



FOR IMMEDIATE RELEASE

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## **Local transportation group asks: How well is Franklin Boulevard functioning for everyone today?**

EUGENE, OR (July 24, 2023) — Better Eugene-Springfield Transportation (BEST) is inviting people and businesses to share their perspectives on how well Franklin Boulevard is functioning for everyone today.

The City of Eugene is planning to transform Franklin Boulevard from an auto-focused state highway to a pleasant, multi-modal urban street that is safe for people walking, biking, riding the bus, and driving.

Before reaching conclusions on what makes sense on Franklin Boulevard, BEST wants to hear all points of view via a short poll and in-person events.

BEST executive director Rob Zako explains, “Abraham Lincoln once said, ‘With public sentiment, nothing can fail; without it nothing can succeed.’ Thus BEST is wanting to understand public opinions.”

To encourage greater participation, people who respond to the poll will be entered to win a \$25 or \$50 gift card to Market of Choice.

The poll is available online at [best-oregon.org/Franklin](https://best-oregon.org/Franklin).

**On Thursday, July 27 at 9:30 a.m. starting from UO Transportation Services** (1401 Walnut Street), BEST will walk a portion of Franklin to see firsthand how well Franklin Boulevard is functioning for everyone today. BEST invites the public to join us as we walk, observe, and share with each other what we see.

In August, BEST is planning a listening session for people to drop in and voice their views.

BEST is an independently-funded 501(3)(c) educational nonprofit organization. Its mission is to build a successful community by bringing people together to promote transportation options, safe streets, and walkable neighborhoods. Learn more at [best-oregon.org](https://best-oregon.org).

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