



July 4, 2008

To: Metropolitan Policy Committee (MPC)
From: Petra Schuetz
Subject: Item 4.b: 2010 Campaign for Active Transportation (CAT)

Action Recommended: Endorse *2010 Campaign for Active Transportation Case Statement.*

Background

The 2010 Campaign for Active Transportation is a coordinated 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 access and mobility. The Campaign aims to coordinate a grassroots effort to double federal funding for trails, walking and biking in the next federal transportation bill and is aimed at leveraging economic development opportunities, responding to climate change, and addressing public health issues related to transportation choices. The Eugene-Springfield Metro Area was selected as a potential candidate to receive a significant federal investment in the future. One of the first steps for the region was to develop a 'Case Statement.'

At the May 8, 2008 MPC meeting Andrea Riner, LCOG Transportation Program Manager, presented the Campaign concept and informally received unanimous positive feedback and direction to pursue the Case Statement development. The Case Statement is due July 15, 2008.

The Campaign Case Statement

Based in large part on the success of national Non-motorized Transportation Pilot Projects pilot projects, transportation agencies, organizations and businesses that support active transportation concepts have joined together to develop a case statement targeting the Central Lane MPO area. The Case Statement addresses the following: **What could this community achieve with a \$50 million federal investment in bicycling and walking and present a case for how this investment will enhance mobility or mitigate congestion in a cost efficient manner by shifting automobile trips to biking and walking.**

The Campaign for Active Transportation Team (CATT) includes representation from:

- 4J School District (4J)
- Central Lane Metropolitan Planning Organization (MPO)
- City of Coburg Planning Department
- City of Eugene Public Works - Transportation
- City of Springfield Public Works - Transportation
- Commuter Solutions (CS)
- Convention and Visitors Association of Lane County Oregon (CVALCO)
- Eugene Safe Routes to School
- Greater Eugene Area Riders (GEARs)
- Lane Coalition for Healthy Active Youth (LCHAY)
- Lane Council of Governments (LCOG)
- Lane County Public Works
- Lane Regional Air Protection Agency (LRAPA)
- Lane Transit District (LTD)
- Oregon Department of Transportation (ODOT)
- Willamalane Park and Recreation District

While the team assisted in the develop of the Case Statement, the hope is that this work will not only promote the Central Lane MPO area's readiness to receive a significant federal investment, but also lay the groundwork for ongoing regional bicycle/pedestrian planning work and the future of regional transportation efforts.

Attachment A to this memo is the Draft Case Statement. The Statement addresses the following:

- Context of the region and transportation need for alternative mode infrastructure and programs;
- The Eugene-Springfield Metro Area's active transportation assets;
- A general outline of projects and programs that could benefit from the federal investment - *based on adopted plans* - that focuses on five themes developed by the CATT;
 - Planning Tools
 - Capital Investments
 - Education and Outreach
 - Health
 - Safety
- Contextual factors encouraging success; and
- Support for the Case Statement.

Staff will provide a brief oral presentation and will answer any questions at the MPC meeting.

Next Steps

1. The consortium of area partners will provide final Case Statement review and solicit endorsement letters from respective organizations where appropriate.
2. Final maps and graphics will complete the final Case Statement which will then be distributed to stakeholders.
3. The final Case Statement will be sent to Rails-to-Trails Conservancy by July 15, 2008.

Attachments

- A. 2010 Campaign for Active Transportation Case Statement
- B. Existing Conditions Map
- C. Future Conditions Map
- D. Draft MPC Endorsement Letter