

Appendix G: City of Coburg Comprehensive Plan Toolkit

COBURG COMPREHENSIVE PLAN GOALS AND POLICIES APPLICATION TO TDM STRATEGIES, PROGRAMS, & SERVICES (Prepared September 2012)									
POLICY 4 Continue to pursue improvements to the public transportation system (LTD) from Eugene to Coburg, to the industrial area and throughout the City (e.g. park-and-ride facilities, covered shelters)									
POLICY 4.3 Pursue and develop transportation demand management programs, policies, and strategies.									
POLICY 13.1 The City shall adopt and coordinate with ODOT and Lane County to implement the ODOT Coburg -Interstate 5 Interchange Refinement Plan, which includes a recommended TDM program that shall be fully implemented before and interchange reconstruction.									
POLICY 20: The City shall provide a balanced transportation system that meets the needs of and is compatible with pedestrians, bicyclists, cars, transit, trolley, and trucks.									
POLICY 22 The City shall use TDM, system improvements, and land use strategies to encourage people to walk, bicycle and bus to reduce increased traffic congestion within the community and to and from the community.									
POLICY 25 The City shall require land use development and transportation improvements that encourage transit, bicycles, and pedestrian amenities in new commercial, public, mixed use ,and multi-family residential development.									
POLICY 26 The City shall provide transportation system improvements that improve safety, encourage bicycling and walking, and provide convenient access to bus stops.									
POLICY 30 The City shall develop affordable and convenient transit and commuter service options to reduce single occupant automobile commutes.									
POLICY 45: Develop and maintain a transportation system while improving transportation choice and environmental quality.									
APPLIED PROGRAMS & SERVICES TO GOALS & POLICIES									
4	4.3	13.1	20	22	25	26	30	45	
BICYCLE /PEDESTRIAN									
Bike Share	*		*	*	*	*			*
Pedestrian and Bicycle Safety Amenities	*	*	*	*	*	*			*
Safe Routes to School		*		*					*
Expanded Bike Parking Locations	*	*	*	*	*	*			*
Locate Secure Bike Parking Sites	*	*	*	*		*			*
Valet Bike Parking			*	*		*			*
General Public Programs to Promote Bike/Ped Use	*	*		*					*
Targeted Pedestrian Crossings	*	*	*	*	*	*			*
PUBLIC TRANSIT									
Universal Transportation Options Passes		*		*					*
Discount Transit Passes	*	*		*			*		*
Park and Ride Facilities	*	*		*	*	*			*
Transit Connectivity with other Modal Infrastructure (sidewalks/bike facilities)	*	*		*	*	*			*
TDM PROGRAMS/SERVICES									
Transportation Management Associations				*					*
Rideshare/ Vanpool Programs	*	*		*			*		*
Rideshare/ Carpool Matching		*		*					*
Instant Carpool				*					*
CarShare		*		*			*		*
Peer-to-Peer Carhare		*		*					*
Shared Taxis				*			*		*
Eco-Driving Training		*		*					*
APPLIED PROGRAMS & SERVICES TO GOALS & POLICIES									
4	4.3	13.1	20	22	25	26	30	45	

Comprehensive Plan

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Teleconferencing		*			*			*	*
Emergency Ride Home Program		*			*			*	*
Telework		*			*			*	*
Alternative Scheduling (flex time and compressed work week)		*			*			*	*
INFORMATION TECHNOLOGY									
Advanced Traveler Information Systems	*	*			*				*
Dynamic Ridesharing Matching		*			*				*
Social Networks		*			*				*
Multi-Modal Navigation Tools		*			*	*	*		*
MARKETING AND BEHAVIORAL INTERVENTION									
Individualized Marketing (SmartTrips)		*			*				*
Electronic Communications (E-newsletter)		*			*				*
Special Events Transportation Management		*			*				*
Marketing Campaigns / Contests / Community Events (Business Commute Challenge, Breakfast at Bridges, Sunday Streets)		*			*				*
ADA Travel Training		*			*				*
Senior Travel Training		*			*				*
Commuter Financial Incentives		*			*			*	*
ROAD & PARKING PRICING / POLICIES									
Congestion Pricing		*		*	*	*			*
Parking Management		*		*	*	*			*
Parking Cash Out		*		*	*	*			*
Parking Restrictions/Permit Zones		*		*	*	*			*
Priority Parking		*		*	*	*			*
TRIP REDUCTION ORDINANCES									
Trip Reduction Ordinances		*		*	*	*			*
Mandatory SOV-Reduction Programs for Large Employers		*		*	*	*			*
Business & Developer Incentive Based Programs		*		*	*	*			*