

August 26, 2014

TO: Main-McVay Transit Study Stakeholder Advisory Committee (SAC)

FROM: John Evans, LTD  
David Reesor, City of Springfield

RE: Main-McVay Transit Study: Purpose, Need, Goals, and Objectives

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In May and June of this year, the SAC reviewed a draft Purpose, Need, Goals, and Objectives (PNGO) for the Main-McVay Transit Study. The full PNGO includes the following elements:

- Problem Statement
- Purpose Statement
- Needs Statement
- Goals
- Objectives
- Evaluation Criteria

The SAC took action to recommend revisions to three of these elements: The Purpose Statement, Goals, and Objectives. Those elements were subsequently reviewed and endorsed by the project's Governance Team, the Springfield City Council, and the Lane Transit District Board of Directors. The decision was made to hold off on the final review and possible modification of the Problem Statement, Needs Statement, and Evaluation Criteria pending information provided by the Baseline Existing and Future Conditions Report. That report has been completed and the SAC is now asked to review those three elements and formulate a recommendation to the Governance Team.

The attached document shows the approved elements of the PNGO in grey text and the three elements for consideration with possible revisions shown in track changes. The revisions respond to comments from SAC members and others on the initial draft of those elements, as well as the addition of information gleaned from the Baseline Existing and Future Conditions Report. Those items are provided to provide a complete picture of the PNGO, but are considered final and not part of the current review.

# Main-McVay Transit Study

## Purpose and Need Statement

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*PROBLEM STATEMENT, NEEDS STATEMENT, AND EVALUATION CRITERIA*  
*STAKEHOLDER ADVISORY COMMITTEE RECOMMENDATION*

*AUGUST 26, 2014*

### Study Problem Statement

The Main-McVay Corridor is an L-shaped Corridor extending from 69th Street on Main Street to Lane Community College on McVay Highway. The Corridor is comprised of two segments, the Main Street Segment and the McVay Highway Segment, which connect at Franklin Boulevard and McVay Highway.

Main Street and McVay Highway are currently major transit corridors, connecting with each other and with other transit service at the Springfield Transit Station. The segments, while part of an overall corridor, have differing issues and concerns that are to be addressed by this study.

#### Main Street Segment

Transit Service on Main Street is hindered by overcrowded buses, increasing transit travel time and operating cost caused by signal and passenger boarding delays, and safety and security issues for passengers accessing buses at transit stops that are poorly lit and not located at signalized street crossings. If not addressed, these issues will worsen in the future as the corridor's population, employment, and transit ridership increase.

#### McVay Highway Segment

Transit service on McVay Highway is hindered by poor pedestrian access, service demand primarily limited to the school season and weekdays, rider security and safety concerns for passengers accessing buses at transit stops that are poorly lit and not located at signalized street crossings, and the unfunded need to improve the congested I-5 interchange. If not addressed, these issues will worsen in the future and the transit system in this segment will not be positioned to handle the higher density development within and adjacent to the McVay Highway Segment growth and redevelopment planned for in the recently adopted Glenwood Refinement Plan ~~Glenwood area.~~

## Study Purpose and Need

### Statement of Purpose

The purpose of the Main-McVay Transit Study project is to identify a range of transit improvements in the Main-McVay Corridor that provide improved mobility and transportation choices to residents, businesses, visitors, and commuters. The improvements will be consistent with regional plans and the community's long-term vision and goals for the area. The range of improvements will include options that result in improved regional connectivity and equitable transit access to destinations such as employment, educational institutions, shopping, appointments, and recreational opportunities for area residents.

The project improvements would strive to enhance the safety and security of the Corridor, improve the integration of walkers, cyclists, transit riders, autos, and freight along and through the Corridor, and improve connections to and from adjacent neighborhoods.

The project would support local, regional, and state plans and goals for land use and transportation; efforts in the Main-McVay Corridor aimed at encouraging economic revitalization and land use redevelopment; and, plans and programs to create Main Street and McVay Highway identities and improve aesthetics on the Corridor, making it an attractive place to live, work, and shop.

### Statement of Need

The need for the project results from:

- High transit ridership along the Main Street corridor that results in overcrowding of bus trips during peak travel times. The #11 Thurston route which operates on Main Street has the second highest ridership in the LTD system (after EmX), with an average of more than 3,500 boardings per weekday. This is more than double any other non-EmX bus route. During the past year, seven buses were overcrowded to the point that 78 riders were left behind at stop(s);
- Pedestrian safety issues for riders walking to and from the bus stops on Main Street, including street crossings to access bus stops that are not located near a signalized or enhanced crossing. There have been a total of nine (9) pedestrian fatalities during the past ten years along Main Street between 20th and 73rd Streets;
- Pedestrian safety issues for riders accessing transit service on McVay Highway due to high travel speeds, narrow roadways, and lack of sidewalks in many areas;
- High student use along the corridor, especially in the Thurston area, creates special safety and access issues;
- Lengthening transit travel times and deteriorating public transportation reliability in the Main Street segment due to growing traffic congestion, signal delays, and passenger boarding delays. Average run time route on the #11 Thurston has increased 3.5 percent in the last five years, with midday run time increasing by more than 10 percent during that period. In the fall of 2014, schedule time will be added to the route due to the lengthening travel time. Approximately 7.5 percent of the #11

Thurston trips on an average weekday are more than four (4) minutes late, a figure that is higher than the system average of 7.0 percent;

- Limited corridor revitalization and redevelopment resulting from aging structures and infrastructure and a poor visual environment along Main Street, South A Street, and McVay Highway;
- Historic and projected increases in traffic congestion in the Main-McVay Corridor due to increases in regional and corridor population and employment. Four (4) intersections in the corridor (McVay/Franklin, Main/42nd, Main/Hwy- 126, and Main/58th) are projected to exceed ODOT mobility standards for 2035;
- The approach to Lane Community College from Interstate 5 has a very high level of congestion in the morning periods, which creates delays for the #85 LCC/Springfield route;
- The Interstate 5 interchange at 30th Avenue is in need of improvements to address traffic and safety issues. While there is a recognized need for improvements to the interchange, funding and the schedule for the improvements are uncertain;
- For this corridor project, McVay Highway, as designed today, does not support the proposed mixed-use development goals expressed in the Glenwood Refinement Plan or the Franklin Boulevard Redevelopment Project;
- Policy direction in regional and City transportation plans that assume increased reliance on public transportation to address the community's future transportation needs;
- LTD has experienced an average annual increase in operating expenses/costs of 6.2 percent (1999-2010), combined with increasingly scarce operating resources, while trying to meet the demand for more efficient public transportation operations;
- The decision in the adopted 2035 Regional Transportation Plan (RTP) to include bus rapid transit (composed of frequent, fast transit service along major corridors and neighborhood feeder service that connects with the corridor service and with activity centers) in the fiscally constrained model as part of the regional transportation strategy.
- The decision in the adopted Springfield 2035 Transportation System Plan (STSP) to include partnering with LTD to provide frequent transit network (FTN) connections along major corridors, connecting to local neighborhood bus service and major activity centers to provide viable alternatives to vehicle trips. The STSP incorporates numerous FTN projects and 20-year priority roadway, urban standards and pedestrian / bicycle projects relevant to the Main-McVay Transit Study.
- Local and regional land use and development plans, goals, and objectives that identify the Main-McVay Corridor for residential, commercial, retail, institutional/educational, government, and industrial development to help accommodate forecasted regional population and employment growth.

## Study Goals and Objectives

### Goal 1: Improve corridor transit service

- Objective 1.1: Improve transit travel time
- Objective 1.2: Improve transit service reliability
- Objective 1.3: Provide convenient transit connections that minimize the need to transfer
- Objective 1.4: Increase transit ridership and mode share along the corridor
- Objective 1.5: Improve access of other modes such as walking, bicycling, and auto (park and ride) to transit
- Objective 1.6: Enhance equitable transit for users without regard to race, color, religion, sex, sexual orientation, national origin, marital status, age or disability.

### Goal 2: Meet current and future transit demand in a cost-effective and sustainable manner

- Objective 2.1: Control the increase in transit operating cost to serve the corridor
- Objective 2.2: Increase transit capacity to meet current and projected ridership demand
- Objective 2.3: Implement corridor improvements that provide an acceptable return on investment
- Objective 2.4: Implement corridor improvements that minimize impacts to the environment and, where possible, enhance the environment

### Goal 3: Support economic development, revitalization and land use redevelopment opportunities for the corridor

- Objective 3.1: Support development and redevelopment as planned in other adopted documents
- Objective 3.2: Enhance the aesthetics of the corridor to improve economic activity
- Objective 3.3: Coordinate transit improvements with other Main Street projects
- Objective 3.4: Coordinate transit improvements with other Franklin Boulevard / McVay Highway projects
- Objective 3.5: Minimize adverse impacts to existing businesses and industry

### Goal 4: Enhance the safety and security of the corridor

- Objective 4.1: Improve the safety of pedestrians and bicyclists accessing transit and crossing the Corridor
- Objective 4.2: Enhance the security of transit users and of the corridor as a whole

### Goal 5: Enhance other modes of travel

- Objectives 5.1: Improve transit operations in a way that is mutually beneficial to vehicular traffic flow around transit stops and throughout the corridor
- Objectives 5.2: Improve bicycle and pedestrians connections along the corridor and to and from transit stops

## Evaluation Criteria

### Draft Evaluation Criteria

Goals and Objectives	Evaluation Criteria
Goal 1: Improve corridor transit service	
Objective 1.1: Improve transit travel time	<ul style="list-style-type: none"> <li>Round trip transit pm peak travel time between select origins and destinations</li> </ul>
Objective 1.2: Improve transit service reliability	<ul style="list-style-type: none"> <li>On-time performance (no more than 4 minutes late) of transit service</li> </ul>
Objective 1.3: Provide convenient transit connections that minimizes the need to transfer	<ul style="list-style-type: none"> <li>Number of transfers required between heavily used origin-destination pairs</li> </ul>
Objective 1.4: Increase transit ridership and mode share in the corridor	<ul style="list-style-type: none"> <li>Average weekday boardings on Corridor routes</li> <li>Transit mode share along the corridor</li> </ul>
Objective 1.5: Improve access of other modes such as walking, bicycling, and auto (park and ride) to transit	<ul style="list-style-type: none"> <li>Population with ½ mile of transit stop</li> <li>Bicycle capacity at stops, stations, and on the bus</li> <li>Number of park and ride spaces with direct transit access to major destinations</li> <li>Assessment of accessibility by persons with mobility challenges</li> </ul>
Objective 1.6: Enhance equitable transit for users without regard to race, color, religion, sex, sexual orientation, national origin, marital status, age or disability	<ul style="list-style-type: none"> <li><a href="#"><u>Distribution of transit service and facility improvements relative to concentrations of minority populations along the Corridor.</u></a></li> </ul>
Goal 2: Meet current and future transit demand in a cost-effective manner	
Objective 2.1: Control the increase in transit operating cost to serve the corridor	<ul style="list-style-type: none"> <li>Cost per trip</li> <li>Impact on LTD operating and maintenance costs</li> <li>Meet or exceed FTA's Small Starts requirements for cost-effectiveness</li> <li>Cost to local taxpayers</li> </ul>
Objective 2.2: Increase transit capacity to meet current and projected ridership demand	<ul style="list-style-type: none"> <li>Capacity of transit service relative to the current and projected ridership</li> </ul>
Objective 2.3: Implement corridor improvements that provide an acceptable return on investment	<ul style="list-style-type: none"> <li>Benefit/cost assessment of planned improvements</li> </ul>
Objective 2.4: Implement corridor improvements that minimize impacts to the environment and, where possible, enhance the environment	<ul style="list-style-type: none"> <li>Results of screening-level assessment of environmental impacts of alternative</li> </ul>

Goal 3: Support economic development, revitalization and land use redevelopment opportunities for the corridor

Objective 3.1: Support development and redevelopment as planned in other adopted documents

- Support for the overall BRT System Plan
- Support for the Springfield Transportation System Plan (STSP) Frequent Transit Network (FTN) concept
- Amount of vacant and underutilized land within ½ miles of stops/stations
- Acquisitions and/or displacement of residents measured in acres of property acquired and residential unit and parking displacements
- Local jobs created by project construction
- Percentage of current and planned population within ½ mile of FTN stop
- Percentage of current and planned employment within ½ mile of FTN stop

Objective 3.2: Enhance the aesthetics of the corridor to improve economic activity

- Potential impact to street trees, landscaping
- Number of transit-related visual elements identified in adopted plans that would be implemented by alternative
- Potential impacts to the natural environment
- Opportunity for streetscape improvements, wayfinding, and design elements that reinforce the community's identity and increase awareness of economic activity areas

Objective 3.3: Coordinate transit improvements with other Main Street projects

- Capability of transit improvement to coordinate with other Main Street projects identified in adopted plans
- Opportunity for streetscape improvements, wayfinding, and design elements that reinforce the community's identity and increase awareness of Main Street projects

Objective 3.4: Coordinate transit improvements with other Franklin Boulevard / McVay Highway projects

- Capability of transit improvement to coordinate with other Franklin Boulevard / McVay Highway projects identified in adopted plans
- Opportunity for streetscape improvements, wayfinding, and design elements that reinforce the community's identity and increase awareness of Franklin Boulevard / McVay Highway projects

Objective 3.5: Minimize adverse impacts to existing businesses and industry

- Impacts to businesses along the Corridor measured in acres of property acquired and parking displacements
- Impact on freight and delivery operations for Corridor businesses

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#### Goal 4: Enhance the safety and security of the corridor

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Objective 4.1: Improve the safety of pedestrians and bicyclists accessing transit and crossing Main Street

- Number and quality of designated (marked) crossings near transit stops (signalized or unsignalized)
- General assessment of safety for persons with mobility challenges
- General assessment of potential to reduce the number of pedestrian / vehicle collisions
- General assessment of potential to reduce the number of bicycle / vehicle collisions

Objective 4.2: Enhance the security of transit users and of the corridor as a whole

- Amount of added street lighting
- Amount of added lighting at / near transit stops
- Extent and character of stop and station improvements

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#### Goal 5: Enhance other modes of travel

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Objective 5.1: Improve transit operations in a way that is mutually beneficial to vehicular traffic flow around transit stops and throughout the corridor

- Impact on current and future year intersection Level of Service (LOS)
- Impact on current and future year PM peak hour auto / truck travel times

Objective 5.2: Improve bicycle and pedestrians connections along the corridor and to and from transit stops

- General assessment of the interface with pedestrians and bicyclists
  - Length of new or improved sidewalk in stop and station areas
  - Length of new or improved bike lanes in stop and station areas
  - Number of bicycle treatments in stop and station areas
-