

## Chapter 2 – Vision and Goals

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The vision and goals chapter of the Regional Transportation Plan (RTP) provides 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 2049 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
- The performance measures evaluate how the MPO is achieving its stated goals

### 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."*

### 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 2-1 – RTP Goals**

1	Cultivate, maintain, and enhance the region’s economic vitality
2	Increase the safety and security of the region's transportation system
3	Increase and maintain accessibility and mobility choices in the region
4	Protect, preserve, and enhance the social, historical, and natural environments of the region
5	Utilize the best available technology for the MRMPO to maximum system effectiveness
6	Emphasize maintenance and preservation of the existing transportation system

## 23 CFR 450.306 (b) – Planning Factors

Current federal transportation planning regulations under 23 CFR 450.306 (b) require MPOs to address 10 planning factors (see table 2-2 below) as part of the planning process. Table 2-2 provides a summary of how the six RTP Goals address the 10 federal planning factors.

**Table 2-2 – Planning Factor Correlation**

Planning Factors	Relates to Goal Number
1. Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency	Vision Statement & Goal 1
2. Increase the safety of the transportation system for motorized and non-motorized users	Vision Statement & Goal 2
3. Increase the security of the transportation system for motorized and non-motorized users	Goal 2
4. Increase accessibility and mobility of people and freight	Goal 1
5. Protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and State and local planned growth and economic development patterns	Goal 4
6. Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight	Goals 1, & 3
7. Promote efficient system management and operation	Goal 6
8. Emphasize the preservation of the existing transportation system	Goal 6
9. Improve the resiliency and reliability of the transportation system and reduce or mitigate stormwater impacts of surface transportation	Goal 4
10. Enhance travel and tourism	Goal 6

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

### **Objectives**

- G1 - O1 Encourage the coordination of land use and transportation planning to ensure that developments are adequately connected by the region's transportation system and appropriately located to preserve the quality of life in surrounding areas
- G1 - O2 Encourage transportation investments and policies that facilitate sustainable business growth and tourism growth in the region which are consistent with local and regional comprehensive plans
- G1 - O3 Encourage economically strong regional activity centers with a mix of job, housing, services, and recreation in an intermodal environment.
- G1 - O4 Encourage improvement of the freight transportation network to enhance the ability of local communities to access regional and national markets

## **GOAL 2: Increase the safety and security of the region's transportation system**

### **Objectives**

- G2 - O1 Strive to reduce transportation related crashes, injuries, and fatalities using current design standards, advanced technologies, and education
- G2 - O2 Collaborate with first responders, transportation, and health agencies as they develop emergency and disaster plans and other security related plans for the region
- G2 - O3 Encourage transportation investments and policies that result in a higher level of personal security for pedestrians, cyclists, motorists, and users of transit, including those waiting for transit

## **GOAL 3: Increase and maintain accessibility and mobility choices in the region**

### **Objectives**

- G3 - O1 Increase transit effectiveness so that people can reach destinations such as educational facilities, shopping, and entertainment and return home conveniently (e.g., increase transit frequency, direct routing, and flexible services)
- G3 – O2 Increase transit effectiveness so that people can reach job sites and return home conveniently, so that employers can hire workers to work when needed
- G3 – O3 Support a complete streets policy that promotes the use of alternative transportation modes including pedestrians, bicyclists, and transit users. Improvements could include new or improved sidewalks, bicycle routes or other accommodations, bus pullouts, and passenger amenities like shelters, benches, bike racks, and waste receptacles, etc. as part of future roadway construction/reconstruction and private development projects
- G3 – O4 Support local incentives to promote transit as a commuting option, and to encourage Transit-Supported Housing (TSH)
- G3 – O5 Encourage public transportation services – such as commuter services, park and ride lots, ridesharing, and carpooling programs – which help reduce the number of single occupancy vehicle trips within the region

## **GOAL 4: Protect, preserve, and enhance the social, historical, and natural environments of the region**

### **Objectives**

- G4 – O1 Pursue transportation projects and other transportation related technologies that result in positive benefits to improved air quality and energy efficiency
- G4 – O2 Encourage transportation investments that reduce greenhouse gases, and other emissions, and support the reduction of single occupancy vehicle trips
- G4 – O3 Ensure that transportation decisions in the region are made with full consideration of the requirements of Title VI and Environmental Justice provisions and the MRMPO Public Participation Plan
- G4 – O4 Encourage transportation investments that support sustainable development, enhance quality of life, and promote healthy communities

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

### **Objectives**

- G5 - O1 Encourage the use of Transportation Options (TO) principles to mitigate capacity deficiencies on congested roadways and at intersections
- G5 - O2 Promote the installation and use of Park & Ride facilities where appropriate, including multi-use parking lots and other small lots
- G5 – O3 Promote Traffic Calming Techniques. Traffic Calming refers to various design features and strategies intended to reduce vehicle traffic speeds and volumes on a particular roadway.
- G5 – O4 Consider the use of transportation technology in all projects to maximize effectiveness and safety
- G5 – O5 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

## **GOAL 6: Emphasize maintenance and preservation of the existing transportation system.**

### **Objectives**

- G6 – O1 Prioritize investment to preserve the existing transportation system including all modes
- G6 – O2 Encourage the efficient and safe movement of people, goods, and information with minimal adverse impacts on residents and the environment