

MILESTONE #1 - OUTREACH SUMMARY

DATE: August 19, 2021

TO: Jeff Adams, City of Cannon Beach
Karen La Bonte, City of Cannon Beach

FROM: Eduardo Montejo, Parametrix
Natalie Chavez, Parametrix

SUBJECT: Milestone #1 Outreach Summary

CC: Ryan Farncomb, Parametrix

PROJECT NAME: City of Cannon Beach Transportation System Plan

INTRODUCTION

This summary describes the results of outreach conducted in the Summer 2021 for the City of Cannon Beach Transportation System Plan (TSP). As the first public engagement milestone for the TSP, purpose of this outreach was to inform the community about the TSP process, share information about existing transportation conditions, and to gather public feedback on transportation priorities, concerns, needs, and issues within Cannon Beach. Public feedback from this period was used to inform later development of draft transportation solutions in the TSP.

Outreach Methods

The first public engagement milestone consisted of the following activities:

Outreach Strategy/Notifications

- **Website** – Launch of CannonBeachTSP.com in early 2021 – general project website to share project updates and information, contact information, and links to digital engagement opportunities.
- **Fact Sheet and Poster** – The fact sheet entailed a 1-page summary of the TSP planning process, what the TSP will do, and information on how to get involved, and was shared primarily online. A large format poster was also developed to advertise the Online Open House and Webinar (see below). The City of Cannon Beach printed 60 copies of the poster and posted in high-traffic areas throughout town.
- **Spanish-language strategy** – The City of Cannon Beach implemented an active strategy to reach Spanish speakers in the community. This strategy included social media updates to local businesses and community groups with connections to the Spanish-speaking community including local restaurant owners and the Lower Columbia Hispanic Council. Key materials were also translated to Spanish, including the poster invitation to the online open house and survey.

Engagement Events

- Online Open House** – An interactive online open house was launched on June 3, 2021. The online open house included a 12-question survey consisting of both multiple choice and open-ended questions. The purpose of the Online Open House was to share information with the public about the overall TSP process, existing conditions work done to date, and to gather feedback on TSP goals, transportation needs, and priorities in Cannon Beach.
- Webinar** – A public Zoom webinar was held on June 3, 2021 from 6:00 to 8:00 PM to share information and request public input on transportation concerns in Cannon Beach.
- Project Advisory Committee Meeting** – The project’s first Project Advisory Committee (PAC) meeting was held on June 3, 2021 from 8:30 AM – 10:00 AM, coinciding with the launch of the online open house and webinar. PAC members were provided with an overview of the TSP process and engaged in discussion about project goals, objectives, and existing conditions.
- Supplemental Parking Survey** – The City also hosted an online survey from July 12 to July 27 to gather public opinion on parking issues and potential approaches to addressing parking needs in Cannon Beach. A complete summary of the parking survey feedback is available as a separate attachment (*Parking Survey Says: Summary – 2021*).

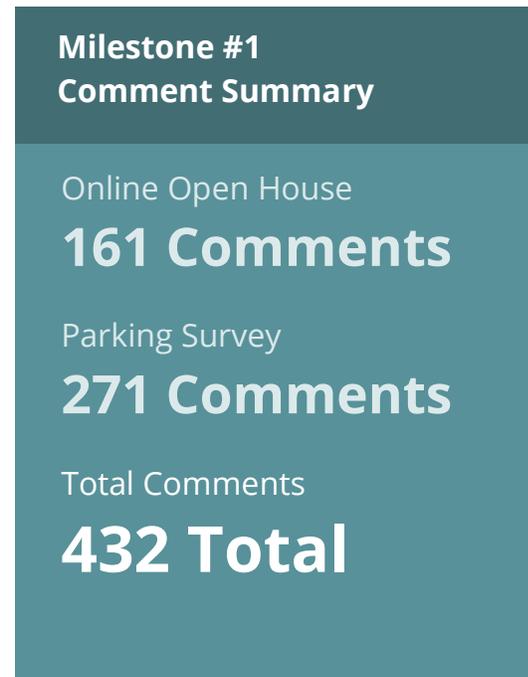


Figure 1. Milestone #1 Comment Summary

Through the online open house survey and parking survey, the City successfully gathered over 400 public comments on transportation goals, needs, and priorities (Figure 1). In addition to these 400+ comments, the City also gathered additional demographic surveys and received new mailing list sign ups.

FINDINGS AND KEY THEMES

The following section summarizes findings learned through the public engagement phase, organized by key themes. Most of these findings are based on responses collected from the online open house and parking surveys.

TSP Goals and the Village

- Community members were generally very supportive of the draft TSP goals.
- Preserving the village look, feel, and character was consistently one of the top priorities for Cannon Beach residents and businesses. Most participants called for TSP projects and programs that provide real, tangible solutions to the City’s transportation issues while carefully balancing the local character that makes Cannon Beach a great place to live, work, and visit.
- The walkable downtown core, neighborhoods, and proximity of community destinations were consistently cited and people’s favorite thing about Cannon Beach.
- Community members asked that any potential illumination treatments were consistent with the City’s dark skies ordinance. There was strong support for TSP solutions that limit light pollution as much as possible.

- Overcrowding and the resulting effects of traffic and parking constraints are the main issues in town. This is a difficult balance because Cannon Beach acts as a host community of Oregon's Public Beach and much of the local economy thrives on tourism, but there needs to be a balance between the needs and visitors and year-round residents.
- Community members expressed support for the TSP to explore sustainable, emission-free transportation options for the City.
- A desire was expressed for the TSP to explore improvements to both downtown and residential areas.

Traffic and Vehicles

- Managing the impacts of tourist traffic was the top-ranked transportation improvement for the TSP to consider (See Question #6 in the Online Open House Summary below).
- The second-most common mode of transportation among online open house survey participants was driving, with (58 percent) saying they drove daily.
- Sunset and Hemlock is a known problematic intersection in town. Traffic has been known to back up onto the Sunset Highway ramps from Hemlock, introducing potential safety issues.
- Traffic control options at Sunset and Hemlock should be considered.
- Concerns were raised about large recreational vehicles and (RVs, trailers, campers, etc.) in the public right-of-way. Given their large size, these vehicles can present safety/congestion issues. Participants asked the TSP to investigate ways of addressing and/or restricting these vehicles under certain circumstances.
- Some community members recommended the use of four-way stops at busy intersections in downtown and on some residential streets

Safety

- Online open house survey participants indicated that the top three transportation safety issues in Cannon Beach were people driving too fast (50 percent), distracted driving (47 percent), and dangerous intersections (45 percent).
- Several community members expressed support for paving gravel roads in town to improve their safety and accessibility, as gravel roads present mobility challenges, especially for older adults or individuals who use wheelchairs or canes.
- Community members identified specific intersections with known safety issues, including the US-101/Sunset interchange and Hemlock and 2nd Street.
- Community members expressed support for increase traffic calming solutions like signs for navigating the City safely.
- Protect, maintain, and improve residential streets, including paving gravel residential streets
- Improving the safety of busy intersections, especially on Hemlock, was cited as one of the most important priorities for transportation improvements in Cannon Beach.
- Some community members expressed support for improving access to the beach with staircases, ramps, or other methods of avoiding dune cliffs
- Jaywalking and unsafe crossings through downtown was cited as a key safety issue for the TSP to address; community members recommended the use of seasonal crossing guards to minimize safety issues during the peak summer months.

Parking

- Parking was consistently cited as the top issue and priority by the Cannon Beach Community.

- Balance parking solutions with keeping a small-town feel was the second highest-rated priority for improving transportation in Cannon Beach (See Question #6 in the Online Open House Summary below).
- Approximately 60 percent of parking survey respondents said that the City’s current parking system is insufficient in meeting the community’s needs.
 - *Employees* were generally the least happy with the parking system, with 61 percent rating it “insufficient”
 - *Visitors* who took the survey were the happiest with the existing system, with 56 percent rating it “sufficient” and 4 percent rating it “excellent.”
 - Only 6 respondents out of 271 who took the survey said that the parking system was working excellently (2 percent).
- When asked ‘who should be the priority user’ for On-Street parking, there was a clear preference among Business Owners (57 percent), Employees (49 percent) and Visitors (61 percent) that priority should go to Customers/Visitors, while Residents (40 percent) felt they, the residents, should be given priority, followed closely by Customers/Visitors.
- When asked ‘who should be the priority user’ for Off-Street parking, Residents and Visitors responded that it should be fairly distributed between Employees, Customers/Visitors and Residents, while Employees (44 percent) and Business Owners (51 percent) responded that Employees should have priority.
- The top three responses for improving the parking system, organized by user type were:
 - *Residents* – Remote Lots, Shuttle Service, and Parking Enforcement
 - *Business Owners* – Paid Parking, Employee Permits, and Time Restrictions
 - *Visitors* – Shuttle Service, Customer/Visitor Only Lots, and Remote Lots
- Nearly half (48 percent) of Business Owners would be interested “in a program that allows businesses to expand operations and pay for off-site parking rather than on-site parking”
- Online open house, parking survey, webinar, and PAC participants all expressed support for looking at a range of parking management strategies, including:
 - Striping and clearly designating existing parking stalls in downtown.
 - Digital passes and/or parking passes to limit tourist capacity during peak season
 - Downtown camera monitoring program to provide real-time information for parking availability, location, and general traffic conditions during high congestion areas
 - An integrated bus and remote parking system for visitors and employees. This kind of system could be partly implemented through a sharing policy between the Chamber of Commerce, individual business owners, and property owners to expand access to off-street parking areas.
- Some community members suggested of making downtown pedestrian-only during the summer months
- Some community members recommended the City for day-use parking

Walking and Bicycling

- Community members were supportive of improving walking and bicycling conditions through downtown Cannon Beach.
- The third highest-ranked priority for improving transportation in Cannon Beach was making it easier to walk safely (See Question #6 below in Online Open House Summary).
- The most common mode of transportation among online open house survey participants was walking, with 79 percent of participants saying they walked daily.
- Most participants said they only bike occasionally.
- Approximately 1 out of every 3 participants said that lack safe places to cross the street, ride a bike, or walk were the top transportation safety issues in Cannon Beach.
- There are many unsafe crossings along on Hemlock for pedestrians.

- Approximately 20 percent of online open house survey participants said that inadequate pedestrian lighting was the top transportation safety issue in town.
- Community members expressed support for looking at bicycling trails as a way of mitigating traffic bottlenecks through downtown during peak visitor season.
- More signage is needed for crosswalks – residents can feel unsafe out on a walk after dark because crossings are not visible.
- When asked to share the one thing they would change about transportation in Cannon Beach, many community members expressed support for bicycle and pedestrian-oriented improvements such as:
 - Improving sidewalk connectivity and wider sidewalks in midtown and downtown and making downtown a pedestrian zone.
 - Expanding bike paths and lanes throughout the City and promoting the use of e-bikes.

Public Transportation

- Most online open house survey participants said they ride transit rarely or never.
- There is a desire for increase bus hours and frequency as a tool for alleviating parking demands.
- Community members expressed support for improving the existing bus shuttle service, including frequency and stop location upgrades.
- Ideas for improving bus reliability included a better bus tracker phone app and expanding weekend service

Emergency/Disaster Preparedness and Response

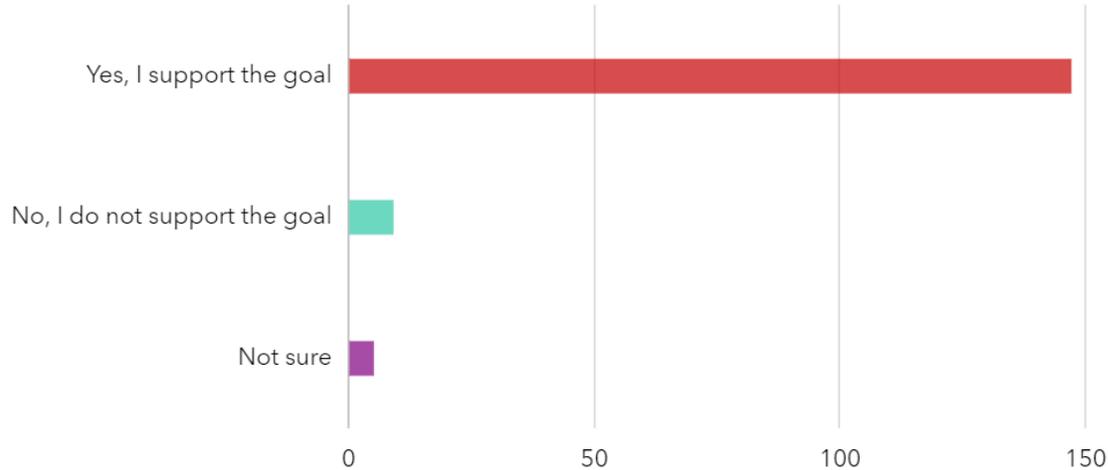
- Emergency management personnel present at the PAC meeting expressed several concerns regarding access and mobility for emergency responders.
- The TSP needs to consider how to move emergency vehicles through congested segments in the case of an emergency.
- From a walking and biking perspective, it's critical that people can evacuate rapidly in a matter of 20 minutes. There needs to be easy access between parking/walking areas and evacuation routes.
- Education is a key component of an effective resiliency plan – the TSP could recommend programs to educate residents on evacuation routes, assembly areas, and protocols to ensure people can evacuate and access resources quickly and without conflict. Visitors will be harder to educate, so greater emphasis needs to be placed on how the City gets this information to non-residents who spend time in Cannon Beach.
- Some community members recommended consideration of evacuation facilities in the downtown area
- US-101 is the only way out of town – this presents a significant vulnerability.
- Other than Spruce, there aren't any other major through-ways for preserving access during an emergency.

Emerging Transportation Options

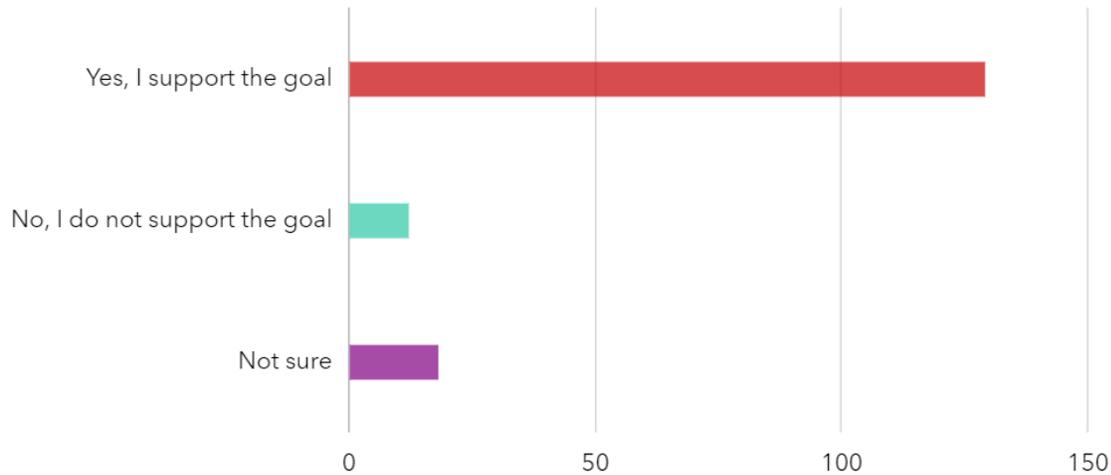
- Some respondents support the use of e-mobility and investing in clean energy infrastructure.
- Some webinar participants expressed support for considering bike and scooter share as part of a broader strategy for managing parking and congestion through peak visitor season. The options could be explored as part of a broader technology strategy that includes monitoring/digital fencing, digital passes, and (electric?) shuttle options.

The community was generally supportive of the draft TSP goals, as shown in the following figures below. The goals with the highest level of community support were *Goal 1: Preserve Cannon Beach’s coastal village charm* and *Goal 3: Enhanced safety and emergency preparedness*.

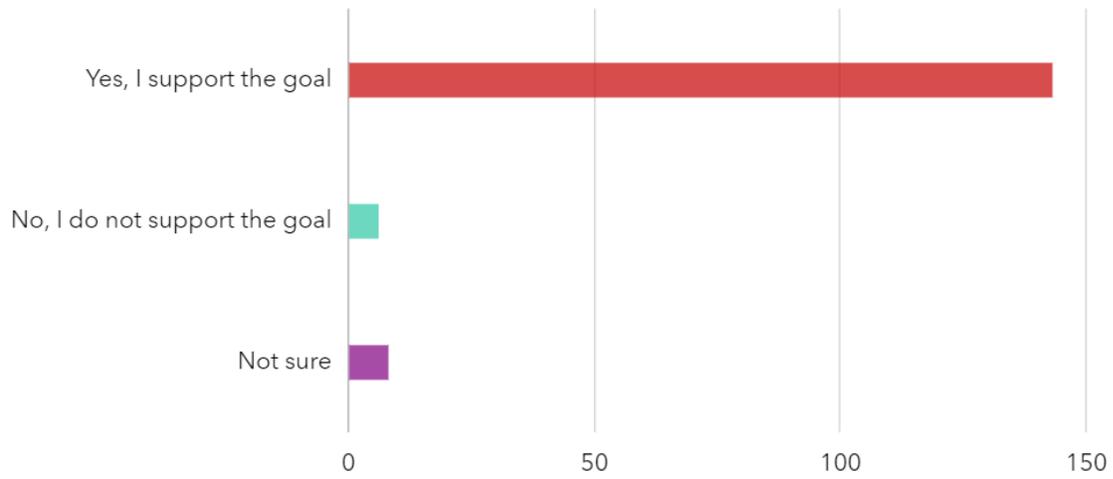
Goal 1. Preserve Cannon Beach’s coastal village charm.



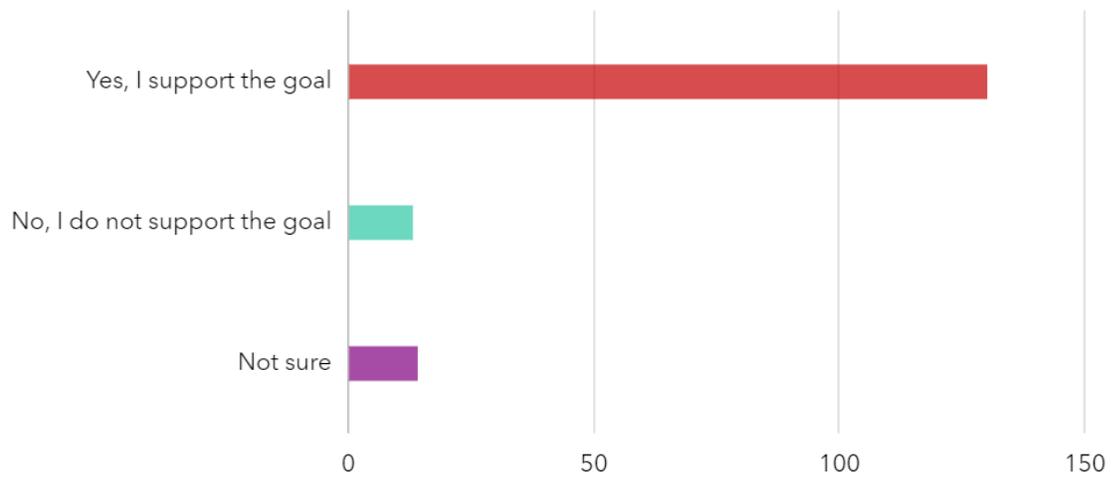
Goal 2. Balance the needs of different transportation system users throughout the community.



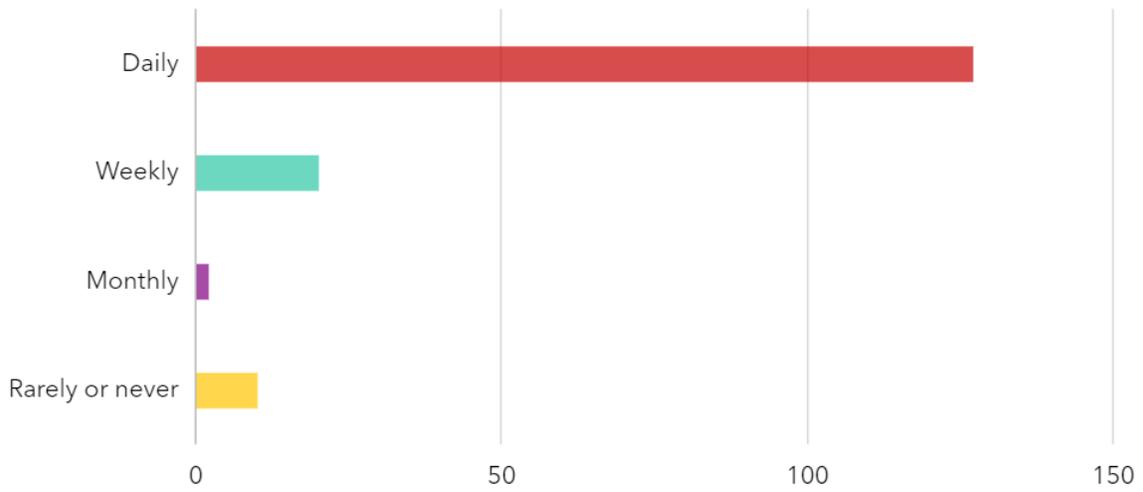
Goal 3. Enhance safety and emergency preparedness.



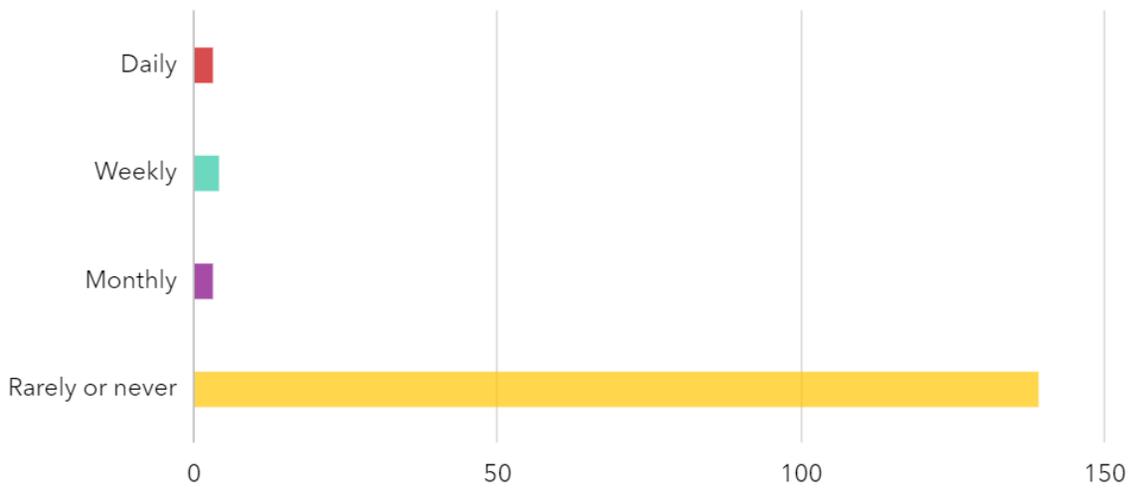
Goal 4. Foster a sustainable transportation system.



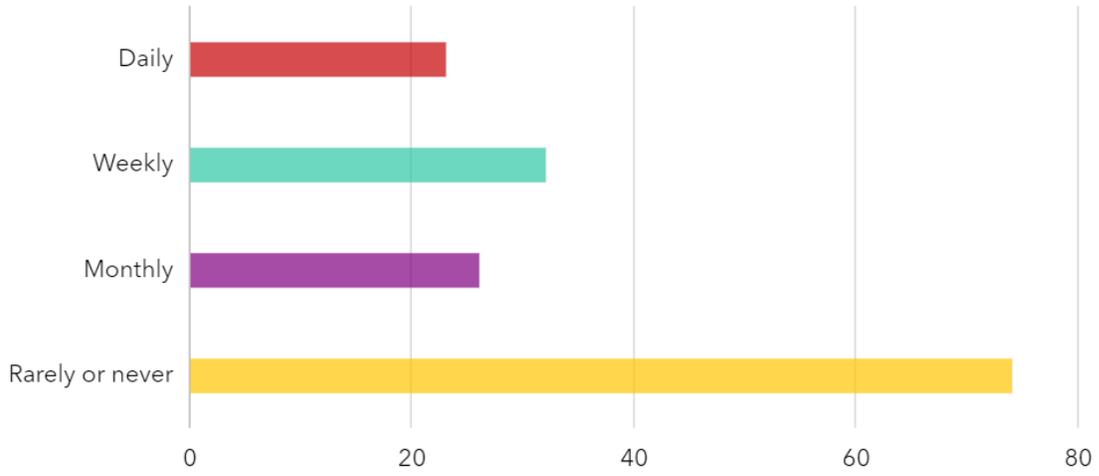
Walk



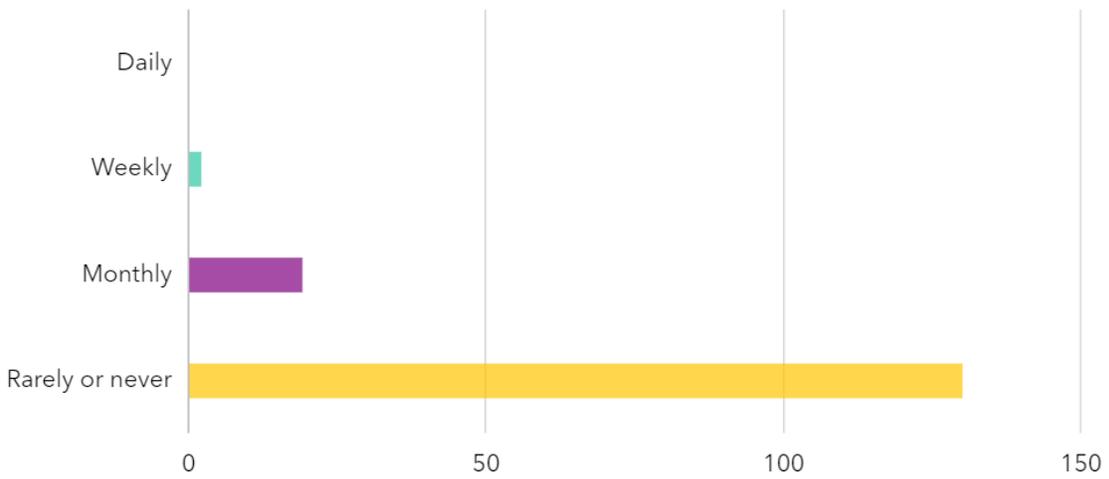
Wheelchair, cane, or other mobility device



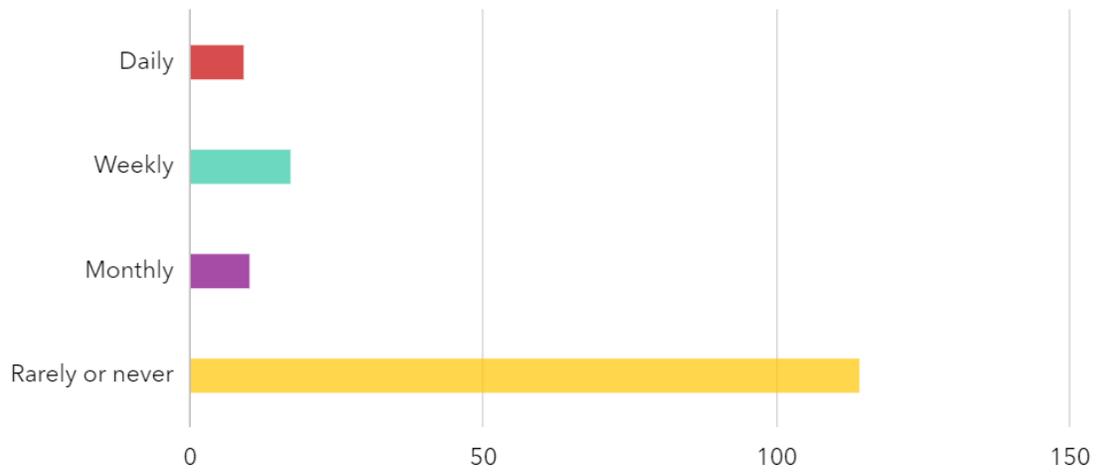
Bicycle



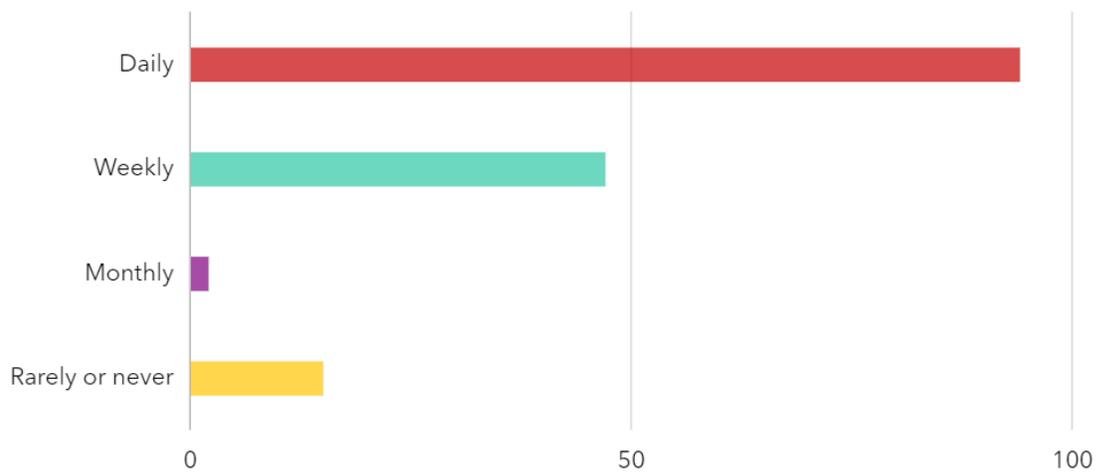
Bus



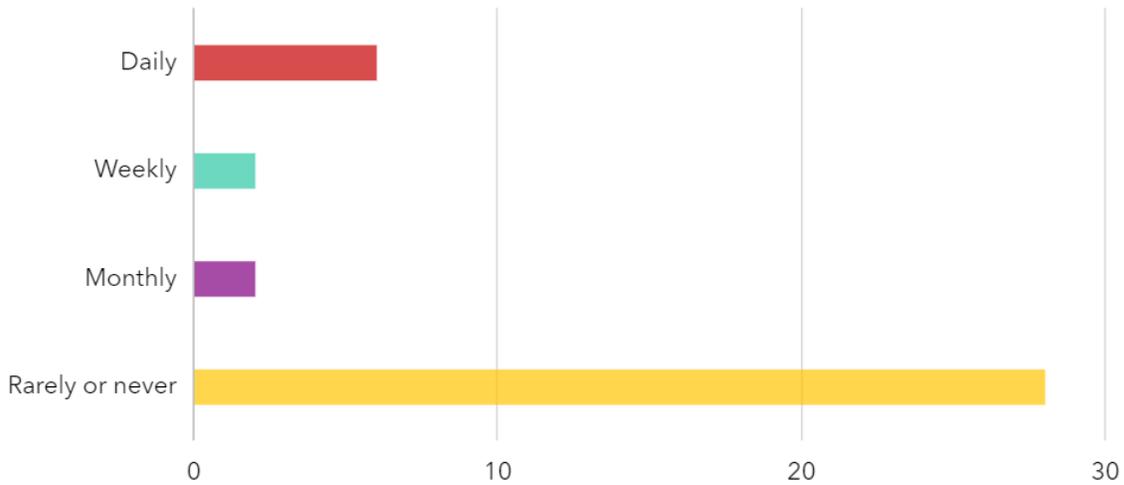
Carpool or vanpool



Car, truck, or motorcycle



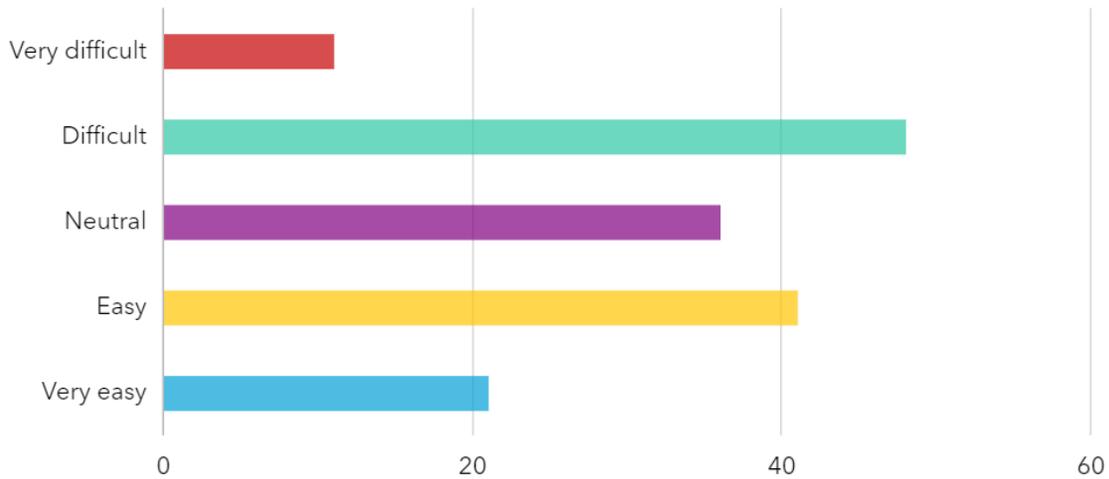
Other



The “Other” options are skateboard (3), long board (2), rollerblades (1), and unicycle (1).

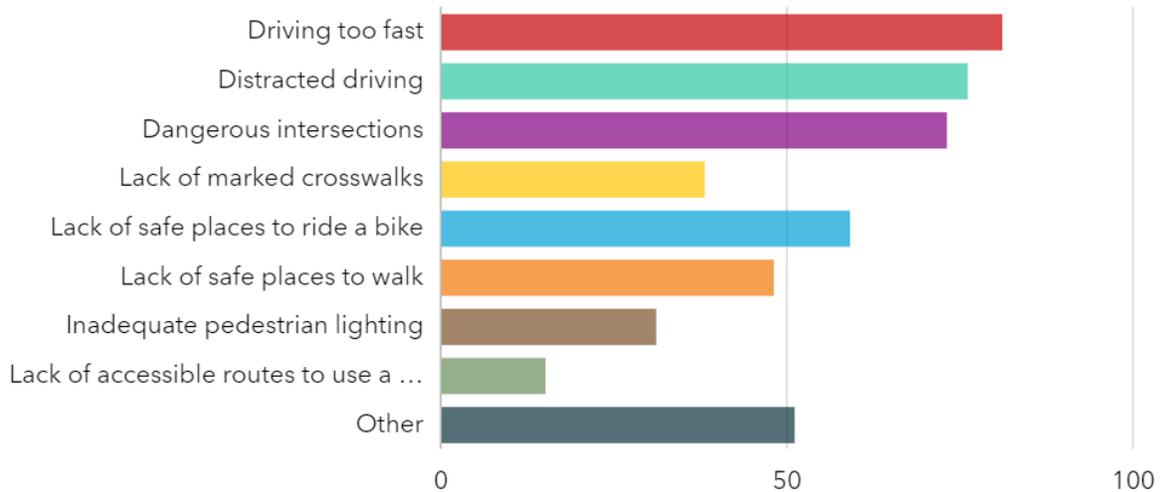
Question #4: How easy it for you to get around in Cannon Beach?

Reponses to this question varied considerably. The most frequent answers were that is it difficult to get around (30 percent), easy to get around (25 percent), or neutral (22 percent).



Question #5: What are the main transportation safety issues you experience in Cannon Beach?

The top three transportation safety issues were people driving too fast (50 percent), distracted driving (47 percent), and dangerous intersections (45 percent).



If you selected “Other” for safety issues, please explain.

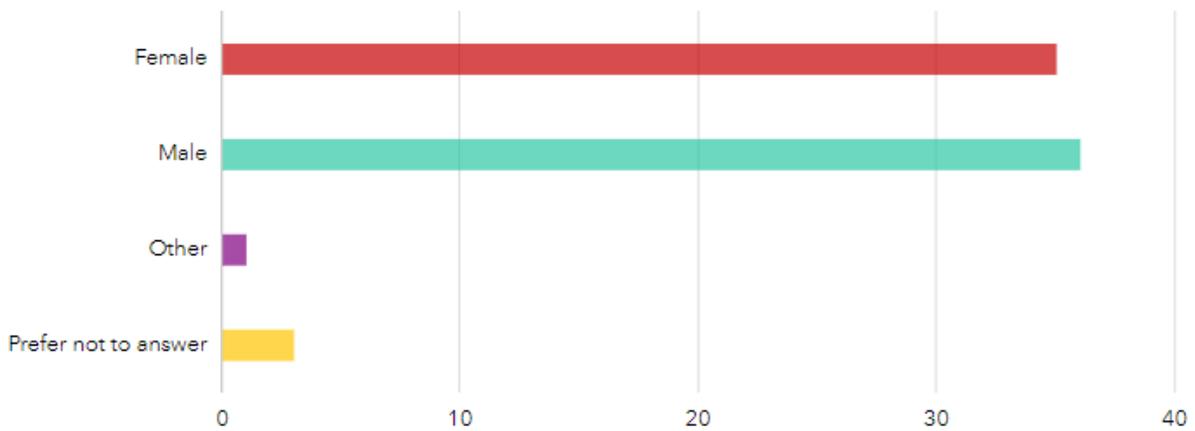


- There are many unsafe crossings along on Hemlock for pedestrians.
- Several participants shared that people jaywalking, running across the road, or otherwise not using crosswalks (when available) is a major safety issue through downtown Cannon Beach.
- Congestion during peak tourist times makes it difficult and sometimes unsafe navigating the City’s street system.
- Parking constraints also present safety issues. For example, the lack of short term parking has led to people stopping in the road to allow passengers to jump out to run into stores/restaurants -- intersections and thruways need to be kept clear of parked cars to ensure that sightlines and visibility are clear.
- Inconsistent alternative transportation routes (e.g. sidewalks and bike trails and start and end abruptly, or that are otherwise incomplete).



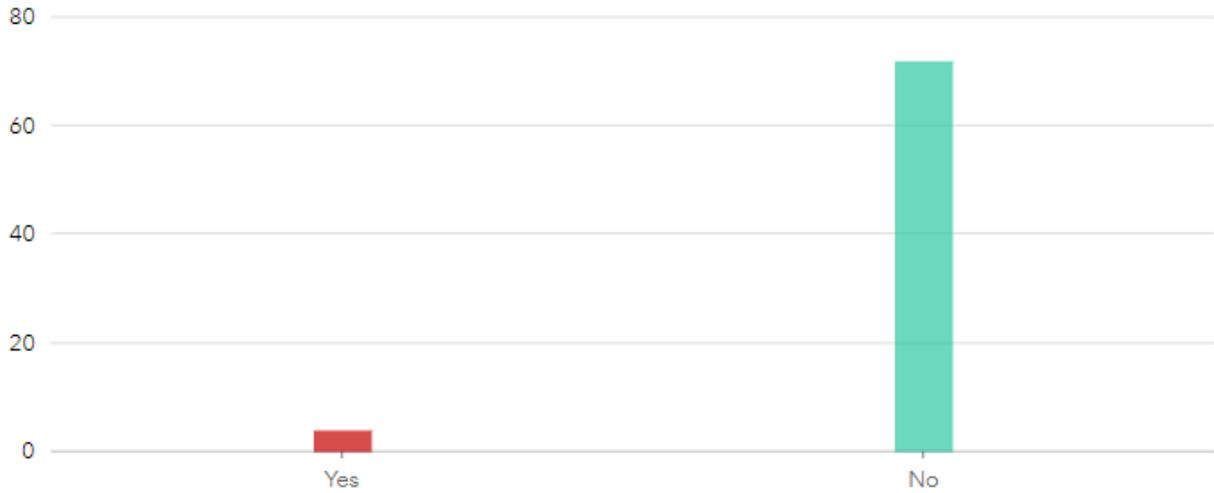
How do you identify your gender?

Of all participants, 47 percent identified as male, 45 percent as female, and 5 percent prefer not to answer or identify as other.



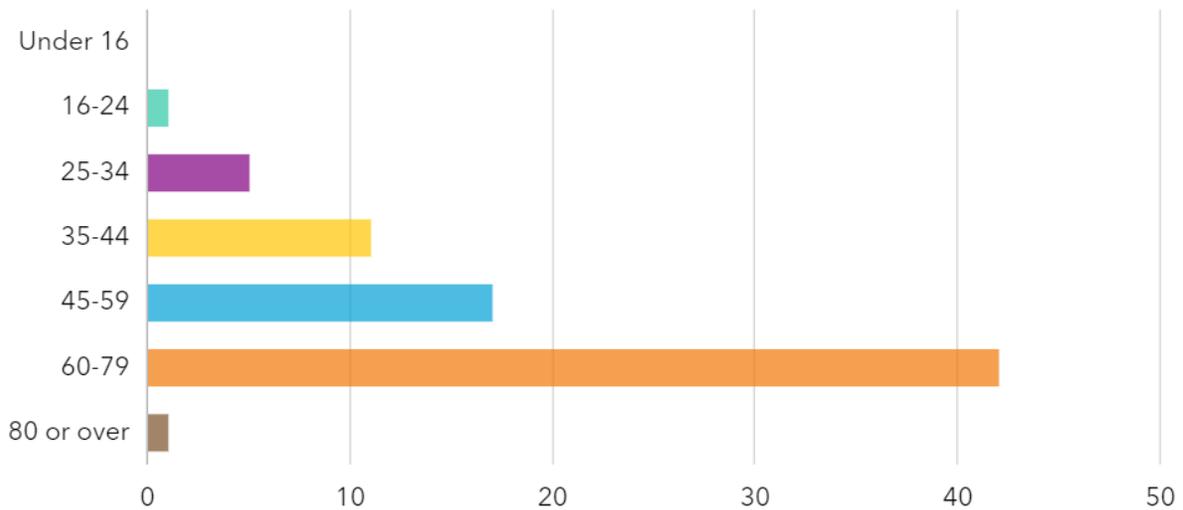
Do you have a disability?

Of all participants, approximately 5 percent indicated they lived with a disability.



How old are you?

Participant demographics skewed toward older adults with over half of (55 percent) aged between 60 to 79 years of age.



How do you identify your race or ethnicity?

Most participants (88 percent) identified as White/Caucasian.

