Eugene’s Strategic Pedestrian and Bicycle Plan

Moving Beyond Infrastructure: Planning for Action

City of Eugene
Public Works Engineering
Pro Walk / Pro Bike Seattle 2008
www.eugene-or.gov/walkbike
Agenda

- Why Create a Strategic Plan?
- Planning Process: “Summit to Summit”
- Workshops & Data Collection
- Prioritizing Input
- Implementation
- Lessons Learned
- From Their Perspective:
  - Laurie Trieger and Shane Rhodes
- Q & A
Eugene is a place where walking and biking are integral to the community’s culture, where the city’s livability, sustainability and overall quality of life are enhanced by more people walking and biking, and where these activities are safe, convenient and practical options for everyone.
Why Create a Strategic Plan?

- Existing transportation plans only guide ped and bike infrastructure design and investment; not education and encouragement.
- To guide the priorities of many different organizations that are involved with walking or biking.
- Build community support for ped and bike projects and programs.
Planning Process: “Summit to Summit”

- OTREC Grant
- 2006 Walking and Biking Summit
- Community Workshops
- Departmental Advisory Committee
- Internal City Input
- Draft Plan Open House
- 2008 Walking and Biking Summit
- BPAC Formed
Oregon Transportation Research and Education Consortium

- Creative Opportunity for Project Funding
- Community Planning Workshop (CPW)
- Experiential learning
- More than 20 students involved
2006 Walking and Biking Summit

- October 2006
- Involved Key Stakeholders
- Kicked off Planning Process
- Input and Educational Activities
Community Workshops

- January to August of 2007
- **Topics**
  - Bike Theft and Bike Parking
  - Education and Encouragement
  - Seniors and People with Disabilities
  - Visual Preference Surveys
  - Youth
Internal City Input

- Initial meetings – obstacles and strategies
- Second round of meetings to get feedback on draft plan
- Draft plan distributed to appropriate City staff for additional feedback on assigned actions
- Feedback incorporated into final plan
Departmental Advisory Committee (DAC)

- Helped staff prioritize the large amount of input and comments received
- Built relationships among community-based organizations
- Advised staff and CPW on plan design and development
Draft Plan Open House

- Gathered feedback on final draft plan
- Participants processed a large amount of data
  - Posted Plan Goals, Strategies and Actions
  - Participants provided feedback using sticky notes and comment sheets
2008 Walking and Biking Summit

- January 2008
- Marked Completion of Planning Process
- Involved Key Stakeholders
- Three Breakout Sessions
- Final Strategic Plan Released
Plan Format

This strategic plan has four parts:

**Vision:** Concisely describes a future Eugene in which walking and biking are more fully integrated into the life of the City.

**5 Goals:** Address issues of community culture, encouragement, safety, accessibility and connectivity, and implementation and funding.

**17 Strategies:** Provide a conceptual framework or method for how the goals can be achieved.

**82 Actions:** Specific, assignable actions for implementing the strategies.
## GOAL
Increase the share of trips made by walking and biking.

### STRATEGY

#### ACTIONS

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<thead>
<tr>
<th>ACTION</th>
<th>LEAD</th>
<th>PARTNERS</th>
<th>PRIORITY</th>
<th>RESOURCES</th>
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<tbody>
<tr>
<td>2.1.1</td>
<td>Develop School Peds. Unit that works with at least one new school.</td>
<td>BTA, LTDGS</td>
<td>ECE, LECHAY, PMETP</td>
<td>PMETP, PMDCS, BTA, PMDCS</td>
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<td>2.1.2</td>
<td>Develop a media campaign to promote walking and biking as viable means of transportation.</td>
<td>PMETP, LTDGS</td>
<td>CUL, ODOH</td>
<td>PMETP, LTDGS</td>
</tr>
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<td>2.1.3</td>
<td>Support continuation and expansion of BTA bike education programs in middle schools.</td>
<td>AE&amp;B, BTA</td>
<td>ECE, LECHAY</td>
<td>PMETP, LTDGS</td>
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<td>2.1.4</td>
<td>Develop an individualized marketing program that targets different geographic areas every year.</td>
<td>PMETP, LTDGS</td>
<td>ECE, CUI, Bike Shops, CAT, NAs</td>
<td>PMETP, LTDGS</td>
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<td>2.1.5</td>
<td>Continue holding the annual Business Commute Challenge.</td>
<td>PMETP</td>
<td>LTDGS, Peace &amp; Health, Chamber of Commerce</td>
<td>PMETP</td>
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<td>2.1.6</td>
<td>Develop an integrated program to encourage more UO students to walk and bike.</td>
<td>UO</td>
<td></td>
<td>PMETP</td>
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### 2.2 Advocate for mixed-use development in new and existing neighborhoods

Mixed-use development is the official growth management policy of the City of Eugene, and plan identifies dozens of potential mixed-use centers (MUCs) around town. MUCs are pedestrian friendly and transit oriented; they include a combination of housing, commercial, and retail areas in close proximity to each other and in higher densities than traditional developments, making biking and walking more convenient.

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<tr>
<td>2.2.1</td>
<td>Advocate for mixed-use development in Eugene at both the neighborhood and citywide scales.</td>
<td>GEARS, LECHAY</td>
<td>ECE, AIA</td>
<td>PMETP, LTDGS</td>
</tr>
<tr>
<td>2.2.2</td>
<td>Provide educational opportunities for the general public about the benefits of mixed-use centers and compact development, and how they encourage bicycling and walking transportation.</td>
<td>GEARS</td>
<td>ECE, LECHAY, PMETP</td>
<td>PMETP, LTDGS</td>
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Note: For a list of acronyms and contact information, see page 31.
PLAN IMPLEMENTATION AND MONITORING

The success of this plan relies on strong leadership, community involvement, systematic monitoring and periodic updates. To achieve this, we have developed an implementation framework with three main parts: (1) the Bicycle and Pedestrian Advisory Committee (BPAC); (2) the BPAC Staff Coordinator; and (3) Community Members and Organizations.

Bicycle and Pedestrian Advisory Committee (BPAC)

The purpose of the Bicycle and Pedestrian Advisory Committee is two-fold:
1) To advise the City of Eugene Transportation Planning Team and community organizations and partners on the implementation of the Strategic Plan
2) To provide feedback to City of Eugene staff on different city projects relating to walking and biking.

The BPAC’s responsibilities will include many of the following activities:
- Develop operating agreements and bylaws.
- Approve an annual work plan developed in collaboration with a City staff representative.
- Develop priorities for plan implementation within financial constraints.
- Develop benchmarks and collect associated data to monitor and document plan implementation.
- Publish annual report to share progress with the community, City Council and City staff.
- Serve as liaisons, connecting key community members, community groups and organizations and encouraging participation in implementation.
- Identify grants to fund plan implementation.
- Conduct community outreach for the strategic plan.
- Plan an annual Walking and Biking Summit.

BPAC Staff Coordinator

The Public Works Transportation Planning Team works with community stakeholders and agency partners to develop and implement short and long-range plans, design projects and obtain funding to build projects that lead to a complete transportation system. This department will designate a staff person to coordinate the Bicycle and Pedestrian Advisory Committee.

The BPAC Staff Coordinator’s duties will include:
- Drafting BPAC meeting agendas and communicating with the committee chair or co-chair.
- Serving as a liaison between the BPAC, community organizations, and City departments.
- Drafting an annual BPAC work plan based on priorities outlined by the plan and the Transportation Planning Team.
- Providing technical expertise (e.g., formal staff reports) and advice, when solicited, to the BPAC.

Community Members and Organizations

Individuals and organizations within the community will play a significant role in implementing this plan. Each action item has been assigned to one or more “lead organizations.” These organizations are responsible for taking the steps necessary to implement the action item.

In general community volunteers, whether individuals or organizations, will be responsible for the following:
- Implementing individual action items contained in the plan.
- Involving other community members in the implementation of their action item.
- Closely communicating with the BPAC.
- Effectively implementing and monitoring the progress of their action item.
Implementation: Bicycle and Pedestrian Advisory Committee

- **Advise** City of Eugene Transportation Planning staff and community organizations and partners on implementation of the Strategic Plan
- **Represent** community and constituent interests in transportation planning decisions
- **Provide feedback** to staff on projects relating to walking and biking
From Their Perspective

- The story as told by two participants in the planning process – now involved in plan implementation
  - Laurie Trieger, Lane Coalition for Healthy Active Youth
  - Shane Rhodes, Safe Routes to School – Eugene 4J School District
Lessons Learned: Plan Development

- Staff perspective:
  - Fill in the blanks here

- Laurie and Shane’s Perspective:
  - Fill in the blanks here
What’s Next?

- Continue working with BPAC, City staff and organizational partners on implementation
- Build support for walking and biking throughout the community
- Community Culture