

ROGUE VALLEY ACTIVE TRANSPORTATION PLAN

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To	Mike Kuntz, Jackson County Jenna Marmon, ODOT
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Project	Rogue Valley Active Transportation Plan
Subject	Final Vision, Goals and Objectives

The vision, goals, and objectives identified for active transportation in the Rogue Valley build on the goals and priorities of the region and the jurisdictions within it. This document presents the vision along with the goals and objectives for the Rogue Valley Active Transportation Plan (RVATP). These were developed to reflect input from the Technical Advisory Committee (TAC), Community Advisory Committee (CAC), and Project Management Team (PMT). The vision, goals and objectives reflect additional public input from the online survey (open during October and November).

The **Vision** is intended to clearly communicate an overarching direction and long-term vision for walking, biking, or using other active means of transportation (e.g. skateboarding, accessing transit) in the Rogue Valley.

The **Goals** provide further high-level guidance on how to reach the vision and make connections to other regional priorities.

Under each goal is a set of **Objectives** that establish the path towards achieving the goals. The objectives form the basis for developing metrics to use during the development of the plan and following its adoption.

Objectives will be used as follows:

- To guide the team in route selection for the Regional Active Transportation Networks
- To develop prioritization criteria to help determine the top regional priorities
- To select performance measures that can be used to evaluate progress towards the plan vision over time

Vision

Three vision statement options were presented to the TAC, CAC, and PMT in an effort to solicit input on a preferred vision statement representative of the regions vision for active transportation. Public input was also received on the vision statement options during the in-person open house #1, hosted in collaboration with the Rogue Valley Transit District (RVTD) 2040 Transit Master Plan in January 2019. Thirteen responses were collected on the vision survey. Each response provided the opportunity for individuals to leave a comment on why they chose their preferred vision statement.

Base on the results, option 1 was selected as the preferred vision statement and has been amended to incorporate comments on preferred components of vision statement option 2 and 3. The vision statement for the Rogue Valley Active Transportation Plan is presented below:

“The Rogue Valley’s active transportation network of streets, trails, and multi-use paths is comfortable, convenient, and attractive for walking and biking, connecting communities and people around the region. Coupled with transit, all users, regardless of age, ability, need, or interest, can safely access destinations, employment, and schools via these networks.”

Goals and Objectives

Each of the five goals represents ideas and priorities articulated through existing regional and jurisdiction plans and by members of the TAC and CAC. The goals and objectives also incorporate feedback and additional input from members of the public. The listed order of the goals reflects the order of priority based on public input (in the October/November survey). However, many survey respondents emphasized that each of the goals was important and none was a “low” priority.

Goal 1. Safe and Secure: Create a system that is safe and comfortable for people walking and biking, and where people feel secure using the streets and trails.

- 1.1.Reduce/eliminate fatal and serious injury crashes involving people walking and biking.
- 1.2.Design streets and trails to ensure safety and security.
- 1.3.Incorporate pedestrian-scale lighting along the Bear Creek Greenway and other key active transportation routes in urban areas.
- 1.4.Develop networks that maximize separation of people walking and biking from vehicle traffic.
- 1.5.Create safe and secure walking and biking routes to schools to increase student health

Goal 2. Connected and Accessible: Provide Rogue Valley residents and visitors with reasonably direct, continuous connections between key destinations, so people are able to access their jobs and daily needs by walking, transit, and biking, by choice or necessity.

- 2.1.Fill gaps in the regional pedestrian system (sidewalks, trails, and shoulders in rural areas), prioritizing locations near bus stops.
- 2.2.Fill gaps in the regional bicycle system of bikeways, trails, and shoulders to create low-stress routes to key destinations.

- 2.3. Increase the portion of Rogue Valley residents living near a completed, low-stress areas of the regional walking and biking networks.
- 2.4. Provide reasonably direct walking and biking routes between destinations, jobs, and neighborhoods.
- 2.5. Recognizing the benefits for all road users, improve and maintain access for people with disabilities on facilities around the region.

Goal 3. Attractive and Appealing: Create an atmosphere and system where it is comfortable and enjoyable to walk and bike for people of all ages and abilities, including for commuting, other errands and purposes, and recreation.

- 3.1. Develop safe routes to schools to increase the portion of students walking and biking to school.
- 3.2. Develop high quality on-street sidewalks and bike facilities with street trees, lighting, and separation from motor vehicles.
- 3.3. Develop welcoming trails with convenient access, ample sightlines, and inviting scenery.
- 3.4. Encourage walking and biking to increase use of key routes.

Goal 4. Community Vitality: Invest in infrastructure to support the local and regional economy, encourage vibrant streets that foster economic health, leverage our region's natural assets, and ensure that our communities thrive now and in the future.

- 4.1. Create routes that connect people to the regions' parks, natural areas, and scenic attractions.
- 4.2. Provide walking and biking connections to major areas of employment and schools to provide commuting options by foot and bike.
- 4.3. Encourage and promote walking and biking in urban areas to support street-level activity and local businesses.
- 4.4. Ensure sufficient funding and resources to perform regular maintenance on new and existing investments.
- 4.5. Promote the development of walkable and bikeable communities to enable active modes of transportation for short distance trips.

Goal 5. Regional Collaboration: Collaborate at all levels of government to implement and maintain active transportation facilities to maximize the transportation system for all types of users.

- 5.1. Jointly pursue opportunities to fund and construct priority links in the regional active transportation systems.
- 5.2. Identify projects that enhance walking and biking connections between communities of the Rogue Valley, particularly on routes with high demand.
- 5.3. Package active transportation improvements with other roadway or transit planning and investments.
- 5.4. Maximize Valley assets to encourage recreational tourism and economic prosperity.
- 5.5. Develop new connections to areas of the region not currently well-served by walking and biking.