

Eugene Active Transportation Committee



Date: Thursday, May 11, 2017
Time: 5:30 to 7:30 p.m.
Location: Sloat Conference Room
Atrium Building, 99 W. 10th Ave
Eugene, OR 97401 (Enter from the back alley off 10th Ave)

City of Eugene
99 E Broadway Ste 400
Eugene, Oregon 97401
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Attendance: Seth Sadofsky, Bob Beals, Michael DeLuise, Amy Harter, Brian Johnson, Shane MacRhodes, Kelsey Moore, Bob Blyth, Michele O’Leary, Tucker Teague, Alpha Wilson, Dawn Helwig, Alex Bauman

Absent: Robbie Dow, Vivian Schoung

Staff: Lee Shoemaker, Reed Dunbar, Larisa Varela, Lee Miller, Lt. Sean McGann

Members of the Public: Connie Berglund, Allen Hancock, Vicky Mello, Josh Kashinsky, John Q. Murray, Jessica Murray

1. Open Meeting
2. Public Comment
 - Josh Kashinsky: Dept. Parking and Transportation at the UO. Announced that the Parking Director is moving on. UO will be hiring a new parking director – would like you to have an opportunity to comment.
 - John Murray: been living without a car for 5 months, thanks for your efforts around bicycling. 2021 will be an opportunity to develop a statement piece to welcome the world. In the past, icons such as the Eifel Tower were built for these types of events. Let’s do something special. Our culture is all about activity and sustainability. So, propose building “the world’s longest, uninterrupted walking/running trail. Call it the Oregon 2021 Trail.” Make these connections happen. Create priorities for the different components – make it beautiful.
 - Allen Hancock: weekly speaker, Allen Hancock, attended the Street Repair Review Panel meeting yesterday. Would like to give you some feedback. The ATC letter was available to committee members. Mark Schoening presented a list of funding sources for active modes. Allen thought this was unfortunate; doesn’t help the cause in getting more money for active modes in the bond. Please send a representative from the ATC to the next meeting. Suggesting percentages is not compelling. Recommend talking points: auto network is complete, biking is not; show that other cities have invested and it paid off; and show there is better ROI on active transportation investments.

3. Approve April 13, Summary Notes
 - Add Vivian to the meeting notes. Notes approved.

4. Vision Zero Update
 - Larisa Varela, project manager for Vision Zero, and Sean McGann, Eugene Police Department, gave an update on the Eugene Vision Zero process.
 - Vision Zero Plan components that have been developed:
 - Data Analysis (handouts)
 - Reviewed data on:
 - Lighting (not significant in Eugene)
 - Weather
 - Surface conditions
 - Days of the week (not significant)
 - Hours of the day (peaks around 5pm; peak travel times show more crashes)
 - Outcome severity – fatal outcomes over represented for walking and bicycling.
 - Street classification – Minor Arterials have the most walking and bicycling crashes. (e.g. MLK, Willamette, Hilyard)
 - Intersections/Non-Intersections – intersections show more crashes for walk and bike
 - High Crash Maps
 - This is a best practice among VZ cities. Purpose is to focus resources along transportation corridors.
 - Maps were developed that show high crash corridors by travel mode.
 - Draft Actions
 - Guiding Tenets (Data Driven, Equity, Accountable)
 - Focus Areas (Street Design, Impairment, Dangerous Behavior)
 - Impairment deserved its own focus because so many fatalities are caused by impairment (intoxicants)
 - There is a draft list of Actions. Larisa shared a few examples.
 - Comments
 - Do “crashes” involve a motor vehicle? Usually, though a bicycle is also a vehicle so a bike/bike or bike/ped report is possible.
 - Maps are total incidents or rates? Number of crashes (incidents).
 - How many KSIs (Killed or Seriously Injured)? 6 fatalities per year, 34 serious injuries per year.
 - Can you tell that intersections are the problem or is it just corridors? Yes, we know the locations.
 - Are you also evaluating “close calls” because they indicate future danger? Larger cities have been doing this. Eugene is small and

numbers are not as statistically significant so it's harder to predict. However, a short-term strategy is to develop the capability to collect and utilize data. Even in cities that do predicting, there is about 50% accuracy with their models.

- Larisa attended the Vision Zero Cities conference and American Planning Association conference. Lots of discussions around safety, equity, and telling your story.
- What types of enforcement are best for changing behavior? When EPD does DUUI enforcement at night, it's effective. If staffing wasn't an issue, distracted driving needs to be a major focus. Also, injury severity is directly related to rate of speed, so speed enforcement needs more attention (currently, traffic enforcement happens between other types of emergency calls, so doesn't happen often enough.)
- Will there also be a focus on distracted walking, biking? There's a balance. Hard to declare the cause of a crash sometimes, want to avoid victim blaming.
- Comment that the lower the speed (eg 25 mph) the lower the "over" should be. So, 25 mph versus 35 mph is a bigger deal than 55 mph to 65 mph. This is because there are more pedestrians in 25 mph environment.
- What would EPD need to be most effective? Doubling staff? An interesting study would be to determine what implementation looks like from a staffing perspective.
- Are there state rules that prevent us from doing automated enforcement? Matt Rodrigues is taking the lead on this. But, yes, there are some legislative issues.

5. Transportation Options 2017

- Lee Miller, project lead for SmartTrips River Road, presented the summer transportation options schedule.
 - SmartTrips:
 - This is the 5th year. This year, in River Road neighborhood
 - Individualized marketing program. Work only with interested parties – people self-select to receive marketing materials.
 - Effectiveness – reduces drive alone trips
 - Events held in project area to get people active using their bikes, or the bus, or walking.
 - Breakfast at the Bike Bridges (last Friday of the month May-September). Will try an afternoon event this year in September.
 - Party in the Parks: sort of like a mini-Sunday Streets. Allows staff to get to areas they don't reach often.
 - Eugene Sunday Streets:
 - Downtown - July: Includes a parade this year!
 - River Road – September

Comments:

- Volunteers? Yes, you can volunteer now.
- Would like the Outreach Subcommittee to develop a plan to attend these events

6. Subcommittee Reports

- Education/Encouragement. Emily and Lee from the city of Eugene attended the last meeting. Received a monthly outreach calendar. Want to learn more about using multimedia to communicate messaging. Does ATC want to participate in the parade?
 - Talked about developing an ATC Facebook page. Engage in community discussion
 - Maybe use the Transportation Planning page instead.
 - Beautiful Bikes – this could be included in the parade
 - Develop informational brochure on what the ATC does
- Path Maintenance/Work Zones. Focus at last meeting was refining and expanding question list for Public Works Maintenance. Will invite staff to next meeting.
 - Question list needs to be organized. Can share Google Doc with the ATC.
 - Reed confirm that Eric Johnson can attend June subcommittee meeting.
 - Committee is also looking at Leaf Collection map. Want to know which maps are used for determining schedules and sweeping.
- Pavement Bond Measure. Submitted a letter to the Street Repair Review Panel. Asked for dedicated money for shared use paths and flexible money for discretionary projects. Subcommittee will send the letter to the entire committee.
 - Recommendation that the ATC talk to City Council about their recommendations because the SRRP is focused on potholes.
 - Asked for a call to action email – let us know which Council meeting to attend.
- Path Etiquette. Needs to schedule another meeting.

7. Information Share

- Beals. Rode the Jessen Path area and reviewed bicycling facilities in Bethel and the new HWY 99 Path.
- Reed. Bike share website is live www.eugenebikeshare.com
- Lee Shoemaker. The Jessen Path requires interesting alignment decisions – doesn't replace the soft-surface path, will be built next to it. Path will be built in phases 2017 and 2018.
- Larisa. Ride of Silence this month.
- Lee Miller. Please volunteer for Eugene Sunday Streets.
- Kelsey. May is Bike Month schedules passed around.
- Amy. Springfield bike path will have open house.
- Seth. Trying to set up BPAC/ATC ride. Probably next Sunday, 2pm, Kesey Square.