



**LANE TRANSIT DISTRICT
STRATEGIC PLANNING COMMITTEE MEETING**

**Tuesday, November 7, 2017
5:30 p.m. to 7:30 p.m.**

**LTD Board Room
3500 E. 17th Avenue, Eugene
(Off Glenwood Boulevard in Glenwood)**

AGENDA

I. CALL TO ORDER			
II. ROLL CALL			<u>Page</u>
<input type="checkbox"/> Mike Eyster (Chair)	<input type="checkbox"/> Frannie Brindle	<input type="checkbox"/> Carl Yeh	<input type="checkbox"/> Gerry Gaydos
<input type="checkbox"/> Sid Leiken	<input type="checkbox"/> Annie Loe	<input type="checkbox"/> Sheri Moore	<input type="checkbox"/> Kate Reid
<input type="checkbox"/> Josh Skov (Vice Chair)		<input type="checkbox"/> Lucy Vinis	<input type="checkbox"/> Rick Satre
III. COMMENTS FROM THE CHAIR		(2 minutes)	
IV. AGENDA REVIEW		(2 minutes)	
V. AUDIENCE PARTICIPATION			
◆ <i>Public Comment Note: This part of the agenda is reserved for members of the public to address the Board on any issue. The person speaking is requested to sign-in on the Audience Participation form for submittal to the Clerk of the Board. When your name is called, please step up to the podium and give your name and address for the audio record. If you are unable to utilize the podium, you may address the Board from your seat.</i>			
◆ <i>Citizens testifying are asked to limit testimony to three minutes.</i>			
VI. APPROVAL OF MEETING MINUTES <i>Action Needed:</i>		(2 minutes)	4
Vote to approve minutes from September 5, 2017 and October 3, 2017			
VII. SPC MEMBERSHIP UPDATE		(5 minutes)	
<i>Action needed: Information and discussion only..</i>			
Based on the brainstorming activities from the October SPC meeting, staff will give a brief update on the outreach activities taken to date and the applications received.			
VIII. FRANKLIN BOULEVARD CONSTRUCTION IN GLENWOOD		(10 minutes)	
<i>Action needed: Information and discussion only.</i>			
City of Springfield Staff will present on the current construction plans and how they relate to transit operations through Glenwood and into Springfield.			
IX. FRANKLIN BOULEVARD & THE KNIGHT CAMPUS		(20 minutes)	19
<i>Action needed: Information and discussion only.</i>			
City of Eugene Staff will provide an overview of the city's process for improvements to Franklin Boulevard during the first 10 min. Then staff from the			

University of Oregon will give a brief overview of construction projects that relate to Franklin Boulevard and the Knight Campus. These updates will provide context for what is happening along Franklin Boulevard as it relates to transit and possible changes from the single EmX lane on Franklin to two separate exclusive EmX lanes in preparation for the Track and Field World Championships that Eugene will host in 2021.

X. CITY OF EUGENE VISION ZERO TASK FORCE (25 minutes) 20

Action needed: Provide advice on ways that LTD can support City of Eugene’s Vision Zero work. .

Eugene staff will present the draft Vision Zero Action Plan it has developed over the past year with support from the Vision Zero Task Force and the Technical Advisory Committee. Staff asks that the committee look over the Performance Measures found in the Appendix of the Action Plan in advance of the meeting. LTD staff will provide context of the work LTD is doing on safety and Vision Zero using the matrix presented to the SPC in Aug 2017.

XI. COMPREHENSIVE OPERATIONS ANALYSIS (COA) UPDATE (5 minutes)

Action needed: Information and Discussion only.

Mike Eyster who participated in the COA consultant team interviews will provide an update on the selection process.

XII. STANDING PROJECT AND COMMITTEE REPORTS

a. MovingAhead (15 minutes) 74

Action needed: Understand the decision-making process in order to provide initial feedback to help staff communicate the approach to the community.

Sasha Luftig will engage the committee in a discussion about the project decision-making process. Please see the project Gantt Chart for an updated schedule.

b. Ridership Report (10 minutes) 75

Action needed: Information and Discussion only.

Staff will share the first six weeks of data about the LTD system as a whole and the EmX system specifically. By the December SPC meeting, staff expects to have generated ways to measure the effectiveness of the EmX West project and operations and will ask for SPC feedback at that time.

c. Vision Zero (0 minutes)

Action needed: None

No update. The next update on LTD’s Vision Zero accomplishments will be in December 2017.

d. Santa Clara Community Transit Center (10 minutes)

Action needed: Information and discussion only..

Tom Schwetz and Kelly Hoell will present the latest developments about this project with the group.

XIII. NEXT/FUTURE MEETING AGENDAS: WORK PLAN DEVELOPMENT

(5 minutes) 76

Action Needed: Additions/Changes to SPC Work Plan.

The Chair will ask for updates to be added to the work plan and which month they should be placed. Per usual, the existing work plan, project milestone Gantt chart and supporting events calendar are attached to inform this discussion.

Topics

- Commissioner Leiken presentation about federal transportation funding
- United Way Emerging Leaders Group – Low Income Housing Study?
- Automated Vehicles discussion
- Integrated public health approach (including diet, recreation, and transportation) – maybe hear from LTD board member Kate Reid

XIV. ADJOURNMENT

The facility used for this meeting is wheelchair accessible. If you require any special physical or language accommodations, including alternative formats of printed materials, please contact LTD's Administration office as far in advance of the meeting as possible and no later than 48 hours prior to the meeting. To request these arrangements, please call 682-5555 (voice) or 7-1-1 (TTY, through Oregon Relay, for persons with hearing impairments).

STRATEGIC PLANNING COMMITTEE MEETING

LANE TRANSIT DISTRICT

Tuesday, September 5, 2017

Pursuant to notice given to *The Register-Guard* for publication on August 29, 2017, and distributed to persons on the mailing list of the District, the Strategic Planning Committee (SPC) of the Lane Transit District held a meeting on Tuesday, September 5, 2017, beginning at 5:30 p.m., at the LTD Board Room, 3500 E. 17th Avenue, Eugene, Oregon.

Present: Mike Eyster, Chair
Frannie Brindle
Gerry Gaydos
Sid Leiken
Kate Reid
Josh Skov
Lucy Vinis
Carl Yeh (6:10 p.m.)
Aurora Jackson, LTD General Manager

Absent: Gary Gillespie
Annie Loe
Sheri Moore
Rick Satre

CALL TO ORDER/ROLL CALL: Mr. Eyster convened the meeting of the Strategic Planning Committee and called the roll.

COMMENTS FROM THE CHAIR: There were no comments.

AGENDA REVIEW: Mr. Skov asked to speak briefly about the Santa Clara Community Transit Center under the agenda item Standing Reports. There were no objections.

AUDIENCE PARTICIPATION: There was no one who wished to speak.

MOTION APPROVAL OF MINUTES: Mr. Gaydos moved to approve the minutes of the August 2, 2017, Strategic Planning Committee meeting. Mr. Skov provided the second.

VOTE The motion was approved as follows:
AYES: Brindle, Eyster, Gaydos, Leiken, Reid, Skov, Vinis (7)
NAYS: None
ABSTENTIONS: None
EXCUSED: Gillespie, Loe, Moore, Satre, Yeh (5)

CITY OF EUGENE BIKE SHARE UPDATE: Eugene Bike Share General Manager Lindsey Hayward of Social Bicycles, Inc. said the goal was to have the bike share program well publicized and community-owned as an important transportation option. At her invitation, several committee members shared their experiences with bike share programs in other communities around the country.

Ms. Hayward explained that Eugene's bike share program was an automated self-service rental system, used via smart phone application or kiosk, and meant for short, one-time trips of one to three miles and to provide another option as part of the larger transportation system. It could also relieve congestion in certain areas of the transit system by connecting first and last miles. She said the initial phase of the program would be high density, with 35 stations and 300 bikes from the University of Oregon to the downtown core to the Whitaker neighborhood. She brought along a bike to demonstrate the features of a program bike and emphasized the ease of use.

Ms. Hayward said that a title sponsor had been obtained to help cover system operation costs and assure sustainability. She said the sponsor had made a three-year commitment, with the option to renew for five years. She said that she would provide additional information once the contract was signed. She identified the location of bike share stations on a map and said system launch was planned for early April 2018, prior to spring term at the University. She said the station locations were based on a bike feasibility study and public input and could be relocated as necessary based on usage of bikes. She said the bike share application map would also show the location of transit stations.

Ms. Reid commented that there were limited safe biking corridors into Springfield and hoped that the city would participate in the bike share program. Senior Project Manager Sasha Luftig said that Springfield had expressed an interest in the program and could be included in subsequent phases if the program was successful.

Ms. Hayward said the system included great flexibility, from bike parking options to payment options and boundary adjustments. She described the pricing model:

- Pay as you go: \$1.00/15 minutes, prorated after that
- Monthly membership: \$15.00/month for one hour of riding
- Annual memberships and partnerships with customized rates
- \$20.00 fee for leaving bike out of system boundaries

Mr. Skov said the system was well designed to generate more ridership.

Ms. Hayward suggested ways that LTD could partner with the bike share system, including joint marketing opportunities, assisting with the location of bike share stations near transit stations, promote bike share as an extension of transit and collaborating on a single transit pass that would include bike share.

Mr. Skov said the bike share program was a step toward the vision of truly multi-modal way finding, ultimately with integrated payment processing. He said LTD's future implementation of a new fare system could accommodate that option.

Ms. Reid asked if bike share programs had featured mountain bikes as that was a growing recreational pursuit. Ms. Hayward said that the existing system was currently aimed at commuters.

SPC MEMBERSHIP UPDATE: Mr. Eyster said as the committee was engaged in reformulating itself, it was necessary to determine what the membership should be and identify the populations and areas of interest currently represented by members.

Director of Planning and Development Tom Schwetz listed and briefly described 14 categories of representation/interest and, at the suggestion of committee members, added an additional category. He asked members to identify which ones they felt they reflected:

Mr. Yeh arrived at 6:10 p.m.

Business/Chambers of Commerce/Industry/Large Employers: Eyster, Skov, Brindle, Loe, Gaydos, Reid, Satre

LTD Customers/Frequent Transit Riders: Skov, Gillespie

Housing/Development/Affordable Housing: Skov, Gaydos, Satre, Leiken

Neighborhood/Neighborhood Leaders Council/LTD Service Districts: Reid, Gillespie, Yeh

Non-profit: Skov, Reid, Gaydos

Public Health: Leiken, Reid

Rural Residence (outside Eugene/Springfield metro area): Leiken, Brindle

Safe Routes to School: Skov, Reid, Brindle

Current Student:

Sustainability/Equity/Environmental Justice: Skov, Brindle

Local Tourism: Reid

Transit Advocate: Eyster, Skov, Brindle, Reid, Satre

Transportation Options/Cyclist/Pedestrian/Carpool/Vanpool member: Brindle

Other: Leiken (Lane County)

Policy: Leiken, Brindle, Vinis, Moore, Reid, Gillespie

The committee discussed adding a Diversity category and what characteristics representatives might have. Suggestions included cultural, alter-abled, Title VI populations, and transit-dependent.

Ms. Luftig said it had been difficult to recruit students to participate on LTD committees because their availability was often on a term-by-term basis. It was often easier to recruit graduate students in degree programs with some connection to urban planning, transportation, etc.

Mr. Skov suggested the committee should consider youth or school districts as a separate category once the youth pass program was reinstated.

Mr. Schwetz said that three positions were open on the committee and encouraged members to recruit applicants who represented one or more of the following categories: frequent transit user, rural resident, student, tourism, transit options and community diversity, including transit-dependent people.

Members also suggested additional representation in community housing because of its connection to transit and students.

COMPREHENSIVE OPERATIONS ANALYSIS (COA) UPDATE: Mr. Schwetz said the scope of work for the COA had been completed and he hoped to conduct interviews of potential contractors in October and November, with work to begin by January 1, 2018. He said the scope of work included traditional elements of a COA, with the process incorporating an analysis by the consultant team of LTD existing service, a market analysis and development of a set of alternative service scenarios that would then be used to begin a public process to gauge the community's interest in various scenarios. The pedestrian network analysis was also incorporated into the scope of work. Based on the results of community engagement the consultant team would prepare a set of revised service scenarios for policy review, eventually culminating in a set of scenarios that would guide the District's service development over the next five to ten years. They would also provide the foundation for a strategic business plan.

Mr. Skov asked what role the SPC should expect to play in the COA process and how that would be reflected in its work plan, such as monthly updates or reviewing the request for proposals.

Ms. Reid and Mr. Yeh said they were comfortable with the level of information received to date and the topic's inclusion in the Gantt chart.

Development Planner Kelly Hoell said the COA scope of work had a number of tasks, with associated deliverables. Those could also be included on the Gantt chart.

In response to a question from Ms. Brindle, Mr. Schwetz said the SPC was included in the COA decision-making process.

FUNDING UPDATE: CMAQ, STP-U, FTA BBF, HB 2017: Ms. Hoell stated that the Eugene/Springfield and Salem/Keizer MPOs (Metropolitan Planning Organization) had been eligible for Congestion Mitigation and Air Quality (CMAQ) funding for several years, but had not received funds. Negotiations with the Oregon Department of Transportation (ODOT) resulted in an allocation of \$7 million to the Central Lane MPO region. LTD had applied for funding for several projects, including a \$500,000 bus lot redesign to support all-electric buses and \$600,000 for the traffic signal at Green Lane and River Road. Project applications were also submitted by Eugene, Springfield, Lane County and Point2point.

Mr. Leiken encouraged SPC members to express their thanks to Paul Thompson of Lane Council of Governments and Christine Lundberg, Mayor of Springfield, for their successful negotiations with ODOT that brought CMAQ funds to the region. He said there was a list of all CMAQ funded projects in the region in the online materials associated with the last Metropolitan Policy Committee (MPC) meeting.

Ms. Hoell said the pedestrian network analysis project was being funded through Surface Transportation Program-Urban (STP-U) dollars, although the funds were being renamed Surface Transportation Block Grant (STBG). Staff was looking at projects to submit in the fall round of STBG funding and invited suggestions from the committee. She would forward funding project eligibility requirements to members.

Ms. Hoell said LTD had submitted two applications for Federal Transit Administration Bus and Bus Facility (BBF) funds to purchase 12 new hybrid buses and 10 RideSource vehicles and finance several bus facility improvements.

Director of Public Affairs Edward McGlone said the state was moving forward with the rule-making process for HB 2017, the transportation package. Collection of the employee payroll tax would commence in July 2018, with the goal to begin distributing that revenue as close to January 1, 2019, as possible. Applications for funding would be due in November of 2019. Staff was exploring projects and priorities in anticipation of submitting funding requests.

In response to a question from Mr. Eyster, Mr. McGlone said no efforts to refer the legislation to the ballot had been initiated to date.

EmX WEST LAUNCH UPDATE: Public Information Officer Therese Lang distributed a pamphlet highlighting the EmX system. She described the various staff teams working on all aspects of the September 17, 2017, launch of the EmX West service; teams focused on areas such as publicity of the launch, promotional materials and public outreach at a wide range of community activities and events. Outreach to the business community included personal notes of appreciation from the general manager for cooperation during the construction phase. She said 16 businesses had signed up for the group pass program and 29 new businesses had expressed interest.

Ms. Lang said that SPC members could support the launch by becoming familiar with the materials and message that had been distributed to them and extend an invitation to the launch to anyone that might be interested. She urged committee members to like the LTD page on Facebook, share it and encourage colleagues to attend the launch event as well as use the EmX service. She said staff was available to make presentations to professional, business and community groups to promote use of the system.

In response to a question from Mr. Skov, Ms. Lang said the information contained in the materials distributed to the SPC had been developed primarily for internal groups, but the information could be shared with the public.

Mr. Skov said he still heard complaints about the loss of parking and property along the corridor and it would be helpful to have that specific information on the fact sheet because the losses were so modest it would be beneficial to share it. Also useful would be information on LTD's tree planting, which resulted in a significant gain in trees along the corridor. He said it was especially important to include information about the free pass for all employees that was being offered to businesses along the corridor through the end of the year. Ms. Lang said the fact sheet would be updated to include all of that information.

Ms. Reid said she had received positive comments about the effectiveness of onboard conversations about West Eugene service during preview tours of the EmX West corridor.

STANDING PROJECT AND COMMITTEE REPORTS:

Moving Ahead: Senior Project Manager Sasha Luftig provided an updated project calendar. She said a report on audience building and the decision-making process would be presented to the SPC at its November meeting and the discussion would carry over to the December meeting. Initial findings from the alternatives analysis would be presented at the January 2018 meeting, with an official review in March. The committee would discuss making recommendations to the Board about locally preferred alternatives and prioritization at its May and June 2018 meetings. The final formal decision-making process would occur in September 2018.

Vision Zero: Ms. Hoell reported that the pedestrian network analysis (PNA), which was part of Vision Zero efforts, was included in the Comprehensive Operations Analysis (COA) in order to avoid issuing a separate request for proposals and move forward more quickly with that work.

Mr. Skov expressed concern that if the pedestrian network analysis was included in the COA it could potentially be pushed farther out on the timeline. The hope was that results of the PNA would be available for the 2018-2019 budget process so funds could be budgeted for actual physical changes to safety around bus stops. Mr. Schwetz said the PNA was a distinct piece of work within the COA and the report was expected to be completed prior to the halfway point of the COA project. Issuing a separate solicitation for the PNA would not achieve a result more quickly than that.

Ms. Jackson wanted the committee to discuss the concept of how transportation modes (pedestrian, cyclist, motorist and a transit rider) were integrated. The COA would determine such things as what residents of the area did, how they moved about, what barriers existed and how safety influenced decisions about transportation modes. She wanted the consultant to take a comprehensive look at how to serve the community's transportation needs. The consultant would be expected to present a timeline for deliverables acceptable to LTD.

Mr. Leiken left the meeting at 7:07 p.m.

Mr. Skov reiterated his concern that progress toward implementation of decisions was slow and none of the COA work would inform capital projects that happened before the 2019-2020 fiscal year.

Ms. Jackson said the District wanted to ensure that it was not making large capital investments, such as the purchase of vehicles, before developing a comprehensive vision for a system approach to transit in the community, to ensure those investments would meet future needs. There were many large decisions ahead such as identifying key corridors and how they would be served. She said the only capital investments planned in the near future were related to the Santa Clara Community Transit Center, which she believed the study would determine should be built because of growing needs in that area. She agreed that it often took too long to implement decisions and Mr. Skov's sense of urgency was well placed, but results of the COA would help expedite future implementation efforts.

Ms. Reid agreed that no large investments would be made except for the Santa Clara project. She pointed out that funding had been provided for safety improvements related to the project. She said folding the PNA into the COA assured that as the District moved forward, use of the funding obtained from the new revenue stream would be informed by the results of the COA, including the PNA. The Board was aware that timeliness was essential.

Mr. Skov said his concern was with postponing infrastructure changes that represented low-hanging fruit that were delayed longer than necessary.

Ms. Hoell asked how often the committee wanted full-scale updates on Vision Zero. She proposed providing those updates quarterly. Committee members indicated that quarterly updates were reasonable.

Ms. Reid suggested updates could include opportunities for working with other agencies to identify and address barriers in the system and specifically related to the PNA. Mr. Schwetz concurred. He said once the PNA was completed it would help LTD align itself with improvements being made by other jurisdictions. Ms. Hoell added that LTD was collaborating with Eugene and Springfield on safety issues and identifying areas of concern and opportunities to partner and improve communications among agencies.

Mr. Eyster determined there was consensus to have quarterly Vision Zero updates.

Santa Clara Community Transit Center: Mr. Skov said society was moving in the direction of having more parking spaces than it needed. He urged a transportation demand management (TDM) plan for the Santa Clara site that minimized onsite parking.

Mr. Schwetz noted that LTD would be developing the portion of the property to be used for the transit center; the remainder would be sold. He said LTD could address parking on its site, but needed more clarity on Mr. Skov's request.

Mr. Skov said his interest was in stipulating that a housing developer would pursue minimal parking on that portion of the property as well. He said that he would send out more information to interested parties.

NEXT MEETING AND FUTURE MEETING AGENDA ITEMS: Mr. Eyster said the next meeting was scheduled for October 3, 2017. He was unable to attend and Mr. Skov would chair the meeting.

Ms. Hoell noted that the proposed agenda topics for the October meeting were listed on the work plan and asked if members wanted to modify the list.

Mr. Skov asked that the ridership report be expanded to the entire system and not just the EmX portion. Ms. Hoell said that the report would be expanded and provided to the committee every other month.

Ms. Reid asked that the SPC consider public health issues, community health and the influence of active transportation, as well as include a public health representative on the committee.

In response to a question from Ms. Vinis, Ms. Jackson said the COA would not replicate the work other jurisdictions' transportation plans, but those adopted plans and studies were referenced in the scope of work and the intent was to build a transit system that was responsive to those plans and not conflict with decisions that had already been made.. Mr. Schwetz added that LTD's Long Range Transit Plan was consistent with jurisdictions' plans and based on decades of collaborative work with jurisdictions.

Mr. Skov asked for a longer discussion about the outputs of the Vision Zero Task Force.

Future topics:

- Commissioner Leiken presentation about federal transportation funding
- United Way Emerging Leaders Group - Low income housing study
- Springfield presentation about Glenwood construction
- 2021 readiness
- Automated Vehicles discussion

Mr. Eyster said the January 2019 meeting would be moved from the 2nd to the 9th.

ADJOURNMENT: Mr. Eyster adjourned the meeting at 7:30 p.m.

(Recorded by Lynn Taylor)

STRATEGIC PLANNING COMMITTEE MEETING

LANE TRANSIT DISTRICT

Tuesday, October 3, 2017

Pursuant to notice given to *The Register-Guard* for publication on September 26, 2017, and distributed to persons on the mailing list of the District, the Strategic Planning Committee of the Lane Transit District held a meeting on Tuesday, October 3, 2017, beginning at 5:30 p.m., at the LTD Board Room, 3500 E. 17th Avenue, Eugene, Oregon.

Present: Josh Skov, Vice Chair
Frannie Brindle
Gary Gillespie
Sheri Moore
Kate Reid
Rick Satre
Aurora Jackson, LTD General Manager

Absent: Mike Eyster, Chair
Carl Yeh
Gerry Gaydos
Sid Leiken
Annie Loe
Lucy Vinis

CALL TO ORDER/ROLL CALL: Mr. Skov convened the meeting of the Strategic Planning Committee (SPC) and called the roll.

COMMENTS FROM THE CHAIR: Mr. Skov said that he would be chairing the meeting as Mr. Eyster was unable to attend. He said that any action required on agenda items would be postponed until a quorum was established.

AGENDA REVIEW: There were no changes to the agenda.

AUDIENCE PARTICIPATION:

Amy Cabbage, Eugene, Cornerstone Community Housing, said Cornerstone was a nonprofit affordable housing developer with 500 apartments in the Eugene-Springfield area. She said that she was considering applying for membership on the SPC and attending the meeting to get a sense of the issues that were covered. She added that she was also willing to reach out to others in the community who might fill one or more of the membership categories.

Mr. Skov thanked Ms. Cabbage for her interest and willingness to recruit other applicants.

APPROVAL OF MINUTES: This item was postponed due to lack of a quorum.

SPC MEMBERSHIP UPDATE: Mr. Skov encouraged SPC members to think about approaching representatives of various membership categories and asking if they were interested or knew of anyone who might want to serve on the SPC.

Development Planner Kelly Hoell said the agenda packet included a summary of the categories represented by current SPC members, as well as categories that needed representation. She asked how staff could support recruitment of new SPC members.

Ms. Reid suggested that the University of Oregon School of Planning, Public Policy and Management, Travel Lane County and, TrackTown USA could be sources for recruiting students and representatives of local tourism. In particular TrackTown would have an interest in transportation issues related to the 2021 World Championships to be hosted in Eugene.

Committee members expressed agreement that a representative from TrackTown would be a good addition to the SPC.

In response to a question from Ms. Brindle, Ms. Hoell said that advertising for SPC applicants had been done on the Lane Transit District (LTD) website and by word-of-mouth.

Members suggested the following additional outreach strategies:

- Announcement in the Lane Council of Governments (LCOG) newsletter
- American Association of Retired Persons (AARP) and housing coalition
- Advertise inside buses
- University of Oregon School of Business and LiveMove organization
- LTD Accessible Transportation Committee (ATC) member
- Half page recruitment flyer that could be distributed at meetings and events, and an electronic version of the flyer
- LaneACT (Area Commission on Transportation)
- Cities of Eugene and Springfield bike/ped committees

Director of Planning and Development Tom Schwetz commented that a packet of orientation materials about the SPC would be provided to new members.

COMPREHENSIVE OPERATIONS ANALYSIS (COA) UPDATE: Mr. Schwetz announced that a request for proposals (RFP) to conduct the COA had been issued and a number of firms had expressed interest. He said proposals were due on October 19 and he expected that interviews of applicants would be conducted on October 24. The intent was to involve a member of the SPC in the interview process.

Mr. Schwetz said that an award would be made shortly after the interview process was completed and COA work would start at the beginning of January 2018 and last for approximately 12 months. He said the COA would involve a comprehensive, objective examination of LTD's range of mobility services with a primary goal of facilitating robust and focused community dialog that led to a clear statement of transit goals and priorities that LTD could use to guide future transit planning and investment. He said one of the first tasks would be development of a public involvement and communications plan. He said another RFP for a communications plan would be issued soon, with the intent to have that team on board shortly after COA work began in order to develop and implement the public involvement process. The COA team would be responsible for coordination with the communications consultant in terms of materials and process. He said one of the primary criteria for evaluation of COA applications was the ability to engage the public.

Mr. Schwetz said the bulk of COA work would consist of gathering and analyzing data on existing and historic data and trends on LTD services. Data would be used to develop preliminary scenarios as a starting point for public engagement. Scenarios would be refined based on input

during the public process on the future of transit. The Board would be asked to identify and prioritize those scenarios as the basis for future development of LTD's system. He asked for feedback on ways the SPC could assist and advise on the public process.

Ms. Brindle asked if the MovingAhead project would be an assumption at the beginning of the COA process. Mr. Schwetz said the MovingAhead and Main Street/McVay projects were why the COA would include development of scenarios. He said the MovingAhead corridors were all part of the frequent transit network (FTN) which was policy in LTD's long range plans, as well as Eugene and Springfield plans. There was a good policy basis for looking at the structure of a future network; the questions would revolve around modes. Senior Project Manager Sasha Luftig added that the LTD Board and Eugene City Council were not expected to make decisions on the MovingAhead project until the fall of 2018, at which point the COA process would be far enough along to help inform those decisions.

Mr. Skov asked for a volunteer from the SPC to serve on the COA consultant interview committee. Ms. Jackson noted that LTD Board members would not be involved in the preliminary COA applicant review and interview process because they would ultimately make the decision to award a contract. She said it would be beneficial to have stakeholders involved in the process so the Board would receive the most balanced recommendation.

Mr. Schwetz described the proposal review and applicant interview process and proposed committee composition. He said Mr. Eyster had expressed interest in being on the committee, depending on the meeting dates.

Mr. Skov suggested Rob Zako of Better Eugene-Springfield Transportation (BEST) for the review committee. Ms. Reid supported the suggestion.

Ms. Moore indicated she would be interested in serving on the review committee if Mr. Eyster was unable to do so.

EmX WEST LAUNCH SUMMARY AND LOOKING AHEAD: Mr. Skov said the item was placed on the agenda because of concerns over ridership on the Gateway EmX line and the desire to assess the performance of the newest EmX service.

Mr. Schwetz said the Gateway EmX project had demonstrated the need to better explain the anticipated outcomes of an investment and how decisions are based on a number of factors, including assumptions about population and employment in the region; some of those could change by the time a project was completed. In the case of Gateway, the recession that was occurring at the time of launch was not predicted. He proposed a presentation to the SPC about the forecasts and assumption used in planning for the EmX West project. He noted that preliminary ridership data during the first two weeks of EmX West operations looked very good and was slightly higher than the Franklin EmX line, even with the influx of students.

Mr. Skov asked what type of metrics should be evaluated over time.

Mr. Schwetz said metrics of how well the investment in EmX West was paying off would look at what was happening along the corridor as a result of that investment. One factor would be the number of West 11th Avenue boardings pre- and post-EmX launch. He said the West Eugene service redesign was the precursor to the evolution of LTD's system from a hub and spoke model to a transfer-based gridded system that provided more frequency as other local service fed into EmX. He gave several examples of how the redesign had provided better service.

Mr. Gillespie asked if usage of the coupons distributed prior to launch had been tracked. Public Information Officer Therese Lang said it was not possible to track use of coupons.

Mr. Skov listed some possible metrics in addition to ridership and invited suggestions for others:

- Aggregate ridership on all lines in a corridor
- Ridership juxtaposed with population and economic indicators
- Number of group pass subscriptions in the corridor
- Impact on congestion in the corridor
- Impact of fare management system changes on patterns of ridership and types of riders in the corridor

Mr. Schwetz said the first two weeks of EmX West ridership data showed that during the first week, prior to the return of students, ridership was generally increasing but flat during the middle of the day. During the second week, after students returned EmX West ridership patterns changed with spikes that matched the pattern of student ridership on the Franklin line.

Ms. Luftig said LTD would work with LCOG to install bike counters on the bike/pedestrian bridges built as part of the EmX West project.

Ms. Reid suggested comparing economic projections used in planning the project with current actual data and projections.

Mr. Satre suggested metrics related to businesses along the corridor. That could involve changes in perceptions and opinions as reflected in a log of feedback during planning and construction and feedback since operations began to see if there had been changes over time.

Mr. Skov said the topic would continue to be discussed at future meetings.

FLEET UPDATE: Ms. Hoell used a slide presentation to review agenda packet materials regarding LTD's fleet size, composition, boardings and ridership data. She also reviewed the technical specifications of the electric vehicles being added to the fleet. She said once the new electric vehicles were delivered they would be tested in the community and operators trained on how to use them and maintenance employed training on how to service them. She said LTD would research the most optimal charging methods to assure that the District's electricity bills did not dramatically increase. She said LTD's goal, within the context of the COA, to develop a long-term fleet transition plan and what new technologies should be considered in future investments.

In response to questions from Ms. Brindle, Ms. Hoell said that five BYD electric buses had been ordered and a Federal Transit Administration (FTA) grant had been received to purchase an additional five buses, although the order had not yet been placed. She said the bus lot redesign would allow LTD to isolate the costs of charging those vehicles and determine cost savings over time.

Assistant General Manager Service Delivery Mark Johnson said he expected the first two vehicles to be delivered in two or three weeks and the rest to arrive in another three weeks.

The committee discussed the possibility of holding a future meeting in one of the new buses.

Ms. Reid said LTD's Capital Improvement Plan contained information about the cost of fleet repair and replacement over the next 10 years.

Mr. Skov expressed an interest in developing a framework for discussions of fleet and community and agency goals, such as environmental benefits and reduced maintenance requirements, to help the public understand why LTD was investing in new technologies. Ms. Hoell said staff was developing methods for collecting relevant data.

Ms. Moore asked if use of hybrid vehicles had produced positive results. Ms. Hoell said there had been an increase in miles per gallon for the fleet, although there were several factors, such as the added weight of EmX vehicles that carried larger passenger loads that represent a significant portion of LTD's hybrid vehicles, which made a direct comparison difficult. A greenhouse gas inventory of District operations would help provide context for how fleet investments could change environmental impacts. Mr. Johnson added that propulsion and type of vehicle were also factors. He said the hybrid fleet was aging and this was an opportune time to make comparison between the newly purchased hybrid and electric vehicles.

STANDING PROJECT AND COMMITTEE REPORTS:

MovingAhead: Ms. Luftig said MovingAhead was designed as a two-phase project. It was currently in Phase 1, which narrowed the corridors in the FTN to those ripe for more detailed evaluation; the outcome of that evaluation would determine those corridors that were ready for EmX/bus rapid (BRT) investments, which were ready for non-BRT enhanced corridor investments and which were not ready for investment. She said Phase 2 would look at those projects advanced in the Phase 1 final decision for corridor prioritization, preliminary engineering and final National Environmental Policy Act (NEPA) documentation. She said prioritized corridors would be included in the LTD and City of Eugene CIPs so there would be a package of projects ready to proceed when funding became available. The LTD Board and Eugene City Council would select the package of prioritized local preferred alternatives (LPAs).

Mr. Schwetz said the concept of enhanced corridors had expanded the District's vision for development of its system. The enhanced corridor option tended to represent smaller capital improvements and from an operational standpoint could improve transit travel time and sustain it in a congested corridor. He said enhanced corridors were incremental development that could be done in collaboration with partner agencies and had impact throughout the system.

Ms. Reid commented that there had been much discussion of enhanced corridors, transportation options and safety at a National Recreation and Park Association conference she recently attended.

Ridership Report: Mr. Schwetz reviewed the performance report included in the agenda packet. He said the format of the report had been in place for some time and staff was looking at better ways to present the information to the Board and community that would provide better insight into LTD's operations. He said LTD gathered a lot of data and also assembled data for a number of different purposes, such as the national transit database that compared systems across the country. Data was also gathered for the American Bus Benchmarking Group (ABBG).

Mr. Skov said it might be helpful to see LTD's ridership in the context of bigger trends, such as the decline in gas prices. He said ABBG information could be of interest to the committee.

Ms. Moore asked if revenue from University of Oregon students was reflected in the financial report. She said that she was curious about the extent to which students used the group pass program. Mr. Schwetz said the revenue was part of the group pass program data. Use of group

passes was gathered periodically through surveys of group pass holders; a new fare management system could provide more detailed information.

Mr. Skov suggested a presentation to the committee on a future fare management system and how that could provide more context for performance information. He said it would be useful to see the same set of analytics on a regular basis over the long-term.

Vision Zero: No report.

Santa Clara Community Transit Center: Mr. Schwetz said LTD was working with the City of Eugene on a planned unit development (PUD) for the site in order to proceed with construction of the transit center. He distributed copies of the site plan for the Santa Clara property.

Mr. Skov said his interest in having the presentation was to view the transit center through the lens of the larger transportation system, all modes, PUD and a vision for the site.

Mr. Satre said the site plan was currently being evaluated by the city. He said the parcel consisted of about 7.75 acres, divided roughly by thirds into three land uses. He pointed out the new public local street running north and south on the site and an east/west bisection that was not a public street and would be used as a drive aisle. He described the various areas on the site plan, which included the transit center, flex-use community space, commercial use and multi-family housing. He explained the city's PUD process for land development, which included public involvement. October 18 was the date for a public hearing on the PUD. He said approval of a PUD typically came with conditions. He pointed out that two site plans with subtle differences had been submitted and LTD was asking for approval of both in order to maintain maximum flexibility and enable LTD to successfully market the portion of the site not being used for the transit center.

Mr. Satre said Santa Clara, regardless of how conditions might change over time, was currently an automobile dominated suburban environment. More than 35,000 people lived north of Beltline. In order to make the portion of property to be sold attractive to developers, the greatest amount of flexibility for both residential and commercial development was essential.

Mr. Skov said his interest was in how the community's goals for its transportation system and LTD's goals as a transit agency were manifested in plans for development of the site. He recognized that LTD's influence over how the rest of the site was developed was primarily limited to the PUD process.

Mr. Gillespie liked the concept of multiple uses on the parcel. He asked if issues related to an adjacent corner property had been resolved. Mr. Schwetz said that parcel was in Lane County while LTD's was within Eugene city limits, so discussions were on hold at the moment.

In response to a question from Ms. Reid, Mr. Satre said LTD was asked for approval of both commercial and housing uses in the site plans. He explained the Hearings Official process as part of PUD approval. The Hearings Official would consider the staff recommendation for approval of both site plans, other documentation and public input when making a decision, which would be made within two weeks of the hearing. Options were to approve as presented, approve with conditions, or not approve. He said it would resonate well with the Hearings Official if written or oral testimony was provided in support of the site plans by representatives of the applicant.

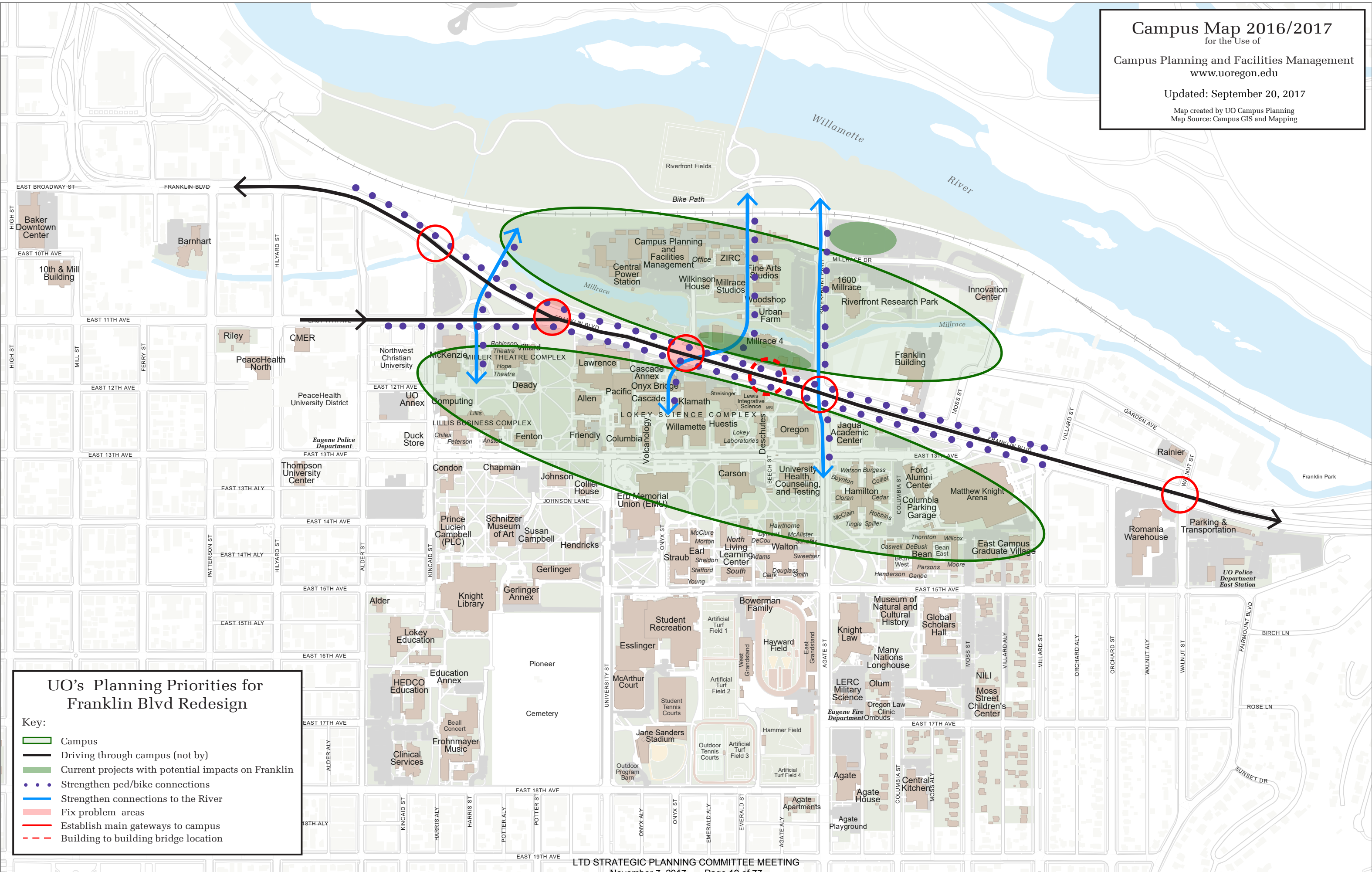
NEXT MEETING AND FUTURE MEETING AGENDA ITEMS: Mr. Skov added two items - fare management and MovingAhead - to the list of future topics.

Future topics:

- Commissioner Leiken presentation about federal transportation funding
- United Way Emerging Leaders Group - Low income housing study
- Springfield presentation about Glenwood construction
- 2021 readiness
- Automated Vehicles discussion
- Presentation on the future fare management system
- Update on MovingAhead once new members had been added to the SPC

ADJOURNMENT: Mr. Skov adjourned the meeting at 7:30 p.m.

(Recorded by Lynn Taylor)



UO's Planning Priorities for Franklin Blvd Redesign

Key:

- Campus
- Driving through campus (not by)
- Current projects with potential impacts on Franklin
- Strengthen ped/bike connections
- Strengthen connections to the River
- Fix problem areas
- Establish main gateways to campus
- Building to building bridge location



VISION ZERO EUGENE



ONE TRAFFIC DEATH IS TOO MANY



Acknowledgements

| Better Eugene-Springfield Transportation (BEST)

| Task Force Members and alternates that attended meetings

Chris Ellison
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Larisa Varela

| Toole Design Group

| Mothers of Traffic Victims

Karen Creighton

Marina

Susan Minor

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In Remembrance

This plan is dedicated to those who have lost loved ones and who have had their lives significantly impacted by traffic violence. Your losses motivate us to strive toward a safer Eugene.

The City of Eugene has adopted the bold vision of eliminating traffic death and life-changing injuries by 2035. This path toward Vision Zero was adopted by the Eugene City Council in November 2015, after working with community stakeholders. This is our community's story, and our plan to reach zero.



Eugene Vision Zero Task Force.

Why is Vision Zero Needed?

The City of Eugene is consistently ranked as one of America's best places to live. As a small city with an engaged and inclusive community, thriving universities and surrounding natural beauty, we agree.

But even though Eugene is highly regarded in some ways, we lose too many members of our community to traffic crashes on our streets. From 2007 to 2015, **60 people were killed** in traffic crashes in Eugene, and another 364 people sustained life-changing injuries. On average, **someone is killed or experiences life changing injuries every eight days** while traveling on our streets. Traffic crashes are so routine that we are all too often numb to the toll they take—despite the tragic effect on our families, community and economy.

Not one of us would find it acceptable for a family member, friend, or colleague to be injured or killed. And the good news is—we don't have to accept this as fate. **Crashes are not accidents, they are preventable**—with the right actions and commitment. Moreover, those crashes that may still occur do not need to result in deaths or life-changing injuries because Vision Zero is committed to **reducing the severity of crashes** so that crashes don't result in death or life changing injuries.

Everyone has the right to safely travel on our streets no matter where they are going and how they travel. That is why **the City of Eugene has chosen zero as our goal**. By committing to eliminate traffic deaths and serious injuries by 2035 through a Vision Zero program, we will create a safer and more vibrant city for decades to come.

Why now?

Safety has been on the City of Eugene’s radar for years, but despite everyday efforts to create safer streets that work well for all users, investments in transit, and advances in technology, we still experience **an unacceptable number of traffic deaths and life-changing injuries**. Vision Zero is the next step to effectively reduce deaths and life-changing injuries on our streets.

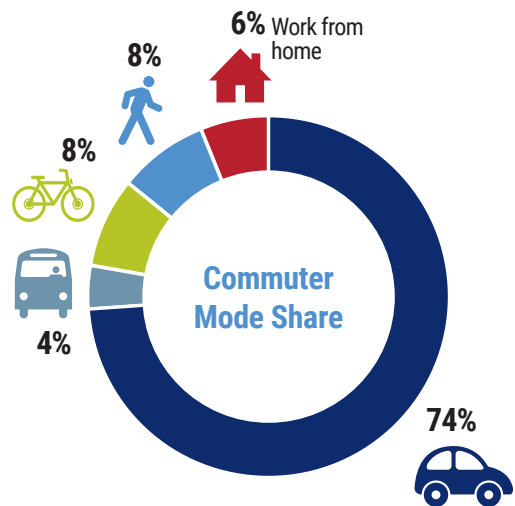
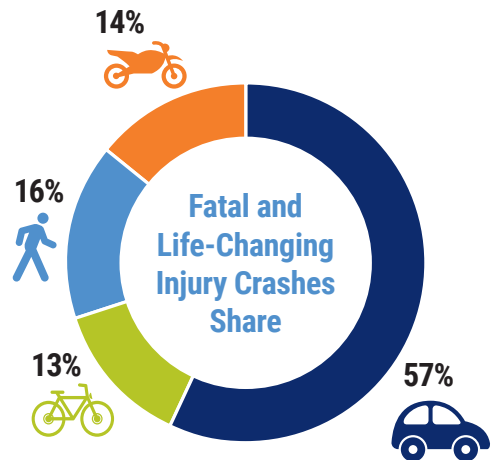
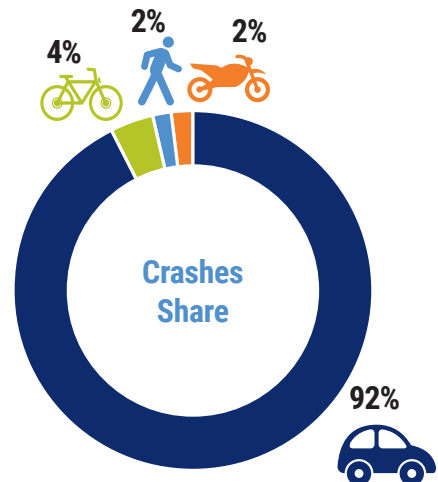
While over 90 percent of crashes involve only drivers and their passengers, **people walking, biking and riding motorcycles are disproportionately likely to be seriously injured or killed on our streets**—an unacceptable inequality for a city that prides itself on healthy, active, accessible transportation options.

Drivers and their passengers are also in danger. **Over 57 percent of all fatal or serious injury crashes involve drivers and their passengers.**

These data suggest that a bold intervention and strong commitment from City leaders and partners—including residents—will be required to eliminate deaths and life changing injuries. The Eugene Vision Zero Action Plan establishes a roadmap for the City to eliminate traffic deaths and serious injuries on its streets. It signals a shift in transportation engineering and planning practice to prioritize safety of our residents over the convenience of traveling quickly through our city. While these changes won’t always be easy, we are committed to working together to achieve them, and motivated by our determination to create a safe Eugene for all of our residents and visitors.

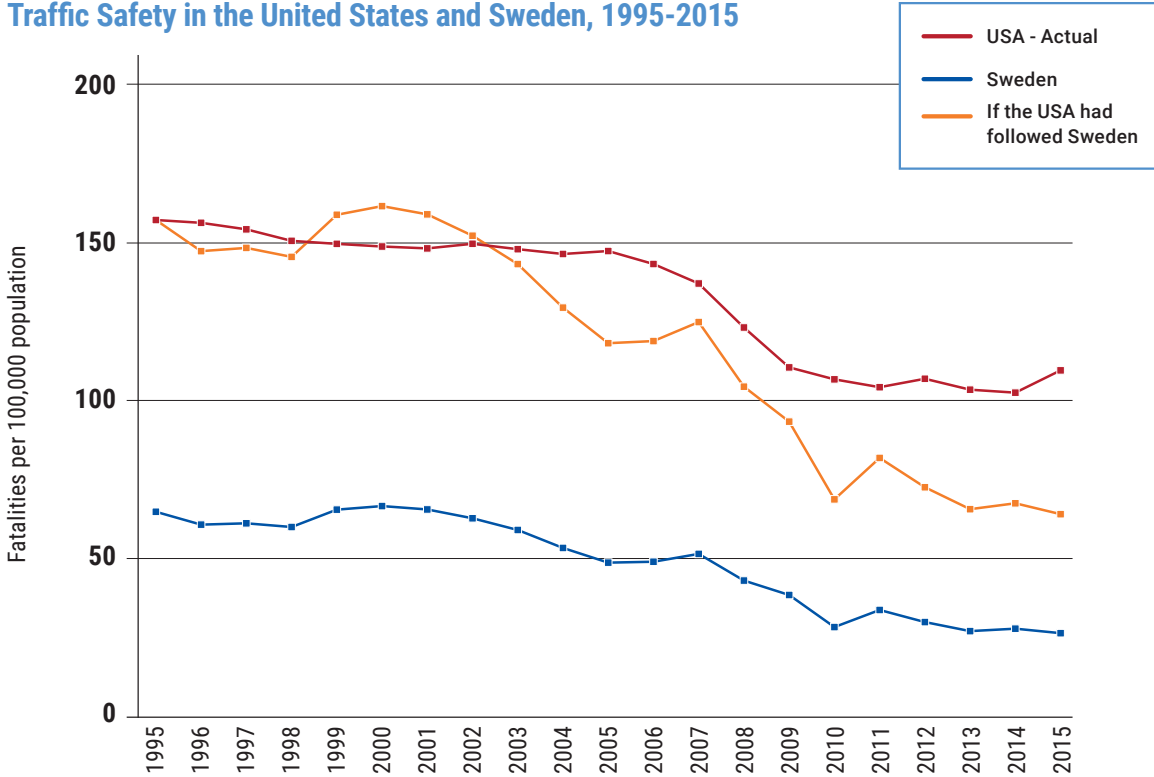
What is Vision Zero?

Vision Zero is a transportation safety philosophy that was developed in Sweden in the late 1990s to eliminate traffic deaths and serious injuries in the transportation system. Sweden already had a significantly lower crash rate than the United States. Even with a low crash rate, Sweden was still able to work beyond the low hanging fruit and reduce traffic fatalities by half over 20 years. Sweden is now one of the safest places to travel in the world.



City of Eugene, 2007-2015 crash data

Traffic Safety in the United States and Sweden, 1995-2015



By contrast, traffic fatalities in the U.S. have dropped by only 30 percent over the same time period. If we would have adopted Vision Zero at the same time as Sweden, over 15,000 lives could have been saved in the US in 2015 alone.

Vision Zero calls on us to think differently about traffic safety, and to reach beyond traditional silos to work together for a truly worthy outcome: the elimination of traffic deaths and life-changing injuries on our streets. Central to Vision Zero is the idea that **people should not be killed or experience life-changing injuries as a consequence of simply using our streets.** Vision Zero recognizes that we all make mistakes, and that the transportation system should be designed to minimize the impacts of those errors. When crashes do occur, they should not result in death or life-changing injuries.

In the past five years, close to 30 U.S. cities, including Eugene, have adopted Vision Zero goals. Many have developed detailed action plans to eliminate traffic deaths. While each city has adapted the program to its own unique needs and situation, the Vision Zero approach is helping ensure that improving traffic safety is focused on the most powerful tools, like wholesale speed reduction. Addressing issues of equity has also emerged as a critical component of Vision Zero initiatives.

The federal government and most states, including the Oregon Department of Transportation (ODOT), have also established a goal of eliminating traffic deaths. ODOT's Transportation Safety Action Plan shares our 2035 goal year for eliminating deaths and life-changing injuries on the transportation system. Regionally, Lane County Government, Lane Transit District and the Central Lane Metropolitan Planning Organization are pursuing similar goals, providing additional support for this initiative.

Vision Zero Eugene

Vision Zero Eugene is truly a collaborative undertaking. The time is ripe for this type of systemic change to happen in our community. As Vision Zero gained prominence as a new way of thinking about transportation safety, our community leaders and professionals united around the need for change in Eugene. This resulted in the City Council's adoption of a Vision Zero resolution in November of 2015, placing Eugene in the company of other Vision Zero cities worldwide.

Since that time, the City has worked closely with community advocates, policymakers, and transportation, public health, and law enforcement professionals to create this Action Plan. The ultimate goal of the Plan is to stem the loss of life and opportunity that occurs via traffic crashes on our streets. Our Vision Zero Task Force and Technical Advisory Committee, composed of City leadership, agency staff and community stakeholders, have studied the factors contributing to traffic crashes in Eugene and debated appropriate, bold actions to address them. We are proud to present our proposed strategies and actions to you in this plan, and look forward to working with you, our community, to achieve this vision.

Fundamental Principles of a Meaningful Vision Zero Commitment

These principles are core to successful Vision Zero efforts:

1. Traffic deaths and severe injuries are acknowledged to be preventable.
2. Human life and health are prioritized within all aspects of transportation systems.
3. Acknowledgement that human error is inevitable, and transportation systems should be forgiving.
4. Safety work should focus on systems-level changes above influencing individual behavior.
5. Speed is recognized and prioritized as the fundamental factor in crash severity.

(Source: Vision Zero Network)

Václav Hajek, age 10

Václav was a wonderful and kind human being, and was just a child. He blessed this world with his smile. Václav loved the arts, outdoors, spending time with family and riding his bicycle. He wanted to be an artist like his mom. Václav was killed at age 10 when he was hit by a speeding teenage driver while walking across the street with his bike.



Vision Zero Cities

A Vision Zero City meets the following minimum standards:

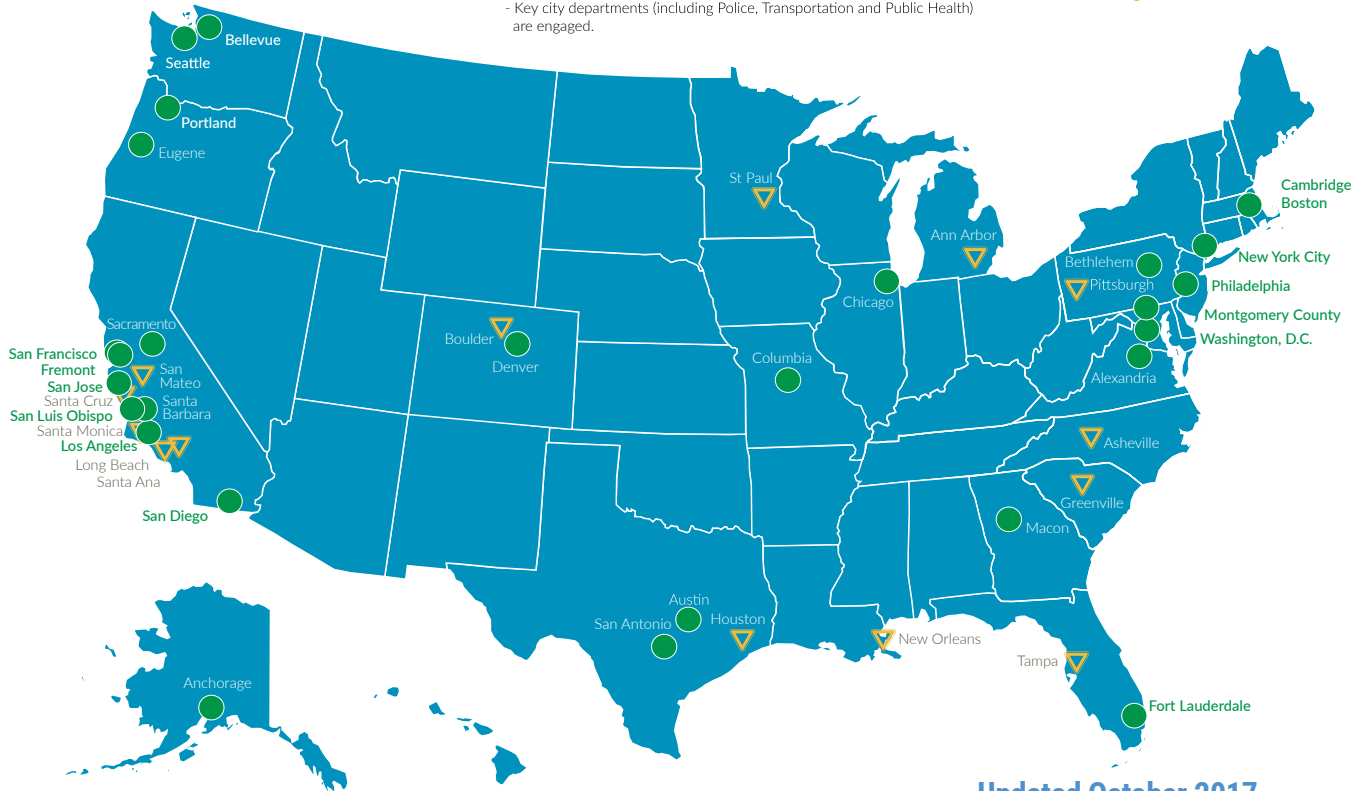
- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health) are engaged.



Vision Zero City



Considering Vision Zero



Updated October 2017

Source: <http://visionzeronetwork.org/resources/vision-zero-cities>

Eugene is one of the first small American cities to develop an action plan. We look forward to helping blaze a path toward safer transportation systems for cities of our size.

Vision Statement

Our community values the safety of all people who use our multimodal transportation system and will take equitable, data-driven actions to eliminate deaths and life-changing injuries by 2035.

Guiding Tenets

These tenets have helped shape the actions included in this plan and will continue to guide their implementation. In order to be effective, every agency, community partner and resident involved in making Vision Zero a reality should check their actions against these tenets by asking is this program or this project equitable, data-driven and accountable?

Life-Changing Injuries:

Crashes that result in major injuries change the life of the victim and their family and friends. Serious injuries are defined as those that prevent the victim from going about their daily life as before. This can mean lost time at work, dependence on a family member for care, large medical bills and other long-term impacts. Though not fatal, these crashes have long-lasting effects.



Equitable

Eugene strives to be a community where every person regardless of their identity is safe, valued and welcome. A person's identity encompasses multiple aspects, including, but not limited to: age, race, ethnicity, gender, national origin, religion, disability, sexual orientation, socio-economic and housing status. This plan seeks to make Eugene's streets safer for all people who travel on them, regardless of their identity.



Data-Driven

The actions in this plan were determined through a process of data analysis and community conversation that took place at community events over the spring and summer of 2017. Starting with data allows us to address the issues we know have caused crashes in the past, and the locations with the worst crash histories.

This plan calls for increasing the amount of data and agency coordination to ensure even more detailed and pertinent analysis can drive Vision Zero actions in the future.



Accountable

This plan belongs to the people of Eugene. We recognize that traffic crashes can impact anyone in our community, and we want to be held accountable by our residents for addressing that serious problem.

To do this, the plan must first be accountable to itself which is why we call for tracking the effectiveness of actions and making changes where and when needed. When that process is in place, we can then report to our residents on our successes and adjustments. Progress will be communicated in an annual progress report.




This plan is Eugene's.

The Vision Zero Resolution was adopted by Eugene City Council after members of the community raised awareness of the toll that traffic crashes can take on victims and their families. They asked the City Council to strongly articulate that no traffic deaths or serious injuries are acceptable in our city.

The Vision Zero Resolution specifically directed the City Manager to convene a Task Force to develop a Vision Zero Action Plan. This plan was guided by a Task Force of city leaders and community partners who care deeply about the safety of Eugene residents on our streets. The Task Force met throughout the development of this plan, offering thoughtful, critical feedback about its direction from the perspective of advocates, implementers and those whose lives have been effected by traffic crashes.

Achieving Vision Zero will take the whole community to be conscious of their individual actions and the influence we have on each other. Voices of individual Eugene residents contributed to this plan. Over the course of developing this plan, we asked attendees at safety fairs and other community events about their thoughts on Vision Zero. Here is what we heard: *[When plan outreach is complete, Larisa will add details here about outreach conducted throughout the summer, at the November Open House and messages received.]*

Moving forward, this plan will remain Eugene's. Eugenians will shape what Vision Zero looks like in their community. Residents and the traffic safety behavior they model for others will continue to play a critical role in reaching Vision Zero. In order to reach Vision Zero, we must all lead by example on how to be respectful and considerate users of our transportation system. The City of Eugene will partner with other agencies and our community to reach Vision Zero.

<p>First name _____</p> <p>Last name _____</p> <p>Email _____</p>	<p>You are important to helping Eugene end traffic deaths and life-changing injuries on our streets.</p> <p>You can help by taking the Vision Zero pledge.</p> <p>I pledge to:</p> <ul style="list-style-type: none">◇ drive, walk and bike sober.◇ slow down and drive the speed limit.◇ yield the right of way.◇ focus on the street and not drive, walk or bike distracted.◇ share the responsibility of keeping myself, my family, my friends and my community members safe on our streets. <p>Thank you for making Eugene's streets safe for everybody!</p> <div style="display: flex; justify-content: center; align-items: center; gap: 20px;"></div> <p style="text-align: center;">Remember, it's a CRASH, not an "accident." Traffic deaths ARE preventable.</p>
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During the summer of 2017, hundreds of community members took the Vision Zero pledge.

CAUSES

of deaths and
life-changing injuries

Crash Causes

An extensive data analysis of the City's crashes from 2007-2015 revealed the following major contributors to life-changing and fatal traffic crashes in Eugene:

- Street Design
- Dangerous Behaviors
- Impairment

The Vision Zero Action Plan lays out a series of actions intended to address each of these contributing factors, leading to a safer Eugene for all.

Crashes v. Fatalities and Injuries

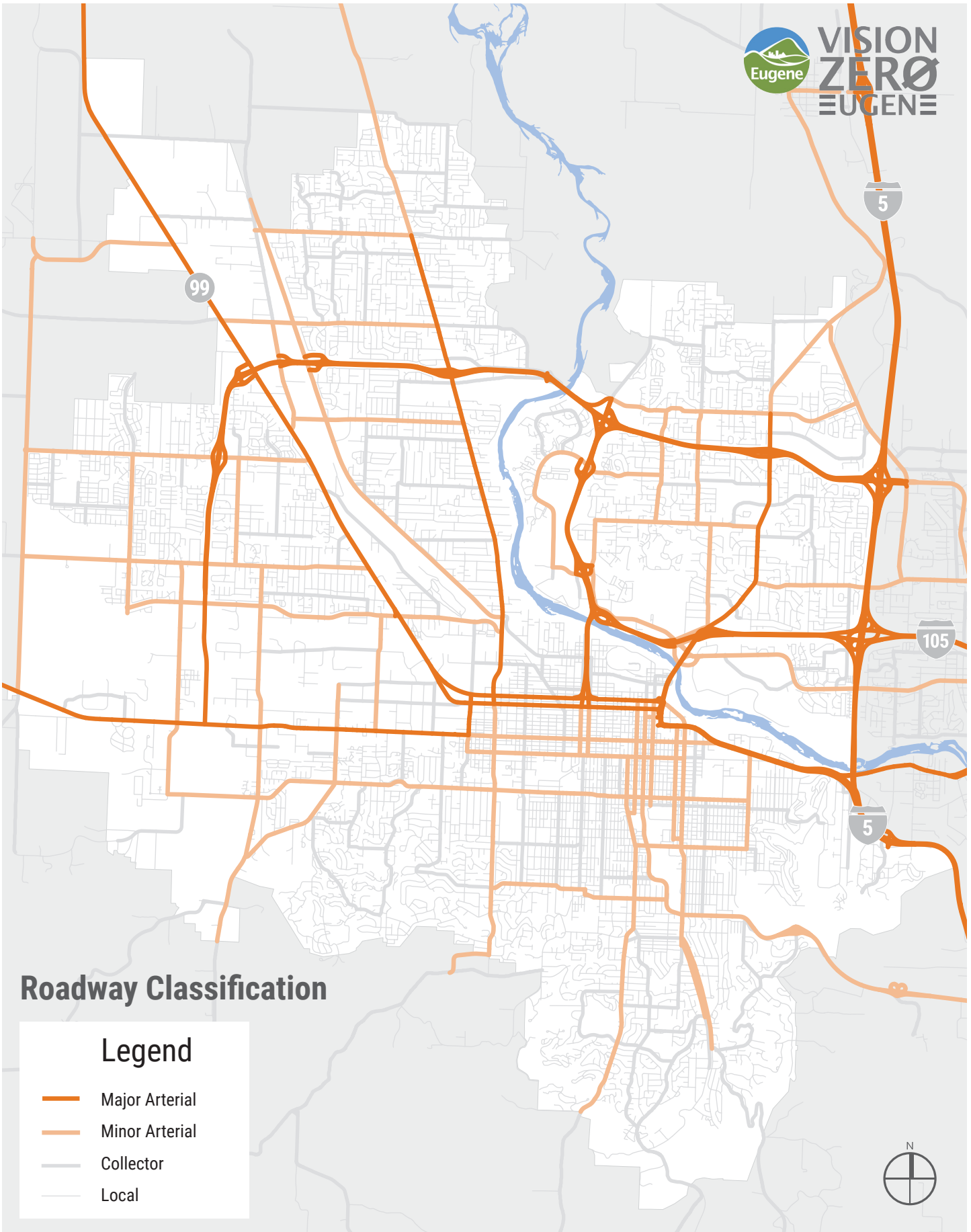
Data we report here all relate to fatal and life-changing injury crashes. A crash is the occurrence when parties collide on the transportation system. Fatalities and injuries are the outcomes of crashes. When a fatality occurs, we consider that a fatal crash, even if there are also injuries to other people involved. We count the number of crashes rather than outcomes for two reasons: 1) outcomes would often over-count motor vehicle crashes where multiple people are killed or injured versus pedestrian and bicycle crashes where the person walking or biking is most often the only injury or fatality, and 2) the number of passengers in a car is somewhat random and it can skew counts as well.

Street Design

A key aspect of Vision Zero is to design streets that are forgiving. While we each have a responsibility to behave safely on our streets, mistakes happen—and the result cannot be a life-changing injury or death while moving in and around our city.

Unfortunately, our streets are not always designed with this principle in mind. This is particularly true for our **arterials, on which an astonishing 65 percent of fatal and life-changing injury crashes occur in Eugene**. Many arterials are built for carrying large amounts of fast-moving automobile traffic. Most have sidewalks, but infrequent safe crossings for people walking. Some also have transit service, which increases the need for crossing the street when walking to the bus. And some have bicycle facilities, but they may not be the safest design for the speed and volume of auto traffic on that street. However, it is not just people biking and walking who are disproportionately at risk when traveling along these streets. Despite being built for motor vehicle throughput, still **64 percent of life-changing and fatal motorist and motorcyclist crashes occur on arterials**. We cannot escape the conclusion that our arterials must be designed differently to save lives in Eugene.

The designated speed of our streets also needs to be addressed. Crash data state that twelve percent of fatal and serious injury crashes are related to speeding. Yet legal speeds often result in situations where lives are lost or permanently altered when a crash occurs, and those

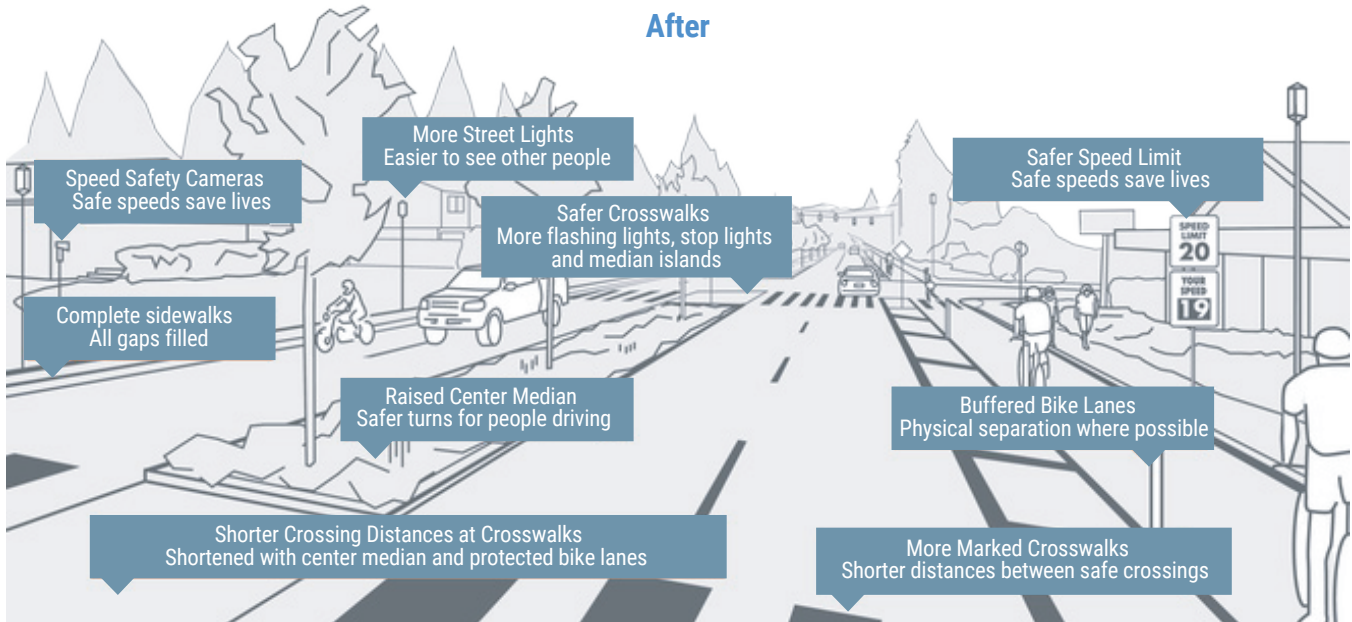
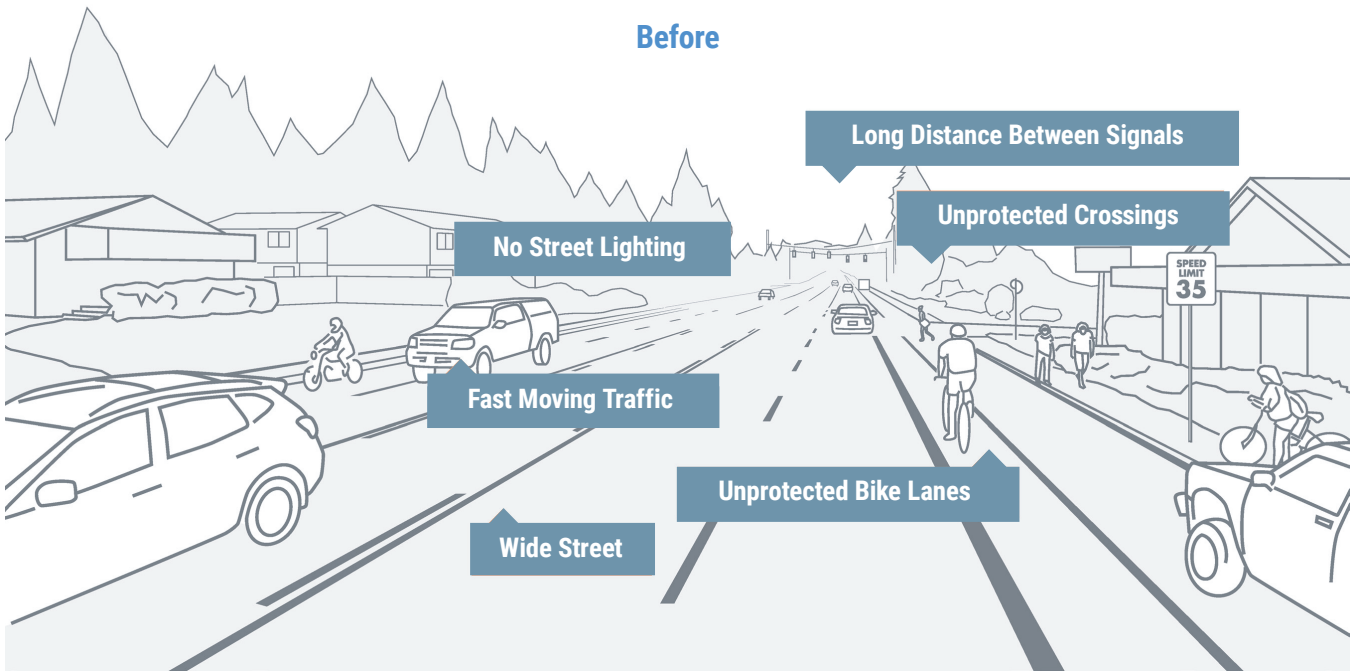


Roadway Classification

Legend

- Major Arterial
- Minor Arterial
- Collector
- Local

Anatomy of a Dangerous Street



Images courtesy of the City of Portland

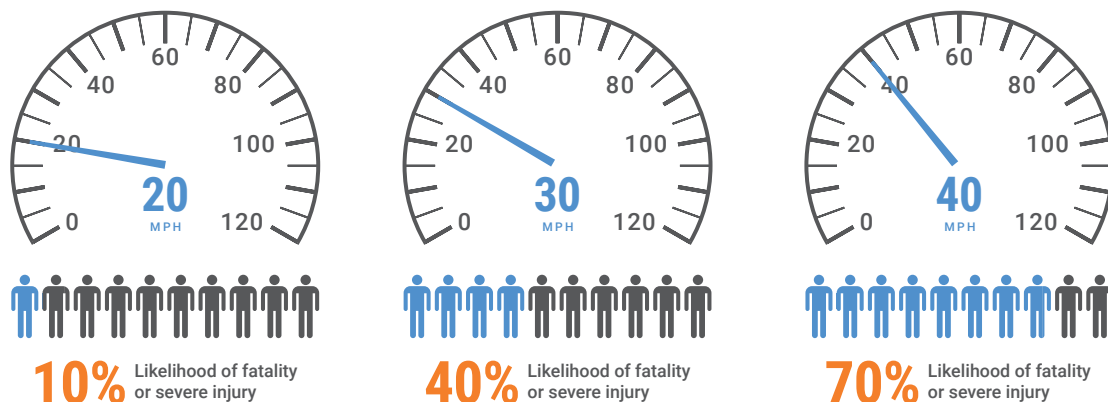
instances are not flagged as crashes where speed was a factor. **People walking, biking and driving are more likely to be killed or experience life-changing injuries on 35 mph streets than any other speed in Eugene.**¹

Surprisingly, however, it is not just our higher-speed streets that are problematic: nearly 1 in 3 of the fatal and serious injury crashes in Eugene occur on streets signed at 25 and 30 mph.² These data indicate the need for a fundamental rethinking of speed and strategies to maintain people’s ability to move around Eugene.

The data also indicate that **darkness is overrepresented as a contributing factor to crashes.** This is particularly true for people walking, who are about twice as likely to be involved in a crash during darkness as other travelers. People walking are also more likely to be killed or experience life-changing injuries in these crashes: **approximately 40 percent of fatal and life-changing crashes involving a person walking occurs in darkness, as compared to less than 25 percent for all other travelers.** Travel patterns of people walking suggest that this risk is likely even greater than the statistics show.

A key part of improving safety is to address our high crash intersections, and to identify common features between those intersections that we can proactively address at other locations throughout the network. For example, we know that left turns are overrepresented among fatal and serious injury crashes in Eugene. Thus, changes to the way our intersections are designed for turning vehicles may be a critical way of addressing traffic danger in Eugene.

Death & Severe Injury Due to Speed



Source: Tefft, Brian C. *Impact speed and a pedestrian's risk of severe injury or death. Accident Analysis & Prevention. 50. 2013*

1 Approximately 36 percent of fatal and life-changing crashes across all modes occurred on streets posted at 35 mph.
 2 This figure includes crashes for all modes occurring on streets or at the intersection of two streets posted at 25 or 30 mph.

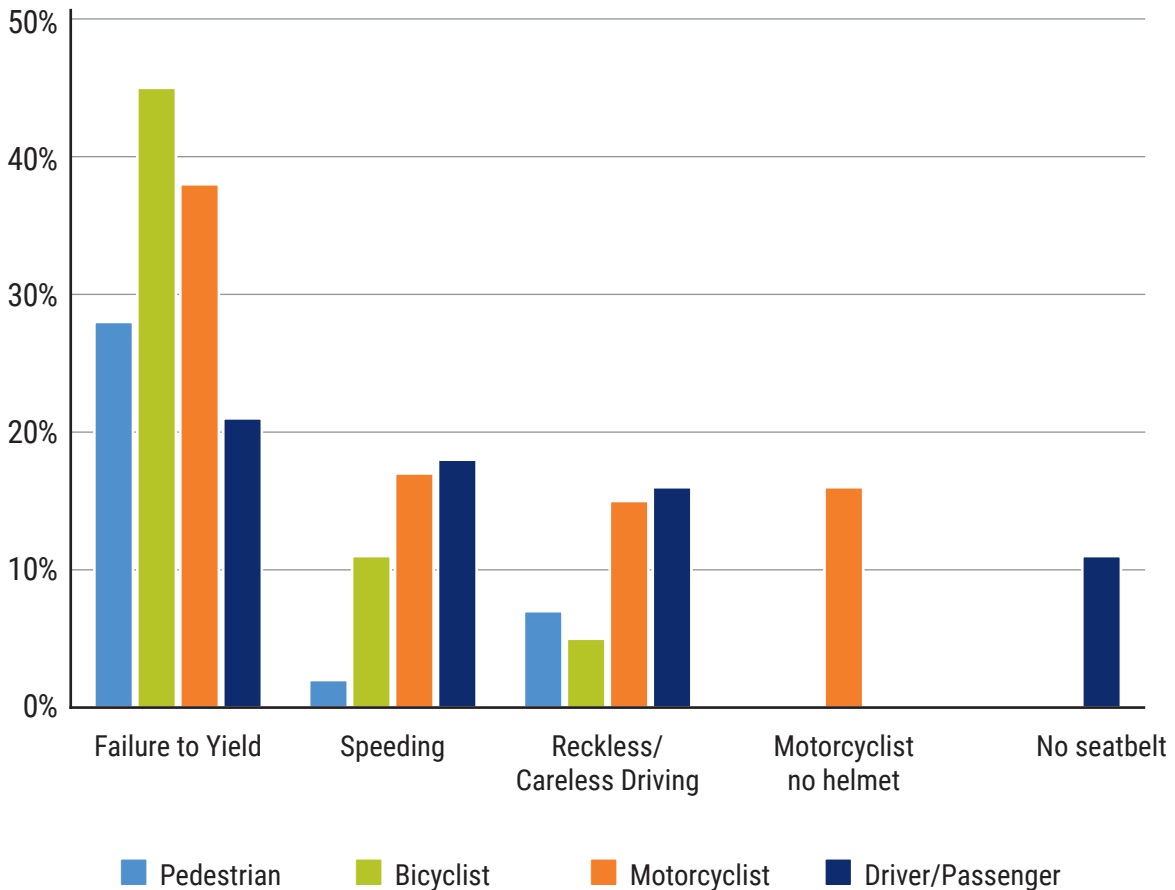
Dangerous Behaviors

Vision Zero data analysis revealed that a few behaviors seem to be related to many fatal and life-changing injury crashes in Eugene. Failure to yield is the most common contributing factor overall and for each mode, clearly indicating a high-priority need to be addressed for Vision Zero.

Reckless and careless driving, as well as disregarding traffic controls are commonly associated with fatal and life-changing injury crashes for drivers and motorcyclists. Additionally, although people walking and biking are less likely to be involved in crashes involving reckless and careless driving overall, they are highly likely to be seriously injured or killed when they are involved.

Furthermore, while the state of Oregon has made tremendous progress toward seatbelt usage over the last few decades, still over 1 in 10 fatal or life-changing injury motor vehicle crashes in the state involved an unbelted driver or passenger. Similarly, 1 in 7 fatal or life-changing injury motorcycle crashes may have not resulted in such severity if the motorcyclist had been wearing a helmet.

Top Contributing Factors to Fatal and Life-Changing Injury Crashes in Eugene



City of Eugene, 2007-2015 crash data

Failure to yield: One or more parties involved in the crash did not follow proper yielding law and caused the crash. Examples of this are improperly proceeding through an all-way stop intersection, failing to yield when turning, or failing to stop for a pedestrian crossing the street.

Speeding: This category includes crashes where drivers are cited either for driving in excess of posted speed, or driving too fast for conditions. The latter occurs when driving the speed limit is actually hazardous, such as during rain or a snowstorm.

Careless driving: Careless driving is a traffic violation that occurs when a person “drives any vehicle...in a manner that endangers or would be likely to endanger any person or property.”¹

Reckless driving: Reckless driving is a Class A misdemeanor and is charged by the responding officer when a person “is aware of and consciously disregards a substantial and unjustifiable risk that the result will occur or that the circumstance exists.” The driver does not take the same standard of care that “a reasonable person would observe in the situation.”²

Disregarding traffic control: A person who disregards traffic control fails to stop for any traffic control device including: a standard traffic signal, pedestrian hybrid beacon (such as on Broadway in front of The Hub), or stop sign.

¹ Oregon Revised Statutes, 811.135

² Oregon Revised Statutes 161.085.



We see people daily driving while using their phones. However, distracted driving is difficult to capture via crash statistics, as officers have not been allowed to cite distraction without seeing it firsthand. However, a recent study using broad cell phone data found that distracted driving was involved in over 50 percent of trips nationally that resulted in a crash.³ Starting October 1, 2017, [Oregon House Bill 2597](#) enabled Oregon police to more actively target distracted drivers, giving the police the power to cite anyone holding a mobile phone while driving, regardless of whether they see active talking, texting, and other use.⁴ Opportunities for distracted driving are not likely to go away soon, this legislation provides a potentially key tool to police to help combat a persistent problem that is difficult to otherwise detect. Each of us can also play a key role in stopping distracted driving. Go to <https://www.eugene-or.gov/VisionZero> to take the pledge not to engage with your mobile phone while driving. If you need to use your phone, take a moment to pull over to a safe place away from traffic. It can wait.

³ Cambridge Mobile Telematics, 2017. <https://www.cmtelomatics.com/press/new-data-cambridge-mobile-telematics-shows-distracted-driving-dangers/>

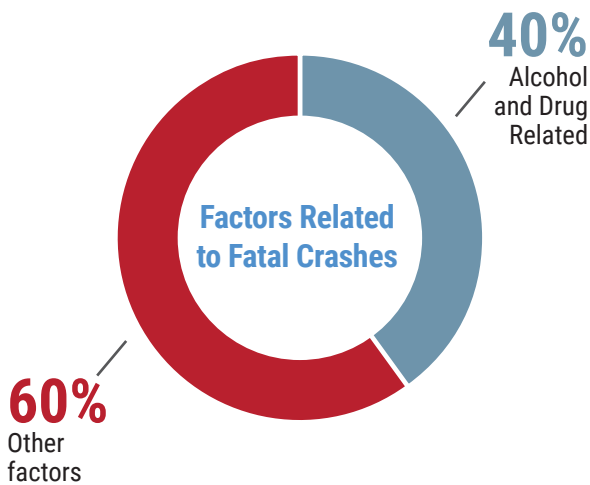
⁴ The law includes exceptions for those for whom communication is a necessary part of their job. See OR-HB 2597 for more details.

Impairment

Alcohol and drug impairment contributes substantially to fatalities in Eugene for all modes. While impairment is a factor in less than five percent of crashes overall, it plays a part in **47 percent of fatal pedestrian crashes, 42 percent of fatal motorist crashes, and 33 percent of fatal motorcyclist crashes.**

When impairment is involved in a serious or fatal pedestrian or bicycle crash, pedestrians were found to be impaired 72 percent of the time, and bicyclists 86 percent of the time. In some crashes, both the person driving and the person walking or biking was impaired. **For crashes only involving impaired motorists, approximately half involved only one vehicle in a solo crash, fatally or seriously injuring the driver. 25 percent of impaired driver crashes also resulted in a fatal or life-changing injury for a passenger.**

Unfortunately, this problem is likely to remain significant as our communities and law enforcement continue to adjust to the legalization of marijuana. Fortunately, the Eugene Police Department and the University of Oregon Police Department are already working to develop strategies to address impaired driving, including educational campaigns and outreach, as well as targeted enforcement. Additionally, this plan will detail several key actions we can take both now and in the coming years to help reduce the influence of alcohol and drugs on safety in Eugene.



City of Eugene, 2007-2015 crash data

Impairment section of Oregon state crash reporting form

Person		
#1	#2	
<input type="checkbox"/>	<input type="checkbox"/>	None
<input type="checkbox"/>	<input type="checkbox"/>	Under Influence - Drugs
<input type="checkbox"/>	<input type="checkbox"/>	Under Influence - Alcohol
<input type="checkbox"/>	<input type="checkbox"/>	Under Influence - Meds
<input type="checkbox"/>	<input type="checkbox"/>	Unknown
Determined By:		
<input type="checkbox"/>	<input type="checkbox"/>	Intoxilyzer Test
<input type="checkbox"/>	<input type="checkbox"/>	Blood or Urine Test
<input type="checkbox"/>	<input type="checkbox"/>	Field Sobriety Test
<input type="checkbox"/>	<input type="checkbox"/>	Observed (Speech, Odor, Etc.)
<input type="checkbox"/>	<input type="checkbox"/>	DRE Evaluation
<input type="checkbox"/>	<input type="checkbox"/>	Statements
<input type="checkbox"/>	<input type="checkbox"/>	Unknown
<input type="checkbox"/>	<input type="checkbox"/>	Other (Explain)
Results of Test:		
P 1_____%	P 2_____%	
<input type="checkbox"/>	<input type="checkbox"/>	No Test Given
<input type="checkbox"/>	<input type="checkbox"/>	Test Refused
<input type="checkbox"/>	<input type="checkbox"/>	Tested for Drugs
<input type="checkbox"/>	<input type="checkbox"/>	Results Not Available

Responding officers have a number of means of determining whether a driver is under the influence of alcohol or drugs. "DRE" in the crash form shown here stands for Drug Recognition Expert, an officer who has received training in recognizing drug impairment.

25% of impaired driver crashes also resulted in a fatal or life-changing injury for a passenger.

Noelle Creighton-Manis, age 23 1/2

Noelle was one of those magical people - high energy, beautiful, kind, creative and goofy. When she entered a room, the lights got brighter and laughter increased. She was gifted with children, dancing, cooking, and art. Her future included traveling the world and becoming a pediatrician or pediatric nurse. Noelle was killed at age 23 1/2, the night she was celebrating her half birthday. She was killed as a passenger in a car driven by a friend that was drunk and also speeding.



Engagement and Accountability

While not a crash cause, Engagement and Accountability is an action area critical to reducing fatal and life-changing injury crashes in Eugene. The City cannot achieve Vision Zero on its own—it will take a community to eliminate all fatalities and life-changing injuries on our streets. A key part of our work toward Zero will be engaging with the community to ensure that we are aware of our community’s concerns, tapping into their best ideas, and working with them to implement these strategies, leading to our greatest chance of success. To this end, we are working to secure long-term funding to support both the City and community groups working together to improve traffic safety through education, engineering and creative outreach. We are also committed to partnering with other organizations, including ODOT, our health and emergency services personnel, and our partners in the educational system to establish strong relationships, which will enable us to work together to incorporate safety in our culture at every opportunity.

Vision Zero will and must continue to be in the public eye for us all to take our part in the shared responsibility of making Eugene’s streets safer. Actions in this area will continue to communicate the importance of getting to zero deaths and life-changing injuries, and actions will keep Vision Zero present and visible.

We will also hold ourselves accountable for our goals, as reflected via the performance measures at the end of this plan. We pledge to update the public on the progress toward our goals via an annual report, providing our residents with information about how things are improving, what is coming next, our overall progress toward Zero, and key opportunities to become involved. We look forward to this journey toward Zero together, as a community.



STRATEGIES

to address deaths and
life-changing injuries

Strategies

There are six overarching strategies that the City and partners will use to work toward the goal of zero deaths and life-changing injuries. These strategies address the fundamental situations that cause crashes, make them more severe, challenge further analysis, and have the ability to prevent the City from moving as quickly as possible on actions. Actions presented in this plan grow out of these strategies to address the crash causes (street design, dangerous behaviors, and impairment) and engagement and accountability. Strategies are identified in the actions section with an icon.



Reduce potential for conflict between users

Decreasing the possibility that street users can come into conflict is the first line of defense against crashes. This means providing separated space for people walking, biking, driving and taking transit along the street. At intersections, this may mean separating potentially conflicting movements by time so two parties are not using the same space at the same time.



Slow vehicle speeds

When crashes do occur, they are less serious at slower speeds. Because not all crashes can be avoided, slowing speeds will decrease the severity of injuries and lead to fewer fatalities. Increased speed enforcement and changes to street designs can both help to decrease speeds on Eugene's streets. Lowered speed limits may also address speeds but must be paired with either enforcement or street design, ideally with both.



Reduce driving, bicycling, and walking under the influence.

Impairment decreases reaction time for all street users and can lead to poor choices about navigating streets. Impairment stands out as an issue from additional dangerous behaviors because of its prevalence, its unique treatments (i.e., human behavior, not engineering solutions), and its influence on other unsafe behaviors.



Encourage safer practices among people driving, walking and bicycling

Many crashes result from choices made by street users. Disobeying traffic controls and laws, driving recklessly, and other behaviors may be best addressed through culture change in addition to changes to the streets themselves. Actions in this plan recognize, though, that some unsafe behaviors, such as walking in the street because there are no sidewalks, are the result of poor design that does not accommodate people walking.



Improve data collection and analysis

While this plan is the result of a data-driven process, additional analysis will help further refine and prioritize efforts in the future. Crash data analyzed in this plan only includes police-reported and citizen-reported crashes and thus misses those crashes when no report was filed. Each report type results in different data collected, and though most fatal and life-changing injury crashes are reported by police, we cannot ensure full coverage. Other data limitations regarding the location of crash parties (e.g., traveling on a sidewalk versus in the street) and street design features (e.g., number of lanes) prevent additional analyses that could tell a more complete story of the crash cause(s).



Support an institutional commitment to Vision Zero

Getting to zero deaths and life-changing injuries requires a major commitment by the City as a whole. Actions in this category demonstrate institutional changes that will help Eugene reach its goal. This institutional commitment can influence residents' support of the Vision Zero goal and actions to get to zero deaths and life-changing injuries. Public buy-in will be necessary to implement many of the actions listed in this plan.

LOCATIONS

of deaths and
life-changing injuries

Where We Need to Focus

Residents of Eugene know that there are streets where more crashes occur than others. There are streets that are more dangerous for people walking, people biking and people driving. In many cases, these are the same streets. In order to focus future investments in safety, City staff have identified and will prioritize a Vision Zero Network based on the most recent available crash data (2007-2015).

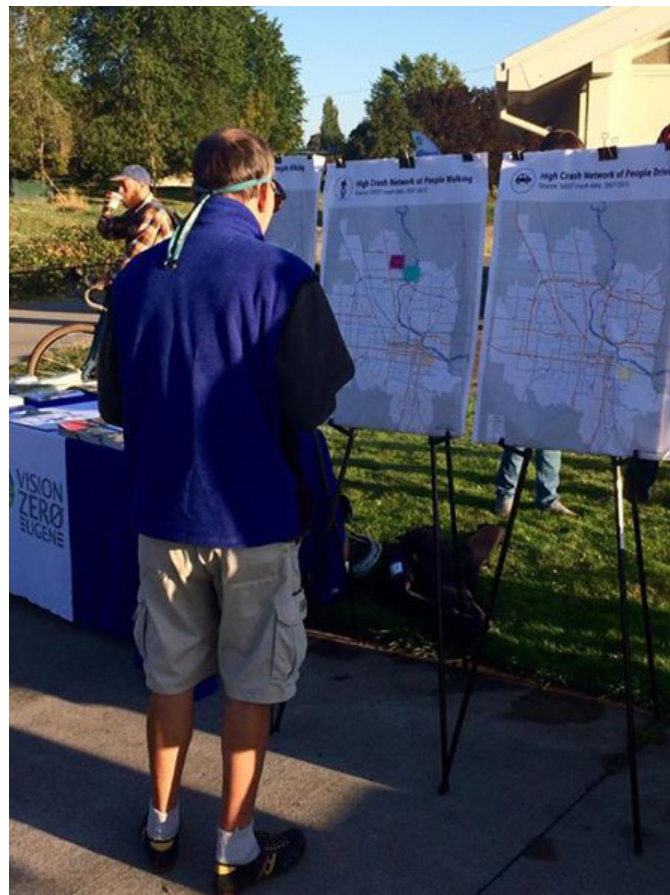
Eugene's most dangerous streets are located throughout the city, crossing through and dividing neighborhoods from one another. These streets are in residential areas, commercial districts, downtown and near schools. They are all streets with higher volumes of traffic, because they connect people to where they need to go. Many of the streets have higher speed limits, but even some with lower speed limits are the site of higher numbers of fatal and life-changing injury crashes.

The Vision Zero Network consists of streets with a higher number of crashes that result in deaths and serious injuries. There may be other streets in the city with more crashes that are less severe, but those are not the focus of the Vision Zero effort, saving lives is the goal.

These streets are the City's priority locations for making Eugene a safer place to drive, walk and bike.

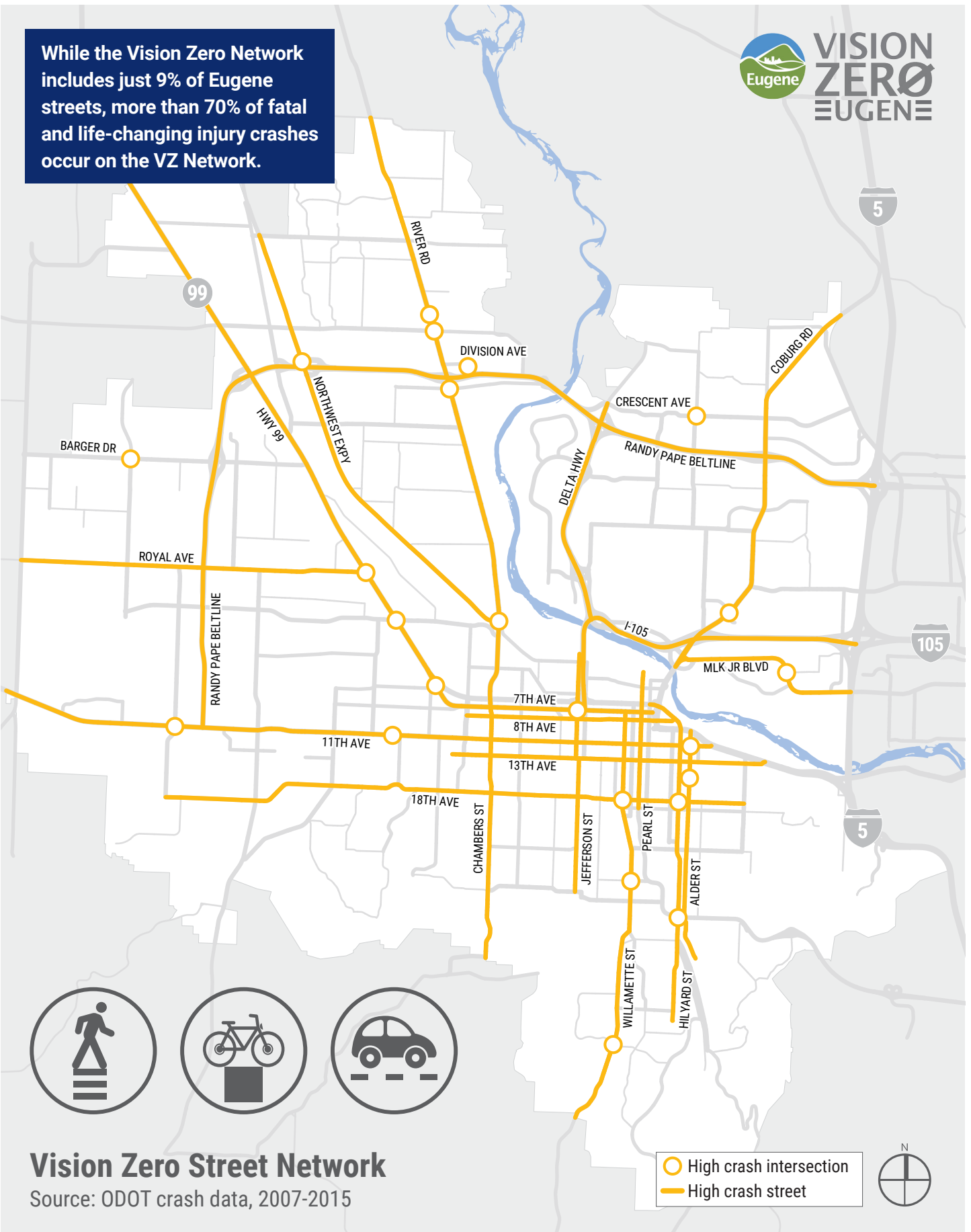
The Vision Zero Street Network

The network includes Eugene's most dangerous streets and intersections for people who travel in the city by all modes – driving, walking and biking. The Vision Zero Priority Street Network is a compilation pulled from the top 15 most dangerous streets for each mode. Fatal and serious injury crashes for people walking, biking and driving were mapped individually to assess which streets were most dangerous. These lists were then reviewed with the community to check public perceptions and confirm that these streets have the worst safety issues. During the implementation phase of this Action Plan, the City will take a closer look at crash clusters along the Priority Street Network to focus transportation safety improvements.





While the Vision Zero Network includes just 9% of Eugene streets, more than 70% of fatal and life-changing injury crashes occur on the VZ Network.



Vision Zero Street Network
Source: ODOT crash data, 2007-2015

We understand that the entire length of a street, though included in the Vision Zero Street Network, may not have a concerning history of serious crashes. The City will take on a corridor approach to reaching Vision Zero, but we are aware that some streets noticeably change context over their length. The City will focus work on those parts of streets known to have concerning crash histories or have characteristics similar to areas with higher numbers of serious crashes.



The cross section of Wilamette Street changes several times over its length from downtown to South Eugene.

High Crash Intersections

- River Road & Azalea Drive

- River Road & Hunsaker Lane

- River Road & Silver Lane

- River Road & Northwest Expressway

- Northwest Expressway & Beltline (Westbound)

- Division Avenue & Lone Oak Avenue

- Highway 99 & Royal Avenue

- Highway 99 & Roosevelt Boulevard

- Highway 99 & 5th Avenue

- Coburg Road & Oakmont Way

- MLK Jr Boulevard & Kinsrow Avenue

- 7th Avenue & Jefferson Street

- 11th Avenue & Alder Street

- 11th Avenue & Danebo Avenue

- 15th Avenue & Alder Street

- 18th Avenue & Hilyard Street

- 18th Avenue & Willamette Street

- 27th Avenue & Willamette Street

- 30th Avenue/Amazon Parkway & Hilyard Street

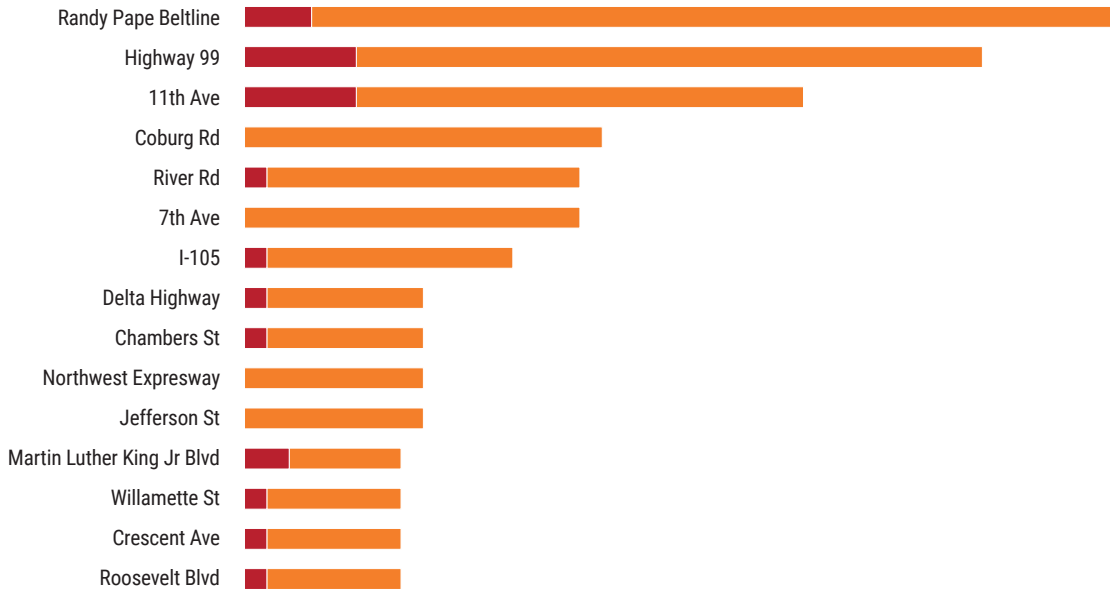
- Willamette Street & Brae Burn Drive

- Crescent Avenue & Gilham Road

- Barger Drive & Terry Street

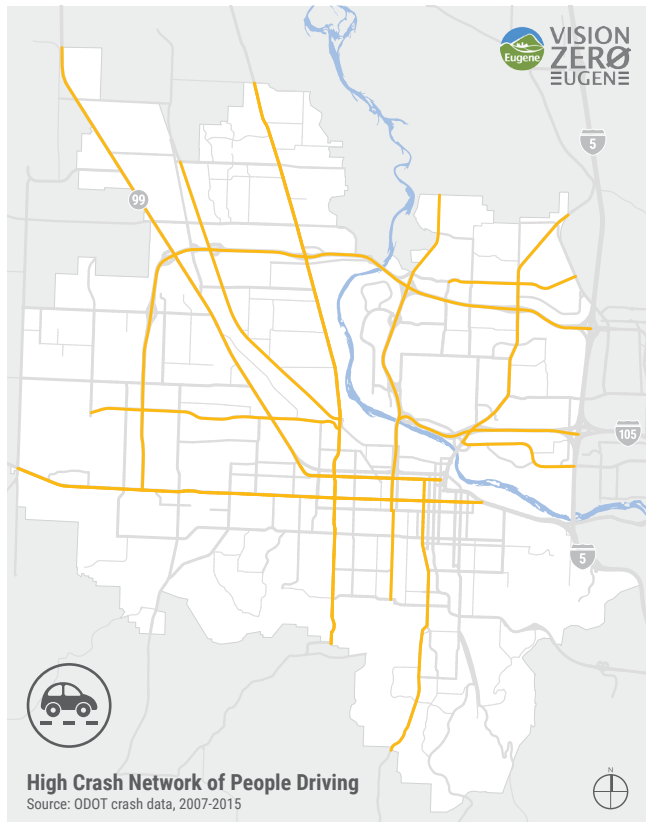


High Crash Network for People Driving



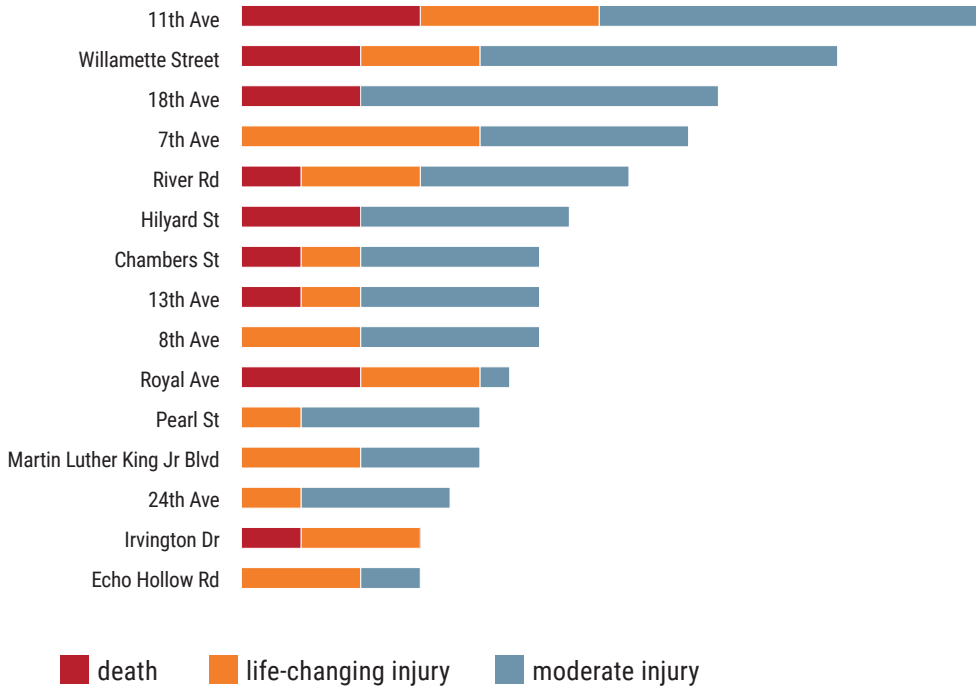
■ death ■ life-changing injury

The high crash network for people driving includes streets with the largest number of fatal and serious injury crashes between 2007 and 2015.

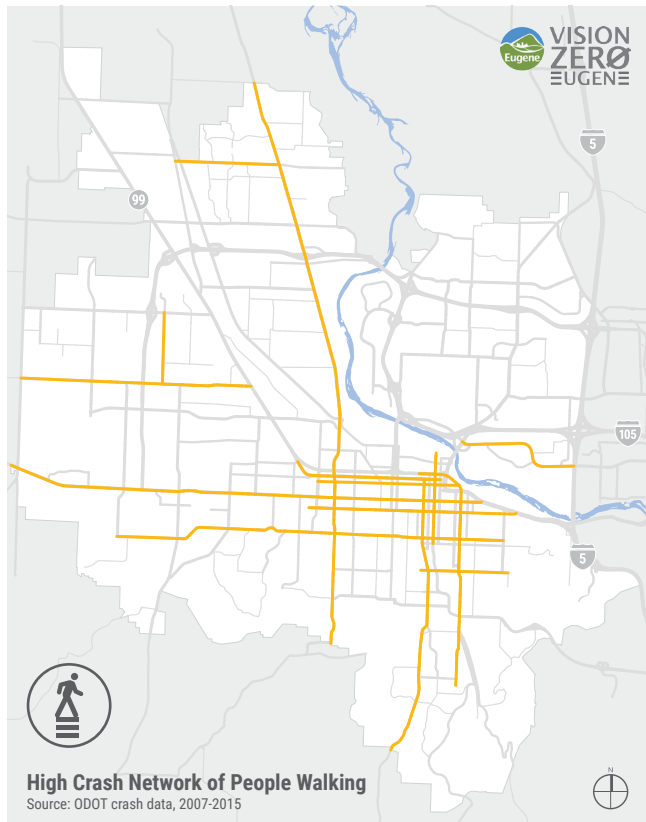




High Crash Network for People Walking

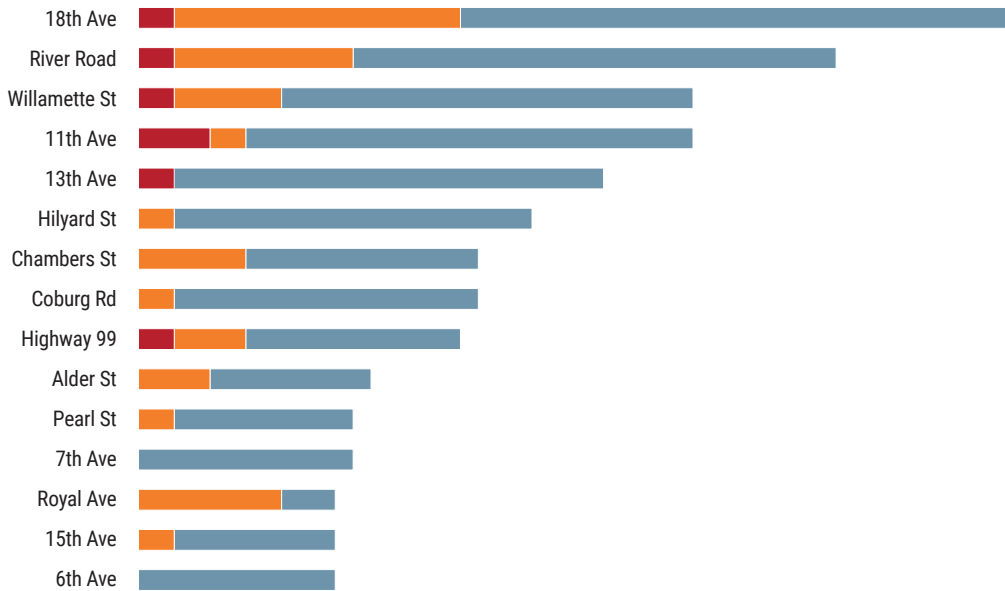


The high crash networks for people walking and biking consist of those streets with the largest number of fatal, serious injury and moderate injury crashes. Though the focus of Vision Zero is to eliminate crashes resulting in deaths and life-changing injuries, locations with high numbers of moderate injury crashes for vulnerable users are also important.



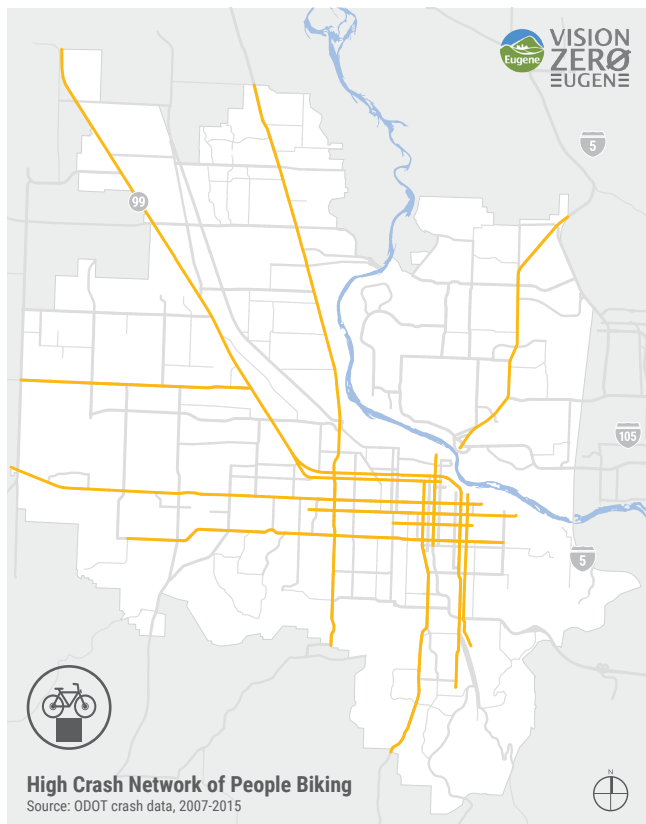


High Crash Network for People Biking



■ death
 ■ life-changing injury
 ■ moderate injury

The difference between a serious and moderate injury for people walking and biking can be as little as five miles an hour. Additionally, moderate injury crashes for these modes could be underreported.



High Crash Intersections

In addition to corridors, high crash intersections have also been identified. These are locations with higher numbers of crashes across all modes. High crash intersections include places like Roosevelt Boulevard & Highway 99 where two major streets meet in a wide intersection that also includes bike lanes, transit stops and lots of driveways.

They also include a place like 18th Avenue & Hilyard Street where though there was only one serious injury crash, there were ten recorded moderate injury crashes for people biking. Though none of these resulted in a serious injury, this sheer volume of crashes indicates a safety problem.

These intersections are locations with three or more total crashes, using a weighted total. Fatal and major injury crashes for all modes are counted as one crash. Moderate injury crashes for people walking and biking are also counted, but at a weight of 0.5. This means an intersection with one fatal crash and four moderate injury crashes would be tallied as three total.



Roosevelt Boulevard & Highway 99



18th Avenue & Hilyard Street

David Minor, age 27

David Minor was riding his bike when he was struck and killed by a car while turning at 13th & Willamette. He enjoyed music, skiing, surfing, camping, gardening, and spending time with his family and many friends. David was a dreamer, a thinker, a lover of life, and a passionate believer in social justice. He inspired those who knew him in the way he lived his life: championing the rights of all people, cherishing and nurturing relationships, and being a good steward of the environment. He was funny and fun, smart and kind, and will always be missed by those who knew and loved him.

David's parents are working with the City of Eugene to develop a two-way protected bike lane on 13th from downtown Eugene to the UO.



Communities of Concern

As a guiding tenant of the Action Plan, equity will help guide implementation of Vision Zero in Eugene. Identifying Communities of Concern helps the City become more aware of historically underserved and disadvantaged neighborhoods in Eugene that may need and deserve more equitable transportation investments. The City acknowledges that there have been historic disinvestments in some communities over Eugene's history. Compared to other neighborhoods, residents living in Communities of Concern may have fewer choices about how, when and where they move around our City, putting them at a higher risk of danger as they use our streets.

The City will prioritize transportation safety investments in communities of concern. Our Vision Zero guiding tenets direct that both equity and safety data are used to identify and prioritize investment.

Upon completion of this plan, the City will undertake the action of developing a Communities of Concern map to guide investment.

ACTIONS

to prevent deaths and
life-changing injuries

Taking Action

Vision Zero requires **bold action to reach a bold goal**. Eliminating deaths and life-changing injuries on the transportation system is no small feat. Reaching that goal will take actions not just from City staff in many different departments, but also from partners at agencies such as the Lane Council of Governments (LCOG), Lane Transit District, Oregon Department of Transportation (ODOT), school districts, institutions of higher education such as the University of Oregon, civic groups, as well as Eugene residents and visitors.

The actions presented here were developed in concert with partners who will be responsible for helping to execute and support them. The Task Force and Technical Advisory Committee for this plan drew from City departments, partner agencies, institutions and civic groups. In addition, City staff consulted individually with departments about actions that they could take and barriers that currently prevent them from working toward safer streets. The Plan’s guiding tenets of being data-driven, equitable and accountable will heavily influence the implementation of the actions laid out in this plan.

Many actions will be on-going. Changing the design of the city’s streets is not a one-time step, it must happen consistently over years redesigning existing streets and new construction. Other actions, such as amending state law regarding speed limit setting, may take sustained effort, but they will have a concrete end.

Actions are organized into two time frames: two-year and five-year actions. These categories mean that a given action will be completed (one-time actions) or started (on-going actions) within that time frame. Annual reports will be developed to assess the progress made and success of these actions.



Reduce potential for conflict between users



Slow vehicle speeds



Reduce driving, walking and bicycling under the influence



Encourage safer practices among people driving, walking and bicycling



Improve data collection and analysis



Support an institutional commitment to Vision Zero

Street Design


Actions in this area will influence the physical design of Eugene’s streets and the process by which street designs are developed and approved.


Key Implementers


- City of Eugene Department of Fire and Emergency Medical Services
- City of Eugene Department of Planning and Development
- City of Eugene Department of Public Works
- Lane Council of Governments (LCOG) Safe Communities Program
- Lane County Public Works
- Oregon Department of Transportation
- 4J and Bethel School Districts


The City is already taking a major step this year to improve the safety of its street design with development and adoption of updated Street Design Guidelines that recommend features for new streets and retrofits to existing ones.


Two-year actions


- 


Build capital safety improvements along the Vision Zero High Crash Network each year.
Example: Construction of a median island with additional enhancements to create a safer crossing for pedestrians and/or bicyclists on a wide street.
- 


Implement signal phasing and operational changes along the High Crash Network each year.
Example: Implement signal timing and phasing modifications or upgrades to reduce crashes and improve safety
- 


Use assessment of demonstration or pilot projects as proof of concept for safety infrastructure changes on the high-crash network.
- 

Prioritize sidewalk infill and maintenance of existing sidewalks on the High Crash Network for people walking.
- 

Prioritize street maintenance (surface and striping) on the Vision Zero Street Network.
- 

Review resurfacing and restriping maintenance projects with the safety of all users in mind.
- 

Integrate Vision Zero into the City’s development review checklist to ensure that public rights-of-way are being designed for the most vulnerable users of our streets.
- 

Build a database of information on street design features to enable systemic safety analysis.
- 

Review call response procedures for appropriate vehicle to call type.

Five-year actions



Review and revise City code governing site design's interface with the public right-of-way to incorporate safe design standards for all modes and to prioritize safety along the high-crash network.



Work with ODOT to lower speed limits in high-crash areas; accompany speed limit changes with street design changes and enforcement, when possible.



Support legislation to allow local agencies to designate speed limits.



Perform systemic safety analysis to determine street factors associated with crash types for each mode.



Conduct safety reviews of the transportation network in school areas. Develop education and engineering recommendations to improve safety for all modes of school travel. Agencies will work together to ensure site planning for schools incorporates traffic safety review prior to siting/opening new, reconstructed or relocated school(s).

Impairment

With the amount of microbrews, marijuana and illicit drugs available in Eugene, driving, biking or walking under the influence of alcohol or drugs is a temptation that some Eugeniens experience in their daily lives. Fatal and life-changing injury crashes that involve impairment negatively impact far too many of our community members. Actions in this area include educational activities, focused increase of enforcement, and institutional changes to make enforcement more feasible.

The Lane Council of Governments (LCOG) has already convened a workgroup focused on developing strategies that will reduce driving under the influence throughout our region. The City of Eugene participates in this effort and will continue to partner with LCOG on many actions in this area.

Key Implementers

- City of Eugene Police Department
- Lane Transit District
- LCOG Safe Communities Program
- Oregon Department of Transportation
- University of Oregon
- Alcohol serving establishments
- Marijuana dispensaries
- Taxi companies

Two-year actions



Regularly deploy (year-round) high-visibility DUII enforcement in high-priority areas on nights with higher concentrations of severe and fatal crashes and on days with major community events. Pair enforcement with education.



Create and routinely deliver collaborative driving, walking, and bicycling under the influence social marketing campaign(s). Time campaign and media slots with holidays or major celebrations that may spur impaired driving, biking and/or walking. Include enforcement effort notification in campaigns.



Collaborate and build partnerships with transit, taxi companies, transportation network companies (TNCs) like Uber or Lyft, bar owners and dispensaries to reduce driving under the influence, especially targeting hot spot locations. Pursue TNC presence in Eugene.

Five-year actions



Increase the number of police officers trained as Drug Recognition Experts.



Support statewide efforts to reform DUII standards related to Blood Alcohol Content, arrest and adjudication process, and repeat offenders.

Dangerous Behaviors

Actions in this area focus on influencing the behavior and attitudes of people driving, walking and biking in Eugene. Combined, these actions address failure to yield, reckless and careless driving, speeding and distraction. Public communications about dangerous behaviors will focus on creating a culture of safety, one where we are all responsible for our own and each other's safety on Eugene's streets.

We are already addressing additional dangerous behaviors through helmet education and giveaways for vulnerable users, and participation in the SafeKids car seat program.

Key Implementers

- City Council
- City of Eugene Department of Fire and Emergency Medical Services
- City of Eugene Police Department
- City of Eugene Department of Public Works
- Courts
- Lane Transit District
- Oregon Department of Transportation
- SafeKids Coalition
- LCOG Safe Communities Program

Oregon law currently limits the use of fixed, automated speed safety cameras. The City of Portland is the only jurisdiction allowed to use these free-standing, unstaffed cameras for speed enforcement, and only in a limited number of pilot areas. In 2017, the legislature made legal the use of red light cameras for speed enforcement. The City of Eugene currently does not have any red light cameras. Legislation regarding expansion of rights to install fixed, automated speed safety cameras is expected in the 2019 long legislative session.



Two-year actions



Focus traffic enforcement on the Vision Zero Network and on behaviors contributing to fatal and serious injury crashes (impaired driving, speeding, failure to yield, aggressive driving, and distracted driving). De-emphasize less serious infractions, such as broken tail and headlights.



Develop and implement a social marketing campaign that identifies dangerous behaviors. Include messaging that communicates personal and shared responsibility to keep our community safe.



Install automated enforcement cameras for red light violations on the Vision Zero Network using a data-driven process to develop program.



Support legislation to allow the use of fixed stand-alone, unstaffed speed safety cameras in Eugene.



Require training on traffic safety and Vision Zero values for all City employees receiving fleet driving permissions. Move toward requirement for defensive driving class.

Five-year actions



Increase number of FTE of Eugene Police Department Traffic Enforcement Unit.



Increase FTE in order to hire an Injury Prevention Specialist with training in traffic safety for the Fire & Emergency Medical Services Department.



Provide transportation options information to residents with suspended licenses at the City of Eugene Community Court and traffic court.

Engagement and Accountability


Actions in this area will keep the Vision Zero effort visible to City staff and the community. They will also enable direct community engagement in making Eugene’s streets safer.

The City already integrates safety messaging into many public events and campaigns related to transportation, and this will continue, now linked to the Vision Zero program. New initiatives like the bicycle-safe driver program also demonstrate our existing and on-going commitment to changing the culture of safety in Eugene.


Key Implementers

- City Council
- City of Eugene Department of Fire and Emergency Medical Services
- City of Eugene Police Department
- City of Eugene Department of Public Works
- 4J and Bethel School Districts
- University of Oregon, Lane Community College and Northwest Christian University
- LCOG Safe Communities Program
- PeaceHealth



Two-year actions

- 


Create an internal Vision Zero team that meets to review traffic crash data, equity data, and traffic safety performance. Task team members with presenting this data at appropriate meetings (monthly Public Works, Police, and possible other City meetings).

- 


Work with local colleges/universities to create and implement a new walking, biking, driving and transit riding safety campaign for students.

- 



Institutionalize conducting before and after studies of Vision Zero Actions.

- 

Provide Vision Zero messaging on an ongoing basis to be delivered at City public, neighborhood group and stakeholder group meetings.

- 

Provide targeted outreach and training when adding pedestrian or bicycle facilities to teach street users how to navigate the new facility.

- 

Increase permanent FTE in the Public Works Department to implement Vision Zero.

Five-year actions



Establish a sustainable funding source for Vision Zero infrastructure projects, education efforts and program management.



Continue to convene a Vision Zero advisory body comprising Task Force and TAC members on a quarterly basis during the implementation phase.



Coordinate with EMS/trauma center data to understand locations and magnitude of underreporting of crashes.



Develop a volunteer Street Ambassador program that empowers neighborhoods to develop safety programs, including using neighborhood grants.



Reinstate multimodal high school level transportation safety education programs that includes bicycle and pedestrian safety curriculum as well as transportation options information.



Work with ODOT Transportation Safety Division and/or school districts to increase access to driver education for new and young drivers.



Work with ODOT to revise crash reporting standards to better inform data analysis. Work with EPD to implement new data collection methods.



Develop processes and funding opportunities to support the participation of community-based organizations in the development and implementation of Vision Zero-related efforts.



Provide bike/walk safety education to all K-8 students during their time with 4J and Bethel school districts through the Safe Routes to School program.

Measuring Our Progress

Tracking our progress over time is critical to understanding if we're on pace to meet our goals, and to helping us pinpoint what we can do better in the future. In this vein, we worked with the Task Force and Technical Advisory Committee to develop key performance metrics for our strategies and actions. We also drew from best practices in performance measures and other key Vision Zero resources to make sure we were holding ourselves to high, yet realistic standards. Along with our partners, we will monitor our progress and produce an annual report for the public.

Our overall goal is to reach **zero fatalities and life-changing injuries by 2035**. To measure progress toward this goal, we will monitor the number of people killed or seriously injured on the transportation system. On the way to our 2035 goal, we will aim to decrease deaths and life-changing injuries by **25 percent by 2023** and **50 percent by 2028**.

An update to the Vision Zero Action Plan will begin in 2023 as we near completion of the 2- and 5-year goals laid out in this plan.

The following tables demonstrate how we propose to measure our progress toward each of the actions, in support of our overall goal.

APPENDIX

Performance Measures

Action Area: Street Design

Action	Time-frame	Lead	Support	Performance Measure
Reduce potential for conflicts between users				
SD-1	Build capital safety improvements along the High Crash Network each year. Example: Construction of a median island with additional enhancements to create a safer crossing for pedestrians and/or bicyclists on a wide street.	Two-year	Public Works	Biennially, percentage of capital safety improvements built a) along corridor segments and b) at intersections in the Vision Zero Network.
SD-2	Implement signal phasing and operational changes along the High Crash Network each year. Example: Implement signal timing and phasing modifications or upgrades to reduce crashes and improve safety	Two-year	Public Works	Annually, percentage of phasing and operational changes implemented a) along corridor segments and b) at intersections in the Vision Zero Network.
SD-3	Use assessment of demonstration or pilot projects as proof of concept for safety infrastructure changes on the high-crash network.	Two-year	Public Works	Annually, whether demonstration or pilot projects were used as proof of concept for safety infrastructure changes along the Vision Zero Network.
SD-4	Prioritize street maintenance (surface and striping) on the Vision Zero Street Network.	Two-year	Public Works	Annually, percentage of total street and maintenance that was completed along the Vision Zero Network.
SD-5	Prioritize sidewalk infill and maintenance of existing sidewalks on the High Crash Network for people walking.	Two-year	Public Works	Annually, percentage of total sidewalk improvements that were completed along the Vision Zero Network.
SD-6	Review resurfacing and restriping maintenance projects with the safety of all users in mind.	Two-year	City of Eugene, Public Works	Lane County Public Works Percentage of resurfacing and restriping projects that address safety of all users.
SD-7	Review and revise City code governing site design's interface with the public right-of-way to incorporate safe design standards for all modes and to prioritize safety along the high-crash network	Five-year	Public Works, Planning & Development	a) Whether City code was revised to incorporate safe design standards for all modes; and b) whether safety was explicitly prioritized in proximity to VZ High Crash Streets and Intersections
SD-8	Integrate Vision Zero into the City's development review checklist to ensure that public rights-of-way are being designed for the most vulnerable users of our streets.	Two-year	Public Works, Planning & Development	Whether Vision Zero was integrated into the City's development review checklist

EUGENE VISION ZERO

Action	Time-frame	Lead	Support	Performance Measure	
Slow vehicle speeds					
SD-9	Work to lower speed limits in high-crash areas; accompany speed limit changes with street design changes and enforcement, as much as possible.	Two-year	Public Works	ODOT, EPD	Annually, percentage of high-crash areas with reduced speed limits, that received street design changes and/or enforcement
SD-10	Support legislation to allow local control to establish speed limits.	Two-year	LCOG Safe Communities Program; City of Eugene		Whether PW/City of Eugene supported legislation to allow local control of speed limits
Improve data collection and analysis					
SD-11	Build a database of information on street design features to enable systemic safety analysis.	Two-year	Public Works		Whether a systemic safety database was built
SD-12	Perform systemic safety analysis to determine street factors associated with crash types for each mode.	Five-year	Public Works		Whether a systemic safety analysis was performed
SD-13	Conduct safety reviews of the transportation network in school areas. Develop education and engineering recommendations to improve safety for all modes of school travel. Agencies will work together to ensure site planning for schools incorporates traffic safety review prior to siting/opening new or relocated school.	Five-year	School Districts, Public Works	UO	Annually, percentage of school area transportation networks that have received a safety review within the last five years
SD-14	Review call response procedures for appropriate vehicle to call type.	Two-year	Fire & EMS	EPD	

Action Area: Impairment

Action	Time-frame	Lead	Support	Performance Measure	
Reduce driving, walking, and bicycling under the influence					
I-1	Regularly deploy (year-round) high-visibility DUUI enforcement in high-priority areas on nights with higher concentrations of severe and fatal crashes and on days with major community events. Pair enforcement with education.	Two-year	EPD	UO, LCOG, Public Health	1) Annually, percentage of a) nights with higher concentrations of severe and fatal crashes and b) days with major community events with high-visibility DUUI enforcement events in high-priority areas; 2) Annually, percentage of DUUI enforcement events paired with education; 3) Annually, number of DUUI citations per 10,000 population 4) Biennially, whether EPD received DUUI grant funding to support high-visibility programs
I-2	Create and routinely deliver collaborative driving, walking, and bicycling under the influence social marketing campaign(s). Time campaign and media slots with holidays or major celebrations that may spur impaired driving, biking and/or walking. Include enforcement effort notification in campaigns.	Two-year	LCOG Safe Communities Program, UO		1) Annually, a) number of driving under the influence social marketing campaigns delivered, b) percentage of campaigns that were timed to coincide with holidays or major celebrations, and c) percentage of campaigns including enforcement effort notifications; 2) Number of visits to social media website and associated pages
I-3	Collaborate and build partnerships with transit, taxi companies, transportation network companies, bar owners and dispensaries to reduce driving under the influence, especially targeting hot spot locations. Pursue TNC presence in Eugene.	Two-year	LCOG Safe Communities Program, EPD, local businesses, U of O		1. Whether partnerships were built with a) transit, b) taxi companies, c) TNCs, d) bar owners, and e) dispensaries with a focus on reducing driving under the influence, particularly in target locations 2. Whether TNC presence was established in Eugene Annually, percentage of hot spot locations successfully targeted within the prior three years via partnerships with transit, taxi companies, TNCs, bar owners, and dispensaries for reducing driving under the influence
I-4	Increase the number of police officers trained as Drug Recognition Experts.	Five-year	EPD		Annually, number of police officers trained as DRE.
I-5	Support statewide efforts to reform DUUI standards related to Blood Alcohol Content, arrest and adjudication process, and repeat offenders.	Five-year	LCOG Safe Communities Program		Whether LCOG supported statewide efforts to reform DUUI standards related to a) BAC, b) arrest and adjudication process, and c) repeat offenders

Action Area: Dangerous Behaviors

Action	Time-frame	Lead	Support	Performance Measure	
Slow vehicle speeds					
DB-1	Support legislation to allow the use of fixed stand-alone, unstaffed speed safety cameras in Eugene.	Two-year	Public Works	EPD	Whether City of Eugene supported legislation to allow the use of fixed automated enforcement cameras for speed violations in Eugene
DB-2	Increase number of FTE of Eugene Police Department Traffic Enforcement Unit.	Five-year	EPD; Council		Annually, number of FTE of the Eugene Police Department Traffic Enforcement Unit
Reduce potential for conflicts between users					
DB-3	Install automated enforcement cameras for red light violations on the high crash network using a data-driven process to develop program.	Two-year	Public Works	EPD	1) Annually, % of intersections on the Vision Zero Street Network receiving automated enforcement cameras for red light violations 2) Annually, number of crashes occurring at a) each high crash intersection, b) within a quarter-mile radius, stratified by whether or not automated enforcement is present
DB-4	Focus traffic enforcement on the high-crash network and on behaviors contributing to fatal and serious injury crashes (impaired driving, speeding, failure to yield, aggressive driving, and distracted driving). De-emphasize less serious infractions.	Two-year	EPD		Annually, 1) Percentage of HCN streets receiving regular traffic enforcement; 2) percentage of tickets pertaining to behaviors contributing to fatal and serious injury crashes (speeding, failure to yield, aggressive driving) versus less serious infractions, both a) overall and b) specifically in the HCN; 3) Percentage of campaigns including enforcement effort notification
Encourage safer behavior among drivers, pedestrians, and bicyclists					
DB-5	Develop and implement a social marketing campaign that identifies dangerous behaviors. Include messaging that communicates personal and shared responsibility to keep our community safe.	Two-year	LCOG Safe Communities Program		1) Whether a social marketing campaign that identifies dangerous behaviors was a) developed, and b) implemented; 2) whether messaging that communicates personal and shared responsibility to keep community safe was included
DB-6	Increase awareness of Vision Zero.	Two-year	Public Works	EPD, BEST, LCOG	Biennially, percentage of Eugene residents who take a "traffic safety pledge" and agree to drive without distraction, speeding, or intoxication.

EUGENE VISION ZERO

Action	Time-frame	Lead	Support	Performance Measure
Support an institutional commitment to Vision Zero				
DB-7	Hire an Injury Prevention Specialist with training in traffic safety for the Fire & Emergency Medical Services Department.	Five-year	Fire & EMS; Council	Whether an injury prevention specialist was hired for Fire and EMS.
DB-8	Require training on traffic safety and Vision Zero values for all City employees receiving fleet driving permissions. Move toward requirement for defensive driving class.	Two-year	TBD	<p>1) Whether training on traffic safety and Vision Zero values for all City employees receiving fleet driving permissions became a requirement; 2) whether participation in a defensive driving class became a requirement</p> <hr/> <p>Annually, 1) percentage of City employees with fleet driving permissions trained on traffic safety and Vision Zero values in the last five years; 2) percentage of City employees with fleet driving permissions who have participated in a defensive driving class in the last five years</p>
DB-9	Provide transportation options and safety information to residents with suspended licenses and at City of Eugene Community Court and traffic court.	Five-year	Courts; LTD; DMV	Whether information on transportation options was provided a) to residents with suspended licenses, b) at City of Eugene Community Court, and c) at traffic court.

Engagement And Accountability

Action	Time-frame	Lead	Support	Performance Measure	
Improve data collection and analysis					
EA-1	Create an internal Vision Zero team that meets to review traffic crash data, equity data, and traffic safety performance. Task team members with presenting this data at appropriate meetings (monthly DPW, Police, and possible other City agency meetings).	Two-year	Public Works, EPD	1) Number of internal Vision Zero team meetings occurring to review traffic crash data, equity data, and traffic safety performance; 2) number of meetings where team members presented this data (monthly DPW, Police, and possible other City agency meetings)	
EA-2	Coordinate with EMS/trauma center data to understand locations and magnitude of underreporting of crashes.	Five-year	Public Works; Fire & EMS, PeaceHealth	Whether coordination with EMS/trauma center data was completed	
EA-3	Institutionalize before and after studies of Vision Zero Actions.	Two-year	Public Works	Number of before and after studies of Vision Zero Actions institutionalized, including identification of information necessary to analyze effectiveness of actions	
Encourage safer behavior among drivers, pedestrians, and bicyclists					
EA-4	Provide Vision Zero messaging on an ongoing basis to be delivered at City public, neighborhood group and stakeholder group meetings.	Two-year	Public Works	Annually, number of City a) public, b) neighborhood group, and c) stakeholder group meetings where Vision Zero messaging was delivered	
EA-5	Develop a volunteer Street Ambassador program that empowers neighborhoods to develop safety programs, including using neighborhood grants.	Five-year	TBD	1) Whether a volunteer Street Ambassador program that promotes traffic safety in neighborhoods and along high crash corridors was developed; (Future) Annually, number of a) neighborhood and b) high crash corridor traffic safety events run by the volunteer Street Ambassador program	
EA-6	Work with ODOT Transportation Safety Division and/or school districts to increase access to driver education for new and young drivers.	Five-year	LCOG Safe Communities Program; DMV	ODOT	Annually, percentage of new and young drivers who participated in a driver education program
EA-7	Work with ODOT to revise crash reporting standards to better inform data analysis. Work with EPD to implement new data collection methods.	Five-year	Public Works; EPD	ODOT	1) Whether crash reporting standards were revised to better capture data necessary for data analysis; 2) Whether EPD implemented new data collection methods
EA-8	Work with local colleges/universities to create and implement a new walking, biking, driving and transit riding safety campaign for students.	Two-year	U of O; Lane CC; NW Christian University		Whether the City worked with local colleges/universities to a) create and b) implement a new walking, biking, driving and transit riding safety campaign for students.

EUGENE VISION ZERO

Action	Time-frame	Lead	Support	Performance Measure	
EA-9	Provide targeted outreach and training when adding pedestrian or bicycle facilities to teach street users how to navigate the new facility.	Two-year	Public Works	Whether targeted outreach and training was provided to street users to teach them how to navigate new pedestrian and bicycle facilities	
EA-10	Develop processes and funding opportunities to support the participation of community-based organizations in the development and implementation of Vision Zero-related efforts.	Five-year	TBD	Number of community leaders and organizations supported to participate in Vision Zero-related efforts	
EA-11	Reinstate high school level transportation safety education programs.	Five-year	Fire & EMS, Lane County, School districts, EPD	Whether high school level transportation safety education programs were revived	
EA-12	Provide bike/walk education to all K-8 students during their time with 4J and Bethel.	Five-year	4J and Bethel School Districts	Point2Point at LTD, City of Eugene Recreation	Percentage of schools providing bike/walk education
Support an institutional commitment to Vision Zero					
EA-13	Establish a sustainable funding source for Vision Zero infrastructure projects, education efforts and program management.	Five-year	Council	Annually, number of dollars allocated toward a) Vision Zero infrastructure projects, b) education efforts, and c) program management	
EA-14	Vision Zero Committee will convene quarterly as an advisory body to ensure implementation of the Action Plan.	Five-year	Public Works	Annually, number of Vision Zero Task Force meetings	



www.eugene-or.gov/VisionZero

Progress Summary on Implementation of LTD Board Resolution 2016-012 focused on eliminating fatalities and serious injuries

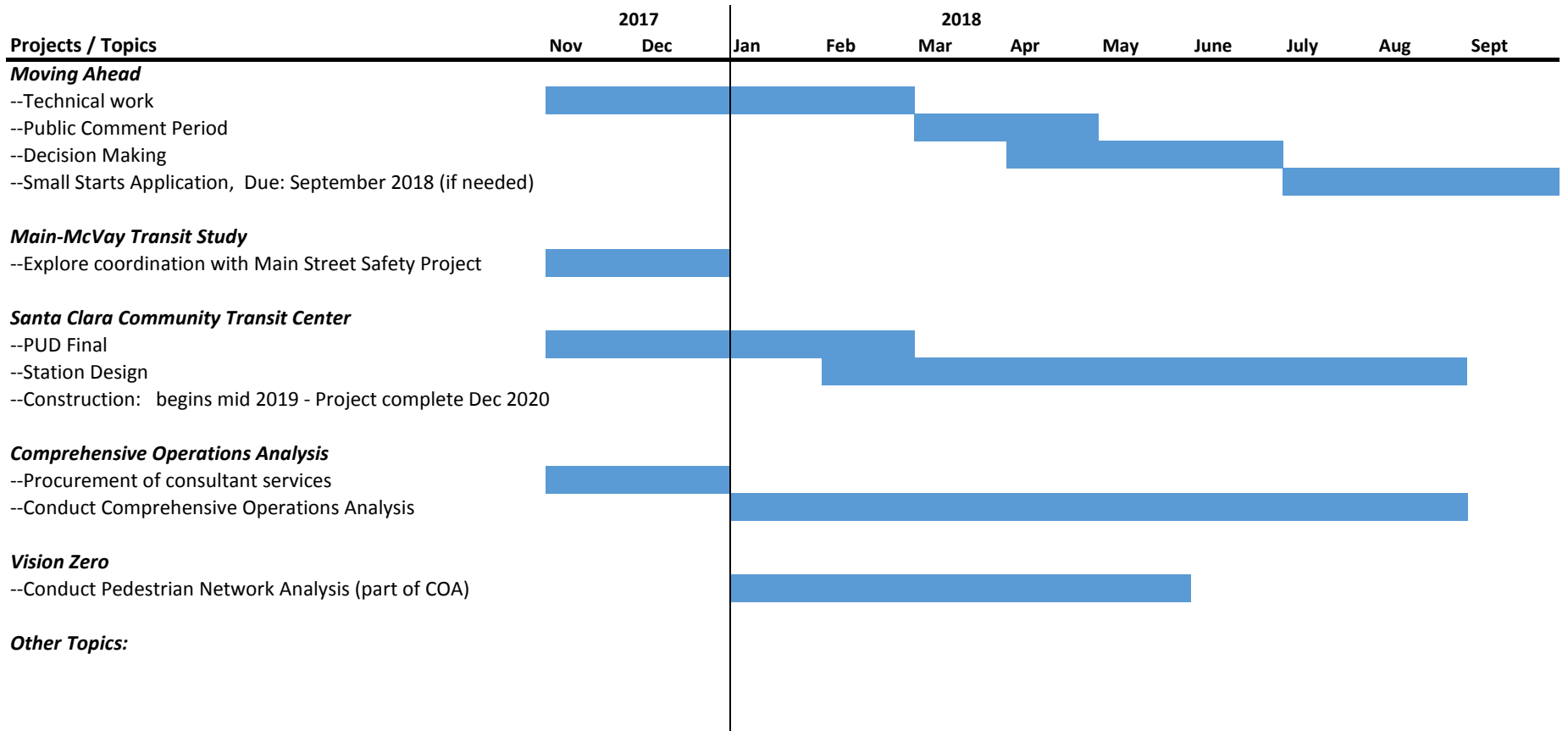
Update: Aug 2017

	Provision	Implementation Actions	Achievements to Date	Current Status
1	Adopts a vision of reducing deaths and serious injuries from transportation-related crashes to zero through maintaining safety and security as core values in all of its operational, planning, and strategic decisions;	<ul style="list-style-type: none"> • Ensure operation, safety, and security are maintained as core values of LTD. • Incorporate the provisions of this resolution into all of LTD's processes and procedures. 	<ul style="list-style-type: none"> • An internal team has been formed (including LTD's Safety Committee) to develop specific actions for embedding the provisions into operational practices. 	<ul style="list-style-type: none"> • Team to meet quarterly. Next meeting scheduled for: August 2017
2	Supports collaboration with urban and rural partners to determine which bus routes have the highest rate, number, and severity of transportation collisions with users of the road, especially for people who are walking, bicycling, and using mobility devices - our most vulnerable users;	<ul style="list-style-type: none"> • Coordinate and collaborate with other safety efforts locally. • Understand best practices in safety planning from other regions to provide a foundation for a data-driven approach to implementing this provision. 	<ul style="list-style-type: none"> • LTD participated in hiring Steve Dobrinich, Transportation Safety Coordinator, 02/2017. • LTD staff serve on: City of Eugene Vision Zero Task Force and TAC and Safe Lane Transportation Coalition • LTD Board participated in Transportation Safety Media Event on 6/22/17 	<ul style="list-style-type: none"> • LTD staff continue to participate in regular meetings with external regional efforts. • Staff have reviewed analyses and are in contact with TriMet staff regarding their method and costs involved in preparing their analysis. • LTD staff reviewed TriMet's Pedestrian Network Analysis to learn best practices and continue to research other efforts nationally and internationally.
3	Supports efforts by LTD and regional partner agencies to prioritize safety improvements for all users of the road, especially for people who are walking, bicycling, and using mobility devices - our most vulnerable users;	<ul style="list-style-type: none"> • Identify and prioritize safety concerns within LTD's system addressing vulnerable users of the transportation system. • Develop methods to quantify and describe safety benefits of projects seeking funding. • Prioritize funding for projects with safety benefits in the appropriate capital improvement programs of LTD and its regional partners. • Map bus crashes by level of severity that have occurred within LTD's service area. 	<ul style="list-style-type: none"> • LTD applied for STBG funding to conduct a Pedestrian Network Analysis to identify a prioritized list of safety improvements within the LTD service boundary. • LTD conducted an audit of its bus stops to determine ADA accessibility and lighting. • LTD conducted a formal survey of its bus operators to identify safety concerns within our system. This will support the Pedestrian Network Analysis. 	<ul style="list-style-type: none"> • Awaiting final MPC approval of STBG funding to begin the procurement process for consulting assistance for Pedestrian Network Analysis. • Collecting data internally and from agency partners that will support Pedestrian Network Analysis. • Geocoding results from the survey of bus operators to get data into a format where it can be used in the Pedestrian Network Analysis. • As LTD modifies it's budget planning process to align its Capital Improvements Plan (CIP) with the 10 year Strategic Business Plan, LTD will ensure a system for evaluating safety benefits of capital projects.

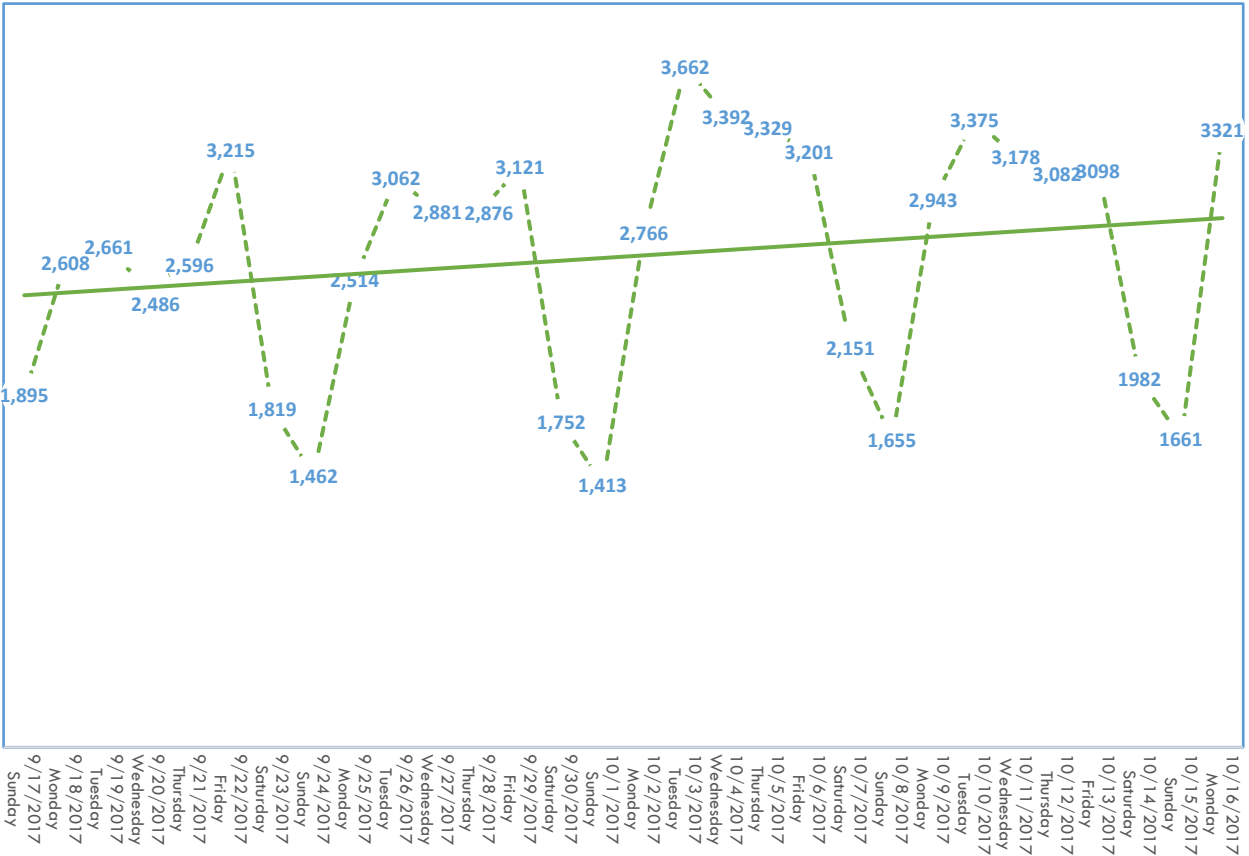
Progress Summary on Implementation of LTD Board Resolution 2016-012 focused on eliminating fatalities and serious injuries

Update: Aug 2017

	Provision	Implementation Actions	Achievements to Date	Current Status
4	Supports efforts by LTD and regional partners to eliminate deaths and serious injuries on the transportation system, with an emphasis on the most vulnerable users;	<ul style="list-style-type: none"> • Ensure incorporation of safety criteria into capital project planning. • Implement safety improvements within LTD's system through construction projects. • Track safety improvements to determine if implemented projects actually improve outcomes. • Develop system of continual improvement. 	<ul style="list-style-type: none"> • Both the Main Street and MovingAhead Projects include safety and security criteria used to evaluate alternatives. • LTD initiated application and was awarded STP-U grant funding for a traffic signal at 18th and Oak Patch to improve safety and efficiency of transit operations. Construction by City of Eugene planned for this fall, 2017. • Eugene City Council unanimously approved Neighborhood Refinement Plan allowing transit as approved use at site of new Santa Clara Community Transit Center. This will facilitate LTD moving from its current location at River Rd/River Ave (one of Eugene's most dangerous intersections) to the new location. • Finished construction of EmX West as we prepare for service launch on September 17. Construction included: (5) miles of new and improved/wider sidewalks, (36) traffic signals to regulate traffic and provide safe crossing, (2) signalized pedestrian crosswalks, audible pedestrian signals for the visually impaired, (3) new bike/ped bridges. The construction team reported there were no lost-time accidents during project completion. 	<ul style="list-style-type: none"> • Current planning projects with significant regional safety benefits include: MovingAhead; Main Street; Santa Clara Community Transit Center; Pedestrian Network Analysis. • Current construction projects with significant regional safety benefits include: EmX West; Signal at 18th and Oak Patch. • Developing system to monitor safety outcomes of planning and construction projects for continuous improvement.
5	Directs the LTD general manager to continually evaluate passenger safety and access along bus routes and maintain an annual report on the efforts made to improve safety;	<ul style="list-style-type: none"> • Develop methodology for evaluating and reporting on the status of passenger safety and access along LTD's routes • Write annual report. 	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • This action will be tasked to the internal team identified in Provision 1.
6	Directs the general manager to develop a work program for the implementation of the provisions of this resolution.	<ul style="list-style-type: none"> • Develop a work program that includes the scope, schedule, and budget involved in the implementation of the provisions of this resolution. 	<ul style="list-style-type: none"> • N/A 	<ul style="list-style-type: none"> • This action is currently in progress. The internal team identified in Provision 1 will be ultimately responsible for this work product. Much of this work program will also come from the results of the Pedestrian Network Analysis mention in Provisions 3 and 4.



WEST EUGENE EMX DAILY BOARDINGS 9/17/17-10/16/17: FIRST 30 DAYS OF SERVICE



WEE Boardings: First 30 days	
Average Daily WEE % of System:	9.36%
Average Weekday:	3,017
Average Saturday:	1,926
Average Sunday:	1,617
Total Rides:	79,157

A comparison of numbers from the same time period (matching day type) from last year shows:

- EmX as proportion of our total system has jumped from a daily average of 27% of our total system now to a daily average of more than 35% today.
- System-wide weekend numbers are up on a daily basis an average of 10% compared to last year- WEE is putting up strong numbers for weekends, especially on Sundays (where WEE averages more than 13% of system each day).

LTD Strategic Planning Committee Work Plan, 2017–18 (Draft 6/6/17)

<p>April: 4/04/2017</p> <ul style="list-style-type: none"> • Work Plan • Bylaws • Membership • Places for People in Downtown Eugene • Legislative Update • Santa Clara Community Transit Center 	<p>May: 5/02/2017</p> <ul style="list-style-type: none"> • Work Plan • Bylaws • City of Eugene Bike Share • Shared-Use Mobility • Santa Clara Community Transit Center 	<p>June: 6/06/2017</p> <ul style="list-style-type: none"> • Work Plan • Member Application • Strategic Business Plan • Youth Pass • Legislative update
<p>July: Recess due to Independence Day</p>	<p>August: 8/01/2017</p> <ul style="list-style-type: none"> • Work Plan /Membership Recruitment • Comprehensive Operations Analysis • WEEE Launch • Legislative Update • Quarterly Vision Zero Progress Report 	<p>September: 9/05/2017</p> <ul style="list-style-type: none"> • City of Eugene Bike Share • Membership Recruitment • Comprehensive Operations Analysis • EmX West Launch • Funding Update • MovingAhead schedule update
<p>October: 10/03/2017</p> <ul style="list-style-type: none"> • COA: update on procurement process • EmX West Launch summary • System Ridership report • Santa Clara Community Transit Center • Fleet update 	<p>November: 11/07/2017</p> <ul style="list-style-type: none"> • SPC membership • COA • MovingAhead • Santa Clara Community Transit Center • Eugene Vision Zero Task Force update 	<p>December: 12/05/2017</p> <ul style="list-style-type: none"> • Work Plan: discuss & approve annual report to Board • HB 2017: Funding rules update • System Ridership report • Quarterly Vision Zero Progress Report
<p>January: 1/09/18</p> <ul style="list-style-type: none"> • MovingAhead – initial findings from AA • COA kick-off 	<p>February 2018</p> <ul style="list-style-type: none"> • City of Eugene Bike Share: prep for launch • System Ridership report • Fare Management • Future of Transit: Uber/Lyft/AVs/MicroTransit 	<p>March 2018</p> <ul style="list-style-type: none"> • MovingAhead • Quarterly Vision Zero Progress Report • Santa Clara Community Transit Center

LTD Events Calendar, 2017-2018

November

- 11/02/2017 MPC
- 11/07/2017 SPC
- 11/08/2017 LaneACT
- 11/15/2017 LTD Board Meeting

December

- 12/05/2017 SPC
- 12/06/2017 LTD Special Board Meeting
- 12/07/2017 MPC
- 12/13/2017 LaneACT
- ~~12/20/2017 LTD Board Meeting – Canceled~~

January

- 1/04/2018 MPC
- 1/09/2018 SPC (note that this meeting has been pushed back by one week due to the holidays)
- 1/10/2018 LaneACT
- 1/17/2018 LTD Board Meeting

February

- 2/01/2018 MPC
- 2/06/2018 SPC
- 2/14/2018 LaneACT
- 2/21/2018 LTD Board Meeting

March

- 3/01/2018 MPC
- 3/06/2018 SPC
- 3/14/2018 LaneACT
- 3/21/2018 LTD Board Meeting

Franklin Boulevard Redesign

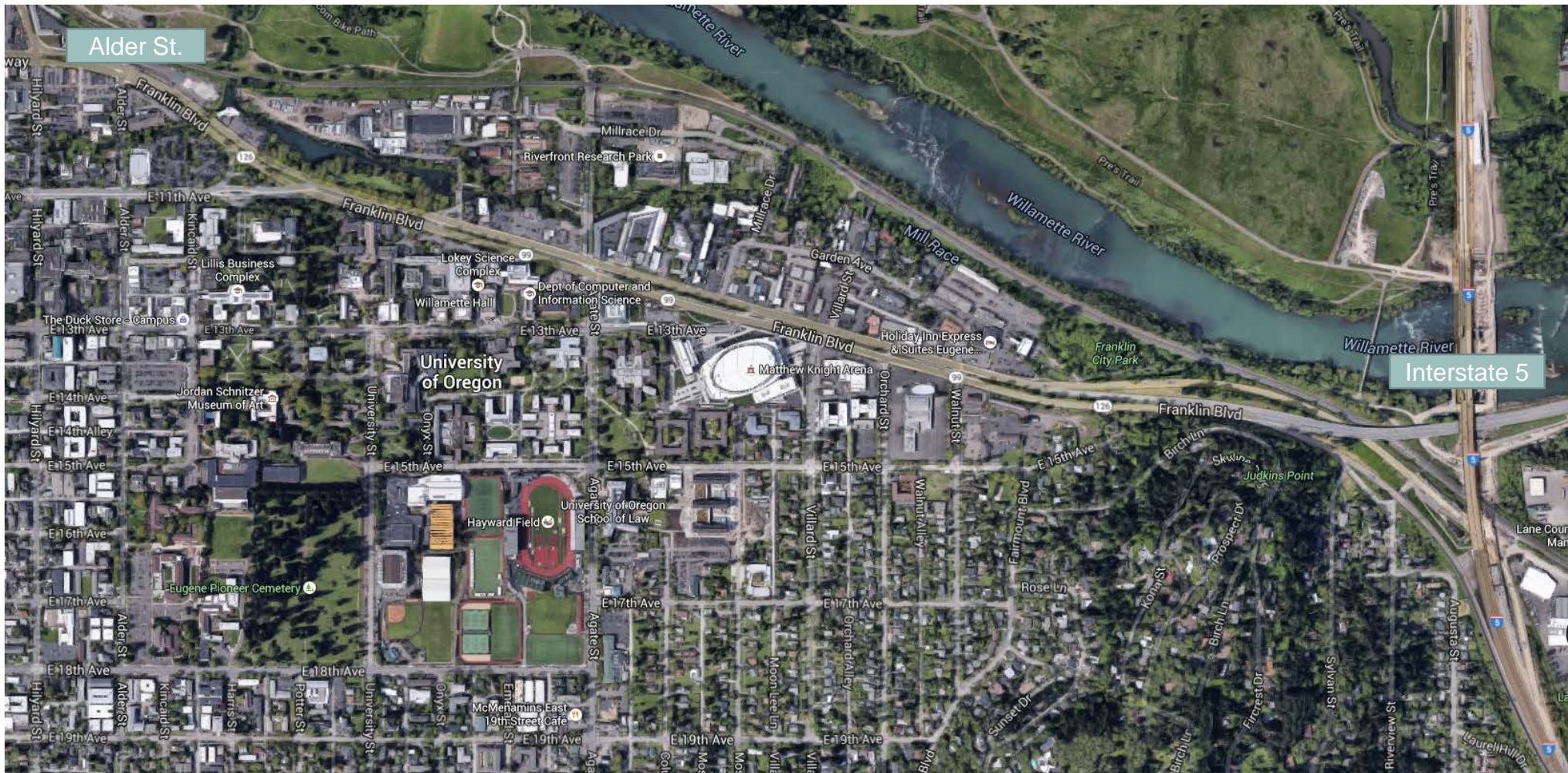
LTD Strategic Planning Committee

Tuesday, November 7, 2017



Project Corridor

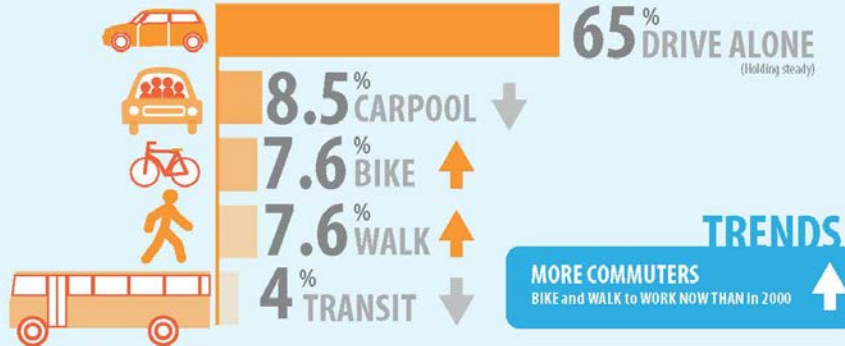
Franklin Blvd from Alder St to I-5



Key Transit Corridors Core Commercial Areas

How are we getting around?

COMMUTER MODE SHARE*



*American Community Survey Data 2014

What opportunities are we creating?

Energize Downtown
More high density housing & jobs through incentives & programs



2035 Eugene Transportation System Plan Goals:
TRIPLE the percentage of trips made on foot, by bike & transit in the next twenty years.

235 pedestrian and bicycle focused projects
107 miles of pedestrian and bicycle improvements over the next 20 years

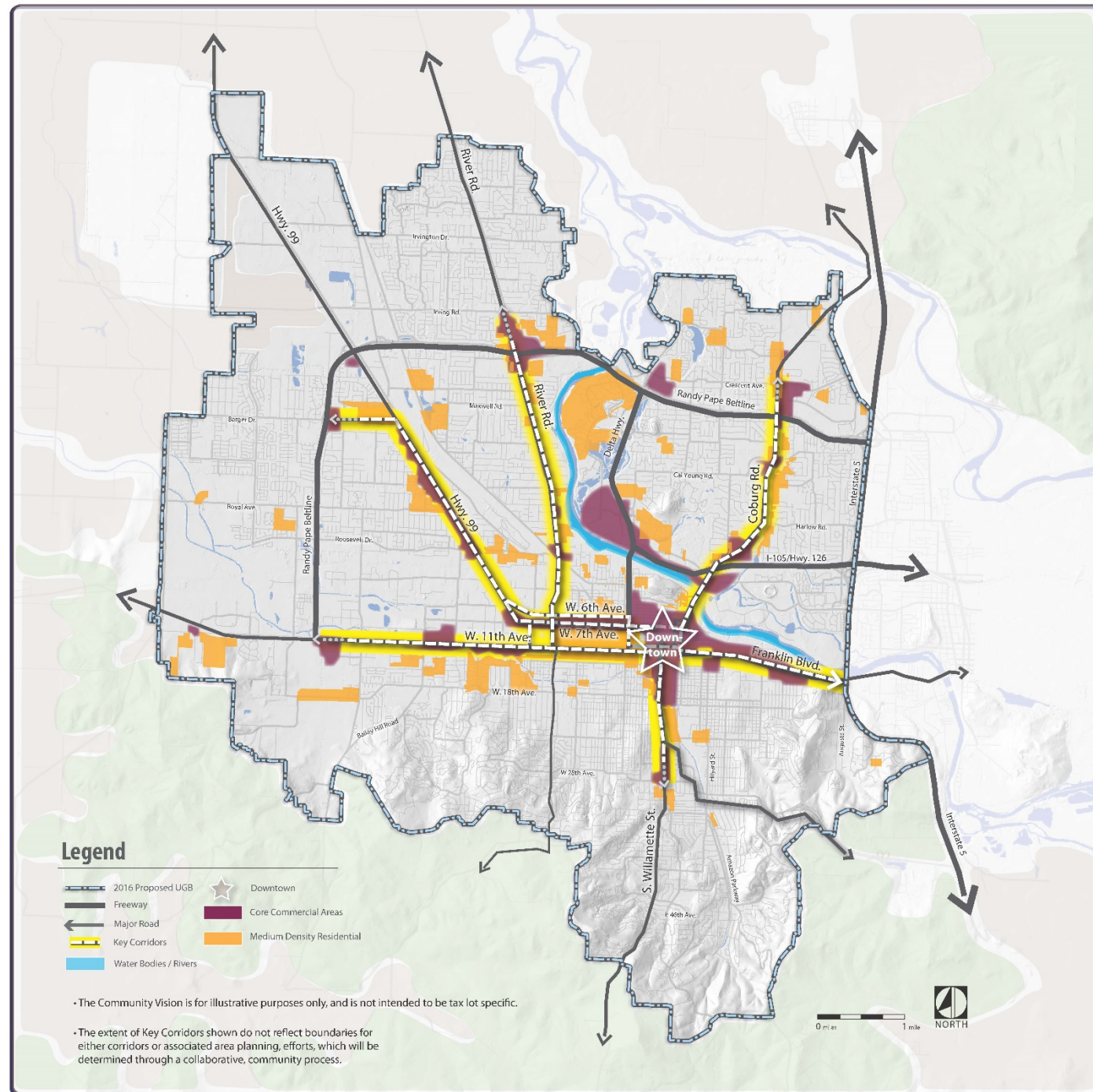


6 Transit Projects
\$171 million for transit & multimodal corridor projects



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Scope of Project

- Rebalance modes to become a multi-modal urban street that prioritizes people walking, biking and taking transit
 - Expand capacity for EmX
 - Improve the quality of the environment for people walking along and across Franklin
 - Better connect and improve bike infrastructure for people traveling through the corridor as well as to the UO and the many destinations on Franklin Boulevard
- Transformation of the street will serve as a catalyst for mixed use redevelopment of the corridor



Walnut Station Specific Area Plan

Exhibit C

Walnut Station Specific Area Plan

July 2010

- Study area includes parcels ¼ mile of Agate and Walnut EmX stations
- Multiway Boulevard
- Created special setback for Walnut Station Specific Area



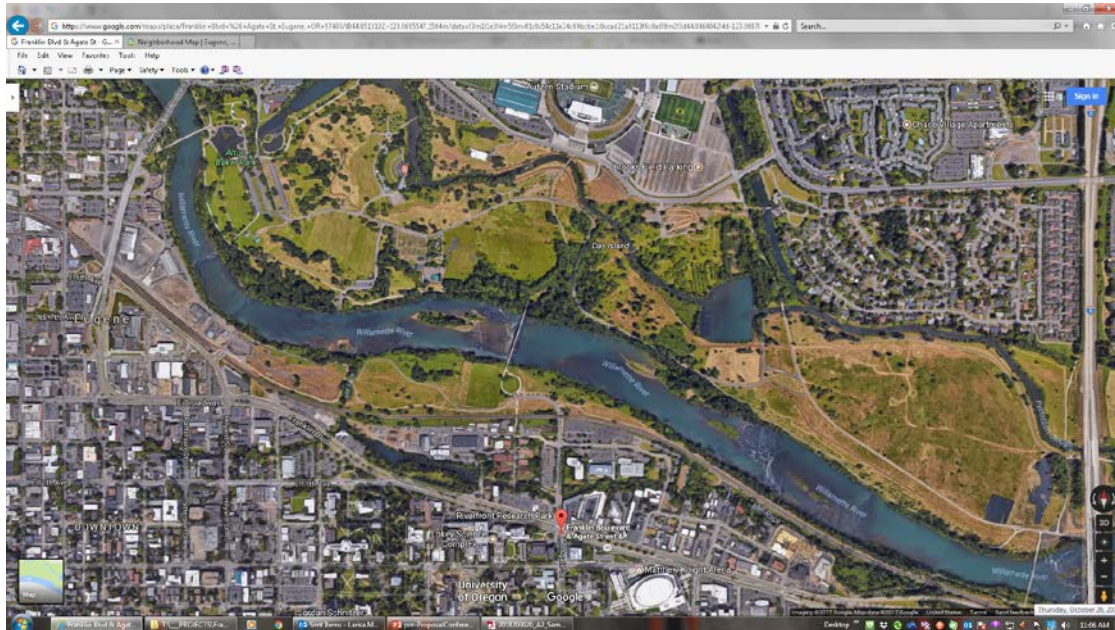
Placemaking

- Gateway Design
- Streetscape Design



Challenging Walking Environment

- Franklin on street
- Ruth Bascom River Path
- Crossings



Bike Connectivity Challenges

- Franklin on street
- Alder Street Bikeway (west)
- Ruth Bascom River Path (north)
 - Garden Avenue
- Laurel Hill Valley Neighborhood (east)



Transit Challenges

- EmX very near capacity on Franklin segment
- Currently no bi-directional dedicated EmX lane throughout Franklin corridor





Traffic Safety Concerns

2007 – 2015 Crash Data

- 0 Major (life-changing) crashes involving a person walking
- 2 Major (life-changing) crashes involving a person cycling
- 1 Major (life changing) auto crash
- Several Moderate crashes (Injury Level B) among all modes



Franklin Redesign Timeline

- January 2018 – Consultants Under Contract
- Summer 2019 – Planning Project Complete



Questions

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Larisa Varela

Associate Transportation Planner

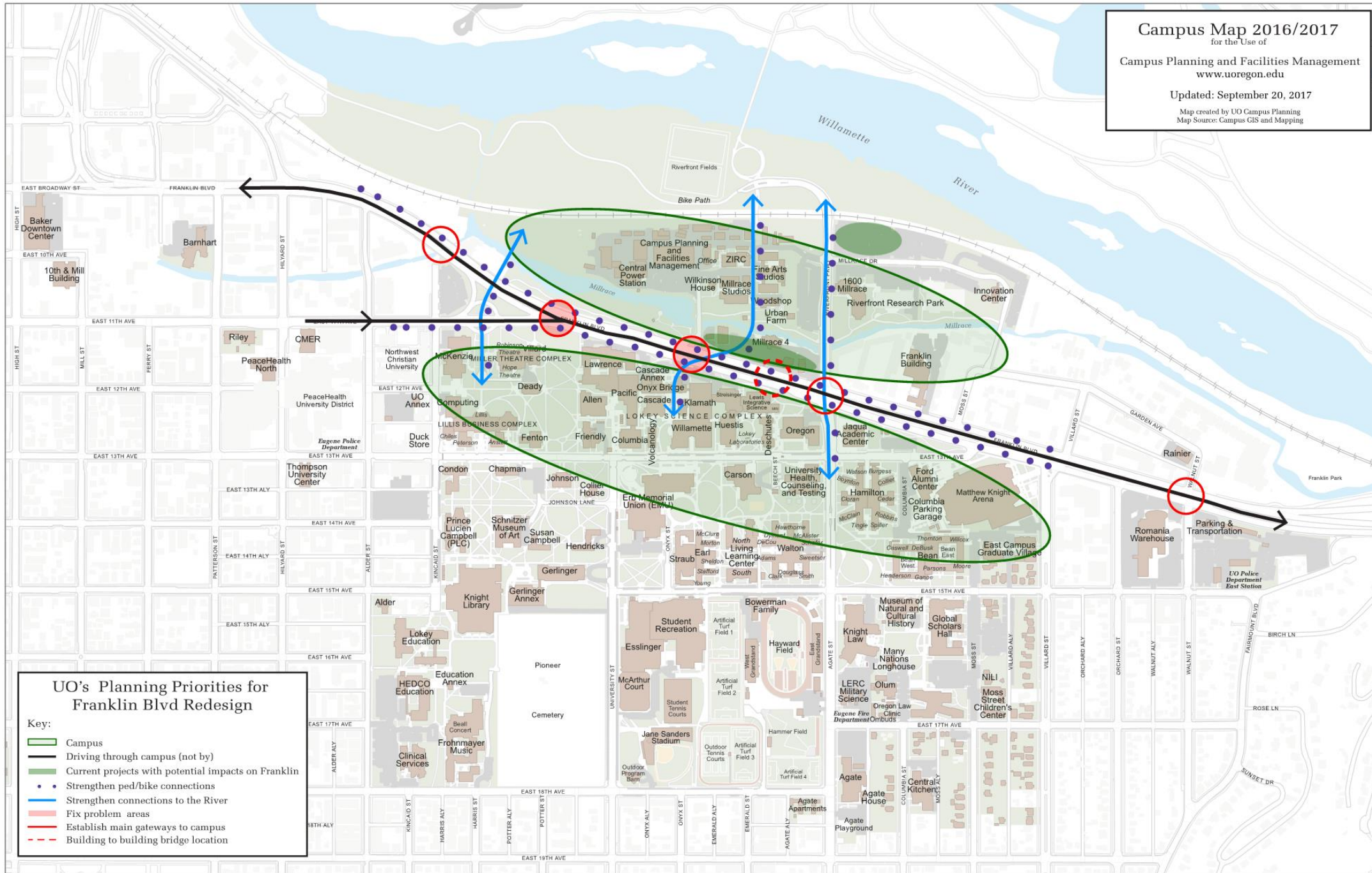
(541)682-6887

Larisa.M.Varela@ci.eugene.or.us



Campus Map 2016/2017
 for the Use of
 Campus Planning and Facilities Management
www.uoregon.edu
 Updated: September 20, 2017
 Map created by UO Campus Planning
 Map Source: Campus GIS and Mapping

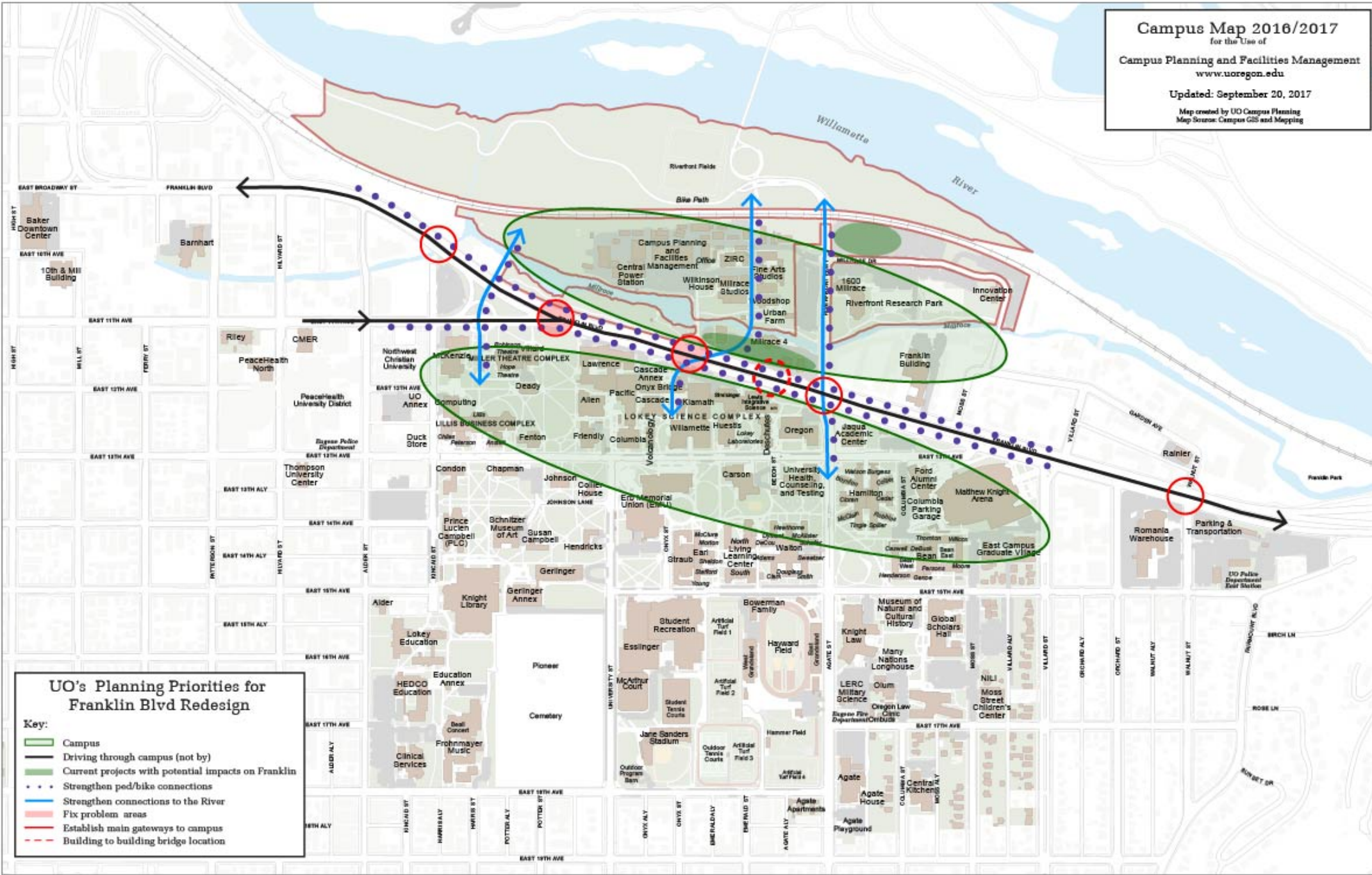




UO's Planning Priorities for Franklin Blvd Redesign

- Key:
- Campus
 - Driving through campus (not by)
 - Current projects with potential impacts on Franklin
 - Strengthen ped/bike connections
 - Strengthen connections to the River
 - Fix problem areas
 - - - Establish main gateways to campus
 - - - Building to building bridge location

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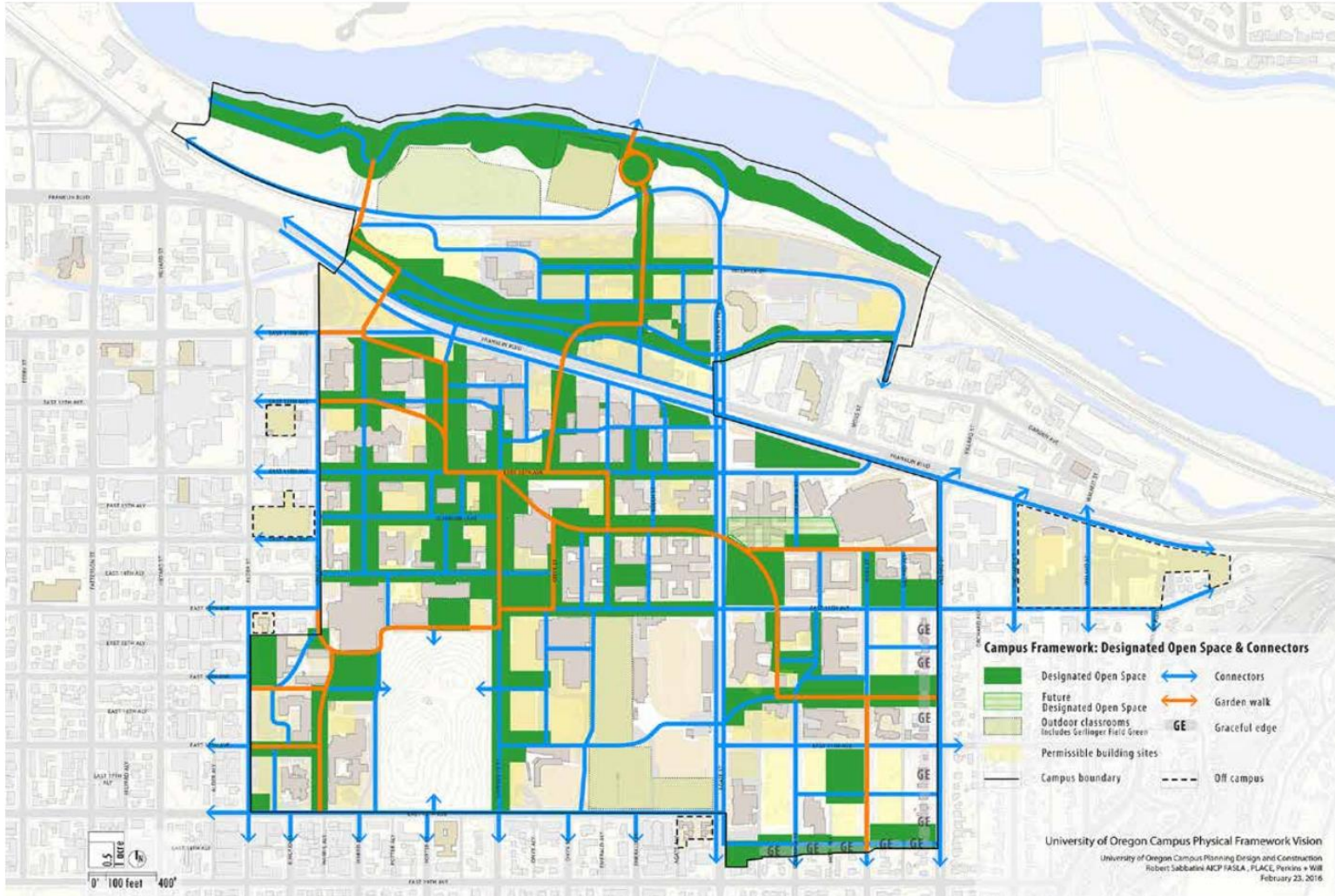
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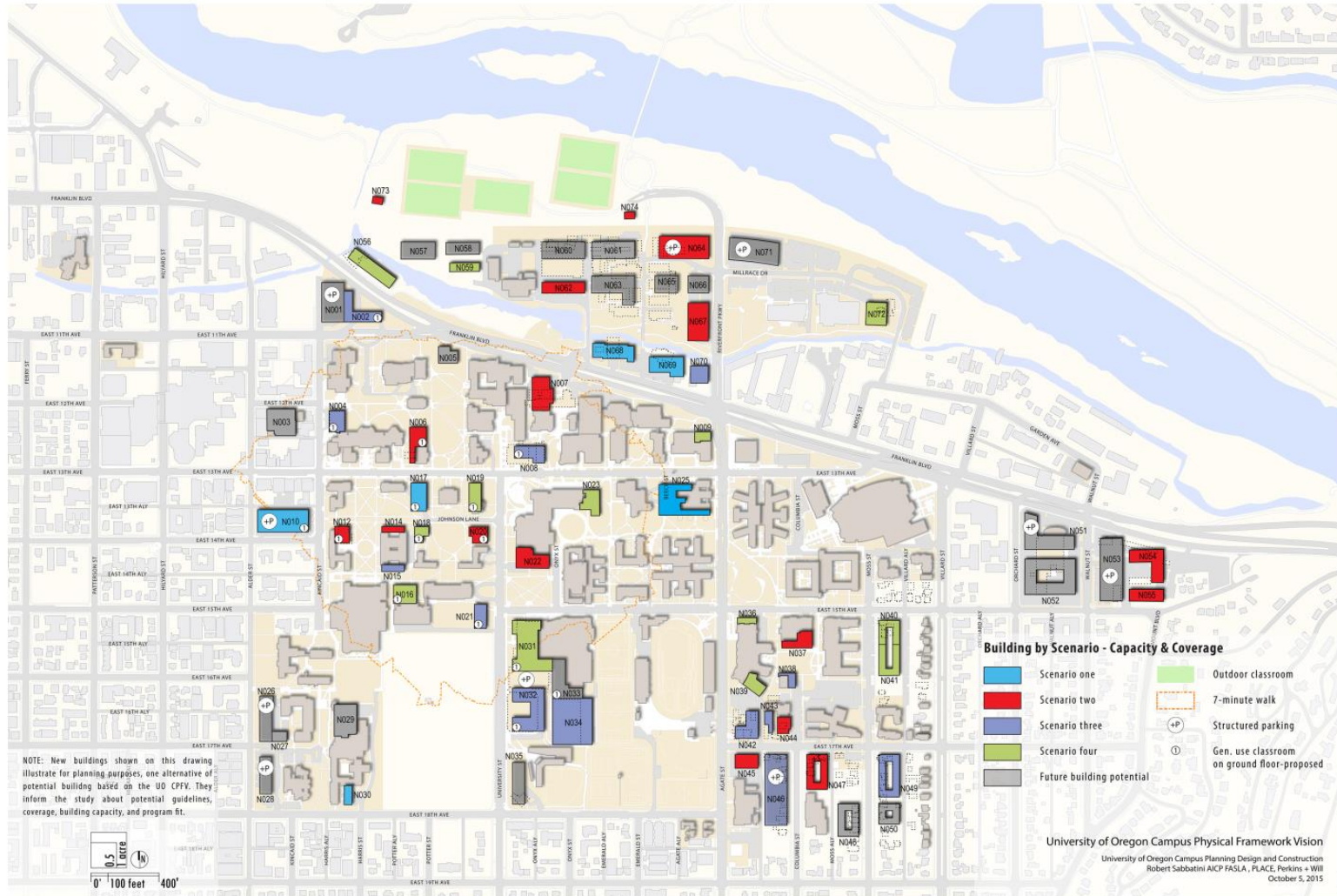


Illustrative - Proposed



CAMPUS FRAMEWORK

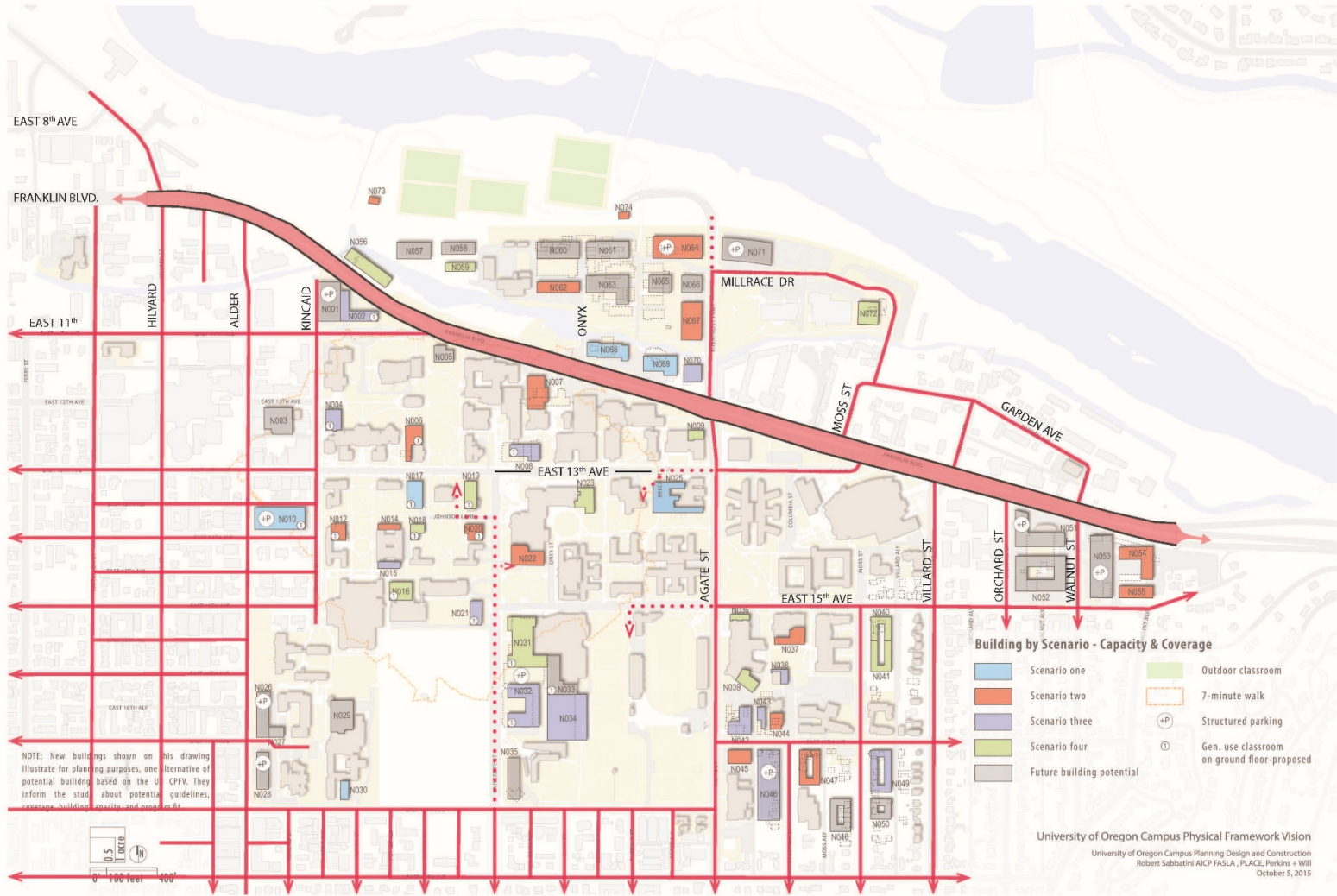
The Campus Framework is comprised of Designated Open Space (DOS) and Connectors—the physical image of the campus. Together, they dictate the arrangement of buildings. They comprise a single system. See Chapter 2: Campus Framework.



BUILDING SCENARIOS

The following diagrams identify building program by scenario.

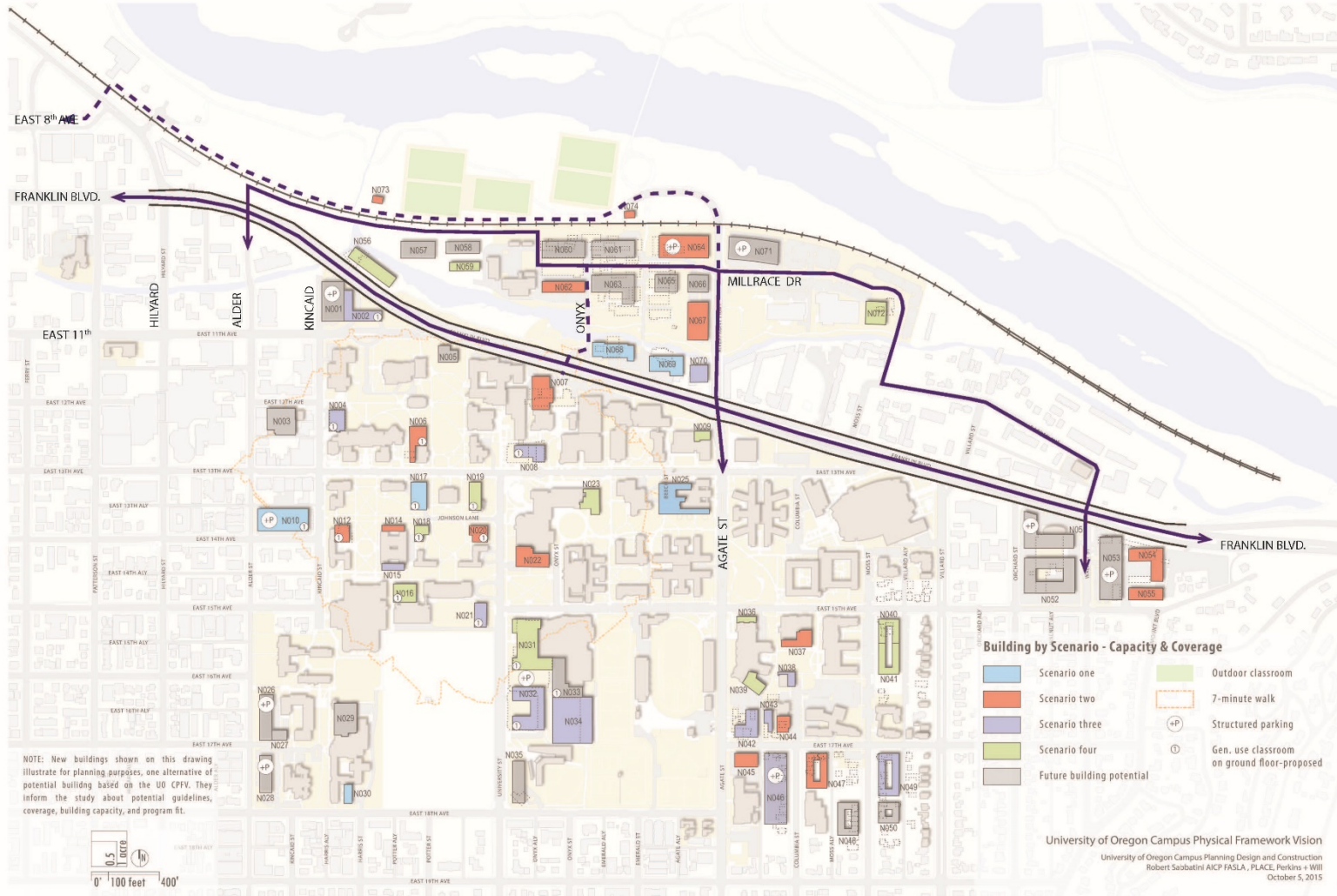
The diagram on this page provides a complete picture of the potential building program. "Future Building Potential," identified as "Flexible Use" in Chapter 3, Guidelines, indicates surplus capacity beyond what is needed for Scenario Four, the last scenario. This offers alternative locations when the university studies permissible building sites to meet a specific building program need.



BUILDING SCENARIOS

The following diagrams identify building program by scenario.

The diagram on this page provides a complete picture of the potential building program. "Future Building Potential," identified as "Flexible Use" in Chapter 3, Guidelines, indicates surplus capacity beyond what is needed for Scenario Four, the last scenario. This offers alternative locations when the university studies permissible building sites to meet a specific building program need.



NOTE: New buildings shown on this drawing illustrate for planning purposes, one alternative of potential building based on the UO CPV. They inform the study about potential guidelines, coverage, building capacity, and program fit.

Building by Scenario - Capacity & Coverage

 Scenario one	 Outdoor classroom
 Scenario two	 7-minute walk
 Scenario three	+P Structured parking
 Scenario four	O Gen. use classroom on ground floor-proposed
 Future building potential	

University of Oregon Campus Physical Framework Vision
 University of Oregon Campus Planning Design and Construction
 Robert Saabatini AICP FASLA, PLACE, Perkins + Will
 October 5, 2015

BUILDING SCENARIOS

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KEY | Proposed Service Vehicle Access

- Heavy & Light Service Vehicles
- Light Service Vehicles Only
- Rail Line



BUILDING SCENARIOS

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Knight Campus Information

- Spring 2018: Site work begins
- Summer 2018: Construction begins
- Winter 2020: Formal move-in and opening ceremony
- For more information: <http://accelerate.uoregon.edu/>

Campus Planning Resources

- Framework Vision Project:
 - <http://cpfm.uoregon.edu/campus-physical-framework-vision-project>
- Campus Plan:
 - <http://cpfm.uoregon.edu/campus-plan>
- North Campus Conditional Use Permit Project:
 - <http://cpfm.uoregon.edu/north-campus-conditional-use-permit>

New Franklin Boulevard

Changes are coming to Franklin Blvd in Glenwood



Franklin Boulevard Concept Design



More Information

Receive periodic project information by email:

Please send an email with your name to info@newfranklinblvd.org

Request information by phone:

Please call Project Manager Kristi Krueger at 541-726-4584 and provide your name and phone number.

Website:

www.newfranklinblvd.org



Phase 1

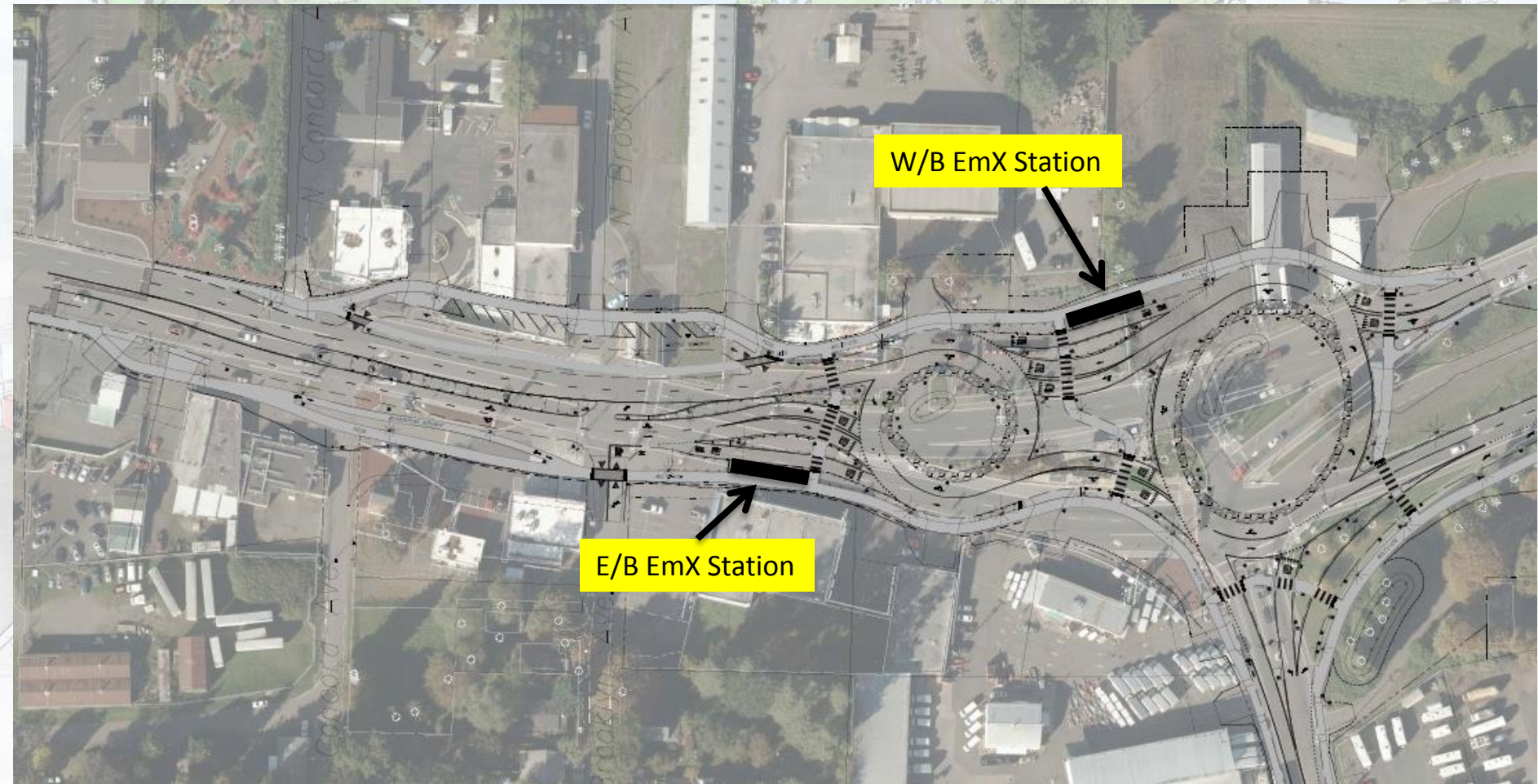


Brief Background

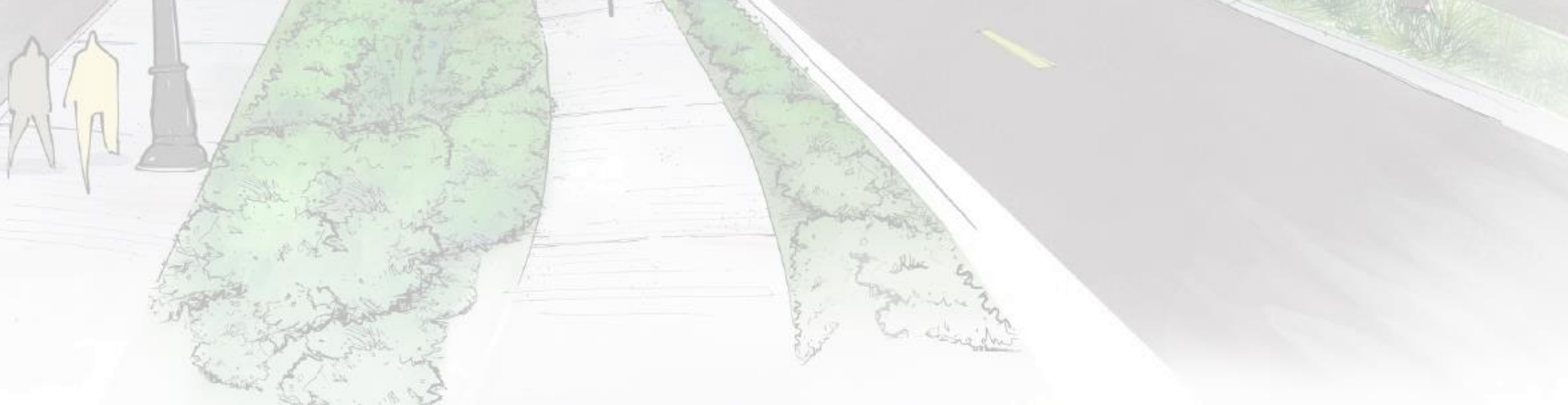
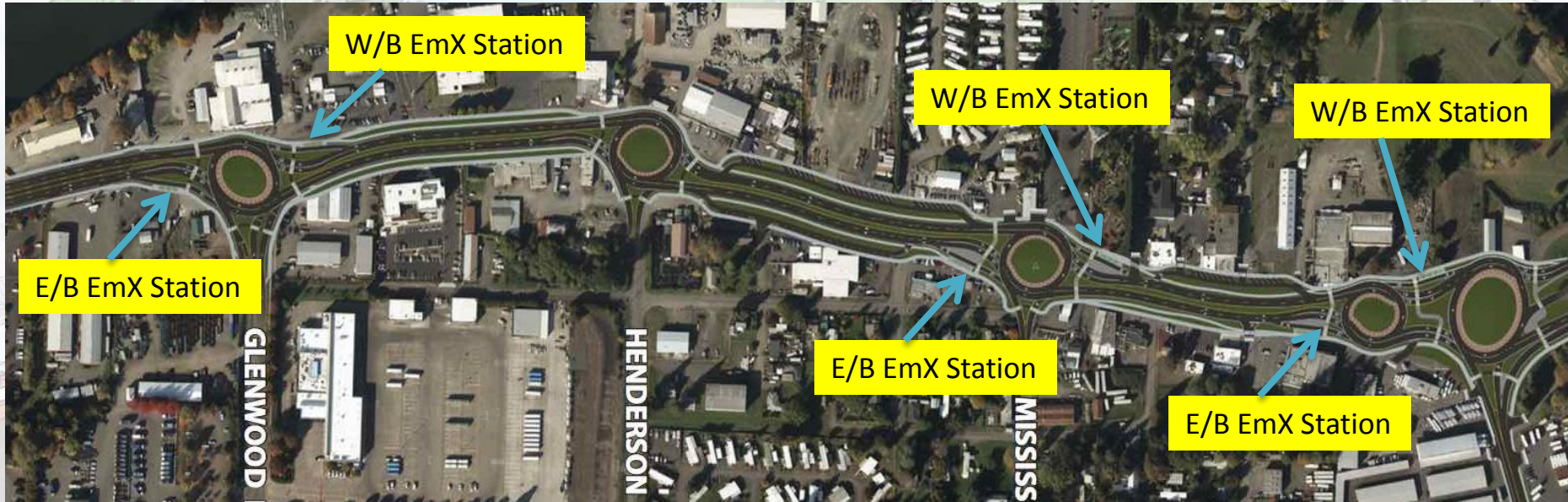


- Jurisdictional Transfer completed Sept. 2014
- 15% design completed of the entire corridor Jan. 2016
- 100% design of Phase 1 completed Nov. 2016
- Categorical Exclusion Approved (Nov. 2016)
Construction began April 2017

EmX Stations

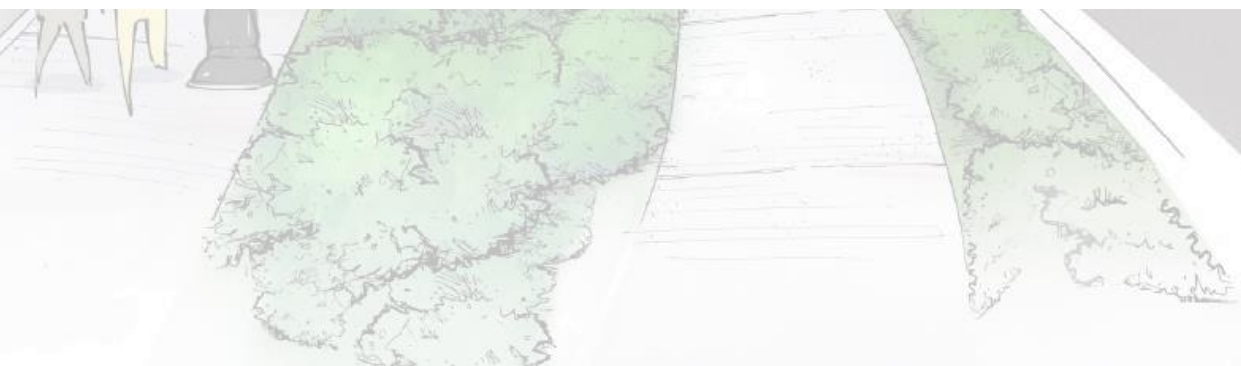


Corridor EmX Stations



Construction

10/27/17 Drone Shot







MovingAhead

STREETS AND PLACES REIMAGINED

MovingAhead.org

**Phase
1**

10 BRT & FTN Corridors

- Tiered evaluations
- Identify and prioritize corridors ready for capital investments in BRT or multimodal infrastructure

**BRT Corridors ready
for near term
capital investment**

**Non-BRT Corridors
ready for near term
capital investment**

**Corridors not
ready for near
term capital
investment**

**Phase
2**

**Preliminary
Engineering & NEPA
Documentation**

**City or LTD Capital
Improvements
Program (CIP)**

**Reconsider in
future**

Fatal Flaw Screening

EmX and Frequent Transit Network (FTN) Corridors

- Screening of corridors identified in the EmX System Plan and Frequent Transit Network
- Identify corridors not ready for capital investments in multimodal infrastructure
- Advance corridors likely ready for investments in multimodal infrastructure to next level of evaluation

Level 1 Evaluation

Corridors Likely Ready for Multimodal Infrastructure Investments

- Develop corridor concepts, cross sections, and order-of-magnitude cost estimates
- Conduct high-level PNGO-based evaluation of corridors
- Determine community interest in corridor investments
- Identify corridors most ready for near-term investments in multimodal infrastructure

Level 2 Alternatives Analysis

Corridors Ready for Near Term Investments

- Corridor concept and cross section refinement, including alternatives
- Order-of-magnitude costs refinement
- NEPA-compliant Alternatives Analysis
- Select corridors for development and NEPA documentation

Phase 1 final outcome

Selection of a package of prioritized Locally Preferred Alternatives (LPAs)

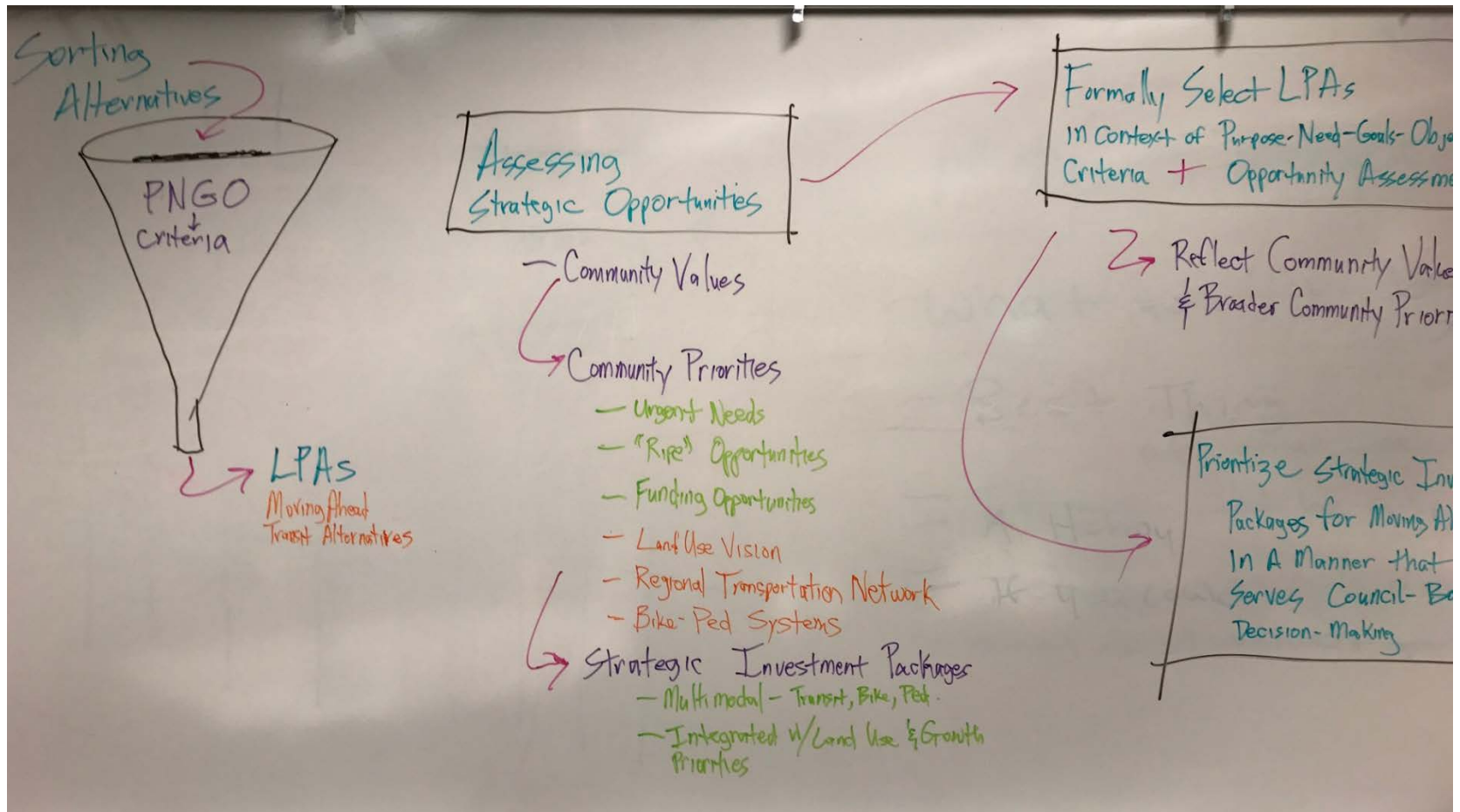


Selecting LPAs

- Alternatives Analysis

1. Analysis of environmental topics' benefits and impacts for each corridor by alternative (no-build, EC, EmX)
2. Evaluation of alternatives (Trade-Offs Analysis) for:
 - Each corridor by alternative using PNGO-based measures of effectiveness
 - AND.....

Remember Tom's whiteboard magic?



Prioritizing packages of multimodal investments

- Alternatives Analysis

- 2. Evaluation of alternatives (Trade-Offs Analysis) for:

- Prioritization of LPAs for near-term investments using PNGO measures of effectiveness
 - Development and evaluation of “packages” (a.k.a. prioritization scenarios)
 - System ridership
 - Transit travel time
 - Capital cost
 - System O&M costs
 - Funding opportunities
 - Equity
 - Safety
 - Pedestrian and bicycle investments

Are we missing anything?

- Development and evaluation of “packages” (a.k.a. prioritization scenarios)
 - System ridership
 - Transit travel time
 - Capital cost
 - System O&M costs
 - Funding opportunities
 - Equity
 - Safety
 - Pedestrian and bicycle investments

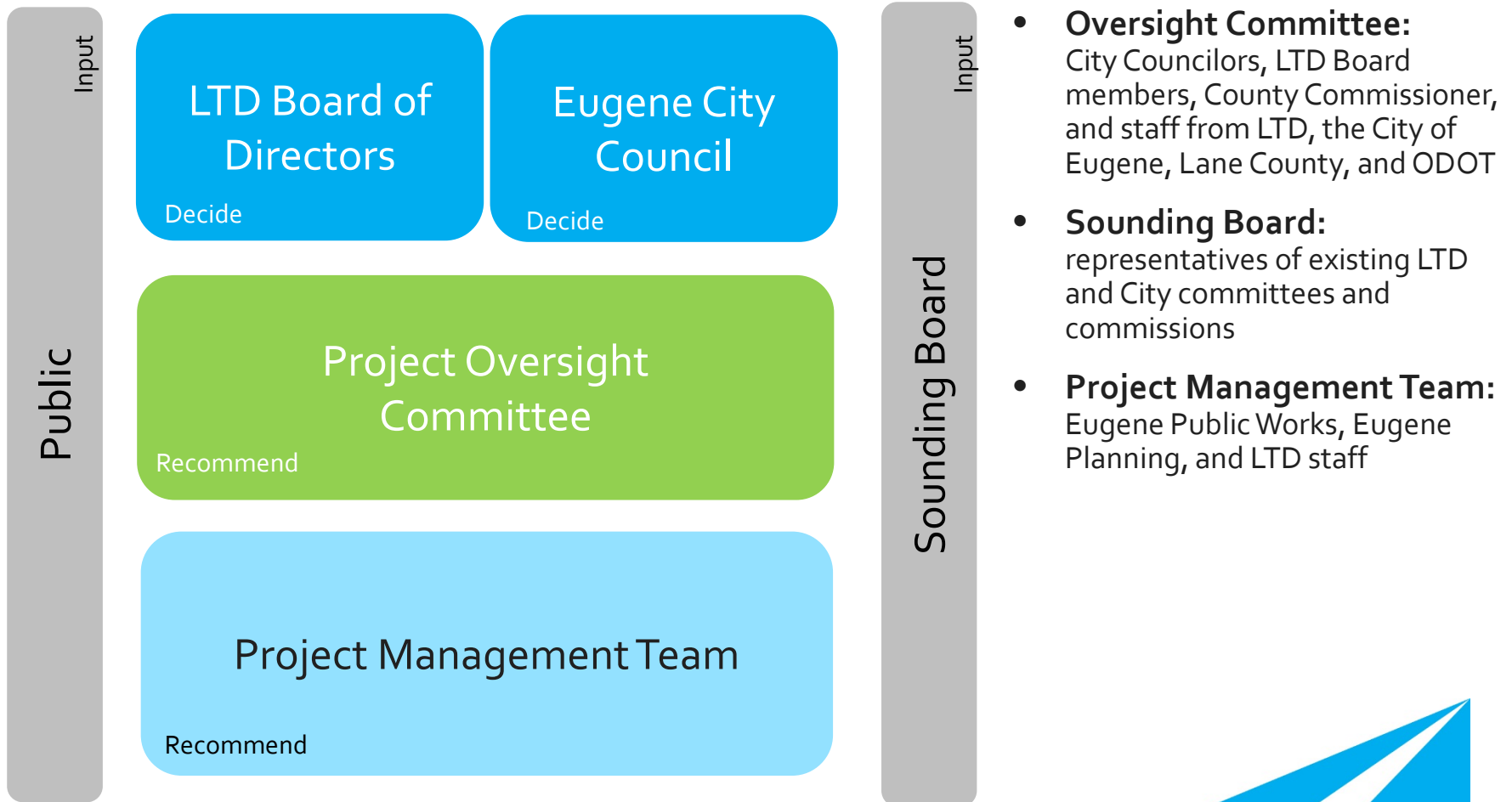
Prioritizing packages of multimodal investments (continued)

- Assessing strategic opportunities
 1. Community (and corridor specific) values and vision
 2. Community priorities
 3. Strategic investment opportunities

Boiled down

- Select LPAs
- Select package of prioritized LPAs in context of:
 - AA evaluation
 - Opportunity assessment
 1. Community values and vision
 2. Community priorities
 3. Strategic investment opportunities

Decision-Making Process



- **Oversight Committee:** City Councilors, LTD Board members, County Commissioner, and staff from LTD, the City of Eugene, Lane County, and ODOT
- **Sounding Board:** representatives of existing LTD and City committees and commissions
- **Project Management Team:** Eugene Public Works, Eugene Planning, and LTD staff

EUGENE VISION ZERO DRAFT ACTION PLAN

LTD Strategic Planning Committee

November 7, 2017



VISION
ZERO
EUGENE

Vision Zero


Vision Zero is an approach to transportation safety that accepts no loss of life or serious injury on our transportation system.




Crash Severity Levels

- **Fatality**
- **Injury Level A
(Major/Life Changing)**
- Injury Level B
(Moderate)
- Injury Level C (Minor)
- Property Damage Only


Vision Zero Eugene



VISION
ZERO
EUGENE



ONE TRAFFIC DEATH IS TOO MANY



Action Plan, September 2017 DRAFT

These principles are core to successful Vision Zero efforts:

1. Traffic deaths and severe injuries are acknowledged to be preventable
2. Human life and health are prioritized within all aspects of transportation systems
3. Acknowledgement that human error is inevitable, and transportation systems should be forgiving
4. Safety work should focus on systems-level change above influencing individual behavior
5. Speed is recognized and prioritized as the fundamental factor in crash severity



Vision Zero Action Plan Task Force and TAC

Task Force: “The Eugene City Council directs the City Manager to initiate the formation of a Vision Zero Task Force that includes community stakeholders and staff to develop a Vision Zero Action Plan.”

Technical Advisory Committee (TAC): The Vision Zero Technical Advisory Committee offers technical expertise in areas including, but not limited to engineering, community education, enforcement, data collection and analysis. TAC members help answer questions and provide information to City staff and the Task Force.

	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Task Force Meetings	X		X			X		X		X			X
TAC Meetings			X			X		X		X		X	

Eugene Vision Zero Action Plan

Eugene Vision Statement

Our community values the safety of all people who use our multimodal transportation system and will take equitable, data-driven actions to eliminate deaths and life-changing injuries by 2035.

Guiding Tenets

- Data-Driven
- Equitable
- Accountable



VISION
ZERO
EUGENE

Crash Causes

Causes

- Street Design
- Dangerous Behaviors
- Impairment

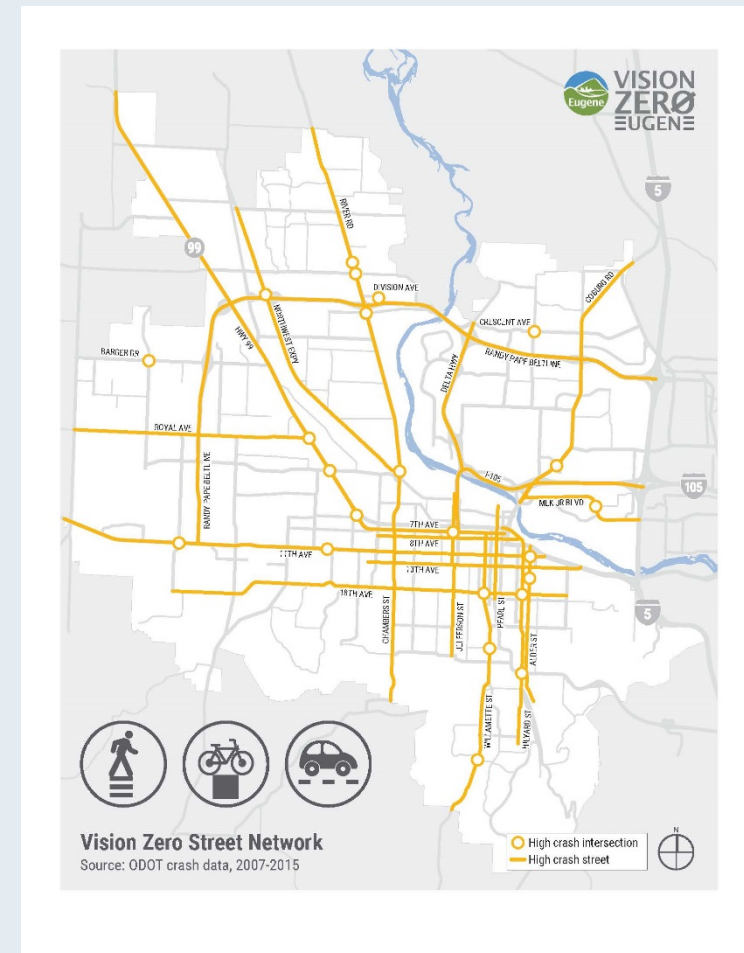
Strategies

- Reduce potential for conflict between users
- Slow vehicle speeds
- Reduce driving, bicycling and walking under the influence
- Encourage safe practices among people driving, walking and bicycling
- Improve data collection and analysis
- Support an institutional commitment to Vision Zero



Vision Zero Priority Streets + Intersections

- Best practice among Vision Zero Network Cities
- Build awareness of problem locations
- Will allow us to prioritize resources based on evidence of the greatest need and impact

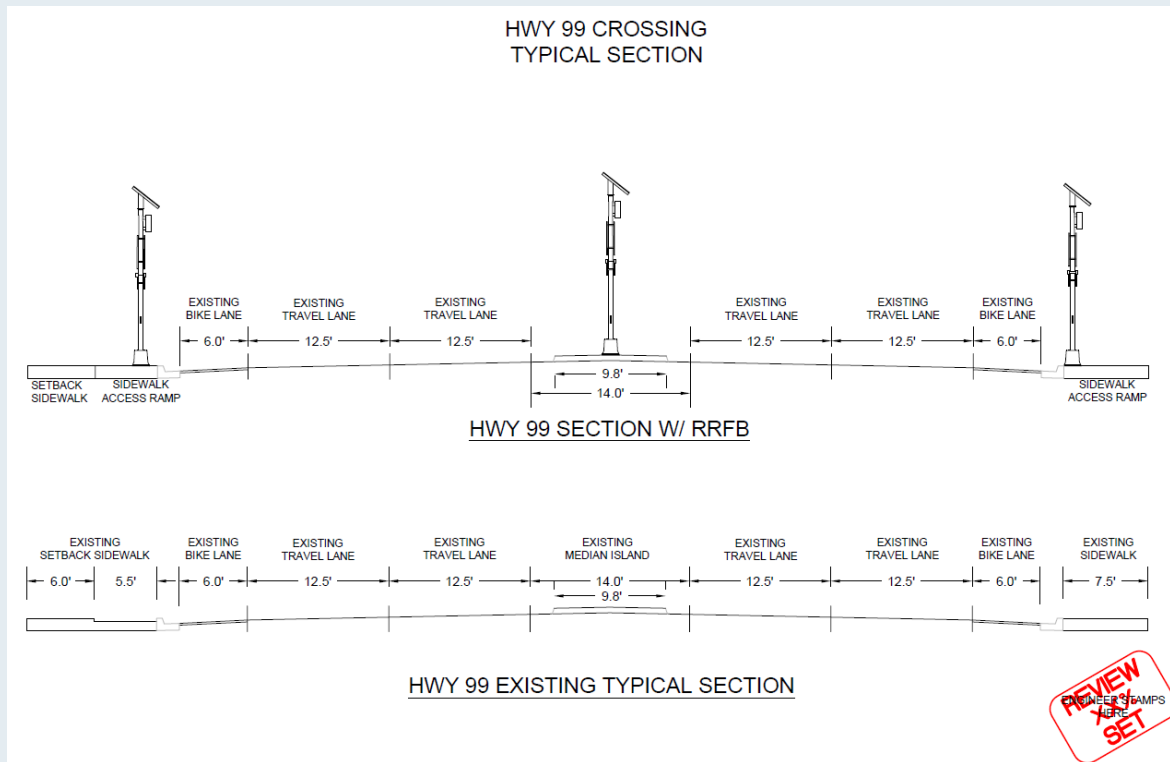


Actions Include:

- **Street Design:** Prioritize sidewalk infill and maintenance of existing sidewalks on the High Crash Network for People Walking
- **Impairment:** Collaborate and build partnerships with transit, taxi companies, transportation network companies (TNCs) like Uber and Lyft, bar owners, and dispensaries to reduce driving under the influence, especially targeting hotspot locations.
- **Dangerous Behaviors:** Require training on traffic safety and Vision Zero values for all City employees receiving fleet driving permissions. Move toward requirement for defensive driving class.
- **Engagement and Accountability:** Work with local colleges/universities to create and implement a new walking, biking, driving and transit riding safety campaign for students.



Current Partnership Example: Highway 99 Crossing at St. Vincent de Paul Service Station



Measuring Our Progress

- Performance Measure for Every Action
- Annual Progress Report

TRANSPARENCY

The city's process is transparent to city stakeholders and the community, including regular updates on the progress on the Action Plan and performance measures, and a yearly report (at minimum) to the local governing board (e.g., City Council).



Next Steps

Action Plan Finalization

- Vision Zero Action Plan Released!
<https://www.eugene-or.gov/VisionZero>
- Community Presentations
- Action Plan Open for Public Comment Until Mid-December

Vision Zero Implementation City of Eugene – LTD Partnerships

- MovingAhead
- Pedestrian Network Analysis



Contact Information

Larisa Varela

Associate Transportation Planner

City of Eugene

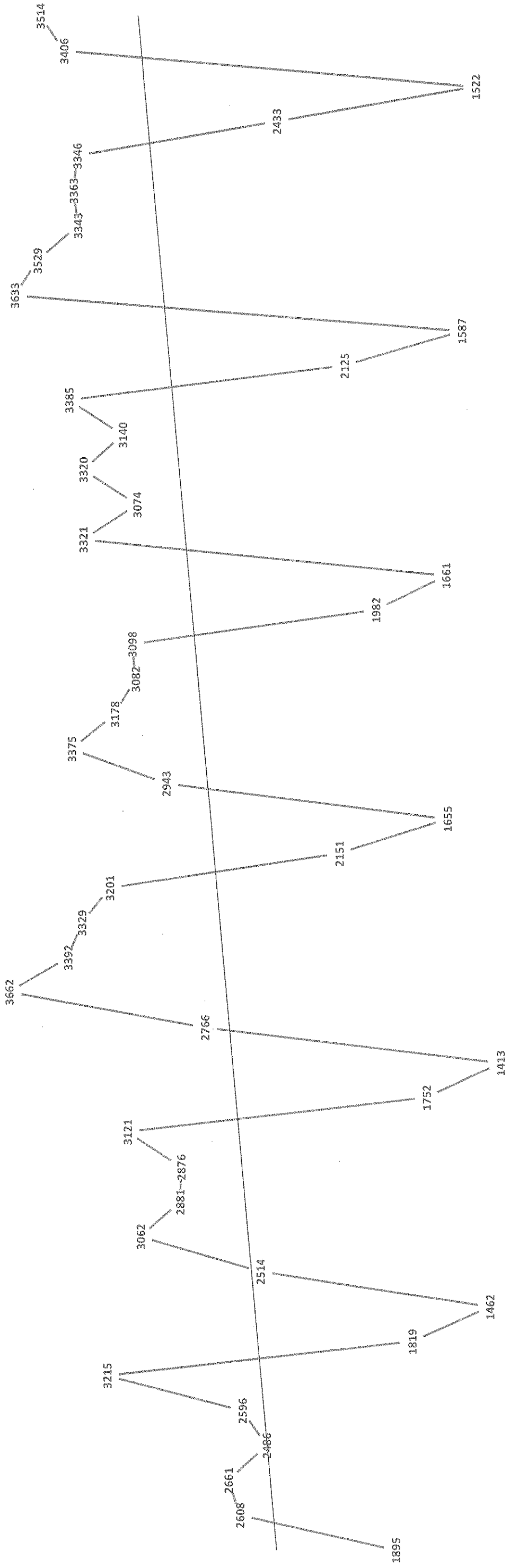
(541)682-6887

Larisa.M.Varela@ci.eugene.or.us

www.eugene-or.gov/visionzero



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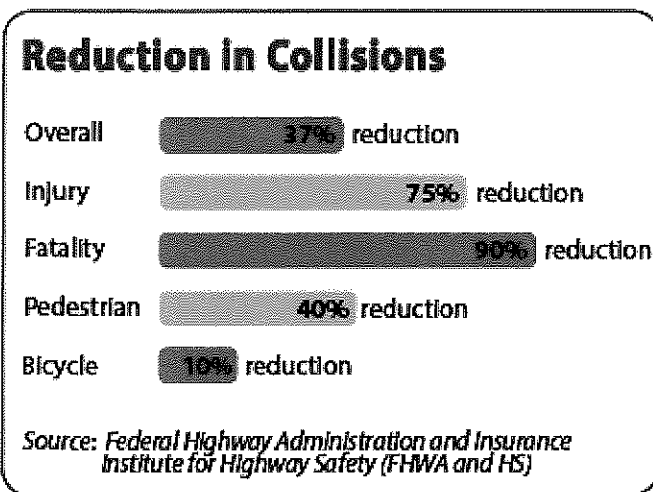
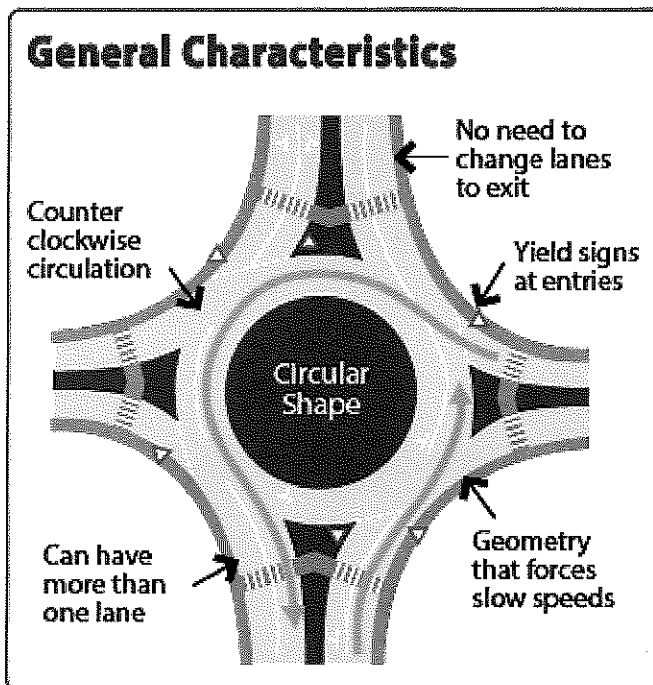


WEST EUGENE DAILY RIDERSHIP 9-17-17 TO 10-31-17

10/31/2017
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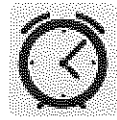
Modern Roundabouts

Modern roundabouts are accepted as one of the safest types of intersection design, and have been used effectively throughout the world for many years. They reduce crashes, delays, fuel consumption, air pollution, neighborhood speeds and costs, while moving more traffic and enhancing intersection beauty.



Safer for Everyone

Modern roundabouts are the **safest at-grade intersection**. Pedestrians cross shorter roadway distances, and deal with traffic traveling at slower speeds and moving only one direction at the crossing point.



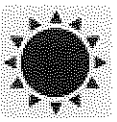
Saves Time

By yielding at the entry rather than stopping to wait for a green light, delay is reduced by as much as 89%. This means less fuel consumed, which also lowers drivers' costs.



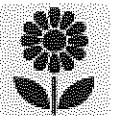
Costs Less

Modern roundabouts eliminate traffic signals, which could save between \$5,000-\$10,000 per year per intersection. Fewer accidents also decrease public costs for emergency response, and private costs for medical attention and car repairs.



Better for the Environment

60% less greenhouse gas is produced when using modern roundabouts due to reduced idling and delays, lower speeds, and decreased fuel consumption and air pollution.



Aesthetic Value

The central island provides an opportunity to beautify the intersection with landscaping and art, and there are fewer above ground wires and poles.