



City of Stevenson Planning Department

6.c(14)

(509)427-5970

7121 E Loop Road, PO Box 371
Stevenson, Washington 98648

TO: City Council
FROM: Ben Shumaker
DATE: April 21st, 2016
SUBJECT: Downtown/Traffic Scope of Work

Introduction

The attached draft Scope of Work is intended to satisfy requests made of the Planning Department at the March City Council meeting. The scope of work proposes a more complete downtown plan that would include a review of the traffic issues and place them in relation to other issues currently being discussed downtown. The main thrust of last month's discussion involved who—Planning Commission or City Council—would guide the public involvement efforts proposed. That discussion is notably absent from the attachment, but can be better discussed before an effort like this is initiated.

Should the City Council desire to proceed with this planning process, this draft scope of work will need to be updated and fleshed out before consultant support is requested. Staff is willing to work with any Council member interested in the final approach to this project.

Prepared by:

Ben Shumaker
Planning Director

Attachments

- Early Draft Downtown Plan Scope of Work

Downtown Planning-

Stevenson Planning Department Proposed Scope of Work

Background: The Planning Department understands the City Council is in the middle of a 3-year effort to address the community's downtown traffic/pedestrian safety concerns. Over the course of this process, the City Council held 2 town hall meetings and offered 2 community questionnaires to gauge the public's interest in downtown traffic issues and to develop and evaluate suggestions for how to deal with those concerns.

Implemented suggestions from those efforts focus mainly on signage (handheld, radar speed display, truck route) and maintain the current traffic patterns. The un-implemented suggestions have two thrusts: 1) revising traffic patterns (one-way couplet, stop sign/light installation/removal) and 2) changing practices outside of the City's direct control (state-wide vehicle taxation, Sheriff and WSP speed enforcement).

As a collective fatigue sets in on this issue, the Council is at a crossroads in determining whether its past solutions have effectively addressed concerns, whether additional solutions are necessary, and how to move the public debate beyond this issue and refocus on the community's other evolving concerns.

Purpose/Goal: The specific goal of this project is to reframe and broaden the scope of the community discussion to consider traffic concerns in context with other downtown topics: parking, streetscape and urban design, vitality, etc. The end product would provide an action plan to address the topics selected.

As the reframed effort proceeds toward this newly stated goal, the Planning Department seeks to achieve the following objectives:

- 1) Cultivate a renewed, positive energy toward addressing downtown's complicated problems.
- 2) Aid informed decision-making, monitoring and evaluation via professional analyses of key issues such as parking, traffic circulation, and economic forecasts.
- 3) Identify and empower key downtown decision makers as stakeholders in and communicators about the downtown action plan.

Scope of Work: The following scope of work is presented as an option to assist the Stevenson City Council's development of a downtown action plan. The tasks in this scope are intentionally skeletal and designed to be modular so specific tasks can be removed if deemed unimportant to the Council's ultimate goals.

Task 1- Public Involvement

One of the more important and sensitive tasks in this renewed effort, the public involvement plan will need to create an inclusive environment while balancing existing fatigue and rebuilding the public trust from those disaffected by past efforts. This task will:

- A) Target early-stage public involvement to problem identification by the previously self-identified key communicators and others directly affected by potential changes.
- B) Target mid-stage public involvement to public education and best practices identification.
- C) Target late-stage public involvement to visioning and outcome-oriented deliberations.

Task 2- Problem Identification/Scope

This task will allow the City to fully consider the scope of the problems that are identified in the public involvement plan. The components of this task will likely necessitate consultant support from various specialists depending on the scope of the planning effort. Likely deliverables from this task include:

- A) Corridor traffic analyses of 1st and 2nd streets and the 4 side streets connecting them.
- B) Parking supply and usage analysis of on-street and off-street spaces in the downtown and waterfront.
- C) Design and architectural review of downtown buildings and public spaces to identify styles, trends, and opportunities for improvements.
- D) Economic analysis of downtown Stevenson's market, potential for growth, and projected revenue from taxation/fees.
- E) Others.

Task 3- Best Practices Review

This task will provide a more in-depth analysis of potential solutions to problems identified and realities encountered in Task 2. Analysis and recommendation of best practices will likely be the culmination of the consultant support initiated in Task 2. Deliverables in this task are unknown at this time, but will be influenced by and communicated to the public as major component of Task 1.

Task 4- Visioning and Action Planning

The public involvement and analyses of the previous tasks will enable the City Council and its stakeholders to establish an achievable vision for the future of downtown, its look, its function, and the realization of its potential. With that vision in sight, the planning effort concludes by laying out and prioritizing the actions the City and its partners need to take to achieve the vision. Ideally, the action plan will indicate:

- A) What needs to be done.
- B) Who is responsible for completing it.
- C) Why it is important to the overall vision.
- D) When the action should occur in relation to other actions.
- E) How much it will cost.