

Public Involvement Plan

MovingAhead Project

May 2015

Lane Transit District

City of Eugene

*In cooperation with
City of Springfield
Lane Council of Governments*

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Public Involvement Plan

MovingAhead Project

May 2015

Prepared for
Lane Transit District
City of Eugene

Prepared by
CH2M

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1. Overview

Lane Transit District (LTD) and the City of Eugene are jointly conducting a programming process to determine which corridors are ready for a bus rapid transit, bike and pedestrian investments. This process will consider corridors identified in the region’s Frequent Transit Network. A more detailed project development process would be required before construction of any transportation improvements. This public involvement plan describes the public involvement goals, tactics and schedule to support this prioritization effort. Appendix A includes basic demographic information for Eugene to inform the public involvement plan.

1.1 Outreach Process

The project schedule (shown in Figure 1) outlines the timeline for the 18-month alternatives analysis and prioritization process. Public involvement will be focused on key milestones.

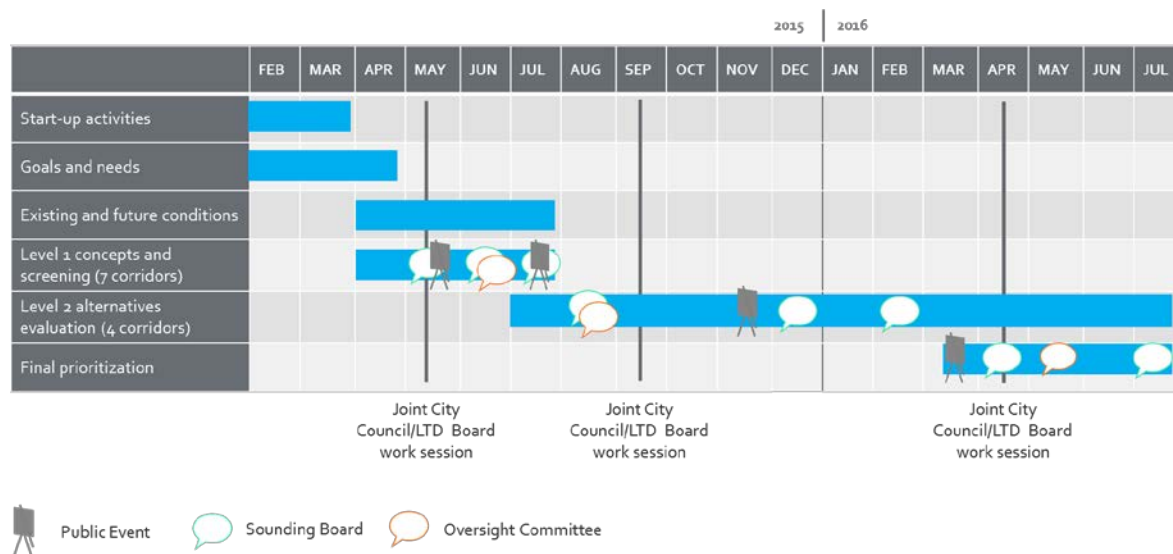


Figure 1. Project Schedule

1.2 Goals of the Public Involvement Plan

The City of Eugene and LTD are committed to an approach that:

- Provides early and ongoing opportunities for stakeholders to raise issues and concerns that can be considered through equitable and constructive two-way communication between the project team and the public.
- Encourage the participation of all stakeholders regardless of race, ethnicity, age, disability, income, or primary language by offering alternative accommodations, as needed (e.g. translation services, activities for children at community meetings, accessible meeting facilities).
- Promote fair treatment so that no group of people (racial, ethnic, or a socioeconomic group) bears a disproportionate share of the negative environmental consequences resulting from a program or policy.

- Ensures that public contributions are considered in the decision making process and can influence the agency’s decision.
- Builds on information gathered through related planning processes and ensures effective coordination and consistency with those efforts.

The International Association of Public Participation (IAP2)’s spectrum of public participation, Figure 2, shows varying levels of engagement based on the level of public impact. Because the level of public impact from investments in the multimodal transportation system to be prioritized and programmed is significant, the public and stakeholders will be engaged at the “inform”, “consult”, and “involve” levels. Public involvement tactics, described below, are designed to engage people at all these levels and to meet the commitment to work with the public throughout the process to ensure that public concerns and aspirations are understood and considered.

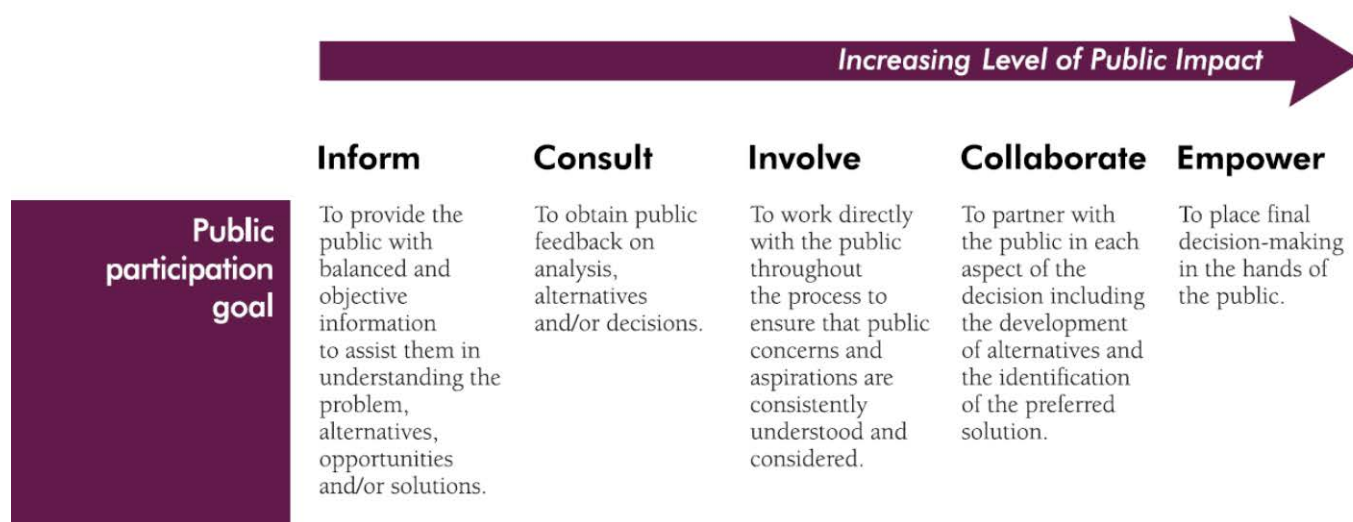


Figure 2. IAP2 Spectrum of Public Participation (source: www.iap2.org)

In addition, the public involvement program must include specific steps to provide opportunities for participation by federal Title VI communities. City, LTD and consultant will identify Title VI populations, formulate public involvement strategies, and report outreach efforts to and participation by Title VI communities.

1.2.1 Decision Making

In all public communications, it is important to be clear on who is making decisions for the project and how public comments will be used. At each step, stakeholders should clearly understand:

- Who will make the decisions?
- How can stakeholders influence the decisions
- When will stakeholders have an opportunity to participate
- How stakeholder input will be considered

The project decision structure includes the Lane Transit District Board of Directors, Eugene City Council, an Oversight Committee, an Advisory Committee and a Project Management Team. The project decision making structure is shown in Figure 3 and is described below.



Figure 3. Decision-making structure

Decide: LTD Board of Directors and Eugene City Council

The Eugene City Council and Lane Transit District Board of Directors will approve a prioritized set of corridors for transit or multimodal improvements in the short term.

Recommend: Project Oversight Committee

The Oversight Committee will make a recommendation to City Council and the LTD Board of Directors on a prioritized set of corridors. The Oversight Committee will make interim project decisions at key milestones providing direction to the Project Management Team.

Advise: Project Management Team

The Project Management Team, comprised of staff from the City of Eugene, LTD, and the consultant team will make recommendations to the Oversight Committee. The Project Management Team will consider Advisory Committee input in developing their recommendation. The Project Management Team will also be responsible for providing day-to-day guidance to the project manager and consultant team.

Input: Public and Sounding Board

Public input, gathered through a variety of forums described below, will be considered throughout the process.

The Sounding Board will be a liaison to existing committees and provide ongoing input throughout the process. The Sounding Board will be comprised of representatives of existing City and LTD advisory committees.

1.2.2 Audiences and stakeholders

Stakeholders for this project include institutions, public agencies, advocacy groups, organized neighborhood and business groups and Eugene and Springfield residents, In addition, UO and LCC students, local transportation interest groups and individuals (including bicycle, freight, pedestrians, mobility impaired, transit, recreational), neighborhood and business interests, other land owners and developers, environmental groups, media, emergency service providers, affordable housing interests, and the general public will have an interest in the project. Environmental Justice/title IV organizations will be represented in all audience categories, as well as advocates for low-income, minority and limited-English proficient residents.

Audience Category	Examples
Government agencies and public institutions	Lane Transit District, Lane Council of Governments, City of Eugene, City of Springfield, Lane County
Transportation stakeholders	Oregon Trucking Association, Bicycle Transportation Alliance, Safe Routes to School, EmX Steering Committee, Better Eugene-Springfield Transit (BEST), Bicycle Pedestrian Advisory Committee, GEARS
Advisory Groups	Friends of Eugene, 1000 Friends of Oregon, Friends of Delta Ponds, Sustainability Commission, Envision Eugene Technical Resource Group, Neighborhood Economic Development Corporation Sustainability Commission, Planning Commission, BRING
Social Services	United Way of Lane County, Salvation Army, St. Vincent de Paul, Sheltercare, Egan Homeless, Housing and Community Services Agency of Lane County, First United Methodist
Business	Eugene Chamber of Commerce, Willamette Business Builders, Oakway Center, Market of Choice
Media	Register Guard, local TV and radio stations, Oregon Daily Emerald (University of Oregon paper), Eugene Weekly, Exito Magazine
Residents and Community Groups	Neighborhood associations, Eugene School District, 4J School District
Title VI or Environmental Justice	Head Start, low-income or affordable housing advocates, Human Rights Commission, senior center or retirement homes, Lane Community College, University of Oregon, NAACP, Blacks in Government, League of United Latin American Citizens of Lane County, Centro Latino Americano, Downtown Languages, Developmental Disabilities Program, disability groups

1.2.2.1 Equity approach

Appendix A presents an overview of Eugene’s demographics and identifies concentrations of low-income, minority, and limited-English proficient residents. The analysis of demographics will be used to refine the public involvement program (PI program) as needed. However, regardless of concentration, members of all of these groups will be invited to participate in the planning process and accommodations will be made (e.g. translation services) to encourage their participation. The project

will also compile a Title VI report at the end of the project. This report will compile all Title VI activities, document project process and outreach for all low income, race, gender, and age groups.

To engage these traditionally underrepresented communities, the project team will employ the following strategies:

- **Sounding Board:** The Sounding includes representatives of existing LTD and City committees. By including existing committees designed to address equity such as the Human Rights Commission, the Sounding Board will represent a range of viewpoints. All Sounding Board meetings are open to the public.
- **Community workshops, listening forums, and public events:** The team will identify partner organizations that can co-host or promote open house events to traditionally underserved communities. Collect demographic information (anonymously) at all public events, including workshops and listening forums, to be added to the final report and for City's use for Title VI reporting requirements.
- **Articles in local papers, newsletters and e-newsletters:** The City and LTD will distribute short media releases or articles will be written at key milestones and sent to local media outlets. City and LTD staff will also conduct interviews with media outlets to increase the likelihood of an article running in the paper or on the radio. These outlets reach a wide audience. In addition, City and LTD staff will distribute these same media releases to groups with newsletters or e-newsletters for targeted distribution.
- **Displays in public places and tabling outreach:** The project team will develop graphically engaging posters at the beginning of the project to advertise the project and help educate the public (one graphic template will be created). The displays will be posted in places with large exposure such as the library, LTD stations, on LTD buses and other locations. Signs should also be placed at the computers with public access, such as at the library to encourage low computer access populations to visit the project website.
- **Translation, special accommodations, and graphics:** translation services and other special accommodations will be provided at all meetings upon request (provided through LTD). All public materials will be presented in "easy to understand" language with "jargon" words removed or fully explained. Graphics will also be used to convey information, as a way to reduce the need to translate materials and to accommodate multiple learning styles.

1.2.2.2 Roles

Public outreach and involvement will be critical to the success of the prioritization effort. The City and LTD will be the primary spokespeople. CH2M HILL will lead the public involvement effort with support from Cogito. LTD will be responsible for graphics and advertising. The City and LTD will both be responsible for social media outreach and media relations.

All communications, particularly those with elected and appointed officials, will be coordinated with the City and LTD.

CH2M HILL will coordinate preliminary reviews of public involvement materials with the consultant team including Cogito, Wannamaker Consulting and other members of the consultant team.

1.2.3 Project Description

The following text will be used in public materials and as talking points for staff throughout the outreach process to describe the project.

Residents in our region value transportation that is safe and convenient for everyone whether on foot, bike, a bus or in a car. A safe, convenient transportation system supports great neighborhoods and helps keep us and our economy healthy. To improve transportation on some of our most important streets, the City of Eugene and the Lane Transit District are working with regional partners to determine what kinds of transit, biking and walking projects are necessary and to prioritize the most important projects.

MovingAhead will build from Envision Eugene, Springfield 2030 and LTD's Long-Range Transit Plan. All of these documents call for improving transit service, and biking and walking facilities in our community. LTD, the City of Eugene and other regional partners are looking at each corridor individually to understand what types of transit, bike and pedestrian investments will meet future demand and support vibrant places. Community members will be invited to participate throughout the process and will be critical to developing corridor concepts that accommodate all users and prioritizing corridors for improvement.

2. Public Involvement Tools and Methods

This portion of the memo identifies key public involvement activities that the consultant team, or City or LTD staff members will conduct during the project.

2.1 Ongoing and Start Up Activities

Some public involvement tools, like the website, interested parties list and advisory committee, will be used throughout the process. Those ongoing activities along with other start up activities are described in this section.

2.1.1 Oversight Committee

The City and LTD will establish an oversight committee. The OC is charged with providing a recommendation to the City Council and LTD Board of Directors at each milestone and about a final prioritization of the Frequent Transit Network corridors. The OC will include two representatives of the Eugene City Council, two representatives of the LTD Board of Directors, an ODOT manager, and the City's public works director and LTD's executive director. The OC will meet 4 times during the process. Meetings will focus on the following topics:

- Meeting #1: Discuss charter, review purpose and needs, goals, and objectives of the project, define what is on and off the table for this process
- Meeting #2: Review transportation baseline and level 1/screening results and make recommendation about four corridors
- Meeting #3: Review Level 2/evaluation results and alternatives analysis
- Meeting #4: Make recommendation about corridor prioritization

Task	Responsibility	Schedule	Review
Recruit OC	LTD and City	3/1/15	
Charge and protocols	CH2M HILL	3/1/15	LTD and City
Prepare meeting agendas	CH2M HILL	1 month before meetings	LTD and City
Prepare presentation materials	CH2M HILL	As determined by PMT	LTD and City
Prepare meeting summaries	CH2M HILL	2 weeks after meetings	LTD and City

2.1.2 Sounding Board

The City and LTD will establish a Sounding Board. The Sounding Board will include representatives of the EmX Steering Committee, Accessible Transportation Committee, Human Rights Commission, Sustainability Commission, Planning Commission and the Bike Pedestrian Advisory Committee as well as a representative of Lane County Public Health. The Sounding Board will meet 8 times during the process. Meetings will focus on the following topics:

- Meeting #1: Discuss AC charter, review purpose and needs, goals, and objectives of the project, define what is on and off the table for this process
- Meeting #2: Review outcomes of corridor development workshops and listening sessions
- Meeting #3: Discuss Level 1/screening and corridors to advance
- Meeting #4: Review refined Level 2/screening alternatives
- Meeting #5: Discuss multimodal alternatives
- Meeting #6: Review Level 2 evaluation
- Meeting #7: Discuss preferred alternatives and prioritization investments
- Meeting #8: Confirm preferred alternatives and prioritization investments

Task	Responsibility	Schedule	Review
Recruit Sounding Board	LTD and City	3/1/15	
Charge and protocols	CH2M HILL	5/1/15	LTD and City
Prepare meeting agendas	CH2M HILL	1 month before meetings	LTD and City
Prepare presentation materials	CH2M HILL	As determined by PMT	LTD and City
Prepare meeting summaries	CH2M HILL	2 weeks after meetings	LTD and City

2.1.3 Interested Parties List

The City of Eugene will provide names and contact information to populate an interested parties list. The consultant team will maintain the list throughout the project. The interested parties list will include names, addresses and email addresses.

Task	Responsibility	Schedule	Review
Contacts for interested parties list	LTD and City	3/1/15	
Initial interested parties list	Cogito	3/15/15	City and LTD
Interested parties list updates	Cogito	Monthly/as needed	

2.1.4 Website and Social Media

The Consultant will host a project website. The website will include:

- Current project information
- A library of project documents
- Responses to frequently asked questions
- Information about participation opportunities or other timely news items
- A contact form or email address where community members can provide comments, ask questions or join the project mailing list

At each public comment milestone, the website will host an online version of the public meeting or open house. These tactics are described along with other outreach tactics relevant to each project milestone.

In addition to the website, public input opportunities and public events will be advertised through the existing City of Eugene and LTD Twitter, Facebook, and RSS accounts to reach individuals already interested in City or LTD projects.

CH2M HILL will collect comments via email and the website. LTD and the City will respond to comments individually to the extent possible. The consultant team will draft updates to the website to respond to frequently asked questions.

Task	Responsibility	Schedule	Review
Create website	CH2M HILL	4/15/15	City and LTD
Website text and graphics, draft	CH2M HILL	4/15/15	City and LTD
Post on Facebook, Twitter, and RSS feed about new website and project	City and LTD	5/1/15	
Website content updates	CH2M HILL	Monthly	City and LTD

2.1.5 Targeted outreach to Title VI and Environmental Justice communities

Recognizing that Title VI and Environmental Justice communities can be underrepresented in transportation planning processes, Cogito will conduct targeted outreach to ensure that all residents have access to the process. Outreach activities may include:

- Translated fact sheets (LTD will provide translations)
- Briefings with community groups or advocacy groups that represent minority, low-income or disabled people.
- Partnerships with community groups or advocacy groups that represent minority, low-income or disabled people to advertise public meetings and input opportunities.

This outreach will be conducted on an as-needed basis by Cogito with review and consultation with the City and LTD.

2.1.6 Displays and Event Outreach

The project team will develop materials at two milestones to support tabling and event outreach. Cogito will attend up to five tabling events (1 staff person). These event may be targeted at Title VI populations or other groups that are not well-represented in the process.

The City and LTD will be responsible for posting displays in places with large exposure such as the library, LTD stations, on LTD buses and other locations. Signs should also be placed at the computers with public access, such as at the library to encourage low computer access populations to visit the project website.

Task	Responsibility	Schedule	Review
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Tabling/display materials	CH2M HILL	As needed	City and LTD
Tabling events (5)	Cogito/City/LTD	As needed	City and LTD
Displays	City and LTD	As needed	

2.1.7 Neighborhood and Community Group Meetings

LTD and City of Eugene staff will brief neighborhood and community groups throughout the project. Both LTD and City of Eugene staff will attend each meeting. Cogito will support the City and LTD with meeting coordination and set up as needed. The topics for these meetings will vary based on the timing. Meetings will use materials developed for committee meetings or public meetings where possible.

City and LTD staff will prepare meeting summaries focused on questions and concerns, collect names for the project mailing list and track any required follow up.

Task	Responsibility	Schedule	Review
Attend meetings	Cogito, City and LTD	As needed	
Prepare materials	CH2M HILL	As needed	
Update mailing list	Cogito	Monthly	
Prepare meeting summaries	City and LTD	Within 1 week of meetings	

2.2 Level 1 Screening

During the Level 1/Screening process, the team will work with the community to determine which corridors the community could potentially support something more than enhanced bus service. The outreach and public involvement activities to support this milestone will focus on gathering input to answer that question.

Key decision: Which corridors should be advanced for consideration as BRT routes in the short term?

2.2.1 Corridor concept development listening forums and workshops

To gather input on potential corridor improvement ideas and to give community members an opportunity to talk broadly about the transit system, the project team will host two community listening forums. LTD will lead the efforts to advertise the listening forums. To develop multimodal transit corridor alternative, the project team will also host 5-7 corridor-specific community workshops. Each workshop will be focused on a specific corridor and include a cross-section activities for participants.

Task	Responsibility	Schedule	Review
Prepare advertising materials	LTD	At least one month before event	City and consultant
Post information on City and LTD website and social media accounts	City/LTD	1 week before, 3 days before, and day of event	

Send mailing list email with information about the event	Cogito	Two weeks before event	
Create online open house	CH2M HILL	2 weeks before event	City and LTD
Sign-in sheet, name tags, welcome board	CH2M HILL	Three weeks before event	City and LTD
Draft and final event materials (power point, display boards, maps, cross section exercise)	CH2M HILL	Draft due 3 weeks before event; Final due 1 week before event	City and LTD
Comment and event summary	CH2M HILL	Due 2 weeks after event	City and LTD

2.2.2 Screening Open House

The project team will host 2 open houses to review screening recommendations based on the alternative screening. Each open house will allow the community to provide input on the cross-sections developed from the corridor-specific workshops. Corridor cross-sections will also be available on the project website for review and comment.

The City of Eugene and LTD will set the date and time. Cogito will arrange for a meeting location. The consultant team will develop materials and an agenda. LTD will provide all advertising materials. In addition to the in-person meeting, the consultant team will prepare an online open house using the materials from public event #1.

The consultant will prepare a summary of input received at the meeting and through the website.

Task	Responsibility	Schedule	Review
Prepare advertising materials	LTD	At least one month before event	City and consultant
Post information on City and LTD website and social media accounts	City/LTD	1 week before, 3 days before, and day of event	
Send mailing list email with information about the event	Cogito	Two weeks before event	
Create online open house	CH2M HILL	2 weeks before event	City and LTD
Sign-in sheet, name tags, welcome board	CH2M HILL	Three weeks before event	City and LTD
Draft and final event materials (power point, display boards, maps)	CH2M HILL	Draft due 3 weeks before event; Final due 1 week before event	City and LTD
Comment and event summary	CH2M HILL	Due 2 weeks after event	City and LTD

2.3 Level 2 Evaluation

During the Level 2/alternative refinement process, the team will work with the community to refine corridors alternative developed during the screening process. The outreach and public involvement activities to support this milestone will focus on gathering feedback and identifying potential issues with proposed corridor development.

Key decision: Define transit and multimodal alternatives for each corridor.

2.3.1 Alternative refinement focus groups

As corridor refinement continues through the second phase of screening, community opinion on refinement issues will be gathered at 8-10 corridor-specific focus groups. These sessions will assist the project team in selecting alternatives and further refining each corridor. Each focus group will include no more than 15 participants and will be between 1-2 hours.

Task	Responsibility	Schedule	Review
Invite stakeholders to participate in focus groups	LTD and City	3/1/15	
Initial interested parties list	Cogito	3/15/15	City and LTD
Prepare meeting summary	CH2M HILL	Due 2 weeks after event	

2.3.2 Alternative refinement open house

The project team will host two open houses to gather input on alternative refinement. The open houses will include the same information, but will be held in two locations on two evenings.

The City of Eugene and LTD will set dates and times. Cogito will secure a meeting location. The consultant team will develop materials and an agenda. LTD will prepare all advertising materials. In addition to the in-person meeting, the consultant team will prepare an online open house using the materials from public event #2.

The consultant will prepare a summary of input received at the meeting and through the website.

Task	Responsibility	Schedule	Review
Prepare media advisory for distribution	CH2M HILL	At least one month before event	City and LTD
Post information on City and LTD website and social media accounts	LTD/City	1 week before, 3 days before, and day of event	
Send mailing list email with information about the event	Cogito	Two weeks before event	
Create online open house	CH2M HILL	2 weeks before event	City and LTD
Sign-in sheet, staff name tags, welcome board	CH2M HILL	Three weeks before event	City and LTD
Draft and final event materials (power point, display boards, maps)	CH2M HILL	Draft due 3 weeks before event; Final due 1 week before event	City and LTD
Comment and event summary	CH2M HILL	Due 2 weeks after event	City and LTD

2.4 Preferred alternative refinement

During the prioritization phase of the project, the team will work with the community to prioritize the corridors and opportunities for recommendation to decision makers. The outreach and public involvement activities to support this milestone will focus on presenting refined corridor and gathering feedback on potential preferred alternatives for each corridor identified.

2.4.1 Prioritization open house and newsletter

A final open house will occur during the prioritization phase to gather input on corridor recommendations and next steps. A newsletter will be developed by the consultant team to describe prioritization recommendations and next steps.

The City of Eugene and LTD will set the date and time. Cogito will secure a meeting location. The consultant team will develop materials and an agenda. LTD will be responsible for all meeting advertising. In addition to the in-person meeting, the consultant team will prepare an online open house using the materials from public event #3 and an online survey to collect the community's preference on a preferred alternative for each corridor.

The consultant will prepare a summary of input received at the meeting and through the website.

Task	Responsibility	Schedule	Review
Draft electronic/printed newsletter	CH2M HILL	At least one month prior to print date	City/LTD
Content for newsletter	CH2M HILL	1 month prior to print date	City/LTD
Final draft electronic/printed newsletter	LTD	two week prior to print date	City
Final electronic/printed newsletter	LTD	one week prior to print date	City
Distribution of newsletter (email and postal mail)	LTD		
Meeting advertising	LTD	At least one month before event	City
Post information on City and LTD website and social media accounts	LTD/City	1 week before, 3 days before, and day of event	
Send mailing list email with information about the event	Cogito	2 weeks before event	
Create online open house	CH2M HILL	2 weeks before event	City and LTD
Sign-in sheet, staff name tags, welcome board	CH2M HILL	Three weeks before event	City and LTD
Draft and final event materials (power point, display boards, maps)	CH2M HILL	Draft due 3 weeks before event; Final due 1 week before event	City and LTD
Comment and event summary	CH2M HILL	Due 2 weeks after event	City and LTD

2.4.2 Public involvement documentation

After corridors have been prioritized and all public events are completed, the consultant team will prepare a public involvement summary of all public involvement activities and outcomes, along with comments and public contacts collected throughout the life of the project. The log of contacts will be updated monthly throughout the project and given to the City of Eugene and LTD at the conclusion of the project.

Appendix A. Demographic Information

Below is demographic information from the 2009-2013 American Community Survey 5-year Estimate for the City of Eugene, the Eugene MPO, and the state of Oregon. In Eugene, there is a lower percentage of youth and elderly residents compared to the state average; however, the MPO area has a higher percentage than the city. The City and MPO also have lower median household income than the state's average, with a substantially higher percentage of residents with incomes less than \$25,000. Eugene and the MPO both have a shorter commute travel time and less people that drive alone to work than the state

Table 2 - Population Demographics by Location

Demographic Category	City of Eugene	MPO Region	State of Oregon
Population	157,318	250,676	3,831,074
Age 65 and Over	11%	13%	14%
Age 17 and Under	15%	18%	23%
Male	49%	49%	50%
Female	51%	51%	50%
White	86%	87%	89%
African American	2%	1%	2%
American Indian	>1%	1%	2%
Asian American	4%	3%	4%
Pacific Islander	>1%	>1%	0%
Hispanic or Latino	8%	9%	12%
Median Household Income	\$42,167	\$42,215	\$49,260
Households with incomes less than \$25,000	32%	31%	24%
Population – Poverty Status Determined			
People Below Poverty	12%	22%	14%
Under 18	22%	24%	23%

Over 65	10%	9%	14%
Commute Patterns			
Mean travel time to work	17 minutes	18 minutes	22 minutes
Drove alone (over 16) to work	66%	70%	72%
Worked at home	6%	5%	6%
Public transportation or walked	11%	9%	11%

The Lane Livability Consortium’s (LLC) Equity and Opportunity Assessment (EOA) identifies and analyzes issues of equity, access, and opportunity in the Eugene-Springfield metropolitan area. Its focus is to identify opportunities for greater impacts among the region’s core plans including land use, transportation, housing, and economic development.

Poverty

The EOA found that about 19% of the population in the metro area is in poverty and 25% of that population lives in tracts with extreme poverty. Figure 1-A shows the metro area, with the inclusion of college students in the poverty calculations.

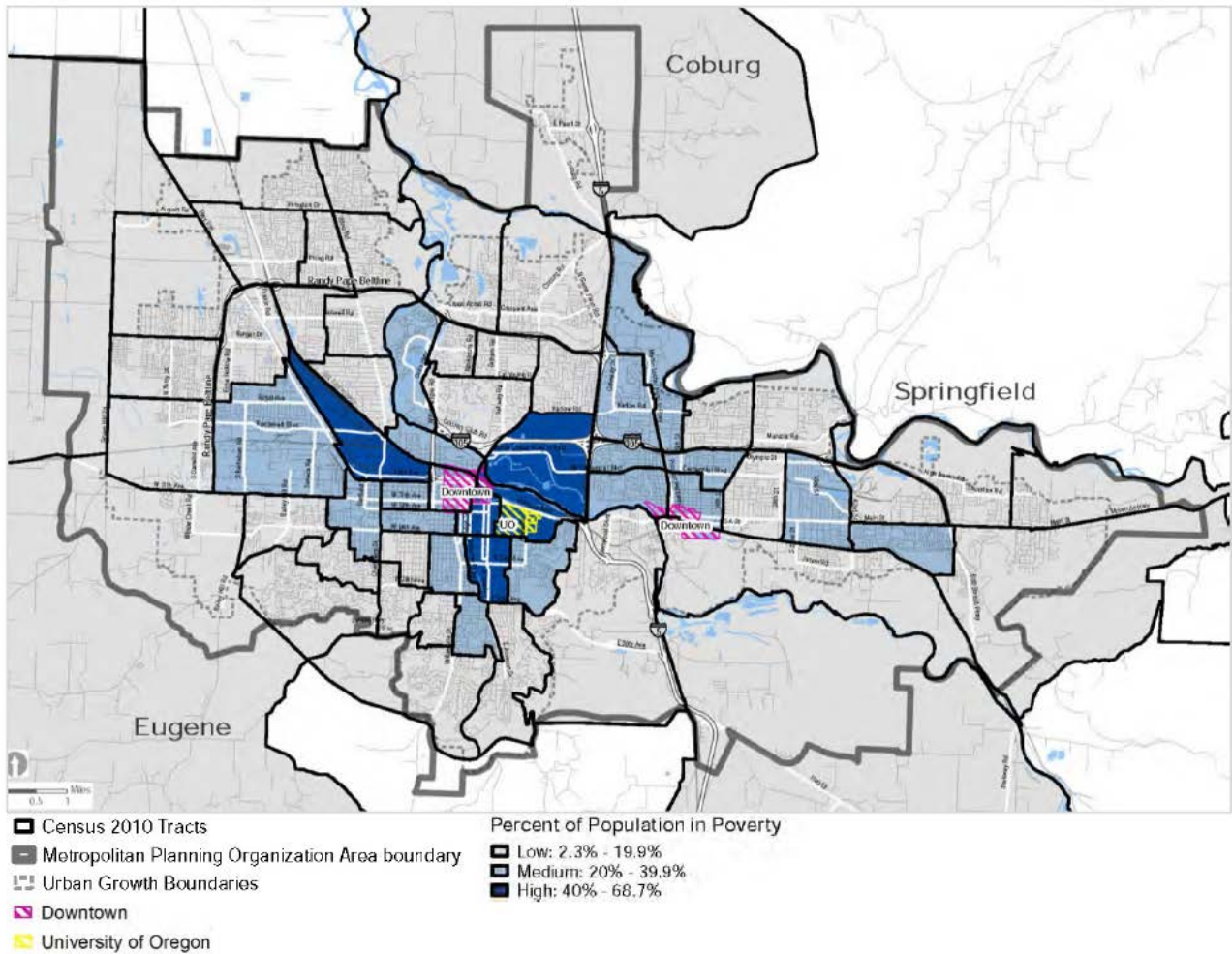


Figure 1-A. Poverty Map, 2007-2011

Source: Livability Lane Consortium

Median Income

The EOA also found that in the metropolitan area, lower median household incomes are found primarily in the central regions of Eugene and in three areas of Springfield. Areas with higher incomes are shown in east Springfield, north Eugene, and south – southwest Eugene. Figure 2-B shows areas with higher and lower median income

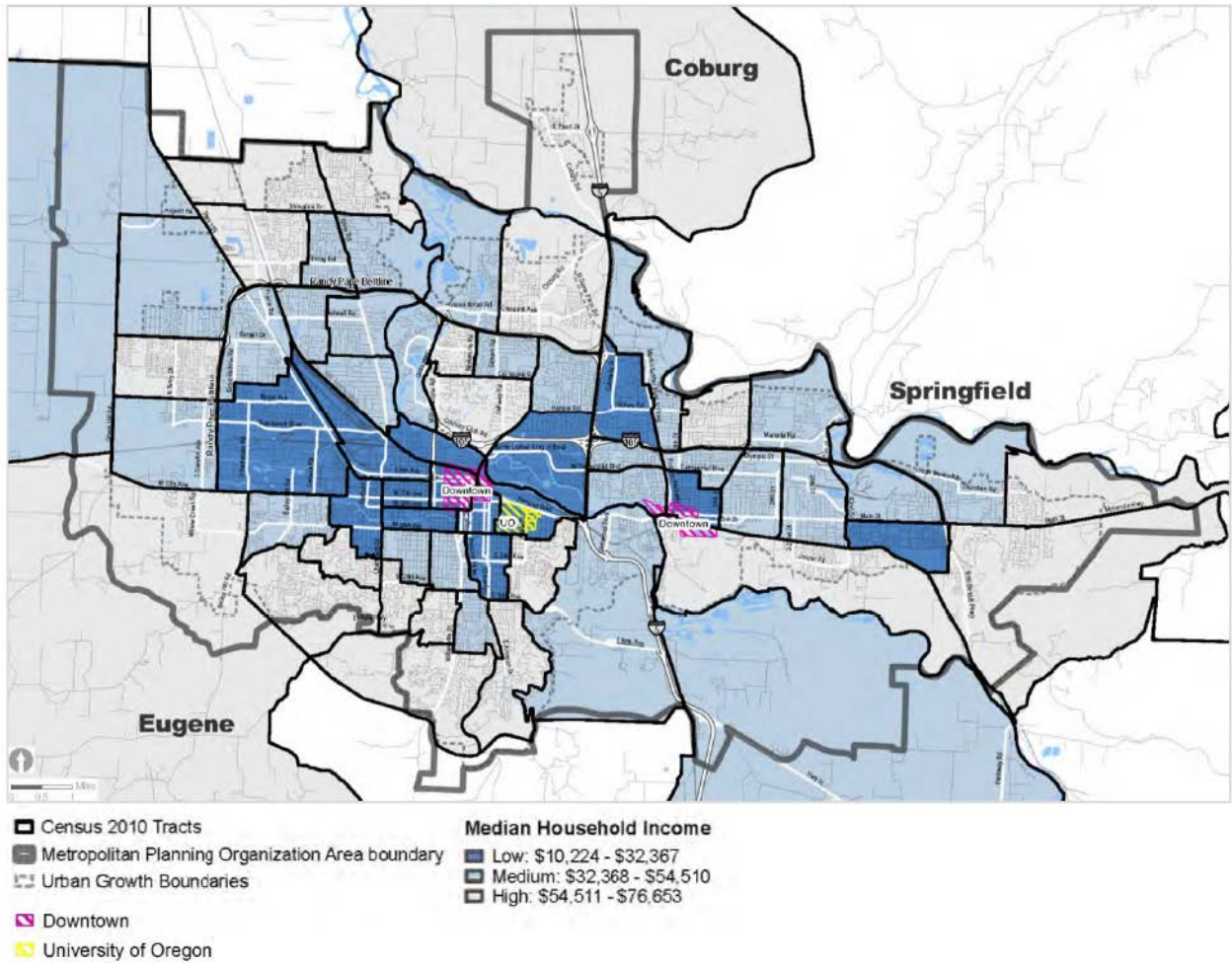


Figure 2-B. Median Household Income Map, 2007-2011

Source: Livability Lane Consortium