

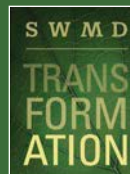


PHASE 1

EQUITABLE ENGAGEMENT SUMMARY

NOVEMBER 2021

Southwestern Medical District
Urban Streetscape Project



TEXAS TREES
FOUNDATION



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1

INTRODUCTION

Just three miles from downtown Dallas in the Southwestern Medical District, a unique transformation along the Harry Hines transportation corridor is about to happen. The **Southwestern Medical District Urban (SWMD) Streetscape Project**, led by the Texas Trees Foundation, will become the new model of what a medical district can be – a more holistic district that spurs good health, safety, calm, and a respite from stress – the intersection of health and nature.

The Southwestern Medical District is an economic hub for the City of Dallas and delivers world-renowned health care in partnership with innovative world-class research and education. Three major hospital systems, Parkland Health and Hospital System, Children’s Health Dallas and the UT Southwestern Medical Center, are surrounded by various businesses and residential mixed-use projects. The Urban Streetscape Project will serve the needs of the diverse community by creating a desired streetscape that will reduce the urban heat island in the SWMD, offer aesthetic enhancements, and provide a safer streetscape environment.





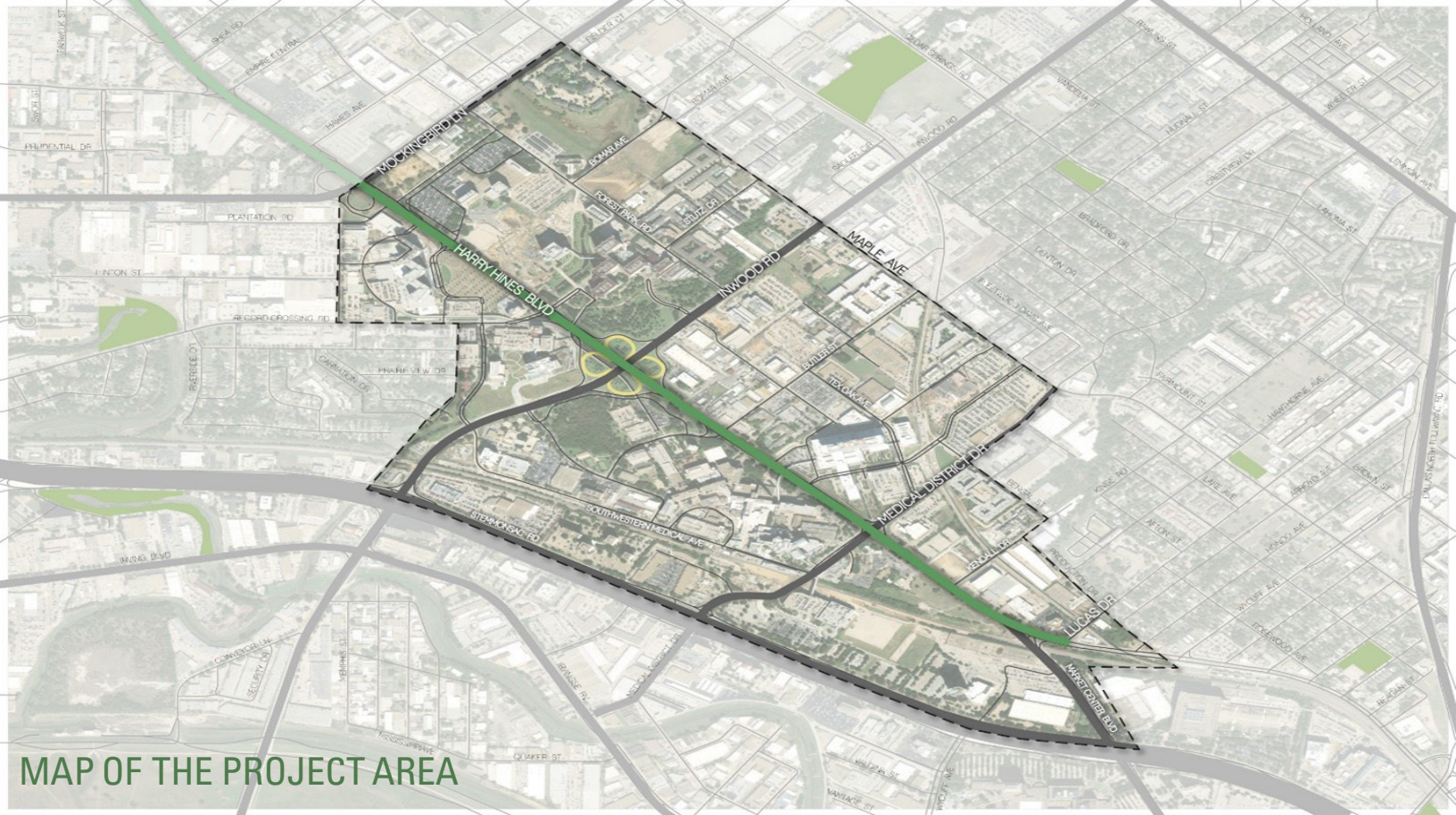


Design and implement a robust and equitable engagement process to identify the community's vision for the future of the Harry Hines corridor



In collaboration with many partners, the **Texas Trees Foundation (TTF)** is leading the efforts to transform the Southwestern Medical District. The Project Team consists of Texas Trees Foundation staff and MIG, Inc – a planning and community engagement firm with extensive experience throughout Texas. The MIG Team is augmented by the J. Williams Group.

TTF contracted with the MIG Team to design and implement a robust and equitable engagement process to identify the community's vision for the future of the Harry Hines corridor. The objective of the outreach process is to engage the community in creative and thought-provoking new ways, and amplify the voices of traditionally under-served



MAP OF THE PROJECT AREA

and under-resourced communities to co-design the project so that is accessible and meaningful to all interested constituencies.

PROJECT GOALS FOR THE SWMD URBAN STREETScape

- Engage all stakeholders in **reimagining** their community
- Leverage the **health benefits of nature** to improve the physical and mental wellness of all users of the district
- **Amplify voices** that have historically been excluded from similar processes
- Define the District’s character as a cohesive and **memorable** place
- Unite the medical institutions and clinics to establish a **world-renowned health district**
- Provide a **peaceful** refuge for healing and respite

This report summarizes the approach, activities and key findings from the Phase 1 Equitable Engagement for the SWMD Urban Streetscape Project.







WHAT IS A STREETScape?



A streetscape is the appearance or view of the street! It can include features such as trees, sidewalks, bike lanes, bus stops, water fountains, etc.

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EQUITABLE ENGAGEMENT APPROACH

The new streetscape for the Southwestern Medical District will promote safety, connectivity and nature for all who live, work and visit the district. Community engagement and outreach will lead the improvement efforts of Harry Hines Boulevard and guide the vision for translating the needs of the community into the design.

KEY AUDIENCES

SWMD has a wide range of different users, including patients and visitors; medical professionals, employees and staff; medical and nursing students; business owners and patrons; and the neighbors living in and adjacent to the District. All of these user groups have different needs and desires for the streetscape.

For example, patients in the area need access to greenspace for reflection and healing; visitors with physical limitations and disabilities have mobility and accessibility needs; institutions in the District want to improve the quality of life for current and future employees and staff; and long-time residents, predominantly those of color and lower income, are concerned with the further

NEIGHBORS LIVING IN & AROUND THE DISTRICT



gentrification of their community and subsequent displacement.

The Project Team is committed to designing and implementing an inclusive and dynamic engagement process to ensure the Urban Streetscape Project is based on robust and genuine feedback from the community, civic and city leaders, and the private sector.

CONDUCTING EQUITABLE ENGAGEMENT DURING COVID-19

COVID-19 has greatly impacted the ways in which we work, live and engage in civic processes. In spite of the pandemic, it was critical that the Project Team ensured inclusive, equitable, and diverse community outreach and engagement to inform the SWMD Urban Streetscape Project.

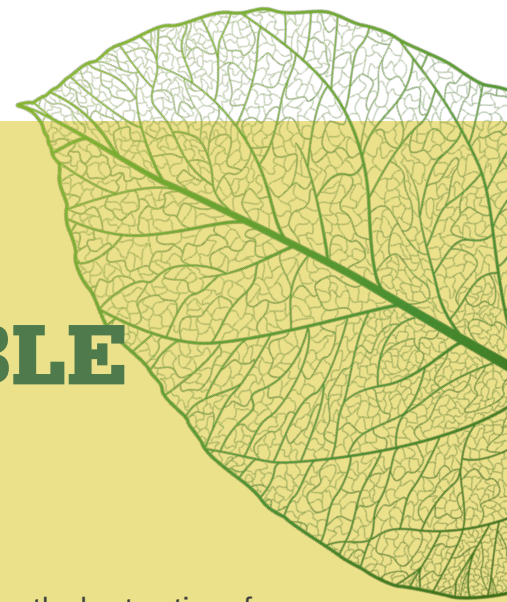
We used a creative and practical mix of engagement strategies to connect with the community in safe and socially-distanced ways. For example, we know that many people respond well to in-person communication. The Project Team conducted socially-distanced outreach methods

such as pop-up events, focus groups and door-to-door canvassing to still engage in-person. Even as restrictions on in-person gatherings loosened, many people still preferred to keep their distance and participate online. We also used online methods such as virtual interviews, surveys, social media and community workshops conducted via Zoom.

Integral to the mission of TTF is educating and mobilizing the public to activate the social, economic, environmental and health benefits of trees and spending time in nature. As such, the team is embarking on two broad education campaigns and remaining vigilant of other educational opportunities for the duration of the project. Engagement questions were grounded in education to eliminate jargon and enable community members of all backgrounds to fully participate.

Through these analog and digital strategies, we effectively engaged a broad cross-section of SWMD community members so they could access and fully participate in a variety of outreach activities.

PILLARS OF EQUITABLE ENGAGEMENT

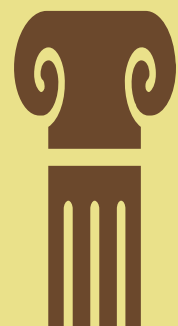


Equitable engagement is the cornerstone of the Urban Streetscape Project. The overarching goal of the community engagement process is to provide opportunities for meaningful participation and consensus-building among residents, patients, community members, medical staff and employees, partner agencies, and other stakeholders to define a shared vision for the SWMD's future. The Project Team developed the following pillars of equitable engagement to guide our approach to the SWMD Urban Streetscape Project:

- I. Define and Plan:** Co-develop the vision, values, goals, and recommendations to achieve the community's stated vision for the streetscape design.
- II. Listen and Learn:** Create opportunities to hear the needs and priorities of community members based on their real-life experiences. Solicit insights and feedback on the design concepts in a manner that is equitable, accessible and targeted to hear from a large group of representative stakeholders. Use stakeholder needs, concerns, and preferences to inform the eventual project design.
- III. Collaborate and Empower:** Partner with a broad range of community members and stakeholders to participate in and have ownership of the redesign of their space. Consult with decision-makers and government

officials to determine the best options for addressing stakeholder needs in the SWMD design.

- IV. Measure and Evaluate:** Track the participation of community members with the goal of identifying gaps and addressing those gaps through representative participation. Evaluate the planning process based on participant feedback and input.
- V. Inform and Communicate:** Share project goals, purpose, and timeline. Update stakeholders on project activities such as the benefits associated with the project, aggregation of comments, the rationale for design concepts and decisions, the progress made, and the process moving forward. Engage in a dialogue with stakeholders on activities within the district, project-related or otherwise.



3

COMMUNITY ENGAGEMENT METHODS AND ACTIVITIES

The Project Team developed an Equitable Engagement Plan (EEP), which offers numerous opportunities for the public, medical staff and students, civic and business leaders, as well as City staff and elected officials to be involved in the Urban Streetscape Project. The EEP highlights ways that specific outreach activities will seek out and consider the viewpoints of a wide cross-section of the SWMD and the adjacent communities, with a targeted focus on reaching populations that are traditionally under-represented in planning processes (e.g., communities of color, low-income communities, youth and seniors).







A targeted focus on reaching populations that are traditionally under-represented in planning processes

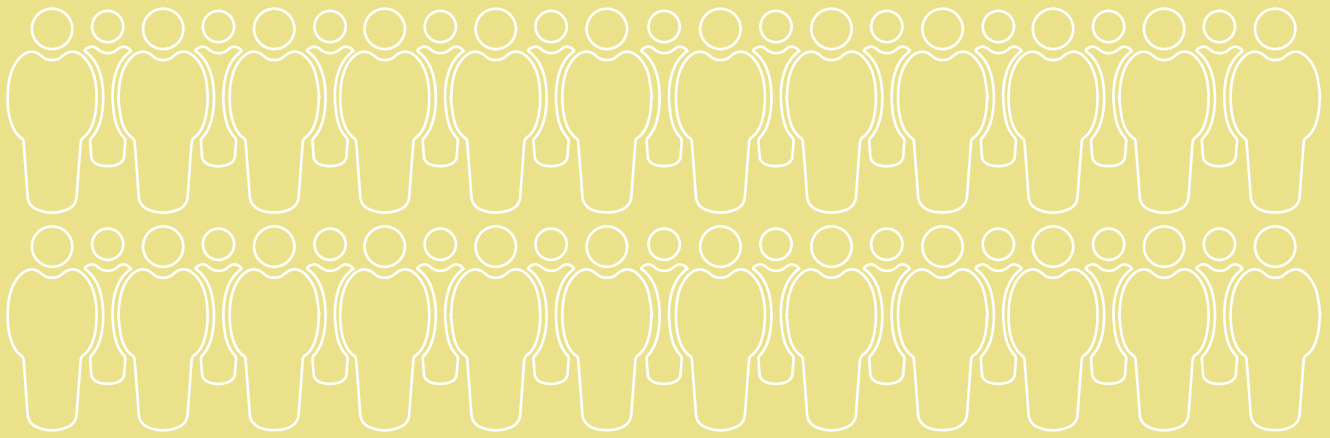
OUTREACH METHODS

The Texas Trees Foundation conducted extensive and targeted outreach. Outreach activities were designed to raise awareness and build excitement for the planning process, including the following methods:

- Bilingual flyers (English and Spanish)
- Stakeholder interviews
- E-blasts (mass emails)
- Bilingual community questionnaire (English and Spanish)
- Focus groups
- Pop-up outreach events
- Door-to-door canvassing
- Walking tour (print and online)
- Community design workshop
- Website updates
- Social media posts (Facebook and Instagram)

COMMUNITY ENGAGEMENT ACTIVITIES

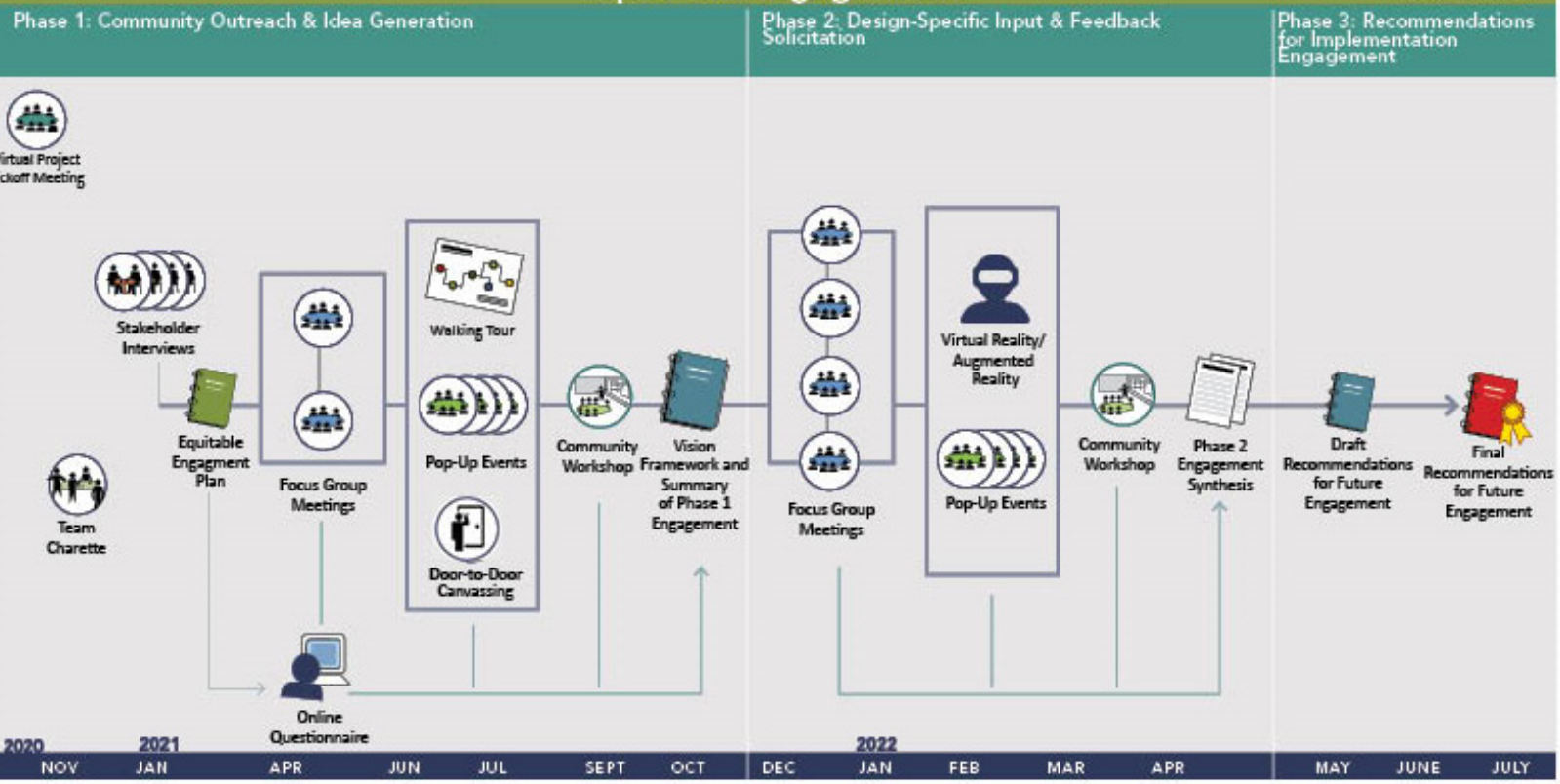
Over 1,600 people were engaged during Phase 1 of the SWMD Urban Streetscape Project. TTF designed and implemented a wide range of engagement activities, including pop-up events, door-to-door neighborhood canvassing, community workshops, focus groups, walking tours, and a community questionnaire. Each activity used a similar set of questions to ensure comparable data.



1,942

COMMUNITY PARTICIPANTS
ENGAGED IN THE PROJECT PROCESS





STAKEHOLDER INTERVIEWS

Given that the last round of SWMD outreach took place in 2016, it was critical to re-engage stakeholders and update them on the progress to-date and to lay out the engagement path moving forward. The Project Team conducted five (5) one-on-one interviews virtually with key stakeholders and community partners to share critical insights into the needs and emerging opportunities for the SWMD Urban Streetscape Project.

The interviews provided an opportunity for key individuals to discuss concerns or issues in a more intimate environment than that afforded by larger scale meetings and focuses on getting useful input to shape tools we will employ. Other stakeholders (e.g., businesses, special interest groups, etc.) who were not interviewed in Phase 1 will be engaged through other outreach activities, such as the Phase 2 focus groups, workshops, and surveys.

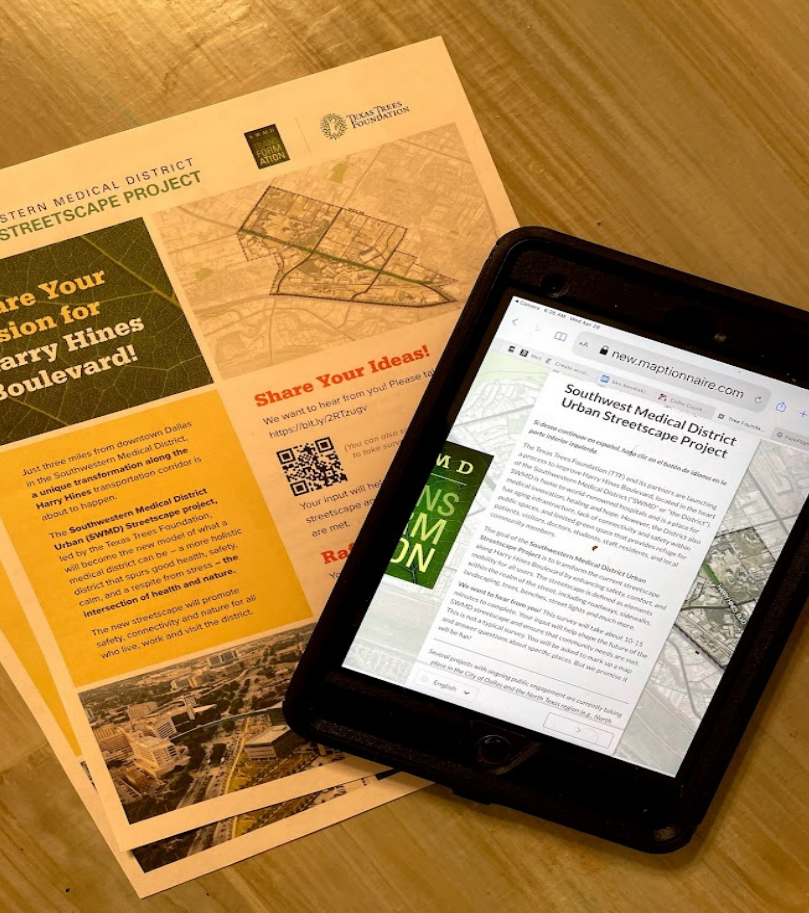
The Project Team interviewed the following stakeholders, including:

- UTSW Hospital HR Department
- Children’s Hospital Dallas
- Texas Woman’s University
- UT Dallas Center for Brain Health
- Ronald McDonald House

COMMUNITY QUESTIONNAIRE

The Project Team launched an online and print questionnaire to gather input on how to shape the future of the SWMD streetscape and ensure that community needs are met. This was not a typical survey and participants were asked to mark up a map and answer questions about specific places. As mentioned before, we grounded our engagement questions in education to eliminate jargon and enable community members of all backgrounds to fully participate. Participants were asked questions on the following topics:

- Community visioning
- Streetscape amenities
- Creating an identity for the Southwestern Medical District
- Creating a better natural environment
- Improving Harry Hines Boulevard for people who walk and roll



- Improving Harry Hines Boulevard for people who bike
- Improving Harry Hines Boulevard for people who take transit
- Improving Harry Hines Boulevard for people who drive
- Enhancing local businesses and economic development

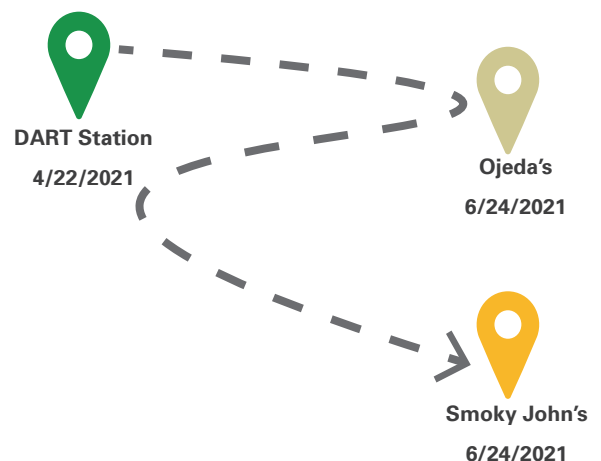
The survey received over 1,120 respondents (1,113 online survey submissions and 19 paper survey submissions). Two responses were submitted in Spanish. Over 700 respondents completed the long-version of the survey.

POP-UP OUTREACH EVENTS

The Project Team held three pop-up outreach events in June 2021. The purpose of these events was to introduce the public to the project and to collect input on participants' preferred goals for improving Harry Hines Blvd. This type of engagement was particularly important in reaching stakeholders who may not have access to the virtual survey or would be unlikely to receive it via email.

The events were formatted similarly, with a table or booth, activity boards to collect input, informational materials to distribute, and TTF staff to hold informal conversations with participants.

POP-UP OUTREACH EVENT LOCATIONS





VIRTUAL COMMUNITY DESIGN WORKSHOP

DOOR-TO-DOOR CANVASSING

Project Team members conducted door-to-door canvassing to collect community input on how they would like to see Harry Hines Blvd transformed.

Key canvassing locations/general areas include:

- 7-11 at 4940 Harry Hines Boulevard, Dallas
- Arlington Park Neighborhood and Community Center
- Block area at Medical District Drive and Maple
- Businesses in the northeast quadrant of Harry Hines
- Kroger at 4901 Maple Ave., Dallas, TX 75235
- Salvation Army Family Store & Donation at 5554 Harry Hines Blvd, Dallas
- Northeast Quadrant of Harry Hines residential drop-offs to apartments
- Southeast Quadrant of Harry Hines residential drop-offs to apartments

After identifying target areas, the Project Team identified canvassing routes to maximize

effectiveness and geographical reach. These areas were canvassed in June 2021 from 8:30am to 5:00pm. The Project Team distributed approximately 750 flyers at various locations and collected input for over 200 community members using the survey and pop-up outreach materials.

FOCUS GROUPS

On Wednesday, June 23, 2021, and Thursday, June 24, 2021, the Project Team conducted two 90-minute focus groups comprised of Arlington Park residents. The purpose of the focus groups were to introduce the participants to the project, collect detailed input on the community's preferred methods of engagement and their vision for improving Harry Hines Blvd.



**Arlington Park
Focus Group
6/23/21**

**Arlington Park Focus
Group Follow-UP
6/24/21**



Welcome to the Walking Tour!

This online tour is the place for you to record and share comments with the Texas Trees Foundation (the project lead). This pedestrian tour covers about 1 mile and 5 stops along Harry Hines Blvd. Have a specific location in mind?

Continue to the end of the online tour to upload a photo, video, or audio description of what you see from the street.

You can start this tour from any of the five stops below:

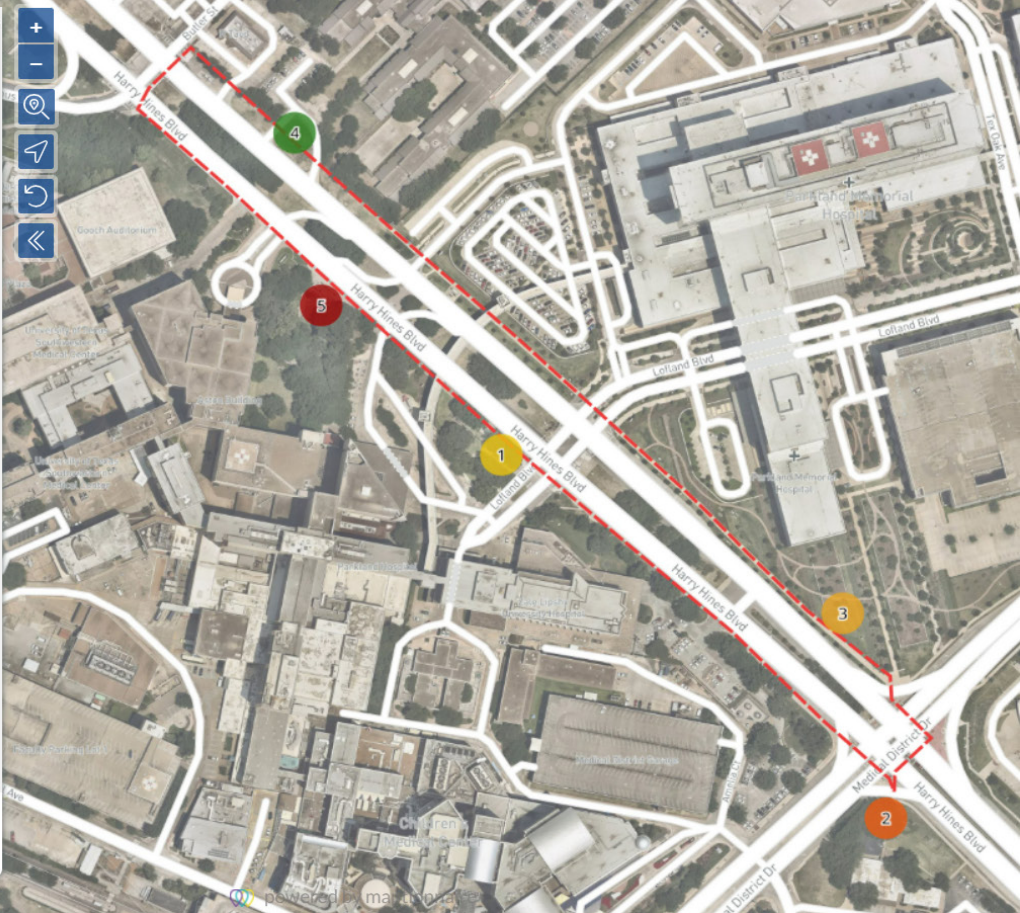
1. Click on the stop you would like to begin with
2. Answer questions about that location
3. Move on in order or pick another stop from this page.
4. You can move forward and back using the arrows at the bottom of the screen.

Where would you like to start?

- Stop 1: Intersection of Loftland and Harry Hines



VIRTUAL WALKING TOUR



COMMUNITY DESIGN WORKSHOP

On September 14, 2021, the Texas Trees Foundation hosted a Design Workshop to collect input on potential streetscape design alternatives.

The objectives of the workshop were to:

- Engage community members and partners in creating a shared vision for the Southwestern Medical District streetscape;
- Provide an overview of the research and community engagement conducted to-date and the results;
- Introduce the campus “corridor” concept (e.g., number of lanes, aesthetics, protected sidewalks, bike lanes, crosswalks, etc); and,
- Develop an overarching design framework that identifies potential design improvements and key locations for improvements to enhance safety, comfort, and mobility for all users.

Approximately ten participants joined the workshop, including representatives from the City of Dallas, Texas A&M University, Deloitte, and Texas

A&M University, Deloitte, and Texas A&M Forest Service.

A recording of the workshop can be viewed here: <https://vimeo.com/620259739>

WALKING TOUR

There is no substitute for on-the-ground reconnaissance. TTF hosted in-person and virtual tours to provide opportunities to experience what is and is not working in the streetscape. Participants were able to visit 5 key locations along Harry Hines Blvd and provide recommendations on how to improve each one. Recommended improvements were categorized by the following themes:

- Inclusive Intersection Improvements
- Safety Improvements
- Identity Improvements
- Environmental Health Improvements
- Connectivity Improvements

In total, 39 participants completed the virtual walking tour.

COMMUNITY DESIGN WORKSHOP DISCUSSION SUMMARY



| 1 - Does the emerging community vision resonate with you? Would you suggest any changes or modifications? | 2 - What improvements would you like to see as you walk and roll? | 3 - What improvements would you like to see as you bike and use micro-mobility (scooters)? | 4 - What improvements would you like to see as you take transit? |
|---|---|--|---|
| <ul style="list-style-type: none"> • Sounds very encompassing. • The addition of shade and comfort for users sounds great. • Harry Hines Blvd is the main spine that holds together the length of the medical district. • Add "social" in addition to physical and mental health. | <ul style="list-style-type: none"> • Add map markers and how this area interacts with nearby trails (these exist along other trails). • Wayfinding signage and other visual cues. • Water fountains. • A fun and memorable public realm and plays to people's senses. For example, incorporate facts, quotes, key dates, etc. into the sidewalks, steps, benches, and other street amenities that make people think and creates an identity to the place. • In the past this was a place to exercise at a basketball court, which had timed lighting for exercise equipment. • Accessible curb entries and well-lit rest areas. • Benches along sidewalks (important especially for older pedestrians, patients, etc.) • Sidewalk consistency regarding material and elevation. • Smooth and wheel-friendly paving materials | <ul style="list-style-type: none"> • Must be safe and not add people/users to the ER. • My experience in this area is extremely dangerous for cyclists. I dread Harry Hines when I cycle, but it connects me from Trinity to Victory Park and Katy Trail. • Expand space for safe bikeways. • When implementing lighting, the type of lighting is very important. • Encourage employees to bike into work or within the district. • Ensure that the bike paths on Harry Hines connect to the extension of the Trinity Strand Trail on Market Center Blvd. • Add more bike racks. • Major concern for the area underneath the tollway that you have to cross that's not safe. • How do you connect the three campuses together and those to surrounding destinations outside the District? | <ul style="list-style-type: none"> • Making access to Harry Hines from DART Station and TRE should be highest priority. • Design very clear connections to transit. • Transit stops with a shelter and benches, with the real-time location info. These shelters can also be designed to incorporate public art and serve as a visual cue and smart stop with free Wi-Fi, maps, charging station, etc. • Need wayfinding to support patient using public transit. • Visibility and orientation of buildings and entries towards transit is critical. • Consistent focus on entries and the destination. • Dedicated ride-share drop-off/pick-up. • This is more a DART-TRE wide suggestion, but Incentivize transit riding, like riders with monthly passes being put in a sweepstakes or lottery to get some fun benefit. • Transit stops should have amenities for kids and other users. I have seen swings at bus stops promotes movement and conversation. |



| 5 - What improvements would you like to see as you drive? | 6 - What improvements would you like to see for the natural environment community identity? | 7 - What improvements would you like to see as you rest and relax in the corridor? | 8 - What additional comments do you have to improve the corridor? |
|--|---|---|---|
| <ul style="list-style-type: none"> • Charging stations for electric vehicles (EVs). • Solar gardens to charge cars • Electric vehicle travel lanes. • There needs to be a discussion about whether U-turn access is allowed or managed. • Fewer driveways and curb cuts along Harry Hines and moving such vehicle entrances/exits on secondary streets. • A more developed street grid for better pedestrian and vehicle movement/choices. | <ul style="list-style-type: none"> • Urban food gardens. • Native landscaping and share knowledge to promote the community to use less water. • I love when I see pollinator specific plants and information regarding them. • Showcase of Texas native plants and why they are important. • Multi-sensory and seasonal experiences with nature. • Integrated stormwater management. • Green edges (between buildings and streets). • Linear and connected greenway with activity nodes to facilitate healthy physical/social activity in nature. • Visual access to nature (from buildings/windows) may also be important to consider. • Restoring local streams and using them as an alternative for movement to street corridors. • Nature should be used as an amenity and buffer. | <ul style="list-style-type: none"> • Making this district memorable. • Highlight diverse community success stories to inspire others. • Auditory sensory features, such as white noise, to balance out the auto busy setting • The Medical District needs both active spaces but also places for people to get away to reflect or people watch. • Water features. If you're trying to attract families, a splash pad would be a great addition. • Having something like a Paley Plaza in NYC along Harry Hines that is surrounded, but safe, with the sound of water, breezes, leaves moving, and shade. • Important to celebrate surrounding communities (Hispanic community, LGBT community in oak lawn, etc). • Engage local residents/community in creating "places" that they feel is memorable and a sense of ownership. (e.g., school projects with children to decorate bus stations, benches, etc.). | <ul style="list-style-type: none"> • Address homelessness. • Farmers Market on weekends. • Basic/general care facility. • Bring in events and activities for kids and family. • When the project is finished, publish metrics (effects on rainwater, pollution, etc.). • Ability for food trucks and other activity generators. |



OTHER ACTIVITIES

Throughout the process, the project team has been able to participate in engagement activities that were not part of the official schedule. These activities include:

- Best Practice Advisory Committee Visioning Workshops
- Presentation to the Congress for New Urbanism
- Presentation to the Oak Lawn Committee
- Presentation to the Greater Dallas Planning Council
- Presentation to the North Central Texas Council of Government's Air Quality Health Task Force
- Presentation at the International Society of Arboriculture Conference
- Presentation to a TAMU Senior Capstone Class
- Presentation to a SMU Marketing Class

In addition to the above activities, the Texas Trees Foundation received the 2021 Community Honors Award presented by American Institute of Architects Dallas. The Foundation joined other

recipients at a morning celebration ceremony held at the Architecture and Design Exchange in Dallas. Texas Trees Foundation was nominated based on its overall body of work, with a focus on the Southwestern Medical District Streetscape Transformation project where health and nature intersect through strategic design and planting with purpose.



4

KEY FINDINGS

TexasTrees Foundation engaged a diverse range of community members to collect input on how the SWMD can be transformed. The Project Team analyzed community input and identified key findings and themes from the various engagement activities, including stakeholder interviews, pop-up outreach events, community questionnaire, community design workshop, and walking tours. These key findings are summarized and presented below. Detailed results by activity are available in the Appendix.

COMMUNITY-IDENTIFIED ASSETS & OPPORTUNITIES

- World-class medical facilities
- Landscaping
- Bird sanctuary
- Opportunity to recruit and retain staff and students
- Central to many areas in and around Dallas
- Mature trees

COMMUNITY-IDENTIFIED STREETScape CHALLENGES

- Auto-focused street
- Fast-moving traffic
- Lack of shade
- Limited healthy food options
- Few safe crosswalks
- Lack of pedestrian lighting
- Poor wayfinding makes the corridor hard to navigate
- Unsafe at night
- Lack of identity and character
- Poor transit connections
- Lack of greenery, flowers and landscaping
- Pedestrian signals are not long enough for elderly/disabled people
- Limited places to sit and relax
- Limited connectivity to nearby trails

WHAT WE HEARD....

"THE KEY FOR ME IS FEELING SAFE TO WALK"

"BETTER WALKING CONNECTIONS TO DART STATION AND TRE"

"MORE GREENS SPACE PARKS WITH WALKING TRAILS"

"ALLOW FOR SAFER DRIVING TO COEXIST WITH BIKING/WALKING"

"ADD A BIKE LANE WHICH TENDS TO SLOW TRAFFIC. DEFINITELY LOWER THE SPEED LIMIT! 40MPH IS WAY TOO FAST FOR THIS ROAD! IF THE SPEED LIMIT IS 40, PEOPLE WILL DO AT LEAST 50MPH."

"MORE BUSINESSES TO SHOP BEFORE GOING HOME FROM WORK"

"MORE AND BETTER EATING VENUES WITHIN WALKING DISTANCE"

"I'D LOVE A MORE PET FRIENDLY ENVIRONMENT"

"OVERALL, IT DOESN'T FEEL VERY WELCOMING."

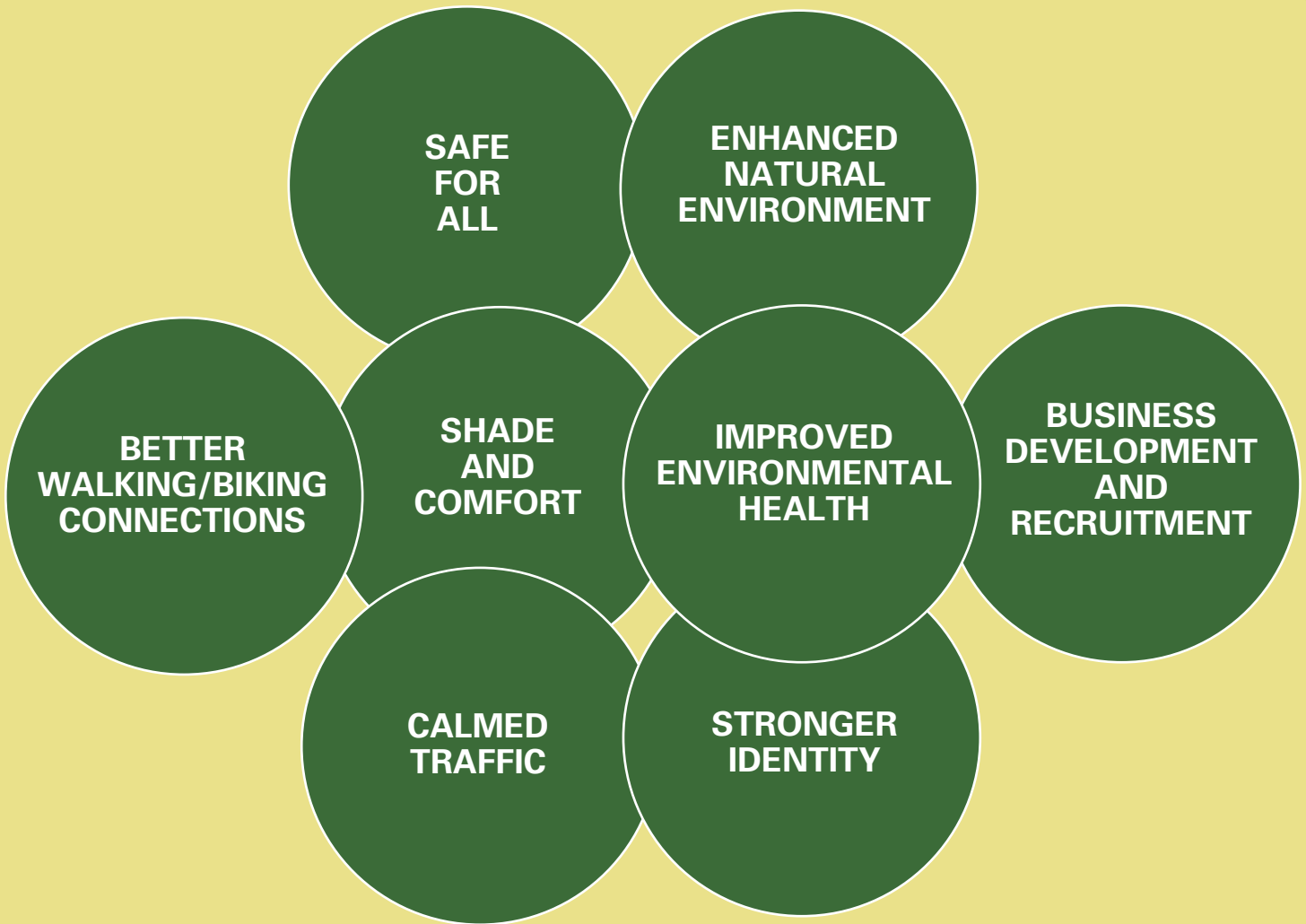
“CREATE A VIBRANT, URBAN DISTRICT WITH WALKABLE RETAIL, ACTIVATED GROUND-LEVELS OF BUILDINGS, AND LESS DOMINANCE OF THE AUTOMOBILE”

“SAFETY IS MY FIRST PRIORITY BEFORE ANY OF THE ABOVE FEATURES AND ENHANCEMENTS. WITHOUT SAFETY I AM NOT GOING TO ENJOY WHAT YOU ARE PROPOSING”

“A STREET DIET WOULD REDUCE VEHICULAR SPEEDS AND PROVIDE AREAS OF RESPITE FOR PEDESTRIANS. PEDESTRIAN CONNECTION ACROSS HARRY HINES IS CRITICAL AS PATIENTS AND PATIENT FAMILIES NAVIGATE TO THE MAPLE AVENUE CORRIDOR.”

I WOULD DEFINITELY KEEP THE FOCUS ON NATURE, SERENITY, AND BEAUTY AS PEOPLE ARE TRYING TO HEAL AND HELP OTHERS HEAL IN THIS DISTRICT.

COMMUNITY VISION THEMES






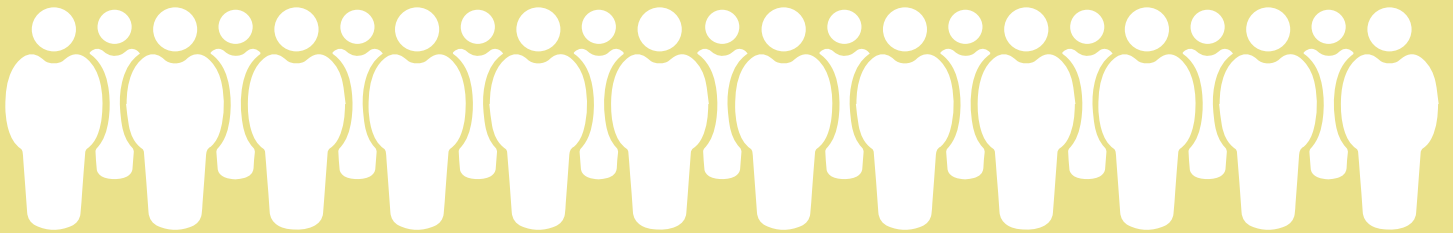
EMERGING COMMUNITY VISION

HARRY HINES BOULEVARD IS A **SAFE AND VIBRANT STREET FOR PEOPLE WHO WALK, BIKE, TAKE TRANSIT AND DRIVE**. IT IS WELL-CONNECTED TO ADJOINING HOSPITALS, NEIGHBORHOODS, AND KEY DESTINATIONS.

THE REDESIGNED STREET **CALMS TRAFFIC WHILE MAINTAINING EMERGENCY ACCESS**.

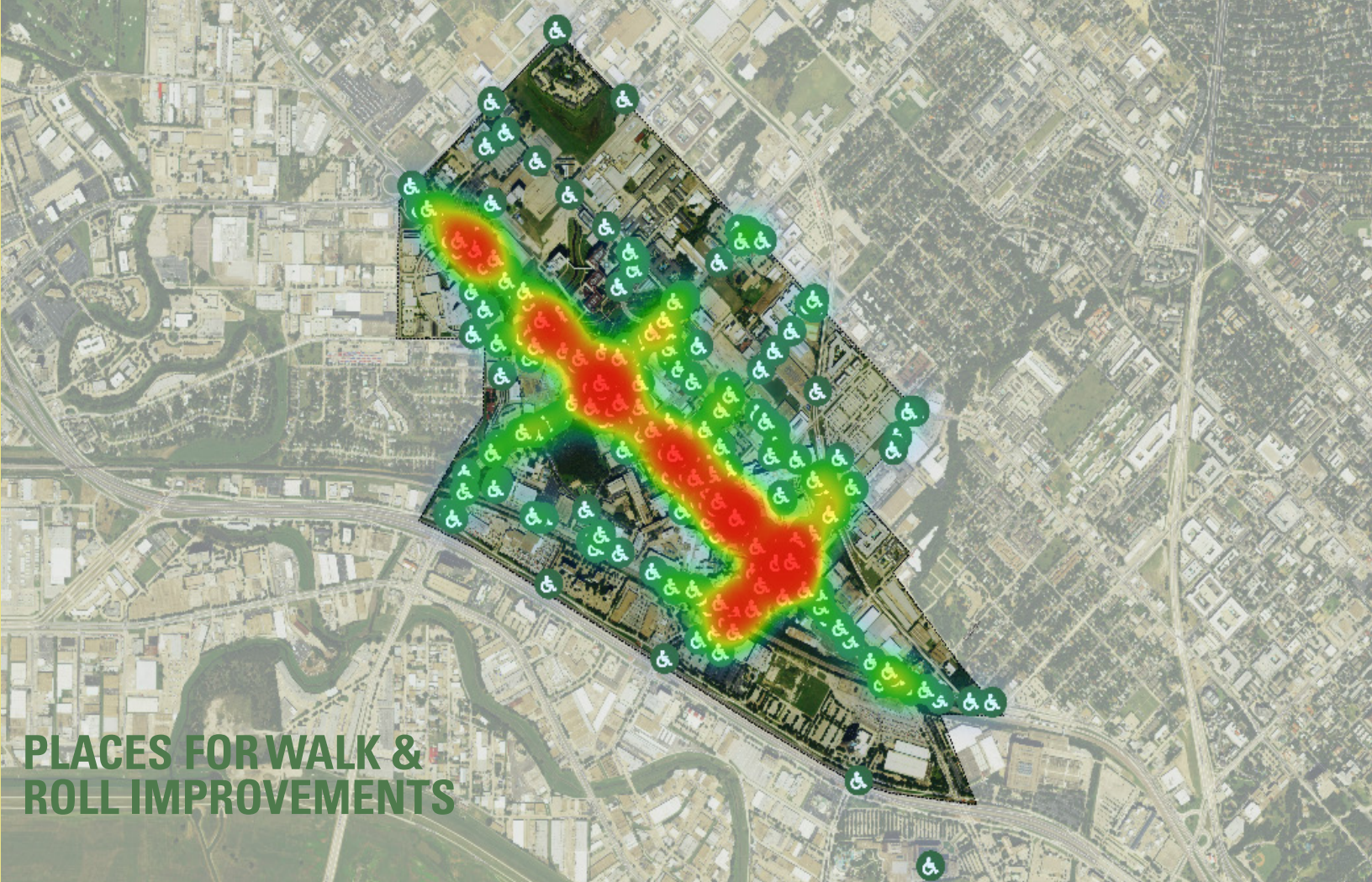
NEW STREETScape AMENITIES **IMPROVE PHYSICAL, SOCIAL, AND MENTAL HEALTH** WHILE CREATING AN **ICONIC, PEOPLE-FRIENDLY STREET** THAT MEANING FULLY **INTEGRATES THE NATURAL ENVIRONMENT**.

 **CORRIDOR
LENGTH** **1.7 MILES**



1,169 **RESPONSES**
FROM
COMMUNITY
MEMBERS*

*Responses were collected through the questionnaire, walking tour, and design workshop

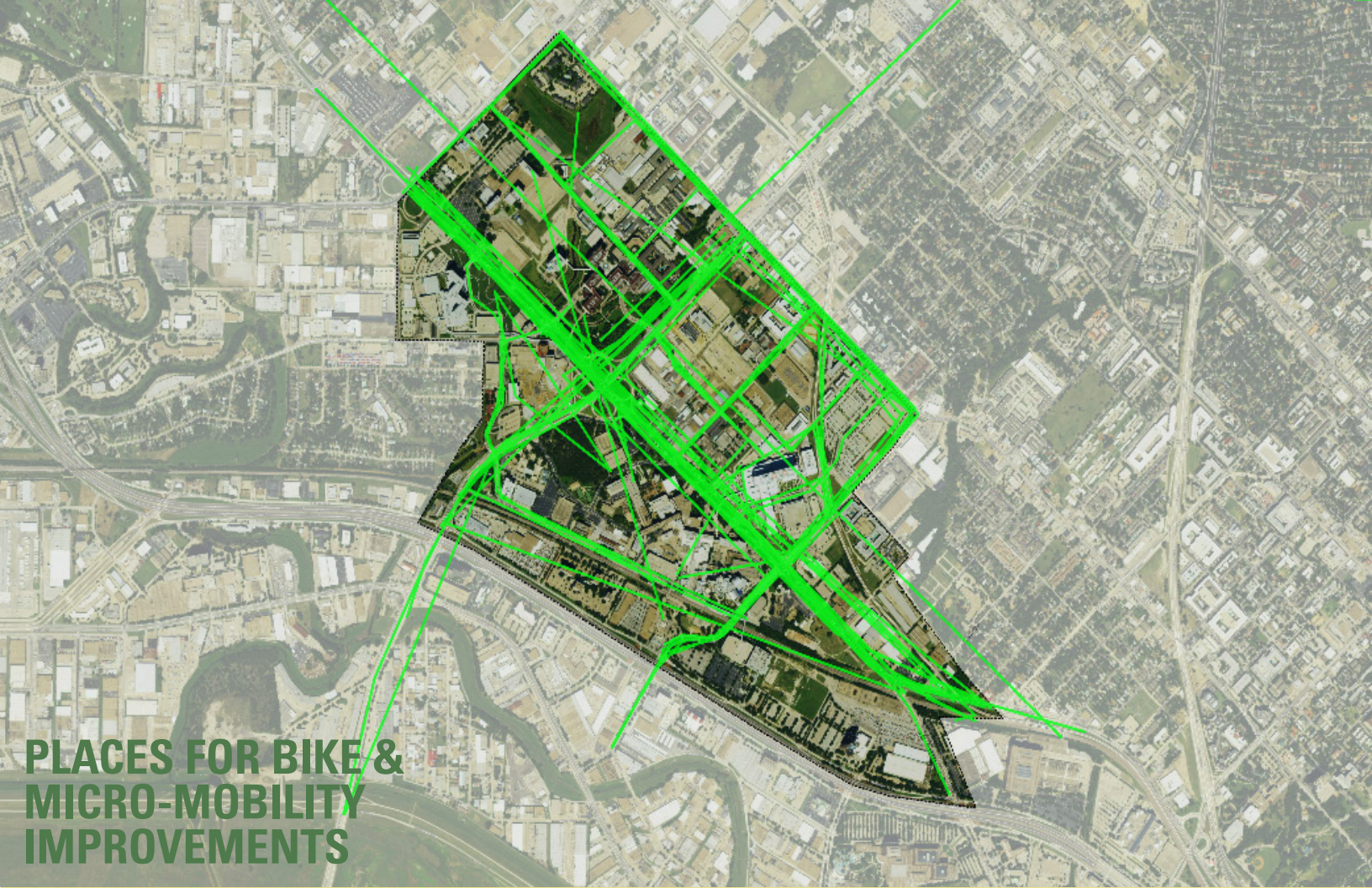


PLACES FOR WALK & ROLL IMPROVEMENTS



WALK & ROLL IMPROVEMENTS

- 
TREES FOR SHADE AND PROTECTION
- 
SLOW DOWN TRAFFIC
- 
PEDESTRIAN LIGHTING FOR SAFETY
- 
WIDER SIDEWALKS
- 
STREET FURNITURE
- 
PEDESTRIAN WAYFINDING

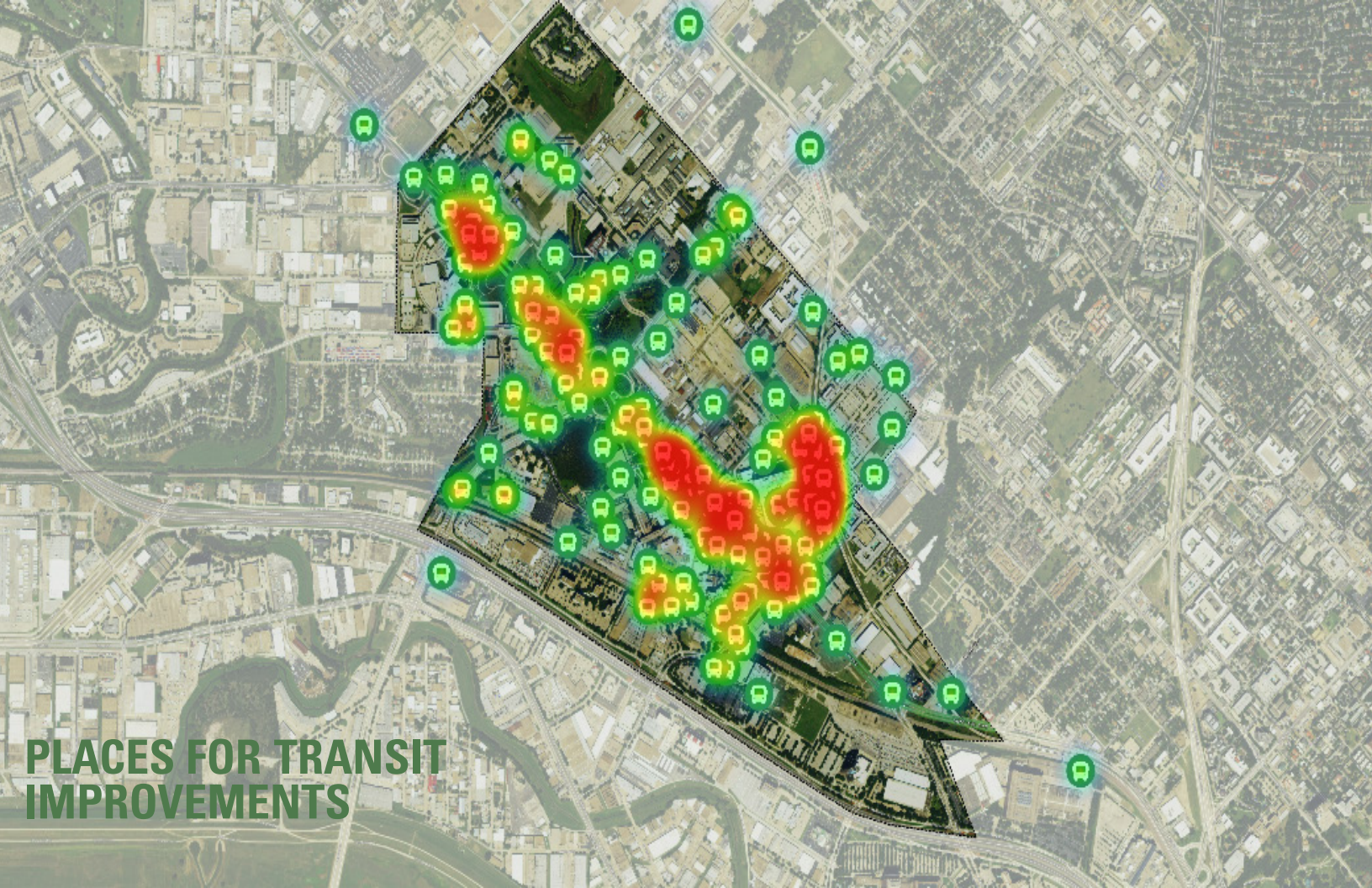


PLACES FOR BIKE & MICRO-MOBILITY IMPROVEMENTS

PRIORITIZED

BIKE & MICRO-MOBILITY IMPROVEMENTS




-  PROTECTED & DEDICATED BIKE FACILITIES
-  BUFFERED BIKE FACILITIES
-  INTERSECTIONS TO CONFLICTS WITH DRIVERS
-  WELL-CONNECTED LANES AND TRAILS
-  BIKE RACKS

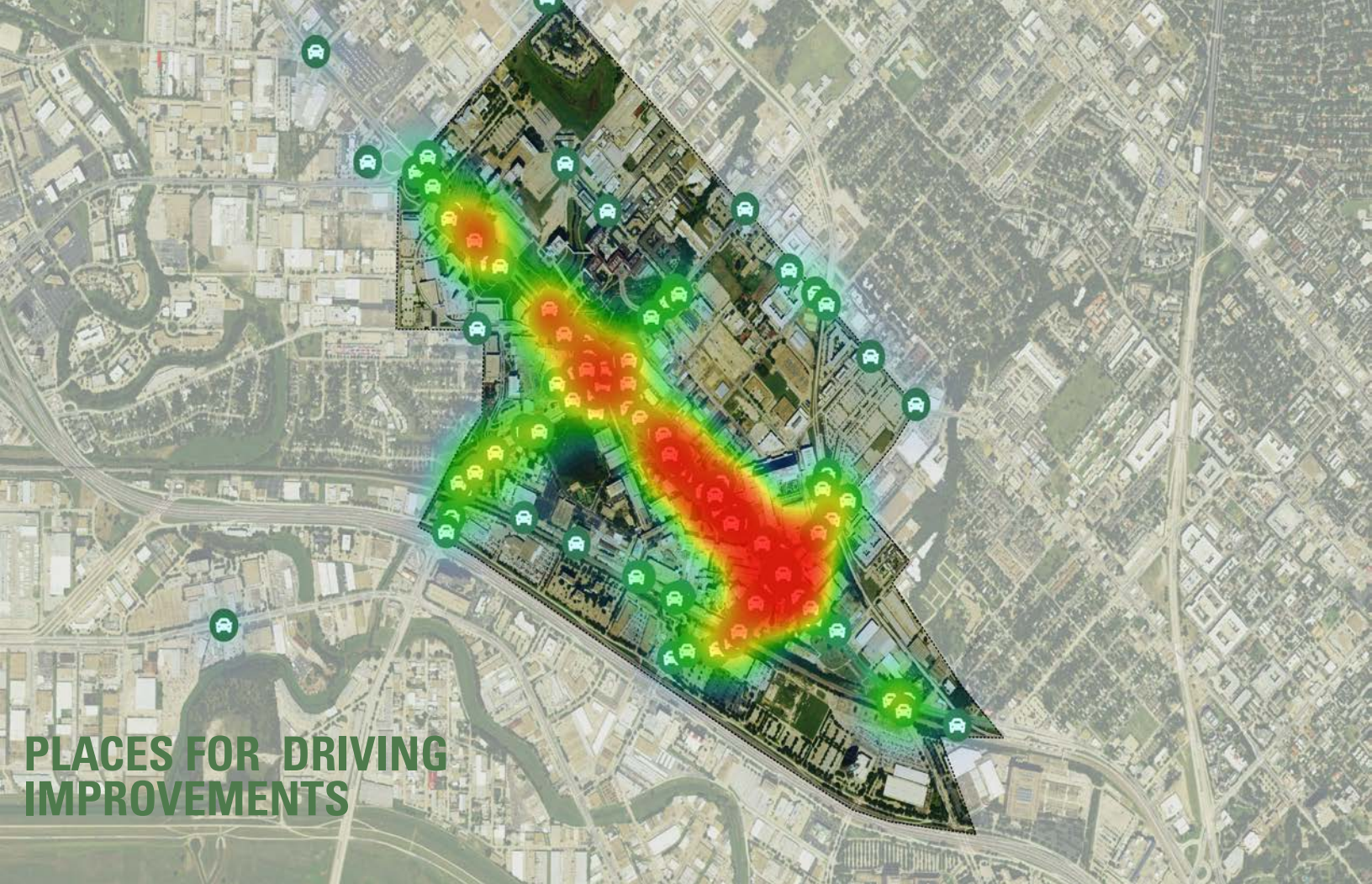


PLACES FOR TRANSIT IMPROVEMENTS



TRANSIT IMPROVEMENTS

- 
STOPS WITH SHELTER AND LIGHTING
- 
ICONIC BUS SHELTERS
- 
ADDITIONAL HOSPITAL SHUTTLE STOPS

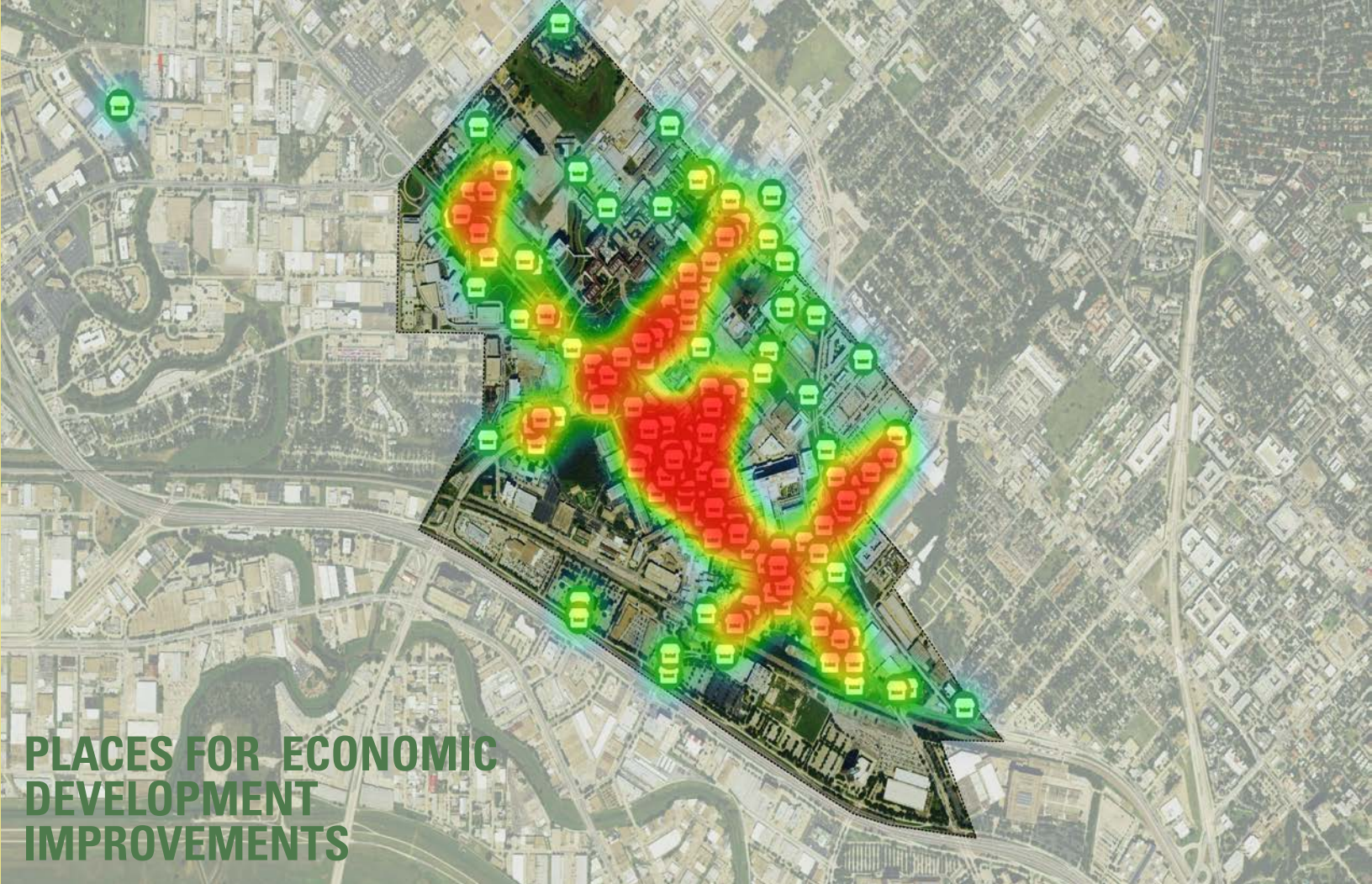


PLACES FOR DRIVING IMPROVEMENTS



DRIVING IMPROVEMENTS

-  SYNCHRONIZE EXISTING TRAFFIC SIGNALS
-  IMPROVE ACCESS AND SIGNAGE
-  NEW SIGNALS AT EXISTING INTERSECTIONS



PRIORITIZED

ECONOMIC DEVELOPMENT IMPROVEMENTS

- 

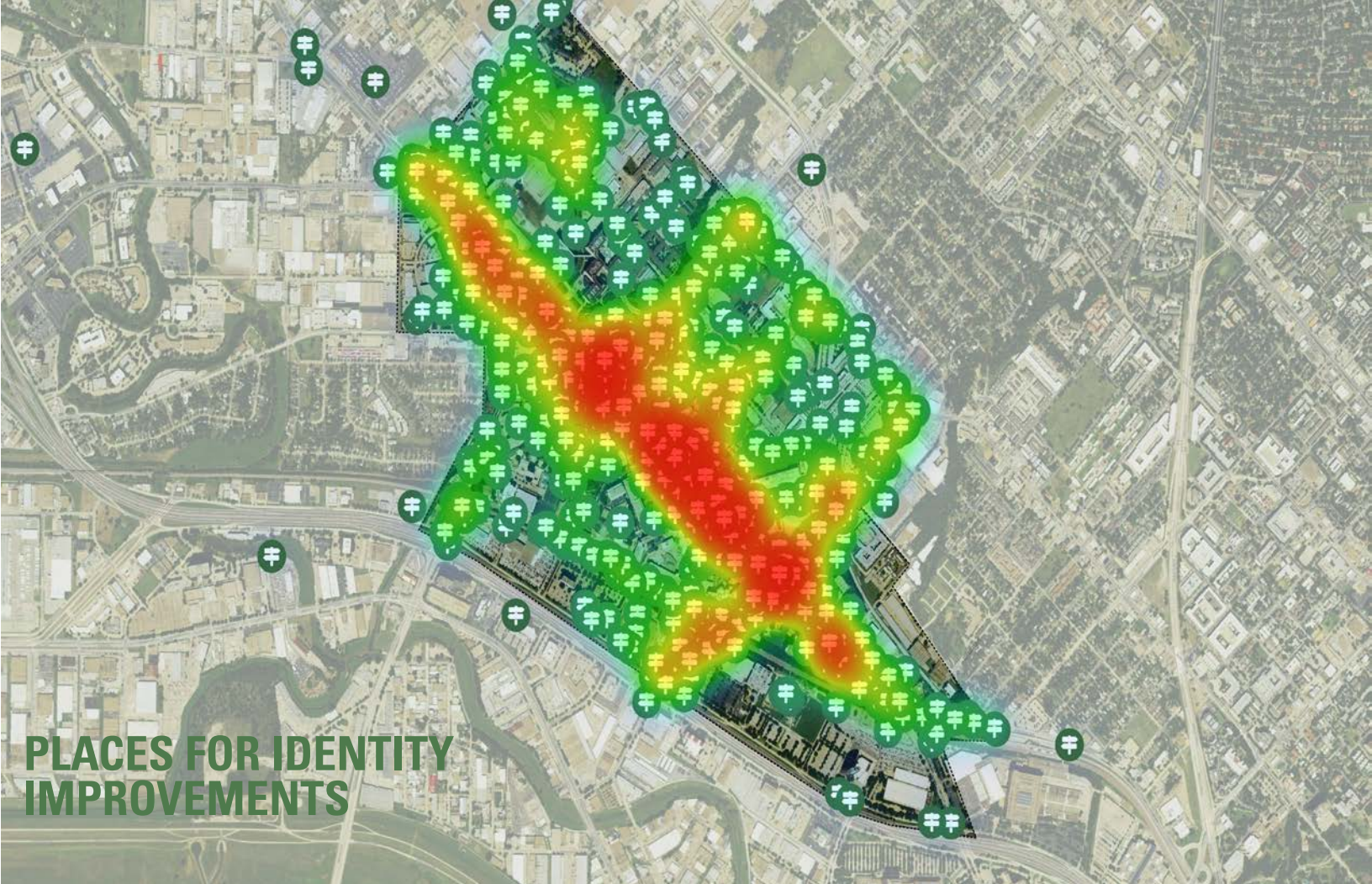
WIDER SIDEWALKS FOR OUTDOOR DINING
- 

WAYFINDING SIGNAGE
- 

CUSTOMER PICK UP & DROP OFF
- 

VERTICAL PARKING GARAGES
- 

SPACE FOR FOODTRUCKS

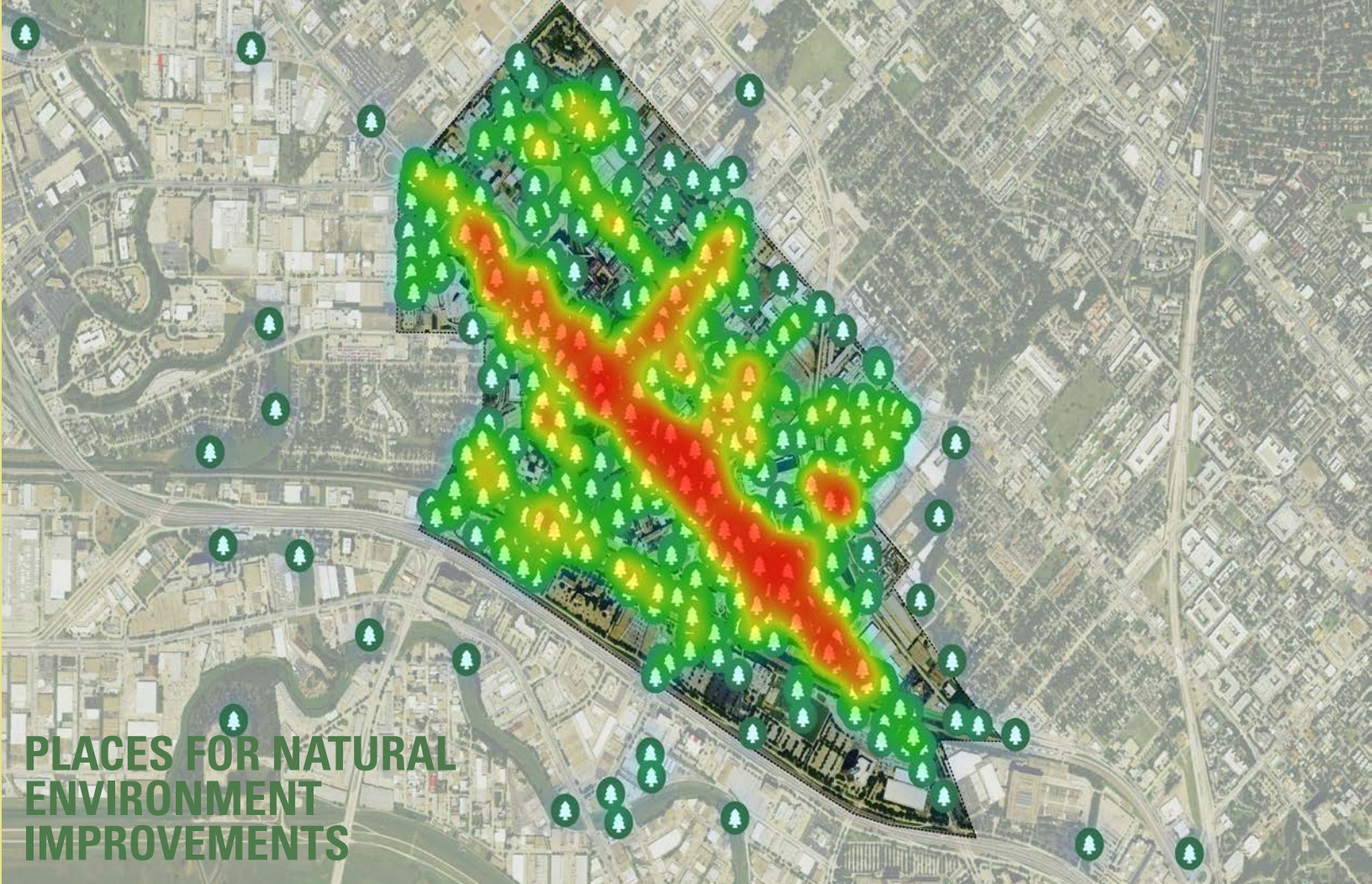


PLACES FOR IDENTITY IMPROVEMENTS



IDENTITY IMPROVEMENTS

-  TREES AND GREENSPACE
-  TRASH & RECYCLE BINS
-  DOG PARKS
-  VISUAL LANDMARKS
-  GATHERING SPACES



PLACES FOR NATURAL ENVIRONMENT IMPROVEMENTS



NATURAL ENVIRONMENT IMPROVEMENTS

- 
STREET TREES FOR SHADE
- 
LINEAR PARK
- 
HEALING GARDENS
- 
WATER FEATURES
- 
SHRUBS TO MITIGATE TRAFFIC NOISE
- 
FLOWERS

Lessons Learned



- I. Listen to Find the Underlying Needs and Concerns:** Outreach efforts usually just focus on the project at hand, not addressing the true needs and desires that extend beyond the confines of the project. We focus on listening and offers opportunities to have constructive conversations about access to greenspace, mobility and accessibility, quality of life and concerns about gentrification. Our ultimate goal is to create a healthy, inclusive District, not just a streetscape. This approach allowed us to confirm underlying assumptions and community priorities. We continue to use the community's priorities to inform not only our work but the other projects happening in the area, such as NCTCOG's Harry Hines Corridor Study and the SWMD Hospital Master Plan.
- II. Flexibility and Adaptability:** We continually monitor the user groups that have participated and adapted our methods to ensure we reach the breadth of stakeholders. With the COVID-19 pandemic, we expected there to be a greater emphasis on virtual engagement; however, many people still wanted to communicate in-person at a distance with more personal, face-to-face communication. Our varied approach allowed us to adjust course to ensure all voices were heard regardless of what outreach mode or method they preferred.
- V. Education leads to Empowerment:** Integral to the mission of TTF is educating and mobilizing the public to activate the social, economic, environmental and health benefits of trees. We strive to give the community members the tools to participate to the fullest extent and make informed decisions. We use definitions and graphic illustrations to explain what different options mean, challenging ourselves to remove jargon and be intentional in our language. We are also sharing our lessons learned from the engagement and decision processes to advocate for better planning.
- V. Find Key Partners Early:** During the initial outreach for the community survey, the Team struggled to collect a large collection of responses. The survey responses had three spikes in participation that correspond to when the three medical institutions released the survey on their system. This, along with other input received, emphasizes the importance of establishing key partnerships and soliciting their advice and support in promoting the survey in the appropriate and most effective channels.

5

NEXT STEPS



The input collected throughout the robust and extensive community outreach process will inform the future of Harry Hines Blvd. The Equitable Engagement Plan will guide the outreach activities for Phase 2 planning efforts. Activities planned for Phase 2 include:

- Focus Groups
- Virtual Reality/ Augmented Reality
- Pop-Up Outreach Events
- Walking Tours
- Community Workshop



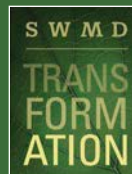
The Project Team will continue to collect focused and relevant public input that reflects local expertise and values and informs decision-making related to the Urban Streetscape planning process. Building on Phase I, the project team will identify design-based improvements at specific locations with feedback gathered by the community in the next phase. Overall, implementation of the SWMD Urban Streetscape Project will be directly tied to stakeholder feedback, concerns, and priorities.





PHASE 1
APPENDIX

Southwestern Medical District
Urban Streetscape Project



TEXAS TREES
FOUNDATION



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APPENDIX

STAKEHOLDER INTERVIEW SUMMARY

| | 1. Please tell us briefly about your affiliation(s) (e.g., organization, company, agency) and describe your relationship and experience with the Southwestern Medical District. | 2. What makes the Southwestern Medical District unique? | 3. In your view, what are some of the major assets and opportunities of the Southwestern Medical District streetscape? (specifically, Harry Hines Blvd) | 4. What are some of the challenges facing Southwestern Medical District streetscape? (specifically, Harry Hines Blvd) |
|---|--|--|--|--|
| Ronald McDonald House | With approximately 78,000 square feet, the Ronald McDonald House offers 83 private bedrooms and six transplant apartments. The House contains multiple playrooms for kids of all ages and interests, a library, media room, craft room, chapel, meditation garden, and outdoor play areas. Two large communal kitchens and dining room provide opportunities for the families to share the evening meal, which is provided 3 times a day by community volunteers, or to prepare their own food if they choose. Most of their families are treated at Children's Hospital and the House provides transportation for their families. | The medical districts in Austin and Houston are completely overwhelming, confusing, and intimidating for patients. SWMD is easier to navigate, and new wayfinding signage has made it easier. This new signage has made people recognize the area as a medical district. We just need wayfinding signage for the Ronald McDonald House | Opportunities rely on figuring out how to make it safer. More elevated sidewalks for pedestrians since there are so many crashes. Since this is not the best part of town, installing emergency call boxes, so police can follow you like they have in college campuses, would help a lot. There is also an opportunity to add restaurants and easy places to walk to. The 10-acre park concept is exciting to see since it can be a place for families to play. | See question 3, but one of the biggest challenges is the walk for the kids getting to the Esperanza "Hope" Medrano Elementary School. It is a very dangerous commute for them. |
| UT Dallas Center for BrainHealth | We are leaders in the exploration of the brain who care about translating research findings into innovations that benefit people as quickly as possible. Since 1999, our multidisciplinary team of experts has been committed to understanding, protecting, and restoring the brain – discovering what drives brain strength and what compromises it. | The District feels disconnected and is difficult to navigate. However, the land in the District is pretty and the median has a park like setting. There are also International visitors, in addition to patients and doctors, who also visit the area. | One of the biggest assets is the number of medical talent and expertise the District has been able to attract. The District is also central to many areas in Dallas and Harry Hines Blvd is a major artery is easy to get to and find. There is an opportunity to bring in more healthy food options, instead of just fast food. | There is no comprehensive message. It is also does not have a friendly pedestrian experience. |
| Children's Medical Center Dallas | Today, children and families facing complex medical conditions travel from all over the world to visit our Dallas campus, which includes Children's Medical Center Dallas, the Children's Health flagship hospital and one of the top pediatric hospitals in the nation. | Pretty densely populated, highly acclaimed medical institutions that are on track to be comparable with Houston's medical district. | Wayfinding signage has improved recently and has made getting around easier. | The Harry Hines and Medical District intersection is dangerous and hard to cross. There is also a lack of shade in the District, so bringing in trees would help a lot. There are limited healthy food options nearby. |
| UT Southwestern Medical Center HR Department | UT Southwestern, one of the premier academic medical centers in the nation, integrates pioneering biomedical research with exceptional clinical care and education. The institution's faculty includes many distinguished members, including six who have been awarded Nobel Prizes since 1985. The faculty of more than 2,800 is responsible for groundbreaking medical advances and is committed to translating science-driven research quickly to new clinical treatments. UT Southwestern physicians provide medical care in about 80 specialties to more than 105,000 hospitalized patients, nearly 370,000 emergency room cases, and oversee approximately 3 million outpatient visits a year. | It wasn't designed to be a medical campus. The district has mass planting and seasonal colors. | The mature trees are the only good things. The amount of concrete gets in the way and makes it very hot in August. There is an opportunity to make it a destination. Cornell and Princeton have the most beautiful campuses in the country, and they feel safe and secure. Adding music can make things delightful. | The fear of being run over by people driving very fast on Harry Hines Blvd. Dallas is a very car-based city and more people should ride the train the more instead of driving. |

| 5. What other groups / areas in or around the Southwestern Medical District should the project team focus on when conducting community engagement? | 6. Why do you think the Southwestern Medical District streetscape matters to the residents/ stakeholders you serve and what role can your organization play in this outreach? | 7. What are the biggest challenges in reaching underrepresented communities and populations in and around the Southwestern Medical District? | 8. In your own words, what is your "vision" for Southwestern Medical District Urban Streetscape? (e.g., innovation, paradigm shift, healing, improved health outcomes, equitable access, etc.) | 9. How would you like to be engaged in the SWMD Urban Streetscape Project moving forward? Would you like to join our Partnership Coalition? | 10. Do you have any additional comments you would like to share? |
|---|--|--|--|---|--|
| The other non-profits in the area: Genesis, Family Place, Mommies in Need. The Ronald McDonald House could facilitate an interview / focus group with families who are being treated and maybe their employees. | The Ronald McDonald House residents and employees want more opportunities to spend time outdoors and get fresh air. Families are stressed and being outdoors can help with that. The southern side of the Ronald McDonald House doesn't have any safe places to walk to and there is need for that. Street trees for shade and sidewalks are essential for a safe streetscape. The Ronald McDonald House hosts various events and activities where project outreach can tag along. | | A place that looks good and is pretty. People are already stressed when they're in the District, so a place that create a sense of calmness and an oasis is essential. Using elements such as trees and water can create a beautiful setting. Another hotel would help if the Ronald McDonald House were full. | Jill Cumnock wants to be kept in the loop and is happy to help . | Families may want to learn more about how to stay healthy (eating, exercise, etc.) |
| Southwest Airlines, new multi-family development, the Salvation Army, and the DART station. | Freeman, one of the largest event organizers in the county, owns 5 acres next to BrainHealth. The project team can be connected to them to promote the project through events. | | A place that is more walkable with streetlights, trees, and fountains. Texan like the natural environment so incorporating it would make the District feel more pleasant. Creating a gateway to the District will make it feel more like a destination. | | |
| Talk to Brennan Lewis. He spearheads groups in the parent advisor network. Anna Bootenhoff can connect the project team. | It impacts how we get to work. Access to parking garages is not ideal since it takes more time to use time. Patient families have difficulty accessing care and have nowhere to go in the District to relieve some of the emotions they are feeling. For those who work in the District, there are no exercise facilities or outlets for stress that come with caring for children. | Lack of internet service/ access, transportation, and language barriers. | Sidewalks, trees, park, healthy food options, trails for walks, workout areas, and a place where patients can look outside their windows at nature | Keep Anna updated on progress. | |
| Salvation army and small non-profits in the area. Think about engaging people outside the District. | | There has been a historic challenge of reaching certain groups. | Moving from a pure model of health to wellness. Creating high utility beyond beautification. A District that's as busy during the weekend as during the week. A Destination where you can sit outside and drink coffee with friends, family, and colleagues. | Yes and Yes. Art curator should also be part of these discussions. | |

APPENDIX

OUTREACH FLYERS

SOUTHWESTERN MEDICAL DISTRICT URBAN STREETScape PROJECT



Just three miles from downtown Dallas in the Southwestern Medical District, **a unique transformation along the Harry Hines** transportation corridor is about to happen.

The **Southwestern Medical District Urban (SWMD) Streetscape project**, led by the Texas Trees Foundation, will become the new model of what a medical district can be – a more holistic district that spurs good health, safety, calm, and a respite from stress – **the intersection of health and nature.**

The new streetscape will promote safety, connectivity and nature for all who live, work and visit the district.



Share Your Ideas!

We want to hear from you! Please take our survey:
<https://new.maptionnaire.com/q/3s88xuh8iif3>



(You can also scan this QR code to take survey)

Your input will help shape the future of the SWMD streetscape and ensure that community needs are met.

Raffle Prize!

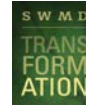
You will automatically be entered to **win a raffle for a \$50 gift card to a local restaurant** including Mike Anderson's BBQ House, Redfield's Tavern, Original Market Diner and Social Pie after you complete the survey. Up to four survey respondents will be randomly selected to win the raffle prize!

For more information, please visit:
<https://www.texas-trees.org/southwesternmedicaldistrict/>

Photo Courtesy of UT Southwestern Medical Center



SOUTHWESTERN MEDICAL DISTRICT URBAN STREETScape PROJECT



Just three miles from downtown Dallas in the Southwestern Medical District, **a unique transformation along the Harry Hines** transportation corridor is about to happen.

The **Southwestern Medical District Urban (SWMD) Streetscape** project, led by the Texas Trees Foundation, will become the new model of what a medical district can be – a more holistic district that spurs good health, safety, calm, and a respite from stress – **the intersection of health and nature.**

The new streetscape will promote **safety, connectivity and nature** for all who live, work and visit the district.

Share Your Ideas!

Join your community and the Texas Trees Foundation for an interactive, virtual workshop! The goal of the workshop is to collect community input on potential streetscape design alternatives.

Tuesday, September 14, 2021

12:00 PM to 2:00 PM

RSVP Today: <https://forms.gle/QzDQJbhPnDutY9526>



(You can also scan this QR code to take survey)

Visit our webpage at <https://swmdtransformation.com/> to learn more!



Photo Courtesy of UT Southwestern Medical Center

Can't make it to the workshop?

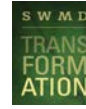


Share your ideas by taking our brief online walking tour by visiting: <https://new.maptionnaire.com/q/3sl2oie48akh>

APPENDIX

OUTREACH FLYERS

SOUTHWESTERN MEDICAL DISTRICT URBAN STREETScape PROJECT



A solo tres millas del centro de Dallas en el Southwestern Medical District, está a punto de suceder una transformación única a lo largo del corredor de transporte de Harry Hines.

El proyecto de Paisaje Urbano de Southwestern Medical District (SWMD), dirigido por Texas Trees Foundation, se convertirá en el nuevo modelo de lo que puede ser un distrito médico - un distrito más integral que estimula la buena salud, la seguridad, la calma y un respiro del estrés - la intersección entre la salud y la naturaleza.

El nuevo paisaje urbano promoverá la seguridad, la conectividad y la naturaleza.

¡Comparta sus Ideas!

¡Queremos escuchar de usted! Por favor responda a nuestra encuesta: <https://bit.ly/2RTzugv>



(Puede escanear este código a responder a la encuesta)

Su opinión ayudará a dar forma al futuro del paisaje urbano de SWMD y garantizará que se satisfagan las necesidades de la comunidad.

¡Premio de la Rifa!

Ingresará automáticamente para ganar una rifa de una tarjeta de regalo de \$50 para un restaurante local, que incluye Mike Anderson's BBQ, Redfield's Tavern, Original Market Diner o Social Pie. ¡Se seleccionarán al azar hasta 4 encuestados para ganar el premio de la rifa!

Para más información, visite:
<https://www.texas-trees.org/southwesternmedicaldistrict/>



Foto cortesía de UT Southwestern Medical Center



APPENDIX

POP-UP OUTREACH EVENTS RESULTS

Experiencing the District

Which area do you visit the most to shop, play, or visit the doctor in and around the District?

Place a dot on as many of these destinations you visit.

- Shop
- Play
- Visit the Doctor

SOUTHWESTERN MEDICAL DISTRICT URBAN STREETScape PROJECT

Your Vision

What are your goals for improving Harry Hines Boulevard? (Select all that apply)

- a) Improve safety for people walking, biking, taking transit and driving
- b) Calm traffic to allow for more people to walk and bike
- c) Provide safer walking & biking connections to adjoining neighborhoods, hospitals, & destinations
- d) Provide more shade and comfort for all users
- e) Enhance and incorporate the natural environment

f) Improve the environmental health (e.g., air quality, heat) of the district

g) Create a stronger identity for Harry Hines Boulevard through pedestrian wayfinding

h) Strengthen existing businesses and recruit new businesses

How would you like to get around the District?

- a) Walk
- b) Bike
- c) Ride the bus
- d) Ride a shuttle
- e) Drive
- f) Ride share (Uber, Lyft, etc)

What is your relationship to the Southwestern Medical District? (Select all that apply)

- a) I work in the District – mostly daytime shifts
- b) I work in the District – mostly nighttime shifts
- c) I live in the District
- d) I own property in the District
- e) I own a business in the District
- f) I go to school in the District
- g) I am a patient in the District
- h) I visit the District regularly
- i) I visit the District occasionally
- j) Not applicable

SOUTHWESTERN MEDICAL DISTRICT URBAN STREETScape PROJECT

Your Vision

WHAT ARE YOUR GOALS FOR IMPROVING HARRY HINES BOULEVARD? (Select your top 3)

- A Improve safety for people walking, biking, taking transit and driving
- B Calm traffic to allow for more people to walk and bike
- C Provide safer walking and biking connections to adjoining neighborhoods, hospitals and destinations
- D Provide more shade and comfort for all users

WHAT IS YOUR RELATIONSHIP TO THE SOUTHWESTERN MEDICAL DISTRICT? (Select all that apply)

- A I work in the District – mostly daytime shifts
- B I work in the District – mostly nighttime shifts
- C I live in the District
- D I own property in the District
- E I own a business in the District
- F I go to school in the District
- G I am a patient in the District
- H I visit the District regularly
- I I visit the District occasionally
- J Not applicable

HOW WOULD YOU LIKE TO GET AROUND THE DISTRICT?

- A Walk
- B Bike
- C Ride the bus
- D Ride a shuttle
- E Drive
- F Ride share (Uber, Lyft, etc)

SOUTHWESTERN MEDICAL DISTRICT URBAN STREETScape PROJECT

Your Vision

WHAT ARE YOUR GOALS FOR IMPROVING HARRY HINES BOULEVARD? (Select your top 3)

- A Improve safety for people walking, biking, taking transit and driving
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- H I visit the District regularly
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- J Not applicable

HOW WOULD YOU LIKE TO GET AROUND THE DISTRICT?

- A Walk
- B Bike
- C Ride the bus
- D Ride a shuttle
- E Drive
- F Ride share (Uber, Lyft, etc)

SOUTHWESTERN MEDICAL DISTRICT URBAN STREETScape PROJECT

APPENDIX

COMMUNITY DESIGN WORKSHOP SUMMARY

I. WORKSHOP OVERVIEW

Summary

Just three miles from downtown Dallas in the Southwestern Medical District, a unique transformation along the Harry Hines transportation corridor is about to happen. The Southwestern Medical District Urban (SWMD) Streetscape project, led by the Texas Trees Foundation, will become the new model of what a medical district can be – a more holistic district that spurs good health, safety, calm, and a respite from stress – the intersection of health and nature. The new streetscape will promote safety, connectivity and nature for all who live, work and visit the district.

On September 14, 2021, the Texas Trees Foundation hosted a Design Workshop to collect input on potential streetscape design alternatives.

The objectives of the workshop were to:

- Engage community members and partners in creating a shared vision for the Southwestern Medical District streetscape;
- Provide an overview of the research and community engagement conducted to-date and the results; and,
- Introduce the campus “corridor” concept (number of lanes; aesthetics protected sidewalks/bike lanes/crosswalks, etc)
- Develop an overarching design framework that identifies potential design improvements and key locations for improvements to enhance safety, comfort, and mobility for all users.

Participation

Approximately ten participants joined the workshop, including representatives from the City of Dallas, Texas A&M University, Deloitte, and Texas A&M Forest Service.

Hosts, Facilitators, and Presenters

Texas Tree Foundation – Janette Monear
 MIG – Jamillah Jordan and Mukul Malhotra
 PWP – Adam Greenspan

Workshop Agenda

I. Welcome and Opening Remarks

Texas Trees Foundation leadership representatives kicked-off the workshop with opening remarks and a welcoming message to all participants.

II. Live Polling

Jamillah Jordan (MIG) shared a live polling session using Mentimeter. In addition to gathering feedback from participants, the poll was designed to set a tone for the workshop and encourage attendees to think about Harry Hines Blvd ahead of more detailed presentations and discussions.

III. Process Overview and Community Engagement Findings

Jamillah Jordan outlined the Southwest Medical District (SWMD) Urban Streetscape Project purpose, goals, timelines, and project team. Mukul Malhotra (MIG) shared findings from the community questionnaire to frame what feedback we have received so far.

IV. Emerging Design Ideas and Place-Based Interventions

Adam Greenspan (PWP) reviewed and explored potential design improvements and key locations for improvements to enhance safety, comfort, and mobility for all users.

V. Group Discussion

All meeting participants, a designated facilitator, and recorder from the project team were all part of a large group discussion. The facilitator guided discussion around a set of questions designed to stimulate constructive conversation and fresh ideas for Harry Hines Blvd.

VI. Next Steps and Closing Comments

The project team presented closing remarks, thanked participants and outlined upcoming project engagement events and work products.

II. WELCOME AND OPENING REMARKS

Janette Monear of the Texas Trees Foundation and Jamillah Jordan from MIG delivered opening remarks to launch the community workshop. Their comments highlighted the importance of this planning process to the future of Southwest Medical District (SWMD). Additionally, they encouraged the community and other adjacent neighborhoods to engage throughout the planning process, conveying the importance of the engagement effort and its impact on the outcome of the SWMD Urban Streetscape Project.

Following the opening statements, Jamillah Jordan provided an agenda overview.



APPENDIX

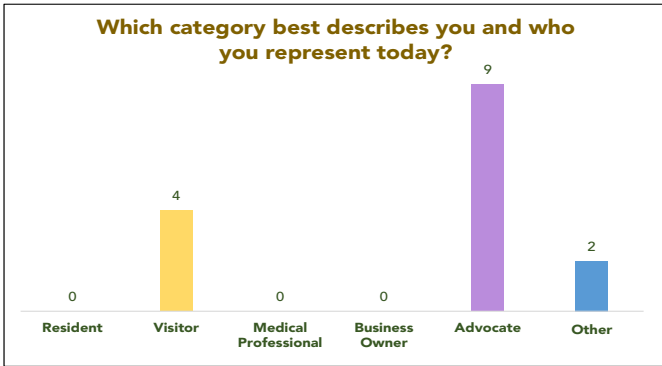
COMMUNITY DESIGN WORKSHOP SUMMARY - CONTINUED

III. LIVE POLLING

Following the Opening Remarks, Jamillah Jordan launched a Polling Session to engage participants from the start of the workshop. Participants were asked three polling questions:

1. Which category best describes you and who you represent today? (resident, visitor, medical professional, business owner, advocate, other, etc)
2. What brought you to today's workshop?
3. What most excites you about the development of the Southwestern Medical District Urban Streetscape project?

Responses were submitted and participants were able to see their input immediately following each question.



What brought you to today's workshop?

| | | |
|--|--|---|
| To be part of the most progressive health delivery improvement project in the nation | To learn more about the project and how to get involved | To create a better District! |
| Interest in hearing from experts about the SWMD project | Possibilities | Very interested in hearing community engagement recap |
| The opportunity to do something innovative in a streetscape | To hear the community's thoughts about the future of Harry Hines | To learn more about the project and how to get involved |
| Past work in the District. Interest in seeing a better corridor moving into the future | I would love to bike to work | Excited to hear community feedback |
| | Harry Hines could be so much better | Desire change to the SWMD |
| | | Excited about improvements to Harry Hines! |

What most excites you about the development of the Southwestern Medical District Urban Streetscape Project

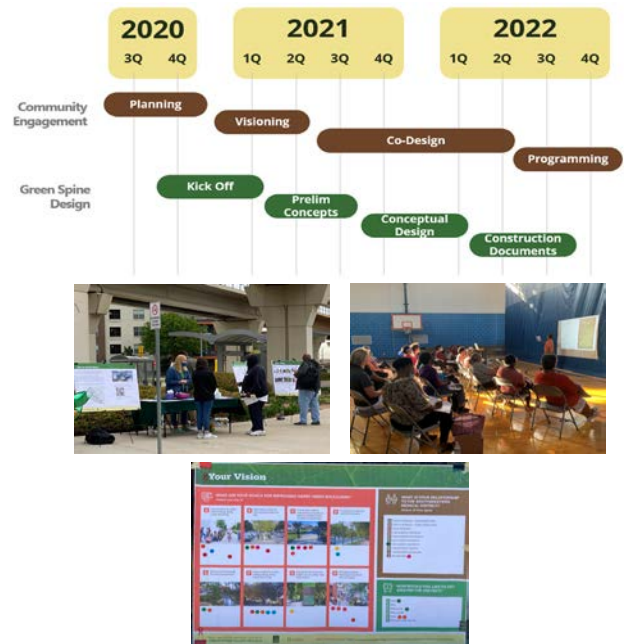
| | | | |
|--|---|---|--|
| New stuff | Opportunity for people to USE the space | Walkability | Opportunity to lay foundation for a vibrant mixed-use neighborhood |
| Creating a healthier corridor | Healthy | Nature in the District! | Bringing in nature! |
| To be part of the most progressive health delivery improvement project in the nation | | The amazing placemaking transformation vision | |

3

IV. PROCESS OVERVIEW AND COMMUNITY ENGAGEMENT FINDINGS

Next, Jamillah Jordan delivered a presentation detailing the Southwest Medical District (SWMD) Urban Streetscape Project purpose, goals, timelines, and project team. Mukul Malhotra (MIG) shared findings from the community questionnaire to frame what feedback we have received so far. This presentation also highlighted the importance and value of community engagement to guide investment and align with community priorities.

The community engagement strategy was highlighted as an integral part of the planning process and the Project Team demonstrated how engagement will continue to be conducted through in-person, digital and other creative methods.



4

IV. PROCESS OVERVIEW AND COMMUNITY ENGAGEMENT FINDINGS

Community Survey Results

- Over 1,120 respondents
 - 19 paper survey submissions
 - 2 responses in Spanish
 - Over 700 respondents completed the full survey

Places where respondents find it difficult, unsafe, or unpleasant to walk, bike, catch the bus, or drive.



Places where respondents want to see walk and roll improvements.



Places where respondents want to see bike improvements.



Places where respondents want to see transit improvements.



Places where respondents want to see driving improvements.



4

V. EMERGING DESIGN IDEAS AND PLACE-BASED INTERVENTIONS

After reviewing the results of the community questionnaire, Adam Greenspan (PWP) reviewed and explored potential design improvements and key locations for improvements to enhance safety, comfort, and mobility for all users.



- * ART
- BOARDWALKS
- RESPIRE AND MEDITATION GARDENS
- CHILDREN'S PLAY
- GATHERING GARDEN
- SPECIAL FEATURE GARDENS - MEDICINAL, POLLINATOR, DESERT
- WATER GARDEN/FEATURE
- AMPHITHEATER



5

APPENDIX

COMMUNITY DESIGN WORKSHOP SUMMARY- CONTINUED

VI. GROUP DISCUSSION

All meeting participants, a designated facilitator, and recorder from the project team were all part of a large group discussion. The following tables summarize ideas, comments, and key themes documented through discussions



◀ Screenshot from the Mural Board used to record comments and ideas. See next page for detailed findings from the group discussion.

VI. GROUP DISCUSSION (CONTINUED)



| 1 - Does the emerging community vision resonate with you? Would you suggest any changes or modifications? | 2 - What improvements would you like to see as you walk and roll? | 3 - What improvements would you like to see as you bike and use micro-mobility (scooters)? | 4 - What improvements would you like to see as you take transit? |
|---|---|--|---|
| <ul style="list-style-type: none"> • Sounds very encompassing. • The addition of shade and comfort for users sounds great. • Harry Hines Blvd is the main spine that holds together the length of the medical district. • Add "social" in addition to physical and mental health. | <ul style="list-style-type: none"> • Add map markers and how this area interacts with nearby trails (these exist along other trails). • Wayfinding signage and other visual cues. • Water fountains. • A fun and memorable public realm and plays to people's senses. For example, incorporate facts, quotes, key dates, etc. into the sidewalks, steps, benches, and other street amenities that make people think and creates an identity to the place. • In the past this was a place to exercise at a basketball court, which had timed lighting for exercise equipment. • Accessible curb entries and well-lit rest areas. • Benches along sidewalks (important especially for older pedestrians, patients, etc.) • Sidewalk consistency regarding material and elevation. • Smooth and wheel-friendly paving materials | <ul style="list-style-type: none"> • Must be safe and not add people/users to the ER. • My experience in this area is extremely dangerous for cyclists. I dread Harry Hines when I cycle, but it connects me from Trinity to Victory Park and Katy Trail. • Expand space for safe bikeways. • When implementing lighting, the type of lighting is very important. • Encourage employees to bike into work or within the district. • Ensure that the bike paths on Harry Hines connect to the extension of the Trinity Strand Trail on Market Center Blvd. • Add more bike racks. • Major concern for the area underneath the tollway that you have to cross that's not safe. • How do you connect the three campuses together and those to surrounding destinations outside the District? | <ul style="list-style-type: none"> • Making access to Harry Hines from DART Station and TRE should be highest priority. • Design very clear connections to transit. • Transit stops with a shelter and benches, with the real-time location info. These shelters can also be designed to incorporate public art and serve as a visual cue and smart stop with free Wi-Fi, maps, charging station, etc. • Need wayfinding to support patient using public transit. • Visibility and orientation of buildings and entries towards transit is critical. • Consistent focus on entries and the destination. • Dedicated ride-share drop-off/pick-up. • This is more a DART-TRE wide suggestion, but Incentivize transit riding, like riders with monthly passes being put in a sweepstakes or lottery to get some fun benefit. • Transit stops should have amenities for kids and other users. I have seen swings at bus stops promotes movement and conversation. |

VI. GROUP DISCUSSION (CONTINUED)

| 5 - What improvements would you like to see as you drive? | 6 - What improvements would you like to see for the natural environment community identity? | 7 - What improvements would you like to see as you rest and relax in the corridor? | 8 - What additional comments do you have to improve the corridor? |
|--|---|---|---|
| <ul style="list-style-type: none"> • Charging stations for electric vehicles (EVs). • Solar gardens to charge cars • Electric vehicle travel lanes. • There needs to be a discussion about whether U-turn access is allowed or managed. • Fewer driveways and curb cuts along Harry Hines and moving such vehicle entrances/exits on secondary streets. • A more developed street grid for better pedestrian and vehicle movement/choices. | <ul style="list-style-type: none"> • Urban food gardens. • Native landscaping and share knowledge to promote the community to use less water. • I love when I see pollinator specific plants and information regarding them. • Showcase of Texas native plants and why they are important. • Multi-sensory and seasonal experiences with nature. • Integrated stormwater management. • Green edges (between buildings and streets). • Linear and connected greenway with activity nodes to facilitate healthy physical/social activity in nature. • Visual access to nature (from buildings/windows) may also be important to consider. • Restoring local streams and using them as an alternative for movement to street corridors. • Nature should be used as an amenity and buffer. | <ul style="list-style-type: none"> • Making this district memorable. • Highlight diverse community success stories to inspire others. • Auditory sensory features, such as white noise, to balance out the auto busy setting • The Medical District needs both active spaces but also places for people to get away to reflect or people watch. • Water features. If you're trying to attract families, a splash pad would be a great addition. • Having something like a Paley Plaza in NYC along Harry Hines that is surrounded, but safe, with the sound of water, breezes, leaves moving, and shade. • Important to celebrate surrounding communities (Hispanic community, LGBT community in oak lawn, etc). • Engage local residents/community in creating "places" that they feel is memorable and a sense of ownership. (e.g., school projects with children to decorate bus stations, benches, etc.). | <ul style="list-style-type: none"> • Address homelessness. • Farmers Market on weekends. • Basic/general care facility. • Bring in events and activities for kids and family. • When the project is finished, publish metrics (effects on rainwater, pollution, etc.). • Ability for food trucks and other activity generators. |

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VII. NEXT STEPS AND CLOSING COMMENTS

Following the Group Discussion, Jamillah Jordan delivered closing statements and expressed gratitude to the attendees for their participation and contributions in the workshop. Jamillah then summarized next steps to outline future engagement events and upcoming work products in the planning process. Participants were also provided with various resources for staying involved and up-to-date with project developments, including through the project website.

Next Steps

- Summarize Workshop Input
- Conduct Walking Tours
 - Virtual Walking Tour Link: <https://new.maptionnaire.com/q/3sl2oie48akh>
- Develop Emerging Streetscape Concepts
- Stay involved? Visit <https://swmdtransformation.com/>

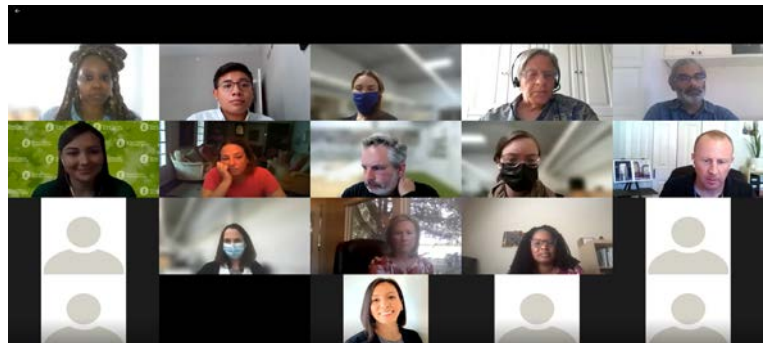
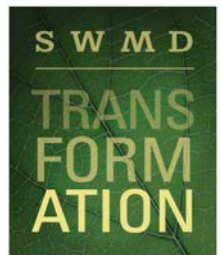
Watch the workshop recording here!



<https://vimeo.com/620259739>

Stay Involved!

- Sign up for the project mailing list
- Connect via social media
- Take the virtual walking tour
- Visit <https://swmdtransformation.com/>
- Connect via email: swmdproject@texastrees.org
- Stay tuned for the next community workshop



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APPENDIX

WALKING TOUR PAPER COPY

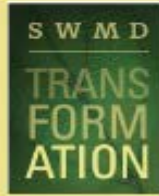
Southwestern Medical District Urban Streetscape Pro

WALKING TOUR



Project

ROUTE



TEXAS TREES
FOUNDATION



Introduction

The tour of Harry Hines Blvd is one of many ways to gather community input for the transformation of the Southwestern Medical District Urban Streetscape. This tour provides opportunities for stakeholders to engage with the streetscape, identify challenges and opportunities, and explore potential alternative scenarios.

Using the Tour Guidebook

This guidebook is the place for you to record and share written comments with the Texas Trees Foundation (the project lead). This pedestrian tour covers about 1 mile and 5 stops along Harry Hines Blvd. Please take a moment to familiarize yourself with the guidebook before beginning the tour. You can return your guidebook and comment form by using the online walking tour option or by turning in your print guidebook at the end to the tour leader. Please refer to our online educational resource page to learn more about key environmental and streetscape concepts.

Safety First

Please exercise safety when taking the tour. Obey all traffic signals and laws and use caution when crossing streets for safety. This tour will require stopping and gathering as a group. Your safety is your responsibility.



1 Inclusive Intersection Improvements



4 Environmental Health Improvements



2 Safety Improvements



5 Connectivity Improvements



3 Identity Improvements



Walking Route

swmdtransformation.com

APPENDIX

WALKING TOUR SUMMARY

Overall Response

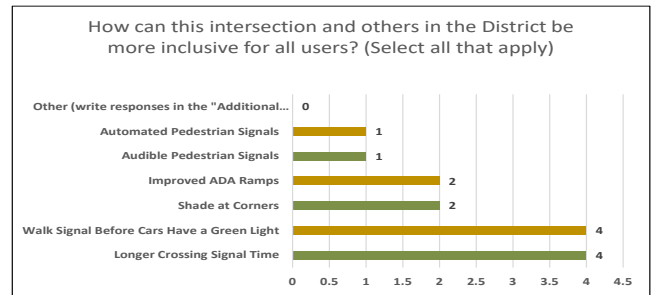
- 39 respondents
 - 9 completed the entire tour
 - All responses were in English
 - All responses were submitted virtually



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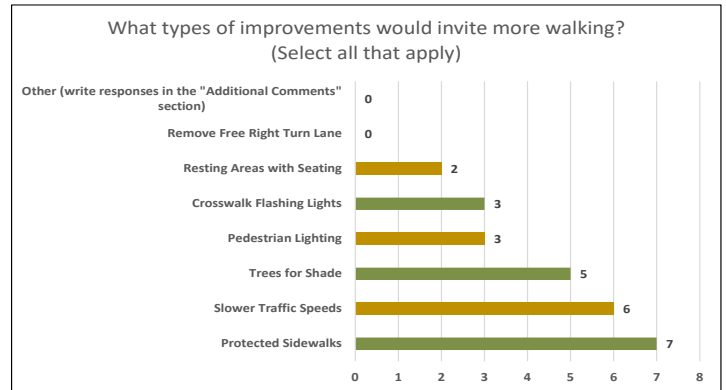
Stop 1: Inclusive Intersection Improvements Intersection of Loftland and Harry Hines

- Respondents were able to rate from 1 (Very Unsafe) through 5 (Extremely Safe) how it feels crossing Harry Hines Blvd and Medical District Drive.
 - The average answer was **1.75**
- When asked to explain why they choose their answers, respondents gave the following comments:
 - "The "walk" light is long enough for pedestrians, but the "wait" signal is also long, and not timed well with the traffic. This makes people feel compelled to walk to the median - and not wait."
 - "Heavy traffic flow during the day, and not well patrolled after dark."
 - "This is a high use area that doesn't seem to have much signage or consideration for pedestrians. I would not feel safe walking across the street."
 - "It is really long and people turning may not see you."
 - "Doesn't feel very safe."
 - "It is a mess between the homeless, the buses, and people unfamiliar with area"
- We asked respondents to think about all of the different users of this intersection: patients, ER visitors, medical professionals, staff, students, etc. Does it feel safe crossing the intersection as a pedestrian? Would all of these users feel the same?
 - "I think medical professionals are impatient - the bridge can make it a long walk."
 - "No, this does not seem safe or pleasant for any user."
 - "Older persons and disabled persons would not feel safe crossing this intersection."
- Other Comments:
 - "There needs to be blinking lights before the crosswalk for cars to slow down and realize that there is an upcoming crosswalk."



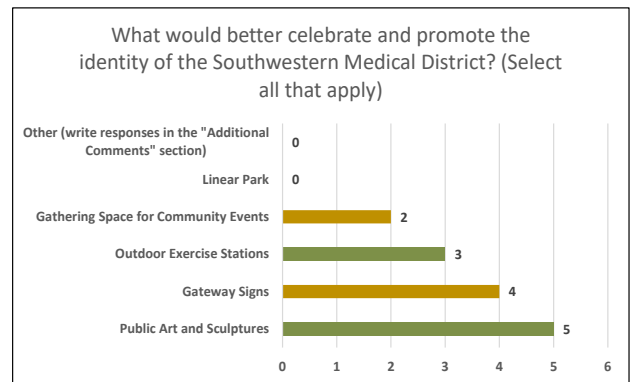
Stop 2: Safety Improvements Medical District Drive Intersection

- Respondents were able to rate from 1 (Very Unsafe) through 5 (Extremely Safe) how it feels walking along this stretch of the corridor.
 - The average answer was **1.57**
- Other Comments:
 - "This is a really dangerous intersection for pedestrians. And what happens when the Trinity Trail comes through here?"
 - "Overall, it doesn't feel very welcoming. I would like to see more tree and plant coverage as well as resting areas for pedestrians."
 - "Add a bike lane which tends to slow traffic. Definitely lower the speed limit! 40mph is way too fast for this road! If the speed limit is 40, people will do at least 50mph."
 - "A street diet is would reduce vehicular speeds and provide areas of respite for pedestrians. pedestrian connection across harry hines is critical as patients and patient families navigate to the Maple Avenue Corridor."



Stop 3: Identity Improvements New Parkland Entrance

- We asked respondents what features would make the streetscape feel more memorable and attractive to them?
 - "One of the options below is "Gateway Signs". UTSW put up 60 signs two years ago."
 - "I would love to see more artwork, gardens or a reflection pond or fountain to intertwine with the landscape."
 - "Still looks a little bare. Some shrubbery would be nice with. Additional facts about the medical district would be interesting for people walking."
 - "Add trees to the median. More color is definitely needed! Maybe a butterfly garden or colorful trees like crepe myrtles. If you are trying to promote a healing feeling, keep the nature feel. Nature is very soothing."
 - "There is nothing really memorable about the landscape - the building is nice the wall reinforces a barrier as does the significant setback from street. The wall seems to be a wasted investment - an oversized planter that provides little in pedestrian amenities."
- Other Comments:
 - "The area shown is not used much. Maybe some shade structures."
 - "Keep the nature, maybe add some benches for people to sit in the nature and feel that healing."
 - "Gathering vignettes along Harry Hines and on the grounds of the respective hospitals would provide areas for gathering (think small outdoor lunch or coffee spot for patients) and/or a place for quiet reflection. large planter like that at Parkland is a complete waste of space and investment - is it a specimen garden?"

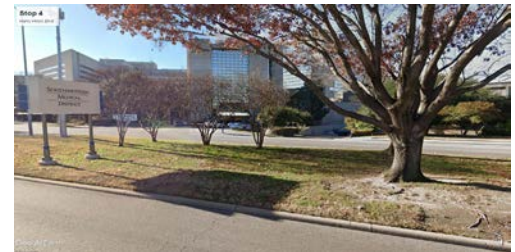
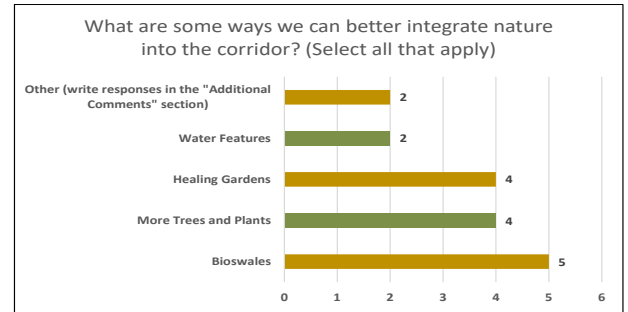


APPENDIX

WALKING TOUR SUMMARY- CONTINUED

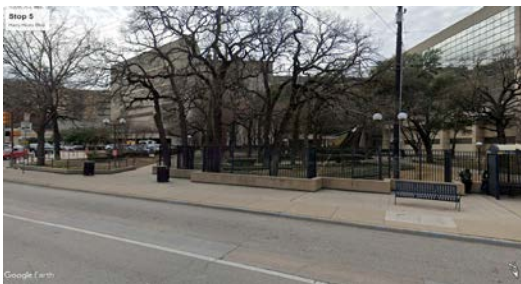
Stop 4: Environmental Health Improvements New Parkland Entrance

- We asked respondents if the District feels like a peaceful and healing area for residents, patients, visitors and employees? Why?
 - "I don't think so. It is frustrating that people jay walk from old hospital to the "food options"; the traffic signals are not timed; and all of the "lost" drivers looking for a parking spot or the building their appointment is in. Most of old Parkland will be empty soon and demolished anyway. Then there is the homeless. Homeless camp in the median and sleep in the bus shelters. This may end when the Salvation Army builds the new campus near Stemmons."
 - "While the tree coverage in the median is nice, I would love too see more trees and plants in the surrounding area. Water features and healing gardens would make it feel like a more welcoming and healing location."
 - "It does not. There isn't a trail. It could look more natural."
 - "No! All the trees look the same. There is no color! It is not pretty. It is boring."
 - "No, little areas for respite. Sidewalks immediately adjacent to the street fails to give a sense of safety from vehicular traffic and does not offer a shaded pathway for visitors."
 - "Not now. Need more trees and sidewalk space."
- Other Comments:
 - "Students complain area is not safe, especially after dark."
 - "More colorful trees, especially along the sidewalk between the sidewalk and the street. Trees of color like crepe myrtles or more of a variety of trees like mixing some native red oaks and burr oaks in with cedar elms would add color in the fall. A butterfly garden of perennials would also be wonderful - it would be pretty and help the monarch butterflies!"
 - "Water features are expensive to maintain and will likely break, leaving the district constantly ensuring it is running correctly. creating pocket parks or vignettes would improve the space, perhaps with a collective of different experiences along HH, reinforced with plantings and fixtures unique to the respective vignette."



Stop 5: Connectivity Improvements DART Station at UTSW Ambulatory Care Center

- Respondents were able to rate from 1 (Very Poor) through 5 (Excellent) the connectivity between destinations in the District is.
 - The average answer was **2.3**
- Other Comments:
 - "I don't know much about this DART stop. If the 704 and 705 stop there, these routes will shuttle around the medical buildings. The video segment is correct - driving is the most convenient, but lack of parking (or the existence of valet parking - declined) make the population of confused drivers a problem."
 - "A lot of people will be crossing the street here. Adding flashing lights in the crosswalk would be safer for everyone of all levels crossing the street."
 - "Bus shelters are an important amenity. In addition, shelters can be used for announcements of activities within the district. Look at Bus stops as transit hubs with charging stations, bike racks, etc. Perhaps any chance to bring back the Newspaper stand (they are pretty popular in Chicago, Philly, Boston, NY etc)."



Final Thoughts and Demographics

- "I never drive (underline drive) this section of Harry Hines - too frustrating. I lived in the apartments on Medical District for 8 years, but still work at Parkland Hospital. I moved in September 2019, not because of the area - but because it was time to buy a house. I miss the five-minute walk to work!"
- "I really appreciate the emphasis on trees in the District! I would definitely keep the focus on nature, serenity, and beauty as people are trying to heal and help others heal in this district. This should not have a "playground" feel. Add color, trees of color, perennial gardens of color and benches to be able to sit and think and pray and meditate and calm yourself."

