



City of Medford

Planning Department

Working with the community to shape a vibrant and exceptional city

MEMORANDUM

Subject Draft TSP Goals, Objectives, and Actions revisions

File no. CP-16-036

To Mayor and City Council

From Matt Brinkley AICP CFM, Planning Director

Date November 22, 2017

for 11/30/2017 Study Session

PRESENTATION OUTLINE

Introduction and Presentation – Matt Brinkley

Discussion and Direction - Mayor and City Council

REVISED GOALS & OBJECTIVES

The City Council was presented the draft goals, objectives, and action items in August. After collecting comments from the general public and City Council through two surveys, meetings and study sessions with members of City Council, staff revised the draft goals, objectives, and actions. Goals have been rewritten to provide greater clarity. The six proposed goals address the following areas:

1. **Public health and safety.** Three objectives and their associated actions were revised in some cases. The objectives address improving safety at intersections and on roads, meeting requirements of the Americans with Disabilities Act, and support for active transportation programs like Safe Routes to School.
2. **Connectivity, convenience, and efficiency.** The objectives and their associated actions were revised. They address improving connections between important destinations within the City and throughout the region; managing congestion; improving public transportation service; and measuring long term progress toward the goals and objectives of the TSP.
3. **Fiscal health & long term sustainability.** The objectives and their associated actions were revised and several objectives and actions were added to more effectively emphasize the need for a transportation system that can be managed in a fiscally responsible and strategic manner. Objectives direct the City to deliberately plan for future ROW needs through routine and systematic ROW acquisition program; deployment of new technologies and other strategies to reduce costs; working with other public entities and private-sector partners to leverage City investments and identify reliable funding sources.

4. **Economic development.** This goal emphasizes the opportunity to support local and regional commerce through transportation infrastructure investments. Objectives address transportation infrastructure that facilitates movement of goods and service and the need to protect this infrastructure from catastrophic natural disasters; transportation infrastructure that supports tourism; and transportation investments that support redevelopment efforts.
5. **Neighborhood livability.** This goal is primarily concerned with ensuring that transportation infrastructure supports quality of life within the City's residential neighborhoods and minimizes impacts for residents and businesses. Objectives address circumstances where mitigation and alternatives should be considered and continued support for development of multimodal mixed-use neighborhoods are considered.

The first of these two objectives directly addresses an issue that has been repeatedly raised by several City Councilors: how should the City address existing roads that are not, and perhaps cannot, be built-out to their assigned functional classification. Action 18-b states:

“Prior to upgrading a street classification in residential and mixed-use areas to a higher order classification, the City shall consider the impacts to neighborhood livability. Alternatives that allow existing neighborhoods to remain intact shall be considered. If reclassification is necessary, mitigation measures and/or street-design alternatives shall be considered.”

This action complements Action 4-b which directs the City to

“[...] Implement street design standards for existing facilities that allow for flexibility and application of alternative street designs where construction of facilities to the City's adopted design standard for new development would not be feasible economically and/or could reasonably be anticipated to cause undue impacts to existing adjacent development and neighborhoods.”

The intent of these provisions is to 1) discourage construction of transportation projects that may unduly affect established neighborhoods and physically and/or economically impact individual property owners and established land uses and 2) provide flexibility in the project development, design, and approval process that would better allow for creative solutions that mitigate impacts that are unavoidable and, hopefully, avoid those impacts altogether.

The second objective is nothing new to the TSP and is addressed in Policy 8-B. As is true for the current TSP, this objective is intended in part to meet Alternative Measures requirements of the Regional Transportation Plan.

6. **Environmental stewardship.** This goal primarily addresses Regional Transportation Plan Alternative Measures requirements for reducing Single Occupant Vehicle (SOV) trips and Vehicle Miles Traveled (VMT). This requirement was imposed on all jurisdictions within the Rogue Valley Metropolitan Planning Organization boundary due to its status as an Air Quality Non-Attainment area. Rather than demonstrate an actual reduction in vehicle miles traveled, members of the RVMPO are able to fulfill their obligations by demonstrating implementation of policies that act as proxies or substitutes for SOV trip and VMT reductions. These include development in mixed-use “activity centers” and provision of bicycle and pedestrian facilities addressed elsewhere in the Goals, Objectives, and Actions.

COUNCIL DIRECTION

Staff is seeking Council direction on the revised Goals, Objectives, and Actions and to incorporate these into the Transportation System Plan with any necessary changes.

EXHIBIT

- Revised Goals, Objectives, and Actions

Goal 1 – The transportation system shall protect public health and safety for users of all modes of transportation.

Objective 1: Whenever possible, replace, mitigate, or enhance transportation facilities and conditions where the safety of the travelling public is at risk.

Action Items:

1-a: Create and adopt a policy to reduce, and ultimately eliminate, traffic fatalities and serious injuries.

1-b: Continuously identify and install physical measures and improvements needed to eliminate safety hazards along high-crash corridors and at high-crash intersections, including a focus on improvements to protect more vulnerable users, such as children and those with disabilities.

1-c: Identify high-traffic bicycle routes for more frequent street sweeping to remove debris that puts bicyclist at risk of accidental crashes.

1-d: Design bike facilities that separate bicycle traffic from vehicular traffic on Major Arterials by providing off road, multiuse pathways or by diverting bicycle traffic onto parallel roads with adequate on road facilities.

1-e: Develop traffic-calming design standards and implementation program for reconstruction projects within existing residential neighborhoods and new roads within proposed residential neighborhoods.

Objective 2: Remove impediments to mobility for more vulnerable citizens including those with disabilities, children, and older adults.

Action Items:

2-a: Continue to ensure all new transportation facilities, and improvements comply with the Americans with Disabilities Act (ADA) of 1990.

2-b: Complete an ADA transition plan for the public right-of-way by 2022 and adhere the plan as necessary.

2-c: Coordinate with local hospitals, schools, social service providers and similar organizations to identify the transportation needs of the groups they serve.

2-d: Evaluate the safety of heavily used pedestrian crossings and implement best practices to increase safety whenever possible.

Objective 3: Promote active transportation as a means of improving public health.

Action Items:

3-a: Actively participate in the Safe Routes to School Program(s) and implement programs, as appropriate.

3-b: Participate in and promote active transportation programs and outreach like RVTD's Go by Bike Week, the Drive Less Challenge or similar programs.

3-c: Collaborate with health professionals to identify opportunities for improving public health through transportation planning.

3-d: Coordinate and implement a bicycle diversion program. (Such programs allow a person issued a bicycle citation to attend a bicycle safety class instead of appearing in court or paying a fine).

Goal 2 – The multi-modal transportation system shall provide convenient, efficient connections throughout the City and beyond its borders for users of all modes of transportation.

Objective 4: Improve connectivity, reduce congestion, and improve traffic operations whenever possible.

Actions

4-a: Work with private and public sector partners to complete the major street network as shown on the Functional Classification Map, prioritizing completion of the City's "Arterial Ring", major arterials, and regionally significant transportation projects like the South Stage Overcrossing/Extension.

4-b: Implement street design standards for all new development that provide facilities for all modes of transportation, including walking and bicycling, and that promote safe driving. Implement street design standards for existing facilities that allow for flexibility and application of alternative street designs where construction of facilities to the City's adopted design standard for new development would not be feasible economically and/or could reasonably be anticipated to cause undue impacts to existing adjacent development and neighborhoods.

4-c: Develop and implement a formal "roundabout first" policy by 2020.

4-d: Identify future opportunities to increase the number of direct north-south connections east of I-5 in order to reduce congestion along parallel routes and at intersections.

4-e: Implement wayfinding programs using conventional signage and emerging technologies to assist travelers in efficiently reaching destinations including downtown, historic districts, retail and dining destinations, multi-use paths and other recreational destinations; and ensure consistent signage with other City efforts. Identify signage needed to inform citizens about natural hazards and evacuation routes.

Objective 5: Improve access for people to walk and bike to public places especially schools, parks, employment centers, commercial areas, and other public facilities.

Actions:

5-a: Prepare and implement policies that require the development of off street improvements (such as urban trails, greenways, etc.) while considering a fee in-lieu as a condition of approval for development applications and land use actions in areas where these facilities are planned to serve as a connection.

5-b: Coordinate locally and regionally to develop trails, multi-use paths and other active transportation facilities that better connect the City's neighborhoods, schools, parks, and various activity centers.

5-c: Facilitate and provide for a high degree of pedestrian and bicycle connectivity to current and proposed major shared-use paths, such as the Bear Creek Greenway; this shall include

land acquisition and dedication from private and public land owners to implement trail connections where needed.

5-d: Identify gaps (e.g. missing bike lanes, sidewalks, etc.) along major corridors and systematically upgrade the roadways to correct deficiencies.

Objective 6: Connect vehicle, pedestrian, and bicycle networks with current and planned public transportation routes and improve public transportation service.

Actions:

6-a: Identify and prioritize sidewalk infill projects to and along transit routes within a quarter-mile radius of current and planned transit routes and/or stops.

6-b: Coordinate transportation facility design and development with RVTD.

6-c: Work with RVTD to provide locations for transit transfer centers outside of downtown Medford consistent with RVTD's long range plan.

6-d: Work with RVTD to assess the feasibility of developing park-and-ride facilities in strategic locations around the City.

6-e: Work with RVTD to improve public transportation connections between the airport and population centers, such as downtown and neighborhoods.

6-f: Participate in RVTD system planning efforts and amend the TSP as necessary in order to ensure consistency with that plan.

Objective 7: Maintain active roles in regional planning efforts for the continued development of the Rogue Valley's transportation system.

Actions:

7-a: Collaborate with other local jurisdictions and agencies, especially the Rogue Valley Metropolitan Planning Organization and Rogue Valley ACT, to ensure coordinated efforts on regional transportation projects.

Objective 8: Routinely monitor progress toward achieving Goals and Objectives.

Actions:

8-a: Expand measurement of trips made by walking, biking, and driving, and investigate and adopt emerging technologies that enable accurate, cost-effective assessment of various types of transportation activity and phenomena including traffic congestion, infrastructure conditions, etc.

Goal 3 – Transportation system investments shall be fiscally sound and economically sustainable over the long term.

Objective 9: Systematically and regularly acquire needed public right-of-way in order to implement the adopted Functional Classification Map.

Actions

9-a: Allocate funding resources through the biennial budgetary process to acquire properties needed to construct the street network as proposed by this TSP.

Objective 10: Deploy and promote new technologies that safely increase the efficiency of existing street facilities without unnecessary roadway expansion.

Actions

10-a: Continue to implement Intelligent Transportation Systems (ITS) to maximize capacity while identifying key corridors for ITS implementation.

10-b: Coordinate with RVTB to identify potential Transit Signal Priority corridors and implement Transit Signal Priority corridors when appropriate.

10-c: By 2023, develop policies that anticipate the impact of autonomous vehicles, neighborhood electric vehicles, and other similar emerging technologies on the transportation system.

Objective 11: Reduce costs of constructing transportation projects by 50% by 2020.

Actions

11-a: Review and adopt new policies and procedures as needed that ensure coordination of transportation project development and construction with other infrastructure improvements.

11-b: Unless otherwise indicated, construct roads to the appropriate cross section according to the adopted Functional Classification Map to avoid rebuilding streets or portions of the street multiple times.

11-c: Adopt policy and procedures to ensure that “lowest lifecycle costs” are always considered in the design of transportation facilities.

Objective 12: Partner with local jurisdictions, state and federal agencies, and private sector partners to maximize the City’s transportation investments whenever possible.

Actions

12-a: Work with ODOT, Jackson County, RVTB, and neighboring cities to improve roads and pedestrian and bicycle facilities along State and regional highways/roadways and major transit routes.

12-b: Partner with schools to identify impediments to walking to school and implement Safe Routes to School solutions.

12-c: Continue active membership in the Rogue Valley Metropolitan Planning Organization (RVMPO) and associated planning efforts, and routinely participate in updating the MPO Transportation Improvement Program (TIP) to ensure that the City transportation projects are eligible for discretionary and special funding.

12-d: Collaborate with private developers through public-private-partnerships to fund public transportation infrastructure that supports proposed development.

Objective 13: Support the development of stable and flexible transportation financing that provides adequate funding sources for Medford's transportation system while supporting the TSP's economic development goal.

Actions:

13-a: Collect transportation system development charges (SDC's), as defined by Oregon Revised Statutes and local ordinances, to mitigate impacts of new development on Medford's Transportation System.

13-b: Assess the effectiveness of current funding sources and identify new funding sources during preparation of biennial budgets including the use of tax increment financing and interjurisdictional agreements. Update policies and regulations to accommodate changes as needed.

Goal 4 – The transportation system shall support economic development and vitality within the City and throughout the Region.

Objective 14: Maintain and improve the efficiency of the movement of freight and goods by ground, rail, air, pipeline, and transmission infrastructure.

Actions:

14-a: Assess land use conflicts affecting freight service providers and develop best practices that prioritize safe, efficient, and reliable freight connections while reducing environmental and neighborhood impacts.

14-b: Review and consider revisions to the existing truck route designations within the City of Medford and implement street design standards that meet the weight and dimensional needs of trucks for streets that serve industrial and commercial areas and those designated as "truck routes."

14-d: Encourage the use of rail and air freight services throughout the Rogue Valley.

14-e: Actively support special State and Federal priority freight route designations for proposed/current Priority Freight Corridors (PFC).

Objective 15: Increase resilience of local freight and logistics network to natural disaster.

Actions:

15-a: Using the City's Hazard Mitigation Plan and other resources, assess local freight network for vulnerabilities to natural disaster, in particular a Cascadia Event, develop and implement a mitigation strategy by 2020.

Objective 16: Identify and improve transportation facilities that support the Region's tourism industry

Actions:

16-a: Support the efforts of the Rogue Valley International-Medford Airport and the airport's associated master plan.

Objective 17: Support initiatives to redevelop Downtown, Liberty Park, and other existing neighborhoods through transportation infrastructure investments.

Actions:

17-a: Evaluate the feasibility of expanding the Downtown Parking District.

17-b: Implement transportation infrastructure improvement projects recommended by the Downtown, Liberty Park, and other neighborhood plans. Amend the TSP as necessary to ensure consistency between neighborhood plans and the TSP.

Goal 5 – The transportation system shall enhance the livability of the City’s neighborhoods.

Objective 18: Avoid disruption of existing neighborhoods and nonresidential districts, and minimize impacts to individual properties whenever possible when improving streets to current City design standards.

Actions:

18-a: Limit Major Arterial streets to a total cross-section width of no more than five travel lanes, except at intersections. Accommodate travel demand that would otherwise require a width of more than five lanes through increased system connectivity, transit service, use of transportation demand management (TDM) strategies, and other alternative modes of transportation.

18-b: Prior to upgrading a street classification in residential and mixed-use areas to a higher order classification, the City shall consider the impacts to neighborhood livability. Alternatives that allow existing neighborhoods to remain intact shall be considered. If reclassification is necessary, mitigation measures and/or street-design alternatives shall be considered.

18-c: Incorporate context-sensitive street and streetscape design techniques in order to balance the needed street function for all users and modes with the needs of the surrounding built environment.

18-d: Implement transportation demand management strategies, when appropriate, to mitigate congestion prior to roadway expansion.

Objective 19: Increase the number of walkable, bikeable, mixed-use, transit oriented and supportive neighborhoods while promoting connectivity to the existing neighborhoods.

Actions:

19-a: Complete West Main Transit Oriented Development (TOD) plan and begin developing TOD plans for established TOD districts including downtown and North Medford.

19-b: Review the maximum and minimum block length perimeter standards to ensure direct street routes and connectivity and reduce travel distances to all users.

19-c: Develop standards and incentives to promote mixed-use and transit oriented development.

19-d: Develop at least one neighborhood-scaled, pedestrian, and/or bicycle mode specific plan(s) every biennium, including implementation recommendations, for neighborhoods throughout the City.

19-e: Identify Medford's multimodal mixed-use areas (MMAs) and prioritize pedestrian, bicycle, and transit investments within targeted employment and residential areas that foster mixed-use development. Develop and implement incentives to increase the number of dwelling units within a quarter-mile of transit routes.

19-f: Ensure implementation of the Southeast Medford Area Plan with regard to greenways, land use, paths, trails, roadways, and other transportation related facilities.

Goal 6 – The transportation system shall promote environmental stewardship.

Objective 20: Reduce environmental impacts of the transportation infrastructure.

Actions:

20-a: Create alternative transportation facility design standards that reduce impervious surfaces and favor management of stormwater runoff using Low Impact Development (LID) techniques.

20-b: Determine the feasibility of incorporating renewable energy technologies into publicly owned transportation facilities to offset cost and impacts.

20-c: Develop monitoring criteria for existing oil/water separators in City parking lots and facilities and assess performance annually.

20-d: Incorporate riparian and stream restoration into multi-use path and trail development projects as opportunities present themselves.

Objective 21: Adopt policies designed to reduce Vehicle Miles Traveled (VMT), reliance on Single-Occupant Vehicle (SOV) trips, and roadway congestion throughout the City of Medford.

Actions:

21-a: Develop parking strategies that aim to reduce SOV and VMT to mixed-use neighborhoods, downtown and other major travel destinations.

21-b: Assess off-street parking standards and modify requirements to discourage Single Occupant Vehicle trips and Vehicle Miles Traveled within Activity Centers (as identified in Alternatives Measures of the Regional Transportation Plan) and other multimodal mixed-use areas.

21-c: Partner with employers and others to implement travel demand management strategies that encourage modes of travelling to work other than SOV trips, including carpooling; employer-supported public transportation passes; incentives for bicycle and pedestrian commuting; telecommuting and other alternatives.

21-d: Identify, in conjunction with RVTD, areas where transit route expansion could be added to alleviate congestion, SOV, and VMT.

21-e: Develop and implement incentives for large employment and residential developments to implement alternative transportation programs that reduce SOV trips.

Objective 22: Reduce emissions of atmospheric pollutants including greenhouse gas emissions and particulate matter while complying with State and Federal law.

Actions:

22-a: Analyze the feasibility of converting publicly owned vehicles to those using renewable, low emitting, and/or non-emitting technologies.

22-b: Establish incentives for developer-provided neighborhood Electric Vehicle charging stations.

22-c: Continue to develop tree canopy along higher-order streets.