

Date: June 19, 2007

From: Problem Definition & Work Plan Task Force

To: West Eugene Collaborative

Re: Recommendations

Our task force (Susan Ban and Gary Wildish, convenors; Lisa Gardner, Ric Ingham, Anita Johnson, Don Kahle, Kevin Matthews, Ed Moore, Deborah Noble, Jack Roberts and Rob Zako) met three times on May 31, June 5 and June 14. The notes of our meetings are attached to these recommendations.

The WEC charged us with 1) defining the problem and 2) outlining the components of a work plan to develop a solution to that problem.

We recommend the WEC review in detail and adopt the suggested **Core Values Statement**, which is included as part of the Problem Statement below.

We recommend the WEC adopt the **Problem Statement** detailed in Section A below as an initial working draft to be refined.

In particular, we recommend the WEC adopt the following problem description:

The perception is that the current transportation infrastructure does not meet needs for local and through traffic and that if we don't do something now, the transportation problems will get worse.

We also recommend the WEC adopt the 7-step **Work Plan** detailed in Section B below:

1. Convening
2. Adopt Problem Statement & Work Plan
3. Gather Background
4. Develop Goals, Principles & Evaluation Measures
5. Identify Alternatives
6. Refine & Evaluate Alternatives
7. Publish Recommendations

We suggest a schedule for completing this Work Plan by December 2008.

We suggest the WEC form four **Technical Teams** to provide staff support to the WEC:

- Land Use Technical Team
- Transportation Technical Team
- Economy Technical Team
- Environment Technical Team

It will require substantial financial and technical resources to complete this work. We suggest the WEC form a task force to ensure those resources will be available when needed:

- Resources Task Force

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A. Problem Statement

Recall our **Purpose Statement**:

Develop an integrated land use and transportation solution supported by stakeholders that will facilitate movement of people and commerce from/through/to west Eugene and west of Eugene while enhancing community, business and the environment.

1. Core Values

Any solution to the problem should uphold the following **Core Values**:

- We value openness, inclusiveness and transparency in governance that encourages active community participation from diverse viewpoints, carried on in a civil and respectful manner and consistent with the need for timely and efficient decision making.
- We value a community that strives for justice for all and where all have access to food, housing, healthcare, transportation and high quality education.
- We value a strong, vibrant and resilient economy that provides a range of jobs for people with diverse skills, education and interests at various stages of their lives; a community where new generations can grow and prosper without being forced to relocate to find jobs or appropriate homes.
- We value a community where all people and their property are safe.
- We value arts and culture as an expression of our community talents and visions.
- We value the natural community, its rivers, ridgelines, wetlands and species.
- We value created beauty in our homes, buildings and structures.
- We value the protection of our clean water, air, open space and created assets.
- We value transportation systems that are supported by and meet the needs of the community.
- We value getting to a solution, one that is effective, efficient, tangible (as in, something happens) and we value solutions that take the longer-view and will serve multiple generations.

2. Problem Description

The problem can be described briefly as follows:

The perception is that the current transportation infrastructure does not meet needs for local and through traffic and that if we don't do something now, the transportation problems will get worse.

The following observations can be explored as the Problem Statement is refined:

- Transportation problems are intensified because a planned transportation facility went away.
- The mode split is disproportionately single-driver vehicles.
- Land use patterns are based on assumptions of cheap fuel.
- There is a lack of agreement on solutions at this point and the goal of this process is to get to agreement on practical, pragmatic solutions.
- Land use and transportation processes need to be integrated; it is not always clear to the public whether they are.

3. Key Issues

The problem involves the following **Key Issues**:

- Land Use
- Transportation
- Economy
- Environment

These four Key Issues should be understood to include concerns around housing, social needs, cultural needs and the quality of life.

4. Study Area

The problem **Study Area** consists of a larger **Area of Interest** and a smaller **Area of Focus**.

The boundaries of these areas should not be understood exclusively transportation corridors, but be understood to include the adjacent environmental and community areas.

Within the Study Area, east-west transportation corridors should be understood as primarily “to and through” corridors and north-south corridors as primarily “connector” corridors.

a. Area of Interest

The **Area of Interest** extends roughly from downtown Eugene and Interstate-5 to the east to Veneta to the west, and from the South Hills ridgeline to the south to Clear Lake Road and the Eugene Airport to the north. See map below.

b. Area of Focus

The **Area of Focus** extends roughly from Chambers Street to the east to Green Hill Road to the west, and from 18th Avenue to the south to Barger Drive to the north. See map below.

Note that the Area of Focus connects to the AIA Franklin Corridor Study to the east and the Lane County Highway 126 Study to the west.

5. *Timeframe*

The **Timeframe** for both the problem and possible solutions can be divided into three periods:

- **Months:** near term (1–3 years)
- **Years:** intermediate term (3–10 years)
- **Decades:** long term (10–50 years)

In the near term, the WEC should complete its work and some initial improvements could be put in place.

In the medium term, some more significant transportation and other improvements could be put in place.

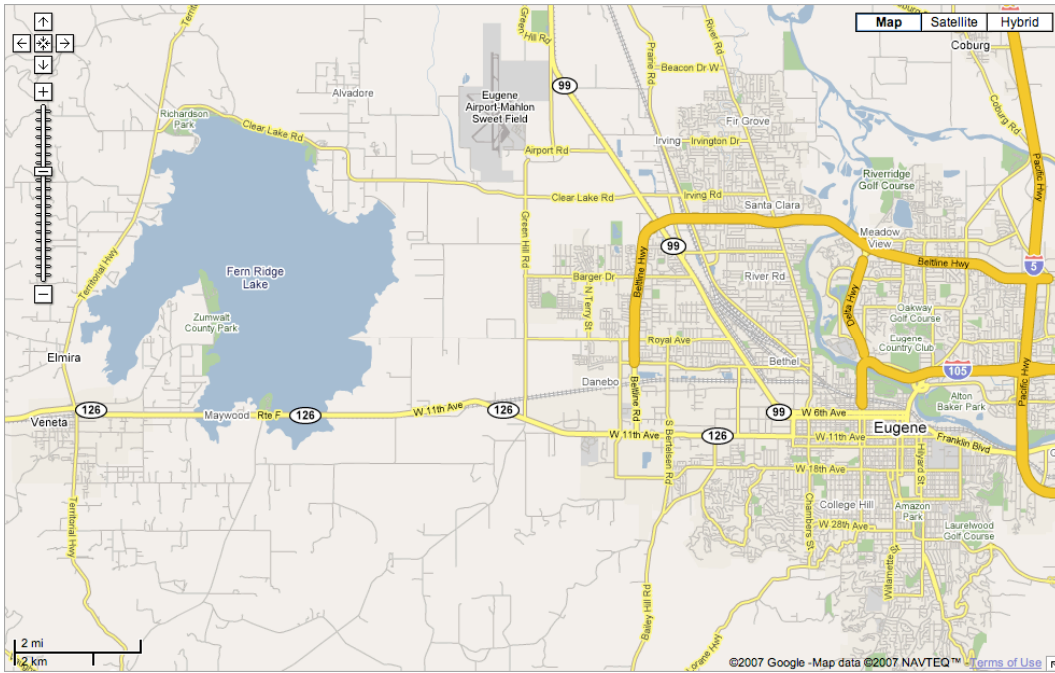
Over the long term, the population of the area will likely grow significantly and there is an opportunity for the patterns of growth to be altered.

6. *Stakeholders*

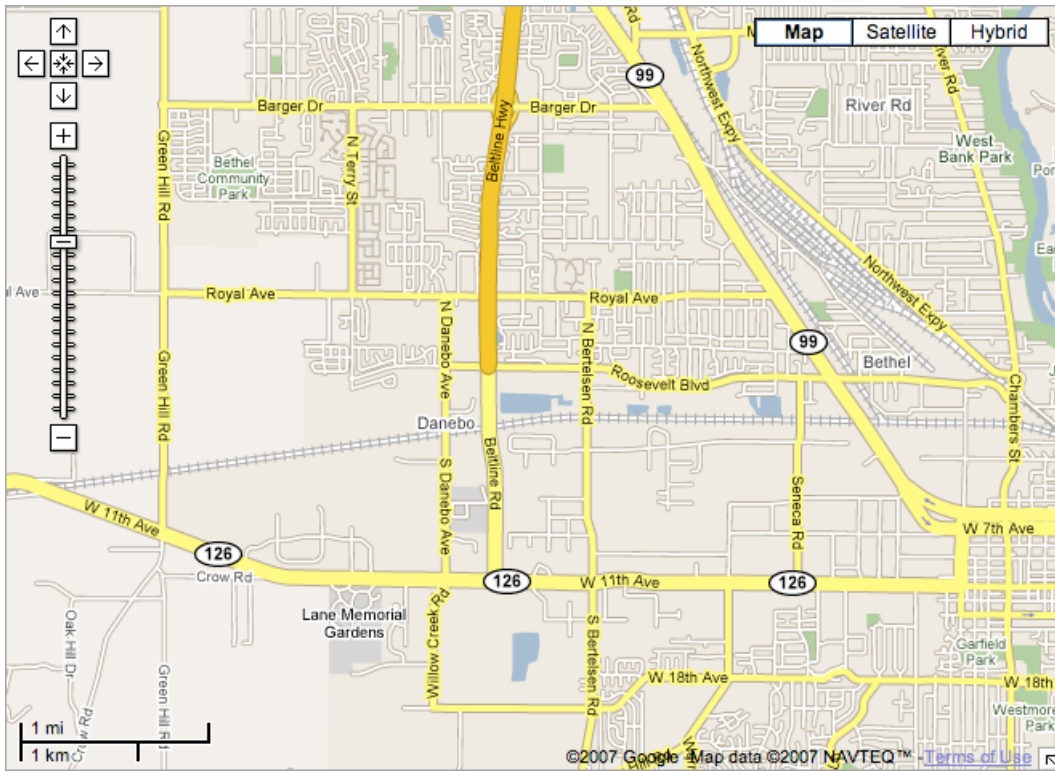
Stakeholders include elected official (policy/funding), existing committee members (broadly representative of community interests), the broader public (impacted by decisions of the group), key funding agencies (including the Federal Highway Administration and Federal Transit Administration) and the voting public.¹

¹ Section 41 (“Freeways”) of the Eugene Charter provides: “No freeway or throughway, as defined by ORS 374.010 or 377.710(12), may be constructed by the city, nor may the city enter into any agreement approving or facilitating construction of such a freeway or throughway, unless the route of the freeway or throughway is first approved by a majority of the voting electors of the city in a city election conducted in accordance with law and unless the agreement is entered into within a time specified by the measure submitted to the voters for their approval. ...”

Area of Interest



Area of Focus



B. Work Plan

The work plan here is inspired by the LUTRAQ (Land Use, Transportation and Air Quality) project and by the Damascus/Boring Concept Plan project, both of which can continue to provide ideas for the WEC project.

The work plan proposed here is based on some observations:

- As a large and diverse group, the WEC can be good at reviewing and responding to detailed ideas, aiming to integrate different perspectives (for example, land use and transportation).
- But the WEC isn't very good at producing detailed ideas.
- People with particular expertise can be good at developing detailed ideas.
- But people with particular expertise aren't always very good at integrating different perspectives.

Thus a key idea of this work plan is to divide the work between a set of Technical Teams with expertise and the WEC as a whole with perspective. The Technical Teams should serve as “staff” to the full WEC and provide options, but the final recommendations of the WEC should be made by the WEC as a whole.

The work plan is present below in two ways: 1) as a **schedule** that provides an overview of the whole work plan, and 2) as an **outline** that specifies who should do what to produce what.