

North Avenue Pilot Project



Measuring Public Input

“By its nature as a pilot study, if public input from the New North End does not support its continuation, the City will restore the 4-3 lane pilot area to its original configuration...”

City Council Resolution Relating to the North Avenue Corridor Plan, October 2014

Vision

Provide clear information about how and when public input will be measured, how and where the public can participate and provide feedback throughout the project, and how quantitative data will be used in comparison with public input.

Goals

1. DPW will measure New North End (NNE) support of the North Avenue 4-3 lane conversion pilot.
2. DPW will measure the community’s support of the North Avenue pilot project in its entirety, including:
 - a. 4-3 lane conversion
 - b. Intersection improvements
 - c. Bike lane improvements outside of the 4-3 lane section
3. DPW will lead a public education effort with assistance from a third party.
4. DPW will collaborate with the North Avenue Task Force.

Objectives for Measuring Public Input

- ✓ Collect public comments continuously throughout the pilot project, separate from the measured public input.
- ✓ Disseminate results of the quantitative data collected during the pilot and prior to initiating the formal public input process.
- ✓ To measure NNE support of the 4-3 lane pilot specifically, gather input from a significant number and diverse segment of people living, working, and attending schools in the NNE.
- ✓ To measure community support of the pilot project comprehensively, gather input from a significant number and diverse segment of people living, working, attending schools or churches, or visiting the NNE.
- ✓ Structure the input tools to limit responses to 1 per person.
- ✓ Create input tools with the assistance of third parties outside of DPW.
- ✓ Develop survey questions and public input schedules in collaboration with the Task Force and with leaders of “keep 4-lanes.”
- ✓ Identify a threshold of “no support” from the NNE as (TBD)
- ✓ Define how public input will be compared to quantitative data results.
- ✓ Disseminate this Public Input Plan to the community through the Task Force, DPW project website, area Councilors, and the TEUC.

Related Objectives

- ✓ Allow traffic patterns to adjust for 2 weeks prior to making any adjustments.
 - If adjustments are made, allow traffic patterns to re-settle before re-adjusting.
 - Allow traffic patterns to settle for at least 3 months prior to initializing the formal public input process or collecting the first round of comprehensive quantitative data.
- ✓ Provide a schedule of opportunities for public input and involvement in the pilot project, including the formal public input process.
- ✓ Have DPW and the CCRPC evaluate and provide summaries of public comments, field observations, and reports of crashes, travel times, and intersection operations.

Strategies for Measuring Public Input

1. Online survey
2. Paper survey
3. Randomized phone survey

Use surveys with a maximum of 10-questions to indicate the amount of support for the pilot configuration as the preferred configuration and by whom.

1. Distribute paper surveys to schools, elder housing, and North Avenue businesses.
2. Ask for names and addresses to limit responses to one per person.
3. Distribute a link to an online survey.
 - a. Utilize the IT Department to set up an online tool
4. Modify the survey for use by elementary and middle school students.
5. Publicize the surveys through online media, community meetings, word-of-mouth, and direct outreach to elder homes, schools, and businesses.
 - a. Utilize the IT Department to develop a web presence for information and outreach
6. Measure:
 - a. % participation of the total NNE population (as measured by ___)
 - b. % of NNE population, community at large, age group, and mode(s) of travel on North Ave who:
 - i. Feel the 4-3 configuration is generally more beneficial than problematic
 - ii. Feel safer / have fewer conflicts
 - iii. Feel more comfortable
 - iv. Feel they have to wait longer
 - v. Feel they have to wait longer but are willing to wait
 - vi. Choose another route because of the wait?
 - vii. Prefer this configuration