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November 5, 2020

DELIVERED VIA EMAIL

Metropolitan Policy Committee
 c/o Paul Thompson
 Lane Council of Governments
 859 Willamette, Suite 500, Eugene, OR 97401

Re: Item 6.a: Regional Transportation Plan (RTP) Greenhouse Gas (GHG) Emissions Goal

Executive Summary

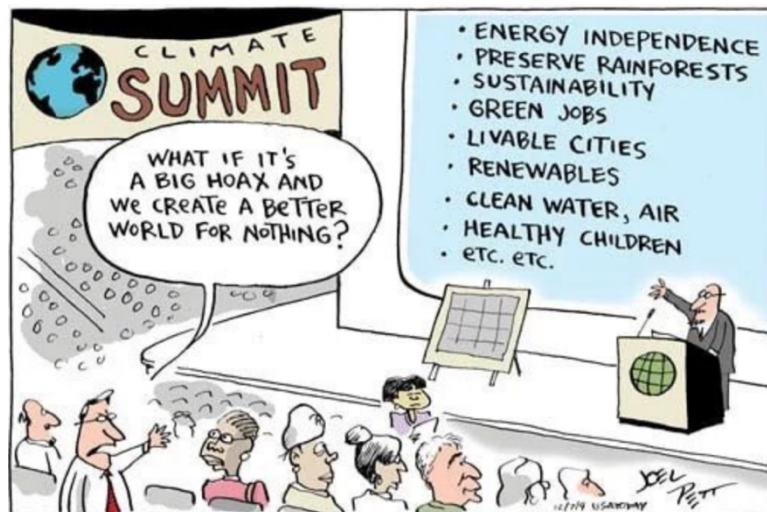
1. Climate change is already reflected in the draft *goals*—but make it explicit.
2. Later, develop *performance measures* to guide *actions*.

Dear Metropolitan Policy Committee members:

Thank you for this opportunity to comment.

1. Climate change is already reflected in the draft goals—but make it explicit

A picture—or the following cartoon—is worth a thousand words:



By Joel Pett, 12/7/2009.

Indeed, actions to address climate change will also advance most of the goals staff is proposing under Item 6.b. See the appendix for details.

Building a successful community by bringing people together
 to promote transportation options, safe streets, and walkable neighborhoods.

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But we urge tweaking the draft goals to explicitly reference climate change, for example:

3. ***Healthy People and Environment:*** *The regional transportation system provides safe and comfortable travel options that support active and healthy living. Central Lane's biological, water, cultural and historic resources are protected and preserved. Lower-polluting transportation options are encouraged. Greenhouse gas emissions are reduced.*

2. Later, develop performance measure to guide actions

According to the adopted 2016–2040 Regional Transportation Plan (RTP), a **goal** is a “[b]road statement of philosophy that describes the hopes of the people of the community for the future of the community. A goal may never be completely attainable but it is used as a point towards which to strive.”¹

If you have a goal to “exercise more” or “lose weight,” what is likely to happen? Will you start to jog five days a week? Will you count calories and lose 10 pounds in 6 months? Or will you feel good about *talking* about making changes—but never really get around to *doing* so?

In the field of management, criteria that are Specific, Measurable, Attainable, Relevant and Time-Bound are termed “SMART.” Business managers know that goals and objectives need to be SMART in order to translate into **action**.²

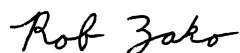
If you are serious about improving your health, you track **performance measures** and adjust accordingly. For example, you might set a target to run at least 20 minutes a day and a target to reduce your daily intake from 2400 to 2200 calories. If you measure yourself each day, you might or might not reach these targets, but at least you know how you are doing and what more you need to do.

Similarly, later in RTP process develop performance measures and targets to track progress towards various goals—including addressing climate change.

Note that different types of performance measures, reflecting different points in the path from actions to results, are useful and can complement each other:³

1. Input Measures
2. Process Measure
3. Output Measures
4. Outcome Measures
5. Impact Measures

For BEST,



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Appendix: Climate change already reflected in draft goals

Actions to address climate change will also advance most of the goals staff is proposing:

1. **Transportation Choices:** *People throughout the region have access to affordable, healthy, active, and shared transportation options that safely and conveniently connect them with their destinations while reducing reliance on driving alone and minimizing transportation related pollution.*
 - Reducing reliance on driving alone and minimizing pollution will also reduce greenhouse gas emissions.
2. **Safety, Security and Resiliency:** *The transportation system is resilient, safe, and secure for people and goods.*
 - Increasing safety for low-carbon modes will increase their use.
 - Resiliency includes adapting to the effects of climate change such as increased wildfires and flooding.
3. **Healthy People and Environment:** *The regional transportation system provides safe and comfortable travel options that support active and healthy living. Central Lane's biological, water, cultural and historic resources are protected and preserved. Lower-polluting transportation options are encouraged.*
 - Active, healthier and lower-polluting modes of travel, such as walking and bicycling, also reduce greenhouse gas emissions.
4. **Equity:** *The regional transportation system eliminates transportation related disparities and barriers and ensures equitable access to destinations.*
 - Not everyone is able to drive alone. Increasing equity will support people choosing other low-carbon options.
5. **Economic Vitality:** *The transportation system is reliable, affordable, and efficient. It supports the prosperity of people and businesses by connecting them to destinations throughout the region and beyond.*
 - It is cheaper to build and maintain a bicycle lane-mile than a car lane-mile.
 - More compact development reduces travel costs and promotes increased economic activity.
6. **Reliability and Efficiency:** *The region prioritizes a range of travel options to manage and optimize the transportation system as well as ease congestion so people and goods can reliably and efficiently reach their destinations.*
 - If a lot more people rode zero-emission buses for some trips, there would be a lot less cars on the road, reducing congestion.
7. **System Asset Preservation:** *Strategically preserve, maintain, operate, and plan for current and future system assets to maximize transportation investments.*
 - A future transportation that envisions many people driving longer distances would be more expensive to preserve than one that relies more on less expensive modes of travel.

¹ 2016–2040 RTP, chap. 2, p. 3, lcog.org/564/Regional-Transportation-Planning.

² G. T. Doran (1981), "There's a S.M.A.R.T. way to write management's goals and objectives," *Management Review*, 70(11): 35–36. See en.wikipedia.org/wiki/SMART_criteria.

³ Lalita Sen, Sarmistha Rina Majumdar, Meredith Highsmith, Linda Cherrington & Cinde Weatherby (2011), *Performance Measures for Public Transit Mobility Management*, Table 6, Texas Transportation Institute, static.tti.tamu.edu/tti.tamu.edu/documents/0-6633-1.pdf.