

Land Use and Transportation Technical Team
West Eugene Collaborative

Outline for Background Report

Draft #1: August 14, 2007

Audience

The primary intended audience for the *Land Use and Transportation Background Report* is the full West Eugene Collaborative. The typical member of the WEC is intelligent and interested in west Eugene issues at a policy level, but not well versed in the details of land use and transportation planning. Think of the full WEC as akin to a policy board like a city council or board of county commissioners.

Purpose

The purpose of the *Land Use and Transportation Background Report* is to provide a common starting point for the WEC in looking at land use and transportation issues in west Eugene. Thus the report should summarize a large amount of data about what has been happening in west Eugene and what is already planned or expected to occur absent any changes in policy. To be of useful the report will necessarily interpret the data, calling attention to issues, opportunities and challenges. But the report is *not* the place to recommend a vision, goals, strategies, or alternatives; such work will come later. Think of the report as similar in length and purpose to an Agenda Item Summary aimed to brief a city council on an issue but stopping short of considering options for action.

Contents

Executive Summary

The *Land Use and Transportation Background Report* should consist of an executive summary (of, say, no more than 6 pages in length) that should provide most of what a policy maker needs to start with to look at land use and transportation issues. This should be mostly a narrative that tells a story of where west Eugene has been, where it is headed, and what the key issues, opportunities and challenges are. It should provide a good understanding of what is happening and why: the key driving forces in the area. For example, the summary shouldn't merely say that there will likely be more traffic 20 years from now than there is today; it should explain in the sources of that traffic and what forces are causing the increase. The executive summary can include tables and figures, but only sparingly and only to the extent that these help tell the story effectively.

Summary of relevant past and existing plans

The *Land Use and Transportation Background Report* should include a summary of relevant past and existing plans. Beyond merely listing these plans, the report should highlight what these

plans are planning for, i.e., what kind of west Eugene there will be if the plans are carried out. In other words, the report should get at the vision for west Eugene embodied in the plans (though not necessarily the vision that is desired). If different plans have conflicting visions, this fact should be highlighted. In any case, the report will be most helpful if it doesn't merely regurgitate goals, objectives and policies but rather paints a picture of how the policy framework translates into an on-the-ground reality meaningful to an average citizen.

Summary of existing conditions

The *Land Use and Transportation Background Report* should summarize existing conditions.

For land use, this summary should describe in a general way the kinds of development in west Eugene and the distribution of that development, especially with respect to the transportation system. The report should also look at the availability of land and the land use market: Where is new development going, and why?

The report should also describe the main features of the transportation system, looking at all modes. The report should highlight issues such as safety, congestion, and lack of connectivity.

Summary of relevant currently planned future actions

The *Land Use and Transportation Background Report* should summarize currently planned future actions. For example, on the land use side the development of the Royal Avenue Node is a major action. On the transportation side, the Regional Transportation Plan (RTP) offers a summary of the major planned transportation actions, at least inside the Eugene-Springfield-Coburg metropolitan area. Plans for the bus rapid transit system, especially in west Eugene, should be highlighted.

Summary of future projections, assuming existing conditions and currently planned future actions

The *Land Use and Transportation Background Report* should try to peer into the future and offer a "base case" of what west Eugene would look like, assuming existing conditions and trends and that current plans are carried out. This section of the report should mimic the existing conditions section, only a few decades into the future, highlighting issues such as the availability of land, safety, congestion, connectivity, etc.

The report should also highlight uncertainties around the projections, attempting to give a realistic range of futures rather than a single future. And the report should at least identify factors that could have a significant affect on the future: climate change, increasing globalization of the economy, cost of oil, etc. The point isn't to do a detailed scenario analysis of the future but merely to highlight issue that are potentially significant.

Summary of issues, opportunities and challenges

This section of the report should interpret the data for the benefit of policy makers to highlight what is of most significance.

This section could also recommend a refined problem statement, and/or highlight opportunities the WEC should be pursuing.