

GUIDANCE DOCUMENT INTEGRATING LAND USE AND TRANSPORTATION

Using a Transportation and Growth Management (TGM) grant, the Rogue Valley MPO and the City of Central Point cooperated to develop a demonstration master plan for the city's future urban reserve area CP-2B, identified during the Regional Problem Solving process. That portion of the study concluded in August 2009. A statement of work guided the process that resulted in a single recommended scenario for the area. The following suggested Master Plan Development sequence is adapted from the demonstration project, but may be modified to reflect the unique circumstances of each growth area. Interspersed comments in boxes reflect lessons learned during the demonstration project.

This document also includes adopted Alternative Measures benchmarks and Regional Transportation Planning (RTP) Goals and Policies (attached as Appendix A). These regionally developed targets recommend methods that communities can employ to reduce reliance on single-occupant vehicles and encourage compact mixed-use, pedestrian, and transit-friendly neighborhoods. The urban reserve areas provide an excellent opportunity for innovative planning that supports compliance with the Alternative Measures and the Goals and Policies.

Master Plan Development Plan Sequence

1. Identify selection criteria and refine plan components for the Selected URA

The objective of this task is to document the selection criteria and further refine the plan components of the growth area. Items to be discussed must include:

- Anticipated significant transportation impacts associated with urbanization;
- Location relative to projected future transportation needs;
- Number of anticipated land uses expected to be accommodated;
- Significant land owners, who will be notified of the project and offered the opportunity to participate; and
- Review and discussion of criteria for selecting a preferred alternative.

Subtasks:

- A. Assemble and summarize existing information in Technical Memorandum 1, including RPS, ILUTP work performed by RVMPO and member jurisdictions since 1999 including the RVMPO TOD study, ILUTP audits, and the current Rogue Valley Metropolitan Planning Organization Regional Transportation Plan. Review comprehensive plan and land use regulations to identify policies and codes that relate to the integration of land use and transportation planning.
- B. Assemble mapping data and information, and compile a base map for the project area.
- C. Draft criteria to be used in evaluating alternative master plans for the URA in Technical Memorandum 2. Factors to be considered must include level-of-service and volume-to-capacity ratios, total vehicle miles traveled, trip length and

purpose, travel time and accessibility.

- D. Conduct Community Meeting #1 to introduce the project, present content from work plan and Technical Memoranda 1 and 2.

2. Establish and Coordinate an Advisory Committee

The objective of this task is to establish a technical review/citizen advisory committee to participate in and oversee development of all products.

Subtasks:

- A. Prepare a roster of committee membership. One (1) advisory committee shall be formed for Master Plan tasks. Membership will be drawn from the following: Rogue Valley Metropolitan Planning Organization (RVMPO), jurisdiction staff; Oregon Department of Transportation (ODOT); Department of Land Conservation and Development (DLCD); property owners; stakeholders; elected officials, and planning commissioners.
- B. Prepare a tentative schedule of meetings.

3. Community Interviews

The objective of this task is to obtain pertinent information from key stakeholders needed to determine community goals. Jurisdiction staff should work with advisory committee to identify up to six key stakeholders, determine questions and interview protocol, conduct interviews and prepare report.

Subtasks:

- A. Identify interview subjects and questions.
- B. Interview up to six key stakeholders and report responses in Technical Memorandum 3.

4. Develop RPS Zoning Scenario

The objective of this task is to describe, map and illustrate potential future land use and transportation conditions in the Urban Reserve Area, assuming development types (commercial, residential, etc.) and densities committed to in the RPS plan. The RPS plan sets density targets for new urban areas in each participating community. The zoning scenario will illustrate the RPS-identified dwelling units, employment and other uses to the extent they are identified in the RPS plan. The RPS scenario will serve as a point of comparison for development and assessment of potential future scenarios for URA master plans. ODOT modeling for RPS using LUSDR demonstrated that a large variation in land development patterns is possible given the rather general RPS planning proposals. This task will examine the range of possibilities as part of the process of deriving the base case. It is anticipated the LUSDR results will help with the identification of a probable base case.

Subtasks:

- A. Prepare a zoning scenario map of the Urban Reserve Area and surrounding city-county area, reflecting RPS commitments as described above. Illustrate at the master-plan level potential uses as designated in the RPS plan. The resulting zoning scenario will replicate patterns of the adjacent urban area as much as possible. The map must portray:
 - Land uses, including structures, roads, parks, etc.;
 - Potential Comprehensive Plan and zoning designations;
 - Road network, including functional classification;
 - Proposed roadway level of service, including volume to capacity (V/C) ratios as available;
 - Proposed pedestrian and bicycle facilities, including deficiencies for safe and convenient travel between destinations; and
 - Proposed transit system – routes and stops.
- B. Prepare Technical Memorandum 4 to accompany maps describing assumptions used to develop the zoning scenario and other conditions and characteristics relating to land use and the transportation system. Technical Memorandum #4 must include a description of the estimated future year (year 2034) conditions around the project area. Rely on existing plans and data for this task. No new data collection or analysis will be performed as part of this subtask.
- C. Conduct advisory committee meeting #1 to review RPS zoning scenario future year conditions (Technical Memorandum 4), and Technical Memorandum 2, evaluation criteria.
- D. Revise Technical Memorandum 2 based on comments from advisory committee meeting #1.
- E. Revise Technical Memorandum 4 based on comments from advisory committee meeting #1.

Advice

1. Keep the growth area population projection in context with the city's total population projections. While differences in land use categories and densities are likely, be careful to ensure that the projections for individual growth areas do not exceed the urban city's cumulative projection. In the mixed use nodes, however, densities need to remain high enough to support transit services.

5. Gather Local Input on Land Use and Transportation Scenarios

The objective of this task is to involve local planners and stakeholders and the public in a planning exercise to develop alternative land use scenarios for the growth area that are different from the RPS zoning scenario. The City should facilitate a process for developing alternative scenarios that integrates land use and transportation, and implements policies of the RTP for achieving Alternative Measures benchmarks and Oregon Highway Plan policies to protect investments in transportation facilities through land use and access management planning. There will be one planning design workshop.

Subtasks:

- A. Prepare a set of land use and transportation assumptions and performance parameters that will guide the public in a planning exercise developing a master plan integrating land use and transportation in the URA, achieving the RTP Alternative Measures benchmarks through 2020. Information from the most recent available benchmark analysis conducted by RVMPO will be incorporated in the set of land use and transportation assumptions and performance parameters provided to workshop participants on display boards and/or handouts. Assemble opportunities and constraints information about:
 - Land use (densities, design, issues of trip production and attraction balance, marketability);
 - Transportation (mode choice, mobility and accessibility, system capacity, financial constraints);
 - Economic development assumptions/policies; and
 - Environmental conditions.
- B. Format the information in a manner appropriate for communicating with public workshop participants. Examples of information formats are display boards and maps.
- C. Schedule, publicize, facilitate and provide a location for the workshop, and take workshop notes.
- D. Prepare Technical Memorandum 5 with maps describing workshop outcomes to be used in Task 6.

Advice

1. Be careful to allocate residential land in context with other growth areas. Some areas may be more accommodating of housing than others, but the overall growth projections of the city should be taken into account to avoid providing either too much or too little housing city-wide. Keep densities high enough to support transit service.
2. Provide ample time for each segment of the design workshop. Consider dividing the workshop into at least three separate activities to deal sequentially with land use, transportation, and building design. If the tasks are not divided, workgroups may concentrate on one issue to the neglect of the others. The workshop for the development of the URA CP-2B Master Plan Scenario lasted less than two hours. Adding a little time to the meeting and segmenting the issues might have permitted more detail in the resulting plans.

6. Create Alternative Scenarios

The objective of this task is to translate conceptual plans created by workshop participants in Task 5 into no more than four alternative land use and transportation master plan scenarios for analysis. Alternatives must reflect steps necessary to achieve the RTP goals and Alternative Measures benchmarks.

Subtasks:

- A. Review results of the work from the planning workshop.
- B. Develop draft Technical Memorandum 6 with maps (8 1/2 x 11 inches and 3 x 4 feet) of no more than four alternative land use and transportation scenarios for analysis for the planning area, emphasizing differing aspects of the local input from Task 5, and incorporating Alternative Measures to reduce Vehicle Miles Traveled (VMT). Scenarios must include as applicable: zoning for different kinds of uses, open space and public areas (parks, recreation, schools etc.) and transportation improvements including streets, walkways, and bicycle and transit facilities.
- C. Identify how the existing city and county standards for local street development may influence development.
- D. Submit draft Technical Memorandum 6 to workshop participants via email, requesting review and comment on recommendations about master plan scenarios. Comments received shall be reported in writing.
- E. Present Technical Memorandum 6 and comments from Subtask D above, at advisory committee meeting #2 and take meeting notes.
- F. Produce final Technical Memorandum 6 based on advisory committee review.

7. Analyze Study Area Land Use Scenarios

The objective of this task is to analyze performance of the transportation system for the scenarios developed for the URAs master plans. Because this task requires use of the RVMPO Travel Demand Model, subtasks should be closely coordinated with RVMPO staff.

Subtasks:

- A. Create a separate set of traffic analysis zone (TAZ) attributes for each scenario created in the previous task.
- B. Investigate, evaluate and apply mechanisms to portray effects of land use changes on pedestrian, bicycle and transit users.
- C. Create a set of assumptions for use in the RVMPO Travel Demand Model to reflect each integrated planning scenario.
- D. Update roadway network refinements for each scenario.
- E. Coordinate with RVMPO staff, who will collaborate with TPAU to analyze the performance of each scenario relative to the RTP goals and benchmarks and evaluation criteria in Technical Memorandum 2, using the RVMPO Travel Demand model.
- F. Coordinate with RVMPO to conduct a risk assessment to identify the risk factors that could affect whether scenarios might develop differently than envisioned, and potential actions to counter any resulting projected impacts. RVMPO will consult with TPUA as necessary.
- G. Report analysis process and results in Technical Memorandum 7 using the most appropriate formats (maps, tables, charts and text). TM 7 will compare measures for pedestrian, bicycle and transit modes among the different scenarios, model inputs for

each scenario, including TAZ allocations, roadway network refinements and other model assumptions and model results.

Advice

1. The Demonstration project used the RVMPO Travel Demand Model, which generated information about traffic entering and leaving the growth area, but it did not include detail about internal circulation. It also is limited to the timeframes of the 2009-2034 RTP, which means that the travel demand model used for the RTP extended only to 2034 rather than to 2050 as does the RPS process. The LUSDR (Land Use Scenario Developer) model produced by TPAU might provide more detail within the growth area, and does not have the time constraints of the RTP travel demand model.
2. Household sizes in each TAZ vary widely, especially in rural areas. Using the citywide persons-per-household projection provides a more realistic number for future growth.

8. Select Preferred Scenario

The objective of this task is to present Technical Memorandum 7 to the project advisory committee and to the public, and develop consensus on a preferred alternative for the URA.

Subtasks:

- A. Coordinate with RVMPO to prepare a presentation of the analytical results, explain performance differences among the scenarios, and show how each scenario performs relative to the project selection criteria.
- B. Conduct and provide notes from advisory committee meeting #3 to review Technical Memorandum 7 and deliberate on a preferred master plan scenario.
- C. Produce a written report of meeting findings/conclusions.

9. Prepare Policies, Land Use Regulations and Other Implementation Measures

The objective of this task is to prepare implementing measures to carry out the recommendations of URA plan. The plan policies and land use regulations will emphasize measures needed to achieve an integrated land use and transportation plan for the study area and carry out a multi-modal local street network consistent with the project objectives.

Subtask:

- A. Prepare draft specific “ready to adopt” language for comprehensive plan text and policies, and draft amendments to the city’s comprehensive plan and zoning ordinance to implement the study area plan, in a track-changes format so that existing and proposed language can be viewed.

10. Prepare Final Plans and Project Report

The objective of this task is to prepare a final report, compiling products from the previous tasks.

Subtasks:

- A. Compile all of the products from the study and prepare a final report.
- B. Present the final plan in a series of public workshops and public hearings before the Planning Commission and City Council.

COMPLIANCE WITH ALTERNATIVE MEASURES

On April 3, 2002, the Land Conservation and Development Commission approved seven Alternative Measures adopted by the RVMPO in place of the Vehicle Miles Traveled (VMT) reduction standard contained in the state Transportation Planning Rule (TPR). The Alternative Measures provide other methods to evaluate the extent to which development reduces reliance on the automobile as specified in OAR 660-012-0035(5). The measures and their benchmarks are listed on the following page, and must be implemented by each community if the region is to reach the established benchmarks. New development in the RPS urban reserve areas provides an ideal opportunity for efficiently and effectively integrating land use and transportation planning.

Several Alternative Measures relating to land use are closely linked with work of the RVMPO and member jurisdictions in developing and implementing integrated land use and transportation plans. In particular, Measures 5 and 6 establish benchmarks for the percentage of new dwelling units and employment growth that must occur within compact, mixed-use, pedestrian, and transit-friendly neighborhoods. By 2007, when progress was first measured, this form of development should have accounted for 9 percent of development in the RVMPO since 2000. All of the seven measures have interim benchmarks standards to gauge the region's progress in meeting the measures' intended outcomes.

Alternative Measure	How Measured	2000	2005	Measured 2007	Bench- mark 2010	Bench- mark 2015	Target 2020
Measure 1: Transit and bicycle/pedestrian mode share	The percent of total daily trips taken by transit and the combination of bicycle and walking (non-motorized) modes. Determined from best available data (e.g., model output and/or transportation survey data).	%daily trips transit: 1.0 bike/ped: 8.2	%daily trips transit: 1.2 bike/ped: 8.4	%daily trips transit: 0.9 bike/ped: 7.3	% daily trips transit: 1.6 bike/ped: 8.4	% daily trips transit: 2.2 bike/ped: 9.8	% daily trips transit: 3.0 bike/ped: 11
Measure 2: % Dwelling Units (DUs) w/in ¼ mile walk to 30-min. transit service	Determined through GIS mapping. Current estimates are that 12% of DUs are within ¼ mile walking distance of RVTD transit routes.	12%	20%	34%	30%	40%	50%
Measure 3: % Collectors and arterials w/ bicycle facilities	Determined through GIS mapping. Current estimates are that 21% of collectors and arterials in the MPO have provisions for bicyclists.	21%	28%	37%	37%	48%	60%
Measure 4: % Collectors and arterials in TOD areas w/ sidewalks	Determined through GIS mapping. Current estimates are that 46% of collectors and arterials in TOD areas have sidewalks.	47%	50%	55%	56%	64%	75%
Measure 5: % Mixed-use DUs in new development	Determined by tracking building permits - the ratio between new DUs in TODs and total new DUs in the region.	0%	9%	10%	26%	41%	49%
Measure 6: % Mixed-use employment in new development	Estimated from annual employment files from State – represents the ratio of new employment in TODs over total regional employment.	0%	9%	17%	23%	36%	44%
Measure 7: Alternative Transportation Funding	Funding committed to transit or bicycle/pedestrian/TOD projects. Amounts shown represent ½ of the MPO's estimated accumulation of discretionary funding (STP).	N/A	\$950,000	\$1.4 Million	\$2.5 Million	\$4.3 Million	\$6.4 Million

METHODS FOR MEASURING PERFORMANCE OF ALTERNATIVE MEASURES 5 AND 6

Background

In 2004, RVMPO refined methodology for measuring the region's consistency with Measures 5 and 6. Results of this work were included in the 2005-2030 Regional Transportation Plan and are described below. This methodology will help communities evaluate the extent to which proposed land use and transportation projects comply with the measures.

Introduction

The objective of this memo is to establish criteria and methodology to track development of TOD or mixed-use, pedestrian friendly areas in all cities in the RVMPO. This involves developing a system to identify which housing and employment growth contributes to meeting the benchmarks and targets of the Alternative Measures in the Regional Transportation Plan.

This evaluation is intended to: 1) Establish a method by which the RVMPO can track development for Alternative Measures 5 and 6; 2) Provide cities with an interim report on progress toward meeting the benchmark for both measures, and 3) Provide guidance for meeting Alternative Measures in the URA Master Plan process.

Standards for AM Benchmark Qualification

The LCDC order approving the Alternative Measures (Order 02—LCDC-026) requires that the RVMPO defines the kinds of dwelling units and employment that will count toward meeting the benchmarks and targets. The definition must recognize three principles:

- a) Development in some locations, such as in the downtowns, should count toward meeting targets, because development in these areas contributes to mixed-use, pedestrian-friendly centers;
- b) Development outside downtowns and central business districts should not count toward meeting the targets unless that development clearly is consistent with transit-oriented development and appropriate zoning and land development regulations necessary to implement the TODs have been adopted; and
- c) Some of the TOD areas, such as the Southeast Medford TOD, are quite large and include some areas where the planned development is unlikely to contribute to mixed-use, pedestrian-friendly development. Only development that clearly contributes to achieving mixed-use, pedestrian friendly development should be counted toward this target.

To qualify as an AM 5 (residential) development, dwelling units must be built to a density of at least 10 units per acre or the equivalent for smaller developments. This density is consistent with approved

planning documents in common use within the RVMPO, including the RVMPO's Transit Oriented Development Study (completed in 1999).

The RVMPO evaluation for AM will include development around *activity centers*. The concept of activity centers was described in Medford's TSP, and locations of these centers were identified and mapped. Although DLCD in June, 2004, remanded portions of the TSP for additional work (including work on steps needed to meet AM requirements), the department did accept the concept of activity centers as places that, like designated TOD sites, can foster the kind of compact, pedestrian-friendly development that meets AM requirements and contributes to the RVMPO's compliance with the TPR. Development in Urban Reserve Areas can be focused around activity centers to complement investments in the transportation system. Furthermore, as the RVMPO begins implementing Alternative Measures as a way to help reduce reliance on the automobile, this monitoring process is an opportunity to identify areas that could – with some changes to current development patterns – contribute to achieving the benchmarks. In the Medford TSP, these sites include parks, schools, and neighborhood commercial and employment centers, and number more than 60 (some are adjoining). By recognizing activity centers in all RVMPO cities, the evaluations of all cities can be consistent, and the region gains some flexibility in counting development outside of TODs toward meeting AM benchmarks. Activity center areas generally are within ¼-mile of the defined activity (school, employment center, etc.). In these areas, only development that is vertically or horizontally mixed use can qualify toward meeting benchmarks.

Methodology for Tracking Development

The evaluation is based on a GIS-based review of all construction in member cities – Ashland, Central Point, Eagle Point, Jacksonville, Medford, Phoenix and Talent. The time span covered was from the base year, January 2000, to December 2003. Residential development that exceeds the density standard of 10 units per acre was highlighted. The map review included identification of the downtown area for each city, TOD areas (if any) for each city, and activity centers in cases where the existence of a center would enable a development to qualify toward meeting the benchmarks. Potential activity centers in each city could be associated with parks, schools, and neighborhood commercial and employment centers.

Commercial development similarly was examined and described by use (commercial, office and industrial), floor space area and location. The number of jobs created was determined by formula (noted in the Medford TSP):

- Commercial use – dividing building square footage by 600 equals number of jobs;
- Office – dividing building square footage by 500 equals number of jobs; and
- Light industrial – dividing building square footage by 1000 equals number of jobs.

Appendix A

RTP Goals, Policies & Potential Actions

Introduction

The goals chapter of the RVMPO 2009-2034 Regional Transportation Plan provides the policy framework that guides development of the plan itself as well as subsequent decisions about system management, and project selection and development. The goals also provide a measuring stick to judge how well the plan reflects the values expressed by the community. [Because they are region-wide goals, they provide guidance to member jurisdictions for measuring how well their master plans comply with the regional policy framework.

The goals were developed as work began on the 2034 RTP. Guiding Principles developed for the 2030 RTP were evaluated against comments received during a project Open House and meetings of the RVMPO's committees. In general, there was a desire to streamline the goals, keep them pertinent to the metropolitan planning process and relay their meaning and significance. The result is a set of goals and policies that include descriptions of the kinds of projects or actions that could result.

Regulatory Framework

Rogue Valley metropolitan planning functions within a framework of federal and state laws. The region is required to have a plan that is consistent with the 2005 transportation act, the Safe Accountable Flexible Efficient Transportation Equity Act: A Legacy for Users. The RVMPO's 2030 RTP was brought into conformance with SAFETEA-LU in April 2007, and this update maintains that consistency. On the state side, under Oregon land use law and specifically the Transportation Planning Rule, metropolitan planning is required to aim for specific outcomes relating to conservation and efficiency. State Transportation Planning Rule requirements include:

- Provide and encourage a safe, convenient and economic transportation system;
- Encourage and support travel choice among a variety of mode options;
- Ensure that transportation planning is done in coordination with land use planning.

Additionally, the goals and policies are intended to support the state's transportation policies as expressed in the *Oregon Transportation Plan*, the state's long-range policy document.

Federal SAFETEA:LU Planning Factors

Metropolitan planning areas are required to carry out a *continuing, cooperative* and *comprehensive* transportation planning process that provides for consideration and implementation of projects, strategies and services to address the following factors:

- (1) Support the economic vitality especially by enabling global competitiveness, productivity and efficiency;
- (2) Increase the safety of the transportation system;
- (3) Increase the security of the transportation system;
- (4) Increase accessibility and mobility;

- (5) Protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and planned growth and economic development;
- (6) Enhance the integration and connectivity of the transportation system, across and between modes for people and freight;
- (7) Promote efficient system management and operation; and
- (8) Emphasize the preservation of the existing transportation system,

Purpose

The goals and policies of this RTP serve as a policy foundation not only for this plan, but other planning and project development carried out in the RVMPO planning area, including development of Master Plans for the urban reserve areas. They have been developed by the RVMPO's standing committees (Policy, Technical Advisory Committee and Public Advisory Council) to be consistent with local plans, especially state-required Transportation System Plans. Linkage to local planning is critical because of the significant, long-term impacts transportation decisions have on the region and the people who live and work here. Decisions about future transportation facilities will impact other development decisions.

Organization

This policy statement contains three elements: goals, policies and potential actions. The objective is to go beyond describing a desired outcome in general terms to describe some of the specific consequences – the potential actions – that may result from a particular policy position. Each element in detail:

Goals: These are broad statements about the region's desire for its future. Although a goal may not appear attainable, it is nonetheless useful as a description of an outcome the region is seeking to achieve.

Policies: These are statements describing some of the ways the region will seek to achieve its goals. Because transportation planning doesn't exist in isolation – land use decisions, for example, also are critical but not encompassed by this plan – policies listed here are not intended to represent the only actions that may be taken to achieve a goal.

Potential actions: These are examples of the kinds of decisions, projects and other outcomes that can be expected by pursuing a particular policy line. These descriptions are intended to provide plan users with additional guidance as to the kinds of outcomes the region desires.

Goals, Policies & Potential Actions

The goals and policies for the plan are listed below, along with the potential actions. The number of policies varies among the goals. Likewise the number of potential actions also varies. The number of policies or actions (or, in some cases the absence of potential actions) is not a reflection of the importance or significance of a particular goal. Boxes in the margin designate each goal to help readers locate and identify goals quickly. The boxes also reference the chapter(s) in which the goal is addressed in detail.

Goal 1

Plan for, develop and maintain a balanced multi-modal transportation system that will address existing and future needs.

Policies

- 1-1: Improve the equitable accessibility, efficiency and viability of the public-private transportation system for all users.
- 1-2: As transportation facilities are developed in urban areas, use landscaping and other amenities to encourage people to walk.
- 1-3: The RVMPO establishes Long-Term Potential (LTP) corridor areas where planning for future road connections beyond the planning horizon is probable.

Potential Action

- Projects are designed with space reserved for current and future multi-modal transportation infrastructure connections.

Goal 2

Optimize Safety and Security of the transportation system.

Policies

- 2-1: Work with other agencies to promote traffic safety education and awareness.
- 2-2: Inventory accident-prone areas and place a higher priority on investments that address safety related deficiencies in all modes.
- 2-3: Coordinate with emergency-response agencies to design and operate a transportation system that supports timely and safe emergency response.
- 2-4: Reduce vulnerability of the public, goods movement, and critical transportation infrastructure to crime, emergencies and natural hazards.

Potential Actions

- Local, state and regional providers work together to maintain coordinated regional emergency response plans.
- All modes of transportation are examined for security deficiencies. Recommendations for improvements are developed and implemented.

Goal 3

Use transportation investments to foster compact, livable communities. Develop a plan that builds on the character of the community, is sensitive to the environment and enhances quality of life

Policies

- 3-1: Recognize the connection between transportation efficiency and land use and densities.
- 3-2: Promote street and pathway connectivity, including off-road corridors, for non-motorized users.
- 3.3: Provide environmentally sensitive and healthy transportation options.
- 3.4: Minimize impacts to local communities.
- 3-5: Identify and avoid disproportionately high and adverse human health or environmental effects.

3-6: Consider potential environmental impacts and mitigation to maintain and restore affected environmental functions in consultation with federal state and local land use management, natural resources, wildlife, environmental protection, conservation and historic protection agencies.

Potential Actions

- Local plans support transit oriented development and similar measures that improve transportation system efficiency.
- Street networks are developed connecting new and existing neighborhoods.
- Special populations, especially low-income and minority communities, are identified and engaged in the planning process.
- As transportation projects are planned, funded and designed, federal, state and local land use management, natural resources, wildlife, environmental protection, conservation and historic protection agencies are consulted. Emphasis is put on mitigation actions with high potential to protect resources.

Goal 4

Develop a plan that can be funded and reflects responsible stewardship of public funds.

Policies

4-1: Develop innovative and sound funding policies to implement the Regional Transportation Plan. Ensure that costs of planned improvements are consistent with policies.

4-2: Prioritize investments to preserve the existing transportation system.

Potential Actions

- Public-private partnerships and other innovative approaches maximize resources.
- Funding mechanisms such as System Development Charges collect from new developments a proportionate share of facility improvement costs.
- Maintenance programs for transportation facilities are developed, funded, and implemented.

Goal 5

Maximize efficient use of transportation infrastructure for all users and modes.

Policies

5-1: Add or remove traffic signals and signal networks, including interstate access ramp signals, to improve system efficiency.

5-2: Optimize intersection design.

5-3: Manage street access to improve traffic flow.

Potential Actions

- Signals are coordinated and linked to a master control system to optimize system efficiency.
- Interstate ramp meters control the amount of traffic entering the freeway to maintain acceptable traffic volumes on the interstate.
- Geometric improvements and elimination of turn movements increase intersection capacity.

Goal 6

Use incentives and other strategies to reduce reliance on single-occupant vehicles.

Policies

- 6-1: Support Transportation Demand Management strategies.
- 6-2: Facilitate alternative parking strategies to encourage walking, bicycling, carpooling and transit.
- 6-3: Enhance Bicycle and Pedestrian Systems.
- 6-4: Support transit service.

Potential Actions

- Public education in the form of fairs, festivals, and other large-scale events.
- The Rogue Valley Transportation Management Association (RVTMA) works with local employers to reduce commuting.
- Governments model TDM strategies by allowing flexed work hours, subsidizing rideshares, telecommuting, and other methods of trip reduction.
- Low minimum and maximum parking space standards increase infill development.
- Existing spaces are designated for special use, such as car-pool spaces near entries.
- Existing parking spaces on roads are redesigned to bike lanes and transit stops.
- Design standards require parking at side or rear of buildings so pedestrians can access entrances.
 - Park-and-ride facilities are near transit routes.
- A regionally connected network of off-street bicycle/pedestrian facilities has minimal roadway crossings (Bear Creek Greenway).
- Create a non-motorized route classification system.
- Plan for, build and maintain shared roadways for use by all modes.
- Use land use codes to promote bicycle and pedestrian travel by requiring amenities such as bike racks, crosswalks, showers and lockers at worksites and retail centers.
- Provide continuous sidewalks in new development, discouraging construction of sidewalk segments.
- Improve pedestrian access to transit.
- Support funding to ensure viability of transit service.
- Ensure transit for disabled and elderly.
- Provide transit shelters and bike racks in appropriate locations.
- Review transit ridership and adjust routing accordingly; provide service within ¼ mile of all urban areas.
- Reduce transit headways and expand service hours and days.
- Establish bays on congested streets so that buses don't block traffic flow.

Goal 7

Provide an open, balanced, credible process for planning and developing the transportation system.

Policies

- 7-1: Coordinate existing and future land use and development with plans for the transportation system.
- 7-2: Conduct outreach consistent with the RVMPO Public Participation Plan to acquire public input in the planning process.
- 7-3: Coordinate local, state, and regional transportation planning through the RVMPO.
- 7-4: Decisions will be consistent with federal and state regulations, including the Oregon Highway Plan, the Transportation Planning Rule and the Clean Air Act.

Potential Actions

- Maintain a website with updated information about all regional planning.

- Support the RVMPO’s Technical Advisory Committee, Public Advisory Council, and the Policy Committee for deliberation of regional transportation planning issues.
- Participate in local and regional and national organizations to support RVMPO actions.
- Involve transportation providers in the planning process.

Goal 8

Encourage use of cost-effective emerging technologies to achieve regional transportation goals.

Policies

8-1: Implement a comprehensive Intelligent Transportation Systems (ITS) program.

8-2: Plan a transportation system for the future utilizing the latest technologies.

8-3: Undertake market studies and prepare strategies to deal with growth in the use of slow-moving vehicles such as electric carts and scooters as market conditions change.

Potential Actions

- Support projects that reduce diesel emissions in the public and private sector including new technology for truck emissions.
- New technologies such as non-fossil fuels, rail systems and road-design innovations can help the region achieve its transportation goals.

Goal 9

Use transportation investments to foster economic opportunities.

Policies

9-1: Accommodate travel demand to create a regional transportation system that supports the local economy.

9-2: Examine options for designated freight routes.

Potential Actions

- Balance the demand for freight routes with the demands for local circulation.