



# Alternative Transportation Futures

## *Project Background and Purpose*

### *Why Should We Care?*

By 2050, an additional 1.7 million residents are expected to live in the Willamette Valley—for a total of nearly four million people. That's enough people to add three cities the population of Portland or 13 the population of Eugene.

The effects of growth on our ability to get around gives rise to many questions. What are the transportation consequences of continuing our current land development patterns? Can anything help reduce traffic congestion? What are the likely effects of investing more in public transit? In highways? Increasing the cost of driving? Mixing these strategies? Our continued prosperity and quality of life are related to our ability to get from one place to another safely and efficiently.



*Today there are more cars and trucks than people in Oregon.*

### *What Role Does the Willamette Valley Livability Forum Play?*

With funding from the Federal Highway Administration, the Willamette Valley Livability Forum (Forum) set out in July 1999 to take a long-range look at the future of transportation in the Willamette Valley through the *Alternative Transportation Futures Project*. The project complements the work of two other Willamette Valley futures studies by evaluating the long-term effects of growth on traffic congestion and mobility in the Valley.

The project uses Oregon's Integrated Statewide Model—the first statewide application of this type of model in North America. The Oregon Department of Transportation, in collaboration with other state agencies and metropolitan planning organizations, developed this tool to better understand the relationships among Oregon's economy, land use patterns, and transportation system.

Guided by a 14-member steering committee, the Forum evaluated seven scenarios to examine the effects of alternative land use and transportation policy choices over the next 50 years on city-to-city highway congestion and travel behavior in the Valley. The policy choices considered include: amount of urban land available for development, investments in highway and transit infrastructure, and cost of driving. By simulating possible futures and their transportation impacts, the Forum aims to identify the policy choices that can help us avoid or minimize future impacts of growth on transportation and enhance the livability of the Valley.

### **14-Member Project Steering Committee**

**Joan Baker**, Environmental Protection Agency  
**Richard Brandman**, Metro  
**Susan Brody**, Willamette Valley Livability Forum  
**Jon Chandler**, Oregon Building Industries Association  
**Bob Cortright**, Department of Land Conservation and Development  
**Craig Greenleaf**, Oregon Dept. of Transportation, Development Division  
**Chris Hagerbaumer**, Oregon Transportation Reform Advocates Network  
**Gary Johnson**, Oregon Department of Transportation - Region 2  
**Marcia Kelley**, Mid-Willamette Area Commission on Transportation  
**Robert Liberty**, 1000 Friends of Oregon  
**Ed Gallagher**, Governor's Office  
**Mike Propes**, Polk County Board of Commissioners  
**Bob Russell**, Oregon Highway Users Alliance  
**Tom Schwetz**, Lane Council of Governments

### ***Project's Main Components***

1. Evaluate possible land use and transportation futures.
2. Obtain public review and comment.
3. Identify actions and strategies to achieve a preferred transportation future.
4. Develop a framework for monitoring and evaluating progress towards that future.

### ***What's Next?***

The Forum will:

- Review public reaction and comment on the project's findings;
- Further examine the data to understand the dynamics and implications behind the findings;
- Identify choices and actions to help avoid or minimize future adverse impacts of growth on transportation; and
- Present recommendations to public officials and the public.