.5%	10
\$30,000 - \$49,999	16.1%	25
\$50,000 - \$74,999	18.1%	28
\$75,000 - \$99,999	18.1%	28
\$100,000 - \$149,999	14.2%	22
\$150,000 or more	8.4%	13
Not sure/prefer not to say	14.8%	23
answered question		155
skipped question		101

5. WHAT COUNTY DO YOU LIVE IN?

Answer options	Response percent	Response count
Clackamas County	6.8%	11
Multnomah County	90.1%	145
Washington County	0.6%	1
Other (please specify)	2.5%	4
answered question		161
skipped question		95

6. DO YOU EXPERIENCE A MENTAL OR PHYSICAL DISABILITY?

Answer options	Response percent	Response count
Yes	2.5%	4
No	89.8%	141
Prefer not to say	7.6%	12
Please share more if you would like to describe your experience.		14
answered question		157
skipped question		99

SUMMER OUTREACH EVENTS

The project team also hosted outreach booths at two weekend community events in Gresham and Troutdale. These events offered an opportunity to meet community members who may not have heard about or were unable to attend the open house. Staff provided project information at the booth, including a map of the route alternatives, graphics depicting conceptual trail designs, project factsheets, 40-Mile Loop trail maps, and Regional Trails and Greenways brochures. Staff encouraged the public to fill out comment cards and sign up for email updates. Comments collected at the first summer outreach event are included in the comment card summary above.

- **Gresham Farmers Market and Annual Gresham Arts Festival** | Saturday, July 16
250 community members visited the booth and were overwhelmingly supportive of the project. Many booth visitors expressed concerns about homelessness and illegal camping along the Springwater Trail.
- **Troutdale Summerfest** | Saturday, July 23
120 community members visited the booth. Most booth visitors were enthusiastic about the project but also shared concerns about homelessness and illegal camping.

Overall, visitors at the Troutdale event expressed greater concern about crime, safety and homelessness than visitors at the Gresham event. Crime, safety and homelessness were the recurring themes expressed at both events, but the majority of visitors expressing these concerns also expressed that they like the idea of the trail as long as these concerns can be addressed.

NEXT STEPS

The next community event to select a preferred alignment will take place this fall. Community outreach to promote the event will be similar to that for the summer community event. Information and considerations around safety, homelessness and crime will be taken into strong consideration as Metro staff proposes a recommended trail alignment.