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**LANE TRANSIT DISTRICT
SPECIAL BOARD MEETING/WORK SESSION**

**Monday, June 17, 2002
6:45 p.m.**

**LTD BOARD ROOM
3500 E. 17th Avenue, Eugene
(off Glenwood Blvd.)**

NO PUBLIC TESTIMONY WILL BE HEARD AT THIS MEETING.

A G E N D A

Page No.

I. ROLL CALL

Ban _____ Gaydos _____ Hocken _____ Kleger _____
Lauritsen _____ Melnick _____ Wylie _____

II. CALL TO ORDER

III. WORK SESSION

- A. BRT Naming (30 minutes)
- B. Coburg Road BRT Corridor (30 minutes)
- C. Begin Discussion of Items for Information for June 19, 2002, Regular Board Meeting (if time permits)

IV. ADJOURNMENT

Alternative formats of printed material (Braille, cassette tapes, or large print) are available upon request. A sign language interpreter will be made available with 48 hours' notice. The facility used for this meeting is wheelchair accessible. For more information, please call 682-6100 (voice) or 1-800-735-2900 (TTY, through Oregon Relay, for persons with hearing impairments).

AGENDA ITEM SUMMARY

DATE OF MEETING: June 19, 2002

ITEM TITLE: NAMING THE BRT SYSTEM

PREPARED BY: Sue Aafort, Public Relations Representative

ACTION REQUESTED: Approval of BRT System Name

BACKGROUND: The process to develop a name for the BRT system began in May 2002. A committee of 15 members was created. It consisted of an LTD Board member, the general manager, and staff from departments throughout the District. Selection criteria were developed at the first meeting. The criteria are as follows:

THE PRIMARY SPECIFIC CRITERIA

The name should be the following:

1. Timeless
2. Catchy
3. Unique In the industry
4. Short
5. Fun

GENERAL CRITERIA

1. Familiarity
2. Pronunciation ease
3. Non-corruptible
4. Positive connotation
5. Associative
6. Memorable

After setting the criteria, teams were formed and directed to brainstorm names in preparation for the next meeting. At the same time, creative teams at Funk/Levis and CMWK, consultants leading the naming process, also were brainstorming names to be considered. All lists were combined and shared with the committee at the second meeting. Using the criteria developed at the first meeting, 300 names were reviewed.

After much discussion and process, the list eventually was reduced to four names.

Rationale for each of the four names was developed by the consultants and shared with the committee. Using the rationale, the committee was directed to think about the names, consider pros and cons, list any concerns, and provide their comments to the consultants.

When the committee convened in June for the third time, the charge was to consider the rationale and recommend one name for the Board to consider. The name being recommended to the Board had overwhelming support from the committee. That name will be discussed with the Board at the June 17 special meeting, and the Board will be asked to approve the name at that time.

ATTACHMENT: None

PROPOSED MOTION: I move the following resolution:

LTD Resolution No. 2002-017: Resolved, that the LTD Board of Directors approves [BRT_NAME] for the BRT system as recommended by the BRT Naming Committee.

**LANE TRANSIT DISTRICT
COBURG ROAD BUS RAPID TRANSIT STAKEHOLDER COMMITTEE
COMMITTEE CHARGE**

June 2002

Background

Bus rapid transit (BRT) has been identified in the adopted regional transportation plan, TransPlan, as the preferred transit strategy for the Eugene/Springfield community. The BRT concept is to use buses to emulate the positive characteristics of a rail system (the attached document provides a more complete description of the BRT system). The BRT Phase 1 corridor, which connects downtown Eugene and downtown Springfield, has been approved and is in the final design stage. Construction of that corridor is expected to start in fall 2002 and be completed by summer 2004. Planning for the next BRT corridors has begun.

The Springfield City Council and the LTD Board have selected the Pioneer Parkway corridor as the next corridor to be developed in Springfield. That corridor connects downtown Springfield (and the eastern terminus of the Phase 1 corridor) with the Gateway area. The corridor was selected primarily because it serves a rapidly developing segment of the community and has some very significant transportation challenges.

The Eugene City Council and the LTD Board have selected the Coburg Road corridor as the next BRT line to be developed in Eugene. The Coburg Road corridor was selected primarily because it serves a rapidly developing portion of the community. Officials also were attracted to the opportunity to provide a north end link between the Coburg Road BRT line and the Pioneer Parkway BRT line. When combined with the Phase 1 corridor, this link would create a two-way BRT loop that would provide for improved travel connections for the BRT service.

Committee Responsibility

The Coburg Road BRT Stakeholder Committee is charged with providing direction and comment on the development of a draft conceptual BRT Master Plan for the Coburg Road corridor. Following the completion and approval of the conceptual master plan, more detailed design and implementation plans are to be developed for each segment of the corridor. Stakeholders participating in this master planning process may choose to continue their involvement during the more detailed segment design work.

Development of the Coburg Road BRT Master Plan will be joint effort of LTD and the City of Eugene, with LTD acting as the lead agency for the project. The draft plan developed in coordination with this committee will be reviewed by the BRT Steering Committee and the Eugene Planning Commission, and approved by the LTD Board of Directors and the Eugene City Council.

Significant issues to be considered by the Committee in developing this Coburg Road BRT Master Plan include the following:

- General alignment for the BRT route (streets to be used)
- Connection of the Coburg Road BRT line with the Pioneer Parkway BRT line on the east side of Interstate 5
- The general conceptual alignment for BRT within the corridor (e.g., median versus curbside transitways)
- BRT Station locations
- Design of small-bus neighborhood connector service tying into the Coburg Road BRT system
- Locations of new traffic signals and other intersection controls
- Integration of BRT with traffic access and circulation along the corridor
- Integration of BRT with possible broad or conceptual land use changes along the corridor

Committee Membership

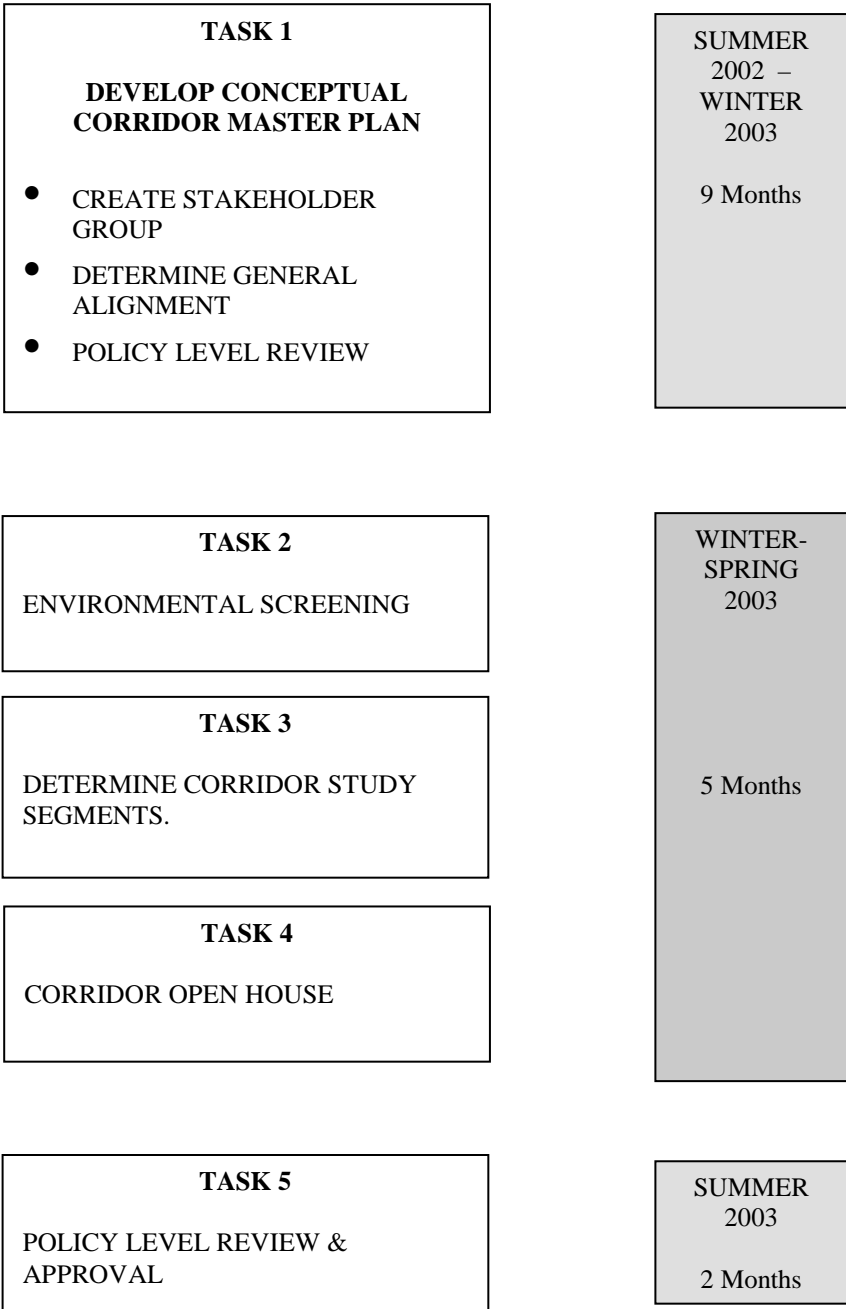
Corridor business representatives (3)
Corridor property owners (3)
Harlow Neighbors representative
Cal Young Neighborhood representative
School District 4J representative
Chamber of Commerce representative
City Councilor (Ward 4 CC-elect George Poling)
Planning Commissioner
At-Large (up to 3)

Project Duration and Committee Meeting Schedule

The Coburg Road BRT master planning project is expected to be completed and available for agency review by the end of 2002 or early 2003. It is expected that the Stakeholder Committee will meet on a monthly basis between August and December of 2002 or January 2003. Meetings will last approximately two hours each and will be scheduled to accommodate members' schedules as much as possible.

Lane Transit District BRT Project

Draft-Coburg Road Process



- TASK 6**
SEGMENT 1 ACTIVITIES
- Direct Mail
 - 1 on 1 Contacts
 - Establish Advisory Committee
 - Advisory Committee Meeting 1
 - Develop Preliminary Alternatives
 - Advisory Committee Meeting 2
 - Refine Alternatives
 - Advisory Committee Meeting 3

FALL 2003

3 Months

- TASK 7**
SEGMENT 2 ACTIVITIES
- 1 on 1 Contacts
 - Establish Advisory Committee
 - Advisory Committee Meeting 1
 - Develop Preliminary Alternatives
 - Advisory Committee Meeting 2
 - Refine Alternatives
 - Advisory Committee Meeting 3

WINTER
2004

3 Months

- TASK 8**
SEGMENT 3 ACTIVITIES
- 1 on 1 Contacts
 - Establish Advisory Committee
 - Advisory Committee Meeting 1
 - Develop Preliminary Alternatives
 - Advisory Committee Meeting 2
 - Refine Alternatives
 - Advisory Committee Meeting 3

SPRING
2004

3 Months

05/07/20

TASK 9 CORRIDOR OPEN HOUSE	SPRING-SUMMER 2004
TASK 10 POLICY LEVEL REVIEW	
TASK 11 ENVIRONMENTAL IMPACT ASSESSMENT	FALL 2004 – FALL 2005 12 Months
TASK 12 PREPARATION AND REVIEW OF DRAFT ENVIRONMENTAL REPORT	FALL 2005 – WINTER 2006 5 Months
TASK 13 PREPARATION AND REVIEW OF FINAL ENVIRONMENTAL REPORT	WIN 2006 - SPRING 2006 4 Months
TASK 14 APPROVAL	SPRING 2006 2 Months

Lane Transit District Bus Rapid Transit

DRAFT Coburg Road Preliminary Engineering and Public Participation Plan

June 2002

Coburg Road has been selected as the next bus rapid transit corridor in Eugene. The route will originate at the Eugene Station and travel over the Ferry Street Bridge on Coburg Road to Crescent Avenue. Alternative street routing will be examined as part of the design process. Connections to the Pioneer Parkway corridor, being developed in Springfield, also will be pursued.

TASK 1 DEVELOP A CONCEPTUAL BRT CORRIDOR MASTER PLAN (9 Months)

LTD and City staff will develop a BRT Corridor Master Plan for Coburg Road. This will be a conceptual plan envisioning the ultimate BRT build-out, the City's goal for access management, and BRT's contribution to land use planning and nodal development. The plan will be used as a tool in guiding the corridor segment work with stakeholders. The corridor plan also could be refined based on input from stakeholders.

CREATE STAKEHOLDER GROUP

A group of representative stakeholders will be formed to work with LTD staff and City staff on the development of the BRT Corridor Master Plan.

DETERMINE GENERAL ALIGNMENT

LTD and City staff will work to determine the general alignment of the Coburg Road corridor, in advance of the public process. Staff-level evaluation of Oakway Road and Coburg Road from I-105 to Willakenzie will be conducted. Connections to the Pioneer Parkway BRT corridor also will be examined at this time.

TASK 2 ENVIRONMENTAL SCREENING (5 Months)

Environmental screening is conducted to determine if there are any fatal flaws along the corridor. It is necessary to conduct this screening prior to the public process to identify any issues that could affect how the corridor is designed.

TASK 3 DETERMINE STUDY SEGMENTS

The corridor will be divided into three study segments. The final determination will be made after Task 1 is complete and a general alignment is agreed upon.

Assuming the general alignment is entirely on Coburg Road, one segment will run from the Eugene Station to the Willamette River. The second segment will run from the Willamette River to Harlow Road. The third segment will run from Harlow Road to Crescent Avenue.

TASK 4 CORRIDOR OPEN HOUSE

A community Open House will be held at the beginning of the public process. It is an opportunity to inform and educate the community about the corridor and recruit for the stakeholder groups. A second Open House will be held at the conclusion of the design process for the corridor.

TASK 5 AGENCY REVIEW AND APPROVAL (2 Months)

The BRT Master Plan will be reviewed and approved by the BRT Steering Committee, Eugene Planning Commission, Eugene City Council, and LTD Board of Directors.

TASKS 6, 7, and 8 SEGMENT ACTIVITIES (3 Months Each)

Property owners and businesses along the corridor will be contacted individually regarding the project, and will be recruited to participate on the Advisory Committee. LTD also will contact neighborhood groups to inform them of the process and invite participation on the Advisory Committee.

Each corridor segment will follow the sequence of activities listed below:

- Direct Mail
- One-on-one Contacts
- Establish an Advisory Committee
- Advisory Committee Meeting 1
- Develop Preliminary Alternatives
- Advisory Committee Meeting 2
- Refine Alternatives
- Advisory Committee Meeting 3

Additional meetings will be scheduled as required.

TASK 9 SECOND CORRIDOR OPEN HOUSE

A second Corridor Open House will include a public opportunity to review and comment on the complete corridor.

TASK 10 AGENCY REVIEW

- Planning Commission
- City Council

TASK 11 ENVIRONMENTAL IMPACT STATEMENT (12 Months)

This step involves the technical evaluation of potential environmental impacts and the identification of any necessary mitigation strategies.

TASK 13 PREPARATION AND REVIEW OF DRAFT ENVIRONMENTAL REPORT (5 Months)

Following the impact statement, a draft environmental report will be prepared and distributed for public and agency comments.

TASK 11 PREPARATION AND REVIEW OF DRAFT ENVIRONMENTAL REPORT (4 Months)

Comments from the draft environmental report will be addressed and incorporated into the final environmental report

TASK 12 APPROVAL (2 Months)

AGENDA ITEM SUMMARY

- DATE OF MEETING:** June 17, 2002
- ITEM TITLE:** COBURG ROAD BRT CORRIDOR PLANNING PROCESS AND STAKEHOLDER GROUP
- PREPARED BY:** Stefano Viggiano, Director of Development Services
- ACTION REQUESTED:** Provide direction on the proposed Coburg Road BRT Planning Process and the establishment of a Coburg Road Stakeholder Group
- BACKGROUND:**
- In March 2002 the Board approved the Coburg Road corridor as the next BRT line to be developed in Eugene. LTD staff have worked with City of Eugene staff to develop a plan for the development of a BRT design for the corridor. The plan uses previous experiences from the Phase 1 project regarding the expected duration for the various tasks and also takes into consideration staff resource constraints and funding limitations.
- The proposed Coburg Road BRT Planning Process is somewhat different than the process used for the Phase 1 corridor. Rather than start immediately with the segment-by-segment design process, as was done on Phase 1, the Coburg Road process includes an initial step to develop a conceptual corridor master plan. This step would determine the general alignment, allow for the ultimate vision for the corridor to be determined, and include factors such as access management and land use planning. The segment-by-segment design process would be used to refine the master plan and to determine an appropriate implementation plan.
- The Coburg Road BRT Plan was reviewed by the Board BRT Committee on May 13, 2002, and by the BRT Steering Committee on May 21, 2002. The Board BRT Committee suggested some changes that were incorporated into the plan that was reviewed by the Steering Committee.
- The Steering Committee agreed with the plan's general approach, but expressed concern regarding the delay of the decision date to the spring of 2006. This is approximately 2 years later than the estimate provided to the Eugene City Council last year. The Committee asked that the Board consider options to reduce the duration of the planning process.
- There are four primary reasons for the longer planning process. First, the master plan development and subsequent review of the master plan add approximately nine months to the process. Second, The Federal Transit

Administration has directed staff to proceed with the environmental review assuming that an Environmental Impact Statement (EIS) will be used in place of the shorter Environmental Assessment (EA). Third, staff and funding resources for BRT planning have been reduced during the past year. Fewer staff now are doing planning work on two future corridors and still assisting with the final design of the Phase 1 corridor. In addition, tasks that were done by consultants during Phase 1 planning now are being done by staff. Fourth, the Pioneer Parkway BRT corridor has been determined to be a higher priority and staff time and resources have been allocated accordingly. The priority of the two BRT corridors also is reflected in the District's Capital Improvements Program that shows that the Coburg Road BRT corridor lags three years behind the Pioneer Parkway corridor.

Reducing the duration of the Coburg Road BRT planning process would require allocation of additional resources to the project. Given the District's current financial state and the possibility of additional budget reductions during the coming year, staff do not recommend adding resources to the Coburg Road BRT planning at this time.

The Coburg Road planning process includes the formation of a Coburg Road Stakeholder Committee to work with Eugene and LTD staff on the development of the Conceptual Coburg Road BRT Master Plan. Attached to this memorandum is a "committee charge" for the stakeholder group. The Board is asked to approve the formation of this committee.

ATTACHMENTS:

1. Draft Coburg Road BRT Planning Process.
2. Coburg Road BRT Stakeholder Committee – "Committee Charge" (without attachments)

PROPOSED MOTION:

None

DATE OF MEETING: January 15, 2003

ITEM TITLE: NAMING THE BRT SYSTEM

PREPARED BY: Sue Aafort, Public Relations Representative

ACTION REQUESTED: Approval of BRT System Name

BACKGROUND: The process to develop a name for the BRT system began in May 2002. A name was presented to the Board at the June meeting. The Board directed staff to do a thorough Trademark Registrability search of the recommended name. Although the search indicated that infringement issues should not be a concern, legal counsel made clear that a public relations risk might ensue and counseled LTD to weigh the risks. Shortly thereafter, a decision was made to not use the name and instead, begin the process over again to come up with another terrific name!

The original committee was given the opportunity to continue with the process. A few changes were made as well as the addition of two Board members. The committee used the following criteria for name selection.

THE PRIMARY SPECIFIC CRITERIA

The name should be the following:

1. Timeless
2. Catchy
3. Unique In the industry
4. Short
5. Fun

GENERAL CRITERIA

1. Familiarity
2. Pronunciation ease
3. Non-corruptible
4. Positive connotation
5. Associative
6. Memorable

Additional steps were added to the process which included getting comments from the business community as well as LTD staff. A sub-committee was formed and included creative staff from the Portland office of CMWK and the Eugene office of Funk/Levis, the consultants on the project. The charge of the sub-committee was to go over all the names to make sure nothing was overlooked and to brainstorm new names to fit the criteria and complement the work of naming committee.

The full committee convened on Monday, December 2, 2002. Rationales for the 7 names being considered were discussed through a creative process. By the end of the meeting one name had overwhelming support from the committee. That name will be discussed with the Board and the Board will be asked to approve the name at that time.

On January 7, 2003 the BRT Steering Committee reviewed and endorsed the name

ATTACHMENT: None

PROPOSED MOTION: I move the following resolution:

LTD Resolution (): Resolved, that the LTD Board of Directors approves [BRT NAME] for the BRT system as recommended by the BRT Steering Committee and the BRT Naming Committee.