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Project Decisions and Performance Measures

The Bridgeless to Better Burnside project, in collaboration with Better Block PDX, aims to take advantage of the reduced traffic volume on West Burnside to reimagine the West Burnside corridor between 3rd and Park avenues. Addressing the challenges posed by bridge construction, we have identified two projects, in conjunction with other planned PBOT projects, that aim to bring vitality to the central city neighborhoods and businesses, while lessening the barrier that Burnside currently poses between the neighborhoods to the north and south. Through an inclusive public engagement process, we hope to enhance the overall experience of those traveling along the West Burnside corridor.

Project Goals, Objectives & Performance Metrics:

The Bridgeless to Better Burnside identifies four goals that aim to transform West Burnside St into a corridor that supports human connectivity, safety, placemaking, and equity.

Human Connectivity:

We aim to reduce the barrier effect that West Burnside has on the neighborhoods north and south of the street. Our goal is better connecting destinations, and repurposing public right of way into spaces for people to experience the corridor more comfortably. This includes increased crosswalk visibility through curb extensions, increased pedestrian signage, and street murals.

Safety For All Modes:

We aim to make West Burnside a safe and efficient street for all modes of transportation. Infrastructure improvements such as wider sidewalks, ADA accessible curb ramps, protected bike lanes, and curb extensions will allow comfortable travel for people using micro mobility devices. Additional traffic calming measures will help regulate vehicle speed and safer turning movements by reducing lane widths, enhanced signalization, and implementing raised crosswalks where applicable. Extensions of the Rose Lane transit lanes west to Park Avenue will improve reliability of the various lines that utilize Burnside St.

Placemaking:

Taking advantage of the reduced vehicle levels while the Burnside Bridge is under construction, placemaking efforts along the corridor will be designed to bring pedestrian activity to the central city. Creating spaces for people to relax and linger, interactive art installations, added greenery, and additional wayfinding between popular destinations will all enhance the vitality of the Burnside corridor. In addition, we plan to increase access to public restrooms.

Equity:

To ensure equity, we recognize that the history of changes in the Old Town Chinatown / Downtown neighborhoods has often excluded the input of the local residents. All communication and outreach about Bridgeless to Better Burnside projects will be inclusive and available in various relevant languages. Public meetings will be held in accessible locations near the project locations, as well as online. Special considerations are given to the houseless population, and Better Block will partner with local shelters and community organizations for project outreach and collaboration.

Performance Metrics:

Below is a list of the objectives and relevant performance metrics for each of the four project goals. For human connectivity, we chose to focus on those individuals traveling across West Burnside, particularly those traveling at low speeds. Therefore, we chose performance metrics that would indicate how easily someone not in a motor vehicle could move within the space.

To evaluate safety for all modes, we aimed to choose a variety of metrics that would provide quantitative and qualitative data. Many of the metrics are simply counts of various modes, with the assumption that increasing the safety of these modes along Burnside will increase their use. We also determined that it would be essential to also collect richer, deeper feedback from various mode users in order to determine how perceptions of safety along Burnside have changed throughout the project.

Similarly, to evaluate the placemaking objectives, we opted for a wide variety of performance metrics. Counts of people interacting in the area in various ways (visiting businesses, using public restrooms, checking out wayfinding signage) should provide near immediate feedback on how activity in the area is changing throughout the project. To complement this data, we recommend survey data be collected at several points throughout the project to gain targeted feedback about specific objectives.

Finally, to evaluate equity objectives, we recommend utilizing a holistic approach. While this approach does not lend itself easily to quantitative metrics, we believe it is crucial to maintain open dialogues with key community stakeholders in order to appropriately address equity objectives. These metrics should of course have a regular structure to them, perhaps a set of predetermined questions to be answered at regular intervals throughout the project. In this way, these metrics should be able to indicate trends in the quality of the equity considerations made.

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Goal	Objective	Metric
Human Connectivity	Increased crosswalk visibility	Driver yield rates
	More/varied seating	Usage counts of installed seating
	Pedestrian prioritization	Pedestrian crossing wait times
Safety For All Modes	Higher quality infrastructure for micromobility devices (bikes, scooters, wheelchairs, etc.)	Survey micromobility device users
		Micromobility device counts
	Traffic calming measures	Average instantaneous vehicle speeds
	Safer pedestrian crossings	Pedestrian crossing counts
		Driver yield rates
	Improved bicycle and transit facilities	Bicycle counts
		Transit wait times
Placemaking	Spaces for people to relax/be comfortable	Surveys of pedestrians
		Local business daily customer counts
	Wayfinding installations oriented around popular attractions (at the pedestrian scale)	Counts of pedestrian interactions with signage
	Increased access to public restrooms	Daily usage counts
Equity	Art installations/beautification	Intercept surveys at installations
	Inclusive communication and outreach about projects	Response rate from key demographics
	Partner with local communities/organizations	Surveying key communities and stakeholders
Equity	Specific considerations of houseless population and partnership with local shelters	Surveying key communities and stakeholders

Project Options

- Location 1: Park Blocks
 - Option 1:
 - Shared bike and bus only lane in each direction, buffered by bollards from car traffic
 - 1 lane of car traffic each direction
 - Parklet buffer on south side against bike/bus lane
 - Food carts on south side
 - Pedestrian scale lighting
 - Raised crosswalks across Burnside
 - Pedestrian wayfinding signage

Option 1 includes some of our most ambitious ideas situated around the park blocks. The park blocks are already poised to become more pedestrian friendly with their pedestrian-yield signs and relatively narrow road width. One of our key observations from our counts was the underutilization of the park blocks crossings. We hope that raised crosswalks, pedestrian scale lighting, and wayfinding signage would help rectify this on the pedestrian level. To make drivers more aware of the pedestrian prioritization and to reduce speeds, we recommend reducing car lanes to one in each direction, transforming one of those lanes into a shared bike/bus lane with bollards, and adding parklets on the south side. These changes would go towards accomplishing all of our goals with particular progress made in safety for all modes as well as placemaking.

- Option 2:
 - Enhanced pedestrian crossing signage/street mural
 - Rumble strips before pedestrian crossing
 - Maintain 2 lanes of cars each direction
 - Remove food carts on south end, add bus only lane
 - Mixed bike and bus only lane replacing parking on north side

Option two is also at the park blocks with relatively more easily implementable changes. Although less ambitious than our first option, these changes would still make significant strides towards achieving some of our goals. Safety for all modes and human connectivity are still made more robust while placemaking and equity are less addressed.

- Location 2: 3rd Avenue
 - Option 3:
 - Remove right turn lane in front of Dante's, turn it into a public parklet
 - Expand median on southwest side to take way left turn lane, expand median
 - Remove parking on northwest side, extend westbound bike lane
 - Street mural in intersection

Option 3 is our other location-specific option. Taking away turn lanes allows for the expansion of human oriented space and could be easily implemented with pop-up infrastructure. Extending the bike lane could also be easily implemented, going towards the bicycle/transit objective in our Safety For All Modes goal. The addition of a mural might on the surface not seem much but it would go towards objectives in three of our goals, addressing Equity, Placemaking, and Safety For All Modes.

-Option 4: Burnside Sunday Parkways

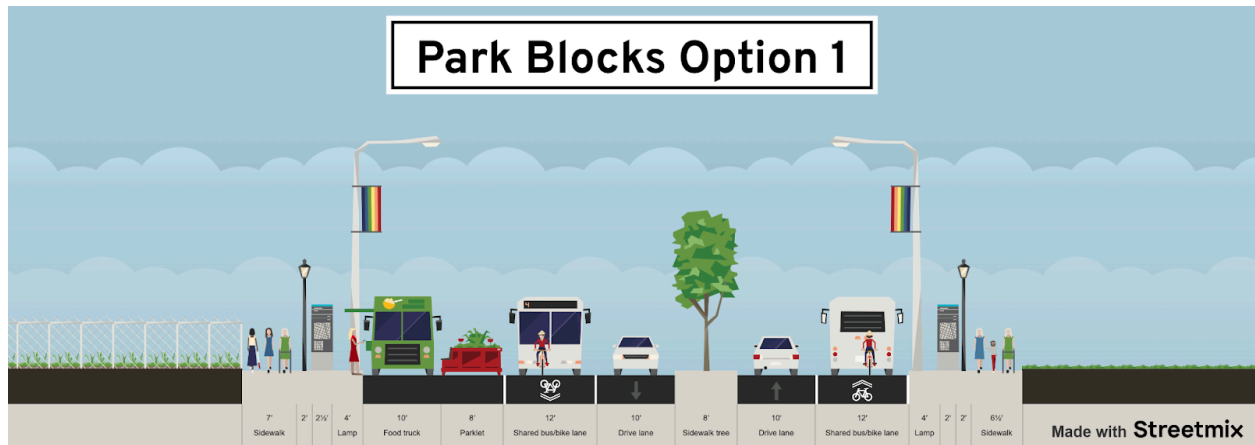
- Temporary placemaking installations
- Increased bike and pedestrian traffic
- partner with local cultural organizations for programming
- Increased business activity
- Burnside Bridge construction educational opportunities
- Collect community feedback

Option 4 is our temporally-specific option. This option would be used to enhance the Portland Sunday Parkways with placemaking and wayfinding installations. It has the most integration and collaboration with local businesses and organizations. It also has the most potential for collecting community feedback.

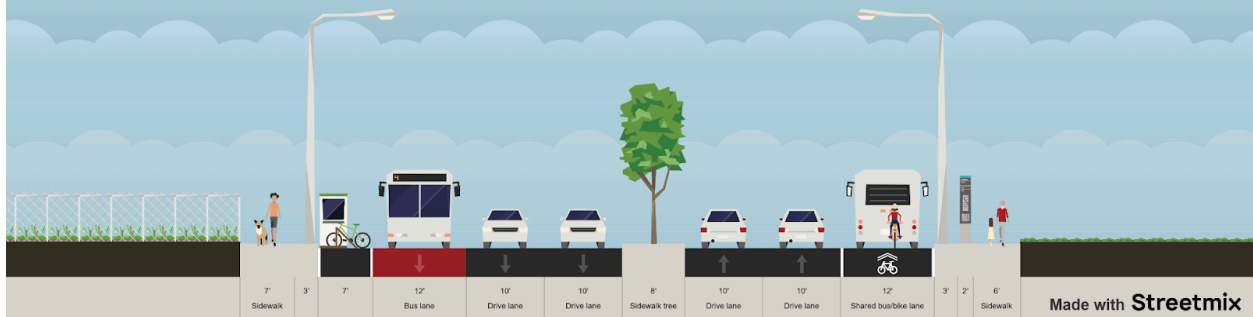
Values

- Create more human-oriented space
- Increase efficiency for walking, rolling, biking, and transit
- Implement changes in accordance with community values and desires
- Prioritize safety with equitable consideration given to vulnerable modes
- Develop a sense of community character and cohesion

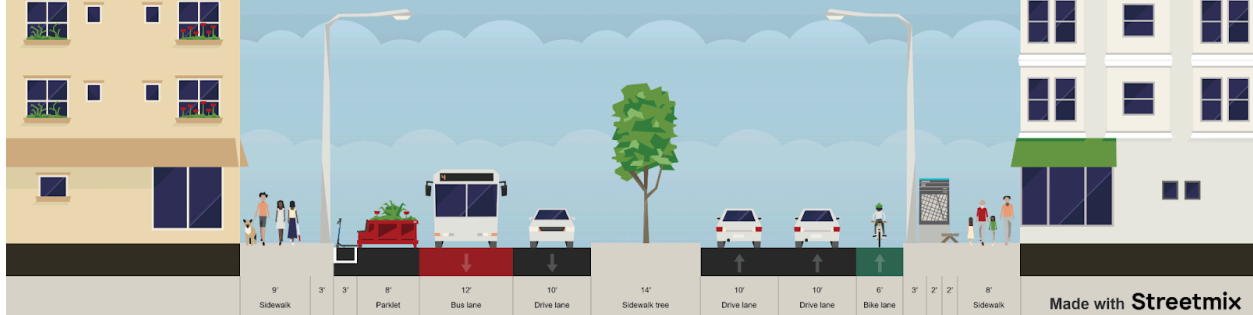
Project Design Option Visuals:

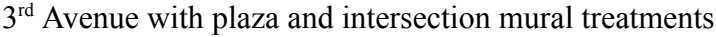


Park Blocks Option 2



3rd Avenue Option 3





Weighted Decisions Matrix:

			Which project alternative should we choose						
			112	0	74	0	127	0	95
			3. Options	Option 1	Option 2	Option 3	Option 4		
1. Decision making factors	Meets which objective?	2. Weighting	4. Your Score	4. Your Score	4. Your Score	4. Your Score			
increase pedestrian space	A i-iii, B iv	3	1	1	4	3			
will attract more people	A ii, iii, B iv-vii, C viii-xi, D xii-xiv	5	3	2	4	5			
improve safety at crossings	A i, iii, B iv-vi	5	5	2	5	2			
attract more bicyclists	B iv, v, vii	4	3	2	4	3			
create low stress areas	A i-iii, B v-vi, C viii-xi, D xiv	3	4	2	5	5			
improve transit efficiency	B vii	4	4	4	2	1			
Pedestrian Safety and Wayfinding Signage	B vi, C ix	4	5	3	4	2			
attract people to local businesses	B iv, v, vi, D xii-xiv	3	3	3	5	4			

Project Recommendations:

The Bridgeless to Better Burnside project encompasses the five to ten years the Burnside Bridge will be closed for demolition and reconstruction. This long timespan of altered activity on West Burnside provides several opportunities to experiment and improve conditions for the local communities. By establishing key community goals, objectives, and values we've been able to draft potential projects that address current issues. Through the decision matrix we've been able to determine the perceived value of each design option and can recommend options 1 and 3 for the Better Blocks PDX project. Due to the changing conditions along the Burnside corridor we believe implementing treatments at the Park Blocks and 3rd Avenue would efficiently tie into parallel projects like the Greenloop and the SW 4th improvement project respectively. Design option 1 addresses the need for pedestrian safety improvements with parklets, raised crossings, and pedestrian scale lighting. It also delineated a space for bicyclists and public transit vehicles with shared bus and bike lanes. Design option 3 implements more pedestrian and transit centric designs to improve placemaking and break down the barrier that excessive car traffic poses to vulnerable road users. Expanding the pedestrian sphere with a curbside plaza on the southside of Burnside while widening the median to shorten crossing times improve pedestrian safety and creates low-stress areas that attract more people.