

Lane Council of Governments

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April 7, 2005

To: Metropolitan Policy Committee

From: Petra Schuetz

Subject: Item 4.f – Congestion Mitigation Program

Action Recommended: None. Staff presentation and discussion only.

Issue Summary:

The Central Lane MPO region has entered a construction cycle for transportation that includes large-scale projects such as the I-105 Improvement Project, which will have a major impact on traffic congestion over the next year. In the last several months, key collaborative efforts among the region's transportation service providers have included regional project coordination and communications planning. The region's transportation demand management (TDM) program at Commuter Solutions is playing a central role in congestion mitigation.

Commuter Solutions' purpose is to support and promote travel options throughout the region through TDM programs for area businesses, organizations, educational institutions, visitors, and the general public. In February 2005, Commuter Solutions began implementing a regional congestion mitigation program. The goal of the Commuter Solutions' Congestion Mitigation Program (CMP) is to guide community education and promotion of travel options such as biking, walking, and carpooling during and after major regional infrastructure projects.

The CMP has substantially leveraged resources by partnering with local planning agencies, Lane Transit District (LTD) and marketing consultants. The team has developed an outreach and marketing strategy that provides advanced warning about impending construction, information about viable travel options, and up-to-date access and mobility information for key stakeholders (e.g. the media, and emergency services).

Commuter Solutions envisions the CMP as an ongoing, core resource for alternatives to driving alone. Mitigation efforts can increase the daily use of non-single-occupancy-vehicle travel options, reduce regional vehicle miles traveled, and prolong the public's investment in large infrastructure facilities.

There are currently three planned phases for CMP education and implementation:

Phase I: I-105 Improvement Project

Phase II: Courthouse District Improvements and Franklin Blvd. /BRT Corridor

Phase III: Peace Health Medical Group-Springfield River Bend Project, BRT Pioneer Parkway, I-5/Beltline Interchange, and the Gateway Intersection Project

Presently, several concurrent actions have been incorporated into the I-105 Improvement Project. Extensive outreach is underway with:

- a central website, www.keepusmoving.info, that highlights project scope, construction updates, and environmental information, etc. and carpool, bus pass program, and other downloads for public use in communications efforts
- automated updates through the Metro Road Report (Eugene Public Works)
- weekly newspapers ads
- aerial maps of projects
- street banners
- media interviews (radio and TV station commitments for full coverage)
- distribution of community-wide flyers and posters
- presentations to businesses and organizations
- direct mail to all businesses in the Central Lane MPO area
- informational kiosk at community events
- bus tail advertisements

In the short term, the CMP has identified, planned for, and begun implementing an education and marketing campaign supported by existing Commuter Solutions programs during the weighted construction season(s). Monitoring of program impact and evaluation is planned both during and after major traffic impact projects. Longer term, the program envisions positively affecting travel behavior by increasing and retaining participation in existing Commuter Solutions' programs such as the school/youth and business bus pass programs, employee transportation coordinator community, the emergency ride home and carpool matching service, Smart Ways to School, and general encouragement to use alternative modes for a larger percentage of our community's individual trips.