



May 24, 2017

Metro Enhancement Program  
Grant Review Committee  
625 Center Street  
Oregon City, OR 97045

RE: Pedestrian Analytics and Pilot Placemaking Projects Grant Application

Dear Metro Enhancement Program Grant Review Committee:

Thank you for considering the attached application for Pedestrian Analytics and Pilot Placemaking Projects. This is a two-part program. One, establish a baseline of data. Two, identify trends and opportunities to create systematic enhancements throughout Downtown Oregon City.

As you will see in the attached letters of support, the analytics system funded by this grant request has a lot of useful benefits, which we intend to take full advantage of. For the purposes of immediate enhancements to the district, we plan to engage in several placemaking projects throughout the project year. We've proposed three projects, pending funding from an alternate grant agency, that study how people use the public right of way and engage with art. We also want to promote walkability and economic opportunity of our businesses that are not located within the most heavily trafficked two blocks downtown. If the alternate grant is not funded, we will pursue similar projects that are supported by this grant application's budget.

But, what is placemaking? It is a buzzword coined in the 1990's by the international organization, Project for Public Spaces. Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being. A diagram produced by PPS is attached to this letter.

The following are examples that inspired us to select our initial proposed projects:

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Brian Slack  
Zach Stokes

### **Executive Director**

Jonathan Stone

One, Mice on Main in Greensboro, South Carolina. Inspired by the children's book, Goodnight Moon, nice miniature sculptures were installed throughout their downtown. We would like to do a call to artists to propose Oregon City's own version.



Two, parklets. Inspired by Park(ing) Day, which is an annual worldwide event, we would install community created parklets in up to 5 locations downtown for a one-week period. Some on street and some off. Our research shows that art and culture are major unmet needs in Oregon City and there is a lack of ways and places that the community can enjoy the public spaces in the district. This demonstration would teach us what and how the community wants to see on a more permanent basis downtown. The pictures shown are just a couple of the MANY ways people have built parklets.



Three, demonstration pedestrian wayfinding. Inspired by <http://www.walkyourcity.org>, how can we promote pedestrian connectivity with the McLoughlin Neighborhood? What inspires residents to explore more? What orients tourists who are only here just one time?



These examples and others like them are the foundation of community engagement with downtown Oregon City. What we learn from the year-long analytics study and what we discover as the community participates in our demonstration projects will change how we think about and build the vibrancy and vitality of our downtown.

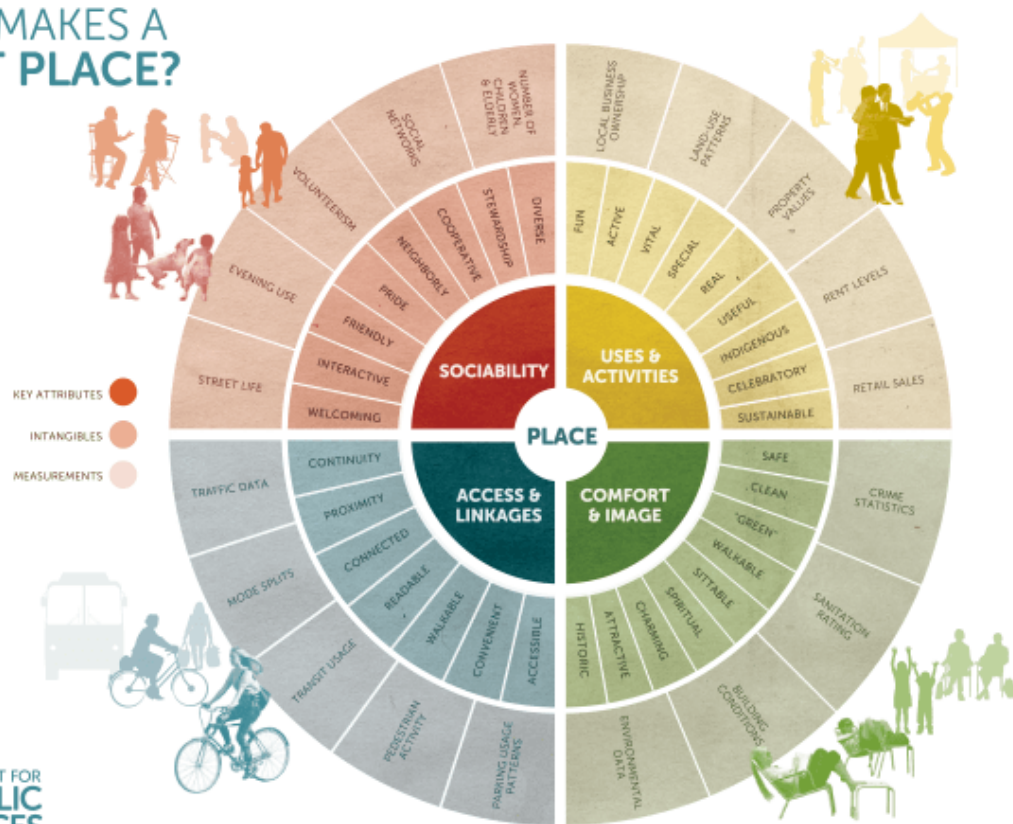
I hope you agree with us and find this to be a worthy project worth funding.

Sincerely,

A handwritten signature in black ink, appearing to be "JS" or "Jonathan Stone".

Jonathan Stone  
Executive Director

# WHAT MAKES A GREAT PLACE?







**OREGON  
CITY**



**Metro**

## Enhancement Grant Program Application

Before filling out this form, please read the Enhancement Grant Program Information for complete submittal instructions and to be sure that your proposal qualifies for funding. Applications received after the deadline will not be accepted. Liability insurance coverage may be required. Limit answers to the space provided.

Title of Project \_\_\_\_\_

Organization \_\_\_\_\_

Is this a Non-Profit Organization? Yes \_\_\_\_\_ No \_\_\_\_\_

Non-Profit Federal tax exempt ID Number \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Project Coordinator \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

Chairperson of Governing Board (If Applicable) \_\_\_\_\_

Phone \_\_\_\_\_

Signature \_\_\_\_\_

*(The person authorized to represent the organization must sign the application with a digital signature or actual signature on a hard copy.)*

**\*\*\*Complete the budget sheet on page 7 first.**

**Amount totals from that sheet will auto fill into this table**

<b>Grant Amount Requested:</b>	<b>\$</b>	
<b>+ Matching Funds (Cash):</b>	<b>\$</b>	
<b>+ In-Kind Matching Funds (See question #15):</b>	<b>\$</b>	
<b>= Total Cost of Project:</b>	<b>\$</b>	

## **Proposal Information**

1. Is this your first grant application to the Enhancement Grant Committee?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. Have you received an Enhancement Grant in the last 3 years? (Include past Metro Enhancement Grants)

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please describe the projects/programs for which you received funding.

3. If you received an Enhancement Grant last year, what is the status of the project?

4. Will this grant-funding request be used for the first phase of a project, with possible grant requests for future phases?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please explain.

5. Briefly describe the project for which you are requesting funds.

6. Describe why this project was selected and the community need(s) to which it will respond.

7a. Identify and describe how this proposal meets one or more of the goals for funding within the enhancement area boundaries (check those below that apply and describe by item number below).

- \_\_\_\_\_ 1. Result in an improvement to the appearance or environmental quality of the area/neighborhood.
- \_\_\_\_\_ 2. Result in the reduction in the amount or toxicity of waste, or increase reuse and recycling opportunities.
- \_\_\_\_\_ 3. Result in rehabilitation, upgrading or direct increase in the real or personal property owned or operated by a nonprofit organization having 501(c)(3) status under the Internal Revenue Code.
- \_\_\_\_\_ 4. Result in the preservation or enhancement of wildlife, riparian zones, wetlands, forest lands and marine areas, and/or improve the public awareness and the opportunities to enjoy them.
- \_\_\_\_\_ 5. Result in improvement to, or an increase in, recreational areas and programs.
- \_\_\_\_\_ 6. Result in improvement in the safety of the area.
- \_\_\_\_\_ 7. Result in projects that benefit youth, seniors, low-income persons or underserved populations.
- \_\_\_\_\_ 8. Result in significant improvement in the cleanliness of the City.
- \_\_\_\_\_ 9. Result in increased employment or economic opportunities for City residents.
- \_\_\_\_\_ 10. Result in increased attractiveness or market value residential, commercial or industrial areas.

7b. List by item number from 7a and describe how the project meets the each goal.



8. Project Period: \_\_\_\_\_  
(Number of months in duration)  
Beginning Date: \_\_\_\_\_  
Ending Date: \_\_\_\_\_

9. What is the geographic area of Oregon City where the project will take place?

10. How will the community benefit by your project? What is the estimated number of people affected and anticipated outcome(s)?

11. What community resources will be used as support for this project (i.e. community, city-owned property, city departments, transportation services or other civic groups)?

12. Briefly describe prior experience managing similar projects, including any past enhancement projects.

13. List anticipated project milestones and dates (e.g. groundbreakings, significant facility improvements, large gatherings of volunteers, public meetings, conferences, special activities and events).

14. An exit report will be required once the project is complete, per a signed Enhancement agreement. Describe the measurements you will use to assess the program/project effectiveness. In other words, how will the effectiveness of the program/project be tracked and evaluated (i.e. number of people served; improvements and/or beautification; number of volunteers attracted; amount of area cleaned or rehabilitated, etc.)? Be sure to describe project goals, changes and noticeable benefits that will come about as a result.

15. List sources of support for in-kind matching support (e.g. volunteer hours and donations). In order to estimate the value of donated volunteer time refer to the Enhancement Grant Program Information sheet for current value.

Item	Source of Support	Estimated Value (\$)

16. List all grants applied for in support of this project and commitments confirmed to date.

17. What is the percentage of Enhancement will be used for personnel services or administrative costs? \_\_\_\_\_%

18. Will the administrator be a paid position? Yes \_\_\_\_\_ No \_\_\_\_\_

19. Proposed Budget—on the following page please complete the proposed budget. Modify line items as needed to reflect proposed expenses.

- Column A: Show grant monies needed for the program/project.
- Column B: Show cash matching funds.
- Column C: Show donations or in-kind volunteer labor (from question 15).
- Column D: Totals for each category.

*\*\*\*\*These figures will be transferred to the table on the first page of this application.*

**Proposed Budget**

<b>Suggested List (not inclusive)</b>	<b>(A) Grant Dollars Requested</b>	<b>(B) Matching Funds (Cash)</b>	<b>(C) In-Kind Matching Support</b>	<b>(D) Total</b>
<b>Personnel Services (salaries, administration)</b>				
<b>Project Administration costs (clerical, advertising, graphics, printing, postage)</b>				
<b>Materials</b>				
<b>Equipment/Supplies</b>				
<b>Construction Costs</b>				
<b>Event Costs</b>				
<b>Transportation Costs</b>				
<b>Insurance Costs (if needed)</b>				
<b>Additional Costs (List)</b>				
<b>Totals</b>				





May 24, 2017

Metro Enhancement Program  
Grant Review Committee  
625 Center Street  
Oregon City, OR 97045

RE: Pedestrian Analytics and Pilot Placemaking Projects

Dear Metro Enhancement Program Grant Review Committee:

I represent a business in downtown Oregon City. DOCA's proposed pedestrian analytics and placemaking projects will help them understand how to optimize and improve their programming with the goal of promoting more business opportunity in the district.

The data that they collect will be made available to all Downtown Oregon City business owners on a regular basis. Footfall is critical to a retail business's success. Knowing how many pedestrians and cars pass by my business and what hours they do will help me understand how to optimize my business.

Regards,

*Ketoe and Co. (The Vintage Nest)*  
Downtown Oregon City Business Owners

#### 2017 Board

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Roger Nickerson

##### Vice President

Carol Pauli

##### Treasurer

Brad Forkner

##### Secretary

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Nancy Ide  
Yvette Kirwin  
Craig Morrow  
Don Scott  
Brandi Shrives  
Brian Slack  
Zach Stokes

##### Executive Director

Jonathan Stone

*SECOND SON KIMBAR*

*Horelife Ford  
Robert White*

*coin corner: Hobbies*

*Joey Eamon*

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Oregon City, OR 97045  
503-656-1619  
F: 503-656-2274  
[www.oregoncity.org](http://www.oregoncity.org)



May 24, 2017

Dear Metro Enhancement Grant Review Committee:

Re: DOCA Application for Ped/Bike/Auto Sensor Technology

This letter is in support of Downtown Oregon City Association's application for an Oregon City Metro Enhancement grant funds to conduct a long-term study of pedestrians, bicyclists, and vehicles within the downtown district. We are constantly seeking data that demonstrates the health of our businesses and where business opportunity exists.

The Chamber represents many downtown businesses and we believe the analytics made available from the proposed platform would be invaluable for them. Also, the manner in which DOCA can quickly measure the effectiveness of its programs and long term trends is vital for accelerated economic development.

We are very excited Downtown Oregon City is piloting the use of this technology in Oregon City!

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Amber Holveck', written over a horizontal line.

Amber Holveck  
CEO/Executive Director



Mailing: PO Box 903, Canby, OR 97013  
Physical: 16570A SE McLoughlin Blvd, Milwaukie, OR 97267  
Office (503) 305-7204 • Fax (503) 303-5809  
[www.kineticpropertiesllc.com](http://www.kineticpropertiesllc.com) • [info@kineticpropertiesllc.com](mailto:info@kineticpropertiesllc.com)

May 23, 2017

Dear Metro Enhancement Grant Review Committee:

This letter is in support of Downtown Oregon City Association's application for funds from the Metro Enhancement Committee to install pedestrian, bicycle, and vehicle counters in the district. I represent multiple properties in downtown with existing retail tenants. The primary driver of the success of retail tenants is pedestrian traffic. The primary driver of commercial property value is how much rent a tenant can sustainably support.

The data made available from the sensors will help me recruit quality tenants and to have conversations with existing tenants on how they can most take advantage of the available customer base. I am pleased that DOCA will be tracking how their events and marketing efforts increase footfall and that they will be able to focus on programs that have the greatest impact.

Increasing pedestrian activity in downtown Oregon City meets several of the Enhancement Program's goals. In my role as a member of the DOCA Board of Directors, I look forward to advancing those goals effectively by better understanding how the public uses downtown.

Regards,

Shauna Carter  
Property Manager, Vice President  
Kinetic Properties LLC





600 NE Grand Ave.  
Portland, OR 97232-2736  
[rediscoverthefalls.com](http://rediscoverthefalls.com)

May 24, 2017

Oregon City Metro Enhancement Review Committee  
c/o Jonathan Stone, Downtown Oregon City Association

Dear Oregon City Metro Enhancement Review Committee:

This letter is in support of Downtown Oregon City Association's application for grant funds to conduct a long-term study of pedestrian, bicycle, and vehicle traffic within the downtown district. The Willamette Falls Legacy Project and the private property owner of the former Blue Heron mill site are gearing up for Phase 1 construction activities and possible interim uses beginning next year. DOCA's proposal provides valuable data that can be used by the Willamette Falls Legacy Project.

A key tenant of the Willamette Falls Legacy Project is economic development with a goal of integrating into the existing historic downtown. With regular reliable data, the project team is able to better understand the entry location and timing of pedestrians to the downtown. We are happy to work with DOCA on sensor site selection to ensure that the collected data most supports WFLP's efforts.

We anticipate largely positive impacts related to the project's Phase 1 rivewalk development and its interim uses. That being said, the system DOCA is proposing would allow us to quickly address issues that might arise that may affect business or livability in the district. It will also help us validate the planning assumptions we have made.

Metro uses pedestrian counters throughout its park system. This type of data collection supports the Enhancement Program's goals.

Regards,

A handwritten signature in black ink, appearing to read "B. Moore".

Brian Moore  
Project Manager, Willamette Falls Legacy Project





May 24, 2017

Metro Enhancement Grants  
Grant Review Committee

Dear Grant Review Committee:

The Oregon City Public Works Department wishes to extend its support to the Downtown Oregon City Association for installation of pedestrian counters/sensors in downtown Oregon City. These sensors would provide hour-by-hour pedestrian counts, bicycle and vehicle counts, and also indicate the direction of travel for each mode.

The data provided from these sensors would allow the Downtown Oregon City Association to study the effects of program updates, events, new business locations, beautification projects, and how pedestrians access parking. This data would also assist with business recruitment within the area. We also anticipate that the data will have other beneficial uses by the City associated with the safe operations of our downtown transportation corridors, and quite likely would be used to help inform future grant applications and other improvement projects in the downtown.

We are also keen to the idea that these counters will link into the same counter system used for the elevator and will be installed at the same time. Some of these sensors may need to be mounted on locations within the public right of way. The Public Works Department recognizes the inherent value of this kind of data and would work with the Downtown Oregon City Association in pinpointing the appropriate location and installation needs for these sensors where needed.

The Public Works Department supports the Downtown Oregon City Association's efforts to install this equipment and collect this data. We would ask the award committee to look favorably upon their application.

Thank you for your consideration,



John Lewis  
Public Works Director



May 24, 2016

Dear Metro Enhancement Review Committee:

The Oregon City Community Development Department is supportive of Downtown Oregon City Association's proposed placemaking projects. Tactical urbanism and placemaking, have changed how cities around the world think about planning. We are particularly interested to learn about the public's feedback regarding pop-up parklets. In general, the addition of pocket parks or parklets, whether short-term or long-term are fantastic public amenities which provide opportunities for efficient public gathering spaces. We look forward to providing input to DOCA on how to implement this proposal to maximize community engagement.

Their specific grant request entails paying for an advanced analytics system to measure the impacts of placemaking and overall trends. The insights collected will be made available to the Planning Department and will help inform policies that impact walkability and livability throughout the City.

The Oregon City Planning Division encourages your approval of the grant request. Thank you for consideration.

Sincerely,

Laura Terway, AICP  
Community Development Director