

From the outset, the South Willamette Street Improvement Plan sought to use informed consent to implement a sustainable street design for the South Willamette Street corridor. Informed by technical analysis, the planning process made use of focus groups, community meetings, and contact with businesses in the corridor. The project intended to provide equitable and safe access to transportation for people, support the Climate Recovery Ordinance in reducing the environmental effects of transportation, and promote an economically prosperous commercial business district.

In development of the Draft Eugene Transportation System Plan (Draft TSP), the Transportation Community Resource Group (TCRG) extensively vetted a sustainability rating system based on a triple-bottom-line analysis. The South Willamette Street Improvement Plan adapted the TCRG sustainability work to develop screening criteria for qualitative assessment of the roadway alternatives. The results of the sustainability screening were included in the South Willamette Street Improvement Plan and helped to inform the recommended street design for the pilot study.

The South Willamette Street Improvement Plan and Pilot Study is fundamentally about providing people with safer ways to get where they want to go. Access to active transportation leads to healthier outcomes for people compared to driving cars. By providing more comfortable places to walk and ride a bike, the pilot study supports a 20-minute neighborhood where people can meet their needs of daily living within a relatively short walk or bike ride. Through public opinion surveys, we learned that support was strong for restriping the street before the pilot study was implemented and increased after the restriping. The surveys also showed that opposition decreased and that overall satisfaction was positive with the three-lane street design.

The City's Climate Recovery Ordinance set the goal of reducing community fossil fuel use by 50 percent from 2010 levels by the year 2030. By providing safe and accessible active transportation options that don't rely on the automobile, the South Willamette Street Pilot Study helps the community reach the goal of reduced fossil fuel use. Eugene's 2035 Transportation System Plan also calls for significant increases in active transportation. The addition of bike lanes in the corridor provide space for people riding bicycles and greater separation from automobile traffic for people walking on the sidewalk. The increased comfort for active transportation promotes more travel in ways that are less dependent on fossil fuels and their associated environmental effects.

We learned from the business community along South Willamette Street that they felt that we weren't doing enough to address their fears of lost revenue. Those fears were based on the assumption that changing the street design to three lanes would increase congestion, reduce traffic volumes, and drive customers away. To address those concerns, we engaged in meaningful conversation and collaborated with business representatives to commission an economic study of other street reconfiguration projects. In a further attempt to understand the effects on businesses in the corridor, we included an economic study as part of the year-long pilot study of a three-lane South Willamette Street. Very limited

business participation in the economic impact survey resulted in there being no findings regarding business performance before and after the corridor restriping. Transportation metrics of traffic volume, intersection delay, and travel time were also estimated and measured before and after the pilot study.

The South Willamette Street Improvement Plan and Pilot Study worked to balance the sustainability needs of the community through thoughtful and informed engagement. Those efforts resulted in a process, plan, and project that support people, our planet, and community prosperity.