



MEMORANDUM

To: Anna Dewey
City of Norfolk

From: Emily Moser, P.E., PTOE
Celene Exume
Kimley-Horn

Date: November 28, 2022

Subject: Ocean View Avenue Comprehensive Transportation Study
Round 3 Public Engagement Summary

Introduction

In response to requests from the community, the City of Norfolk has performed a comprehensive transportation study of the Ocean View Avenue corridor from Willoughby Spit to East Beach. Focusing on transportation and safety along the Ocean View Avenue corridor, this study evaluated the feasibility of transportation improvements such as a speed limit reduction, potential lane repurposing to accommodate bicycle lanes, and improvements to pedestrian crossings and beach access.

A central component of this study was to engage with the community to provide feedback at key steps throughout the study process. Each round of community engagement included a community workshop and online survey. This memo provides a summary of the third and final round of public engagement activities, which included the third community workshop.

Summary of Public Engagement Activities

Based on the findings from the second round of public engagement and on an evaluation of the conceptual alternatives, the project team developed preliminary recommendations for the Ocean View Avenue corridor, including a recommended preferred alternative for lane repurposing. The purpose of the third round of public engagement was to gather community feedback on the recommended preferred alternative and other preliminary study recommendations.

Prior to the third community workshop and online engagement, the project team met twice with the project Advisory Group to present a summary of the second round of public engagement and to discuss and refine the preliminary study recommendations. The Advisory Group has 19 members, including City Council Members Thomas Smigiel (Ward 5) and Andria McClellan (Superward 6), and representatives from the Ocean View Business Association, six local civic leagues (Bayview, East Ocean View, Cottage Line, Greater Pinewell, Ocean View, and Willoughby), the City of Norfolk Bicycling and Pedestrian Trails Commission, Hampton Roads Transit, Norfolk Public Schools, Norfolk

Police & Fire Rescue, Nansemond on the Bay and Bay Breeze Point Homeowners Associations, Joint Expeditionary Base Little Creek-Fort Story, and Bike Norfolk.

The City provided public notifications about the third community workshop and online opportunities for engagement through the following means:

- Facebook, Twitter, and NextDoor posts were issued by the City of Norfolk Department of Communications
- A City of Norfolk calendar event was created on [norfolk.gov](#) and notification was sent to all residents who signed up for community event updates
- Email notifications were sent to the local City Council representatives (Ward 5 and Superward 6), the Advisory Group, the Ocean View area civic leagues, and 618 subscribers to email updates on the Ocean View Avenue Comprehensive Transportation Study from the project webpage and the first two rounds of public engagement.

City of Norfolk Project Webpage

The City of Norfolk project [webpage](#) was updated to provide the latest information on the project and links to project materials. The webpage also provides a means for individuals to contact the City and submit questions or comments to the project team. There were 27 comments and questions submitted to the project team via the general comment form on the project webpage, posted on the City's social media platforms, and sent via email to the Department of Transit.

StoryMap

The project [StoryMap](#) was updated to include a summary of round two public engagement as well as the recommended concepts. Details were shared about how citizens can get involved in the project and how to provide input and feedback to the project team. Links were provided to the third public survey and project comment form. As of 11/06/2022, the StoryMap has received 1,996 views

Online Survey

An online survey was available from 10/17/2022 to 11/06/2022. The survey asked respondents whether they support the recommended lane repurposing alternative with directional bike lanes and the recommended pedestrian crossing treatments. The survey received 201 total responses. A copy of the survey and responses is provided in the Appendix, and a summary of the survey responses is provided in the next section below.

Community Workshop #3

The third community workshop was held in-person at the East Ocean View Community Center on 10/17/2022. There were a total of 40 attendees. The workshop began with a presentation by the project team which provided a summary of the second round of public engagement, the results of the traffic operations analysis, and the preliminary study recommendations. During the remainder of the workshop, participants were given the opportunity to visit multiple information stations set up throughout the room and speak directly with the project team to ask questions and provide feedback on the recommended preferred lane repurposing alternative, the recommended pedestrian crossing treatments and locations, the traffic analysis results, and other study recommendations.

Summary of Feedback from Community Workshop #3

As noted above, 40 individuals participated in the third community workshop on 10/17/2022. Below are some of the key takeaways from the meeting.

- Paper surveys were distributed to meeting attendees, and 18 of the attendees completed the paper survey (some of the attendees chose to complete the online survey in lieu of the paper survey).
 - Attendees were asked whether they support the recommended preferred alternative (Alternative 2A/2B) for lane repurposing. More than three quarters (78%) of the respondents indicated that they support the preferred alternative, and another 6% indicated that they support the alternative if their concerns are addressed.
 - Attendees were also asked whether they support the recommended pedestrian crossing treatments and locations. Nearly 90% of the respondents indicated that they support the pedestrian crossing recommendations, and another 6% indicated that they support the recommendations if their concerns are addressed.
- Many attendees shared their feedback at the information stations and/or as comments on the paper survey. The following are some of the most commonly noted comments on the preliminary study recommendations (in no particular order):
 - Install radar or speed cameras to enforce speed limit (*Note that Virginia state law only allows speed cameras in the vicinity of highway work zones and school crossing zones.*)
 - Improve the existing bike lanes on West Ocean View Avenue in Willoughby
 - Maintain two lanes in each direction for vehicular traffic (*Note that the traffic analysis has indicated that one travel lane in each direction is feasible at least ten years into the future without significant impact to traffic operations.*)
 - Provide additional median islands and street trees for safety and aesthetics
 - Provide parking for golf carts on the beach side of Ocean View Avenue

Summary of Online Survey #3 Results

As noted above, more than 200 individuals responded to the survey between 10/17/2022 and 11/06/2022. An analysis of the survey results from SurveyMonkey is attached in the Appendix. Below are some of the key takeaways from the survey.

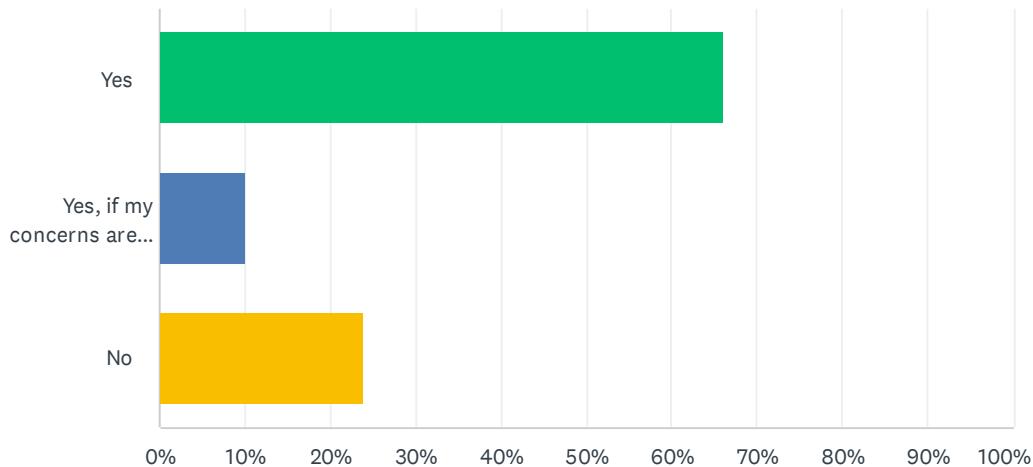
- Based on zip code data, greater than 90% of the survey respondents live in the vicinity of Ocean View Avenue (i.e., either 23503 or 23518 zip code).
- Furthermore, 85% of the respondents indicated that they live in one of the six civic leagues within the study area, while all but one of the remaining respondents indicated that they live elsewhere in the City of Norfolk.

- Respondents were asked whether they support the recommended preferred alternative (Alternative 2A/2B) for lane repurposing.
 - Two-thirds (66%) of the respondents indicated that they support the recommended lane repurposing, and another 10% of respondents support the lane repurposing if their concerns are addressed.
 - Less than one-fourth (24%) of respondents indicated that they do not support the recommended lane repurposing.
- Nearly half (47%) of the survey respondents chose to provide optional comments and feedback on the recommended preferred alternative. The following are some of the most commonly noted comments on the recommended lane repurposing (in no particular order):
 - Improve the existing bike lanes or continue the recommended preferred alternative on West Ocean View Avenue in Willoughby
 - Maintain two lanes in each direction for vehicular traffic (*Note that the traffic analysis has indicated that one travel lane in each direction is feasible at least ten years into the future without significant impact to traffic operations.*)
 - Install “No Passing” signs along the corridor to prevent drivers from using the center turn lane to pass
 - Provide raised concrete curb between vehicle lanes and bike lanes as a physical barrier
 - Increase enforcement of existing and proposed speed limit
 - Install radar or speed cameras to enforce speed limit (*Note that Virginia state law only allows speed cameras in the vicinity of highway work zones and school crossing zones.*)
 - Provide street trees and/or enhanced landscaping along Ocean View Avenue
 - Provide additional traffic calming measures on parallel streets through the neighborhoods to combat traffic spillover from Ocean View Avenue
 - Maintain existing on-street parking
- Respondents were also asked whether they support the recommended pedestrian crossing treatments and locations.
 - More than 80% of the respondents indicated that they support the pedestrian crossing recommendations, and another 10% indicated that they support the recommendations if their concerns are addressed.
 - Only 10% of the respondents indicated that they do not support the pedestrian recommendations.
- Approximately one-third (32%) of the survey respondents chose to provide optional comments and feedback on the pedestrian crossing recommendations. The following are some of the most commonly noted comments on the pedestrian recommendations (in no particular order):
 - Repair and widen existing sidewalks
 - Install additional RRFBs at pedestrian crossings, including 15th Bay Street, Hammett Parkway, and Norfolk Avenue
 - Upgrade crossing at 13th View Street instead of 15th View Street

- Install raised crosswalks along the corridor
- Install sufficient lighting at all existing and proposed crosswalks
- Reduce speed limit to 25 mph
- Provide more street trees and/or enhanced landscaping between sidewalks and the roadway
- Install "State Law Yield to Pedestrians" signs at all crosswalks
- Increase enforcement of vehicles not stopping for pedestrians in crosswalks (including at RRFB locations)

Q1 Do you support the recommended preferred alternative (Alternative 2A/2B)?

Answered: 201 Skipped: 0



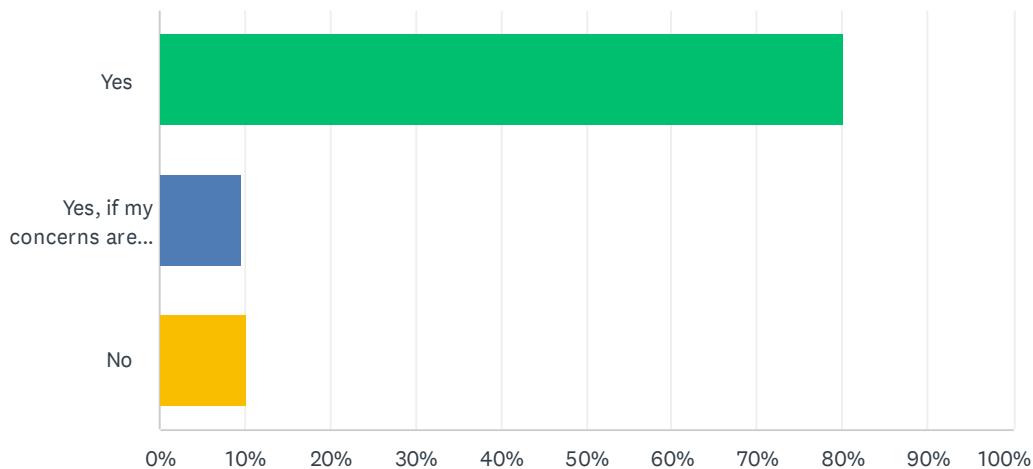
ANSWER CHOICES	RESPONSES
Yes	66.17% 133
Yes, if my concerns are addressed	9.95% 20
No	23.88% 48
TOTAL	201

Q2 Please provide any additional comments or feedback you may have on the recommended preferred alternative.

Answered: 95 Skipped: 106

Q3 Do you support the recommended pedestrian crossing treatment recommendations?

Answered: 196 Skipped: 5



Q4 Please provide any additional comments or feedback you may have regarding the recommended new pedestrian crossing locations and enhanced pedestrian crossing treatments.

Answered: 65 Skipped: 136

Q5 Do you have any additional comments or feedback for the project team?

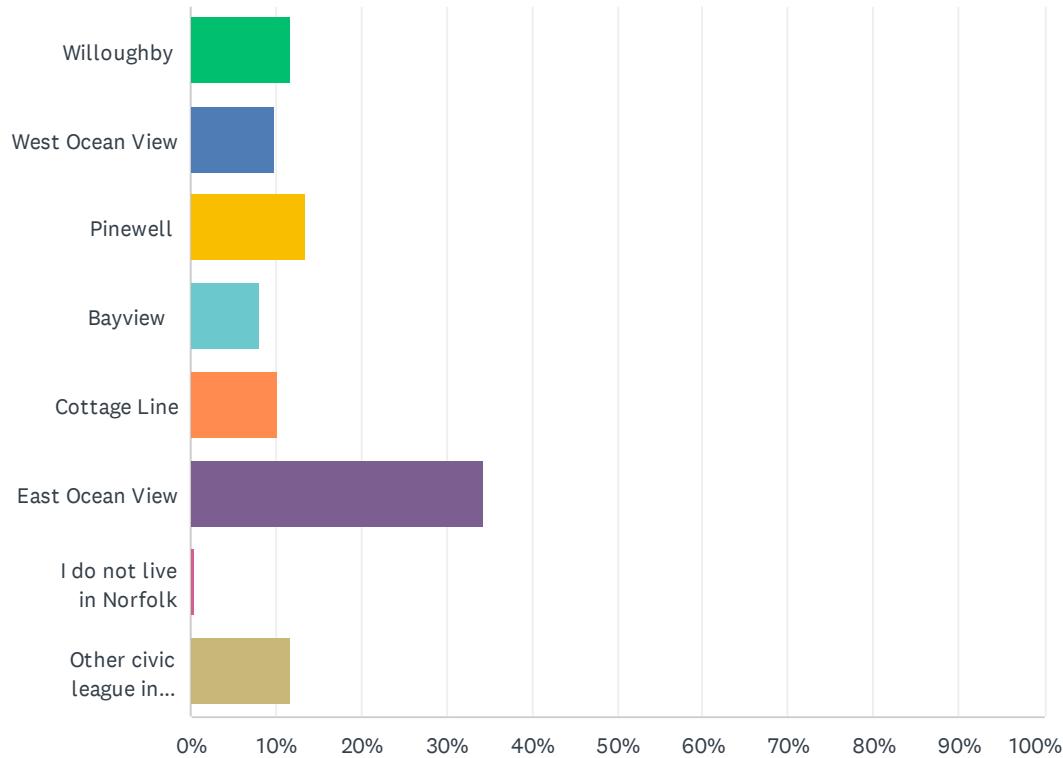
Answered: 89 Skipped: 112

Q6 What is the ZIP Code where you live?

Answered: 195 Skipped: 6

Q7 What is the name of the civic league that represents where you live? If you are unsure, please view this Civic League Map for reference.

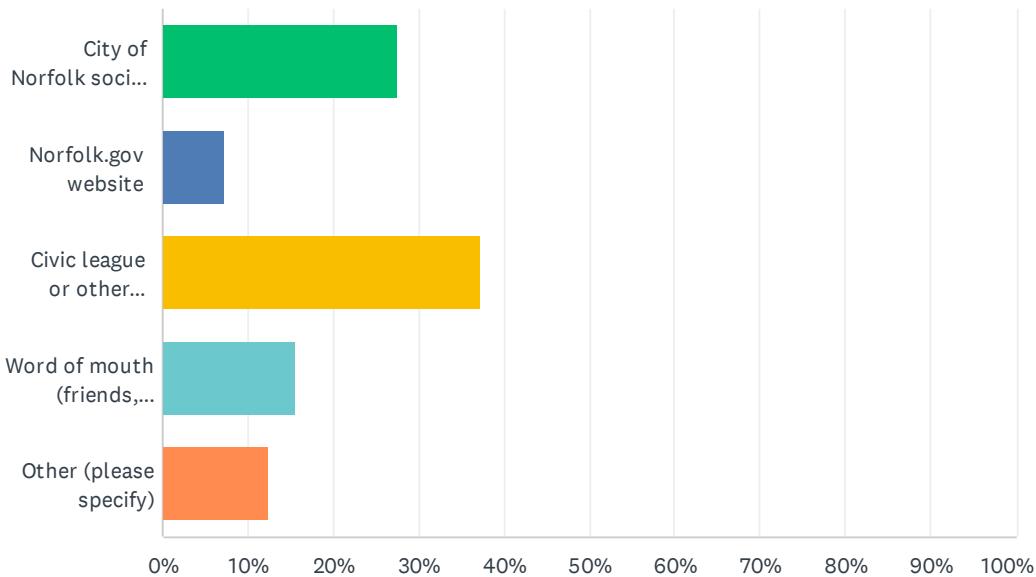
Answered: 195 Skipped: 6



ANSWER CHOICES	RESPONSES
Willoughby	11.79%
West Ocean View	9.74%
Pinewell	13.33%
Bayview	8.21%
Cottage Line	10.26%
East Ocean View	34.36%
I do not live in Norfolk	0.51%
Other civic league in Norfolk (please specify)	11.79%
TOTAL	195

Q8 How did you hear about this survey and/or the public workshop?

Answered: 193 Skipped: 8



ANSWER CHOICES	RESPONSES	
City of Norfolk social media posting (Facebook, Instagram, Twitter, Nextdoor, etc.)	27.46%	53
Norfolk.gov website	7.25%	14
Civic league or other community organization	37.31%	72
Word of mouth (friends, neighbors, etc.)	15.54%	30
Other (please specify)	12.44%	24
TOTAL		193

Q9 If you would like to receive notices about this project, please provide your email address below.

Answered: 128 Skipped: 73