



# HIGGINS CORRIDOR: BROOKS TO BROADWAY

## ENGAGEMENT SUMMARY • JUNE – AUGUST 2021

The first round of public engagement was conducted with a focus on gathering community input regarding needs, desires, and opportunities along the corridor. A multi-faceted approach, including in-person and virtual meetings, door-to-door canvassing, tabling at community events, and online engagement, provided a convenient means for business owners and residents to be involved with the project.

### BUSINESS OWNER ENGAGEMENT

#### 77 BUSINESSES

were engaged through door-to-door canvassing of the Higgins Corridor.

#### 64 BUSINESS OWNERS

were invited to participate in small group or one-on-one meetings.

#### 42 CONVERSATIONS

with business owners and employees through canvassing efforts.

#### 5 IN-PERSON MEETINGS

were held with area businesses and organizations.



### STEERING COMMITTEE MEETING

28 attendees from 14 organizations and businesses participated in the first steering committee meeting.

### Other frequently indicated priorities



**Allowing left turns at Higgins Avenue** signalized intersections was indicated as a priority in both survey responses and in canvassing conversations.



**Access to public transportation** and a return/expansion of trolley services through Downtown Missoula was indicated as a priority in many conversations held during tabling efforts.



**A desire to protect the “vibe” and aesthetics** of Downtown and the Hip Strip was expressed by many individuals engaged during tabling and canvassing.

### TABLING AT COMMUNITY EVENTS

Tabling at Downtown Missoula events provided means for connecting with 204 community members.

**DOWNTOWN TONIGHT, JULY 22 • 39 people engaged**

**CLARK FORK RIVER MARKET, JULY 24 • 130 people engaged**

**OUT TO LUNCH, JULY 28 • 35 people engaged**

### PROJECT WEBPAGE

The webpage, hosted on the Engage Missoula website, allowed residents and business owners to participate in the project via an online survey, a project ideas tool, or an interactive map.



**1,100** project website visits

**52** website survey responses

**19** pins added to the interactive map

**16** contributions to “Ideas” on the project webpage

### ENGAGEMENT THEMES

#### INDICATED PEDESTRIAN SAFETY AND PROTECTED BIKE LANES AS A PRIORITY



**13** survey responses

**7** canvassing discussions

**7** website comments

*\*Numbers reflect survey responses only. Additional comments received through in-person activities are not included in numbers.*

#### INDICATED PARKING AS A PRIORITY



**5** survey responses

**23** canvassing discussions

**2** website comments

