

Chapter 2 - Vision and Goals

The vision and goals chapter of the Regional Transportation Plan (RTP) provide the policy framework that guides development of the plan itself as well as subsequent decisions about system management, and project selection and implementation. The goals provide criteria to evaluate how well the plan reflects the values expressed by the community. The 2040 RTP includes the goals, policies, strategies and performance measures established to address national and state requirements, and regional/local issues as outlined below.

- The goals are intended to guide future transportation decisions in the region.
- The policies are established to help the region move closer to the intended goals.
- The strategies state how the Metropolitan Planning Organization (MPO) will achieve the policies, and
- The performance measures are established to evaluate how the MPO is achieving its stated goals.

A. Vision

The Vision of the Transportation Plan was developed based on the most common elements of the visions described in the area's transportation and land use plans. The draft vision was reviewed and modified by the general public, the Technical Advisory Committee (TAC), and the Policy Committee. Through these processes the Policy Committee adopted the following Vision for the Transportation Plan:



“An intermodal transportation system that provides for safe, efficient, and convenient movement of people and goods to support a robust and burgeoning regional economy”

B. Goals

The Goals of the Transportation Plan were developed based on a review of the goals found in the area's transportation plans and in conformance with the above vision and the regulations set out in the Middle Rogue Metropolitan Planning Organizations' (MRMPO) adopted Title VI Plan. The TAC reviewed and commented on the Goals, and in accordance with their recommendations, the Policy Committee adopted the following Goals for the Transportation Plan:

Table 3-1: RTP Goals

1	Develop and implement an economic regional plan that will cultivate, maintain and enhance the region's economic vitality.
2	Develop, implement and maintain a series of plans to increase the safety and security of the region's transportation system.
3	Identify, develop and implement the ability to increase and maintain accessibility and mobility choices in the region.
4	Develop and implement policies and plans to protect, preserve, and enhance the social, historical, and natural environments of the region.
5	Identify, develop and implement the best available technology for the MRMPO to utilize for maximize system effectiveness.
6	Improve and enhance integration and connectivity of the transportation system across and between modes.
7	Identify and develop projects that emphasize maintenance and preservation of the existing transportation system.

C. MAP-21

Moving Ahead for Progress in the 21st Century Act (MAP-21) is the current national transportation law that provides the guiding principles for transportation decision-making in metropolitan areas throughout the U.S. MAP-21 sets forth seven planning factors to guide transportation decisions. Table 1-2 provides a summary of how the seven RTP Goals address the seven MAP-21 federal planning factors.

Table 3-2: MAP-21 Planning Factor Correlation

MAP-21 Planning Factors	Relates to Goal Number
Safety - To achieve a significant reduction in traffic fatalities and serious injuries on all public roads.	2
Infrastructure Condition - To maintain the highway infrastructure asset system in a state of good repair.	7
Congestion Reduction - To achieve a significant reduction in congestion on the National Highway System	3, 5
System Reliability - To improve the efficiency of the surface transportation system.	5, 6
Freight Movement and Economic Vitality - To improve the national freight network, strengthen the ability of rural communities to access national and international trade markets, and support regional economic development.	1
Environmental Sustainability - To enhance the performance of the transportation system while protecting and enhancing the natural environment.	4
Reduced Project Delivery Delays - To reduce project costs, promote jobs and the economy, and expedite the movement of people and goods by accelerating project completion through eliminating delays in the project development and delivery process, including reducing regulatory burdens and improving agencies' work practices.	5

GOAL 1: Develop and implement an economic regional plan that will cultivate, maintain and enhance the region’s economic vitality.

Policies:

G1 - P1 Improve the coordination of land use and transportation planning ensuring developments are adequately connected by the region's transportation system and appropriately located to preserve the quality of life in surrounding areas.

G1 - P2 Apply transportation investments and policies facilitating sustainable business growth and tourism growth within the region, consistent with local and regional comprehensive plans.

G1 - P3 Identify and utilize the existing investment and reinvestment of transportation resources into and within the MRMPO as a critical component to the overall economic health of the region.

G1 - P4 Develop and Execute land use policies which create economically strong regional activity centers with a mix of job, housing, services and recreation in an intermodal environment.

G1 – P5 Identify and initiate transportation investments and policies which will facilitate the movement of freight.

Strategies:

G1 - S1 Work with the economic development community to identify current and potential deficiencies and threats to the economic vitality of the MRMPO area that relate to transportation, and work to mitigate those threats.

G1 - S2 Target transportation improvements that:

- (a) Support downtowns as primary economic development generators.
- (b) Support locations with ready and available industrial properties
- (c) Support the reinforcement of investments in existing neighborhoods within the MRMPO.

G1 – S3 Give high priority to regional planning and funding for transportation facilities that serve the regional core and regional activity centers where individuals can switch easily from one transportation mode to another.

G1 – S4 Intercept automotive traffic at key locations by encouraging “park once” and providing alternatives to driving in regional activity centers.

GI – S5 Seek various and innovative funding sources, tools, and strategies to meet freight needs.

- a) Nurture public/private partnerships to leverage public funds.
- b) Support local, regional, and state bond measures to improve freight infrastructure.
- c) Ensure that economic benefits are considered for all viable freight modes when evaluating projects for transportation investments.

Performance Measures:

G1 - PM1 Employment change in vicinity of projects.

G1 - PM2 Mode share.

GOAL 2: Develop, implement and maintain a series of plans to increase the safety and security of the region's transportation system.

Policies:

G2 - P1 Investigate and employ current best practices, design standards, advanced technologies and education to reduce transportation related crashes, injuries, and fatalities within the MRMPO.

G2 - P2 Synchronize plans to work in partnership with first responders, transportation, and health agencies as they develop emergency and disaster plans and other security related plans for the region.

G2 - P3 Identify and utilize transportation investments and policies which will result in a higher level of personal security for pedestrians, cyclists, motorists, and users of transit.

G2 - P4 Develop and utilize Traffic Calming Techniques. Traffic Calming refers to various design features and strategies intended to reduce vehicle traffic speeds and volumes on a particular roadway.

G2 - P5 Develop and implement course of action to encourage the efficient and safe movement of people, goods, and information with minimal adverse impacts on residents and the environment.

Strategies:

G2 - S1 Identify high severity crash locations within the Metropolitan Planning Area and program projects for these locations as soon as possible.

G2 - S2 Consider intersection improvements that provide safety benefits.

- G2 - S3** Develop a regional safety plan, in cooperation with safety partners that supports the Oregon Strategic Highway Safety Plan.
- G2 - S4** Assist in developing incident management plans for major routes in the region, as appropriate.
- G2 - S5** Establish a plan of action to improve security measures and safety awareness for pedestrians, cyclists, motorists, and transit users within the Metropolitan Planning Area.
- G2 - S6** Support the implementation of effective safety measures, such as, skid-resistant pavement, elimination of roadside hazards and better intersection controls.

Performance Measures:

- G2 - PM1** Track injury and fatal crashes.
- G2 - PM2** Track non-injury crashes.
- G2 - PM3** Measure the participation in safety education programs.
- G2 - PM4** Track the number of projects built to improve safety.
- G2 - PM5** Track the percent of dollars dedicated to safety improvements.
- G2 - PM6** Track the reduction of Vehicle Miles Traveled (VMT).

GOAL 3: Identify, develop and implement the ability to increase and maintain accessibility and mobility choices in the region.

Policies:

- G3 - P1** Identify and expand upon areas of transit effectiveness so the public is able to reach employment centers, medical and education hubs and their homes conveniently, in addition to employers being capable of hiring employees to work when needed (e.g., increase transit frequency).
- G3 - P2** Develop and implement a complete streets policy promoting the use of alternative transportation modes for pedestrians, bicyclists, and transit users. Improvements could include new or improved sidewalks, bicycle routes or other accommodations, (bus pullouts, and other facilities/improvements) as part of future roadway construction/reconstruction and private development projects.
- G3 - P3** Develop and utilize local incentives to encourage employers to support employees in considering transit as a commuting option, and to encourage Transit Oriented Development (TOD).

G3 - P4 Develop and provide incentives to encourage public transportation services – such as commuter services, park and ride lots, ridesharing, and carpooling programs – helping reduce the number of single occupancy vehicle trips within the region.

Strategies:

G3 - S1 Implement a regional bicycle/trail/pedestrian plan and include bicycle and pedestrian facilities in new transportation projects and improvements.

G3 – S2 Develop a Transportation Options program.

Performance Measures:

G3 – PM1 Track funding for bicycle, pedestrian and transit projects.

GOAL 4: Develop and implement policies and plans to protect, preserve, and enhance the social, historical, and natural environments of the region.

Policies:

G4 - P1 Coordinate roadway and infrastructure projects with guidelines established by federal, state, and local historic preservation planning agencies and the principles of Context Sensitive Solutions (CSS) treatments.

G4 – P2 Identify and pursue transportation projects and other transportation related technologies resulting in positive benefits to improved air quality and energy efficiency.

G4 – P3 Analyze and implement transportation investments which will help reduce greenhouse gases, and other emissions, and support the reduction of single occupancy vehicle trips.

G4 – P4 Ensure transportation decisions in the region are made with full consideration of the requirements of Title VI and Environmental Justice provisions.

G4 – P5 Identify and utilize transportation investments which will support sustainable development, enhance quality of life opportunities and promote healthy communities.

Strategies:

G4 - S1 When evaluating transportation projects, recognize the connections between transportation efficiency and land uses and densities.

- G4 - S2** Promote street and pathway connectivity, including off-road corridors for non-motorized vehicles.
- G4 - S3** Provide environmentally-sensitive transportation options.
- G4 - S4** Consider potential environmental impacts and mitigation to maintain and restore affected environmental functions in consultation with appropriate federal, state and local agencies.
- G4 - S5** Plan and implement transportation and related facilities that are aesthetically pleasing.

Performance Measures:

- G4 - PM1** Change in mixed-use and downtown development.
- G4 - PM2** Impacts on identified resource areas using most up-to-date data.
- G4 - PM3** Expansion of off-network paths. Improve air quality through projects that reduce carbon monoxide (CO), particulates (PM₁₀) and greenhouse gases.
- G4 - PM4** Measure percent of funding by project dedicated to “streetscapes” (benches, trees, planters, and traffic calming).

GOAL 5: Identify, develop and implement the best available technology for the MRMPO to utilize for maximize system effectiveness.

Policies:

- G5 - P1** Develop and implement the use of Transportation Demand Management (TDM) principles to mitigate capacity deficiencies on congested roadways and intersections.
- G5 - P2** Analyze and consider the use of transportation technology in all projects to maximize effectiveness and safety.
- G5 - P3** Identify, develop and encourage greater use and acceptance of access management policies and devices (e.g. medians, turn restrictions, combined entrances) to maintain adequate transportation system capacity coordination between roadway design and land use and to enhance safety for the traveling public.
- G5 - P4** Develop, implement, and maintain an Intelligent Transportation System (ITS) architecture as a means of achieving better management and support deployment of appropriate ITS investments.

Strategies:

- G5 - S1** Develop a list of high priority projects that are designed to improve the regional transportation system by addressing problem locations having capacity, safety and/or modal connection problems; and program.
- G5 - S2** Support projects that upgrade traffic signals, improve signal timing, and improve signal coordination.
- G5 - S3** Identify future Park & Ride locations.
- G5 - S4** Deploy technologically advanced systems to monitor and manage traffic and to control and coordinate traffic control devices including providing priority to transit vehicles where appropriate.

Performance Measures:

- G5 – PM1** Percentage of high priority projects constructed.
- G5 – PM2** Track the number of projects that upgrade traffic signals, improve signal timing, and improve signal coordination.
- G5 – PM3** Track the number of newly identified Park & Ride locations.

GOAL 6: Improve and enhance integration and connectivity of the transportation system across and between modes.

Policies:

- G6 - P1** Develop and integrate land use and transportation project planning for new development and redevelopment.
- G6 - P2** Identify and develop projects for existing transportation facilities to retrofit, where possible, and to accommodate pedestrians, bicyclists, and transit users to enhance connectivity between modes.
- G6 - P3** Identify areas and develop plans to improve capacity, pavement maintenance, and design of roadways and bridges that connect significant origins and destinations within the MRMPO to accommodate higher traffic flows where it is necessary, especially for freight.

Strategies:

- G6 - S1** Design future roadways and bridges to accommodate the anticipated level of freight traffic – both in terms of volume and in cargo weight.

G6 – S2 Inventory the existing sidewalk system and identify areas where new sidewalks and sidewalk ramp improvements are needed within the MRMPO.

Performance Measures:

G6 - PM1 Percent of regional corridors that have facilities for at least three modes (e.g.: pedestrians, transit or motor vehicles, and bicyclists).

G6 - PM2 Measure the increase in intermodal activity.

G6 - PM3 Number of new mixed use development which include residential dwelling units.

GOAL 7: Identify and develop projects that emphasize maintenance and preservation of the existing transportation system.

Policies:

G7 - P1 Identify and implement innovative and sound funding practices to implement the RTP.

G7 - P2 Identify, prioritize and apply for investment opportunities to preserve the existing transportation system including all modes.

Strategies:

G7 - S1 Public-Private partnerships and other innovative approaches can maximize resources.

G7 - S2 Give priority to projects that do not expand the existing road system.

G7 - S3 Identify and secure reliable sources of funding to ensure adequate maintenance, preservation and rehabilitation of the region's transportation system

G7 - S4 Encourage local funding mechanisms.

Performance Measures:

G7 - PM1 Track funding obligations and availability.

G7 - PM2 Review and update MRMPO project funding criteria using quantitative methodologies to the extent practicable.