



Move EUG

Eugene's Active Transportation Strategy · 2017-2021

Purpose

The purpose of this 5-year Strategic Plan is to identify a strategy for Eugene to follow in order to achieve the City's Transportation System Plan goal of **tripling the percentage of trips made on foot, by bicycle and by transit by 2035, from 2014 levels** and **becoming a Platinum Level Bicycle & Walk Friendly Community (BFC & WFC)**. Eugene is currently certified as a [Gold Level BFC](#) and [Gold Level Walk Friendly Community](#) by the League of American Bicyclists and the Pedestrian & Bicycle Information Center, respectively. This plan updates and replaces the 2008 Eugene Pedestrian and Bicycle Strategic Plan, and as such, it is not a regulatory plan and will not be adopted as policy by the Eugene City Council, instead, it will be adopted administratively. It works to support the Eugene 2035 Transportation System Plan (TSP) and will refer to the policies and suggested actions in the TSP throughout. It is also not a capital improvement plan, instead, it is a guide for City staff, community members, and organizations to use as they work toward a common vision for active transportation in Eugene.



To make this vision a reality, the plan identifies goals and actions that are tangible and achievable within the next five years. Actions are organized into the following strategy areas (sometimes referred to as the "6 Es"): *Education, Encouragement, Enforcement, Engineering, Evaluation & Planning, and Equity*.

This plan supports the community's efforts to address safety, sustainability and the challenges of global climate change. In the fall of 2015 the Eugene City Council passed the [Vision Zero Resolution](#) setting as official City policy that **no loss of life or serious injury is acceptable on Eugene's transportation system**(see also TSP Ch.2, page 16 #2 System-Wide Policies). A [Vision Zero Task Force](#) has been formed and will meet for a year, beginning October 2016, to produce a Vision Zero Action Plan for the City of Eugene. In 2014, the Eugene City Council passed the [Climate Recovery Ordinance](#) setting aggressive fossil fuel reduction goals for the City of Eugene organization and the community as a whole. This includes, **reducing the total (not per capita) use of fossil fuels by 50% compared to the 2010 usage by the year 2030 for all businesses, individuals and others living or working in the city collectively**. The plan also furthers the community's goals of equity; a truly walkable and bikeable city is more equitable because senior citizens, people with disabilities, and children and youth will have the same mobility opportunities as the driving population. Moreover, a walkable and bikeable city supports active lifestyles and will improve overall community health (see TSP Ch. 2, pg.30 for Equity, Economy, and Community Engagement Policies).

The Plan is intended to be used in several ways:

- 1) To guide City of Eugene Transportation Planning Team staff, other City staff, divisions and departments, and the Active Transportation Committee in their work to make Eugene more walkable and bikeable; and
- 2) To involve the community in a concerted, structured effort to improve the experience of walking and biking in Eugene; and
- 3) To help coordinate the activities and programs of many different organizations, non-profit agencies, and government agencies that promote walking and biking in Eugene.

This plan can be used as a tool to create new partnerships between community organizations, the City of Eugene, local businesses, and people who walk and bike to build a more livable, active, sustainable, engaged and equitable city. Community members have already demonstrated their commitment to the plan's vision by actively participating in the development of this plan through workshops and online surveys. The challenge of these next five years will be to continue our work to make the vision of this plan a reality.

This Strategic Plan articulates an overarching vision for the community and provides a variety of strategies designed to empower and guide the community toward this vision. It is a dynamic plan that relies on broad community participation.

This strategic plan has three parts:

- **Vision:** The vision statement concisely describes a future Eugene in which walking and biking are more fully integrated into the life of the city. Attaining this vision will require a strong commitment by individuals and organizations throughout the community, and a significant investment of time and resources.
- **Goals:** The five goals address issues of community culture, encouragement, safety, accessibility and connectivity, and implementation and funding.
- **Actions:** This plan has 64 specific, assignable actions for implementing the goals. The actions are broken into five strategies relating to the "Six E's": Education, Encouragement, Enforcement, Engineering, Evaluation & Planning and Equity (Equity does not have its own strategy but is included in each of the five other strategy sections). To help guide the implementation of the plan, City staff, the Active Transportation Committee and the community have prioritized the actions into short term (1-2 years), mid-term (3-5 years), long term (5+ years) and continuous/ongoing. The lead and partner organizations that will likely be involved in the action are listed in the first two columns after the action. If the action is related to the TSP, it is listed in the far right column.

NOTE: This plan is intended to serve as a guide to action by the City, other agencies, and the community. It does not obligate the City or any other entity or person to implement any action. It is expected that as time and budgets allow, the feasibility of individual actions will be considered for implementation.



Vision

Eugene is a place where walking and biking are integral to the community's culture, where the city's livability, independence, economic prosperity and overall quality of life are enhanced by enabling more people to walk and bike, and where these modes of transportation are safe, convenient and practical options for all users, including youth, the elderly, people with disabilities, and people of all races, ethnicities and incomes no matter where in the community one lives.



Goals

Goal 1: Foster and develop a community culture supportive of walking and biking as important modes of transportation and recreation.

Goal 2: Increase the share of trips people make by walking and biking for transportation and recreation.

Goal 3: Increase safety and perception of safety for people who use active transportation.

Goal 4: Create accessible, efficient and convenient facilities for people who walk and bike to travel to the places where they live, work, and play.

Goal 5: Build productive partnerships and obtain stable and diverse resources to implement and promote the plan.

NOTE: This plan uses the term walking broadly to include people walking, running, skateboarding, rollerblading, and the use of wheelchairs, and mobility scooters (motorized and non-motorized). Biking includes the use of all vehicles with not more than three wheels, a seat for the rider, and primary propulsion supplied by the rider (including use of electric assist).



Actions

1. Education: Giving people of all ages and abilities the skills and knowledge to ride and walk with confidence. Giving people who drive the knowledge to help provide safe and secure spaces for people to walk and bike.				
	Action	Lead	Partners	TSP
1.1	Work with the University of Oregon to better educate students on transportation safety (all modes) and transportation options. Create a working group that meets regularly to aide in this action item.	UO-Transp.	COE-TP, Epark, P2P, ODOT	
1.2	Create a guide and educate anyone working or issuing permits to work in the right-of-way (public and private) how to properly place traffic control signs and devices to minimize impacts to people who walk and bike, including ensuring clear pedestrian and bicycle detour routes.	COE-TP	ATC, PWE, PWM, PDD	p.17-J
1.3	Create and Implement a Crosswalk Safety Campaign to educate the community on crosswalk law and appropriate behavior both as people that walk and people that drive.	COE-TP	ATC, COS, ODOT, LaneCo, P2P, LPH, BEST, LTD	p.18-P, p.24-B
1.4	Educate community members who bicycle and skateboard about the downtown "no riding on sidewalks" zone. *See Enforcement #3.11 for related action item	COE-TP	EPD, DEM, DEI, PDD	
1.5	Support continuation of adult bicycle and transportation options education and expand programming specifically for women and Spanish speaking community members.	GEARs	COE-TP, P2P, SRTS, Centro, LCI, BEST	p.18-P, p.30-C, 2
1.6	Educate community members, business owners, property managers and landscape companies about sidewalk maintenance responsibilities including vegetation, snow removal and sandwich board/promotional signage. *See Enforcement #3.3 for related action item	COE-TP	ATC, PWM, PDD, DEM, DEI	
1.7	Educate people who bike and walk about how to safely use shared use paths, sidewalks and hiking trails including "path etiquette", leash laws and safe passing. *See Enforcement #3.6 for related action item	POS, COE-TP	EPD, GEARs, POS Found., POS, P2P	
1.8	Educate businesses about why it is important to be bike-friendly and provide recognition of those that are.	COE-TP, ATC	GEARs, P2P, PDD	p.26-G
1.9	Provide information on the most effective bicycle lock, security techniques, and online bicycle registration to community members and bike shops, particularly college students and new residents to prevent bicycle theft. *See Enforcement #3.4 for related action item	COE-TP, EPD	ATC, UO, LCC, NCU, BikeShops, EPL GEARs, 4J, Bethel	
1.10	Support continuation and expansion of bike and pedestrian safety education programs in elementary and middle schools. *Regional Safe Routes to School Plan HERE (when complete)	SRTS Coordinators	COE-TP, COE-Rec COS, P2P, LTD, 4J, Bethel	p.18-P, p.24-C, p.25-B

RED = Short Term: 1-2 years

ORANGE = Mid Term: 3-5 years

BLUE = Long Term: 5+ years

PURPLE = Continuous

2. Encouragement: Creating a strong biking and walking culture that welcomes and celebrates active transportation.				
	Action	Lead	Partners	TSP
2.1	Examine and improve general, ongoing off-street path, and on-street bicycle facility maintenance, including during and after winter storm events.	PWM	COE-TP, LaneCo., COE-TO, PWA	p.24-1, p.25-1
2.2	Implement bike share to increase access and appreciation of the bicycle network.	COE-TP, LTD, UO	P2P, SoBi	p.25-4
2.3	Explore options that would allow skateboarders to legally use the streets and bike lanes in Eugene similar to Portland, Corvallis, Ashland and Salem.	COE-TP	EPD	
2.4	Update the Transportation Impact Analysis process and Transportation Demand Management (TDM) Agreement including creating a TDM program that works with developers to encourage their tenants to walk and bike.	COE-TP, PWE	Epark, PDD	p.17-N, p.23-L, p.25-H, p.28-A
2.5	Work with community partners to develop a media campaign to encourage people to walk and bike	COE-TP	P2P, COS, LCOG	p24-1, p25-1
2.6	Become a Platinum Level Bicycle & Walk Friendly Community and continue to seek recognition and promote Eugene as a great city for walking and biking.	COE-TP	COE-CMO, TLC, ATC	
2.7	Support the ongoing implementation of the Regional Safe Routes to School (SRTS) programming, including maintaining a SRTS coordinator for each school district. *Regional SRTS Plan HERE	SRTS Coordinators	COE-TP, COS, P2P, LTD, LCOG, 4J, Bethel	
2.8	Continue and expand the Eugene Sunday Streets program.	COE-TP	COE-CE, DEM	
2.9	Provide free and low-cost safety equipment (helmets, lights, bells) and bicycle repair to people in need.	COE-TP	BikeShops, PH, EPD	
2.10	Continue the SmartTrips : Eugene program, including creating customized neighborhood walk and bike maps and look to expand programming to new residents, women and older adults specifically.	COE-TP	P2P, Nas	p.17-N, p.18-P, p.28-A
2.11	Support creative active transportation events, particularly family friendly events.	COE-TP	COE-CE, SRTS, P2P	
2.12	Encourage walking and biking to community events, especially by having valet bicycle parking at all large community events	COE-TP	COE-CE, UO, CAT, ATC	
2.13	Continue to support & improve the regional Business Commute Challenge.	P2P	COE-TP	
2.14	Support the implementation of the Regional & Statewide Transportation Options Plans.	P2P, ODOT	COE-TP, LCOG	p.16-5, p.18-T
2.15	Continue to provide and enhance applications and new technology that support walking and biking like 'iBikeEugene' and the leaf and pothole reporting application.	PWM	COE-TP, LCOG	p.22-H

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3. Enforcement: Ensuring safe travel and parking environment for all users.				
	Action	Lead	Partners	TSP
3.1	Work with EPD to develop a crosswalk enforcement program including an education campaign about crosswalk laws for people who walk, bike and drive (e.g. Walk Friendly Community Recommends "more failure to yield tickets"). *See Education #1.3 for related action item	COE-TP	EPD	p.18-P, p.24-B
3.2	Work with Police Department to develop shared understanding of safety issues and laws that pertain to people who walk or bike and identify and target most dangerous behaviors.	EPD, COE-TP		p.17-G, p.16-2
3.3	Enforce sidewalk maintenance, snow removal, and vegetation issues around sidewalks. *See Education #1.6 for related action item	PWM	COE-TP	p.24-1, p.25-1
3.4	Enforce work-zone detours and accommodations when work in the right-of-way (public and private) is happening/permitted. *See Education #1.2 for related action item			
3.5	Work to prevent bike theft including, explore automatic bike registration at the point of sale on new bicycles, bait bike program, etc. *See Education #1.9 for related action item	COE-TP	EPD	
3.6	Enforce rules on shared use path, sidewalks and hiking trails including "path etiquette", leash laws and safe passing. *See Education #1.7 for related action item	POS, EPD		
3.7	Develop a bike light enforcement program that offers either a free or low cost light at your first offense and/or the option to get out of the ticket if you show the receipt for a light set.	COE-TP	EPD	
3.8	Expand the Bicyclist Diversion program to include people who drive as well as well as people who bicycle.	Court	COE-TP, EPD	
3.9	Enhance enforcement of offences that are particularly dangerous to vulnerable users including cellphone use & other distracted driving offences and speeding, especially around schools and parks.	EPD	VZTF	p.17-G
3.10	Enforce "no parking of automobiles" in bike lanes and sidewalks.	Epark	COE-TP, COE-TO, EPD	p.24-1, p.25-1
3.11	Enforce the Walk Zone in Downtown. *See Education #1.4 for related action item	EPD	COE-TP, DEM, PDD, DEI	p.24-1, p.25-1

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4. Engineering:				
Create safe, convenient and "low stress" places and spaces to bike (park your bike) and walk where:				
- Walking is the most attractive mode for short trips (within 1/2 mile), and				
- Biking is more attractive than driving for most trips of 2 miles or less.				
	Action	Lead	Partners	TSP
4.1	Promote active transportation by reducing traffic speeds. Explore lowering the speed limit to 20 mph on neighborhood greenways, areas near schools and parks, and explore reducing speeds on arterials (anything over 35mph in the Urban Growth Boundary).	COE-TP	COE-TO, EPD	p.17-K
4.2	Create an easy to use process and guide for businesses wishing to install bicycle parking in the public right-of-way in downtown and other pedestrian-scale business districts, including on-street bicycle corrals.	COE-TP	Epark, PDD, DEM, DEI	p.23-L, p.26-E,F,G
4.3	Complete the Multi-Modal Street Design Standard review and revision process.	PWM/PWE	COE-TP	p.22-F
4.4	Create and maintain a sidewalk infill and improvement program that considers new funding sources, credits and loans, and expanded development requirements to complete missing sidewalk segments, to avoid creating gaps in sidewalk networks in new development areas and to upgrade existing sidewalks in high traffic areas to provide needed width, landscaping, and removal of barriers, and to implement the City's Americans with Disability Act Program.	COE-TP/PWM	COE-TO, PWE, LCOG	p.25-F
4.5	Complete a downtown pedestrian wayfinding signage system.	COE	COE-TP, LTD	p.24-1
4.6	Install additional lighting where needed at conflict points, at crosswalks, on sidewalks, and along shared use paths. Develop criteria for prioritizing lighting investments.	COE-TO/COE-TP	ATC, PWM	p.24-B, p.25-2,3
4.7	Implement bicycle parking code changes recommended in the Regional Bike Parking Study and Pedestrian Bicycle Master Plan. Once the code has been updated develop a guide for staff and developers and train both adequately on how to use and apply the guide.	COE-TP	PDD	p.16-B, p.26-F
4.8	Examine and improve the interface of transit with the needs of people who walk and bike. This includes bicycle parking facilities, at transit stations, on-board bicycle storage, transit stop design and compatibility with surrounding streetscapes.	LTD	COE-TP, COS, PDD	p.16-4, p.18-O, p.19-A
4.9	Assess and ensure adequate bike parking at all City facilities including parks and recreation facilities.	COE-Facilities	COE-TP, POS, COE-Rec	p.26-E
4.10	Support implementation of the Regional Bike Parking Study, particularly long term publicly accessible bike parking.	P2P	COE-TP, LCOG, LTD	p.26-E

*Engineering Actions continued on next page...

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4. Engineering				
	Action	Lead	Partners	TSP
4.11	Continue to work with the Active Transportation Committee to prioritize the Pavement Bond Measure and other available monies for bike and pedestrian infrastructure improvements.	COE-TP	ATC	
4.12	Expand the "low-stress" family-friendly bikeway system through the elimination of barriers (or gaps in the network) and constructing <i>protected</i> facilities where appropriate.	COE-TP	SRTS, ATC, COE-TO	p.25-2,3
4.13	Develop additional tools for enhancing pedestrian and bicycle street crossings - both mid-block and at intersections.	COE-TP		p.24-B, p.25-2,3
4.14	Continue to support the maintenance and expansion of our soft surface path, hiking and mountain biking system.	PWM, POS	COE-TP	p.24-3
4.15	Continue to implement the bicycle wayfinding signage program; add wayfinding signs to the list of signs that Public Works maintains.	COE-TP	PWM	p.25-1
4.16	Continue to retrofit curb ramps and install new curb ramps at intersections.	PWE, PWM		p.17-I, p.24-2, p.25-F
4.17	Continue to add audible pedestrian signals to existing traffic signals throughout Eugene.	COE-TO		p.17-I
4.18	Find and secure funding for the maintenance of new walking and biking infrastructure.	COE-TO	COE-TP, PWM, PWE	p.29-A

5. Evaluation & Planning: Monitoring and developing walking and bicycling networks to ensure they are viewed as safe and viable transportation options				
	Action	Lead	Partners	TSP
5.1	Develop benchmarks and collect associated data to determine the impact of plan implementation.	COE-TP	LCOG, ODOT	
5.2	Publish and disseminate an annual report to share plan progress with the community.	COE-TP	ATC	
5.3	Produce Vision Zero Action Plan and begin to implement.	COE-TP	LTD, EPD, PWE	p.16-2, p.18-U
5.4	Conduct a Travel Barriers & Benefits survey every 3 years to track progress.	COE-TP	LCOG, COS, LaneCo	
5.5	Develop a way to measure and map the comfort of our system for walking and biking.	LCOG	COE-TP	
5.6	Work to improve the quality/quantity of data collection around bike/pedestrian/vehicle crashes.	LCOG	ODOT, COE-TP	p.17-M
5.7	Develop a program to count people who walk and implement an intercept survey.	LCOG	COE-TP	p.17-M
5.8	Work with community groups and agencies to assess the bike/pedestrian environment (barrier identification).	COE-TP	SRTS, P2P	
5.9	Continue to implement the Regional Bike Counting program including the intercept surveys and expand the amount of permanent counters in our system.	LCOG	COE-TP	
5.10	Continue to provide and enhance applications and new technology that support the evaluation of walking and biking like ORCycle, ibikeeugene, etc.	PWM, LCOG	COE-TP	

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4. Lead and Partner Organization Glossary

4J	4J School District
ATC	Active Transportation Committee
Bethel	Bethel School District
Bikeshops	Eugene Area Bike Shops
BEST	Better Eugene Springfield Transit
CAT	Center for Appropriate Transport
Centro.	Centro Latino Americano
COE	City of Eugene
COE-CMO	City of Eugene - City Manager's Office
COE-Comm. Events	City of Eugene - Community Events
COE-Facilities	City of Eugene - Facilities
COE-Rec	City of Eugene Recreation
COE-TO	City of Eugene - Transportation Operations
COE-TP	City of Eugene - Transportation Planning
COS	City of Springfield
Court	City of Eugene - Municipal Courts
DEI	Downtown Eugene Inc.
DEM	Downtown Eugene Merchants
Epark	City of Eugene - Parking Services
EPD	Eugene Police Department
EPL	Eugene Public Library
GEARs	Greater Eugene Area Riders
LaneCo	Lane County
LCC	Lane Community College
LCI	League Certified Instructors
LCOG	Lane Council of Governments
LPH	Lane Public Health
LTD	Lane Transit District
Nas	Neighborhood Associations
NCU	Northwest Christian University
ODOT	Oregon Department of Transportation

P2P	Point2Point Solutions
PDD	City of Eugene - Planning and Development
PH	Peace Health
POS	City of Eugene - Parks and Open Spaces
SoBi	Social Bikes
POS Found.	Parks and Open Space Foundation
PWA	City of Eugene – Public Works Administration (Public Affairs)
PWE	City of Eugene - Public Works Engineering
PWM	City of Eugene - Public Works Maintenance
SRTS	Safe Routes to School Coordinators
TLC	Travel Lane County
UO - Transp.	University of Oregon - Parking and Transportation

