

**CORVALLIS COMMUNITY RELATIONS ADVISORY GROUP (CRAG)**

June 11, 2015  
7:00 – 8:30 pm

Madison Avenue Meeting Room  
202 S.W. 5<sup>th</sup> Street, Corvallis

**AGENDA:**

- |   |                      |
|---|----------------------|
| <b>I. Call to Order</b>   | <b>7:00pm</b>        |
| <b>II. Roll Call</b>  | <b>7:00 – 7:05pm</b> |
| <b>III. Approve Meeting Minutes – May 11, 2015</b>  | <b>7:05 – 7:10pm</b> |
| <b>IV. Unfinished Business</b>  |                      |
| <b>a. Define charge and scope of CRAG work.</b>   | <b>7:10 – 7:30pm</b> |
| Review scope of the Collaboration Corvallis Livability Workgroup and modify as appropriate to define the scope of the Community Relations Advisory Group. |                      |
| <b>V. New Business</b>  |                      |
| <b>a. Define scope of Neighborhood Livability Survey</b>  | <b>7:30 – 7:45pm</b> |
| Jonathan Stoll to inform discussion with information from research on university-city livability surveys.   |                      |
| <b>b. Discuss options for gathering public input about livability issues</b>  | <b>7:45 – 8:00pm</b> |
| Define framework to elicit public input and discuss options for using social media to get feedback about livability issues.                               |                      |
| <b>c. Community Welcome/Good Neighbor Day</b>   | <b>8:00 – 8:10pm</b> |
| Discuss opportunities for furthering the impact of community outreach to Corvallis residents.   |                      |
| <b>d. OSU-Corvallis events</b>  | <b>8:10 – 8:15pm</b> |
| Discuss how to communicate OSU and Corvallis calendar events and other pertinent information to the OSU and Corvallis communities.                        |                      |
| <b>VI. Public Comment</b>   | <b>8:15 – 8:30pm</b> |
| <b>VII. Adjourn</b>   | <b>8:30pm</b>        |

## **Collaboration Corvallis Neighborhood Livability Workgroup**

The Collaboration Project — through its [work group on Neighborhood Livability](#) — places an unprecedented emphasis on evaluating and recommending unique programs and standards that will enhance neighborhood livability around the Oregon State University campus.

The work group will work with community members, neighborhood residents and stakeholders, including Oregon State faculty, staff and students to address a wide range of livability issues. The specific goals of the Neighborhood Livability work group are:

- Recommend a sustainable program to mitigate issues associated with Oregon State's growth within neighborhoods – for example livability standards.
- Recommend associated municipal code amendments and OSU student conduct standards to help achieve and maintain livability standards.
- Evaluate and recommend funding mechanisms to support an enhanced code enforcement and student conduct programs.
- Evaluate, recommend and promote opportunities that utilize OSU students, peer and neighborhood volunteers in outreach and informational programs.

\* Scope of work provided as it appears at <http://blogs.oregonstate.edu/collaboration/livability/>

# COMMUNITY RELATIONS ADVISORY GROUP

## May 11, 2015

**Members Present**

Roen Hogg, Corvallis City Councilor (co-chair)  
 Jonathan Stoll, OSU Corvallis Community Relations (co-chair)  
 Lt. Jason Harvey, Corvallis Police Department  
 Suki Meyer, Corvallis Neighborhood Representative  
 Michael Conan, OSU Interfraternity Council  
 Jeff Davis, Linn-Benton Community College  
 Charlyn Ellis, Corvallis Neighborhood Representative  
 Gary Evans, Monroe Avenue Business Representative  
 Rob Reff, OSU Student Health Services  
 Tracy Bentley-Townlin, Center for Fraternity & Sorority Life  
 Karen Berg, Corvallis Neighborhood Representative  
 Jerry Duerksen, Corvallis Rental Property Mgt Group  
 Tracey Yee, OSU Faculty Senate

**Staff Present**

Ken Gibb, Community Development Director  
 Bob Loewen, Housing Specialist  
 Mark Shepard, City Manager

**Absent/Excused**

Erika Bellingham, OSU Panhellenic Council  
 Cassie Huber, Associated Students of Oregon State University

**Visitors**

Sean Dalton, OSU Corvallis Community Relations  
 Steve Clark, OSU University Relations and Marketing  
 Eric Adams, Collaboration Corvallis project manager, PlanNext

**SUMMARY OF DISCUSSION**

Agenda Item	Information Only	Action/Recommendations
I. Call to Order	7:00 pm	
II. Welcome/Introductions	X	
III. Overview of livability considerations, recommendations and actions resulting from Collaboration Corvallis	X	
IV. Advisory Group charge	X	
V. Priority Goals	X	
VI. Future Meeting schedules		Second Monday of every month excluding August and December
VII. Public Comment	X	
VIII. Adjourn	8:05 pm	

## **CONTENT OF DISCUSSION**

### **II. WELCOME/INTRODUCTIONS**

Steve Clark and Mark Shepard introduction

- Thank committee members for serving on the CRAG on behalf of Oregon State University and President Ray and the City of Corvallis, Mayor Traber and the Corvallis City Council.
- Importance of citizen involvement and public engagement and collaboration
- Importance of focusing on specific priority issues
- Oregon State University is committed to collaboration and partnerships with the city and other organizations in the city. Not only to solve problems, but to seek new opportunities

Self-introductions by Advisory Group Members

- Roundtable discussion on members' interests and goals in serving on Advisory Group

### **III. OVERVIEW OF LIVABILITY CONSIDERATIONS, RECOMMENDATIONS AND ACTIONS RESULTING FROM COLLABORATION CORVALLIS**

Previous work that has been completed up till this point (Eric Adams)

#### **Collaboration Corvallis**

- 3-year project starting in March of 2012 and ran through Dec. 2014.
- This was an agreement between OSU and Corvallis to support this project and provide framework for it.
- Scope of work was crafted between City and OSU leadership on 3 topic areas: parking and traffic, neighborhood planning, and neighborhood livability.
- Involved a geographic project area that addressed the portions of the community surrounding OSU within  $\frac{3}{4}$  of a mile around OSU.
- Project framework was lead by steering committee made up of city and OSU leadership, community organizations, student leadership, etc.
- Under the steering committee was the 3 work groups. These met bi-weekly for 18 months in order to respond to the scope of work and develop recommendations that the city and OSU have been responding to.
- Community listening sessions were used to inform these workgroups.
- Workgroups utilized best-practices from other universities when creating recommendations.

#### **Parking and Traffic Workgroup**

- Addressed issues surrounding traffic and parking and respond to these by developing a set of strategies.
- 21 recommendations were created that revolved around better on campus parking strategies, several transportation strategies (bike parking on campus, carpooling, etc.).

#### **Neighborhood Planning Workgroup**

- Looked at opportunities to balance student housing demand both on and off campus

- Looked at possible amendments to the city’s land development code
- Looked at issues arising from infill development in neighborhoods around campus and how this relates to higher density housing in typically lower density neighborhoods
- Looked at established patterns of land use owning within project area and try to balance this
- 26 recommendations were developed through this workgroup.

**Neighborhood Livability**

- Tasked with creating sustainable programs for mitigating various issues with off-campus students living in neighborhoods around campus.
- Looked at conduct code, opportunities for changing code enforcement off-campus and how it relates to rental housing and student conduct.
- Strong emphasis on education and outreach programs.
- 21 recommendations were developed through this workgroup.

Overall, 68 recommendations were created and all were accepted and forwarded onto OSU and Corvallis city council. Roughly all of these have been implemented or acted on in some way.

Ken Gibb reviews “Overview of Collaboration Corvallis – Status of Implementation of Neighborhood Livability Work Group Recommendations” document. This document shows the status and next steps of neighborhood livability interventions informed through the Collaboration Corvallis workgroup. A few examples of these are the Enforcement of Student Code of Conduct off-campus, the increased usage of Special Response Notices (SRN) and the monitoring of their effectiveness, and increased police officer presence in the city of Corvallis.

Gibb also highlighted the “Calls of Service document”. Calls of service document shows a decline in calls for service in the year of 2015. This can be attributed to an increase in property managers holding their tenants accountable for their actions, as well as changes to the student conduct code at Oregon State University.

**IV. ADVISORY GROUP CHARGE**

*Scope of Practice for this Workgroup:*

- Livability that involves Oregon State University and the city as it relates to noise, behavior, alcohol consumption, and other issues that effect livability of individuals residing in Corvallis.

*Public Meeting Protocol (Councilor Hogg) (Attachment A)*

- “A public meeting is the convening of any governing body (in person, via email, via telephone, via online chat) for which a quorum (majority) is required in order to make a decision or to deliberate toward a decision on any matter”
- The public must be informed about each meeting and provided and agenda
- Reaching decisions as a group via email or other online communication creates the risk of violating Oregon’s open meeting laws
- A subcommittee or less than quorum of a committee is not considered a “meeting” and is not subject to Public Meetings Law.

Jonathan Stoll dedicated as the first point of contact for the committee. Contact Jonathan Stoll with any questions at [jonathan.stoll@oregonstate.edu](mailto:jonathan.stoll@oregonstate.edu) or 541-737-8606.

## **V. PRIORITY GOALS**

*Goal of this Workgroup:*

- Create a list of recommendations that the university and city can employ to improve livability within Corvallis.

*Topics Discussed:*

- We must identify what is broken, figure out how we can fix it, and then monitor and assess these fixes.
- Importance of personal narratives and community ethnographies (community listening sessions and other qualitative data assessment techniques)
- Framing of community listening posts (community needs to understand our scope)
- Importance of a sample that represents all community members and groups
- Problems stem from community and businesses as well, not just Oregon State University
- Educating the community on why we are proposing changes before acting on them.
- Definition of livability. What do we mean when we say livability?
- Keeping the community up to date on the university calendar.

## **VI. FUTURE MEETING SCHEDULES**

Next meeting: June 11<sup>th</sup> from 7:00pm – 8:30pm at the Madison Avenue Conference Room.

Actions for June 11 meeting:

- Discuss options for neighborhood livability measurement
- Discuss options for a community listening post/narrative assessment
- Discuss social media and tactics to reach student population

Future meetings to occur on the second Monday of every month, excluding August and December. Robert Reff with OSU Student Health Services will provide staffing for note-taking.

Please note that meeting times are subject to change. Please check the City's website calendar at [www.corvallisoregon.gov](http://www.corvallisoregon.gov).

## **VII. PUBLIC COMMENT**

No public comment given.

## **VIII. ADJOURN**

Meeting adjourned at 8:05pm



# Public Records and Public Meetings

## Information for Advisory Boards, Commissions, and Task Forces

*April 2015*

### **OVERVIEW**

Oregon's open government laws promote democracy by ensuring that all state, regional and local governments conduct their business with transparency. Oregon residents have a right to know how their government is spending their tax dollars and exercising the powers granted by the people. The information below is provided to ensure all members of City advisory boards, commissions, and task forces (referred to as "members") are aware of requirements related to public records and public meeting laws, and how they apply to participation on a City advisory board, commission, or task force.

## **PUBLIC RECORDS**

### **WHAT IS A PUBLIC RECORD?**

A public record includes any writing containing information relating to the conduct of the public's business that is prepared, owned, used or retained by a public body regardless of physical form or characteristics. It includes, but is not limited to, a document, book, paper, photograph, file, sound recording or machine readable electronic record, regardless of physical form or characteristics, made, received, filed, or recorded in pursuance of law or in connection with the transaction of public business, whether or not confidential or restricted in use. It is important for members to be aware that email messages they send or receive that relate to City business are public records that belong to the public, regardless of whether they were sent or received on a public or private email system.

### **PUBLIC RECORDS LAW**

Oregon's Public Records law is divided into two parts. The first part relates to how long a public record must be kept (retention) and requirements for its disposition. Retention is determined by the content of the record. For example, an email notification about a meeting date/time/location can be deleted after it is read; however, minutes from that meeting must be retained permanently. The second part of the law establishes every person's right to inspect any nonexempt public record of a public body. Very few records in Oregon are exempt from disclosure.

### **WHO IS SUBJECT TO PUBLIC RECORDS LAWS?**

The law applies to every "governing" body and every "public" body. In Corvallis, this includes City staff, the City Council, and members of all City advisory boards, commissions, and task forces.

### **USE OF PERSONAL EMAIL/PERSONAL DIGITAL DEVICES**

Members may use their privately owned e-mail accounts or personal digital devices (PDDs) for sending and receiving messages related to City business; however, the member must forward these communications to City staff so they are retained in accordance with the law. Members must also realize that when they use private accounts and PDDs for City business, those accounts or devices may be subject to public disclosure and retention requirements. In any scenario where City business is being done on a PDD or with personal cloud storage, there is no expectation of privacy.

## **WHAT DOES THIS MEAN FOR MEMBERS?**

Public records generated as part of business related to a City advisory board, commission, or task force are maintained by the City staff person assigned to that body. In other words, the City is charged with the responsibility for maintaining public records in accordance with the law. If you generate a public record or receive a public record from a third party, you must send it to the appropriate City staff person so it may be included in the appropriate record file. For example, if your neighbor knows you are on the Planning Commission and he sends you an email with information that relates to City business, simply forward a copy of that email communication to staff in the Planning Division so it may be appropriately filed and retained. Similarly, if someone provides you with a hard-copy letter addressed to the Planning Commission, forward it to City staff.

## **PUBLIC MEETINGS**

### **WHAT IS A PUBLIC MEETING?**

A public meeting is the convening of any governing body (in person, via email, via telephone, via online chat) for which a quorum (majority) is required in order to make a decision or to deliberate toward a decision *on any matter*. Reasonable notice must be provided to inform the public and all interested parties about the time, place and agenda of public meetings. Special accommodations may be necessary to ensure accessibility for persons with disabilities.

Governing bodies also must comply with these requirements when their members use electronic communication in lieu of face-to-face official meetings. For example, communications between and among a quorum of members of a governing body convening on electronically-linked personal computers are subject to the Public Meetings Law if the communications constitute a decision or deliberation toward a decision for which a quorum is required, or the gathering of information on which to deliberate. Given these requirements, use of email and other online communication may create risk of violating Oregon's open meeting laws.

A gathering of less than a quorum of a committee, subcommittee, advisory group or other governing body is not a "meeting" under the Public Meetings Law. While a gathering of less than a quorum is not a "meeting," members of a governing body should not gather (or communicate in some other manner) as a group or groups composed of less than a quorum at any one time in order to create a "serial" quorum of the members gathering information or making decisions outside of the public meeting process. These discussions and decisions need to be conducted at the meetings, even though it is not always convenient. Such a gathering creates the appearance of impropriety, and runs contrary to the policy of the Public Meetings Law, which supports keeping the public informed of the deliberations of governing bodies.

## **WHAT DOES THIS MEAN FOR MEMBERS?**

It is important to understand what constitutes a public meeting so members do not inadvertently violate the law. Meetings scheduled by City staff will provide the appropriate public notice; however, online discussions by a quorum of members violate public meetings law and should not occur.

If you have questions about any of the above material,  
please contact City Recorder Carla Holzworth at 541-766-6901.

# U District™ Next

A Community  
Conversation

# Final Outreach Report



May 2013



University District  
Livability Partnership



City of Seattle

**W** UNIVERSITY of WASHINGTON



# What's in your Future U District?



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# PLANNING FOR TOMORROW'S UNIVERSITY DISTRICT

1 As a key element of the University District Livability Partnership, **U District Next: A Community Conversation** has sought to bring together the knowledge, values, hopes and ideas of Seattle's University District as part of a vibrant conversation about the future of the University District. The University District Livability Partnership (UDLP) is a 4-year strategic initiative to create a vibrant and innovative district of entrepreneurs, major employers, talented workers and diverse residents. Key partners in the UDLP include the Greater University District Chamber of Commerce, the University of Washington, the City of Seattle, and University District residents, businesses, social service agencies and congregations.

The UDLP consists of four key components:

## Strategic Plan

The product of many months of work by public, private and community partners, the Strategic Plan serves as a road map towards a possible future for the University District. The Strategic Plan includes:

- Organization initiative
- Economic initiative
- Marketing initiative
- Clean & Safe initiative
- Urban Design initiative
- Transformative projects
- 2013 Action Plan

## Urban Design Framework

The purpose of the Urban Design Framework is to recommend and review strategies to integrate future elements of urban design and development that:

- Build on the unique attributes of the University District
- Complement the U District light rail station (2021)
- Foster a diverse mix of residents, workers, businesses, students, and community activities

## Long-term Partnerships and Leadership Capacity

Establishing sustainable working relationships between the community, the university, and the city requires a robust effort at defining, building support for, and launching an organization that can be a strong champion, convener, and partner for the District.

## U District Next: A Community Conversation

To inform and support the work of the UDLP, the **U District Next** outreach campaign has been designed to:

- Develop a shared sense of the possibilities, visions and values for the future University District among the community and key stakeholders.
- Share local and national models, information, and perspectives on key issues and opportunities.
- Inform ongoing and future planning efforts through an inclusive and collaborative dialogue.

**U District Next** has developed and provided an inclusive forum for the public to share and learn from local and national perspectives, explore new ideas, help identify and cultivate a shared sense of possibilities, and develop a cohesive vision for the neighborhood.

In addition to three large community events held in late 2012 and early 2013, **U District Next** has included a wide variety of ongoing activities designed to generate excitement about the conversation and engage a broad range of stakeholders.

Through these outreach efforts, which centered on a central question: "What's in your future U District?" several key themes emerged:

- A desire for **greater diversity of residents, business types, and housing options**
- A need for **increased mobility**, including better connections for bicyclists and pedestrians and expanded transit options
- Support for the development of **vibrant public spaces**, including active alleyways, plazas and greenspaces
- **Concerns related to public safety** in the neighborhood and the perception that the University District is "unsafe"

The ideas and feedback gathered through **U District Next** have complemented and will continue to support key UDLP initiatives, including the development of the Strategic Plan to improve the economic vitality of the neighborhood, and an Urban Design Framework to guide and shape future physical development. The input obtained through **U District Next** will also inform upcoming City of Seattle and University of Washington planning processes.

# WHAT WE DID



Developing a shared sense of possibilities through a joint discovery process of local and national models, information, and perspectives was a key goal of the **U District Next** outreach efforts. Through a variety of channels, **U District Next** was successful in reaching out to a broad range of community stakeholders and gathering their feedback about the future University District. The outreach tools used during the course of **U District Next** focused on building excitement for three large community events. The outreach tools included four small events, several targeted outreach events, an interactive website, social media tools as well as various printed materials and notification campaigns to support and invite community members to the three public forums.

The following section provides detailed information about the outreach methods and tools used during **U District Next's Community Conversations** process.

## LARGE EVENTS

From October 2012 through January 2013, **U District Next** hosted three large public events at which members of the community were invited to hear perspectives from local and national planning experts and share their thoughts and ideas about the future of the University District. Each event focused on a specific theme and engaged participants through group discussions. These large community events were the focal point of **U District Next** and were designed to provide a forum for the public to share perspectives, explore new ideas, help identify and cultivate a shared sense of possibilities, and develop a cohesive vision for the University District's future.

### In TRANSITION: October 25, 2012

The first of the three large community events, In TRANSITION, was held at the Hotel Deca and featured guest speakers David Dixon, FAIA, Principal for Planning and Urban Design at Goody Clancy; Stephen Antupit, Partner at Fish to Water; Doris Koo, Senior Advisor at Enterprise Community Partners; Mark Hinshaw, FAIA, LMN Architects; and Leslie Miller of Girl Friday Productions. Group discussions at the event focused on the following question: **“What is the future of the University District as it experiences change, including the arrival of Link light rail?”**

97 people participated in the “In TRANSITION” event



#### WHAT'S IN YOUR FUTURE U DISTRICT?

*“More density in the U-District area, so college students have easier access to more businesses and opportunities”*

Highlights of the guest speaker presentations are provided below:

#### David Dixon

##### Opening Remarks

Transit can have a positive impact on communities

- The U.S. is experiencing transition to a talent-based economy where two thirds of workers seek communities that support their lifestyles.
- Housing supply is transitioning towards more multifamily and less single family housing.

Three case studies to consider when thinking of the future University District:

- Braddock Road Transit Neighborhood, Alexandria, VA
- Parcel 25, Roxbury, Boston, MA
- Kendall Square, Cambridge, MA

#### Stephen Antupit

##### Quality of Life in the U District

Demographics of the U District: 30,000 people work in the U District. 80% of the district's population is between 19 and 29 years old (compared to 23% citywide). 2% of the district's population is over age 66, and 2% are under 18.

Stephen asked attendees to consider who is engaging in the conversation about the future U District and consider other conversations folks might be having.





### Doris Koo

#### Achieving Housing Diversity

- Housing affordability allows people to choose where they live.
- Housing is a valuable community asset. Diversity in housing pertains to housing type, tenure, and affordability.
- Doris defined “YIMBYs,” or “yes in my backyard,” communities.
- Currently Doris’s focus is on target neighborhoods identified by Sound Transit light rail expansion.
- Case study for the University District: the redevelopment of the Pearl District in Portland.

### Mark Hinshaw

#### Urban Design Quality

The region has undergone a fundamental transformation over the past 20 years. Today Pacific Northwest residents value access to transit, denser neighborhoods, and urban spaces. Mark described three challenges for the region:

1. Parks and public spaces
2. Streets and sidewalks
3. “Chunky” development (i.e., buildings that occupy an entire block could be prevented with maximum development sizes)

### Leslie Miller

#### Planning Transit Communities

The Seattle Planning Commission has researched best practices for planning transit communities and has released a study entitled, “Seattle Transit Communities: Integrating Neighborhoods and Transit.”

Transit communities are defined as:

- Complete (density – everything is there)
- Compact (don’t need a car to get around)
- Connected (easy access to other communities)

The Seattle Planning Commission has proposed Comprehensive Plan Amendments to establish the definition of transit communities and make sure they are prioritized.

Leslie argued that parks are an “essential component of livability,” rather than just an amenity.

#### WHAT'S IN YOUR FUTURE U DISTRICT?

*“Greener public spaces, more bike lanes, wider sidewalks beyond the Ave”*

Following the quick take presentations, attendees then broke into smaller groups to discuss their thoughts and ideas on the guest presentations and how they might be applied to the University District. Discussion questions included:

## Quality of Life

- What makes the U District special or unique to you?
- How would you describe the character of your future U District?
- What type of activities, services or uses would you like to see around the future U District light rail station?
- What new activities, services or uses do you think would increase the quality of life in the U District?

## Achieving Housing Diversity

- Who lives in your future U District?
- What other types of housing do you think should be available in the U District to accommodate the community of the future?
- What strategies are there to achieve the right mix of housing diversity in the future U District?

## Future of Our Community

- How have you already seen the U District change?
- What changes do you see happening in our region that may continue to affect the U District?
- What types of businesses and residences are in the future U District?
- What does success look like for the future U District?

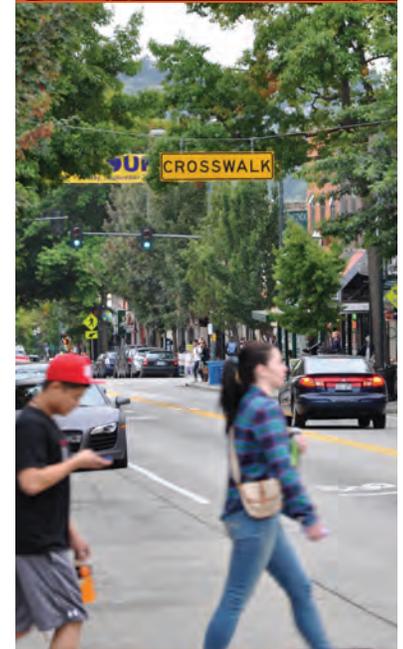
## Urban Design Quality

- How will it feel walking down the street in the future U District?
- What should the experience of the pedestrian be? The bicyclist? The transit rider? Or the driver in the future U District?
- What opportunities might there be in the right of way (i.e. streets, alleys, public spaces, etc.)?
- What types of buildings do you think will contribute to the urban design quality of the future U District? Why?

## Planning Transit Communities

- What opportunities or challenges do you think the future Sound Transit light rail station (43rd and Brooklyn) will bring to the U District?
- What are your hopes for the future U District as it becomes a multi-modal transit community?
- What does a future transit-oriented U District community for all ages look like?
- What lifestyle changes would you like to see for those living near the future Sound Transit light rail station?

At the conclusion of the small group discussions, participants were invited share the key themes of their discussions with the larger group. Many of the conversations centered around the need for more public gathering spaces such as green spaces, sidewalk cafes, and plazas, and on improving the overall walkability of the neighborhood. Attendees expressed a desire for greater diversity of people, through the development of diverse housing options designed to attract more families, seniors, and young professionals. Attendees also highlighted the need for a greater variety of building types, sizes, and designs in the neighborhood.





## Through Eco-Eco: December 6, 2012

The second large community event, Through Eco-Eco, was held at the Neptune Theatre and featured guest speaker Liz Dunn, Dunn + Hobbes; Bert Gregory, FAIA, Chairman and CEO of Mithun; and Alex Alben of Alben Ventures. Group discussions at the event focused on the following question: **“How could the University District be more economically and ecologically sustainable?”** 68 people participated in the “Through Eco-Eco” event

### WHAT'S IN YOUR FUTURE U DISTRICT?

*“Activate all streets and alleys to create a “village” atmosphere, with a high pedestrian value, much like the streets of Europe. “*



### EVENT NOTIFICATION

The primary goals of **U District Next** notification efforts were to build awareness of the Community Conversations process, encourage engagement in the conversation, encourage people to visit the **U District Next** website ([www.udistrictlivabilitypartnership.com](http://www.udistrictlivabilitypartnership.com)) and take the online survey, and to advertise upcoming public events. Initial notification for all three large events included a postcard mailed to addresses within a 1.5 mile radius of the new Sound Transit light rail station at 43rd and Brooklyn, as well as distribution of **U District Next** posters and coasters throughout the University District, each of which included QR codes to direct people to the **U District Next** website. Additionally, notification prior to each event included placement of advertisements in online and print media two weeks prior to event dates as well as email updates to community blogs and partners. Highlights of the **U District Next** advertising campaign include:

**11,738,029** online impressions

**6,527** click throughs to the **U District Next** website

**Advertisements in online and print media, including:**

- [crosscut.com](http://crosscut.com)
- [seattlepi.com](http://seattlepi.com)
- [psbj.com](http://psbj.com) (Puget Sound Business Journal)
- [djc.com](http://djc.com) (Daily Journal of Commerce)
- [thestranger.com](http://thestranger.com)
- [seattletimes.com](http://seattletimes.com)
- [king5.com](http://king5.com)
- King 5 mobile site
- [kexp.com](http://kexp.com)
- UW Daily (print media)

Highlights of the guest speaker presentations are provided below:

### Liz Dunn

#### Keynote Presentation

Successful developments leverage a neighborhood's existing assets (the community, sustainability, and resilience) from an economic, social and environmental point of view.

Reusing existing buildings is environmentally responsible. One example is Melrose Market in Seattle's Capitol Hill neighborhood:

- Includes a series of renovated buildings that features a variety of local tenants.
- Human activity in a small space.
- Ms. Dunn showed a "before" photo that illustrated run-down buildings can have significantly more potential than initially meets the eye.

Density does not need to follow a formula (no cookie-cutter buildings, driven by developers' equity). Every site is different; communities should encourage developers to look at existing opportunities.

"Granularity" of the urban fabric:

- Mixed use buildings should be messy, with activity spilling out on to the sidewalk, which attracts pedestrians. Example is the Pike/Pine corridor in Capitol Hill.

The future is changing:

- Startup companies no longer want to work in driver-friendly communities, such as Redmond, WA. Instead they seek walkable neighborhoods with bars, coffee shops, retail and restaurants in older neighborhoods with repurposed buildings.

Communities thinking about long term outcomes should consider attracting developers who are willing to partner with local investors who understand the built environment, desired types of businesses, and place-making outcomes. Developments are not one-size-fits-all and need to be customized.

### Alex Alben

#### Developing an Innovation Strategy – What's our formula for success?

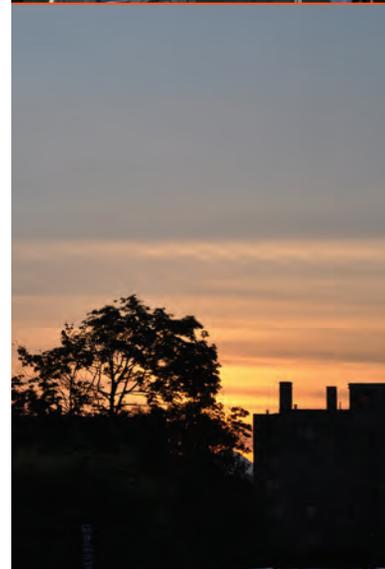
There is no formula for success. Every kind of innovation and economic development needs roots in its community and must be nourished by these roots.

Three elements of developing an innovation strategy:

1. Washington State can be a leader in technical innovation and offer start-ups the opportunity to stay at home. This in turn creates economic growth, makes social services and transportation possible, and benefits the community.
2. The recession has hurt job growth, and Seattle's economic development is too concentrated in South Lake Union. The U District can differentiate itself.
3. The "cluster theory" of economic development: bring together people, capital, and resources for success.

WHAT'S IN YOUR FUTURE U DISTRICT?

*"Make it a center for entrepreneurs – start-ups of all kinds."*





Washington's strengths and weaknesses:

- Strong science and research economy, but relatively low venture capital volume.
- Education spending and graduation rates, transportation funding and commute times are not strong.

Recommendations for the U District:

- Build on strengths – talented people and technology emerging from UW and other institutions.
- Create an innovation district with incubator space (office space, community to support new businesses).
- Allow for a clearer tax climate for start-ups – Washington has a business and occupation tax, based on space and number of employees, which benefits larger companies.
- Market the U District as the best place for a new business. Invite people with a catch phrase (e.g. "We are a place to do \_\_X\_\_!").

Incubators create local jobs and businesses, accelerate the success of existing businesses, generate investments, revitalize distressed neighborhoods, and generate tax revenue, among other advantages. The University of Washington's Center for Commercialization helps the community, and provides the State with revenue. Entrepreneurs need support systems and facilities, then create place for tenant companies to work and thrive.

The U District needs mixed use developments to attract everyone at every level, increase economic activity, tax revenue.

**Bert Gregory**

### **Community-Wide Sustainability**

The U District can learn lessons from other transitioning places, particularly eco-districts and other neighborhoods that have strived for resource efficiency.

The U District should be considered in the context of its impact on the region and regional industries, including forestry and farming.

An urban growth boundary was established in the 1980s. As urbanization has occurred in the Puget Sound, development expanded and today we should create livable communities where development already exists.

Mr. Gregory worked with the Urban Land Institute to develop a tool called the "Seattle Reality Check." With UW and the Puget Sound Regional Council, this tool was used to study how Seattle can grow gracefully with a minimum carbon impact. Results showed that compact living in urban areas is the first step to achieving energy conservation and transportation impacts.

The U District has a rich community and a unique opportunity to grow into a more livable community. Examples of neighborhood resource efficiency include:

- Building efficiency
- District generation and resource recovery (less waste)
- Water management strategies at a district scale
- Public realm integration

- Governance (tenant, building owners, and community organization)
- Financing (longer term could allow for better opportunities)
- Human behavior (people must understand their role)

Lloyd Crossing in Portland was redesigned as a model eco-district for the city. Strategies were designed to solve problems including coal-based electricity and stormwater. The result was neighborhood growth without changes in the energy demand profile.

Portland's eco-districts are customized for each district, with a selection of performance areas, including energy, access and mobility, place-making and social cohesion.



#### WHAT'S IN YOUR FUTURE U DISTRICT?

*“Have more services For the neighborhood’s homeless population, such as job training and transitional programs.”*

Following the quick take presentations, attendees then broke into smaller groups to discuss their thoughts and ideas on the guest presentations and how they might be applied to the University District. Discussion questions included:

#### Ecological Sustainability

- How could ecological sustainability become one of the things the U District is known for, both by people who live and work here, and by the rest of Seattle? What kinds of things would need to be put into place to make this happen?
- Many would like to see the U District become a place where people can work and live. What is needed to make this reality?

#### Economic Development

- What kinds of economic development – creating new jobs and businesses – would you suggest could play an important role in the future of the U District?
- What do you think would attract these businesses to the neighborhood?

#### Combining Eco-Eco

- Do you think there is a combination of ecological sustainability and economic development that could be uniquely characteristic of the U District? What might that look like?
- What do you think about the idea of the U District as an “Eco-District” or “innovation district,” as suggested by the presenters tonight?

At the conclusion of the small group discussions, participants were invited share the key themes of their discussions with the larger group. Many of the small group discussions focused on how to attract a more diverse mix of employers and retail businesses, strategies for preserving the neighborhood's character, and options for increasing mobility. For many attendees, the creation of business incubator spaces and increased support for existing local businesses was seen as a desirable way for the neighborhood to attract





a diverse population of young professionals as well as the types of retail establishments and restaurants that would cater to their needs.

Another issue expressed was the need to maintain the neighborhood's character by better integrating new construction with the University District's existing historic buildings and by maintaining the small-scale intimate feel of the area. Finally, attendees expressed a desire for the University District to have increased options for bicyclists, pedestrians and transit users, through the development of active alleyways and pedestrian malls, and by designing public spaces with a focus on walkability and a priority on transit over vehicular traffic.

#### WHAT'S IN YOUR FUTURE U DISTRICT?

*"A vibrant, diverse, clean, safe place to live and work with lots of restaurants and cultural activities."*

### With Partnerships

The last of the three large public events, "With Partnerships" was held on January 31st, 2013. and featured guest speakers, a presentation on the University District Livability Partnership's Strategic Plan, and a facilitated large group conversation focused on the following question:

#### HOW DO WE MOVE FORWARD TOGETHER?

The event was facilitated by Dr. Margaret O'Mara, Associate Professor, University of Washington, and began with opening remarks by University of Washington President Michael K. Young, City of Seattle Mayor Michael McGinn, and City of Seattle Council Member Richard Conlin. Guest speakers included Terry Foegler, past Associate Vice President, Physical Planning and Real Estate, The Ohio State University and Kristine Cunningham, Executive Director, ROOTS Young Adult Shelter.

Highlights of the guest speaker presentations are provided below:

#### Terry Foegler

##### **Partnerships between Universities and their Communities**

The key to the success of Campus Partners was leadership from the mayor and the university's president, as well as a broad based community planning effort.

- Universities have long been held in suspicion by the neighborhood community groups where they are located. They have been a destabilizing influence as they consumed land with no thoughtful process to developing housing.
- Building trust is important. The more all interests are aligned and the more that stakeholders are involved, the better the outcome.

The UDLP will need to figure out how to organize itself and create structures that will maintain momentum and implement ideas.

- You will need to understand your capacity and the challenges you face.
- Campus Partners created an affiliated but separate non-profit to achieve this.
- Being a separate entity allowed Campus Partners to act nimbly in the marketplace and effectively spearhead the planning efforts.



A main function of Campus Partners was to bring together stakeholders and lend the university's credibility to the process.

One of the biggest challenges the UDLP will face will be the prioritization of their recommendations. It will be important to look for things that are both transformational and achievable.

- It is important to have early successes. Alley cleanups are one example of an achievable short-term project.

Sometimes the role of facilitator, as well as advocacy, is the most important task you'll have. It takes people resources to capture enthusiasm while being realistic about what can be done.

### **U District Strategic Plan** (Kristine Cunningham)

There are four lessons Kristine has learned from her clients at ROOTS that can be brought to this process:

1. The U District is the best.
  - Because the neighborhood is comprised of mostly young people, ROOTS clients feel safe here.
2. What you do is louder than who you are.
  - Being trustworthy in your actions is more important than your status or demographic.
3. We are all in the same burrito.
  - Even though we don't come from the same backgrounds, we are all in this together.
  - All voices need to be at the table.
4. An address ain't nothing but a thang.
  - Anything you can touch is doable or losable.

The Office of Economic Development and the Department of Planning and Development have been very supportive of UDLP's efforts. The U District Commercial Strategic plan outlines a vision for the U district, which includes five major projects:

- Creating a leadership organization.
- Planning for the coming U District Light Rail station.
- Alleyway activation and development.
- Development of an urban design vision that includes legislation and policy.
- A community services network.

Following the guest speaker presentations, Dr. O'Mara led event attendees in a large group discussion about the ideas noted by the guest speakers and gathered opinions about how to build community partnerships to advance the ideas brought forth as part of the UDLP and **U District Next** processes. Several audience members expressed concern about the, top-down, University- driven planning model shared by Mr. Foegler and indicated their preference that the University of Washington engage in a transparent partnership with other community stakeholders throughout future planning efforts in the University District. Some audience members felt that their voices had not been included as part of the conversation. One key idea to emerge through the large group discussion was the creation of a public development authority for the neighborhood in order to create a forum for various community stakeholders to be part of the process for advancing the recommendations of the UDLP.





## SMALL EVENTS

**U District Next** also held several smaller outreach events to connect with community stakeholders and to provide opportunities for more in-depth conversations about the work of the UDLP.

Outreach tools such as a photo journal and online surveys using iPads were available at each event to create a fun and inviting atmosphere and to encourage people to share their ideas for the future University District. Printed project materials were also provided, including a **U District Next** fact sheet, and information on the UDLP.

### **U District Next Happy Hour at Lucid Lounge**

**Date:** October 9, 2012

**Participants:** Members of the University District Livability Partnership subcommittees, UW administration and City of Seattle staff. 55 people attended this event.

**Purpose:** To provide a fun atmosphere for conversation and idea-sharing among UDLP participants and community leaders, and provide information about upcoming UDLP events and activities.

### **University District Walk and Talk (sponsored by Feet First)**

**Date:** October 11, 2012

**Participants:** Feet First members and the general public. 70 people attended this event.

**Purpose:** To build awareness of the UDLP process through a guided walking tour of the University District. The walking tour focused on recent developments in the neighborhood, and encouraged discussion about how to make the future University District more pedestrian friendly.

### **University of Washington President's Reception**

**Date:** October 30, 2012

**Participants:** Members of the UDLP Steering Committee, UW administration and City of Seattle staff and elected officials. 60 people attended this event.

**Purpose:** To recognize the ongoing work of the UDLP, share information about recent events, and look ahead to next steps in the process.

## TARGETED OUTREACH ACTIVITIES

Targeted activities were another way that **U District Next** reached out to local communities, the general public, and to those who might not typically seek out project information. These events provided an opportunity to share information and promote upcoming events to key target audiences and to encourage participation in the **U District Next** process.

### Briefings

October 19, 2012	University of Washington, College of Built Environment – Community, Environment and Planning program
November 12, 2012	U District Conversation on Homelessness
November 13, 2012	City-University Community Advisory Committee (CUCAC) meeting
November 13, 2012	Roosevelt Neighborhood Association
January 31, 2013	University of Washington Planner’s Forum

### Information booths

October 18, 2012	University of Washington Graduate and Professional Student Senate (GPSS) Fall Social
November 19, 2012	University of Washington Tower
December 5, 2012	University of Washington Husky Union Building (HUB)
January 26, 2013	University District Farmer’s Market



#### WHAT'S IN YOUR FUTURE U DISTRICT?

*“Activate all streets and alleys to create a “village” atmosphere, with a high pedestrian value, much like the streets of Europe. “*

## OUTREACH TOOLS

The project team developed the public involvement approach for **U District Next** around the following goals:

- Generate excitement and build a “buzz” about the possibilities of the future University District.
- Involve a diverse group of stakeholders, through the use of innovative outreach tools and strategies.
- Create opportunities for the community to share their thoughts, ideas, and values with each other, as part of a collaborative conversation.

In support of these goals, innovative outreach tools were used to bring a fresh and dynamic feeling to the project and to reach out to and engage a broad range of audiences while building awareness of and generating excitement for upcoming events. These tools included the following:





## U District Next Brand and Visual Identity

As an initial step in the planning process, the project team developed a distinct brand and visual identity for the Community Conversations process for use on all project materials. The brand, which ultimately included a project name, logo, and color scheme, needed to be catchy and memorable, communicate basic information about the Community Conversations process, and be unique in its appearance. With these goals in mind, the team selected a name and tagline: **U District Next: A Community Conversation** and a distinctive color scheme of grey, orange and white.

### www.UDNext.com

An interactive website was developed to promote upcoming **U District Next** events, provide background on the work of the UDLP, share photo journal photos and video interviews and host an online survey seeking feedback and ideas about the future University District. Since going live in September 2012, [www.udnext.com](http://www.udnext.com) has had over 5,800 visits by more than 4,900 unique visitors.

### Online Survey

An online survey was featured on the **U District Next** website that asked participants to answer ten questions relating to their perceptions of the current University District and what their hopes are for its future. The online survey went live in September 2012, and more than 250 surveys were completed.

### Photo Journal

The purpose of the **U District Next** photo journal and video interview series was to build awareness and generate interest in the **U District Next** process, and to get people thinking creatively about possibilities in the future University District.

The photo journal activity took place throughout the course of the **U District Next** process and asked participants to write out their answer to the following statement "In my future U District there will be..." on a project white board and have their photo taken holding up their response. Over 130 people participated in the photo journal activity/ Photos of participants were made available on the project website, on the **U District Next** Flickr page, and on printed materials provided at outreach events and activities.

WHAT'S IN YOUR FUTURE U DISTRICT?

*"Greener public spaces, more bike lanes, wider sidewalks beyond the Ave"*



### "Snapshots" Video Interview Series

To engage in a more in-depth conversation about the University District, **U District Next** conducted brief video interviews called "Snapshots" with key community leaders. Interview questions were tailored to address the key themes of each of the large events (In TRANSITION; Through Eco/Eco; With Partnerships) as well as the participant's areas of expertise. Interview participants included:

- Anne Gantt, University District resident
- Rob Johnson, Executive Director – Transportation Choices Coalition
- Kristine Cunningham, Executive Director – ROOTS Young Adult Shelter, University District Livability Partnership Co-Chair
- Roger Wagoner, University District Livability Partnership Co-Chair

Video interviews were made available on the **U District Next** website and selected clips from interviews were featured at large public events.

**Coasters**

Beverage coasters were produced as part of the **U District Next** outreach campaign and featured trivia questions about the history of the University District as well as the **U District Next** logo, website address and a QR code linking to [udnext.com](http://udnext.com). Over 800 coasters were distributed to 32 restaurants and bars throughout the University District and were available at outreach events as a “take-away” for participants.



## SOCIAL MEDIA

Social media allows for quick and easy interaction and involvement among a broad audience, and was a key tool in creating an ongoing 'buzz' about the **U District Next** process. By identifying and using social media outlets utilized by a diverse range of stakeholders – both locally and within the broader region – **U District Next** was able to establish an online presence that continued to grow throughout the Community Conversations series. Social media tools were targeted towards the University District's younger population who were more likely to respond to non-traditional, web-based outreach tools. **U District Next** social media tools included:



**126 "Likes"**  
**53 Posts**

### FACEBOOK

A **U District Next** Facebook page was created and maintained throughout **U District Next** outreach efforts. The page featured a brief description of **U District Next** and a link to the project website, regular updates that provided U District fun facts, links to project photos and videos, information on upcoming events and featured questions about what people would like to see in their future University District.



**94 Followers**  
**103 Tweets**

### TWITTER

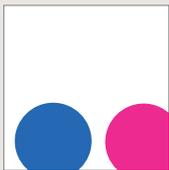
A **U District Next** Twitter account was established in order to provide followers with project updates, project photos, U District fun facts, upcoming event information, and to share live tweets from large events that focused on key points and themes being discussed. Relevant hash tags (i.e. #UDNext) were used in project tweets to appeal to a larger audience.



**26 Videos**  
**260 Views**

### VIMEO

The **U District Next** Vimeo site was used to post video interviews as well as informational videos and video clips from large events. Links to the videos were shared through the project's website, Facebook page and Twitter account.



**336 Photos**  
**131 Photo journal entries**  
**161 Views**

### FLICKR

The **U District Next** Flickr account was created in order to post all photos taken as part of the photo journal activity, as well as photos from outreach events. Photo journal participants were able to view their photos by clicking on a link to the **U District Next** Flickr account located on the project website.

## ONLINE SURVEY

Through the **U District Next** project website, members of the public were invited to provide their thoughts about the University District through a brief survey. Over 200 survey respondents were asked ten questions using multiple choice and written comment sections seeking their opinions about the University District of today and their desires for the neighborhood in the future. Through these questions, three key themes emerged: a desire for neighborhood walkability, concerns related to public safety, and support for a diverse population.

### Walkability

When survey respondents were asked to describe what they like most about today's University District, a strong majority indicated the neighborhood's walkability due to the close proximity of the University of Washington and mix of local stores and restaurants. Survey participants were also asked to describe their one "big idea" for the University District. Many respondents suggested a need to expand on the neighborhood's existing pedestrian-friendly environment with the development of a pedestrian mall or other alternatives to encourage more active use of the neighborhood's streets. Survey participants suggested that by creating this type of space, the neighborhood would gain needed open space and provide an environment that better supports pedestrians, bicyclists, transit, and the local economy. One intriguing example of the type of pedestrian-friendly urban environment that multiple survey respondents referred to is the Third Street Promenade located in Santa Monica, California.

### Public Safety

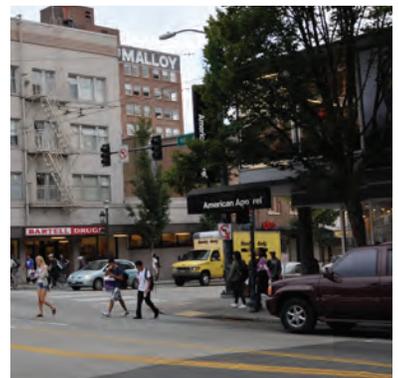
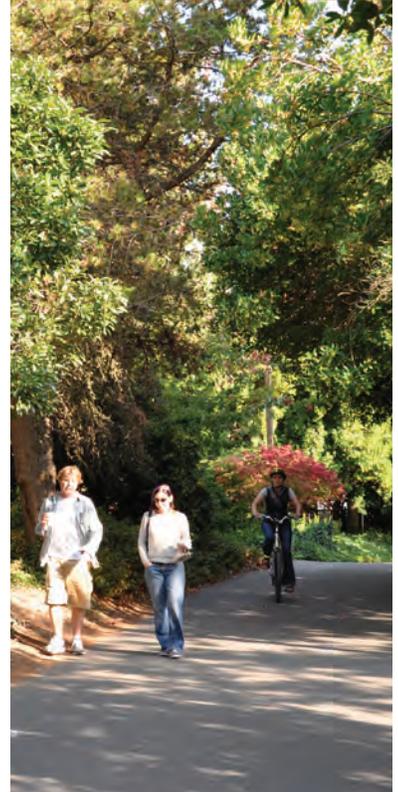
A second key theme that emerged through the online survey was concerns related to public safety. Survey participants were asked to identify the environmental or quality of life improvement they would most like to see in the University District and over 40% of respondents said improved public safety. Participants were also asked to indicate the one thing they would like to change about the neighborhood and numerous respondents wrote about the perception of crime, their reluctance to go out at night, loitering, transient populations, and apparent drug dealing. Survey respondents frequently described the University District as "unclean," noting litter in the streets, unkempt properties and a generally unappealing aesthetic to the neighborhood.

WHAT'S IN YOUR FUTURE U DISTRICT?

*"Denser housing with more plentiful green space. Turn the parking lots into housing or parks."*

### Diversity

The diversity of stores and restaurants in the University District were widely acknowledged by survey respondents as a significant community asset, however survey responses also indicated that a greater diversity of businesses are needed. When survey respondents were asked to indicate what new economic or employment opportunities they would like to see most in the University District, a majority expressed support for a wider variety of shops/restaurants and greater diversity of employers and employment options. Participants also indicated a desire to attract a greater diversity of individuals in terms of socio-economic status through the development of housing





options. Some respondents also noted a preference for larger, higher-end retail stores. Other respondents argued for retaining and encouraging the growth of small businesses and expressed concerns about the University District becoming more like denser neighborhoods in Seattle, such as Capitol Hill. The concerns expressed with Capitol Hill is that a number of small businesses have been replaced with big corporations which has given the neighborhood more of a big box feel.

WHAT'S IN YOUR FUTURE U DISTRICT?

*"We need to make places For people"*

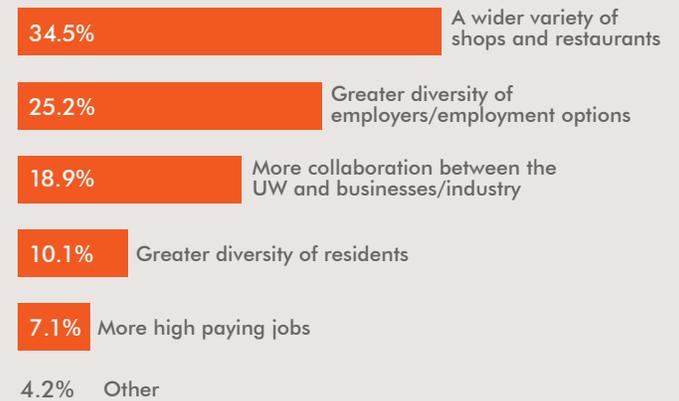
# What's in your Future U District?

## Online Survey Results

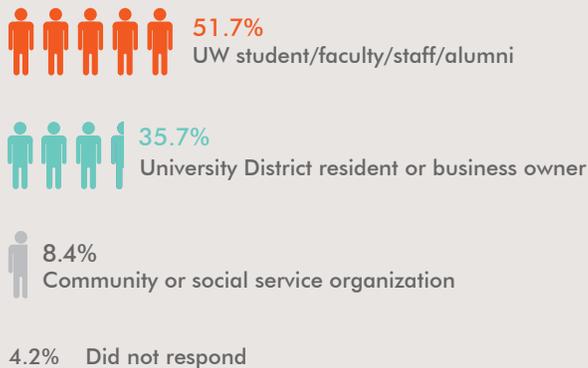
### WHAT ENVIRONMENTAL OR QUALITY OF LIFE IMPROVEMENTS WOULD YOU MOST LIKE TO SEE?



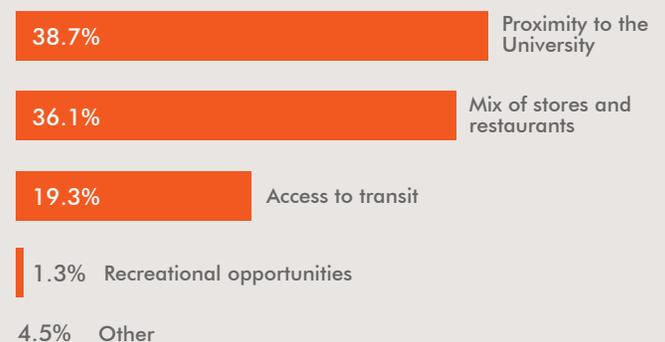
### WHAT NEW ECONOMIC OR EMPLOYMENT OPPORTUNITIES WOULD YOU MOST LIKE TO SEE?



### AFFILIATION



### WHAT DO YOU LIKE MOST ABOUT THE UNIVERSITY DISTRICT?



## PHOTO JOURNAL

As part of **U District Next** outreach efforts, members of the public were invited to participate in a photo journal where they were asked to share what they would like to see in their future University District. Participants represented a wide range of community stakeholders including neighborhood residents, local community leaders, elected officials, and UW students,

administration and alumni. Over 130 individuals took part in the photo journal activity. Key themes that emerged through their responses included: a desire for greater mobility options (bike/pedestrian/transit) in the neighborhood, concerns related to public safety, and a call for a greater diversity of businesses.





## "SNAPSHOTS" WITH U DISTRICT NEXT

In order to further engage with the public at a variety of levels, **U District Next** conducted four interviews with local community leaders and asked them to reflect on their thoughts about the University District of today and their desires for the future University District. Interviewees included Anne Gantt, University District resident; Rob Johnson, Executive Director of Transportation Choices Coalition; Kristine Cunningham, Executive Director of ROOTS Young Adult Shelter; and Roger Wagoner, Member of the Board of Directors at the University Heights Community Center.

Through these interviews, participants shared their collective appreciation for the University District's diversity and expressed a desire for more opportunities for different communities in the neighborhood to interact with each other through pedestrian malls, active alleyways, formal community partnerships, and increasing the diversity of retail and restaurants.

**Kristine Cunningham**, for example, stated: *"I really like the eclectic feel of the neighborhood. There is a lot of diversity in not just food choices but in the types of retail in the neighborhood and the types of people attracted to a big learning institution."*

**Rob Johnson** told us, *"One of the things I love about it [the University District] is that it's a really diverse community. Not just in terms of age because you see a lot of kids from high school all the way through graduate students but you also have a lot of professors and you have a lot of people like me who live nearby, so it's a really wonderful mix of folks that are in the neighborhood."*

Interviewees also noted the need for more public spaces in the neighborhood. **Anne Gantt** said: *"We need to make places for people"* by encouraging people to be more active in the neighborhood streets through creating more open spaces, bigger sidewalks, benches, and places for people to gather.

**Roger Wagoner** discussed the University District Livability Partnership's Strategic Plan for the University District and shared, *"The plan we have been working on will initiate some short term projects, one of them is improvements to the alleys making them cleaner and safer but to also potentially more useful and functional."*

Throughout this analysis of the comments received through a variety of community outreach tools, four major themes can be identified: economic and social diversity, mobility, public spaces, and public safety. In online surveys and interviews with local community leaders many stakeholders shared their appreciation of the diverse people and businesses of the University District. However, it is clear that community members feel that the economic vitality of the neighborhood could be enhanced if the area were more diverse in terms of residents, socio-economic status, and housing options. Community stakeholders also identified a desire for increased mobility options in the University District especially for bikes, pedestrians, and transit. Finally, community members shared the need for public gathering spaces for people to congregate using specific examples such as green spaces, plazas, and pedestrian malls. These themes represent the mosaic of comments received through and provide a sense of what the community wants to see in their future University District.

# WHAT'S NEXT



Through the UDLP's **U District Next** outreach campaign, several key themes and ideas emerged for the future University District:

## Diversity

The University District community prides itself on its diversity and seeks to encourage greater diversity in terms of business types, residents and housing options. The University District's eclectic mix of students, residents, businesses and social service organizations are a positive element of the community that should be preserved and expanded upon as future development occurs.

## Mobility

With the arrival of Link light rail in 2021, we heard from many in the community that improved pedestrian and bicycle connections as well as expanded transit options will be critical to the success of the new light rail station, and the neighborhood as a whole. Future developments should also be designed to support transit ridership.

## Public space

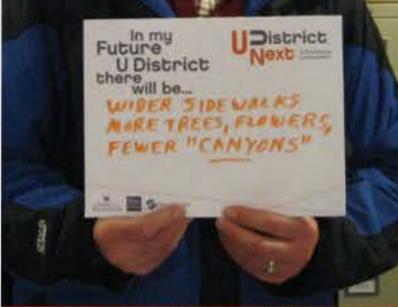
The community expressed support for the development of new public spaces -- through activation of alleyways, green spaces, plazas and better connections to the University of Washington campus. Public feedback supports a belief that well-designed public spaces will help create an economically vibrant University District, support transit ridership, and increase public safety.

## Public safety

Maintaining a safe community in the U District was a key theme expressed throughout **U District Next** outreach efforts. Community members suggested that today's University District does not feel safe. Factors mentioned that might contribute to this perception included the presence of litter, loitering, graffiti and not enough eyes on the street. Ideas suggested to address this issue included better activation of public spaces, more support for social service agencies, and close coordination between community leaders and the Seattle Police Department.

## CONTINUING THE CONVERSATION

Ideas generated through the **U District Next** process will be incorporated into the ongoing work of the University District Livability Partnership, through the implementation of the UDLP's Strategic Plan for the University District and Urban Design Framework. By continuing collaborative conversations with the community, the UDLP hopes to develop recommendations and strategies that will generate thoughtful, consensus-based policy initiatives that will positively shape the University District in the coming years.



# What's in your Future U District?



# **Examples of Optimal College Town Assessment Items**

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# Examples of OCTA Effort Dimension Items

PROGRESS

How much OVERALL CONTACT do you have with the following groups of people from campus?

	No Contact		Moderate Contact		A Great Deal of Contact	
Students	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/> 5	✓
Faculty	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/> 5	✓
Staff/Administration	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/> 5	✓
Board members	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/> 5	✓

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9:39 AM 6/9/2015

# Examples of OCTA Comfort Dimension Items

The screenshot shows a web browser window with the URL `app.collegetownassessment.com/survey/abcdef?step=6`. The page header features the OCTA logo and the text "THE OPTIMAL COLLEGE TOWN ASSESSMENT". Below the header, a progress bar is visible. The main content area contains a question: "On a scale ranging from very negative to very positive, how would you rate the relationships between the following groups of people and THE COMMUNITY AS A WHOLE?". The question is followed by a table with five columns representing the scale: Very Negative, Slightly Negative, Neutral, Slightly Positive, and Very Positive. The rows represent different groups: Students, Faculty, Staff/Administration, and Board members. Each row has five radio buttons corresponding to the scale points. The "Students" row has the radio button for "4" selected. The "Faculty" row has the radio button for "3" selected. The "Staff/Administration" row has the radio button for "5" selected. The "Board members" row has the radio button for "5" selected. At the bottom of the question area, there are "Previous" and "Next" navigation buttons. The footer of the page contains the text "©2014 The Optimal College Town Assessment (OCTA)". The Windows taskbar at the bottom shows the time as 9:38 AM on 6/9/2015.

	Very Negative	Slightly Negative	Neutral	Slightly Positive	Very Positive
Students	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input checked="" type="radio"/> 4	<input type="radio"/> 5
Faculty	<input type="radio"/> 1	<input type="radio"/> 2	<input checked="" type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
Staff/Administration	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/> 5
Board members	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/> 5

# Examples of OCTA Town-Gown Issues Items

PROGRESS

For the next set of questions, we are interested in hearing your thoughts about some specific concerns that commonly arise in the relationship between campuses and communities. We are interested in your opinion about these issues, so please remember that there are no right or wrong answers.

1. There are not enough events on campus that interest me.

Strongly Disagree	Mildly Disagree	Neither Agree Nor Disagree	Mildly Agree	Strongly Agree	Don't Know
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/> 5	<input type="radio"/> 6

2. Coursework offered on campus is too expensive.

Strongly Disagree	Mildly Disagree	Neither Agree Nor Disagree	Mildly Agree	Strongly Agree	Don't Know
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input checked="" type="radio"/> 5	<input type="radio"/> 6

3. The campus seems difficult to get to.

Strongly Disagree	Mildly Disagree	Neither Agree Nor Disagree	Mildly Agree	Strongly Agree	Don't Know
<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input checked="" type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6

4. Not enough classes and degrees are offered on the campus.

# Examples of OCTA Public Safety Items

**OCTA**  
THE OPTIMAL COLLEGE TOWN ASSESSMENT

PROGRESS

On a scale ranging from very negative to very positive, how would you rate the relationship between THE COMMUNITY AS A WHOLE and CAMPUS POLICE?

Very Negative      Slightly Negative      Neutral      Slightly Positive      Very Positive

1       2       3       4       5

On a scale ranging from very negative to very positive, how would you rate the relationship between THE CAMPUS AS A WHOLE and CAMPUS POLICE?

Very Negative      Slightly Negative      Neutral      Slightly Positive      Very Positive

1       2       3       4       5

On a scale ranging from very negative to very positive, how would you rate the relationship between THE COMMUNITY AS A WHOLE and CITY POLICE AND OTHER PUBLIC SAFETY OFFICIALS?

Very Negative      Slightly Negative      Neutral      Slightly Positive      Very Positive

1       2       3       4       5

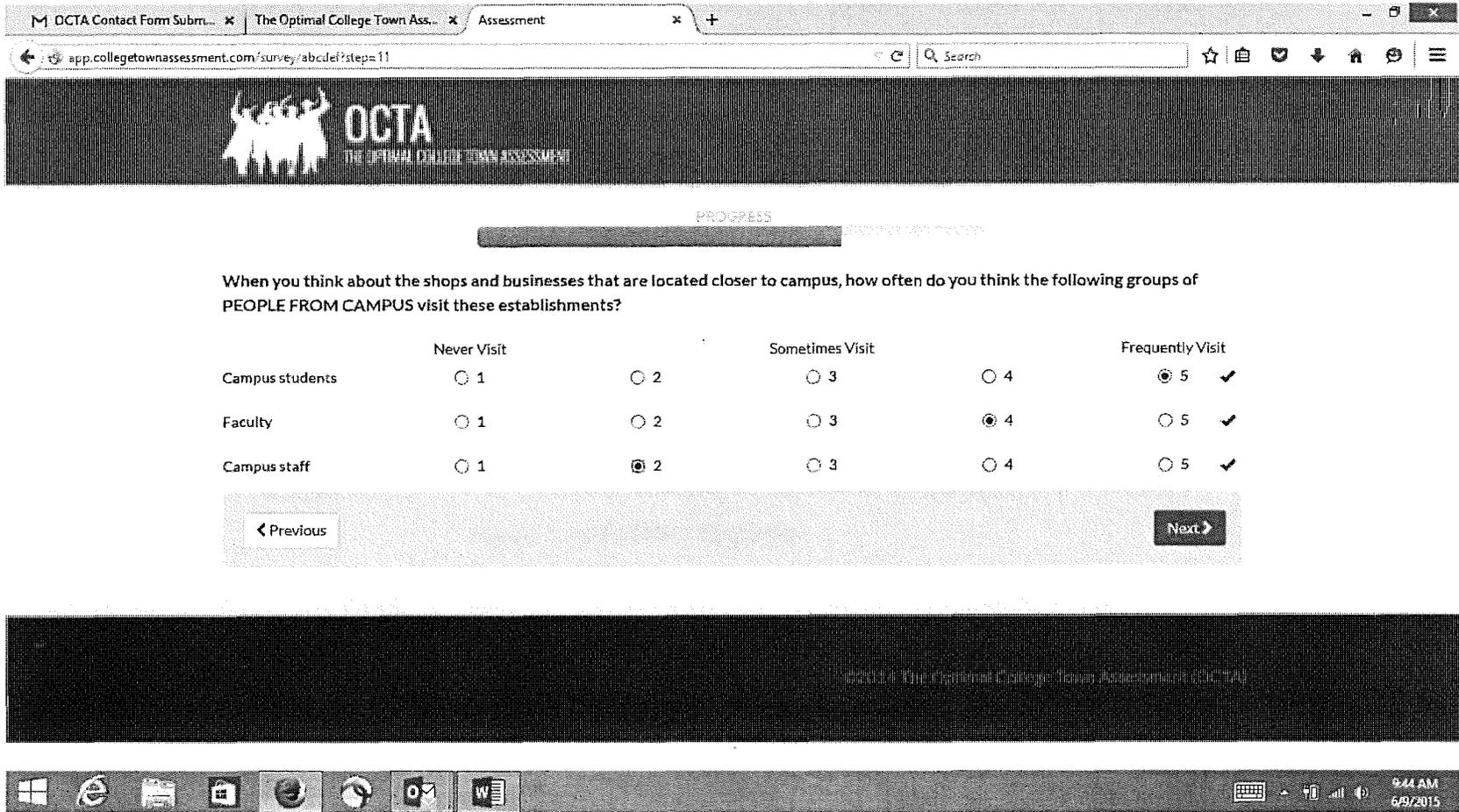
On a scale ranging from very negative to very positive, how would you rate the relationship between THE CAMPUS AS A WHOLE and CITY POLICE AND OTHER PUBLIC SAFETY OFFICIALS?

Very Negative      Slightly Negative      Neutral      Slightly Positive      Very Positive

1       2       3       4       5

9:41 AM  
6/9/2015

# Examples of OCTA Economic Impact Items



# Examples of OCTA Local Government and Media Items

OCTA  
THE OPTIMAL COLLEGE TOWN ASSESSMENT

PROGRESS

On a scale ranging from very negative to very positive, how would you rate the relationship between THE COMMUNITY AS A WHOLE and ELECTED AND APPOINTED CITY OFFICIALS?

Very Negative      Slightly Negative      Neutral      Slightly Positive      Very Positive

1       2       3       4       5

In your opinion, how positively or negatively do the local media (newspapers, television stations, etc.) tend to portray THE CAMPUS as a whole?

Very Negative      Slightly Negative      Neutral      Slightly Positive      Very Positive

1       2       3       4       5

In your opinion, how positively or negatively do the local media (newspapers, television stations, etc.) tend to portray THE COMMUNITY as a whole?

Very Negative      Slightly Negative      Neutral      Slightly Positive      Very Positive

1       2       3       4       5

[← Previous](#)      [Next →](#)

9:45 AM  
6/9/2015

## Examples of OCTA Open Ended Qualitative Items

OCTA  
THE OPTIMAL COLLEGE TOWN ASSESSMENT

PROGRESS

Do you have any thoughts to share about what the CAMPUS could do to improve its relationship with the community?

1000 characters max (0)

Do you have any thoughts to share about what the COMMUNITY could do to improve its relationship with the campus?

1000 characters max (0)

Is there anything else you would like to share before ending this survey?

9:47 AM  
6/9/2015

College Town Assessment, LLC

[collegetownassessment@gmail.com](mailto:collegetownassessment@gmail.com)

<http://www.collegetownassessment.com>

<http://twitter.com/CollegeTownGown>

## International Town-Gown Assessment Survey

### 1. DEMOGRAPHICS

**Question 1:** Are you employed by an institution of higher education?

Yes  No

**Question 2:** Do you work for a municipality?

Yes  No

**Question 3:** Please select the option below that best describes your current position (we are not asking for job title):

- University/college upper-level administrator
- University/college staff
- University/college faculty
- City administrator/manager
- Appointed official
- Elected official
- Business leader
- None of the above. I am a resident.
- None of the above. I am a student.
- Other (please specify) \_\_\_\_\_

**Question 4:** Please provide your zip code

**Question 5:** Are you a member of the International Town Gown Association ("ITGA")?

Yes  No  Prefer not to answer

### 2. TOWN-GOWN RELATIONSHIP OVERVIEW

Your answers in this section will provide a general depiction of the relationship between the institution(s) and the community. We understand that you may have multiple institutions and/or municipal jurisdictions in your community. Please select the institution or municipality that best applies and answer the survey questions accordingly.

**Question 6:** How would you rate the effectiveness of the town-gown relationship in your community? Select "1" for extremely ineffective and "5" for extremely effective.

1 2 3 4 5

**Question 7:** Which of the following words best describes the current town-gown relationship in your community?

- Contentious (one or both side(s) actively seek to undermine the other side)
- Non-communicative (one or both sides do not share information with the other side)
- Communicative (both sides keep each other informed when necessary)
- Cooperative (both sides coordinate on joint efforts but work somewhat independently)
- Collaborative (there is an active effort to work together on projects)

**Question 8:** Why would you describe your relationship that way?

**Question 9:** Which of the following words best describes the town-gown relationship you would like to have in your community?

- Contentious (one or both side(s) actively seek to undermine the other side)
- Non-communicative (one or both sides do not share information with the other side)
- Communicative (both sides keep each other informed when necessary)
- Cooperative (both sides coordinate on joint efforts but work somewhat independently)
- Collaborative (there is an active effort to work together on projects)

**Question 10:** What would it take to change the current relationship?

### 3. QUALITY OF LIFE IMPACT

The quality of life section is designed to gather insight about how the potential issues of shared community are perceived and managed.

**Question 11:** Please list the five biggest benefits of living in a campus community (i.e., a community that includes an institution of higher education). Such benefits could include things like community pride, college sports, recreation facilities, employment opportunities, economic development, increased property values, libraries, intellectual capital (brain gain), performing arts, visual arts (galleries), community vibrancy, increased retail presence, presence of young people, etc.

1

2

3

4



	Entirely the Institution of Higher Education					
	Primarily the Institution of Higher Education with Support from the Community					
	The Institution of Higher Education and the Community Jointly				Primarily the Community with Support from the Institution of Higher Education	
				Entirely the Community		
			Don't know/Not sure			
Drunk driving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diminished municipal emergency response time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
House parties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing affordability and availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Illegal drug use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intoxicated behavior (not otherwise listed)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Late-night noise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Litter/trash	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Occupancy code/zoning violations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gentrification (neighborhood changes due to increased property values)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Illegal parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poorly maintained/unsightly properties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public urination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stark demographic differences between the community and the college	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Students leaving after graduation ("Brain Drain")	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Underage drinking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vandalism/property damage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Question 54:** What is being done to address your most challenging issues?

**Question 55:** Are these actions effective? Why? Or why not?

**Question 56:** Would you say the positive aspects of living in a campus community outweigh the negative aspects?

- Positive aspects far outweigh the negative aspects
- Positive aspects slightly outweigh the negative aspects

- Positive and negative aspects balance each other out
- Negative aspects slightly outweigh the positive aspects
- Negative aspects far outweigh the positive aspects

#### **4. ECONOMIC AND CAMPUS COMMUNITY DEVELOPMENT**

This section is to better define the level of collaboration in creating economic and physical growth, (i.e. the use of economic development finance tools, opportunities available to help create "work-ready" students, physical (building-based) developments). Please answer these questions to the best of your knowledge.

**Question 57:** Is the institution of higher education and the municipality working on any policy-driven economic development projects collaboratively?

- Yes
- No
- Not sure

**Question 58:** Is the institution of higher education and the municipality working on any physical (building-based) development projects collaboratively?

- Yes
- No
- Not sure

**Question 59:** Are any of the following obstacles/roadblocks applicable to potential/planned physical development in your setting? SELECT ALL THAT APPLY

- Affordability of end product (apartments, retail space, etc.)
- Land availability
- Institutional politics
- Competing local developments
- Lack of private interest
- Lack of institutional interest
- Lack of public interest
- Other (please specify)

**Question 60:** Describe the internship program:

**Question 61:** What percentage of the student population do you estimate interns in the local community each year?

- None
- 1-10%
- 11-20%
- 21-30%
- 41-50%
- 51-60%
- 61-70%
- 71-80%
- 81-90%
- Over 90%

Please provide any other comments related to economic development related practices, policies, procedures, or issues related to your institution/municipality:

## Instructions for locating the CRAG's Web page and to sign up for e-notifications

Go to the City's Home Web page at [www.corvallisoregon.gov](http://www.corvallisoregon.gov)



Click on **"Government"** to get the drop-down menu.

Choose **"Boards, Commissions and Task Forces."**

On the next drop-down menu, choose **"Community Relations Advisory Group."**

On the bottom half of the CRAG's Web page, you will see this:

CRAG meets on the second Monday of each month at 7:00 pm in the Madison Avenue Meeting Room, 500 SW Madison Avenue:

May 11

June 11 (Thursday)

July 13

August - no meeting

September 14

October 12

November 9

December - no meeting

[Sign-up here for e-notifications.](#)

Meeting materials are available through the links below:

[Agendas](#)

[Packets](#)

[Minutes](#)

[Audio](#)

Click on **"Sign-up here for e-notifications"** to begin process (see attached for additional instructions).

Also note that agendas, packets, minutes (once approved), and meeting audio can be accessed by clicking on the links provided on the bottom of CRAG's Web page.

This is the Web page you will see once you click on "Sign up here for e-notifications." Enter your information and click on the options in the highlighted areas below to sign up for CRAG e-notifications:

## SIGN UP FOR E-NOTIFICATIONS

Share & Bookmark Font Size: **A A** Print [+]  
Feedback

### Stay Informed

Select your topics of interest from the form below to be notified about current news and upcoming events.

### The City Newsletter

If you'd also like to receive a monthly e-newsletter with selected stories, department report cards and more, please [visit our City Newsletter subscription page](#).

### Agendas and Packets

Sign up for Council, Standing Committee, Board and Commission "Calendar" topics to be notified when agendas and packets are available.

E-Notifier Signup | [Change E-Notifier Preferences](#)

1 E-mail Address:

2 Retype E-mail Address:  (To confirm your e-mail address)

### Calendar

- |   |  |
|---|--|
| <input type="checkbox"/> » All City Meetings                                    | <input type="checkbox"/> Administrative Services Committee   |
| <input type="checkbox"/> B&C - Airport Advisory Board                           | <input type="checkbox"/> B&C - Arts and Culture Advisory Board                                       |
| <input type="checkbox"/> B&C - Bicycle & Pedestrian Advisory Board              | <input type="checkbox"/> B&C - Board of Appeals  |
| <input type="checkbox"/> B&C - Budget Commission                                | <input type="checkbox"/> B&C - Capital Improvement Program Advisory Board                            |
| <input type="checkbox"/> B&C - Citizen Involvement and Diversity Advisory Board | <input type="checkbox"/> B&C - Civic Beautification and Urban Forestry Department Advisory Committee |
| <input type="checkbox"/> B&C - Community Police Review Advisory Board           | <input type="checkbox"/> B&C - Downtown Advisory Board   |
| <input type="checkbox"/> B&C - Downtown Advisory Board Parking Committee        | <input type="checkbox"/> B&C - Economic Development Advisory Board                                   |
| <input type="checkbox"/> B&C - Historic Resources Commission                    | <input type="checkbox"/> B&C - Housing & Community Development Advisory Board                        |
| <input type="checkbox"/> B&C - King Legacy Advisory Board                       | <input type="checkbox"/> B&C - Land Development Hearings Board                                       |
| <input type="checkbox"/> B&C - Library Advisory Board                           | <input type="checkbox"/> B&C - Parks, Natural Areas, and Recreation Advisory Board                   |
| <input type="checkbox"/> B&C - Planning Commission                              | <input type="checkbox"/> B&C - Transit Advisory Board  |
| <input type="checkbox"/> B&C - Watershed Management Advisory Board              | <input type="checkbox"/> City Council  |
| <input type="checkbox"/> Climate Action Task Force                              | 3 <input checked="" type="checkbox"/> Community Relations Advisory Group                             |
| <input type="checkbox"/> Housing Development Task Force                         | <input type="checkbox"/> Human Services Committee  |
| <input type="checkbox"/> OSU-Related Plan Review Task Force                     | <input type="checkbox"/> Recreation, Events and Activities   |
| <input type="checkbox"/> Sustainable Budget Task Force                          | <input type="checkbox"/> Urban Services Committee  |
| <input type="checkbox"/> Vision and Action Plan Task Force                      |  |

**\*\*INSTRUCTIONS CONTINUED ON OTHER SIDE\*\***

**News**

- |   |  |
|---|--|
| <input type="checkbox"/> Awards                     | <input type="checkbox"/> City Council Meeting Videos           |
| <input type="checkbox"/> CTS Service Alerts         | <input type="checkbox"/> Demolition – Residential Notification |
| <input type="checkbox"/> Emergency News and Notices | <input type="checkbox"/> Land Use Public Notices               |
| <input type="checkbox"/> Land Use Recent Decisions  | <input type="checkbox"/> Parks and Rec. Activities             |
| <input type="checkbox"/> Permit / Development Info  | <input type="checkbox"/> Police Department Annual Report       |
| <input type="checkbox"/> Press Releases             |  |

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**You should now be good to go! Please contact me at [terri.heine@corvallisoregon.gov](mailto:terri.heine@corvallisoregon.gov) if you have any questions or need additional help with the process.**

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