
Sounding Board Meeting # 10 Summary

Meeting Date: May 13, 2019

Meeting Time: 5-7 p.m.

Meeting Location: Next Stop Center, 1099 Olive Street, Eugene, Oregon

Attendance:

Sounding Board Members:

- Mike DeLuise, ATC
- Jennifer Webster, Lane County Public Health
- Pete Barron, LTD Accessible Transportation Committee
- Gerry Gaydos, Strategic Planning Committee
- Tim Shearer, Lane Independent Living Alliance
- Sue Walling, Sustainability Commission

Staff:

- Chris Henry, City of Eugene
- Chad Cramer, City of Eugene
- Andrew Martin, LTD
- Tom Schwetz, LTD
- Jeanne Lawson, (Facilitator) JLA Public Involvement
- Adrienne DeDona, JLA Public Involvement

Public:

- Rob Zako, BEST

1. Welcome and Introductions – Chris Henry (City) and Jeanne Lawson (JLA Public Involvement)

Chris welcomed the group to the meeting and reviewed the project purpose: MovingAhead is about planning future transportation investments on Eugene’s major streets. It focuses on 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, bike, use mobility devices, or walk. Chris explained that the community conversation on MovingAhead has been on-going since 2015. Community input has been building and guiding this process for some time. These efforts also build-off off other efforts, such as Envision Eugene to implement our community’s long-term vision.

Chris led the group through introductions.

Jeanne recapped the previous meeting, which was focused on reviewing outreach materials and providing input for improvement as well as previewed proposed investment packages prior to taking to the Oversight Committee and the public.

Jeanne reminded the Sounding Board of their role; to serve as liaisons to the groups they represent and to provide individual thoughts and feedback for the project team to consider. Jeanne reviewed the agenda and purpose of the meeting, which was to:

- Provide an update on where we are at with the project and next steps moving forward
- Review outreach efforts and feedback received
- Review refined investment package options; provide input on the modified range of options considered

2. Project Update– Adrienne DeDona (JLA Public Involvement) and Andrew Martin (LTD)

Adrienne recapped that since the Sounding Board last met in December, the project team has taken the proposed investment packages out to the public for review and feedback. The project team has since made some refinements to the investment packages based upon public feedback and how they rated in terms of the level of investment

Adrienne to explain that now, we have wrapped up the latest phase of outreach and are gearing up to take the refined investment packages to decision-makers and the public through the public hearing process. We want to know from this group if we are headed in the right direction with the refinements to the investment packages

The engagement activities that occurred were as follows:

- Public Comment Period open — March 11-April 10, 2019
- Community-wide open house — 42 attendees and 22 completed survey submissions
- Online open house — 1,068 unique visitors and 269 completed survey submissions
- Meetings with stakeholders/impacted property owners
- E-news: three messages to over 900 people
- Letters: potentially impacted property owners
- Postcards: 45,304 addresses within a half mile of corridors
- Facebook:
 - 37,821 views on posts
 - 30,369 video clips watched
- Google ad: 10,451 views
- LinkedIn ad: 977 views
- Local Media: five interviews between TV and radio
- Newsletters: 10 newsletters; 7,800 people reached
- Outreach Bus: four corridors; 70 people engaged
- Tabling and community presentations: 15 events; 300+ people reached

3. Refined Investment Packages – Andrew Martin (LTD)

Andrew explained that there were a few different ways people could tell us their preferences with regard to the proposed investment packages:

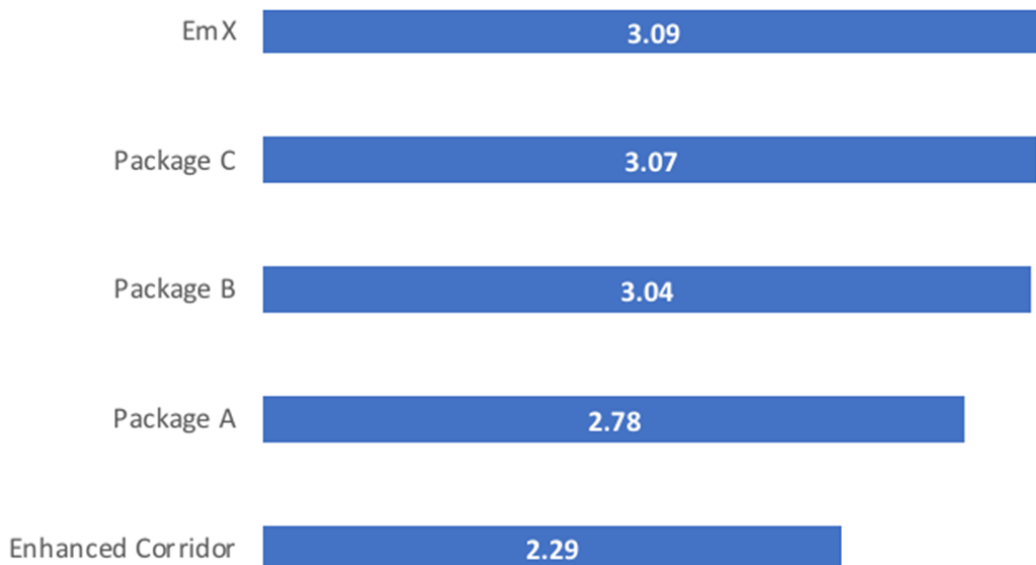
- Which criteria were important to evaluate packages
- Rate each of the investment packages

- Build your ideal Investment Package
- Open ended comments

Andrew summarized the key themes that were heard from the community, including:

- The most important criteria used to consider when evaluating the alternatives were:
 - Bike/ped investments
 - Transit travel time
 - Ridership increase
 - Investments in areas with disadvantaged populations
 - Operating cost
 - Capital cost

Andrew shared the following Average Package Rating graph with the Sounding Board and reviewed what was heard from the community with regard to the proposed investment packages:



Overall, there was strong support for making higher levels of investments that come with the EmX option.

Feedback heard related to each investment package option:

Enhanced Corridor Package

- Many people with concerns cited the need for more investment
- Positive correlation between support for package and prioritizing operating and capital cost criteria
- Overall, lower level of support from community

Package A

- Many with concerns cite the need for more investment and the benefits associated with that
- Others with concerns prioritized the capital and operating cost
- Lowest level of support from community

Package B

- Some cited need for more benefits or investment, some wanted more benefits for cost
- Comments noted this might be a good compromise
- Higher average support

Package C

- Some comments appreciated the return on investment
- Other comments expressed concern about the high capital cost
- Second highest average support

EmX Package

- Most polarized response
- Greatest number of “works well” and “major concerns”
- Respondents who rated positively prioritized travel time improvement, ridership increase, and bike/ped safety criteria
- Highest average support

Build-A-Package

- 20 percent of respondent packages were the same as EmX Package
- 8 percent built an all No Build package
- Overall support for more investment based on Build a Package

Andrew explained that since most community feedback supported a higher level of investment, the project team refined/modified the proposed investment packages to include options with more investment shown in the following matrix:

Investment Package	Highway 99	River Road	30th Avenue to LCC	Coburg Road	MLK, Junior Boulevard
Enhanced Corridor Package	Enhanced Corridor	Enhanced Corridor	Enhanced Corridor	Enhanced Corridor	Enhanced Corridor
Modified Package A	Enhanced Corridor	Enhanced Corridor	No-Build	Enhanced Corridor	No-Build
Modified Package B	EmX	EmX	No-Build	Enhanced Corridor	Enhanced Corridor
Modified Package C	Enhanced Corridor	EmX	Enhanced Corridor	EmX	Enhanced Corridor
EmX Package	EmX	EmX	EmX	EmX	Enhanced Corridor

Questions and comments from the Sounding Board Members included:

- How does MovingAhead align with Transit Tomorrow? *Andrew explained that Transit Tomorrow is focused on service improvements over the next three years. One of those improvements could be providing 15 minute service on many of the MovingAhead corridors, however Transit Tomorrow will not build anything as a result. MovingAhead is more of a long-term plan that may make changes to the service improvements rolled out as a result of Transit Tomorrow as MovingAhead projects are implemented to gain other benefits. MovingAhead can help to protect the investment in service that is envisioned as part of Transit Tomorrow.*
- What is included in the higher level of investment, EmX, that people liked? *Andrew replied that the EmX options include 10 minute service, better bike and pedestrian improvements and travel time savings.*
- If asked what I wanted on Coburg Road, I would say, EmX, but I don't know how that could be feasible. *Andrew replied that we heard a lot of feedback saying more investment is needed on Coburg Road; there will be additional design refinement and community outreach that will inform how transit investments can be implemented on the corridor if it is selected for investment.*
- At the last meeting, didn't we discuss that having EmX on Hwy 99 and River Road would overserve 6th and 7th Street? *Andrew replied yes, but if the community desires that level of investment on Hwy 99 and River Road, that is something LTD and the City will need to figure out in the project design development.*
- Appreciate all the work the team did to put this information together, but it's still hard for most people to understand. Many neighbors expressed they either went to the open house or viewed the materials online, but they didn't provide feedback because it was overly complicated. We need to do more to explain the benefits of transit to the whole community. *Tom Schwetz replied that is the basis for why we put MovingAhead together as it will build a multi-modal system for the community. A multi-modal system requires good transit. That is why LTD partnered with the City to implement Envision Eugene and other community plans through MovingAhead.*

Jeanne asked the group to weigh-in individually on the refined investment packages by rating each one on a scale of 1-5 with 1 being the lowest and 5 being the highest. Each member provided the reasoning for their individual rating. The following is the result of their input:

Enhanced Corridor Package

- 1 – Not enough benefit for the level of investment
- 5– all areas receive some benefit
- 1 - River Road needs EmX. Need full bike/ped improvements
- 1 – Not enough benefit for the level of investment
- 1 – Not enough benefit for the level of investment

Modified Package A

- 2 – Not quite enough benefit; better. Sort of meh
- 1 – Needs LCC route. That route needs improved service.
- 1 – River Road needs EmX
- 1 – River Road needs EmX and LCC needs improved service
- 1 – Coburn needs help and so does River Road. Suggest taking this option off the table for consideration

2 - River Road needs EmX and LCC needs improved service

Modified Package B

4 – A little bit more – having EmX on both Hwy 99 and River Road will be complicated

2 – Better than A, but still no investment on LCC route

3 – Concerned with overserving 6th and 7th with EmX on both Hwy 99 and River Road. No-build is not an option

2 – Need service on LCC

4 – Like EmX on both Hwy 99 and River Road

3 – Problem with no-build on 30th to LCC; like EC on MLK to serve student housing

Modified Package C

5 – I like investment; more investment, more benefit

4 – Next best to all EmX option; could have EmX on Hwy 99 and possibly LCC

5 – A lot of EmX; Coburg Road needs improvement

4 – Hwy 99 safety improvements are essential. This option provides good coverage; may need to be flexible in future – not necessarily EmX, but good transit service.

4 – Why not EmX on Hwy 99 as well – this is going to be a growing area

5 – Anybody who gets EmX on Coburg gets a 5 – Coburn needs EmX. More complex due to the Riverfront, but need to get a head of that growth.

EmX Package

4 – Very expensive

5 – Safety improvements with EmX option are important – streetscape improvements, safety, wider, smoother sidewalks

4/5 – Good if we can make it happen – funding and is it realistic. Need alternate forms of travel

4 – Good coverage – may need more flexibility to move it where it's needed in the future due to growth

5 – Makes sense for long-term vision – areas north of Coburg are growing, same with River Road and Hwy 99. There is a lot of growth potential.

5 – It takes a long time to fund these things. This is an aspirational plan for the community. Need to look at and invest in the corridors the community has said is important.

4. Next Steps – Chris Henry (City) and Jeanne Lawson (JLA Public Involvement)

Chris reviewed the project timeline moving forward:

- Oversight Committee May 22
- Strategic Planning Committee
- Joint Board/Council Work Session July 15
- This fall through winter:
 - Public hearing
 - Deliberations
 - Final decision

He explained this committee would meet again after the public hearing to learn the results and help formulate a preferred investment package. Following this meeting with the Sounding Board, the

project team will meet with the Oversight Committee, LTD Strategic Planning Committee, and jointly meet with the LTD Board and City Council to provide them with an update on the project and confirm or revise the range of modified investment package options to take to public hearing. It is anticipated that a decision will be reached on a preferred investment package by winter 2020.