2010 Campaign for Active Transportation

Case Statement

Eugene-Springfield Metro Area
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OVERVIEW

What could be achieved in the Eugene-Springfield, Oregon Metro Area with a $50 million federal investment to promote bicycling and walking? This document presents a community vision that responds to this challenge by promoting existing success and illustrating our readiness to implement substantial future improvements. The Eugene-Springfield Metro Area is prepared to contribute to and build upon Rails-to-Trails Conservancy’s 2010 Campaign for Active Transportation (Campaign) which aims to coordinate with local communities to double federal funding for walking, biking, and trails in the next federal transportation bill.

The Eugene-Springfield Metro Area’s contribution to the Campaign builds on the success of existing federal programs like Transportation Enhancements and the rapid growth in newer programs such as Safe Routes to School and the Non-Motorized Transportation Pilot Program. It also builds on the success of distinguished existing local bike/pedestrian infrastructure and broad supporting programs. As such, this community is well-positioned to attract $50 million over six years to support strategic investments in active transportation infrastructure. The strategy focuses on how this investment will enhance mobility or mitigate congestion in a cost efficient manner by shifting automobile trips to biking and walking.

The Eugene-Springfield Metro Area enjoys broad local and regional support for biking/pedestrian capital improvements and programs, supporting our case for an even greater level of investment. All local and regional adopted long-range transportation and parks and recreation master plans include a transportation demand management (TDM) or Transportation Options (TO) element that is directly connected to active transportation planning and implementation. From the Central Lane Metropolitan Planning Organization (MPO) Regional Transportation Plan (RTP) to the City of Eugene’s Pedestrian and Bicycle Strategic Plan and from the Willamalane Parks and Recreation District Parks and Open Space Master Plan to the Commuter Solutions Strategic Plan; active transportation continues to gain support and secure resources to shape a solid planning framework for future improvements.
The Eugene-Springfield Metro Area also boasts award-winning regional programs and organizations such as the Lane Transit District, Commuter Solutions, Lane Coalition for Active Healthy Youth, and Safe Routes to School. Strong relationships between programs and organizations leverage one another and are able to share best practice techniques. Despite finite resources; education/outreach programs that support active transportation business models, incentives, implementation, and evaluation tools have established a strong - and in many cases - long-standing base of support and service to this community.

The Eugene-Springfield Metro Area has big plans for the future of active transportation. A federal investment in this community would provide an opportunity to launch impressive path-building projects to better connect the existing system. The region is committed to developing more sophisticated and efficient quantitative and qualitative planning tools to catalyze a larger mode split shift, improve regional mobility, and reduce congestion. For example, a multi-modal transportation modeling tool will play an important role in strategic decision-making about where to invest in active transportation infrastructure and programs. Further, integrating and digitizing local biking/pedestrian infrastructure data into a comprehensive regional GIS database for mapping and tracking performance will be key for the future of active transportation planning.

This case statement defines the active transportation planning area, describes the need for a strategic investment, highlights the many existing community assets, and outlines a plan that could notably enhance mobility and mitigate congestion in our community.
Case Scope
For the purpose of this case statement, the Eugene-Springfield Metro Area is defined as the Central Lane Metropolitan Planning Organization (MPO) boundary. This boundary was chosen for several reasons. The Central Lane MPO boundary is the federally designated regional transportation planning and implementation area. The structure for leveraging federal funding opportunities is well-established within its parameters. There are also a strong set of cohesive planning tools that serve this area. The Central Lane MPO Regional Transportation Plan (RTP) represents all local jurisdictions’ transportation policies and priority projects. Further, a long-established Metropolitan Policy Committee (MPC) - represented by elected and appointed officials from each of the MPO’s cities, county, transit district, and the Oregon Department of Transportation (ODOT) - coordinates regional transportation priorities. MPC serves a central role in the development and endorsement of the Campaign. Last, there is broad local recognition that implementing biking and walking infrastructure, education, and promotion with a strategic and regional perspective is a valuable means to higher mobility, connectivity, and efficient implementation.

2010 Campaign for Active Transportation Team
The City of Eugene and Lane Council of Governments spearheaded the local 2010 Campaign for Active Transportation (CAT) initiative. The greater initiative Team (CATT) consists of diverse representation from all local and regional jurisdictions as well as several organizations that support and/or promote active transportation-related programs and events. These organizations include:
• Central Lane Metropolitan Planning Organization (MPO)
• City of Coburg
• City of Eugene
• City of Springfield
• Commuter Solutions (CS)
• Convention and Visitors Association of Lane County Oregon (CVALCO)
• Greater Eugene Area Riders (GEARs)
• Lane Coalition for Active and Healthy Youth (LCHAY)
• Lane Council of Governments (LCOG)
• Lane County
• Lane Transit District (LTD)
• Oregon Department of Transportation (ODOT)
• Safe Routes to School (SRTS)
• Smart Ways to School (SWS)
• Willamalane Parks and Recreation District

Lane Council of Governments hosted the production of the final Case Statement and will continue to work with the CATT to both refine the Case Statement, produce supplemental tools, and to grow the coalition over the next several months.
TRANSPORTATION SYSTEM NEEDS

Mobility is crucial for the Central Lane area’s quality of life and economic vitality. Currently, a number of issues present the region with challenges for more universally mobile transportation system, including regional economic shifts, population growth, mode splits, mobility dependent populations, and climate change. With limited resources, determining the best means for improving the transportation system and meeting future demand is challenging and the framework has become increasingly complex. Over the last 30 years, the Eugene-Springfield Metro Area has made several key decisions to support active transportation projects and programs yet growth, congestion, and reliance on the automobile continue to challenge planners, engineers, and program managers in providing a balanced transportation system. Growth, changing demographics, and travel behavior remain three of the primary challenges to better integrating active transportation infrastructure and programs.

Regional Economic Shift

The Central Lane MPO area was once more characteristic of the rest of Lane County Oregon. Historically Lane County’s economy has been based on timber and agriculture. However, with the reductions in timber harvesting, and the continued pressure of population growth on many agricultural areas, these have become less important in the economic development of the county. Growth in the next decades is predicted to continue to shift away from these two pursuits to services, manufacturing of transportation equipment, printing and publishing, and high technology. A major manufacturer of recreation vehicles, Monaco Coach and Marathon, is headquartered in Coburg, and operates two of four manufacturing plants there. Another major economic asset is the University of Oregon located in downtown Eugene. Last, with access to the mountains and the coast, tourism makes a noticeable contribution to the county’s economy. While the community has been changing its economic identity, many of the same core values for protection of efficient land use policies, environmental stewardship, and serving changing demographics direct urban planning. Transportation issues are at the forefront of this area’s pursuit of a well-balanced community and the active transportation philosophy is a crucial component.
Growth
The Regional Transportation Plan (RTP) recognizes that travel demand associated with growth will overload the transportation system, even with major capacity-increasing projects. Worldwide experience suggests that the exclusive building of roads encourages more people to use cars, thereby perpetuating the transportation challenge for mobility, health, safety, and the environment. There is a crucial need to continue to evaluate alternative mode infrastructure and programs.

The region is anticipating significant population and employment growth. The current population of the MPO area is an estimated 240,000 and is expected to grow by 30 percent by 2025. Employment in the region is expected to grow 36 percent. If land use patterns and travel behavior continue as they exist today, the forecast points to several issues:

Congestion on roads will rise dramatically, increasing the cost of travel and reducing the efficiency of the region’s roadway network. Congested miles of travel would increase from 4.1 percent of the total miles traveled to 15.4 percent, a 277 percent increase.

Without a balanced approach to the development of future improvements, little change will be made in transportation choices available to the region. If only minimal resources are directed to transportation choices such as active transportation infrastructure, then the portion of drive alone trips will increase while the proportion of alternative modes will decrease. The Regional Transportation Plan (RTP) recognizes that travel demand associated with growth will overload the transportation system, even with major capacity-increasing projects. Worldwide experience suggests that the exclusive building of roads encourages more people to use cars, thereby perpetuating the transportation challenge for mobility, health, safety, and the environment. There is a crucial need to continue to evaluate alternative mode infrastructure and programs.

1Source: Central Lane MPO Regional Transportation System Plan
Mode Split
Like most regions across the country, there is an over-reliance on single occupant vehicle use. The commute to work census data remains the most frequently used indicator for mode split. Within the Eugene-Springfield Metro Area, 82 percent of people in the urbanized area drive a car or truck to work, while only 12 percent of these trips are carpool with at least one passenger.

Of those who do not drive, 5.5 percent bicycle in Eugene and the Eugene-Springfield Metro Area average is 4 percent. Eugene is an example of one of the highest bicycle commute levels in the country, almost four times the national average. However, bicycle commuting remains a small portion of the total commute trips.

The Eugene-Springfield Metro Area walking commute trips are also higher than the national average. Both biking and walking success can be attributed to a mild climate, good infrastructure, and relatively flat terrain. For example, there are nearly 250 miles of on- and off-street bikeways. An additional 90+ miles are planned by 2031. It can also be attributed to land use and transit policies. For example, in 2004 83 percent of all households in the Central Lane MPO area were within ¼ mile of a transit stop or station. Land use policies that support nodal or higher density, mixed use development in strategic activity centers in the area may also contribute to the walk and bikeability of commute trips. See Mixed Use Center/Nodes locations on both the Existing and Future Bicycle & Pedestrian System in the Central Lane MPO Area maps, Appendix A & B.

Mobility Dependence
Resembling the rest of the nation, the Eugene-Springfield Metro Area population is aging. An aging population will demand transportation options for the wide variety of mobility needs associated with a shift in demographic trends from the last generation. Only 19.3 percent of the urbanized area population is age 17 or younger while 13.1 percent is age 65 or older.

Nationwide, about 18 percent of Americans reported a disability, which is consistent with the rate of 18.8 percent in the State of Oregon. Lane County’s average is slightly higher than the statewide average. Eugene includes 15.5 percent while Springfield includes 22.4 percent, also averaged just above the State average for this population.
Lane County’s level of 14.4 percent of its residents living at or below the federal poverty level exceeds the State average of 12.9 percent. Both Eugene and Springfield exceed this average at 20.9 and 17.9 percent respectively.

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<th>Area</th>
<th>Total Population</th>
<th>% of State Population</th>
<th>% Persons Aged 65+</th>
<th>% Persons w/ Disability</th>
<th>% Individuals at Poverty Level</th>
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</tbody>
</table>

Source: US Census American Community Survey

Some mobility issues associated with this demographic shift include that 9.3 percent of the urbanized area households do not have any vehicle for individual transportation. Further, 16.6 percent of the urbanized area population, regardless of age, has a disability that affects mobility in a wide range of ways. One finding emerged in the development of the Lane Coordinated Public Transit-Human Services Transportation (Lane Coordinated Plan) demonstrates that persons in entry-level jobs do not commute during traditional hours, and need transportation to meet evening, night, or early morning shift schedules. Many people seeking employment may be prevented from obtaining some jobs, or limit their potential employment opportunities, due to lack of transportation options. For persons without access to an automobile, these barriers are especially acute. Planning for universal mobility is a priority for the Eugene-Springfield Metro Area. Biking, walking, and transit infrastructure and programs will continue to take a more prominent role in providing mobility for all residents and visitors.

Climate Change

A recent greenhouse gas inventory identified transportation as the single greatest source of greenhouse gas emissions in the Eugene-Springfield Metro Area. Data collection and regulation to address climate change needs significantly more dedicated resources. A successful Campaign will need to integrate new technologies and partnerships with state and federal agencies to address climate change issues in the community. A well-structured active transportation plan can contribute a great deal the larger climate change considerations at the forefront of today’s debates.
TRACK RECORD AND EXISTING ASSETS

There are several opportunities presented by the existing conditions of travel behavior in the area for significant improvement in mode split. Within the Central Lane MPO area, the average trip length is 3.6 miles which indicates that a large percentage of trips could be within in an acceptable walking and biking distance to the average person. Further, the area is relatively flat and the South Willamette Valley experiences a temperate climate where walking and biking is possible year-round.

The Eugene-Springfield Metro Area is prepared for the future. There are many regionally prioritized opportunities to strengthen other modes with better bicycle and pedestrian connections. Some of these opportunities build on a history of successful programs and others have been identified as opportunities to create more sophisticated planning tools to direct strategic bike and pedestrian projects.

Infrastructure Investments

The need for active transportation infrastructure is extensive and the Eugene-Springfield Metro Area has big plans for the future. At the same time, the area boasts an impressive core of on-street and off-street paths as well as a soft surface trail system from which a region-wide state-of-the-art active transportation system could be built. Both cities have also made strategic connections to one another, connecting the beginning of a regional system. Eugene boasts a multi-use path system which includes 30 miles of off-street paths, 89 miles of on-street bicycle lanes, and five bicycle/pedestrian bridges spanning the Willamette River. Eugene has constructed more bridges for bicycle/pedestrian than for cars. Recent additions include completion of the Ruth Bascom Riverbank Trail System which provides a 12 plus mile loop around the Willamette River. Eugene has also built 21 miles of signed bike routes and 621 miles of sidewalks.
A cable-stay bicycle/pedestrian bridge (see previous page photo) will soon span Interstate 5 (I-5) connecting the two major cities. The bridge will provide a second, critical link from Eugene neighborhoods to Springfield at the midpoint of Springfield’s major employment center. The I-5 bridge also serves as a link to PeaceHealth Hospital, the largest of its kind between Portland and San Francisco.

Springfield’s active transportation infrastructure includes several off-street facilities that connect key destinations on the eastside of Interstate 5. There are 62 miles of bicycle facilities which averages 4 miles of path per square mile of city in Springfield. There are also more than 12.3 miles of signed bike routes and 10.6 miles of multi-use off-street pathway. Further, within the last two years, 10.2 miles of bike lanes constructed.

Rosa Parks Multi-Use Path provides a beautiful and safe north-south connection between downtown and West Springfield. The EWEB (Eugene Water and Electric Board) Multi-Use Path provides a convenient east-west connection to the Rosa Parks Path and runs parallel to the Willamette River. This path supports a large number of daily commuters.

The Martin Luther King Jr. Blvd. Multi-Use path near the new PeaceHealth hospital will provide a future bus rapid transit – Emerald Express or EmX - route connection for PeaceHealth employees and customers. Other off street paths includes the McKenzie Levy Path. Many of these pathways are connected by Springfield’s Main St., on-street bike lanes and sidewalks, the primary east-west spine through the City’s downtown.

Rosa Parks Multi-Use Path, Springfield, a Rails-To-Trails project and north-south connector.
Awards and Recognition

The Eugene-Springfield Metro Area has a long track record of bike and pedestrian advocacy, award winning programs, and regional commitment to active transportation from which to build an exemplary system if a $50 million investment was made in this community.

Eugene has recently been again awarded as a League of American Bicyclists’ Bicycle Friendly Communities – Silver level following a detailed audit of the City’s efforts to provide safe accommodation and facilities for bicyclists. It is a goal of Eugene to continue its steady work to improve conditions from bicycling and to achieve a gold, then platinum-level award. By extending the core network into regional integration with concentrated, strategic investments, this can be accomplished.

Eugene/Springfield is well-known for a healthy environment and has been acknowledged in several ways. For example, it was named the #1 Best Environment in “America’s Healthiest Cities for Women” by SELF magazine in 2003. Further, Bicycling Magazine mentioned Eugene in their list of the “Best Cycling Cities” and has also listed Eugene as one of their “5 Best Mountain Biking Towns”.

Lane County boasts the award winning Lane Transit District. Among the key successful elements is the Emerald Express, or EmX Bus Rapid Transit (BRT). Discussions about new transportation options began in 1996 as part of the RTP update. During the update process, several transit options were considered, analyzed, and discussed in public forums. BRT emerged as the clearly preferred transit strategy. It was seen as a way to significantly enhance transit service and achieve many of the benefits of light rail without the high cost. As a result, BRT was approved in 2001 as a key element of the new transportation plan by Eugene, Springfield, Lane County, and LTD.

LTD favored the BRT concept because it is appropriate in scale and cost for a medium-sized metropolitan area, it results in more efficient transit operation, and can be developed one line at a time, as warranted by community demand and as allowed by funding. The pilot corridor, EmX Green Line, links downtown Eugene and downtown Springfield, traveling primarily on Franklin Boulevard. This corridor also serves the University of Oregon, Northwest Christian College, and Sacred Heart Medical Center. This corridor was selected because of its high traffic volume and population density, its heavy transit ridership, and the opportunity it offers...
to involve both Springfield and Eugene. By linking the Eugene Station and the Springfield Station, two major hubs for LTD, the Franklin EmX forms a “backbone” which will benefit future EmX lines. Sixty percent of this corridor consists of exclusive bus lanes which allow EmX to operate efficiently, even in high traffic situations. The EmX concept and future implementation is important to the active transportation plan for the region. EmX was a runner up for the 2008 International Sustainable Transport Award from the Institute of Transportation and Development Policy. This award had never previously included a project from the United States.

The small city incorporated into the MPO; Coburg’s central business district and the majority of the residential area is a National Historic District and is designated a Tree City U.S.A. This small community cherishes the natural agrarian environment that provides great bike and walkability with shared road and skinny street implementation throughout its local street system. Additional regional accolades include:

- Outdoor Explorer listed Eugene #22 in the “Top 25 Places in the U.S. to Raise an Outdoor Family” (1999)
- Bicycle Magazine included an honorable mention for Eugene as of the “The Best Biking Cities” with populations greater than 200,000 (1999)
- Runner’s World listed Eugene #9 in the “10 Best Running Cities” (2001)

Successful Programs: Public Partners

Commuter Solutions

Commuter Solutions is an award-winning regional transportation options program provides comprehensive services that support active transportation including carpool and commuter vanpool matching through Valley VanPool, transit assistance, and a local version of Safe Routes to School called Smart Ways to School. Commuter Solutions also offers employer programs such as group bus pass, emergency ride home, and assistance with Oregon’s Business Energy Tax Credit (BETC). Through the BETC program LTD and Commuter Solutions has developed a free bus pass program for all middle and high school students during the school year. This service has been incredibly well-received and has provided substantial improved mobility to the community’s youth while encouraging the next generation of transit users.
One of the most effective regional pilot projects implemented in the area that the region would like to replicate exponentially is individualized marketing to address travel behavior. Socialdata America was hired by ODOT to conduct a Eugene project called TravelSmart®. The goal of the project was to reduce single-occupant vehicle use and promote environmentally friendly modes of transportation including walking, bicycling, ridesharing, and public transportation. During this campaign, 821 tote bags containing over 8,000 informational materials were delivered to households that requested information pertaining to environmentally friendly modes of transportation including 200 stop specific bus schedules were delivered and 95 detailed public transportation and bicycle trip plans. In addition, a total of 40 home visits were conducted for the bicycling, walking, and public transportation modes of travel.

The results from the project showed substantial increase walking, bicycling, and public transportation modes increased by 31 percent for the project as a whole. Further, single occupancy trips decreased by three percent in Eugene. It is important to note that mobility was not constrained due to these changes in travel behavior. Car usage, trips, trip duration, and distance traveled all decreased following the marketing intervention. Between the three pilot project locations, over 1.3 million vehicle miles were reduced as a result of the project, representing a nine percent VMT (vehicle miles traveled) reduction. Physical activities also increased substantially due to the marketing efforts. Changes in active travel time (walking, cycling, and access and egress to public transportation or parked cars) increased from 104 to 112 hours per person/year, representing an eight percent relative increase. The TravelSmart® campaign was, therefore, successful for increasing levels of physical activity for without compromising mobility. If the Eugene-Springfield Metro Area received federal funding, the individualized marketing program would be replicated in many more neighborhoods throughout the region.
Smart Ways to School
The Smart Ways to School Program, another program component of Commuter Solutions, was designed to improve school safety while reducing energy consumption and traffic congestion by promoting alternative ways to school for students and parents. Participating schools include elementary, middle, and high schools serving nearly 11,000 students in the Bethel, Eugene, and Springfield school districts in western Oregon.

Safe Routes to School
In 2007, Eugene received funds through SAFETEA-LU for Safe Routes to School (SRTS). The SRTS grant supported a .75 FTE SRTS Program Manger to oversee the program at Roosevelt Middle School in Eugene. The goal is to expand the program to the school’s south region and to work with the Eugene 4J School District toward a more complete policy encouraging safe and active transportation to and from all schools within the District. In 2008, a management team was developed and the team is in the process of applying for funding for 2008/2009 and 2009/2010 funding through the ODOT SRTS program. The Safe Routes to School program will develop an evaluation of the program to lend to future local efforts. A federal investment in the Eugene-Springfield Metro Area would target the SRTS program for expansion.

Lane Regional Air Protection Authority
The Lane Regional Air Protection Authority (LRAPA) aims to protect public health, community well-being and the environment as a leader and advocate for the improvement and maintenance of air quality in Lane County. LRAPA concentrates on public education is an integral part of any program if lasting behavioral changes to reduce air pollution are to occur.

The agency provides education to the community in a number of different ways, including partnering with local private and public entities; producing written materials such as brochures and fact
sheets, making presentations to service-clubs, professional associations and schools; and participating in local fairs and trade shows. Educating youth is another important aspect of LRAPA’s public education goals. The agency’s school outreach program is one way LRAPA introduces students to the concepts of air pollution. LRAPA also offers pollution-related display materials for use in classrooms, libraries and other venues. LRAPA’s Kid Zone provides links to other air quality websites designed for kids, as well.

Businesses
Several companies and organizations have formed various public-private partnerships or act independently to promote active transportation including, but not limited to the following:

- Three bicycle manufactures call Eugene home. The national headquarters for Bike Friday, Burley Design Cooperative, and Co-Motion Cycles reside in Eugene.
- Center for Appropriate Transport (CAT) – a non-profit committed to community involvement in manufacturing, using and advocating sustainable modes of transportation. Projects include Peddler’s Express, Eugene’s only bike courier service and Oregon Cycling, Oregon’s only bicycle newspaper.
- Greater Eugene Area Riders (GEARS) – A recreational road riding club provides a range of services including weekly bicycle rides for all levels, sponsorship of bicycling events, and bike safety education.
- Disciples of Dirt – a loose organization that conducts trail building and maintenance.
- The Eugene Cycling Team is one of the organizations that promotes and supports competitive cycling in Oregon.
Successful Programs:
Private and Non-Profit Partners
Lane Coalition for Healthy Active Youth

In September 2004, the Lane Coalition for Healthy Active Youth (LCHAY) formed as an offshoot of the Lane County Medical Society’s public health efforts regarding childhood obesity. Now totaling more than 110 members, LCHAY includes community leaders in medicine, education, public health, nutrition, fitness/recreation, public transit, the food industry, and academia. Its mission is to prevent childhood obesity by mobilizing our community to adopt active lifestyles and healthful nutrition.

LCHAY has adopted the Surgeon General’s Healthy People 2010 goals -

- Focusing on nutrition
- Increasing physical activity
- Improving the sociopolitical environment with respect to obesity prevention

Working through the local youth service, LCHAY implemented youth curricula through after school programs with the City of Eugene Recreation Services, Willamalane Parks and Recreation, Lane County/OSU Extension Service, the YMCA, and the Boys and Girls Club. LCHAY partners were most proud of their achievements with outreach and recruitment of parents. LCHAY provides a critical link to link to the community’s kids and active living education network.
Coordinated Local Planning

The Central Lane Regional Transportation Plan is particularly important for guiding transportation public policy and investment decision making and includes both a regional transit and regional bikeways and pedestrian circulation elements. Key conclusions of the RTP include the recognition that the region can lesson the impact of the transportation challenges by implementing a balanced and integrated set of land use, transportation demand management, and transportation system improvement strategies including integrating nodal development, transit-supportive land use patterns and expanded alternative mode programs, and Bus Rapid Transit in addition to roadway projects that benefit pedestrians and bicyclists.

The RTP also recognizes that the reliance on more and bigger roadways to meet transportation demand (TDM) is shortsighted. Even if adequate funding was available, it is unreasonable to assume the region can build itself out of traffic congestion. The RTP addresses this issue by a balanced and integrated approach. One, the TDM component of the RTP lays out policies and implementation actions that strive to reduce the demand of the transportation system by, in part, increasing the use of bicycling and walking, transit and carpooling. Second, the land use component encourages meeting the need for transportation-efficient development patterns, such as nodal development and transit-supportive land use patterns. Third, system improvements are supported by actions that address the need for improved operations and maintenance of the existing system and investments in system infrastructure and services. All three components of the RTP represent a regional effort to encourage and promote biking and walking infrastructure and programs.

Many additional local plans, set forth guidelines for elements that contribute to the regional system by supporting biking and walking. These existing, adopted plans illustrate that the Eugene-Springfield Metro Area has collectively completed and maintained the necessary planning work to support a major investment toward in active transportation. The themes and projects that are highlighted in this case statement reflect adopted projects which were technically analyzed and developed through extensive public outreach efforts.
Transportation System Plans
The cities of Eugene and Springfield, and Lane County share TransPlan, the transportation system plan (TSP). TransPlan closely reflects the RTP’s policies and implementation strategies which illustrates cohesiveness between the collective region and the local jurisdictions. The City of Coburg has adopted its last TSP in 1999 and a complete update will be finished by 2010.

Local jurisdictions have also developed more specific supporting strategies and programs to implement regional policies.

City of Eugene Refinement Plans
In 2008, Eugene completed a Pedestrian & Bicycle Strategic Plan. The Plan included months of public outreach and collaboration and supports the community’s efforts toward addressing sustainability and the challenges of global climate change. The Plan is intended to be used in several ways:

1) To involve the community in a concerted, structured effort to improve the experience of walking and biking in Eugene;

2) To guide City of Eugene Transportation Planning Team staff and other City staff in their work to make Eugene more walkable and bikeable; and

3) To coordinate the activities and programs of many different organizations, non-profit agencies, and government agencies which promote walking and biking in Eugene.

The plan is a tool to create new partnerships between community organizations, the City of Eugene, local businesses, and pedestrians and bicyclists and build a more livable, active, sustainable, engaged and equitable city.

Pre’s Trail is a popular recreational system near the urban center in Eugene.
City of Springfield Refinement Plans

The City of Springfield has an existing Bike Plan and will develop a substantially updated Bike and Pedestrian Plan in 2009. In 2003, Springfield adopted a refinement to MetroPlan (Springfield and Eugene’s Comprehensive Plan) for a Parks and Recreation Comprehensive Plan. This was co-adopted by Willamalane Park & Recreation District. There was an extensive public input process including stakeholder interviews, community surveys, input from a citizen advisory committee, and public hearings. Key projects were identified to fill path and trail system gaps. Wide support from both recreation and transportation interests was gained from this process.

City of Coburg Refinement Plans

The City of Coburg was incorporated into the Central Lane MPO in 2003. It is anticipated that in 2010 Coburg will complete their Transportation System Plan update which will include an integrated transportation demand management element with the RTP.

Further, Coburg has begun developing the Coburg Multimodal Loop Implementation Strategy, a Strategy for a multimodal path in and around the City’s current urban growth boundary. It is the first effort to implement a complete path system that will be used as a transportation corridor, connecting the elementary school to the downtown, residential district and commercial centers that began a project in the 2004 Coburg Parks and Open Space Master Plan. One of the primary objectives of the Strategy is to identify funding to build a Coburg to Eugene multi-use path connection. This would be the first multi-use path between a small city with an employment center of over 3,000 employees to the metro area’s bicycle/pedestrian system and would provide an excellent recreational facility as well as a commute corridor.

Lane Transit District

Lane Transit District works with local jurisdictions to develop their respective strategic plans. These plans maintain wide inter-jurisdictional support. Future EmX corridors are a large focus of LTD to promote transit oriented development, to increase mobility, and reduce congestion.
Willamalane Park & Recreation District serves the Springfield area and plays an integral role in providing biking and walking facilities both for recreational and transportation purposes. Willamalane began a comprehensive planning process in 2001 to identify future needs for parks, open space, recreation facilities, programs, and services. The 2004 Comprehensive Plan responds to identified community needs and provides an action plan to ensure the most effective use of community resources. It also presents District strategies for achieving the community’s vision and a framework for action. Willamalane sponsors a number of regionally significant projects included in the RTP that would benefit from a strategic investment.

Rivers to Ridges

The Rivers to Ridges Vision and Strategies was the first Lane County regional effort to visualize the future of parks and open space in and around the Eugene-Springfield Metro Area. Several key projects were prioritized to provide connections from the urban areas and open space to the urban fringe. The evaluation of these projects included how each would contribute to the regional system. This Vision received wide community support and was adopted by several jurisdictions. The Rivers to Ridges projects are reflected on the Future Bicycle & Pedestrian System in the Central Lane MPO map (Appendix B).
Successful Tools and Practices

In addition to the significant investments in infrastructure and bicycle/pedestrian programs, the Eugene-Springfield area partners have advanced the use and development of a number of outstanding technological tools and public information practices. These include outstanding transportation modeling techniques and a regional website in support of TDM goals.

Multi-Modal Modeling Capabilities

For the past 15 years, the Central Lane MPO has developed, maintained and applied a transportation model to evaluate multi-modal travel within the MPO area. The mode choice component includes bicycle, pedestrian and transit travel, and estimates the origins and destinations, and number of trips by trip purpose by each mode. The model is currently used to evaluate the efficacy of land use planning policies and infrastructure and transit service improvements.

The transportation model is updated at least every four years incorporating current and future population and employment, land use plans, existing and planned infrastructure, transit service, and travel costs. The latest available model represents conditions as of 2004 and as estimated for 2031. Changes in mode share over the planning period are estimated by the model.

Currently, the Central Lane MPO model uses the typical 4-step transportation model framework which is utilized by transportation analysts nationwide. It considers travel costs and time expenditure as the preeminent factors in alternate mode choice. While this is a useful regional tool, it does not at this time capture the decisions that guide cyclists in choosing particular routes. It utilizes knowledge about the routes once they are established to estimate user trips.

A key element of the active transportation plan is to significantly invest in the region’s multi-modal model. A primary goal is to step beyond the “passive” analysis of bike trips and move into a proactive approach that we anticipate will encourage travelers to increase utilization of bicycles. Central Lane MPO is collaborating with Portland State University researchers and the Portland Metro MPO to incorporate new research on bicycle use, including factors that influence both the decision to use a bicycle for a particular trip and factors that influence the route chosen to the destination, into our technical modeling and planning tools by 2010. The Central Lane MPO expects these analytical advancements will better inform the siting and prioritization of bike infrastructure. Both the transportation model and the extensive geographic data available in the Regional Information System of Lane County are valuable assets for this area that will be combined to produce this planning tool. A more sophisticated model will help guide strategic decision-making for prioritization of projects as well as provide a framework for more refined performance measurement. State-of-the-art modeling capability is of paramount importance to fulfill expectations to implement both regional and strategic implementation for future integration of a comprehensive active transportation system.
KeepUsMoving Website
In 2005, the region developed and implemented KeepUsMoving.info, a website to serve the needs of regional travelers during road and path construction. The goal of the website is to provide up-to-date, easy to access and understand, graphically-oriented, and transferable information about regionally significant projects and events that will affect mobility. Lane Council of Governments and Commuter Solutions partnered with the support of local jurisdictions and ODOT to provide a nexus for information about current projects. One of the unique features of the site is that it presents transportation options as a best alternative to driving through construction areas. During a recent overlay project that required five separate bridge and lane closures, over 1.6 million website hits were recorded. The regional media often used the graphics associated with the site to explain complex concepts and there was positive feedback from bike/pedestrian users who noted an increase in path use. The site provides good information while promoting demand management strategies and regional coordination. A strategic federal investment would include support for this planning tool and would foster an increase in the regional coordination of event-based mobility challenges, increase visualization, and promote active transportation alternatives.
ACTIVE TRANSPORTATION FRAMEWORK

This Case Statement has established a need for a substantial future investment for active transportation in the Eugene-Springfield Metro Area. It has highlighted many of the cohesive and strategic regional policies and implementation tools that serve this community. It has emphasized far-reaching community support from community leaders and it has illustrated the strong foundation of paths, transit, and programs from which to build.

The Eugene-Springfield Metro Area’s active transportation plan strives to augment strategic regional decision-making for future infrastructure and programs that will enhance mobility or mitigate congestion in a cost efficient manner by shifting automobile trips to biking and walking. The plan will accomplish this by developing state-of-the-art planning tools, completing key connections to the regional biking/walking system, and enhancing support for education and promotional programs that are able to illustrate successful performance with evaluative measurement. The Case Statement itself will be used as a planning and marketing tool to promote active transportation concepts, highlight community assets, and build a broader coalition of support for biking and walking in the Eugene-Springfield Metro Area.

Project and Program Selection Process

The Central Lane MPO area RTP project list was the nexus for project selection. The policies and projects represented in the RTP include regionally coordinated set of criteria that prioritized projects within the 2031 planning horizon. Further refinement for the Case Statement project list was made by the representatives of the Campaign for Active Transportation Management Team (CATT) who categorized the types of projects and programs into five themes that address active transportation principles;

- **Planning Tools** are defined as a particular product that has been designed for use by planners or engineers on a regular basis to do a specific kind of work. For example a transportation simulation model.

- **Capital Investments** the public systems and facilities that were identified in an adopted plan and that has been identified as necessary for economic activity, public transportation, and active transportation infrastructure.

- **Performance Monitoring** is theme recognizes the importance of evaluating the success of projects and programs including by examine their value, quality, importance, extent. Performance measurement techniques can vary widely depending on what type of project or program needs to be assessed.

- **Health and Safety** are projects or programs that stand alone as major contributors to community safety and or health issues. For example, signage and ample visual clearance along the path system address safety issues and promotion of an active lifestyle for children is a health-related program feature.
• **Education and Encouragement** are primarily programs that provide training, incentives, or information to businesses, interest group, or the general public about specific active transportation projects, concepts, or processes.

It is important to note that because the CATT is not a decision-making body for the region, there was no further attempt to develop criteria for prioritization of the projects or programs. Alternately, each jurisdictional representative(s) highlighted a number of projects that were reflected in adopted plans, initiatives or strategies; had a cost estimate associated with it; and presented a case that it contributed to the regional system’s infrastructure or supportive program. Representatives were guided by how each of the selected projects and programs would:

- Create interconnectivity for active transportation systems;
- Serve as “spines” for safe and accessible active transportation;
- Integrate with other facilities, such as bike lanes and sidewalks and transit-oriented design;
- Leverage other revenue streams that could be used as match;
- Provide a regional benefit;
- Demonstrate community-wide support

The following table describes each project, its geographic limits and location and description. It also indicates the hosting jurisdiction and estimated cost adjusted to 2010 dollars. Finally, each project is categorized by the said themes developed by the CATT. The results are a well-balanced set of capital improvements, sidewalks, trails, and multi-use paths as well as support for regional programs that have provided successful results for travel behavior.

### Additional Projects

During the selection process, it was acknowledged that new and innovative active transportation project concepts have emerged over the last couple of years and these concepts will not be integrated into the RTP until local jurisdictions implement their respective processes the next schedule update in 2010. Regardless, these project concepts were identified as priorities to CATT representatives and local planners. They are categorized in the project matrix as Additional Projects.
<table>
<thead>
<tr>
<th>Project or Program</th>
<th>Geographic Limits/Description</th>
<th>Jurisdiction(s)</th>
<th>Estimated Cost ($2010)</th>
<th>Planning Tool</th>
<th>Capital Investment</th>
<th>Health &amp;/or Safety</th>
<th>Education and Encouragement</th>
<th>Performance monitoring</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-Modal Modal</td>
<td>Refinement of multi-modal including preference element</td>
<td>MPO</td>
<td>$1,000,000</td>
<td></td>
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<tr>
<td>Coordinated Regional Database</td>
<td>Regional database for GIS, mapping, and inter-jurisdictional communications</td>
<td>MPO</td>
<td>$1,000,000</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Regionally Coordinated Multi-modal Traffic Counts</td>
<td>A comprehensive path and trails system traffic counting implementation with new technologies to be regionally coordinated</td>
<td>MPO</td>
<td>$500,000</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Commerce Connector</td>
<td>Fern Ridge Path to Commerce Street - Multi-use Path and Bridges</td>
<td>Eugene</td>
<td>$1,200,000</td>
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<tr>
<td>Golden Gardens</td>
<td>Terry St. to Beltline Hwy. - Multi-use Path</td>
<td>Eugene</td>
<td>$1,900,000</td>
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<tr>
<td>South Bank Trail</td>
<td>Autzen Stadium Connector to Rail Underpass - Multi-use Path</td>
<td>Eugene</td>
<td>$5,770,000</td>
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<tr>
<td>Spring Boulevard</td>
<td>29th Avenue to 30th Avenue - Multi-use Path</td>
<td>Eugene</td>
<td>$850,000</td>
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<tr>
<td>West Bank Trail</td>
<td>Formac Street to approximately 1000ft north of Owosso Bridge - Construct new concrete multi-use path for Riverbank trail system</td>
<td>Eugene</td>
<td>$1,350,000</td>
<td></td>
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<tr>
<td>Westmoreland Park Path</td>
<td>Fillmore Street to Taylor Street - Multi-use Path</td>
<td>Eugene</td>
<td>$995,000</td>
<td></td>
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<tr>
<td>Polk Street Bike Lanes</td>
<td>Add Bike Lanes</td>
<td>Eugene</td>
<td>$500,000</td>
<td></td>
<td></td>
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<tr>
<td>Individualized Marketing</td>
<td>Neighborhood based individualized marketing campaign in strategic locations</td>
<td>Eugene, Springfield</td>
<td>$1,000,000</td>
<td></td>
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<tr>
<td>Coburg to Eugene</td>
<td>Multi-use Path connecting the Coburg Loop to the north end of the Eugene bike path system at</td>
<td>Coburg, Eugene</td>
<td>$4,000,000</td>
<td></td>
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<tr>
<td>Coburg Loop</td>
<td>Loop System, approximately 5.5 miles - construct first multi-use path system in and around Coburg</td>
<td>Coburg</td>
<td>$5,000,000</td>
<td></td>
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<tr>
<td>Citywide, coordinated Bike and Pedestrian Signage</td>
<td>Regionally coordinated interpretive and directional signage to augment both the on-street and off-street system</td>
<td>Coburg, Eugene, Springfield, Lane County</td>
<td>$1,000,000</td>
<td></td>
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<tr>
<td>Coordinated Path Lighting</td>
<td>Regionally coordinated energy efficient lighting to augment both the on-street and off-street system with functional and decorative lighting enhancements throughout the system</td>
<td>Coburg, Eugene, Springfield, Lane County</td>
<td>$5,000,000</td>
<td></td>
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<tr>
<td>Project or Program</td>
<td>Geographic Limits/Description</td>
<td>Jurisdiction(s)</td>
<td>Estimated Cost ($2010)</td>
<td>Planning Tool</td>
<td>Capital Investment</td>
<td>Health &amp;/or Safety</td>
<td>Education and Encouragement</td>
<td>Performance monitoring</td>
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<tr>
<td>Safe Routes to School and Bike Education</td>
<td>Expand the SRTS program to multiple elementary and middle school sites and support a regional coordinator</td>
<td>Eugene, Springfield</td>
<td>$1,000,000</td>
<td>☐</td>
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</tr>
<tr>
<td>Share the Road Campaign/Marketing</td>
<td>Public education materials and education program to increase awareness about bike safety for each jurisdiction</td>
<td>Coburg, Eugene, Springfield, Lane County</td>
<td>$250,000</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>Permanent ped/bike traffic counters</td>
<td>Region-wide</td>
<td>Coburg, Eugene, Springfield, Lane County</td>
<td>$750,000</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>Millrace/Booth Kelly/ Weyerhaeuser Haul Road Multi-use Paths</td>
<td>Bus rapid transit station and other strategic station sidewalk and multi-use path connections to major activity centers – both new development requirements and rehabilitation</td>
<td>Springfield</td>
<td>$3,500,000</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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</tr>
<tr>
<td>Connections to Transit Stops</td>
<td>Bus rapid transit station and other strategic station sidewalk and multi-use path connections to major activity centers – both new development requirements and rehabilitation</td>
<td>Lane Transit District</td>
<td>$1,455,000</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>Springfield Middle Fork Trail</td>
<td></td>
<td>Willamalane</td>
<td>$500,000</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>Stripe Bike Lanes</td>
<td>52nd (High Banks to Main), 28th Street, Rainbow Drive, Aspen Street, Olympic (Mohawk to 21st)</td>
<td>Springfield</td>
<td>$310,000</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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</tr>
<tr>
<td>Game Farm Road South Bike Lanes -Shoulders</td>
<td>Deadmond Ferry to Harlow</td>
<td>Springfield</td>
<td>$400,000</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>69th Street Bike Lanes</td>
<td>Thurston to Main</td>
<td>Springfield</td>
<td>$570,000</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>McKenzie River Connector</td>
<td>42nd St. to 52nd St.</td>
<td>Springfield</td>
<td>$3,700,000</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td><strong>Additional Projects</strong></td>
<td><strong>Stations that include secure parking, restroom, and/or shower. Stations would be membership-based</strong></td>
<td>Coburg, Eugene, Springfield, Lane County</td>
<td>$1,000,000</td>
<td>☐</td>
<td>☐</td>
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<td></td>
<td><strong>Provide low income community a free bike program which also includes an educational piece about maintenance and safety issues. Rental program would be available for general public to use as intra and inter-community occasional travel</strong></td>
<td>Eugene</td>
<td>$400,000</td>
<td>☐</td>
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<td></td>
<td><strong>Conduct analysis and implement bike boulevard concept in strategic locations</strong></td>
<td>Eugene</td>
<td>$5,000,000</td>
<td>☐</td>
<td>☐</td>
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</table>
CONCLUSION

The Eugene-Springfield Metro Area is prepared to develop a distinguished active transportation system. While a respected, even award-winning system exists today, a significant increase in mode share for walking and bicycling can occur - at a regional level - by focusing more strategic investments on multimodal transportation corridors and near activity centers where close proximity of land use encourages walking and bicycle trips. Developing a state-of-the-art multi-modal model will allow decision-makers to strategically prioritize the most beneficial projects to the region. Supplementary data such as comprehensive path and trail traffic counts will not only be a crucial input to the model, but also a key tool for local planners and engineers.

The Eugene-Springfield Metro Area is ready for a significant increase in funding. There is broad local and regional support for biking/pedestrian capital improvements and programs. All local and regional adopted long-range transportation and parks and recreation master plans include TDM or TO elements that are directly connected to active transportation planning and implementation. Active transportation continues to gain support and resources that contribute to a solid planning framework for future improvements. However, while broad community support and resources have been allocated to active transportation, infrastructure and programs remain disproportionate to the resources that are allocated toward capacity-building road improvements.

With award-winning regional programs and organizations such as the Lane Transit District, Commuter Solutions, Lane Coalition for Active Healthy Youth, and Safe Routes to School, strong relationships between programs and organizations leverage one another and are able to share best practice techniques. Despite finite resources; education/outreach that support active transportation business models, incentives, implementation, and evaluation tools have established a strong - and in many cases - long-standing base of support and service to this community. A significant increase in funding would allow best practice programs to continue their implementation and emphasize subsequent program evaluation which will provide useful data and a framework for innovation.

The Eugene-Springfield Metro Area has big plans for the future. A federal investment of $50 million could propel the community into a national example for active transportation.
Attachments

A. Existing Conditions Map
B. Future Planned Projects Map
C. Letter of Endorsement – Central Lane MPO
   Metropolitan Policy Committee
Existing Bicycle & Pedestrian System in the Central Lane MPO Area

- **MPO Boundary**
- **Urban Growth Boundaries**
- **Existing Bike Routes**
  - On-Street
  - Off-Street
- **Existing Trails**
- **Mixed Use Centers/Nodes**
  - Adopted
  - Others as depicted in TransPlan
- **Schools**
- **Major Employers (> 300)**
- **Transit Stations**

**Note:** The map is illustrative and should be used for reference only. The map depicts approximate locations of existing and proposed transportation facilities. Alignments are subject to change when project-level planning is undertaken.

June 2008.

Map produced by LCOG

Attachment A - CAT Existing Bike System Map
Future Bicycle & Pedestrian System in the Central Lane MPO Area

- **Existing Bike Routes**
  - On-Street
  - Off-Street
- **Existing Trails**
- **Future Bike Routes**
  - On-Street
  - Off-Street
- **Future Trails**

**Legend**
- MPO Boundary
- Urban Growth Boundaries
- Mixed Use Centers/Nodes
- Adopted
- Others as depicted in TransPlan
- Schools
- Major Employers (> 300)
- Transit Stations

**Note:** This map is illustrative and should be used for reference only. The map depicts approximate locations of existing and proposed transportation facilities. Alignments are subject to change when project-level planning is undertaken.

**June 2008.**
Major Sid Leiken, Chair

Sincerely,

Our partnership is critical and we appreciate your consideration of our case statement as we continue to build our transportation strategy. We applaud your support of the 2010 campaign for active transportation and the successful history of, engagement, resources, and funding a multi-modal transportation system of public agency and community programs. Strong relationships have been built between institutional partners on issues related to active transportation and we enjoy a fun and open dialogue.

The Eugene-Springfield community boasts an award-winning and nationally renowned active transportation system. We are committed to preserving and enhancing this system by promoting non-motorized modes and expanding regional connectivity.

A strategic component of the Central Lane MPO approach will be the development of state-of-the-art tools for analysis and decision-making, including a multi-modal transportation model and a regional travel forecast model.

Proposed improvement projects ready for development:

- Proposed improvements
- Existing community assets
- Identified need for transportation system improvements
- Existing transportation and pedestrian investments
- Pedestrian and community support for bike and pedestrian transportation

To communicate our interest and enthusiasm for the 2010 Campaign for Active Transportation, we have prepared the attached case statement emphasizing the following:

- Walking and bikeable community: Enhance safety for biking and walking, providing a safe and comfortable environment for all. By improving the pedestrian and bicycle transportation systems, we can reduce congestion and make our community more vibrant.

The Metropolitan Policy Committee, representing the Central Lane Metropolitan Planning Organization, endorses the attached case statement for publication in the 2010 Campaign for Active Transportation.

Dear Rails-to-Trails:

San Francisco, CA 94108
260 Folsom Street, Suite 400
Rails-to-Trails Conservancy
Western Regional Office

July 10, 2008