



Key Messages

Project Overview

MovingAhead is about planning future transportation investments on Eugene's major streets. It will focus on better connecting people to jobs, schools, shopping, recreation, and other activities by considering a range of options for all of us, whether we ride the bus, bicycle, use mobility devices or walk. MovingAhead puts community needs and values at the heart of decision-making by building on community input and local planning projects like: Envision Eugene; Eugene's Transportation System Plan; Vision Zero; Climate Recovery Ordinance; and LTD's Long-Range Transit Plan. MovingAhead is a collaborative effort between Lane Transit District, the City of Eugene, and other regional partners.

Looking back

MovingAhead got underway in 2015 with community conversations about looking at transportation investments for people walking, biking, using a mobility device, and riding the bus along seven key corridors. The focus has since been narrowed to five key corridors: Highway 99, River Road, 30th Avenue to Lane Community College, Coburg Road, and Martin Luther King, Jr. Boulevard. Public input from community workshops and events in 2015 and 2016 helped determine what options are currently being considered on each of these corridors.

Next steps

Technical work, currently underway, is analyzing which of the key corridors will be most ready for transportation investments in the next 10 years by evaluating current and future land uses, environmental concerns, and community needs and values.

Once the technical work concludes this summer (2018), numerous opportunities will be offered for the community to learn about the project and give feedback to help refine what, and where, investments should be made.

In late 2018, the LTD Board and Eugene City Council will review the technical findings and feedback from the community and make a decision on a package of multimodal transportation investments for each of the five key corridors. That package of investments will inform how we prioritize projects for near-term funding and construction.

A number of options for each of the five corridors being studied will be considered. These combinations of investments, called 'packages', include improvements to the roadway, bicycle and pedestrian facilities and transit options as well as improvements to the streetscape like trees and lighting.

Improvements can be mixed and matched based on what the community prefers. Each option will also include a 'no-build' option which means that none of the possible investments would be made in the near-term.

Key Messages

The overall goal of identifying key project messages is to maintain consistency in communications during public engagement activities. These key messages were developed based upon community input received through the values survey and heard during previous outreach efforts for the project.

The key message emphasis may vary for the MovingAhead public involvement program depending on the tool, purpose and audience; however, all content is reviewed through the lens of reinforcing the following key messages:

Safe, Accessible Transportation Systems for Everyone: We will create safe, accessible transportation facilities for everyone, whether they travel by foot, bike, mobility device, bus, or car.

- We are developing a 10-year investment plan for five key corridors in Eugene to improve safety and accessibility for all modes of transportation (including walking, biking, mobility devices, bus/transit, or car).
- This planning effort will lead to a package of transportation investments that will collectively create safe environments for people walking, biking, using mobility devices, and taking the bus.

Connecting our community: We will plan transportation to support great neighborhoods — and to help keep our community and our economy moving.

- We are committed to a safe, accessible transportation system that supports great neighborhoods and preserves Eugene's unique community identity through investments for people walking, biking, using mobility devices, and taking the bus.
- MovingAhead will make better connections for people who walk, bike or use mobility devices by improving sidewalks, bike lanes, crosswalks and transit service.
- By investing in our main transportation corridors, MovingAhead will serve people's transportation needs better by connecting neighborhoods to jobs, schools, shopping, recreation, and other activities.
- Our goal is to deliver the best, and most reliable, transit service we can responsibly provide.

Minimizing our environmental footprint: Our planning and design will preserve and maintain clean air and water and recognize that livable communities include sustainable practices.

- MovingAhead's corridor investments will aim to minimize impacts to the environment during construction through thoughtful planning and design.
- Transit use reduces CO₂ emissions by taking cars off the road and moving more people, more efficiently.

- Investments for people walking, biking, using mobility devices, and taking the bus helps develop a sustainable transportation system that supports climate recovery and reduced reliance on the automobile.

Working together: We will make collaborative, transparent decisions based on community needs and values.

- We are committed to transparent decision-making informed by public input.
- It is vital that all voices are heard while planning our community's future.
- Community values and needs will help determine the preferred package of transportation investments.
- MovingAhead is a cooperative partnership between City, LTD, regional partners, and the community.

Fostering a strong economy: We will enhance our community with improved infrastructure and more travel options, which support a strong economy.

- Better transportation options will support economic development in our community.
- We will leverage state and federal funding opportunities so that we can maximize the available funding for each of the five key corridors within 10 years.
- Corridor enhancements, such as lighting, landscaping, and wider sidewalks will encourage private investments by businesses.
- More efficient transportation options will decrease what households spend on transportation, allowing additional money to be spent on other local goods and services.
- The MovingAhead project will allow LTD, along with its partner, the City of Eugene, to plan an efficient public transportation system that will serve the community well into the future and allow LTD to leverage funding in the most efficient and appropriate ways, based on feedback from the community.
- Concurrent planning for transportation improvements to multiple corridors provides for greater efficiency of investment, such as the possibility to implement the most cost-effective improvements across several corridors.

Building on previous success: We will continue and extend local planning efforts and previously identified community needs and values.

- MovingAhead builds upon the success of local planning efforts such as Envision Eugene; Eugene's Transportation System Plan; Vision Zero; Climate Recovery Ordinance; LTD's Long-Range Transit Plan, and the Comprehensive Operations Analysis process.
- MovingAhead integrates land use and transportation planning to ensure safe and accessible mobility for everyone.
- Community needs and values are at the heart of our decision-making.