

Goal 1 - Plan, manage and invest comprehensively and strategically

Provide a transportation system that serves a range of transportation modes while enhancing the City's public health and safety, economic vitality, and community livability.

Objective 1: Provide a street network that is safe, convenient, and attractive for all users traveling by foot, bicycle, transit or automobile.

Action Items:

1-a: Ensure the City's Level of Service (LOS) “__” standards are maintained along arterial and collector roadways during peak travel periods; signal timing and other best practices that minimize lane expansions should be pursued prior to roadway expansion.

1-b: Create and adopt a “complete streets” policy within five years of the Transportation System Plan (TSP) adoption.

1-c: Develop street design standards for all new development and redevelopment projects that utilize design features that encourage appropriate vehicle speed, prioritizing human scale.

1-d: Craft street design standards that allow for flexibility and incorporation of alternative street design concepts, where appropriate.

1-e: Determine roads in Medford's transportation system to implement road and/or lane diets in order to increase safety and comfort for all of the system's users with a focus on arterial and collector roadways such as Columbus Ave., Central Ave., Riverside Ave., Main St. and 8th St.

1-f: Amend the Medford Land Development Code (MLDC) to implement design standards that foster a safe and enjoyable streetscape. This may include standards encouraging: street-facing building entrances, shade trees or integrated public art.

1-g: Expand wayfinding (signage), for all modes; specifically destinations including downtown, historic districts, wineries, microbreweries, greenways and other recreation destinations; ensure consistent signage with other City efforts.

1-h: [Identify key street connections \(that currently are vacant or developed\) and systematically allocate funding resources to acquire these properties over time in order to provide needed connections to the street network.](#)

Objective 2: Improve access for people to walk and bike to public places especially schools, parks, employment centers, commercial areas, and other public facilities.

Action Items:

2-a: Create and adopt a City-wide pedestrian and bicycle facility plan, which may include Level of Traffic Stress (LTS) standards, identification of major corridors (including greenways and urban trails), and policies to implement bicycle and pedestrian projects within two years of TSP adoption. Review and update these plans, as needed, at a minimum every five years.

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

2-c: Coordinate locally and regionally to develop trails, greenways, and other non-motorized transportation facilities that better connect the City's neighborhoods, schools, parks, and various activity centers.

2-d: 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, when appropriate.

2-e: Identify gaps (e.g. missing bike lanes, sidewalks, etc.) to implementing “complete streets” along roadways and consider roadway improvements to complete the roadways.

2-f: Design bike transportation routes that separate bicycle traffic from large volumes of fast-moving vehicle traffic.

Objective 3: Increase the number of walkable, bikeable, mixed-use, transit oriented, and supportive neighborhoods while promoting connectivity to the existing neighborhoods.

Action Items:

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

3-b: Develop standards and incentives to promote mixed-use and transit oriented development during the design phase of development.

3-c: Develop at least one neighborhood-scaled, pedestrian, and/or bicycle mode specific plan(s)/per year, including implementation recommendations, for neighborhoods throughout the City.

3-d: Identify Medford’s mixed-use activity centers and prioritize pedestrian, bicycle, and transit investments within and to targeted employment and residential areas that foster mixed-use development.

3-e: Define “major trip generator” for employment and residential sites and then develop trip reduction standards and programs to more effectively reduce single-vehicle occupancy trips for “major trip generators.”

3-f: Lead by example and coordinate with local partners to facilitate a mixed-use, public-private partnership along a high capacity transit route.

3-g: Incorporate lower order streets (below Collector) into the bicycle route system in which bicycles share the facility with motorized traffic incorporating design principles of “bicycle boulevards.”

3-h: Incentivize and encourage the increase in the number of dwelling units within a quarter-mile of transit routes.

3-i: Ensure implementation of the Southeast Medford Area [Plan](#) with regard to greenways, land use, paths, trails, roadways, and other transportation related facilities.

Objective 4: Remove impediments to mobility for more vulnerable citizens including those with challenged physical abilities, children, and older adults.

Action Items:

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

4-b: Incorporate necessary policies and procedures from any future ADA transition plans.

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

4-d: Evaluate the safety of heavily used pedestrian crossings and implement best practices to increase safety, where appropriate.

Objective 5: Reduce environmental impacts of the built transportation system.

Action Items:

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

5-b: Incentivize utilization of stormwater management techniques near large impervious surfaces (i.e. parking lots, roadways, large buildings) that favor pervious services such as bioswales, greenroofs, or rain gardens.

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

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

5-e: Design and maintain bicycle and pedestrian paths along streams and riparian corridors to protect and restore natural vegetation.

5-d: Incorporate *Watchable Wildlife* values and activities along bicycle and pedestrian routes where appropriate.

Objective 6: Reduce emissions of atmospheric pollutants including greenhouse gas emissions and particulate matter while complying with State and Federal law.

Action Items:

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

6-b: Create and implement programs to encourage and reward use of public and active transportation.

6-c: Collaborate with Rogue Valley Transit District (RVTD) to improve transit service and amenities that encourage transit use while making the users experience convenient and comfortable.

Objective 7: Promote active transportation as a means of improving public health.

Action Items:

7-a: Coordinate with Local, State and Federal agencies, local schools, and organizations to develop and implement active transportation education, plans, and programs such as the Regional Active Transportation Plan.

7-b: Actively participate in the Safe Routes to School Program(s), led by Jackson County, and implement programs, as appropriate.

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

7-d: Improve wayfinding to destinations like neighborhoods, parks, government services, commercial, and recreational centers to facilitate use of urban trails and pedestrian and bicycle facilities.

7-e: Incorporate a bicycle and pedestrian map into wayfinding efforts that displays local routes, paths, trails and bike lanes for use by the general public.

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

7-g: Coordinate and implement a bicycle diversion program.

Goal 2 – Make cost-effective investments

Maintain, manage and enhance the existing multimodal transportation system through sound, efficient, adaptable and innovative investments that balance existing and future needs.

Objective 8: Connect automobile, pedestrian, and bicycle networks with current and planned public transportation routes.

Action Items:

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

8-b: Coordinate transportation facility design and development with RVTD; which may include defining and designing the standards for a minor, major, and transfer center transit stop.

8-c: Identify, in conjunction with RVTD, locations for transit transfer centers outside of downtown Medford.

8-d: Work with RVTD to assess the feasibility of developing park-and-ride facilities throughout the City in conjunction with travel to parking management destinations.

8-e: Improve transportation connections between the airport and population centers, such as downtown and neighborhoods.

[8-f: Facilitate improved transit and ride-share options to the airport to benefit business and leisure travel.](#)

Objective 9: Preserve and enhance the livability of existing neighborhoods.

Action Items:

9-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.

9-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 would preserve the livability of the affected areas shall be considered and if reclassification processed, mitigation measures shall be used.

9-c: Incorporate context-sensitive street and streetscape design techniques in order to balance the needed street function for all users with the adjacent land uses.

9-d: Evaluate the supply of off-street parking facilities and require appropriate supply and design of off-street parking to promote economic vitality, neighborhood livability, efficient use of urban space, reduced reliance on single occupancy vehicle trips and to make certain areas, such as Transit Oriented Districts, more pedestrian friendly.

9-e: Develop and adopt conceptual Neighborhood Circulation Plans as stand-alone plans or as part of neighborhood area plans to be implemented as development of these areas occurs.

Objective 10: Replace, mitigate, or enhance transportation facilities and conditions where the safety of the travelling public is at risk.

Action Items:

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

10-b: Identify physical improvements needed to eliminate safety hazards along high-crash corridors, including a focus on improvements to protect more vulnerable users, such as pedestrians and bicyclist.

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

10-d: Develop and promote design standards for roundabout and mini-roundabout utilization while considering roundabouts instead of traffic signals when appropriate then identify appropriate locations for deployment.

10-e: Create and adopt a City-wide transportation facility safety plan within five years of TSP adoption.

Objective 11: Encourage the reduction in Vehicle Miles Traveled (VMT), the use of Single-Occupant Vehicles (SOV) throughout, and roadway congestion throughout the City of Medford.

Action Items:

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

11-b: Assess off-street parking standards to modify off-street parking requirements that could be used to implement alternatives that discourage auto trips less than three miles with adequate pedestrian, bicycle, and transit options, focusing Downtown and within established TODs.

11-c: Implement travel demand management strategies and City sponsored, incentive based programs that encourage major trip generators to use means of traveling to destinations other than SOV trips; including carpooling; subsidized public transportation passes; rewards for bicycle and pedestrian trips, incentive programs, carsharing, bikesharing, teleworking and other viable options.

11-d: Evaluate the feasibility of expanding the Downtown Parking District and then implement policies, as appropriate, that aim to reduce SOV trips and total VMT within Downtown Medford.

11-e: Manage traffic control systems to improve pedestrian, bicycle and transit movement along strategic transportation corridors.

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

Objective 12: Deploy and promote new technologies that safely increase the efficiency of existing facilities without unnecessary expansion.

Action Items:

- 12-a:** Study and implement best practices and technologies that effectively manage congestion while considering the true cost of automobile use.
- 12-b:** Prepare for the role autonomous vehicles and other technologies could play in Medford's Transportation System.
- 12-c:** Identify and implement new technologies and systems that effectively reduce environmental impact and/or roadway congestion and that may also minimize transportation infrastructure cost and footprint.
- 12-d:** Utilize Intelligent Transportation Systems (ITS) to maximize capacity while identifying key corridors for ITS implementation.
- 12-e:** Coordinate with RVTD to identify potential Transit Signal Priority corridors and implement Transit Signal Priority corridors when appropriate.
- 12-f:** Implement transportation demand management strategies, when appropriate, to mitigate congestion prior to roadway expansion.

Objective 13: Support the development of stable and flexible transportation financing systems and incentives that provide adequate funding sources for Medford's transportation system.

Action Items:

- 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:** Evaluate implementation of steady sources of income, such as a taxes and fees on transportation services/resources.
- 13-c:** Incorporate regular grant writing for transportation projects into the City's operations and staff roles.
- 13-d:** Assess the effectiveness of current funding streams and update as appropriate.
- 13-e:** Research, develop and implement financial incentives and land use rules, at the City's discretion, that encourage mixed-use and multi-modal development, alternatively provided disincentives to discourage "urban sprawl".
- 13-f:** Evaluate implementation of mechanisms to collect funds that support the development of bicycle, pedestrian, and transit facilities/operations such as tax improvement districts or trust funds.
- 13-g:** Seek Federal funding for capital improvements through participating in the Metropolitan Planning Organization (MPO) or other designated distribution process as provided in Federal transportation legislation.
- 13-h:** Utilize the sale of bonds as a means to finance capital improvements to the transportation system. Select such projects through authorization by City Council or vote of the citizens of the City.
- 13-i:** Develop policies that require property owners or developers to contribute a fair and proportional share to the construction cost of roundabouts and mini-roundabouts.

Objective 14: Prioritize project selection based on safety improvements and their cost-effectiveness.

Action Items:

14-a: Utilize the projects and needs identified in the Medford's TSP as the basis for selecting and prioritizing transportation improvement projects in the Capital Improvement Program and into regional and state transportation improvement programs, consistent with the adopted goals and policies of the Medford Comprehensive Plan.

14-b: Give funding priority to projects in the following order:

14-b.1: Select projects that increase safety within the transportation system.

14-b.2: Select projects that seek to increase connectivity of all transportation modes.

14-b.3: Select projects that seek to complete the bicycle and pedestrian network on the existing transportation system.

14-b.4: Select projects that make more efficient use of existing infrastructure over infrastructure expansion.

14-b.5: Select projects that support and improve transit service and operations.

[14-b.6: Select projects that promote resiliency and consider the impacts on neighborhood streets in the event of a natural or manmade disaster.](#)

Goal 3 – Support a complete multimodal transportation system

Enhance the connectivity throughout Medford and coordinate regionally with both the private and public sector to strengthen the Rogue Valley's transportation system.

Objective 15: Ensure that all new development contributes to a built environment that is safe for pedestrians and encourages walking to the greatest extent possible while connecting to the existing transportation system.

Action Items:

15-a: Amend the Land Development Code to require bike lanes, paths, and routes to connect new development with nearby neighborhood activity centers and major destinations.

15-b: Review the maximum and minimum block length perimeter standards for providing access for vulnerable populations and consider modifications.

15-c: Incorporate aesthetics and landscaping into the transportation system that encourage walking and preserve neighborhood livability.

Objective 16: Maintain and improve the efficiency of the movement of freight and goods by ground, rail, air, pipeline, and transmission infrastructure.

Action Items:

- 16-a:** Assess local freight network for vulnerabilities to natural disaster, in particular a Cascadia Event, develop and implement a mitigation strategy by 20__.
- 16-b:** Coordinate with State and Federal agencies to increase Medford's resiliency to natural disasters, particularly the movement of freight, materials, and resources.
- 16-c:** Support the efforts of the Rogue Valley International-Medford Airport and the airport's associated master plan.
- 16-d:** 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.
- 16-e:** Encourage the use of energy efficient and clean delivery vehicles.
- 16-f:** Review and consider revisions to the existing truck route designations within the City of Medford.
- 16-g:** Utilize 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."
- 16-h:** Encourage the use of rail and air freight services throughout the Rogue Valley.

Objective 17: Maintain active roles in regional planning efforts for the continued development of the Rogue Valley's transportation system.

Action Items:

- 17-a:** Utilize the Medford Transportation System Plan and other adopted transportation plans as the legal basis and policy foundation for decisions involving transportation issues. Update the Comprehensive Plan, Land Development Code, Zoning Map, and other applicable City documents and policies when appropriate.
- 17-b:** Utilize the Street Classification Map of the Medford Transportation System Plan to identify land for public rights-of-way and to give advance notice to property owners and citizens regarding future expansions of the street system.
- 17-c:** Work with ODOT, Jackson County, RVT, and neighboring cities to improve pedestrians and bicycle facilities along State and regional highways/roadways and major transit routes, where appropriate.
- 17-d:** Partner with schools to identify impediments to walking to school and implement Safe Routes to School solutions.
- 17-e:** Continue active membership in the Rogue Valley Metropolitan Planning Organization (RVMPO) and associated planning efforts.
- 17-f:** Adopt the Regional Transportation Plan (RTP) and incorporate policies and measures relevant to the City of Medford or that are required for compliance with Federal or State law.
- 17-g:** Work cooperatively to ensure coordinated efforts on regional transportation projects.
- 17-h:** Support the efforts of RVT to improve and/or expand transit service.
- 17-i:** Encourage efforts to make high capacity transit service available to the Rogue Valley.