

January 31, 2007

To: Citizen Advisory Committee
From: Kathi Wiederhold
Subject: Item 6: Citizen's Guide to Transportation Planning

Action Recommended: Review examples of graphics to get ideas for the Citizen's Guide.

At the January 3, 2007, meeting, the CAC brainstormed the draft Table of Contents and draft outline for a "Did You Know" section. I will try to have these ready for review at the March meeting. Next, I'd like some help from you about graphics for the document. Attached to this memo are several examples of various graphics—charts, tables, graphs, etc. I have clumped these into groups by topic. The numbers reference the agenda item attachment and are on written on the top of each attachment.

6.1 Facts about the MPO area

- a. "Fast Facts"
- b. "Yearly Hours of Delay per Person Due to Congestion"
- c. "Regional Challenges and Opportunities"

6.2 Key products and the planning cycle

- a. "Figure 2: The metropolitan transportation planning process"
- b. "What are the key documents produced by the metropolitan transportation planning process?"
- c. "Planning for the future"
- d. "MPO Planning Cycle"

6.3 How a transportation project happens

- a. "The Evolution of a Project"
- b. "The Life of a Project: From Concept to Reality"
- c. "How a Transportation Idea Becomes a Transportation Project"
- d. "How does a transportation project happen?" (color 8 1/2 X 11)
- e. "You Help Transportation Projects Happen" (color 11X17)

As you look over the examples, consider both form/format and content. Do we want this type of information in our Citizen's Guide? Which graphics do you like? Why? Are there changes you would suggest to adapt a particular graphic to our use? Are there other graphics that we need?

Background

To refresh our memories, here is the concept outline for the Citizen's Guide agreed upon at the August 2005 CAC meeting.

Concept for Citizen's Guide

Main Function

A public outreach tool to provide the community with information on the MPO process and how to get involved

Format

Design as a primer with lots of graphics, color, plain English, basic, easy to read, short, use humor

Components

- Basic information about the MPO—who, what, where, why

 - Graphic explaining key MPO products and how they are related

 - Flow chart--How a Transportation Project Happens

- How and why to get involved

- Historical perspective on the transportation system

 - One idea to keep this brief and succinct would be to bullet facts under a "Did You Know?" heading, e.g., the streetcars in early Eugene; development of the federal highway system; local, state, and national trends (global oil supplies, number of cars, miles of road), date of the first automobile; various modes of transportation through time; etc.