



April 30, 2008

To: Metropolitan Planning Committee (MPC)

From: Andrea G. Riner

Subject: Item 5.e: 2010 Campaign for Active Transportation (CAT)

Action Recommended: None, information only.

Project Overview

The 2010 Campaign for Active Transportation is an effort by the Rails-to-Trails Conservancy, a nationally known non-profit organization, to fund community efforts that promote trails, walking, and biking for improved mobility. The campaign builds on the Non-motorized Transportation Pilot Program (NTPP) funded within the 2005 federal transportation bill SAFETEA-LU and anticipates an expansion of the program in the upcoming reauthorization in 2010. In previous years the NTPP provided \$25 million each to four communities to demonstrate that targeted investment in trails, walking and biking can lead to mode shift. The Campaign for Active Transportation is seen to be a multiple benefit program aimed at improving mobility, contributing to economic development, responding to climate change concerns and addressing public health issues related to transportation choices.

Local Efforts

Based on the success of the pilot programs, transportation agencies in the Eugene, Springfield and Coburg area are discussing the potential for CAT funding to help forward existing alternative mode transportation planning concepts. A consortium of local partners is meeting, and includes the following:

- Convention and Visitors Association of Lane County (CVALCO);
- Commuter Solutions;
- City of Eugene Public Works;
- City of Springfield Public Works Transportation;

- Greater Eugene Area Riders (GEARS);
- Lane Coalition for Healthy Active Youth;
- Lane Council of Governments (LCOG);
- Lane Transit District (LTD);
- Oregon Department of Transportation (ODOT);
- 4J School District;
- Eugene Safe Routes to School Team;
- Willamalane Park and Recreation District; and
- Lane County.

While the initiative of this group is to discuss specifics of the CAT program, the hope is that this work will lay the groundwork for an ongoing regional bicycle/pedestrian planning discussion and be included in future regional transportation efforts.

Preliminary Scope

The Rails-to-Trails Conservancy developed a process for communities wanting to participate. Jurisdictions must first complete a Case Statement to be eligible for the program. The partner team is drafting this document to include the following components:

Recommended Strategies

The first task will be to develop an overall strategy to enhance cross-mode travel, and to package a set of funding recommendations. These recommendations will address bicycle, pedestrian and transit modes and may include infrastructure projects, education and outreach programs, operations improvements or other strategies consistent with and building upon existing approved planning documents.

Outcomes

The Case Statement must also outline the projected benefits and anticipated outcomes of implementing the funding recommendations. Outcomes must address key program goals such as mobility, public health, economic development, climate and community.

Measures

Finally, quantitative and qualitative data must be presented to provide support for federal investment in the program.

Discussion to date has focused on the following types of strategies to enhance cross-mode travel and reduce auto dependency:

- Implementing capital improvements to fill gaps in the regional bicycle and pedestrian system, especially those that provide links to major

employment centers, destination recreation and entertainment facilities, schools and retail centers;

- Developing safety enhancements throughout the existing bicycle, pedestrian and transit system, such as lighting, signage and crime prevention strategies;
- Improving design standards for bicycle and pedestrian facilities;
- Addressing system shortfalls that inhibit bicycle and pedestrian connection to the transit system;
- Prioritizing facilities that link users with schools, employment centers and other regional facilities;
- Expanding existing educational and outreach programs, including annual events, and school district traffic safety education programs such as pedestrian, bicycle, and other road user education;
- Building partnerships to make bicycles more accessible to more people, especially youth and people with limited incomes;
- Expanding programs for bicycle safety and enforcement to reduce bike theft; and
- Improving regional planning, design and construction methodologies, and improving the technology available for quantifying non-motor vehicle transportation use.

Next Steps

The consortium of area partners will continue to meet over the next several months, developing the Case Statement and working with the Rails-to-Trails Conservancy. The Case Statement is due June 30, 2008.