



# EUGENE PEDESTRIAN AND BICYCLE STRATEGIC PLAN

Draft



January 2008



# Contents

Acknowledgments.....	4
<b>I. Why Create a Plan? .....</b>	<b>5</b>
PURPOSE	5
TRANSPLAN AND ITS RELATION TO THIS STRATEGIC PLAN	7
RELATED PLANS	8
METHODOLOGY	9
<b>II. What are Our Priorities? .....</b>	<b>12</b>
Goals, Strategies and Actions .....	13
<b>III. How do We Make it Happen? .....</b>	<b>28</b>
COMMUNITY MEMBERS AND ORGANIZATIONS	28
BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE (BPAC)	29
<b>Organization Acronyms and Contact Information for Strategies and Actions ...</b>	<b>31</b>

Draft

## Acknowledgments

The creation of this plan has been a true community effort. We would not have been able to create this plan without the support from all of those who attended the first Walking and Biking Summit, those who participated in the subsequent workshops addressing specific issues, and those who submitted comments and feedback on the draft plan.

We would also like to extend our gratitude to those that served on the Department Advisory Committee who guided the development of the plan:

Michael Martin	Elaine Rees	Tyler Burgess
Sue Wolling	Hans Kuhn	Barbara Nichols
Susan Stumpf	Allen Heaman	Bob Kline
David Hinkley	Katja Heide	Ann Jensen
Dave Kleger	Ronnel Curry	

### Developed by:

City of Eugene Transportation Planning Team

Rob Inerfeld	Cindy Clarke
Lee Shoemaker	David Roth
Lindsay Selser	

Community Planning Workshop, University of Oregon

Sarah Coates	Tracy Regan	Andrea Sparks
Matt Peterson	Joy Gipson	Bethany Johnson
Ryan Ojerio	Ray Neff	Bob Parker

### With support from:

Acting City Manager: Angel Jones  
Public Works Director: Kurt Corey  
City Engineer: Mark Shoening

Photos: City of Eugene, Vern Rogers, and Community Planning Workshop

Email: [peoplepower@ci.eugene.or.us](mailto:peoplepower@ci.eugene.or.us)  
[www.eugene-or.gov/walkbike](http://www.eugene-or.gov/walkbike)



University of Oregon



# I. Why Create a Plan?

*Eugene is a place where walking and biking are an integral element of the community's culture, where the city's livability, sustainability and overall quality of life are enhanced by more people walking and biking, and where these modes are safe, convenient and practical options for everyone.*

**E**ugene has a history of thinking and acting boldly around walking and biking issues, and we want to continue that legacy. Our city has miles of off-street walking and biking paths and more bridges across the Willamette River for pedestrians and cyclists than for cars. Although we do have an extensive biking and walking infrastructure and numerous community biking and walking organizations, Eugene does not currently have a strategic plan dedicated to getting more people out walking and biking. In fall 2007, the City of Eugene and the community embarked on this strategic planning process.

## Purpose

The goal of this 5-year Strategic Plan is to forge a path for Eugene to become a more walkable and bikeable city. This plan is not a regulatory plan and will not be adopted as policy by the Eugene City Council. Nor is it a capital improvement plan that details the cost of specific infrastructure improvements. Instead, it is a guide for City staff, community members, and organizations to use as they work toward a common vision.

---

### *Eugene currently has:*

- 5 bike/pedestrian bridges over the Willamette River
  - 81 miles of ON-street bike lanes
  - 39 miles of OFF-street paths
  - 21 miles of signed bike routes
  - 621 miles of sidewalks
- 



Draft

To make this vision a reality, the plan identifies goals, strategies and actions that are tangible and achievable within the next five years. Actions address not only the pedestrian and bicycle infrastructure but other elements that impact walking and biking such as safety, education, encouragement and funding.

This plan supports the community's efforts toward addressing sustainability and the challenges of global climate change. A recent greenhouse gas inventory identified transportation as the single greatest source of greenhouse gas emissions in Eugene. It furthers the community's goals of equity - a truly walkable and bikeable city is more equitable because senior citizens, people with disabilities, and children and youth will have the same mobility opportunities as the driving population. Moreover, a walkable and bikeable city supports our active lifestyles and will improve overall community health.

The Plan is intended to be used in several ways:

- 1) To involve the community in a concerted, structured effort to improve the experience of walking and biking in Eugene;
- 2) To guide City of Eugene Transportation Planning Team staff and other City staff in their work to make Eugene more walkable and bikeable; and
- 3) To coordinate the activities and programs of many different organizations, non-profit agencies, and government agencies that promote walking and biking in Eugene.

The plan is a tool to create new partnerships between community organizations, the City of Eugene, local businesses, and pedestrians and bicyclists and build a more livable, active, sustainable, engaged and equitable city. Community members have already demonstrated their commitment to the plan's vision by actively participating in workshops, summits, and a departmental advisory committee. These next five years will be exciting as we work to make the vision of this plan a reality.



---

NOTE: This plan uses the words *walking* and *pedestrian* broadly. These terms include walking, running, skateboarding, roller blading, and the use of wheelchairs, mobility scooters, and other forms of non-motorized transportation.

*Biking* includes the use of all forms of non-motorized, wheeled transportation.

---

## TransPlan and its relation to this Strategic Plan

TransPlan is the transportation component of the Eugene-Springfield Metropolitan Area General Plan (Metro Plan). Adopted in 2001, the policies in TransPlan are designed to support Metro Plan goals and land use patterns by addressing transportation in the metropolitan area.

Specific pedestrian and bicycle-related policies within TransPlan call for improving Eugene's bikeway system, constructing bike lanes, increasing connectivity, implementing bicycle and shared-use facility projects, and constructing sidewalks on all new urban streets. Projects within TransPlan are updated periodically and as they are completed.

The Pedestrian and Bicycle Strategic Plan is not designed to replace or be a substitute for TransPlan. TransPlan serves as the adopted Transportation System Plan for the city and is where infrastructure projects that benefit pedestrians and bicyclists are identified and prioritized. Transplan will continue to be the home of future bicycle and shared use infrastructure project lists. The next TransPlan update will provide an opportunity for public input on making changes to the current infrastructure project list.

The purpose of the Pedestrian and Bicycle Strategic Plan is to take a big picture look at how Eugene can become a more walkable and bikable city. Developing walking and biking infrastructure is only one way to accomplish this vision. The City and community organizations must also look at education, marketing, and outreach to encourage people to use the infrastructure.

This Strategic Plan directly links to TransPlan through Strategy 4.2: *Improve pedestrian and bicycle infrastructure connectivity*. Within this strategy, Action 4.2.3 calls for creating an implementation strategy for TransPlan bicycle and pedestrian projects that includes early phases of project development and community outreach. The Bicycle and Pedestrian Advisory Committee

### SUPPORTING TRANSPLAN POLICIES:

#### Bikeway System and Support Facilities

Construct and improve the region's bikeway system and provide bicycle system support facilities for both new development and redevelopment/expansion.

#### Bikeways on Arterials and Collectors

Require bikeways along new and reconstructed arterial and major collector streets.

#### Bikeway Connections to New Development

Require bikeways to connect new development with nearby neighborhood activity centers and major destinations.

#### Implementation of Priority Bikeway Miles

Give funding priority (ideally within the first 3 to 5 years after adoption of TransPlan subject to available funding) to stand-alone bikeway projects that are included in the definition of "Priority Bikeway Miles" and that increase the use of alternative modes.

#### Pedestrian Environment

Provide for a pedestrian environment that is well integrated with adjacent land uses and is designed to enhance the safety, comfort, and convenience of walking.

#### Continuous and Direct Routes

Provide for a continuous pedestrian network with reasonably direct travel routes between destination points.

#### Sidewalks

Construct sidewalks along urban area arterial and collector roadways, except freeways.



Draft

(BPAC), developed as a result of this strategic plan, will work with staff to prioritize projects listed in TransPlan for implementation. This would provide for more public involvement than the City currently has in determining which projects are constructed each year. The advisory committee would also likely take a leadership role in the pedestrian and bicycle aspects of a future TransPlan update.

## Related Plans

The actions in this Strategic Plan are consistent with policies and guidance of other plans that relate to walking and biking in Eugene including:

### Oregon Transportation Plan (OTP)

The OTP is the statewide set of policies, goals and strategies that addresses state-run transportation systems and guides regional and local transportation system plans. Under OTP are many separate plans, such as the Oregon Pedestrian and Bicycle Plan, that provide more specific policy direction.

### Oregon Pedestrian and Bicycle Plan

The Oregon Department of Transportation (ODOT) published the Oregon Bicycle and Pedestrian Plan in 1995 and is in the process of revising the plan. This plan includes policies and standards that govern the design of walking and biking infrastructure. While these standards are applied to all state highway projects within ODOT's jurisdiction, they are recommended but not required for local jurisdictions.

### Arterial and Collector Street Plan (ACSP)

Adopted in 1999, the ACSP describes specific policies and design standards that apply to Eugene's classified streets; it does not propose specific projects.

Unlike TransPlan, the ACSP applies only to the City of Eugene. Where roadways fall under the jurisdiction of the county or the state, ACSP standards will be advisory and not replace existing intergovernmental agreements.

### Central Area Transportation Study (CATS)

CATS was revised in 2004 and includes policies and implementation strategies for the pedestrian system and bicycle facilities in the downtown and surrounding area of Eugene. It recognizes the importance of making the central area of Eugene accessible to pedestrians and cyclists.





## Methodology

The City of Eugene's Department of Public Works Transportation Planning Team developed this Strategic Plan using a dynamic community engagement process, with advice and guidance from a Departmental Advisory Committee (DAC).

There were 14 members of the DAC, which included representatives from:

- Eugene Bicycle Coalition
- Walk With Me
- Paul's Bicycle Way of Life
- AAA (American Automobile Association)
- Friends of Eugene
- Burley Design
- LCHAY (Lane Coalition for Healthy and Active Youth)
- The Accessibility Committee of the Human Rights Commission
- GEARs (Greater Eugene Area Riders)
- Neighborhood Associations (Friendly, Harlow)
- The general community



Draft

The City contracted with the University of Oregon's Community Planning Workshop (CPW) to help facilitate the strategic planning process, including research, writing, and conducting public outreach.

The extensive public engagement process included:

**Eugene Walking and Biking Summit** (approximately 225 participants):

This well attended and highly successful event kicked off the strategic planning process. The summit included speakers, seven panel discussions, and twelve community input sessions. These input sessions were the beginning of the community's involvement in creating a vision for a more walkable and bikeable Eugene. The input sessions also solicited feedback about the issues and obstacles facing the community in trying to achieve this vision.

**Community Workshops:**

- **Bicycle Theft and Bicycle Parking – Jan. '07** (approximately 40 participants): This workshop included presentations from the Eugene Police Department and Department of Public Works about bike theft and parking, as well as breakout sessions for community members to discuss and brainstorm strategies and actions to address bicycle theft and parking.
- **Seniors and Accessibility – Feb. '07** (approximately 30 participants): This workshop provided opportunities for community members to raise key issues relating to seniors and accessibility, and discuss solutions to these issues.
- **Youth – March '07** (approximately 90 participants): CPW conducted in-class exercises with middle school students to gather input about walking and biking issues, preferences and concerns particular to them, especially youth safety and education.

• **Education and Encouragement – May '07**

(approximately 25 participants): In small breakout groups, this workshop gave community members the opportunity to suggest specific education and outreach activities that will support the goals of this strategic plan.

- **Visual Design Preference – April '07** (approximately 40 participants): CPW and the Department of Public Works presented images of different walking and biking infrastructure and amenities to community participants and asked them to rate their level of comfort and safety with each design element.



**City of Eugene Department Input Sessions** (staff participants from departments and divisions across the City organization): Over a two-month period, the Transportation Planning Team met with representatives from City divisions, departments and teams to solicit input about obstacles to walking and biking and generate strategies to address them. Input gathered was then reported back to each participant group who were given opportunities to refine their earlier comments or submit additional input. All this input was synthesized and used in writing the first draft of this plan. Two more meetings were held with all the different City departments to get their feedback on the draft plan. Finally, staff followed up again with the individual departments one last time before the plan was finished.

**Stakeholder Interviews** (19 interviewees): CPW conducted in-depth interviews with community leaders and experts on issues related to walking and biking.

CPW and the City's Transportation Planning Team organized and synthesized the information gathered through the summit, workshops, input sessions, and interviews into the vision, goals, strategies and actions of this Plan. The DAC played a key role by providing guidance and advice to help sort through and prioritize the information gathered through the public engagement process.



## II. What are Our Priorities?

This Strategic Plan articulates an overarching vision for the community and provides a concrete, specific plan of action that will empower and guide the community toward this vision. It is a dynamic plan that relies on broad community participation.

### VISION

Eugene is a place where walking and biking are an integral element of the community's culture, where the city's livability, sustainability and overall quality of life are enhanced by more people walking and biking, and where these activities are safe, convenient and practical options for everyone.

This strategic plan has four parts:

- **Vision:** The vision statement concisely describes a future Eugene in which walking and biking are more fully integrated into the life of the city. Attaining this vision will require a strong commitment by individuals and organizations throughout the community, and a significant investment of time and resources.
- **Goals:** The five goals address issues of community culture, encouragement, safety, accessibility and connectivity, and implementation and funding.
- **Strategies:** The seventeen strategies provide a conceptual framework or method of how the goals can be achieved.
- **Actions:** This plan has 82 specific, assignable actions for implementing the strategies. To help guide the implementation of the plan, the DAC, City staff, and the community prioritized the actions.

*\*\* NOTE: This plan is intended to serve as a guide to action by the City, other agencies, and the community. It does not obligate the City or any other entity to implement any action. It is expected that as time and budgets allow, the feasibility of individual actions will be considered for implementation.*

### Goals

- Goal 1: Foster and develop a community culture supportive of walking and biking as important modes of transportation and recreation.**
- Goal 2: Increase the share of trips people make by walking and biking for transportation and recreation.**
- Goal 3: Increase safety for bicyclists, pedestrians, and motorists.**
- Goal 4: Create accessible, efficient and convenient methods for pedestrians and bicyclists to travel to the places where they live, work, and play.**
- Goal 5: Build productive partnerships and obtain stable and diverse resources to sufficiently implement and promote the plan.**

# Goals, Strategies and Actions

Each goal of this strategic plan has several strategies that will help Eugene achieve that goal. Each strategy has a unique set of specific actions that, when implemented, will make the strategy a reality. The strategies and actions are displayed in a matrix beginning on page 14.

The matrix of strategies and actions also includes information useful for implementation of each action. There are columns that identify lead and partner organizations, the priority of the action, and the level of resources needed for implementation.

## ANALYSIS OF AN ACTION ITEM:

**Lead Organizations:** The organizations responsible for implementation of the action. *A list of all the acronyms and the organizations they represent is included on page 31.*

**Partner Organizations:** Organizations assisting with implementation.

**Priority:** All of the actions in this plan are important and contribute to achieving the vision. However, each action has been given a priority based on feedback from the DAC, City staff, and the community to help guide implementation efforts. The priority is based not just on importance, but also cost, ease of implementation, and whether it is already occurring. There are five levels of priority:

★★★★★ (highest)

★★★★ (higher)

★★★ (medium)

★★ (lower)

★ (lowest)

**Resources:** This column illustrates the amount of resources needed to implement each action item. This plan considers both time and money as resources. The measures do not have specific values but are relative estimates as compared to other actions within the plan and are represented as:

◆ (low)

◆◆ (medium)

◆◆◆ (high)

This allows City staff and community organizations to quickly identify those action items that are resource intensive and those that are not. Costing out each action item was outside the scope of this project for various reasons:

- (1) the cost of specific infrastructure improvements will be itemized in the City's capital improvement plans (CIPs), not the Strategic Plan; and
- (2) some of the action items will be completed by community organizations and it is unclear exactly how they will be implemented, thus an exact cost can not be assigned.

# 1

*Foster a community culture supportive of walking and biking as important modes of transportation and recreation.*



*This goal looks beyond the physical infrastructure of Eugene to include strategies and actions that will make walking and biking an integral part of Eugene's culture. These strategies and actions support efforts that will increase the community's exposure to walking and biking.*

## 1.1 Encourage walking and biking to community events.

	lead	partners	priority	resources
1.1.1 Ensure bicycle parking is available at major community events.	CAT, LRCS, PWE/TP	20/30 Club, UO, PW/POS	★ ★ ★ ★ ★	◆
1.1.2 Develop images and slogans that publicize bicycle and pedestrian friendly events and integrate them into event marketing.	LRCS, PWE/TP	PIT	★ ★	◆

## 1.2 Support creative local walking and biking events.

	lead	partners	priority	resources
1.2.1 Organize signature walking and biking events at the citywide and neighborhood level.	EBC,GEARs	PWM/TO, Running Stores, PWE/TP	★ ★ ★ ★ ★	◆ ◆
1.2.2 Evaluate current permitting process for bicycling, running and walking events. Identify methods of encouraging these active community events.	PWE/PIC, PWE/TP, EPD	OBRA, CVALCO, PW/POS, LRCS, PWM/TO	★ ★	◆ ◆
1.2.3 Conduct an annual University of Oregon Transportation Fair that emphasizes walking, biking, and transit.	UO		★	◆

### 1.3 Strengthen local walking and biking organizations.

	lead	partners	priority	resources
1.3.1 Promote local walking and biking organizations through the City's website and publications.	PWE/TP, LRCS, PW/POS		★ ★ ★	◆
1.3.2 Offer trainings on the topics of leadership, volunteerism, advocacy, marketing, website development, and membership recruitment.	BTA		★ ★	◆

### 1.4 Promote and introduce Eugene as a walkable, bikeable, and accessible city.

	lead	partners	priority	resources
1.4.1 Integrate walking and biking in other City initiatives, specifically sustainability and accessibility.	Sustainability Commission, HRC/AC		★ ★ ★ ★	◆
1.4.2 Promote Eugene as a walkable and bikeable city to new residents and incoming university students. Create a plan to develop and distribute walking and biking materials to targeted prospective residents.	PWE/TP, UO, LCC, NCC	Chamber of Commerce, CVALCO	★ ★ ★	◆
1.4.3 Seek recognition for Eugene as a great city for walking and biking.	PIT, PWE/TP		★ ★ ★	◆
1.4.4 Promote the use of bicycles for work use among City employees and clearly identify bicycles in the City's fleet as City of Eugene bikes.	PWE/TP	Sustainability Commission	★ ★ ★	◆
1.4.5 Create a plan to distribute walking, biking, and transit materials to area lodging and tourist destinations and provide this information on websites targeted to visitors.	CVALCO PWE/TP	UO, Eugene Airport	★ ★	◆
1.4.6 Promote transit-connected recreation opportunities through brochures, web marketing, and special events.	LTD/CS	CVALCO, LRCS, PW/POS, Eugene Airport	★	◆

Note: For a list of Acronyms and contact information, see page 31.

Draft

# 2

## Increase the share of trips people make by walking and biking.



**2.1** Develop programs that encourage people to shift trips to walking and biking. *Approximately 51% of car trips in Eugene are less than 3 miles and 16% are less than 1 mile. Trips of these distances are potential walking and biking trips. Shifting from motor vehicles to walking and biking for short trips will help the community address obesity and related health problems, decrease carbon emissions, reduce congestion on our roads, and further our efforts toward sustainability.*

	lead	partners	priority	resources
<b>2.1.1</b> Develop a comprehensive Safe Routes to School program that works with at least one new school every year.	BTA, LTD/CS	PWE/TP, EPD, PWM, LRCS, Bike Shops, CAT, LCHAY, 4j/Bethel, Private Schools, PW/POS, PTOs, NA, ODOT	★★★★★	◆◆
<b>2.1.2</b> Develop a media campaign to promote walking and biking as viable means of transportation.	PWE/TP, LTD/CS	CLI, PIT, ODOT	★★★★★	◆◆
<b>2.1.3</b> Support continuation and expansion of BTA bike education programs in middle schools.	4j/Bethel, BTA	EBC, LCHAY	★★★★★	◆◆
<b>2.1.4</b> Develop an individualized marketing program that targets a different geographic area every year.	PWE/TP, LTD/CS	EBC, CLI, Bike Shops, CAT, LCHAY, NAs	★★★★★	◆◆◆
<b>2.1.5</b> Continue holding the annual Business Commute Challenge.	PWE/TP	LTD/CS, Peace Health, Chamber of Commerce	★★★★★	◆◆
<b>2.1.6</b> Develop an integrated program to encourage more UO students to walk and bike.	UO		★★★★★	◆◆



	lead	partners	priority	resources
<b>2.1.7</b> Increase the number of schools that participate in International Walk to School Day.	LTD/CS	4/Bethel, Private Schools, PTOs	★ ★ ★	◆
<b>2.1.8</b> Encourage employers to provide incentives and accommodations to employees who walk or bike to work.	LTD/CS, PWE/TP	GEARs, EBC, Chamber of Commerce, CLI	★ ★ ★	◆
<b>2.1.9</b> Develop an ongoing safe cycling education program for adults.	BTA, GEARs, EBC	PWE/TP	★ ★ ★	
<b>2.1.10</b> Educate businesses about why it is important to be bike-friendly and provide recognition to those that do so.	EBC, GEARs	CLI, Chamber of Commerce	★ ★	◆
<b>2.1.11</b> Develop a program to encourage seniors to walk and bike that includes education and organized activities.	LRCS, PWE/TP	EBC, Bike Shops, CAT, Running Stores	★	◆

## 2.2 Advocate for mixed-use development in new and existing neighborhoods

*Mixed-use development is the official growth management policy of the City of Eugene, and TransPlan identifies dozens of potential mixed-use centers (MUCs) around town. MUCs are pedestrian friendly and transit oriented; they include a combination of housing, commercial and retail areas in close proximity to each other and in higher densities than traditional development, making walking and biking more convenient.*

	lead	partners	priority	resources
<b>2.2.1</b> Advocate for mixed-use development in Eugene at both the neighborhood and city-wide scale.	GEARs, LCHAY	EBC, AIA	★ ★ ★	◆
<b>2.2.2</b> Provide educational opportunities for the general public about the benefits of mixed use centers and compact development for bicycling and walking transportation.	GEARs	EBC, LCHAY, PWE/TP, PDD/PL	★ ★ ★	◆

Note: For a list of Acronyms and contact information, see page 31.

Draft

### 2.3 Reduce bicycle theft as a barrier to bicycling.

*In 2006, over 750 bikes were reported stolen to the Eugene Police Department and the University of Oregon's Department of Public Safety; many more stolen bikes go unreported. To some, the threat of bike theft deters the use of bikes for commuting, running errands, and general travel around Eugene.*

	lead	partners	priority	resources
<b>2.3.1</b> <b>Create a working group focused on reducing bike theft.</b>	PWE/TP, EPD	UO, Prosecutor's Office/ Municipal Court, Bike Shops, CAT	★ ★ ★ ★	◆
<b>2.3.2</b> <b>Educate UO, LCC, and NCC students and other bicycle users about how to lock their bikes properly.</b>	PWE/TP, UO, LCC, NCC	Bike Shops, CAT	★ ★ ★	◆
<b>2.3.3</b> <b>Work with bicycle retail and repair shops to implement consistent and effective bicycle registration at point of sale. Consider using electronic or on-line registration methods.</b>	EPD, UO	PWE/TP, Bike Shops, CAT	★ ★	◆ ◆
<b>2.3.4</b> <b>Promote the use of the most effective bicycle locks.</b>	PWE/TP, Bike Shops, CAT	UO	★	◆
<b>2.3.5</b> <b>Provide information about how to lock your bicycle with every bicycle purchase.</b>	PWE/TP, Bike Shops, CAT		★	◆

# 3

## Increase safety for bicyclists, pedestrians, and motorists.



### 3.1 Effectively enforce laws that affect bicyclist and pedestrian safety.

*Effective enforcement of laws that protect the safety of others can help address conflicts between motorists, cyclists, and pedestrians.*

















	lead	partners	priority	resources
3.1.1 Develop a program to educate pedestrians, bicyclists, and motorists about crosswalk laws and conduct enforcement as appropriate.	EPD, PWE/TP	PWM/TO	★ ★ ★ ★	◆ ◆
3.1.2 Develop legislative strategy for addressing pedestrian and bicycle safety issues at the state level.	PWE/TP	BTA, COE-IGR, EPD, GEARs	★ ★ ★ ★	◆
3.1.3 Work with Police Department to develop shared understanding of safety issues and laws that pertain to pedestrians and bicyclists.	PWE/TP, EPD	EBC/GEARs	★ ★ ★	◆
3.1.4 Enforce “no parking of automobiles” in bike lanes and on sidewalks.	PDD/PS	EPD	★ ★ ★	◆
3.1.5 Examine reasons for riding bikes on downtown sidewalks and work to ameliorate the problem through an education campaign and accompanying enforcement.	DEI, EPD	PWE/TP, PWM	★ ★	◆ ◆
3.1.6 Re-examine the “no bikes on sidewalks” zone for possible expansion.	DEI, PWE/TP	EPD	★	◆ ◆

Note: For a list of Acronyms and contact information, see page 31.

Draft

3.2 Ensure that the pedestrian and bicycle system is safe and functional for all users.

*Well designed infrastructure is only as useful as its level of upkeep. Well maintained infrastructure is vital not only for protecting the safety of pedestrians and cyclists, but also for ensuring accessibility to all. The City can enhance its efforts by including community involvement and relying on user feedback.*

	lead	partners	priority	resources
3.2.1 Keep pedestrian and bicycle ways clear of leaves, vegetation, construction signs, and other obstructions. Re-examine and consider making changes to City’s leaf disposal program.	PWM, PW/POS, CS/F, PWE	PWE/TP		
3.2.2 Install additional street lighting where needed at conflict points, at crosswalks, on sidewalks, and along shared use paths. Develop criteria for prioritizing lighting investments.	PWE/TP, PWM/TO, PW/POS, PDD/PL, CS/F			
3.2.3 Develop additional tools for enhancing pedestrian and bicycle street crossings—both mid-block and at intersections.	PWE, PWM/TO	EPD		
3.2.4 Establish clear pedestrian and bicycle detours during construction.	PWE, PWM			
3.2.5 Enforce sidewalk maintenance requirements.	PWM			
3.2.6 Address conflicts between pedestrians and autos at double turn lanes.	PWE/TP, PWE/TO			
3.2.7 Create a process for the community to identify unsafe (maintenance and facilities) locations and suggest site-specific improvements.	PWE/TP, PWE/TO			
3.2.8 Enforce the leash law.	Animal Control	EPD		

### 3.3 Conduct outreach and education to increase safety and awareness for pedestrians, bicyclists and motorists.

*It is common for pedestrians, bicyclists and motorists to complain about the behavior of people using other modes of transportation. Effective education and outreach programs must focus on teaching everyone how to be safe and respectful of others, and themselves, as they walk, bike or drive.*

	lead	partners	priority	resources
<b>3.3.1</b> <b>Develop and launch a Share the Road media and education campaign targeted to motorists, bicyclists and pedestrians.</b>	PWE/TP, PIT, AAA, Elected Officials	EPD, BTA, ODOT, EBC, GEARs, Auto Insurers, Bike Shops, CAT, UO/DPS, LCC, NCC, 4/Bethel, Private Schools	★ ★ ★ ★ ★	◆ ◆ ◆
<b>3.3.2</b> <b>Educate bicyclists and pedestrians about how to safely use shared use paths, sidewalks, and hiking trails.</b>	EBC, PWE/TP, PW/POS	HRC/AC, GEARs, LCMBA, Bike Shops, CAT, PWM	★ ★	◆ ◆
<b>3.3.3</b> <b>Provide free and low-cost safety equipment (helmets, lights, bells) and bicycle repair to people who need it.</b>	PWE/TP, LTD, Medical Providers	GEARs, EBC, EPD, Fire/EMS, Bike Shops, CAT	★ ★	◆ ◆

Note: For a list of Acronyms and contact information, see page 31.

Draft

# 4

Create accessible, efficient and convenient methods for pedestrians and bicyclists to travel to the places where they live, work, and play.











## 4.1 Ensure that pedestrian and bicycle facilities are accessible to everyone in the community.

*An accessible community is one where people of all different abilities are able to get around. Currently, there are places within the transportation system that are lacking the facilities and infrastructure that enable everyone to move around safely.*

	lead	partners	priority	resources
4.1.1 Continue to retrofit curb ramps and install new curb ramps at intersections.	PWM, PWE		★ ★ ★ ★	◆ ◆ ◆
4.1.2 Continue to add audible pedestrian signals to existing traffic signals throughout Eugene.	PWM/TO, HRC/AC, PWE		★ ★ ★	◆ ◆ ◆
4.1.3 Consider increasing City standard bike lane width to 6-feet.	PWE/TP, PWM, PWE		★ ★	◆ ◆
4.1.4 Hold an annual barrier awareness day to educate the community about the importance of infrastructure that is accessible to everyone.	HRC/AC		★ ★	◆
4.1.5 Promote the City's Adaptive Recreation Program.	LRCS	PWE/TP	★ ★	◆

## 4.2 Improve pedestrian and bicycle infrastructure connectivity.

Eugene has an extensive system of off-street shared use paths, on-street striped bike lanes, and sidewalks. Each of these elements is an integral piece of the overall transportation system and network. One of the greatest challenges limiting the effectiveness and functionality of these elements are gaps that reduce connectivity within the system. Our local Transportation System Plan (TSP) called TransPlan identifies bicycle and shared-use facilities that would increase connectivity throughout Eugene. The actions listed below call for developing an implementation strategy with input from a bicycle and pedestrian advisory committee for TransPlan projects.















	lead	partners	priority	resources
4.2.1 Develop new bike boulevards and improve existing bike boulevards, especially where they cross busy streets.	PWE/TP, PWM/TO			
4.2.2 Re-initiate the sidewalk infill program to fill in gaps in the sidewalk system.	PWE, PW/PIC, PWM	HRC/AC		
4.2.3 Create an implementation strategy for TransPlan bicycle and pedestrian projects that includes project scoping and community outreach.	PWE/TP	PW/POS		
4.2.4 Examine and improve the interface of transit with pedestrians and cyclists. This includes bicycle parking facilities, on-board bicycle storage, transit stop design and compatibility with surrounding streetscape.	PWE/TP, LTD			
4.2.5 Encourage businesses and organizations to provide connections to bike paths.	PWE/TP, PW/PIC	EBC, GEARs, PW/POS		

Note: For a list of Acronyms and contact information, see page 31.

Draft

### 4.3 Ensure high quality, flexible and secure bicycle parking at all destinations.

*The City of Eugene requires new development to include bike parking under most situations. However, these regulations do not always meet the needs of bicyclists; often, there are not enough parking spots or the facilities are poorly designed and bikes are not secure.*

	lead	partners	priority	resources
<p>4.3.1 Install more bike parking at City parks and facilities downtown, in pedestrian-scale business districts, and in the public right-of-way.</p>	PWE/TP, CS/F, PW/POS	PDD/PS		
<p>4.3.2 Evaluate how effective the City Code is at providing an adequate number of well placed and designed bike parking spaces for redevelopment and new development. If it is determined that there are problems with the Code, launch an effort to amend it.</p>	EBC, PWE/TP, PDD/BPS	GEARs		
<p>4.3.3 Develop a public outreach campaign to educate business owners about the benefits of maintaining sufficient bike parking for their customers. Include incentives for bringing inadequate parking up to code in terms of quantity and design.</p>	EBC, GEARs	PWE/TP		
<p>4.3.4 Provide an appropriate amount of bike parking at public schools in Eugene.</p>	4j/Bethel, PWE/TP			
<p>4.3.5 Install more covered, long-term bike parking for residents and employees in downtown Eugene.</p>	PWE/TP, PDD/PS	DEI		
<p>4.3.6 Streamline and simplify the process (permitting, parking facility design and location, and construction) for businesses wishing to install bicycle parking in the public right-of-way in downtown and other pedestrian-scale business districts.</p>	PWE/TP, PW/PIC, PDD/BPS			
<p>4.3.7 Develop a step-by-step guide to City bicycle parking requirements.</p>	PWE/TP	PW/PIC, PDD/BPS		



**4.4 Provide easily accessible information about the pedestrian and bicycle system.**

*A goal of this plan is to increase the number of people walking and biking in Eugene. All of these new walkers and bikers need to know how to get to their destination and back safely and efficiently if they are going to continue to walk and bike. There already is a bike map and a few directional signs, but generally this information is difficult to find. The more obvious and easy to access the information is, the more likely it will get used.*

	lead	partners	priority	resources
4.4.1 Develop a city-wide directional bike signage system that includes times, distances, and destinations.	PWE/TP, PW/POS, PWMTO		★ ★ ★	◆ ◆ ◆
4.4.2 Create a new sign type that directs pedestrians and bicyclists to neighborhood access ways (these are the short-cuts that are often found at the end of cul-de-sacs). Develop a plan for installing these signs around the City.	PWE/TP, PWMTO		★ ★	◆ ◆ ◆
4.4.3 Enhance the City's bicycle map and distribute it broadly throughout the community. Enhancements should include information about bike repair and rentals.	PWE/TP		★ ★	◆ ◆
4.4.4 Develop an on-line pedestrian and bicycle trip planning feature on the City's website.	PWE/TP		★ ★	◆ ◆
4.4.5 Install a comprehensive system of kiosks with bikeway maps along paths, bike boulevards and other locations popular with bicyclists.	PWE/TP, PW/POS, PWMTO		★	◆ ◆ ◆

Note: For a list of Acronyms and contact information, see page 31.

Draft

# 5

*Build productive partnerships and obtain stable and diverse resources to sufficiently implement and promote the Plan.*



## 5.1 Strategically implement the actions of this plan and monitor and evaluate progress.

*Effective strategic planning requires a deliberate process to gauge the implementation of actions designed to change current conditions. The pedestrian and bicycle strategic planning process has covered the first two steps in this four-step iterative process—first, creating an inventory of existing conditions and second, identifying needs or deficiencies in the system. Actions listed under this strategy call for developing the third and fourth steps of the process—setting benchmarks and developing a method for overseeing implementation. Each of these tasks will be carried out through a collaborative effort between City staff and a citizen lead Bicycle and Pedestrian Advisory Committee (BPAC).*

	lead	partners	priority	resources
<b>5.1.1</b> Develop and staff an advisory committee that regularly monitors, assists with, and advocates for implementation of the Plan.	PWE/TP		★ ★ ★ ★ ★	◆ ◆ ◆
<b>5.1.2</b> Develop benchmarks and collect associated data to determine the impact of plan implementation.	PWE/TP	UO	★ ★ ★ ★	◆ ◆
<b>5.1.3</b> Publish and disseminate an annual report to share plan progress with the community. Provide the annual report to the City Council.	PWE/TP		★ ★ ★ ★	◆

## 5.2 Cultivate collaborative relationships among community organizations and the City to support Plan implementation.

*To be successful, this plan relies on the active support and involvement of the City of Eugene as well as the broader community. Building partnerships and encouraging community input will help strengthen this plan by utilizing the ideas, dedication, and support of the entire community to implement individual actions.*

	lead	partners	priority	resources
<b>5.2.1</b> Organize an annual Walking and Biking Summit to both track and celebrate progress on the Plan; develop stronger relationships among walking and biking advocates.	PWE/TP	EBC, GEARS, LCHAY, 4j/Bethel, UO	★ ★ ★	◆

	lead	partners	priority	resources
5.2.2 Provide opportunities for people to learn about the Plan and how to get involved with implementation activities. Reach out to neighborhood associations and other organizations as part of this work.	PWE/TP	HRC/AC, NAs	★ ★ ★	◆
5.2.3 Integrate elements of the Plan into the objectives of other City initiatives such as the Sustainability Commission, Greatest City of the Arts and Outdoors, etc.	Sustainability Commission, HRC/AC		★ ★ ★	◆
5.2.4 Cultivate support of walking and biking amongst City leadership.	City Executive, Managers, Senior Mngmt		★ ★ ★	◆

### 5.3 Proactively seek diversified financial resources to implement the Strategic Plan.

*Implementation of some actions will be costly and will require significant resources, however partnerships and collaborative efforts are often able to attract funding at higher levels than the sum of their individual efforts. Like any transportation system, the construction and maintenance of high-quality pedestrian and bicycle infrastructure faces increasingly scarce funding and competing interests. Although the City of Eugene already spends a significant portion of its transportation dollars on bicycle and pedestrian related projects, additional funding will be required for implementation of some actions within the plan.*

	lead	partners	priority	resources
5.3.1 Apply for grants and seek other contributions to fund implementation items in the Plan.	PWE/TP, EBC, GEARs		★ ★ ★ ★ ★	◆
5.3.2 Develop expanded and/or new funding streams to support ongoing activities that are part of Plan implementation.	PW Director		★ ★ ★ ★	◆ ◆ ◆
5.3.3 Develop funding stream to maintain the ped/bike system at a high level of service. Prioritize elements of the system to maintain at a high level, depending on funding that is ultimately available.	PWM, PW/POS		★ ★ ★ ★	◆ ◆ ◆
5.3.4 Develop priorities for Plan implementation within financial constraints.	PWE/TP		★ ★ ★ ★	◆
5.3.5 Organize one or more annual fundraising events to support items in the Plan.	EBC, GEARs		★ ★	◆ ◆

Draft

# III. How do We Make it Happen?

The goals, strategies and actions of this plan provide a framework to help Eugene achieve its vision for walking and biking. It is a true community based plan – it was formed out of extensive public outreach and its success relies on community organizations, as well as the City of Eugene, taking responsibility for implementing action items.

To keep the Plan active in the community, four key components are necessary:

- (1) **Strong leadership** to ensure that the efforts being implemented are in line with the goals of the plan and that activity progresses.
- (2) **Community involvement** in implementing items in the plan.
- (3) **Systematic monitoring** to track progress on plan implementation and help identify needed changes to the plan.
- (4) **Update** after five years to ensure that the plan is congruent with the needs of the community.

This section describes the structure and process to ensure successful plan implementation and monitoring. This structure is composed of three main parts:

- Community Members and Organizations;
- A Bicycle and Pedestrian Advisory Committee;
- Committee Staff Coordinator.

Each of these components is described in greater detail below.

## Community Members and Organizations

Individuals and organizations within the community will play a significant role in implementing this plan. Each action item has been assigned to one or more “lead organizations.” These organizations are responsible for taking the steps necessary to implement the action item. In general, community volunteers, whether individuals or organizations, will be responsible for the following:

- Implementing individual actions contained in the Plan.
- Involving other community members in the implementation of their action.
- Closely communicating with the BPAC.
- Effectively implementing and monitoring the progress of their action.



Pedestrian and Bicycle  
Committee (PBC)

Community Members  
and Organizations

## Bicycle and Pedestrian Advisory Committee (BPAC)

The purpose of the Bicycle and Pedestrian Advisory Committee (BPAC) is (1) to advise the City of Eugene Transportation Planning staff and community organizations and partners on implementation of the Strategic Plan, (2) to represent community and constituent interests in transportation planning decisions, and (3) to provide feedback to staff on projects relating to walking and bicycling.

### BPAC ORGANIZATION

The Committee will consist of 10 - 14 community members. The City of Eugene Transportation Planning Team will appoint approximately half of the members, and the remainder of the positions will be filled through an application process. Members will be selected to ensure broad community representation, interests and skill sets. The committee will include one high school and one college student. Members of the BPAC will develop operating agreements and bylaws that will address terms of service and other issues.



### BPAC ROLE

The primary role of the BPAC is to advise City staff on plan implementation; however, if members of the committee want to work on specific action items, small working groups could be formed to accomplish these tasks. The Bicycle and Pedestrian Advisory Committee's responsibilities will include many of the following activities:

- Develop operating agreements and bylaws
- Approve an annual work plan developed in collaboration with a City staff representative.
- Develop priorities for plan implementation within financial constraints.
- Develop benchmarks and collect associated data to monitor and document plan implementation.
- Publish annual report to share progress with the community, City Council and City staff.
- Serve as liaisons, connecting key community members, community groups and organizations and encouraging participation in implementation.
- Identify grants to fund plan implementation.
- Conduct community outreach for the Strategic plan.
- Plan an annual Walking and Biking Summit.

Draft

## BPAC STAFF COORDINATOR

The Public Works Transportation Planning Team works with community stakeholders and agency partners to develop and implement short and long-range plans, design projects and obtain funding to build projects that lead to a complete transportation system. This department will designate a staff person to coordinate the Bicycle & Pedestrian Advisory Committee. The staff person's duties will include:

- Draft BPAC meeting agendas and communicate with the committee chair or co-chair.
- Serve as a liaison between the BPAC, community organizations, and City departments.
- Draft an annual BPAC work plan based on priorities outlined by the plan and the Transportation Planning Team.
- Provide technical expertise (e.g., formal staff reports) and advice, when solicited, to the BPAC.



## Organization Acronyms and Contact Information for Strategies and Actions

4J/Bethel	Eugene & Bethel School Districts <a href="http://www.4j.lane.edu">www.4j.lane.edu</a> <a href="http://www.bethel.k12.or.us">www.bethel.k12.or.us</a>	NCC	Northwest Christian College <a href="http://www.nwcc.edu">www.nwcc.edu</a>
AAA	American Automotive Association <a href="http://www.aaa.com">www.aaa.com</a>	OBRA	Oregon Bicycle Racing Association <a href="http://www.obra.org">www.obra.org</a>
AIA	American Institute of Architects <a href="http://www.aia.org">www.aia.org</a>	ODOT	Oregon Department of Transportation <a href="http://www.odot.state.or.us">www.odot.state.or.us</a>
BTA	Bicycle Transportation Alliance <a href="http://www.bta4bikes.org">www.bta4bikes.org</a>	PDD/PL	Planning and Development Division – Planning <a href="http://www.eugene-or.gov/planning">www.eugene-or.gov/planning</a>
CAT	Center for Appropriate Transport <a href="http://www.catoregon.org">www.catoregon.org</a>	PDD/BPS	PDD – Building and Permit Services <a href="http://www.eugene-or.gov/pdd">www.eugene-or.gov/pdd</a>
CLI	Climate Leadership Initiative <a href="http://climlead.uoregon.edu/">http://climlead.uoregon.edu/</a>	PDD/PS	PDD – Parking Services <a href="http://www.eugene-or.gov/parking">www.eugene-or.gov/parking</a>
CS/F	Central Services – Facilities <a href="http://www.eugene-or.gov">www.eugene-or.gov</a>	PIT	Public Information Team <a href="http://www.eugene-or.gov">www.eugene-or.gov</a>
CVALCO	Convention and Visitors Bureau of Lane County - <a href="http://www.visitlanecounty.org">www.visitlanecounty.org</a>	PTO	Parent Teacher Organization
COE-IGR	City of Eugene – Intergovernmental Relations	PW/PIC	Public Works – Permit and Information Center – <a href="http://www.eugene-or.gov">www.eugene-or.gov</a>
DEI	Downtown Eugene Inc. <a href="http://www.downtowneugene.com">www.downtowneugene.com</a>	PW/POS	PW – Parks and Open Space <a href="http://www.eugene-or.gov/parks">www.eugene-or.gov/parks</a>
EBC	Eugene Bicycle Coalition <a href="http://www.efn.org/-bicycle/">www.efn.org/-bicycle/</a>	PWE	PW – Engineering - <a href="http://www.eugene-or.gov">www.eugene-or.gov</a>
EPD	Eugene Police Department <a href="http://www.eugene-or.gov/police">www.eugene-or.gov/police</a>	PWE/TP	PWE – Transportation Planning <a href="http://www.eugene-or.gov/transportation">www.eugene-or.gov/transportation</a>
Fire/EMS	Eugene Fire Department <a href="http://www.eugene-or.gov/fire">www.eugene-or.gov/fire</a>	PWM	PW – Maintenance <a href="http://www.eugene-or.gov">www.eugene-or.gov</a>
GEARs	Greater Eugene Area Riders <a href="http://www.eugenegears.org">www.eugenegears.org</a>	PWM/TO	PWM – Traffic Operations <a href="http://www.eugene-or.gov/trafficops">www.eugene-or.gov/trafficops</a>
HRC/AC	Human Rights Commission – Accessibility Committee <a href="http://www.eugene-or.gov/HRC">www.eugene-or.gov/HRC</a>	UO	University of Oregon <a href="http://www.uoregon.edu">www.uoregon.edu</a>
LCC	Lane Community College <a href="http://www.lanecc.edu">www.lanecc.edu</a>	Other Organizations Listed in the Plan:	
LCHAY	Lane Coalition for Healthy and Active Youth - <a href="http://www.lchay.org">www.lchay.org</a>	Eugene Airport – <a href="http://www.eugene-or.gov/airport">www.eugene-or.gov/airport</a>	
LCMBA	Lane County Mountain Biking Association - <a href="http://www.lcmba.org">www.lcmba.org</a>	Chamber of Commerce – <a href="http://www.eugenechamber.com">www.eugenechamber.com</a>	
LRCS	Library, Recreation and Cultural Services – <a href="http://www.eugene-or.gov/LRCS">www.eugene-or.gov/LRCS</a>	Sustainability Commission – <a href="http://www.eugene-or.gov/sustainability">www.eugene-or.gov/sustainability</a>	
LTD/CS	Lane Transit District – Commuter Solutions <a href="http://www.ltd.org">www.ltd.org</a> , <a href="http://www.ltd.org/cs">www.ltd.org/cs</a>	Prosecutor’s Office/Municipal Court –	
NAs	Neighborhood Associations <a href="http://www.eugene-or.gov/neighborhoods">www.eugene-or.gov/neighborhoods</a>	Animal Control – <a href="http://www.lanecounty.org/animals/">www.lanecounty.org/animals/</a>	



Draft

*You're invited to  
help implement the Plan...*



## Make Eugene a More Walkable and Bikable City With Us!

*What are ways you can help?*

- **WALK AND BIKE REGULARLY**
- **APPLY FOR THE BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE**  
See p. 31 for more information, contact the Transportation Planning Team or visit its website.
- **VOLUNTEER FOR AN ACTION ITEM WORK TEAM**  
See p. 34 for contact information for the various Lead and Partner organizations on each Action or contact the Transportation Planning Team.
- **PARTICIPATE IN AND SUPPORT BICYCLE AND PEDESTRIAN ACTIVITIES**  
Subscribe to the Transportation Option's monthly InMotion e-newsletter, designed to help community members in Eugene with their commute and transportation options at [www.eugene-or.gov/transportation](http://www.eugene-or.gov/transportation).
- **JOIN AN ADVOCACY GROUP FOR PEDESTRIANS OR CYCLING**  
See p. 34 for contact information of groups like Eugene Bicycle Coalition, Greater Eugene Areas Riders, Walk with Me, and many more.
- **CONTACT CITY COUNCILORS**  
Let your Councilors know that you want them to support walking and biking projects.  
541.682.5010      Email: [mayorandcc@ci.eugene.or.us](mailto:mayorandcc@ci.eugene.or.us)
- **GET INVOLVED WITH YOUR NEIGHBORHOOD ASSOCIATION**  
For more information: 541.682.5009      Email: [NALiaison@ci.eugene.or.us](mailto:NALiaison@ci.eugene.or.us)

CONTACT THE CITY OF EUGENE TRANSPORTATION PLANNING TEAM WITH QUESTIONS  
541.682.5291      [peoplepower@ci.eugene.or.us](mailto:peoplepower@ci.eugene.or.us)      [www.eugene-or.gov/walkbike](http://www.eugene-or.gov/walkbike)

