



MEMORANDUM

June 24, 2021

To: Becky Taylor and Danielle Stanka, Lane County
From: Sharon Daleo and Kerry Aszklar, Toole Design
Project: 30th Avenue Active Transportation Plan

Re: Task 3 Guiding Framework – Final Objectives

Project Purpose

30th Avenue is a critical link through Lane County, from South Eugene to Lane Community College, and on to connections with the interstate highway system and Springfield. It is also near several parks and recreation areas. This corridor currently has high volumes of fast-moving motor vehicular traffic and limited spaces for people to travel who do not have access to a personal vehicle. These conditions make it uncomfortable for people to walk, bicycle, or access transit along the corridor.

The purpose of the 30th Avenue Active Transportation Plan is to identify and design infrastructure that will improve safety, comfort, and connectivity along the corridor from Agate Street to the McVay Highway. Specifically, this project aims to improve travel conditions and make it safer and more comfortable for people walking, bicycling, or riding transit to travel along the corridor and connect to nearby destinations, like Lane Community College. The identified strategies will improve access to destinations near 30th Avenue and make Lane County a safer and more comfortable place to live, work, play and learn.

Vision, Goals and Objectives

Building upon the established vision and goals for the 30th Avenue Active Transportation Plan, Toole Design has drafted objectives that support the project. These corridor-level objectives are tailored to the unique context of 30th Avenue and the surrounding environment, as well as reflect and support previous plans in the area. This memorandum outlines objectives that further progress the final vision and goals.

A summary of the goals and accompanying objectives can be found in Table 1 on the following page after the Vision Statement.

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A summary of the goals and accompanying objectives can be found in Table 1 following the Project Vision Statement.

Vision

Prior to the development of the 30th Avenue Active Transportation Plan, there should be a clearly stated vision that establishes the overarching objectives of the project. The primary sources for drafting the 30th Avenue Active Transportation Plan's vision and goals include previous county, city, local, and corridor plans. Further development of the vision statement will come from direct input of the Technical Advisory Group and Community Visioning Workshop participants. The vision statement may change or adapt as the project moves forward to better reflect new information or community needs.

The final vision statement is as follows:

30th Avenue is a vibrant corridor that balances capacity while encouraging walking, bicycling, and transit ridership through the provision of safe and comfortable roadway design. The corridor provides designated spaces for people to walk and bicycle to reach destinations along 30th Avenue and the surrounding areas.



Goals and Objectives

Table 1 includes the goals, goal description, and accompanying objectives to further the vision of the 30th Avenue Active Transportation Plan. Each objective supports the goals by providing meaningful steps to make 30th Avenue a better place to walk, bicycle, or take public transit. These objectives specify actions to make 30th Avenue a safer, more comfortable place for adults and youth to live, work, play, and learn.

Table 1. Goals and Objectives

	Goal and Description	Objective
Safety and Comfort	Enhance safety and comfort for people of all ages and abilities using all modes of transportation, including walking, bicycling, riding transit, or driving.	<ul style="list-style-type: none"> • Increase separation between motor vehicles and pedestrians and bicyclists to reduce opportunities for crashes and increase comfort. • Reduce vehicular speeds along the corridor to reduce the severity of crashes and increase comfort. • Create a low-stress pedestrian and bicycle route on 30th Avenue that is comfortable, usable, and inviting.
Multimodal Connectivity and Access	Enhance multimodal connectivity for people traveling by foot or by bicycle along or across 30th Avenue.	<ul style="list-style-type: none"> • Promote Support walking and bicycling for trips along the corridor by providing infrastructure that improves access to schools, parks and trails in Eugene and Springfield. • Provide safe and convenient crossing opportunities for people walking and bicycling. • Improve ADA accessibility, especially at bus stops and other key locations.

Equity

Support transportation-disadvantaged populations by enhancing safe mobility options, developing community-supported designs, and practicing inclusive outreach.

- Implement inclusive community outreach processes to achieve equitable outcomes through targeted strategies.
- Work with local community-based organizations to seek input from and provide support to transportation-disadvantaged populations.
- Provide more opportunities for pedestrian/bicycle access to economic opportunity, like transit and LCC
- Prioritize design alternatives that minimize impacts and maximizes benefits to transportation-disadvantaged groups.

Community Prosperity

Support economic prosperity for all people by providing designated spaces for people to walk, bicycle, or ride transit, to access jobs, education, outdoor recreation areas, and other key destinations near 30th Avenue.

- Create pedestrian and bicycle wayfinding systems that are legible and easy for users to understand and navigate to access key destinations. Tie into local wayfinding systems, if appropriate.
- Provide safe and comfortable spaces for people to walk and bike to increase opportunities for those without a car to access job, educational and recreational prospects.
- Increase convenient bicycle amenities, such as bicycle parking and rest stations, at transit stops and key destinations on the corridor to encourage bicycle trips.

Community Support

Ensure the plan supports efforts identified in other community and regional planning efforts, and that the plan reflects the values of community members who live, work, or play near 30th Avenue.

- Gain project buy-in from local businesses and residents through inclusive outreach.
- Ensure project ties into/supports other community and regional planning efforts.
- Support local educational destinations with infrastructure improvements around schools, particularly Camas Ridge Community School, Lane Community College, and Oak Hill School, to encourage more students to walk, bicycle, and roll to school.

Project Feasibility

Ensure the project is implementable and maintainable.

- Support project vision and goals through development of practical and implementable alternatives.
- Consider the project value by weighing financial costs and user benefits.
- Consider the yearly costs of maintenance during project design alternatives.
- Prioritize infrastructure changes that avoid or minimize environmental impacts. If not feasible, develop recommendations for mitigating environmental impacts.