

Transit Market Assessment

The MovingAhead project will prioritize transit and active transportation improvements in several corridors in the Eugene-Springfield region. The initial phase of the project is considering seven corridors. This memorandum provides an overview of the market for transit service within each corridor based on travel demand data and a qualitative evaluation of current and future major trip generators. This information, along with public input, design considerations, cost estimates, and other data will be used to narrow the number of corridors under consideration.

Transit travel demand

Table 1 below summarizes current (2011) and future (2035) transit travel demand in each of the seven corridors. Demand for the Eugene Central Business District (CBD) and University of Oregon is also shown, as these areas are two of the largest transit trip producers in terms of total number of productions and attractions. The 30th Avenue – Lane Community College, Martin Luther King Jr. Boulevard / Centennial Boulevard, Randy Papé Beltline, and River Road corridors are anticipated to have the highest total number of transit trip productions and attractions, while the Valley River Center corridor is anticipated to have the fewest number of transit trips. The 30th Avenue – Lane Community College corridor is forecast to have the highest transit mode share in 2035. Appendix A contains maps showing transit trip productions and attractions, as well as overall person trip productions and attractions (person trips include all trips on all modes).

Table 1. Transit travel demand summary

	2011 Total Person Productions + Attractions	2011 Total Transit Productions + Attractions	2011 Transit Share	2035 Total Person Productions + Attractions	2035 Total Transit Productions + Attractions	2035 Transit Share
River Road	323,929	5,637	1.74%	378,278	9,730	2.57%
Highway 99	221,390	4,738	2.14%	265,744	8,085	3.04%
Coburg Road	320,333	4,813	1.50%	375,067	7,222	1.93%
30 th /LLC	210,055	7,662	3.65%	236,401	10,629	4.50%
MLK/Centennial	310,012	7,919	2.55%	346,353	10,217	2.95%
Valley River Center	237,592	2,970	1.25%	284,027	4,380	1.54%
Randy Papé Beltline	507,949	6,710	1.32%	606,771	10,729	1.77%
Eugene CBD	265,843	11,013	4.14%	334,830	16,276	4.86%
University of Oregon	90,493	9,210	10.18%	121,508	13,787	11.35%

Major trip generators

Figures 1, 2, and 3 show each corridor and major existing, emerging, or likely future trip generators, based on consultation with LTD and City of Eugene staff. The following discussion does not address transit travel demand in downtown Eugene, as all corridors connect to downtown Eugene where transit demand is high.

Envision Eugene, the City's plan for accommodating growth, calls for more intense development along all of the corridors under study in MovingAhead. Generally, development pressures are likely to lead to development near downtown Eugene in the near term with development in the south, north, and west occurring later in the planning horizon.

Highway 99 Corridor

The Highway 99 corridor has relatively few major existing trip generators (Figure 1). Winco Foods (near the intersection of Barger Drive and Beltline Highway) and Willamette High School, just south of Barger Drive, constitute some of the major existing trip generators. In the long term, properties flanking Highway 99 may redevelop, but there is little pressure in the near term for major redevelopment to occur. Because of the predominant commercial and industrial zoning, future development is unlikely to attract or generate many transit trips. Property to the northwest of the corridor, presently undeveloped, is likely to develop into a significant employment center in the long term (7 – 10 years).

River Road Corridor

Existing or emerging major trip generators include North Eugene High School (southwest of the Randy Papé Beltline/River Road interchange), new multifamily housing near River Road and Lidner Lane, and existing commercial developments northeast of the Randy Papé Beltline/River Road interchange (Figure 1). Longer term, clusters of commercially-zoned property along River Road may redevelop. However, there are relatively few major trip generators in the corridor presently.

Randy Papé Beltline Highway

On the west section of the Randy Papé Beltline Highway, large properties near the intersection of 11th and the western terminus of Randy Papé Beltline Highway may develop soon (Figure 1). Further north, the corridor is adjacent to Winco Foods at the Barger Road interchange and existing commercial development at the River Road interchange to the east. Further east, there is significant existing office/industrial development near the Coburg Road interchange and likely more development in the future (Figure 2). The eastern terminus of this corridor is in the Gateway area of Springfield, an existing retail and employment center. In the long term, a major employment center is possible northwest of the Randy Papé Beltline Highway near the Eugene Airport.

Valley River Center Corridor

The Valley River Center Mall and associated commercial development, west of the Delta Highway, is a major existing trip generator (Figure 2). New multifamily housing northwest of the mall is likely to develop in the near term. Existing commercial and single-family residential developments further north on Goodpasture Island Road constitute the other major trip generators in the corridor. Vacant land and existing parking lots near the mall may be candidates for development/redevelopment in the future.

Martin Luther King Jr. Boulevard /Centennial Boulevard Corridor

Autzen Stadium is a major trip generator (during events) on the western section of this corridor. Multifamily developments to the east of the stadium are also an existing major source of transit travel

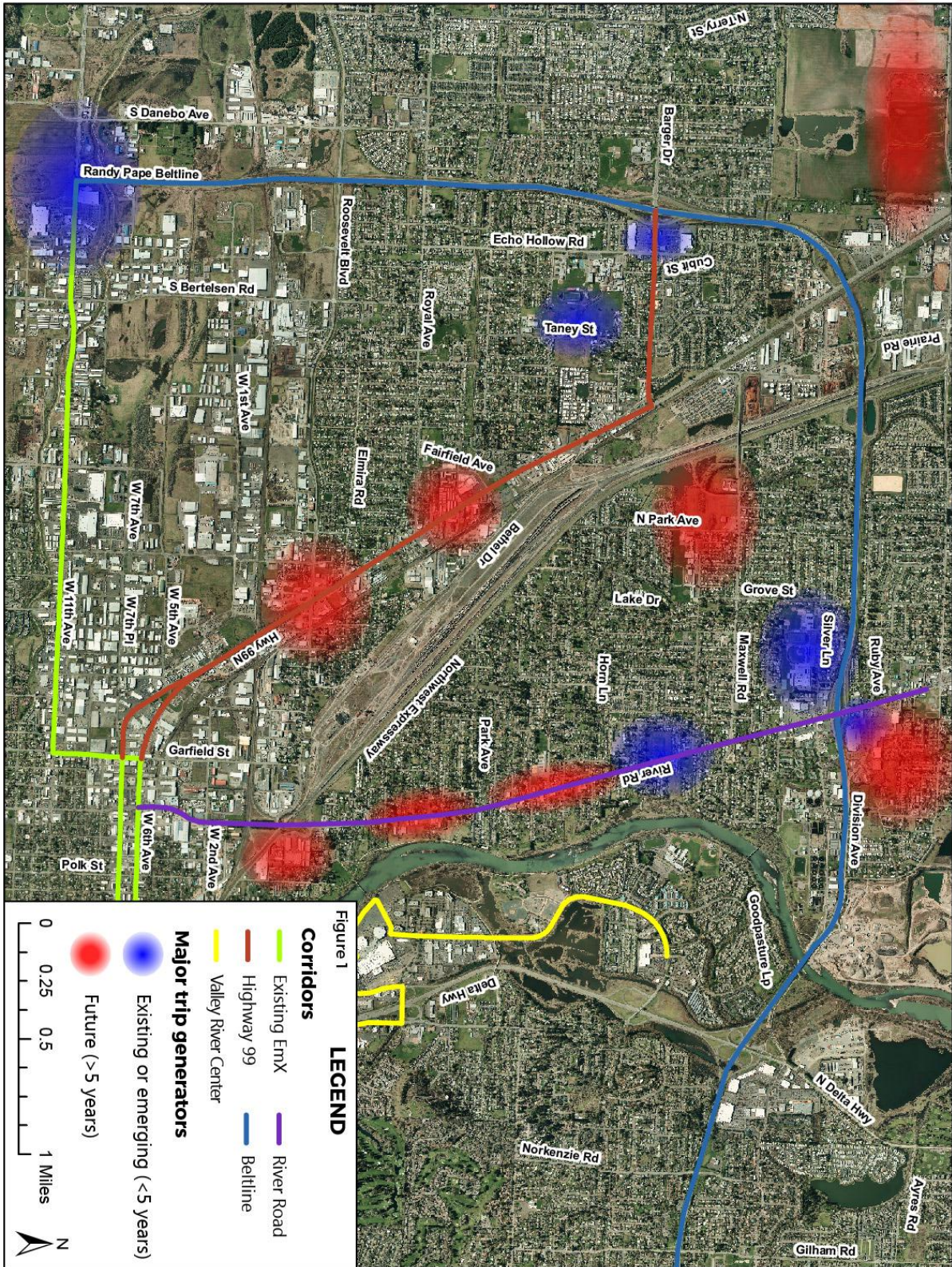
demand (Figure 2). In the long term, land north of Martin Luther King Jr. Boulevard and west of Interstate 5 may redevelop.

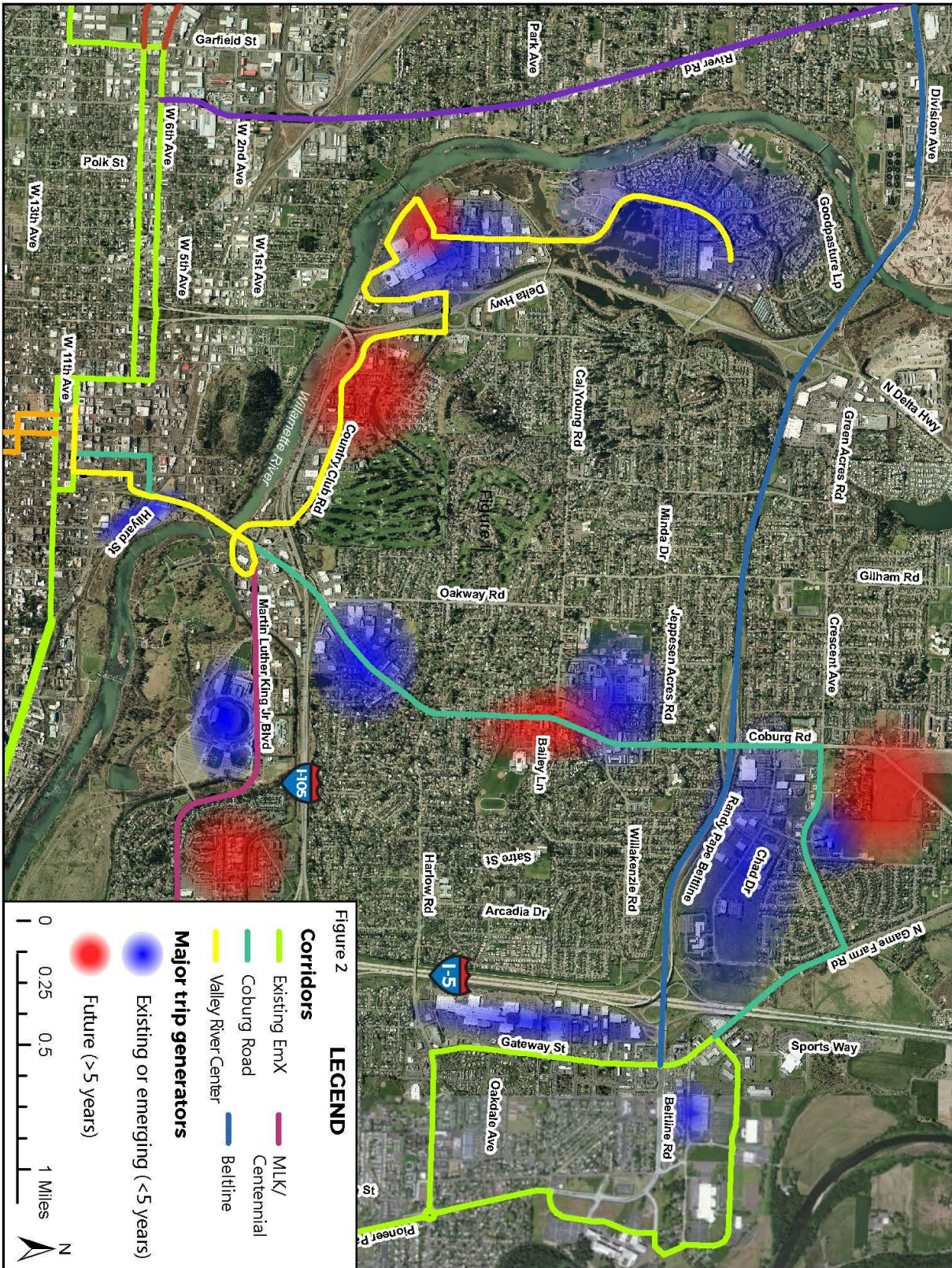
Coburg Road Corridor

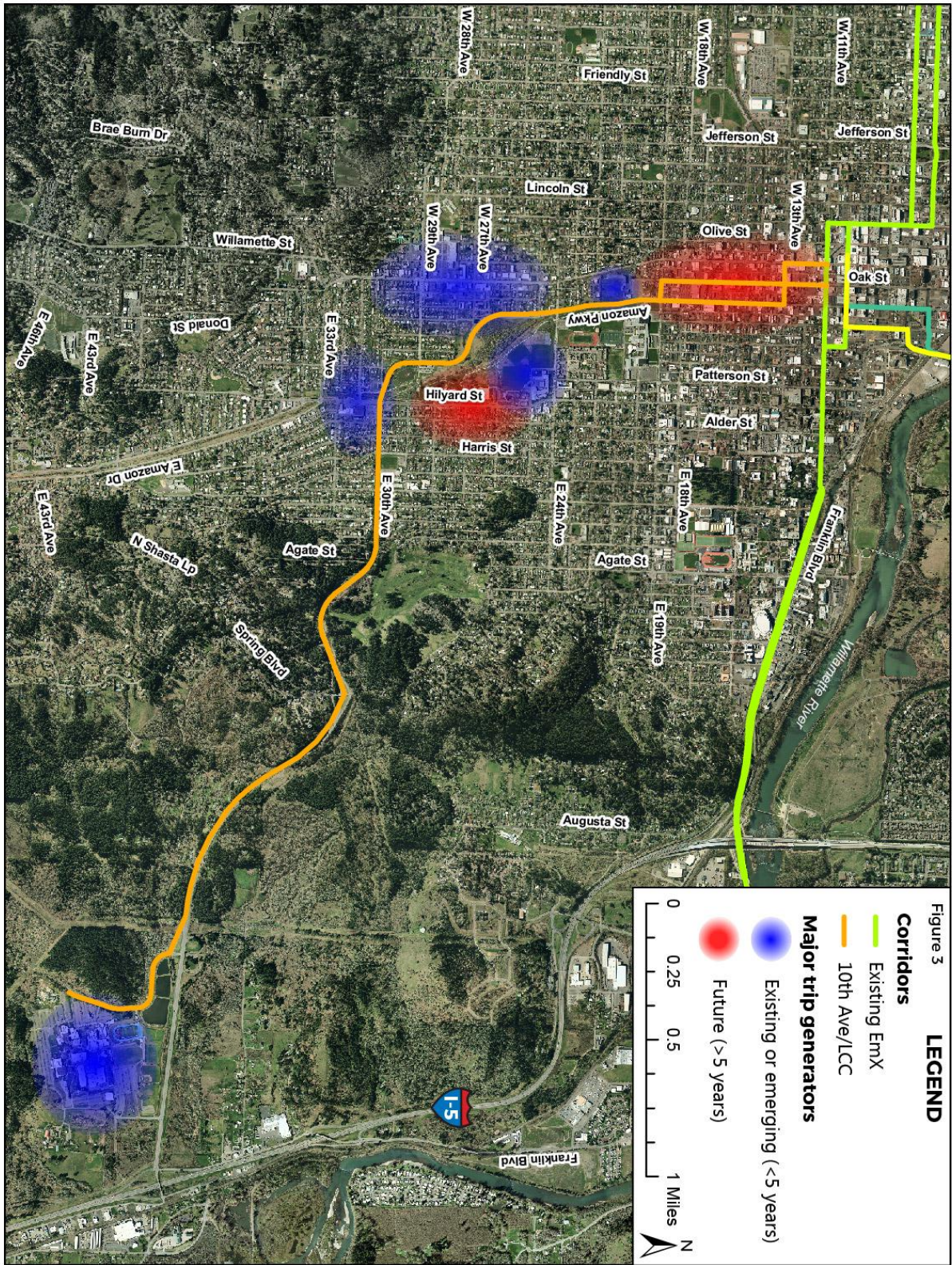
The Coburg Road corridor has existing and emerging trip generators at several points along the corridor (Figure 2). Commercial development flanking Interstate 105 near Coburg Road is an existing source of transit demand. Further north, Sheldon High School and adjacent commercial development represent other major trip generators. On the northernmost section of the corridor, commercial and currently developing office/industrial areas along Coburg Road and Chad Drive are presently major trip generators. These areas north of Beltline are likely to continue to develop well into the future, further increasing transit travel demand.

30th Avenue – Lane Community College Corridor

Lane Community College is the largest trip generator along this corridor (Figure 3). In the near term, redevelopment is likely in areas to the north and west of Amazon Parkway. A school relocation and rehabilitation of the Civic Stadium represent other near term trip generators. In the long term, continued expansion at Lane Community College will increase travel demand. Redevelopment along Amazon Parkway is possible in the long term as well.



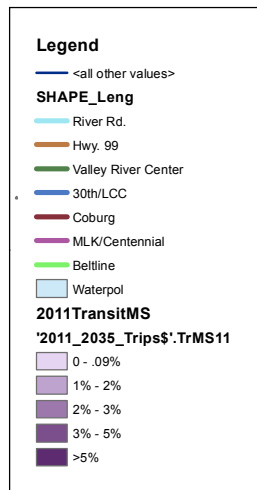




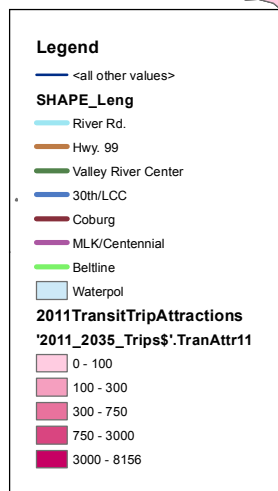
Appendix A

Maps depicting current (2011) and future (2035) transit travel demand.

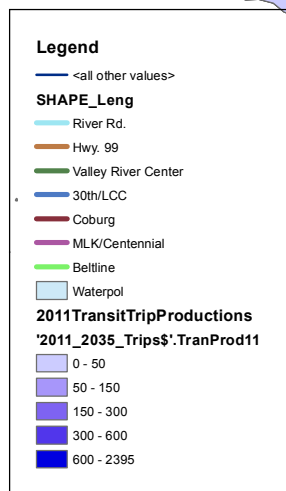
2011 Transit Mode Share By TAZ



2011 Transit Trip Attractions By TAZ



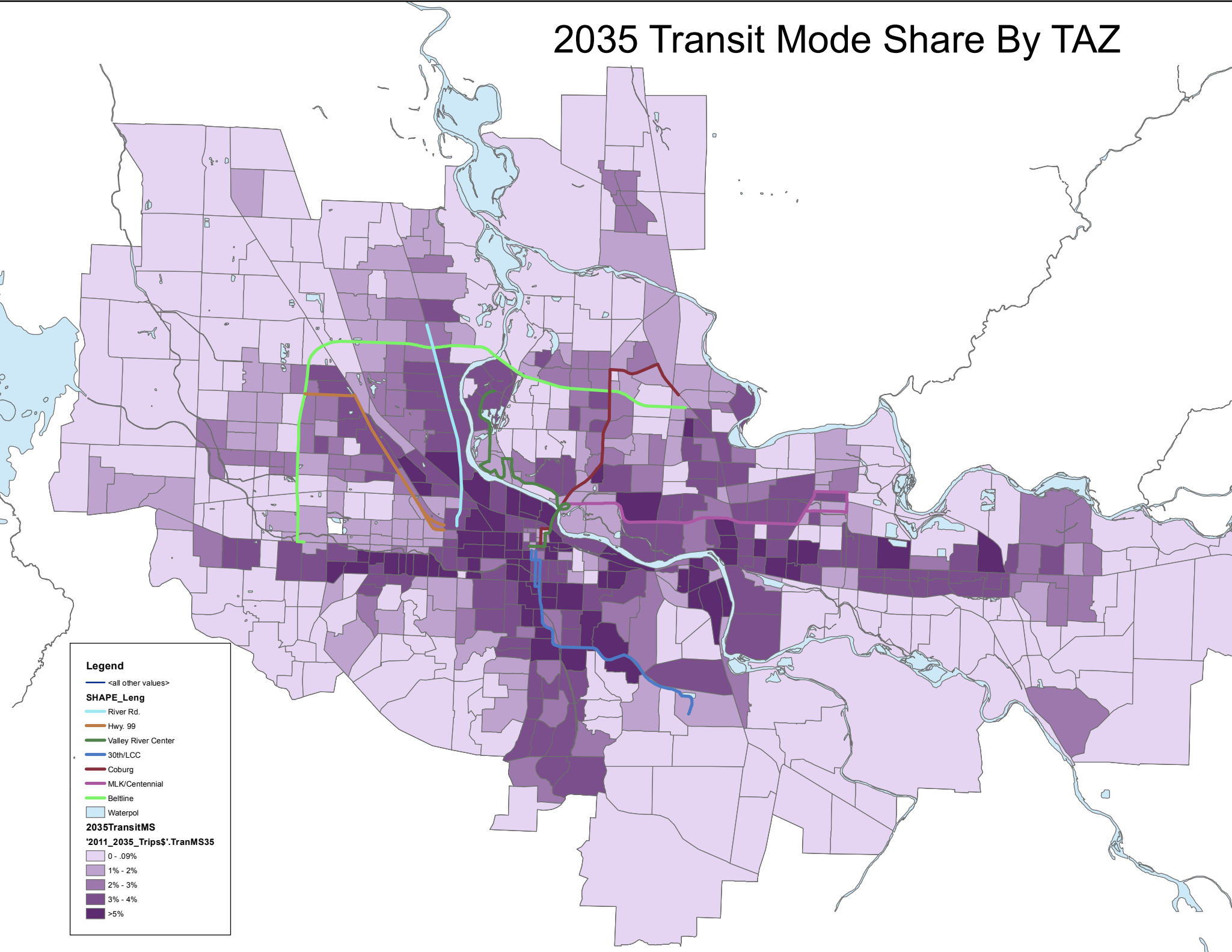
2011 Transit Trip Productions By TAZ



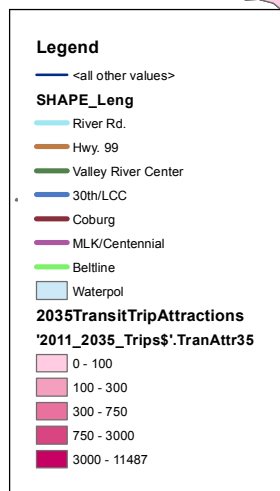
2035 Transit Mode Share By TAZ

Legend

- <all other values>
- SHAPE_Leng**
 - River Rd.
 - Hwy 99
 - Valley River Center
 - 30th/LCC
 - Coburg
 - MLK/Centennial
 - Beltline
 - Waterpol
- 2035TransitMS**
 - '2011_2035_Trips\$'.TranMS35
 - 0 - .09%
 - 1% - 2%
 - 2% - 3%
 - 3% - 4%
 - >5%



2035 Transit Trip Attractions By TAZ



2035 Transit Trip Productions By TAZ

