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**LANE TRANSIT DISTRICT  
SPECIAL BOARD MEETING/WORK SESSION  
JOINT MEETING WITH EUGENE CITY COUNCIL**

**Monday, November 26, 2007  
5:30 p.m. to 7:00 p.m.**

**McNutt Room  
Eugene City Hall, 777 Pearl Street, Eugene, OR 97401**

**A G E N D A**

Page No.

- I. CALL TO ORDER
- II. ROLL CALL
  - Davis \_\_\_\_\_ Dubick \_\_\_\_\_ Evans \_\_\_\_\_ Eyster \_\_\_\_\_
  - Gaydos \_\_\_\_\_ Kortge \_\_\_\_\_ (Vacancy) \_\_\_\_\_
- III. WEST EUGENE TRANSPORTATION
- IV. FRANKLIN BOULEVARD PROJECT
- V. TRANSIT RIDERSHIP AND SERVICE UPDATE
- VI. TRANSPORTATION DEMAND MANAGEMENT (COMMUTER SOLUTIONS)
- VII. ADJOURNMENT

**Alternative formats of printed material and or 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).**

## LTD Strategic Plan

### Summary Assessment of 2006-07 Performance Objectives

GOAL	Performance Measure	2006-07 Objective	2006-07 Actual	Comments
DELIVER RELIABLE PUBLIC TRANSPORTATION SERVICE	System Ridership	3% Increase	<b>4.8% Increase</b>	This increase builds on an 11.5% increase in FY 05-06
	Per Capita Ridership	1% Increase	<b>3.3% Increase</b>	Long-term trend about 1.8% increase per year
	System Productivity	1% Increase	<b>2.1% Increase</b>	Ridership increased at a greater rate than the service level
	On-Time Performance	At or Above 90%	<b>91.4%</b>	On-time performance was 90.9% in FY 05-06
DEVELOP INNOVATIVE SERVICE THAT REDUCES DEPENDENCY ON THE AUTOMOBILE	Peak-Hour Ridership on Congested Corridors	2% Increase	<b>Data Not Available</b>	Data collected every 3-4 years
	Ridership on Franklin EmX Compared to Previous #11 Service	10% Increase	<b>60% Increase</b>	Ridership exceeds the 20-year projected increase
	Number of Choice Riders	1% Increase	<b>Data Not Available</b>	Survey to be conducted in late 2007 or early 2008
MAINTAIN LTD'S FISCAL INTEGRITY	Adjusted Cost Per Mile	Maintain or Lower	<b>Increased</b>	Review measure - may be unrealistic goal
	Adjusted Cost per Boarding	Maintain or Lower	<b>Lowered</b>	Ridership increase greater than operating cost increase
	Administrative Overhead	Less than 20%	<b>16.0%</b>	Preliminary number pending audit. Overhead was 17.5% in FY 2006
	Independent Audit of CAFR	Unqualified Opinion	<b>Audit Not Yet Completed</b>	Opinion rendered in October
PROVIDE LEADERSHIP FOR THE COMMUNITY'S TRANSPORTATION NEEDS	"Good to Excellent" Ratings on Community Surveys	Maintain or Improve	<b>Data Not Available</b>	Survey to be conducted in 2008 or 2009
	Board Involvement on Key Local Committees	Maintain or Increase	<b>Increased</b>	LTD representation on LCOG Board has been added
DEVELOP A WORKPLACE ENVIRONMENT THAT ALLOWS EMPLOYEES TO SUCCEED	Negative Employee Turnover	Reduce	<b>Reduced</b>	Reduction from 2.5% in FY 05-06 to 2.1% in FY 06-07
	Workplace Safety	Reduce Accidents	<b>Reduced</b>	Number of claims reduced from 41 to 37
		Reduce Time Loss Days	<b>Reduced</b>	Time Loss days reduced from 1,452 to 307
		Reduce Cost of Accidents	<b>Reduced</b>	Claims cost reduced from \$306,705 to \$158,067
	Workplace Morale	Improve	<b>Improved</b>	Subjective assessment



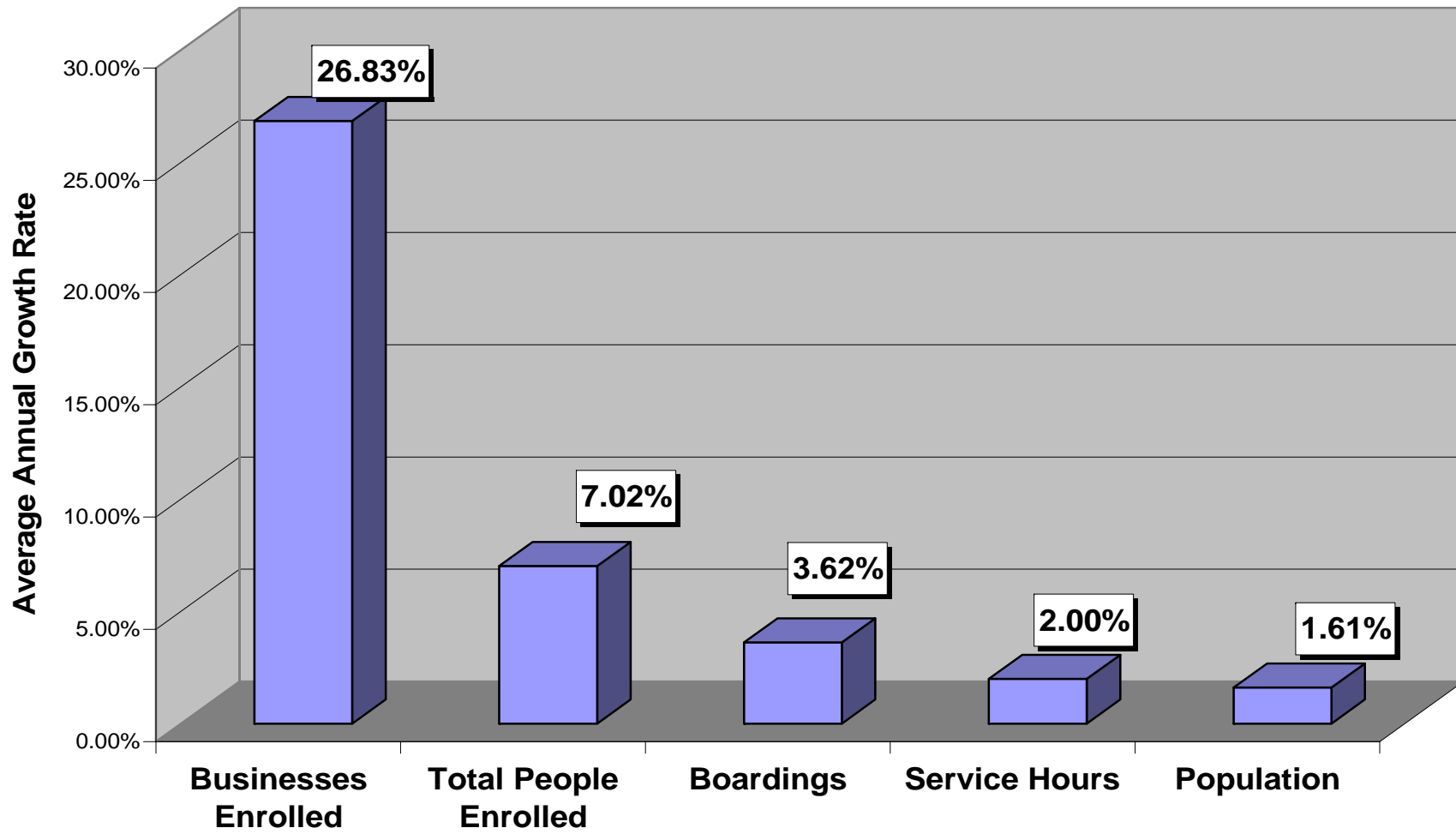
# Future Opportunities

- Travel Smart
- Ridesharing
- Vanpools
- Park and Rides
- Increasing Transit Ridership
- Coordination with Land Use and Development Activities



# Group Pass Growth Comparison

## Average Annual Growth Rates (1988-2007)



## AGENDA ITEM SUMMARY

**DATE OF MEETING:** November 26, 2007

**ITEM TITLE:** TRANSPORTATION DEMAND MANAGEMENT  
(COMMUTER SOLUTIONS)

**PREPARED BY:** Tom Schwetz, Director of Planning and Development

**ACTION REQUESTED:** None. Information only.

**BACKGROUND:** Commuter Solutions Program

Since its inception in 1995, the Commuter Solutions Program has supplied the region with transportation management strategies that have been endorsed and coordinated with local and state agencies. Programs and Services implementing these strategies are offered to businesses, agencies, educational institutions, and individuals. The attached brochure, "*Transportation Options; Programs and Services*," lists services offered to local businesses, organizations, and employees.

The positive growth rate in the number of businesses that have taken advantage of Commuter Solutions services illustrates its success in helping manage many of the region's transportation challenges and proves that transportation benefit programs are a good business choice. The Group Pass Program is a good example of the growth in Commuter Solutions services. The combination of business-based Group Pass Program participants and Student Transit Pass Program participants totals more than 73,000. A chart showing a comparison of the growth in group pass participants and other factors is attached.

Another successful Commuter Solutions program has been the Congestion Mitigation Program (CMP). This program started with the I-105 overlay project, providing a range of outreach efforts on the project and information on alternative ways of travel during construction. A list of Congestion Mitigation projects is attached.

Commuter Solutions is an integral part of regional transportation planning and, as such, will continue to play an important role in providing choices for our citizens and creating innovative, community-based programs to help manage the growth in automobile travel in our region. A list of future opportunities currently being explored by Commuter Solutions is attached.

An Overview of Commuter Solutions program funding is provided below.

**2007- 2008 COMMUTER SOLUTIONS FUNDING**

ODOT STIP	\$100,000
STP-U	\$340,000 (estimate)
Partner Agencies*	\$ 20,000
LTD	\$5,000
Lane Co.	\$5,000
Eugene	\$5,000
Springfield	\$5,000

**PROPOSED MOTION:** None

- ATTACHMENTS:**
1. Transportation Options Brochure
  2. Group Pass Growth Comparison Chart
  3. Commuter Solutions Future Opportunities
  4. Congestion Mitigation Program (CMP) Highlights

## **CONGESTION MITIGATION PROGRAM HIGHLIGHTS**

Congestion Mitigation Services that are supplied to the region consist of radio advertising, print advertising, door-to-door visits with businesses, direct mail of project information, production and distribution of posters and flyers, coordination with all local media, promotion of alternative travel routes, and promotion of transit, carpool/vanpool, and bicycling as options to driving alone. Services also include creation of the KeepUsMoving.info Website with on-line sign-up of e-mail notification and e-mail updates. Non-peak hour travel is encouraged.

### **COMPLETED CONGESTION MITIGATION PROJECTS**

I-105 (ODOT) Reconstruction of I-105 from east side of I-5 to Delta Highway exit

Martin Luther King Jr. Parkway Roundabout Project (City of Springfield/Lane County)

Delta Highway Overlay Project (Lane County) Green Acres to I-105

Hilyard Street Reconstruction Project (City of Eugene) Hilyard Street from 24th Avenue to 11th Avenue

EmX Franklin Corridor (LTD/City of Eugene and City of Springfield)

### **FUTURE CONGESTION MITIGATION PROJECTS SITES:**

EmX – Pioneer Parkway

Gateway/Beltline Project

I-5/Beltline: Flyover & Bike/Pedestrian Bridge

I-5/Coburg Interchange

Beltline Road: I-5 to Coburg Road

West Eugene

## A SMART MOVE IN THE RIGHT DIRECTION

- Give Employees a Money-Saving Benefit
- Earn Tax Deductions and Credits
- Bolster Employee Recruitment and Retention
- Help Reduce Traffic Congestion and Pollution
- Reduce demand for employee parking facilities

By using your Federal and State tax deductions and credits, you can provide nearly seven times the value to your employees in transportation benefits, compared to giving them a cash raise.

Discover how Commuter Solutions can help you offer Transportation Options benefits for your employees.

# DriveLess. SaveMore.



## COMMUTER SOLUTIONS

*Providing Information and Resources for Smart Transportation Choices*

PO Box 7070, Eugene, Oregon 97401  
3500 East 17th Avenue, Eugene, Oregon 97403

For information call:

541-682-6213 (Voice)

1-800-735-2900 (TTY)

541-682-6111 (FAX)

541-687-5555 (Customer Service)

[commutersolutions@ltd.org](mailto:commutersolutions@ltd.org) (E-mail)

[www.commutersolutions.ltd.org](http://www.commutersolutions.ltd.org)

### Community Partners:

City of Eugene • City of Springfield • City of Coburg

Lane County • Lane Council of Governments

Lane Transit District

Lane Regional Air Protection Agency

Oregon Department of Transportation

## TRANSPORTATION OPTIONS PROGRAMS AND SERVICES



a  
smarter  
way to  
go





## CONSIDER YOUR OPTIONS.

### Transit Pass Programs:

These programs qualify for Federal and State tax deductions and credits.

🚗 **Group Pass Program:** employer-paid, discounted transit passes for all employees

🚗 **Commuter Club Vouchers:** subsidized monthly transit voucher — employer pays at least 50% of the transit pass cost and employee pays the rest

### Emergency Ride Home Program:

Emergency taxi ride home for employees who commute to work by bus, bicycle, carpool, vanpool or on foot — no cost to employer or employee.

### Ridematching Services:

🚗 Carpools reduce the expense of commuting and parking — we can match you up!

🚗 Vanpool-matching, route development, and subsidies for employees commuting over 10 miles one-way

## WORK SMART. WORK TOGETHER.

### Free Employer Support Services:

🚗 **Tax Benefits:** learn how to use Federal and State tax programs to enhance your employee benefits package and your bottom line

🚗 **Employee Transportation Surveys:** We conduct surveys and provide you with research results

🚗 **Transportation Fairs:** held at your workplace to inform employees about your Transportation Options Program — we provide the bells and whistles!

🚗 **Promotional Assistance:** materials and ideas for marketing your program internally

🚗 **Employee Mapping:** which transportation option works for your employees is often based on where they live

🚗 **Customized Transportation Options:** we help you find the program that fits your employees' needs

🚗 **Employee Transportation Coordinator (ETC) Network:** quarterly networking luncheons providing education, training, and support for your ETC

## IMPROVING OUR COMMUNITY

Commuter Solutions also provides services to the community benefiting your employees and your business.

### Smart Ways to School:

Free services offered to parents of K-12 students help reduce school-related traffic, improve student safety, promote physical activity and reduce fuel consumption.

🚗 **Student Transit Pass Program:** provides free transit passes to students in grades 6-12 attending public and private schools in areas served by LTD

🚗 **SchoolPool Program:** promotes and helps form carpools to school for grades K-12 students

🚗 **Walk and Bike Groups:** helps organize groups that walk or bike together to and from school

### Construction Mitigation Program:

[www.KeepUsMoving.Info](http://www.KeepUsMoving.Info):

promotes public awareness of major regional road projects and informs commuters about transportation options and ways to avoid delays.

ALL OF OUR CONSULTING AND PROMOTIONAL SERVICES ARE FREE.

WE WOULD BE HAPPY TO WORK WITH YOU TO DEVELOP

A TRANSPORTATION OPTIONS PROGRAM THAT WORKS FOR YOU.

# EmX Green Line

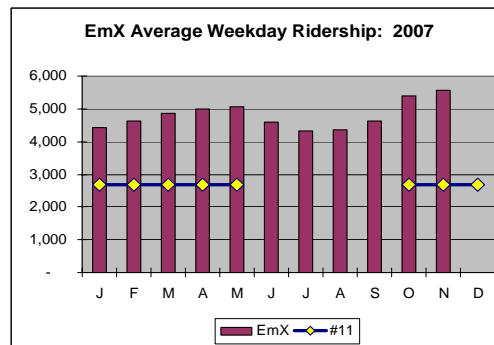
## Route Operations and Performance Summary

### Route Description

- Connects downtown Eugene and downtown Springfield
- Four miles in length
- Approximately 60 percent in exclusive right-of-way (either single or double-lane)
- Cost approximately \$24 million, including vehicles (\$6 million per mile)
- Service started January 14, 2007

### Ridership

- Ridership has exceeded 20-year projections
- Ridership has been increasing since the service was implemented
- Approximately 10 to 15 percent of riders are actual “free fare” riders



### Travel Time

- Average round-trip travel time is 31.1 minutes (projected to be 32 minutes)

### Rider Opinions

Before and After Surveys of riders (Before on #11; After on EmX) shows that ratings of the following items improved more than 10 percent:

- Dependability of the bus
- Travel time on the bus
- Cleanliness of shelters
- Amenities at stations
- Quality of shelters/stops
- Cost of riding the bus
- Availability of passenger information

Also showing significant improvement (5 to 10 percent):

- Frequency of the service
- Personal safety at stops
- Ease of getting on and off vehicles
- Smoothness of ride
- Cleanliness of buses

### Accidents

- There have been eight collision accidents in 10 months of service
- Accident rate improving (only one accident during last five months)
- No accidents involving pedestrians
- Other driver (not LTD) was at fault in all accidents
- Signage has been added to improve safety

# Franklin Boulevard Redesign

Franklin Boulevard is a key transportation link that connects Eugene and Springfield and serves the University of Oregon and other key activity centers. It also acts as a primary visitor entrance into Eugene and Springfield.

## Project Scope

This project involves the redesign and reconstruction of Franklin Boulevard between the Springfield Bridge and the Ferry Street Bridge (note that Franklin Boulevard becomes East Broadway west of Hilyard Street). Elements of the redesign include the following:

- Consideration of a multi-way boulevard in certain sections
- Creation of wider sidewalks to enhance pedestrian movement
- Addition of bike lanes
- Installation of double EmX lanes between the Springfield Bridge and the intersection of 11<sup>th</sup> and Franklin
- Improved aesthetics (landscaping, undergrounding of utilities)

## Benefits of the Franklin Redesign

A redesign of Franklin Boulevard can provide a number of benefits to the community. The project will support economic development efforts, improve the mobility for all modes of transportation, address safety concerns, and beautify a major entrance into our community.

### *Support for Economic Development*

While there is potential for redevelopment along the entire length of this section of Franklin Boulevard, there are several major redevelopment efforts currently underway:

- **Glenwood Redevelopment:** Glenwood is viewed as a key redevelopment opportunity in the Eugene-Springfield area. A redesigned Franklin Boulevard is a critical element in plans to redevelop Glenwood. Franklin Boulevard through Glenwood does not have continuous sidewalks, bike lanes, or EmX lanes, all of which would benefit new development. In addition, a multi-way boulevard concept could be used in this section, especially for development on the north side of Franklin.
- **Walnut Station Mixed Use Area:** The City of Eugene has identified the area near the Walnut EmX Station as a priority mixed-use area. There is considerable redevelopment potential in this area, with several vacant or underused parcels of land. Planning efforts for the mixed-use area have been underway for two years. Improvements to Franklin Boulevard can make this area more pedestrian friendly, which is a key element in making a mixed-use area successful.
- **UO Arena:** The University of Oregon is expected to pursue construction of a new university arena to be located southwest of the Franklin and Villard intersection

(at the former site of William's Bakery). The arena would replace Mac Court as the home of the University's basketball teams. It would also be a key venue for other events. Franklin Boulevard is the key transportation facility serving the new arena.

- EWEB/Federal Courthouse: The new Federal Courthouse and the Eugene Water and Electric Board property are very close to downtown Eugene, but difficult to access due to the barrier created by Broadway Street where it joins the Ferry Street on-ramps and 6<sup>th</sup>/7<sup>th</sup> Avenues. The new Federal Courthouse has the potential to encourage nearby redevelopment. EWEB is planning to relocate, making their large tract of riverfront property available for redevelopment. A redesign of Broadway (which is part of this project) would greatly improve access to this riverfront area and support the redevelopment.

### *Improved Mobility*

The current design of Franklin Boulevard works fairly well for automobile use and has undergone some transit improvements, but is woefully lacking in accommodating other transportation modes. The proposed redesign would significantly improve facilities for alternative transportation modes while continuing to provide for convenient auto access and use.

- Pedestrian Facilities: There are many sections of Franklin Boulevard that do not have sidewalks, and the sections that have sidewalks are often of minimal width and adjacent to traffic. The Franklin Boulevard reconstruction would create continuous sidewalks along the length of the corridor. The sidewalks would be wider than minimum width and designed to provide for a comfortable pedestrian environment, including a separation from higher speed traffic. The project could also realign offset intersections across Franklin Boulevard, creating more opportunities to safely cross the street. Pedestrian facilities are especially important given the high current pedestrian use in some areas, such as the University, and the expected high pedestrian use in the redeveloped areas.
- Bicycle Facilities: There are very few sections of Franklin Boulevard that have bicycle lanes. While there is a parallel bicycle facility in certain parts of the corridor, it is not continuous and is not close enough to serve destinations on Franklin. This project would create a safe, convenient, continuous bicycle facility along Franklin Boulevard.
- Transit (EmX) Facilities: LTD's first EmX line is located on Franklin Boulevard. The new service has been very well received by the public and has had exceptional ridership. EmX facilities along Franklin Boulevard consist of a combination of double EmX lanes, single (bi-directional) EmX lanes, and travel in mixed traffic (mostly in Glenwood). The single, bi-directional lanes create some delay when an EmX vehicle must wait for a vehicle traveling in the opposite direction to clear the single-lane section. This problem will become more significant if the frequency of the service increases. The mixed traffic sections have the potential for delay from traffic congestion, which will become a bigger problem as the community grows and as this corridor redevelops. The Franklin Boulevard project would include double EmX lanes along Franklin.

- Automobile Facilities: Franklin Boulevard generally works well for automobile trips along the corridor. The Franklin Boulevard redesign will attempt to retain existing traffic capacity, while also improving automobile access to development along the corridor. One method to accomplish this is a multi-way boulevard, which separates “through traffic” flow from traffic that is accessing businesses.

### *Improved Safety*

The new bicycle and pedestrian facilities constructed as part of the Franklin Boulevard project would greatly improve the safety of users of those modes of travel. In addition, the project will create more pedestrian crossing opportunities, which will eliminate some of the mid-block crossings that are pervasive near the University of Oregon. The realignment of off-set intersections crossing Franklin will improve also improve automobile safety.

### *Improved Aesthetics*

Franklin Boulevard is not only a heavily used transportation corridor linking Eugene and Springfield, it is a primary entrance into the community for visitors. The Franklin Boulevard and Glenwood Boulevard exits from Interstate 5 route automobiles onto Franklin Boulevard. Virtually every visitor to the University of Oregon uses Franklin Boulevard to access the campus. With the addition of landscaping and undergrounding the above-ground utilities on the corridor, this project would improve the aesthetics of Franklin Boulevard. The project would also include improved signage and consistent and attractive street lighting.

## **Potential Participating Agencies**

- City of Eugene
- City of Springfield
- Lane County
- Lane Transit District
- Oregon Department of Transportation
- University of Oregon

## **Cost/Funding**

It is very difficult to estimate a cost at this preliminary stage of discussion. However, it is safe to say that this will be an expensive project. There are some potential funding sources. Federal sources, including the Federal Transit Administration (FTA) and the Federal Highway Administration, could help fund portions of the project. Given the size of the project, this federal request would most appropriately be made as part of reauthorization of the Transportation Bill. State funding for economic development, perhaps using lottery funds, is another option.

## AGENDA ITEM SUMMARY

**DATE OF MEETING:** November 26, 2007

**ITEM TITLE:** FRANKLIN BOULEVARD REDESIGN

**PREPARED BY:** Stefano Viggiano, Assistant General Manager

**ACTION REQUESTED:** None. Information only.

**BACKGROUND:** There are several planning and development projects that are focused on Franklin Boulevard.

- The City of Springfield is considering redevelopment options for the Glenwood area and, as part of this effort, is considering a rebuilding and possible realignment of Franklin Boulevard through Glenwood.
- The City of Eugene has been working with the University of Oregon, residents, and businesses on plans for development adjacent to the EmX Walnut Station at Walnut and Franklin.
- The University of Oregon is moving forward on plans for a new arena at the site of the former Williams Bakery. The project fronts on Franklin Boulevard.
- The new Federal Courthouse is expected to include transportation infrastructure changes that can affect Franklin Boulevard.

At the same time, LTD is interested in creating two EmX lanes on Franklin Boulevard east of the 11<sup>th</sup> Avenue intersection. Currently, there are several one-lane sections of EmX, and EmX in Glenwood operates in mixed traffic.

These individual plans and projects can be combined into a single project that is a comprehensive redesign and reconstruction of Franklin Boulevard between the Willamette River Bridge in Springfield and the Federal Courthouse area (note that Franklin Boulevard becomes East Broadway toward the west end of this segment). This major project could have benefits for economic development, improved mobility, and improved aesthetics. The attached document provides additional detail on this project.

**ATTACHMENT:** Description of Possible Franklin Corridor Project  
Memorandum from the City of Eugene Regarding Franklin EmX Project

**PROPOSED MOTION:** None

## AGENDA ITEM SUMMARY

**DATE OF MEETING:** November 26, 2007

**ITEM TITLE:** WEST EUGENE TRANSPORTATION

**PREPARED BY:** Tom Schwetz, Director of Planning and Development

**ACTION REQUESTED:** None. Information only.

**BACKGROUND:** Work continues on a number of elements of the West Eugene EmX Extension planning project. This memo provides background information for discussion at the Joint Eugene Council/LTD Board Meeting on November 26.

Project Proceeding Through Scoping Phase:

LTD and the Federal Transit Administration (FTA) have initiated the process for the development of an Environmental Impact Statement (EIS) for the project. The first phase of that process is called the Scoping phase. The primary objectives of Scoping are to establish a purpose and need for the project and assemble the range of alternative alignments for the project. The alternatives will be carried into the Alternatives Analysis/Draft Environmental Impact Statement phase of the project. The Purpose and Need Statement for the project is used to develop a set of criteria that will be used to evaluate the range of alternatives selected. Each of these products of the Scoping phase is described in more detail below.

Project Purpose and Need Statement Drafted:

The federal environmental process requires the development of a project Purpose and Need Statement. This document is a summary of the reasons for the project. It serves as the foundation for the development of criteria that will be used to evaluate the range of alternatives taken into the Alternatives Analysis/Draft Environmental Impact Statement phase of the project. The draft Purpose and Need Statement is included as part of the attachment to this memo.

Range of Alternative Alignments Proposed for Further Study:

LTD staff recently met with a group of architects, Bus Rapid Transit design engineers, environmental consultants, and City of Eugene staff to produce a proposed range of alternative alignments that would be used as a starting point for the Scoping process. A map is included in the attachment to this memo that illustrates the results of that effort. In addition to the EmX alignment alternatives, a No-Build (no project) alternative and a Transportation Systems Management (low-cost, enhanced bus) alternative will be studied. These alternatives, together with the Draft Purpose and Need Statement, were the focus of the public scoping review period that ran between October 5 and November 6, 2007.

Public Involvement and Agency Coordination Conducted for Scoping:

As part of the Scoping phase, a significant public involvement and agency coordination process was conducted. This effort focused on introducing the public and public agencies to the project and getting feedback on the four main products of the Scoping phase:

1. The Proposed Draft Purpose and Need Statement
2. The Proposed Draft Goal and Objectives
3. The Proposed Range of Alternative Alignments for Further Study
4. The Scope of Analysis

Following the public scoping meetings held on October 8 and 9, a 30-day public comment period was held to allow the public and other public agencies the opportunity to provide feedback on the Scoping products. This comment period ended on November 6. During the 30-day comment period, LTD staff made presentations on Scoping products to various interest groups, including the West Eugene Collaborative, neighborhood groups, and service organizations. Meetings of the Corridor Committee and EmX Steering Committee were also held during this period.

Scoping Process Decision Making:

With conclusion of the public comment period, the EmX Steering Committee will be considering the public comment received and advice from the West Eugene Corridor Committee in the development of a recommendation to the Board on the Scoping products. Board action to adopt the Purpose and Need statement and Goal and Objectives will be requested at the December 19 Board meeting. Consideration of the Range of Alternative Alignments for Further Study and the Scope of Analysis will be requested at the Board's February 13 meeting.

Next Steps and Overall Project Schedule:

The Scoping process will be followed by an Alternatives Analysis and preparation of a Draft Environmental Impact Statement (EIS). These efforts will include opportunities for public and agency input. This will lead to the selection of a locally preferred alternative (LPA). A final EIS will be prepared based on the LPA. Each of these tasks includes an opportunity for public and agency comment. FTA will then issue a Record of Decision, which will allow the project to proceed to final design and construction.

A schedule for these tasks is included in the enclosed attachment. It is expected that the Alternatives Analysis and preparation of a Draft EIS would be completed by the end of 2008. A preferred alternative would be selected in Spring 2009. The final EIS would be prepared and submitted to FTA for review in early 2010.

**ATTACHMENTS:** Map of Alternative Alignments with Proposed Draft Purpose and Need Statement, Goal and Objectives, and Project Schedule on the reverse

**PROPOSED MOTION:** None



Joint LTD/ECC Meeting: November 26, 2007  
Board Member Talking Points

**West Eugene Transportation**

◆ General EmX Messages

- EmX represents the region's adopted high-capacity transit option through TransPlan and the Regional Transportation Plan.
- This strategy came out of a regional discussion in the late '90s about how to make transit a more competitive travel choice and meet the Goal 12 requirement to reduce vehicle miles traveled (VMTs).
- EmX is a strategy that is both effective in attracting ridership and efficient in terms of transit operating costs.
  - EmX gets the majority of the transit trip out of the mix of congested traffic, providing a more reliable travel time for transit users and reducing delay to vehicles caused by buses stopping in travel lanes.
  - Controlling transit travel time provides for more efficient use of scarce resources.
- EmX is a great fit for a region of our size given its low cost (relative to light rail) and flexibility.
  - Light rail is 5-10 times the cost of EmX.
  - EmX can be implemented in several different ways throughout a corridor to fit the context of a particular corridor segment better –
    - from mixed-traffic operations, where necessary, to exclusive right-of-way.
  - EmX brings the primary benefits of light rail without the costs or impacts of light rail.
    - It is very supportive of higher-density, mixed-use, pedestrian-friendly development.
    - Frequent service makes it very user-friendly.
    - Passenger boarding at two doors and platform fare collection (to come with the Pioneer Parkway line) reduce travel times.
  - EmX does not divide neighborhoods as light rail would.
    - EmX infrastructure is very "porous" – there are no barriers to pedestrian and bike crossing.
    - LTD's investments in pedestrian and bike amenities along EmX corridors enhance the quality and safety of those modes. Note that most transit trips start as either a bicycle or pedestrian trip.
- The strategy to implement a regional EmX system is very timely in the face of:
  - increasing fuel costs.
  - increasing costs of adding roadway capacity.
  - growing congestion.
  - global warming concerns.
  - the need for sustainable transportation options.

◆ Specific West Eugene Messages

- We are not deciding on a preferred alternative at this point.
  - We are making sure we have the right alternatives on the table for further study.
  - We are making sure we have an appropriate Purpose and Need identified for the project.
- Alternatives have not yet been detailed with respect to specific alignment.
  - That will come in the next phase of the project—Alternatives Analysis
- We have received very good and thoughtful comments on the project to date:
  - Open houses—more than 100 attendees; close to 1,000 comments
    - Aggressive outreach to more than 11,000 addresses within the corridor
    - Speakers bureau to neighborhoods and service organizations
  - West Eugene Collaborative
  - West Eugene EmX Corridor Committee
- Each segment of the corridor presents challenges to be overcome to achieve the regional vision for public transit.

- To make the Amazon Channel alternative viable:
  - Additional technical work needs to be done to determine feasible design options.
  - Bicycle/pedestrian facilities along the segment need to be preserved.
  - EmX alignment would need to be consistent with and supportive of the City and Corps of Engineers restoration plans.

### **Franklin Redesign**

- Franklin Boulevard is a key transportation corridor in our community and a gateway to both Eugene and Springfield.
- This is a rare opportunity for a project that involves many different public agencies and that can benefit many transportation modes.
- Investment in this corridor would facilitate economic development, provide improved mobility, improve safety, and beautify visitor entrances into the community.
- Funding for the project could be requested as part of the reauthorization of the federal transportation bill. This could also be an attractive request for state funds targeted for economic development.

### **Ridership/Service**

- System ridership has been increasing dramatically; up 11 percent in FY 05-06; up 5 percent in FY 06-07; up 15 percent so far in FY 07-08. Since 1988, ridership has increased twice as fast as the community's population.
- EmX ridership shows continued growth. There are now about 5,600 boardings on an average weekday, which is an 87 percent increase over the service EmX replaced.
- Service growth has not kept up with ridership growth, resulting on overcrowding on many trips.
- LTD needs more funding for service. Increased State funding of Elderly & Disabled (E&D) transportation, to be requested in the 2009 session, would free more dollars for fixed-route service. This funding request could (should) be part of an overall transportation funding package that is jointly supported by LTD and the cities/county.

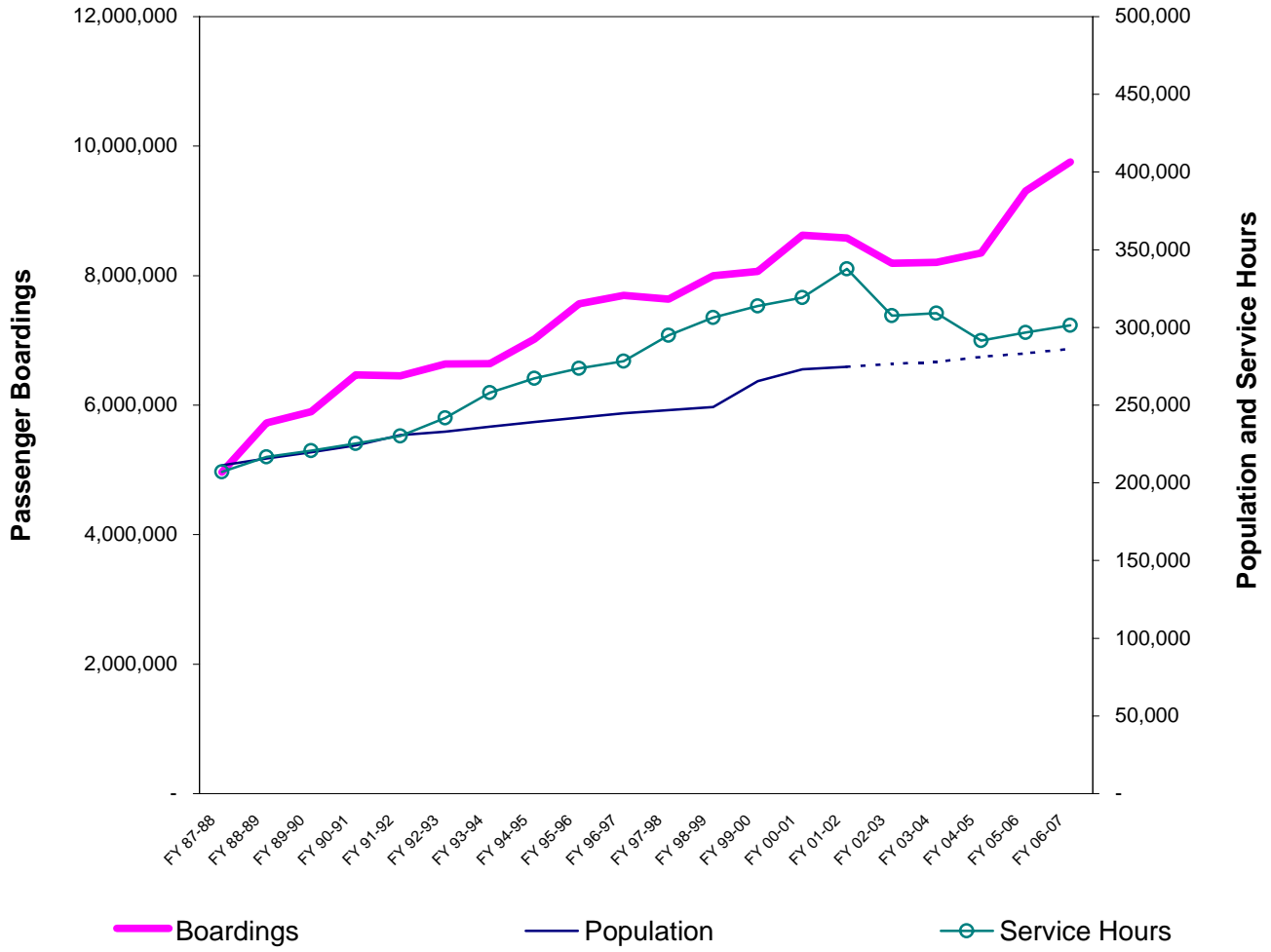
### **TDM (Commuter Solutions)**

- Group pass participation has increased dramatically. Counting middle school and high school students, 73,000 people in the community have a transit pass provided by the school or employer.
- More than 70 businesses buy transit passes for their employees as part of the Group Pass Program.
- More than 100 schools are enrolled in the Student Transit Pass Program

#### **◆ Response to Free Transit Issue**

- MPC passed a motion "encouraging" LTD to consider a free-fare system
- Through business and community support, we have achieved a high level of group pass holders:
  - 40 percent of employment base
  - 100 percent of 6<sup>th</sup> - 12<sup>th</sup> grade students
  - a combination of those who ride free (under 5 and over 70) and group pass holders constitutes 49 percent of the region's population
- Nothing is "free" – community dialogue is needed to determine how to cover system costs (fare revenue is more than \$5 million per year).

### Lane Transit District Ridership, Service, and Service Area Population Last Twenty Years



## AGENDA ITEM SUMMARY

**DATE OF MEETING:** November 26, 2007

**ITEM TITLE:** TRANSIT RIDERSHIP AND SERVICE PERFORMANCE UPDATE

**PREPARED BY:** Andy Vobora, Director of Service Planning, Accessibility, and Marketing

**ACTION REQUESTED:** None. Information only.

**BACKGROUND:** Lane Transit District measures ridership and system performance through a variety of measures. These measures are reported monthly and are analyzed annually in an effort to understand significant trends affecting system performance. These trends are used to evaluate system changes that allow LTD to serve the community better, and these trends indicate that ridership is steadily increasing. The system tallied more than 10 million boardings over the past twelve months, with a single-month record of nearly 1.1 million boardings during the month of October 2007 (a 17.5 percent increase over October 2006). In addition, EmX ridership recorded an all-time high with 6,189 boardings tallied on October 1, 2007.

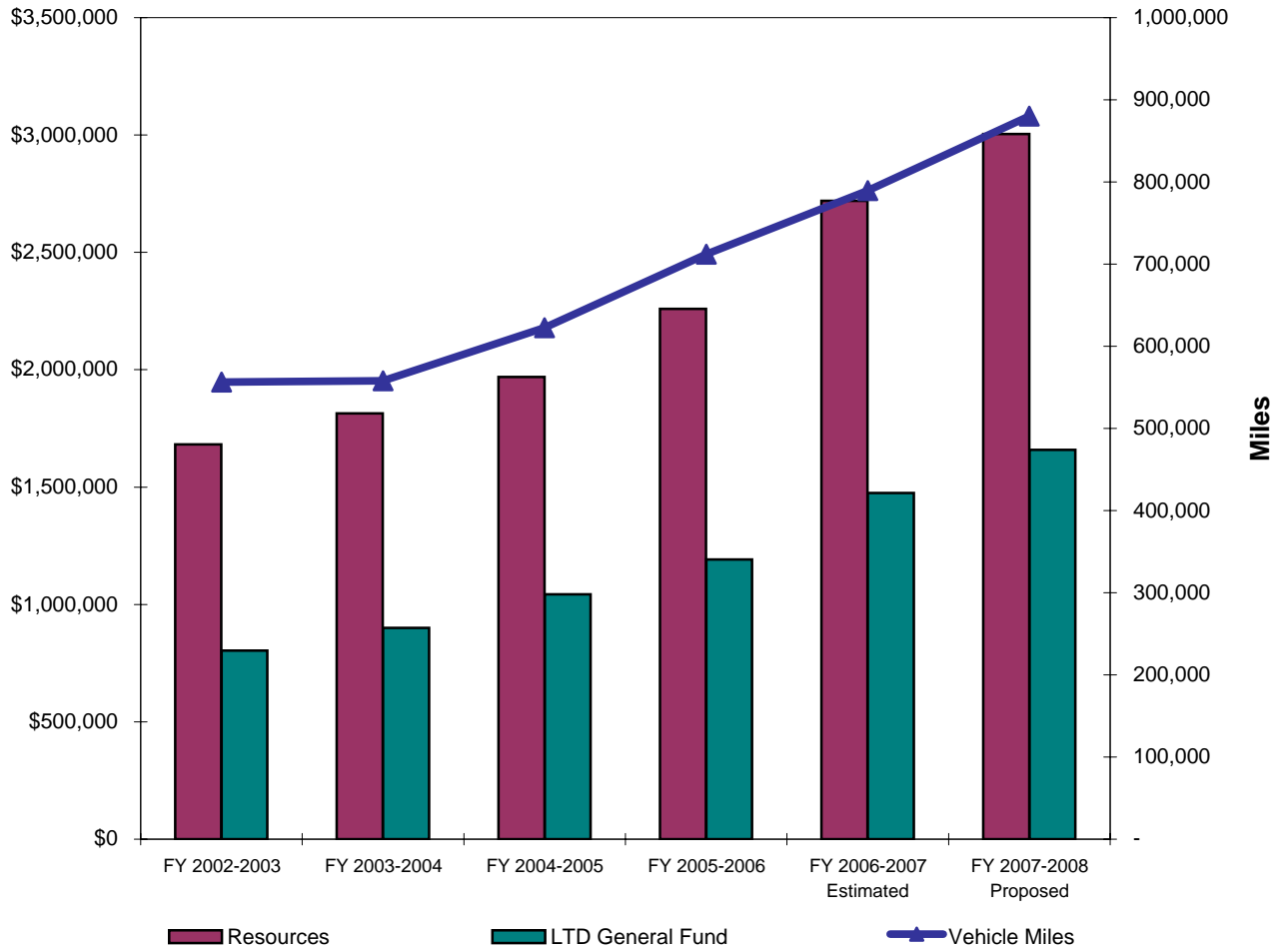
Ridership is growing rapidly, and this is very positive for the community. However, this growth spurt began several years back and is now beginning to pose numerous challenges, which come in a variety of forms. First, customer capacity during peak travel times is being exceeded in some cases, while standing loads have become the norm in other cases. Second, on-time performance is being affected as buses are stopping more frequently, and as traffic congestion continues to grow, causing bus travel times to increase. This results in an increase in the number of buses missing key transfer connections. Third, LTD's ability to meet increasing demand is limited due to a lack of available operating revenue, a shortage of bus operators, and a shortage of buses.

In the paratransit arena LTD is facing yet another challenge. Ridership demand is increasing rapidly while the cost for providing this service is also accelerating. This federally mandated service comes with limited funding through a state cigarette tax, but this resource has been flat for a number of years. This means that the contribution from LTD's general fund must make up the \$1.9 million difference. Continued double-digit growth rates may mean a reduction in fixed-route bus service to balance the budget. In light of the demand for fixed-route service, this challenge is particularly daunting and will become a focal point for state funding efforts during the 2009 legislative session.

**ATTACHMENTS:**            EmX Green Line Performance Summary  
                                 2006-07 Performance Summary  
                                 Historical Ridership Chart  
                                 RideSource Cost Chart

**PROPOSED MOTION:**        None

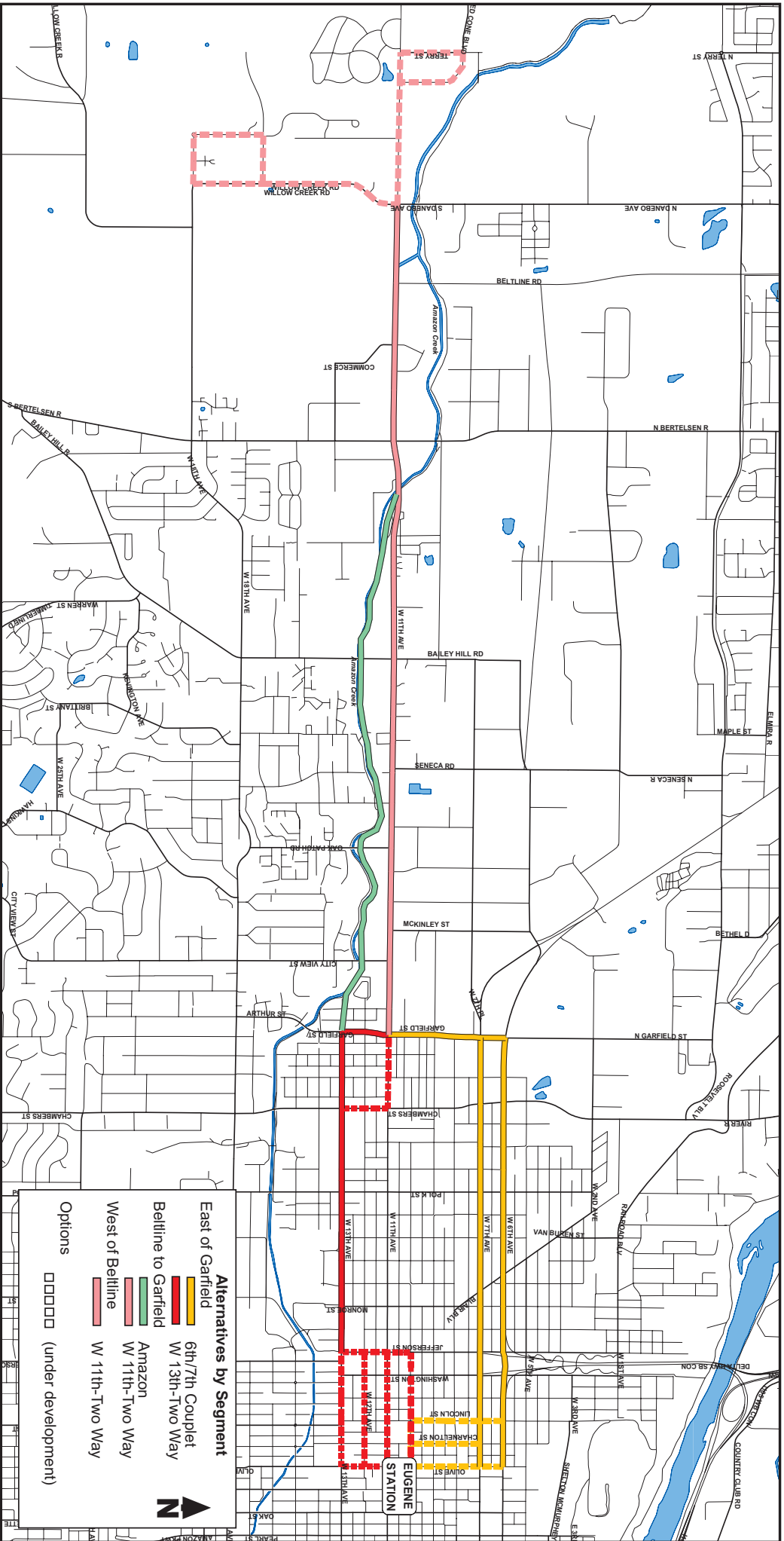
**Lane Transit District  
RideSource Resources and Miles  
FY 2002-2003 Through FY 2007-2008**



# West Eugene EmX Extension Project Proposed Range of Alternatives for Further Study Open House October 8-9, 2007



West of Beltline Segment      Beltline to Garfield Segment      East of Garfield Segment



**Alternatives by Segment**

- East of Garfield
  - 6th/7th Couplet
  - W 13th-Two Way
- Beltline to Garfield
  - Amazon
  - W 11th-Two Way
- West of Beltline
  - W 11th-Two Way

Options  
 □□□□ (under development)

North Arrow

## Proposed Purpose and Need Statement

The **Purpose** of the proposed West Eugene EmX Extension Project is to improve transit travel time, reliability, ridership, efficiency, and effectiveness in the West 11<sup>th</sup> Corridor (east/west); to support local and regional plans and goals for land use and transportation; to support economic development opportunities in the corridor, while being sensitive to and protecting environmental resources; and obtaining local public support.

The **Need** for the project results from:

- ~ Historic and projected increases in traffic congestion in the West 11<sup>th</sup> Corridor due to increases in regional and corridor population and employment;
- ~ Lengthy transit travel times and deteriorating transit reliability in the West 11<sup>th</sup> Corridor due to growing traffic congestion;
- ~ Increasingly scarce transit operating revenues;
- ~ Adoption and amendment of the Regional Transportation Plan that reflect bus rapid transit (BRT) as the region's preferred high capacity transit mode;
- ~ Recent removal of the West Eugene Parkway as a regional transportation system improvement;
- ~ Growing reliance on transit by the region to meet mobility needs in the West 11<sup>th</sup> Corridor;
- ~ Prioritization of the West 11<sup>th</sup> travel shed by the City of Eugene and LTD as the region's third BRT corridor;
- ~ Local and regional land use and development goals and objectives that target the West 11<sup>th</sup> Corridor for residential, commercial, retail, and industrial development to help accommodate forecasted regional population and employment growth; and
- ~ Identification and protection of important resources in the natural and built environment in the West 11<sup>th</sup> Corridor, including but not limited to wetlands, and rare plants and animals and their habitat that could limit options for improvements to the transportation system.

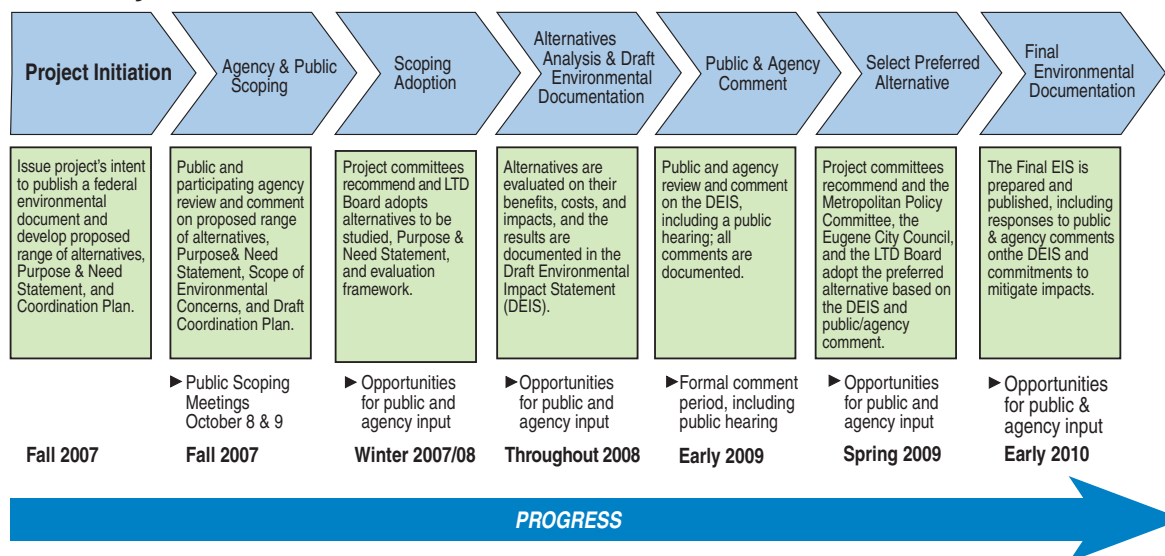
## Proposed Goal and Objectives

The **Goal** of the West Eugene EmX Extension Project is to improve transit travel time, reliability, ridership, efficiency, and effectiveness in the West 11<sup>th</sup> Corridor (east/west); to support local and regional plans and goals for land use and transportation; and to support economic development opportunities in the corridor, while being sensitive to and protecting environmental resources and obtaining local public support.

The **Objectives** of the West Eugene EmX Extension Project in the West 11<sup>th</sup> Corridor are to:

- ~ Provide convenient, fast, and reliable transit service in the Corridor;
- ~ Improve the efficiency and effectiveness of transit service in the Corridor;
- ~ Support the desired land use patterns and development in the Corridor;
- ~ Help accommodate future growth in travel demand in the Corridor;
- ~ Seek opportunities to enhance the safety and operations for pedestrians, bicyclists, and motorists traveling in the Corridor;
- ~ Provide for a fiscally stable and efficient transit system; and
- ~ Provide an environmentally sensitive design for the project.

## Preliminary Process and Timeline



**Your involvement is important! LTD has been working to create a variety of ways for you to connect. Check out these opportunities to get information and provide feedback:**

- Visit LTD's website at [www.ltd.org](http://www.ltd.org). Follow the links to the West Eugene EmX Extension Study Corridor.
- Send an e-mail to [we.emx@ltd.org](mailto:we.emx@ltd.org).
- Attend Steering and Corridor Committee meetings. Visit LTD's website for meeting schedules.
- Attend the open houses.
- Attend a presentation at neighborhood, civic, and professional organizations.
- Read the project newsletters.
- Receive E-Newsletters. Send us an e-mail request and receive project updates electronically!



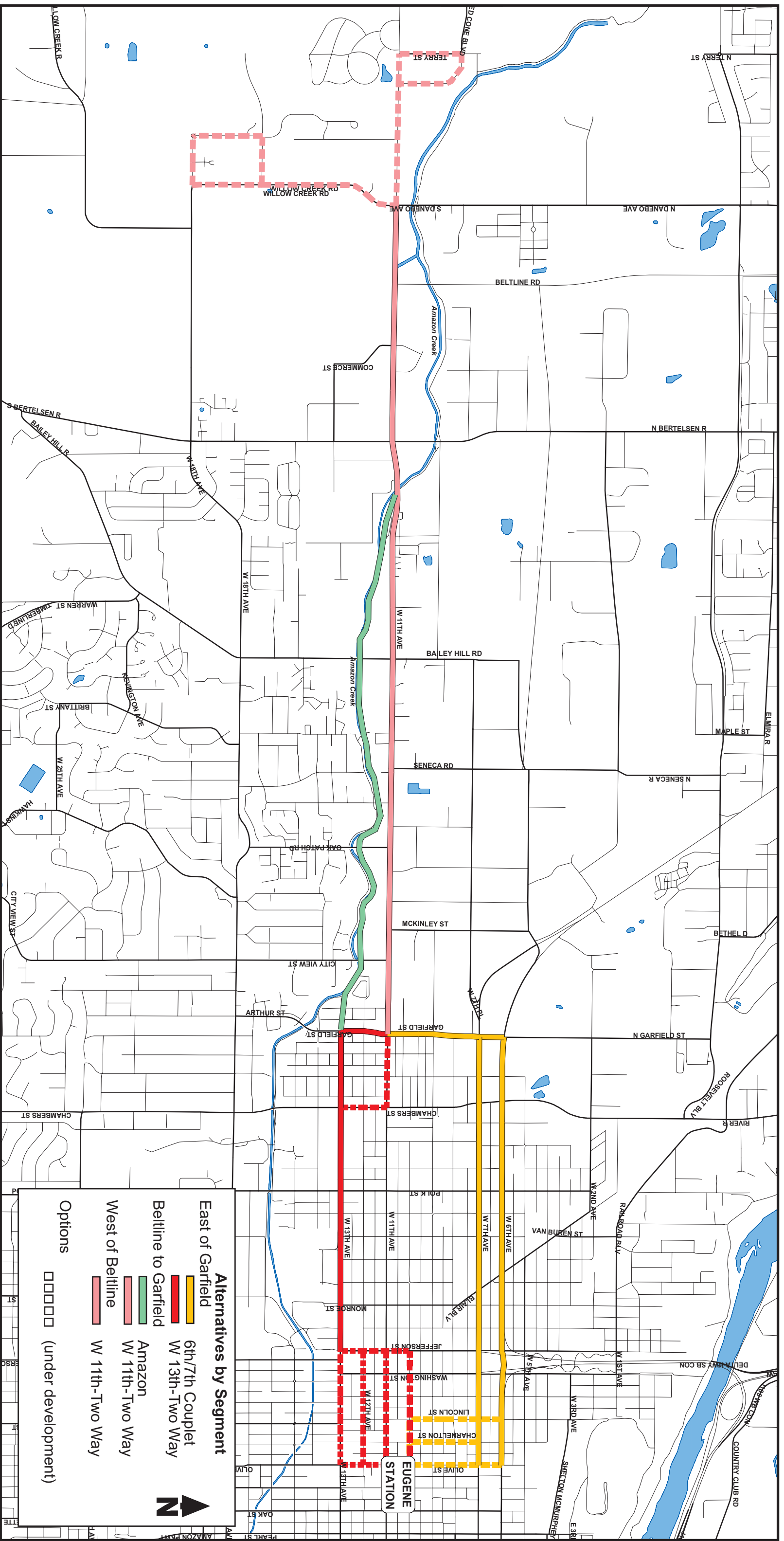
PO Box 7070, Eugene, OR 97401



West Eugene EmX Extension Project  
 Proposed Range of Alternatives for Further Study  
 Open House October 8-9, 2007



West of Beltline Segment      Beltline to Garfield Segment      East of Garfield Segment



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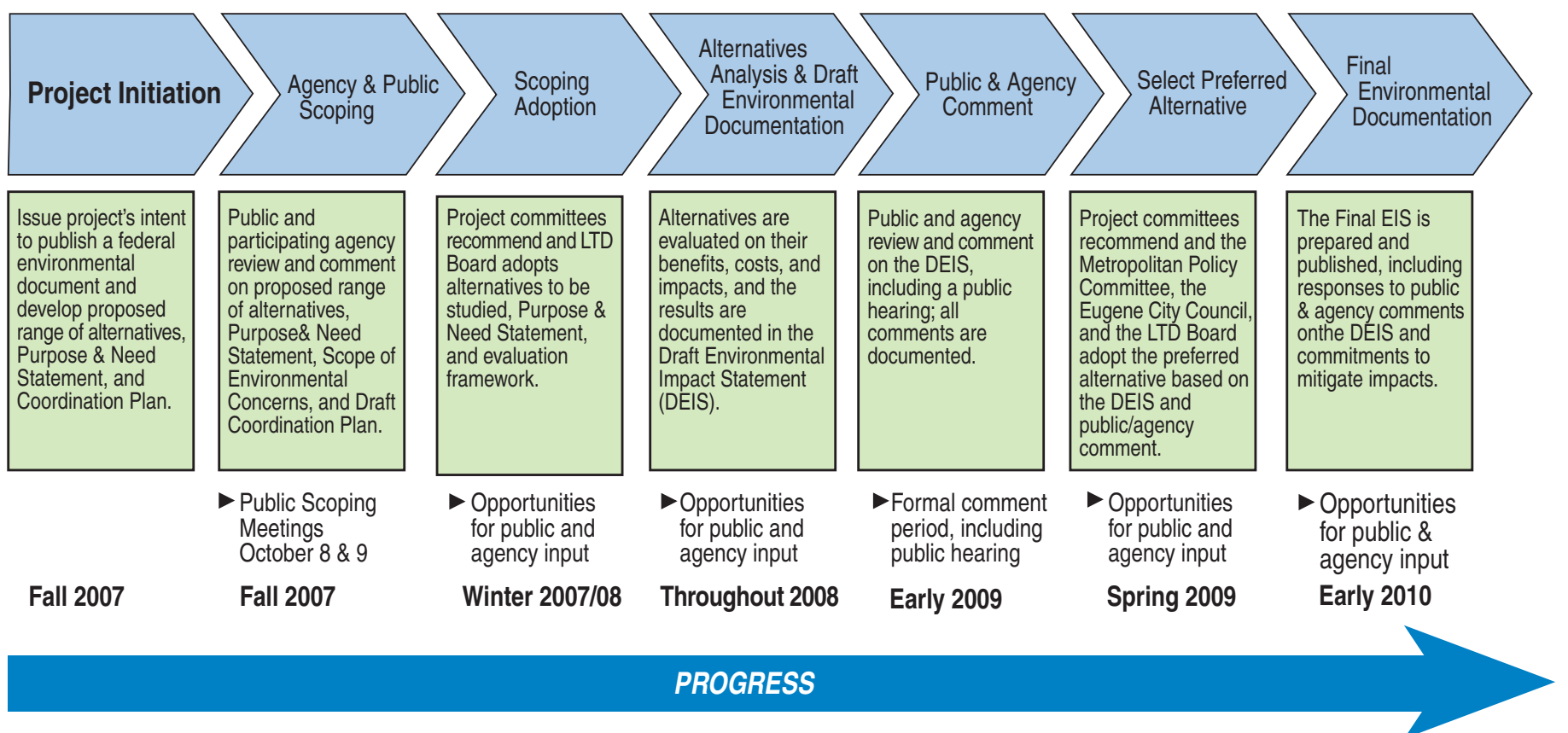
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