



## TECHNICAL MEMORANDUM #2

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 Subject: Goals, Objectives, and Evaluation Criteria

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### PURPOSE AND INTRODUCTION

This memorandum presents the goals, objectives and evaluation criteria that will be used to guide development of the Stayton Transportation System Plan (TSP) update. The goals and objectives will help guide the TSP update to ensure key issues are addressed within this process. The evaluation criteria will be used to set policies and identify “preferred alternatives,” which will comprise the list of recommended projects and associated policy, code amendments, and funding actions in the TSP.

#### IN THIS MEMO

- ▶ Proposed Goals and Objectives
- ▶ Proposed Evaluation Criteria

This document is organized as follows:

- ▶ Background: This section describes the changes in Stayton following adoption of the 2004 Transportation Master Plan.

- ▶ Existing Goals: The current adopted transportation goals from Stayton Comprehensive Plan Chapter 4. Transportation.
- ▶ Proposed Goals & Objectives: The desired project goals address transportation deficiencies and needs that support the city's vision for the next 20 years. The project goals were developed based on an evaluation of the existing goals (2004 Transportation Master Plan and Comprehensive Plan Chapter 4) and the project objectives discussed with City Staff.
- ▶ Evaluation Criteria: The proposed evaluation criteria can be for the TSP update process to measure and respond to the project objectives and ultimately to the city's overarching transportation goals.

## BACKGROUND

The current TSP was adopted by the City Council in 2004. It was produced during a time of substantial growth that was assumed to continue; growth has been slower than what was projected at plan adoption. For this and other related reasons, there are plan recommendations that no longer seem necessary or feasible within a 20-year planning horizon and these need to be reevaluated and updated. Also, there are recommendations in the adopted plan to improve streets that are county-maintained streets that Marion County no longer supports. In addition, the City updated its comprehensive plan in 2013. The assumptions for development patterns included within the 2004 TSP are not compliant with the City of Stayton Comprehensive Plan Map.

## EXISTING GOALS

The current Stayton Comprehensive Plan was last updated in 2013. Chapter 4 of the Comprehensive Plan includes 10 transportation goals, each with associated policies and action items. The 10 adopted TSP goals (Section 3.0) are all represented in the Comprehensive Plan, with some slightly different wording. Most TSP policies are also included in Chapter 4, but these have often been reworded and some live as action items in the Comprehensive Plan. In addition, the Comprehensive Plan includes a policy and three action items associated with the outcomes of the 2006 Sublimity Interchange Area Management Plan (IAMP). The following are the adopted Comprehensive Plan transportation goals with the corresponding goal number and title from the TSP.

- The mobility of Stayton residents and businesses will be maximized by access to a multi-modal transportation system. **TSP Goal 1 – Mobility**
- The city will create and maintain a multi-modal transportation system with the greatest efficiency of movement possible for Stayton residents and businesses in terms of travel time, travel distance, and efficient management of the transportation system. **TSP Goal 2 – Efficiency**
- The city will maintain and improve transportation safety. **TSP Goal 3 – Safety**

- The costs of development of the city's transportation infrastructure and services will be equitably distributed. **TSP Goal 4 – Equity**
- Environmental impacts associated with traffic and transportation system development will be limited and mitigated. **TSP Goal 5 – Environmental**
- Use of alternative modes of transportation will be increased. **TSP Goal 6 – Alternative Modes of Transportation**
- Transportation improvements will be coordinated with all effected levels of government. **TSP Goal 7 – Multi-jurisdiction Coordination**
- The transportation system will be planned and maintained, including street design and access standards, based on functional classification. **TSP Goal 8 – Roadway Functional Classification**
- The impacts of truck traffic on local streets will be minimized. **TSP Goal 9 – Truck Route**
- The city will have adequate financial revenues to fund its capital improvement program and maintenance needs. **TSP Goal 10 – Transportation Financing**

In many respects the City's transportation goals and associated policies continue to provide progressive direction for the community. They emphasize coordination between transportation providers and planning, and funding, for an efficient, multi-modal transportation system. However, more active forms of transportation (walking, bicycling, riding transit) are considered separately as "alternative modes" rather than part of an integrated system. In a similar vein, mobility policies narrowly pertain to the street system; enhancing and protecting mobility for all users of the system should be an objective of this TSP update. There are also some community interests that are absent or not well-represented in existing transportation policy. These include objectives related to health (e.g., effects of healthy transportation, mitigating pollution), community and economic vitality (e.g., freight efficiency, tourism, access to jobs), equity (e.g., access to "active" modes of transportation), and the environment (e.g., using technological solutions to improve mobility/reduce pollution, alternative transportation facility designs to minimize impacts to natural resources).

## PROPOSED GOALS AND OBJECTIVES

Goals provide direction for where a community would like to go; corresponding objectives provide more detail on how to achieve the goal or articulate desired specific outcomes related to the goal. The TSP goals and objectives provide a framework for shaping transportation policies and are the basis for the formation of evaluation criteria to determine which transportation projects, programs, and refinement studies best meet Stayton's needs.

The goals and objectives presented below are intended to guide the TSP update. They are based on an evaluation of the City's adopted transportation goals and policies, as compared to the TSP update's expected outcomes, as well as preliminary direction

provided by the City. The following can also be used to update the goals, policies, and action items in the Comprehensive Plan at the implementation phase of the project.

## **GOAL 1 – MOBILITY AND EFFICIENCY: OPTIMIZE THE PERFORMANCE OF THE TRANSPORTATION SYSTEM FOR THE EFFICIENT MOVEMENT OF PEOPLE AND GOODS.**

### **OBJECTIVES:**

- Objective A. Establish a transportation system that can accommodate a wide variety of travel modes and minimizes the reliance on any one single mode of travel.
- Objective B. Develop and maintain street functional classifications, along with operational guidance and cross-sectional and right-of-way standards, to ensure streets are able to serve their intended purpose.
- Objective C. Review and determine needed standards for mobility to help maintain a minimum level of motor vehicle travel efficiency. State and county mobility standards will be supported on facilities under the respective jurisdiction.
- Objective D. Develop an integrated transportation system that includes additional local, collector and arterial roads that improves connectivity across multiple modes, preserves future rights-of-way, and maintains Stayton's existing street grid system.
- Objective E. Provide a network of arterials, collectors and local streets that are interconnected, appropriately spaced, and reasonably direct in accordance with city, County and state design standards in order to reduce reliance on any one corridor.
- Objective F. Review and update, where necessary, adopted access management standards.

## **GOAL 2 – SAFETY: PROVIDE A TRANSPORTATION SYSTEM THAT ENHANCES THE SAFETY AND SECURITY OF ALL TRANSPORTATION MODES.**

- Objective A. Assess options to reduce traffic volumes and speeds near schools consistent with the Safe Routes to School Plan. Work with the school district and educational institutions to identify and implement circulation and access patterns to and around schools that are safe for pedestrians and bicyclists, as well as people in cars and arriving by bus.
- Objective B. Improve safety and operational components of existing transportation facilities not meeting agency standards or industry best practices.
- Objective C. Address existing safety issues at high collision locations and locations with a history of severe vehicle, bicycle- and/or pedestrian-related crashes.
- Objective D. Develop a traffic calming program for implementation in areas with vehicle speeding issues.

- Objective E. Ensure adequate access for emergency services vehicles throughout the city's transportation system.
- Objective F. Manage access to transportation facilities consistent with their applicable classification to reduce and separate conflicts and provide reasonable access to land uses.
- Objective G. Identify and improve safe crossings for vehicles, bicycles and pedestrians across arterial streets.

### **GOAL 3 – EQUITY: PROVIDE AN EQUITABLE, BALANCED AND CONNECTED MULTI-MODAL TRANSPORTATION SYSTEM.**

- Objective A. Ensure that the transportation system provides equitable access to underserved and vulnerable populations.
- Objective B. Provide connections for all modes that meet applicable city and Americans with Disabilities Act (ADA) standards.
- Objective C. Provide for multi-modal circulation internally on site and externally to adjacent land use and existing and planned multi-modal facilities.

### **GOAL 4 – ENVIRONMENTAL: LIMIT AND MITIGATE ADVERSE ENVIRONMENTAL IMPACTS ASSOCIATED WITH TRAFFIC AND TRANSPORTATION SYSTEM DEVELOPMENT.**

- Objective A. Identify environmental impacts related to transportation projects at the earliest opportunity to ensure compliance with all federal and state environmental standards.
- Objective B. Avoid or minimize impacts to natural resources, which may include alternative transportation facility designs in constrained areas.
- Objective C. Reduce the number of vehicle-miles traveled.
- Objective D. Enhance opportunities to increase the number of walking, bicycling, and transit trips in the city.
- Objective E. Support alternative vehicle types by identifying potential electric vehicle plug-in stations and developing implementing code provisions.
- Objective F. Evaluate and implement, where cost-effective, environmentally friendly materials and design approaches (reducing required pavement width, water reduction and infiltration methods to protect waterways, solar infrastructure, impervious materials).
- Objective G. Support technology applications that improve travel mobility and safety with less financial and environmental impact than traditional infrastructure projects.
- Objective H. Roadways within Stayton shall be multi-modal or "complete streets," with each street servicing the needs of the various modes of travel.

**GOAL 5 – MULTI-JURISDICTION COORDINATION: DEVELOP AND MAINTAIN A TRANSPORTATION SYSTEM PLAN THAT IS CONSISTENT WITH THE GOALS AND OBJECTIVES OF THE CITY, MARION COUNTY, AND THE STATE.**

- Objective A. Coordinate with regional transit service efforts and seek improvements to public transit services to the City of Stayton.
- Objective B. Ensure consistency with state, regional and local planning rules, regulations, and standards.
- Objective C. Coordinate land use, financial, and environmental planning to prioritize strategic transportation investments.

**GOAL 6 – STRATEGIC TRANSPORTATION FINANCING: SEEK FUNDING FOR AND INVEST IN FINANCIALLY FEASIBLE INFRASTRUCTURE PROJECTS THAT WILL SERVE THE CITY FOR YEARS TO COME.**

- Objective A. Preserve and protect the function of locally and regionally significant transportation corridors.
- Objective B. Develop and support reasonable alternative mobility targets for motor vehicles that align with economic and physical limitations on state highways and city streets where necessary.
- Objective C. Preserve and maintain the existing transportation system assets to extend their useful life.
- Objective D. Improve travel reliability and efficiency of existing major travel routes in the city before adding capacity.
- Objective E. Pursue grants and collaboration with other agencies to efficiently fund transportation improvements and supporting programs.
- Objective F. Identify and maintain stable and diverse revenue sources to meet the need for transportation investments in the city.
- Objective G. Identify new and creative funding sources to leverage high priority transportation projects.
- Objective H. Review existing development requirements related to traffic impact study submittal requirements and criteria to ensure that future developments will be responsible for mitigating their direct traffic impacts
- Objective I. Upon TSP adoption, update the current transportation system development charge methodology and update the current list of SDC-eligible projects.

**GOAL 7 – HEALTH: PROVIDE A TRANSPORTATION SYSTEM THAT ENHANCES THE HEALTH OF RESIDENTS AND USERS.**

- Objective A. Identify and seek funding for programs that encourage walking and bicycling and rideshare/carpool through community awareness and education.
- Objective B. Identify and seek funding for programs that provide education regarding good traffic behavior and consideration for all users.
- Objective C. Provide convenient and direct pedestrian and bicycle facilities and routes to promote health and the physical and social well-being of [jurisdiction] residents, to reduce vehicular traffic congestion, to provide community and recreational alternatives, and to support economic development.
- Objective D. Ensure that the findings of recent studies [Health Impact Assessments, Road Safety Audits, etc.] inform transportation system planning and strategic investment.
- Objective E. Plan for a multi-modal system that limits users' exposure to pollution and that enhances air quality.

**GOAL 8– LAND USE AND TRANSPORTATION INTEGRATION: CREATE A BALANCED BUILT ENVIRONMENT WHERE DESIRED EXISTING AND PLANNED LAND USES ARE SUPPORTED BY AN EFFICIENT MULTI-MODAL TRANSPORTATION SYSTEM.**

- Objective A. Identify areas where encouraging more compact, walkable, mixed use, and/or transit-oriented development could significantly shorten trip lengths or reduce the need for motor vehicle travel within the city.
- Objective B. Identify the 20-year roadway system needs to accommodate developing or undeveloped areas; ensure adequate capacity for future travel demand and minimize travel times.
- Objective C. Review and revise where necessary local land use and development requirements to ensure that future land use decisions are consistent with the planned transportation system.
- Objective D. Review and incorporate appropriate access management and land use measures consistent with the recommendations of the Sublimity Interchange Area Management Plan (IAMP).

**GOAL 9 – COMMUNITY AND ECONOMIC VITALITY: PROVIDE A TRANSPORTATION SYSTEM THAT SUPPORTS EXISTING INDUSTRY AND ENCOURAGES ECONOMIC DEVELOPMENT IN THE CITY.**

- Objective A. Develop a plan for designated truck routes through the City that prioritize efficient freight movement and minimize truck traffic on other city roadways.

Objective B. Improve the movement of goods and delivery of services throughout the city while balancing the needs of all users with a variety of travel modes and preserving livability in residential areas and established neighborhoods.

Objective C. Identify lower cost options or provide funding mechanisms for transportation improvements necessary for development to occur.

Objective D. Program transportation improvements to facilitate the development of desired land uses and activities.

Objective E. Encourage recreational tourism by developing connections to and between major recreational locations and destinations and key services in the city.

Objective F. Encourage tourism by promoting and upgrading bicycle and pedestrian recreational routes and services through the city.

## PROPOSED EVALUATION CRITERIA

The proposed evaluation criteria are based on the proposed goals and objectives. A qualitative process using the evaluation criteria will be used to evaluate solutions and prioritize projects developed through the TSP update. The rating method used to evaluate the solutions is described below.

- ▶ Most Desirable: The concept addresses the criterion and/or makes substantial improvements in the criteria category. (+1)
- ▶ No Effect: The criterion does not apply to the concept or the concept has no influence on the criteria. (0)
- ▶ Least Desirable: The concept does not support the intent of and/or negatively impacts the criteria category. (-1)

At this level of screening, the criteria will not be weighted; the ratings will be used to inform discussions about the benefits and tradeoffs of each solution. Table 1 presents the evaluation criteria that will be used to qualitatively evaluate the solutions developed through the TSP update.



**Table 1: Evaluation Criteria**

Objective	Evaluation Criteria	Evaluation Score
<b>Goal 1: Mobility and Efficiency</b>		
Objective A	Could reduce reliance on any one single travel mode	+1
	Would not reduce reliance on any one single travel mode	0
	Could increase reliance on any one single travel mode	-1
Objective D	Will improve connectivity across travel modes	+1
	Will not improve connectivity across travel modes	0
	Will reduce connectivity across travel modes	-1
Objective E	Could reduce reliance on any one corridor	+1
	Would not impact reliance on any one corridor	0
	Could increase reliance on any one corridor	-1
<b>Goal 2: Safety</b>		
Objective C	Will address a known safety issue	+1
	Will not address a known safety issue	0
	Could worsen a known safety issue	-1
Objective E	Will improve access for emergency services vehicles	+1
	Will not improve access for emergency service vehicles	0
	Will reduce or limit access for emergency service vehicle	-1
Objective F	Will reduce potential for future conflicts	+1
	Will have no impact on the potential for future conflicts	0
	Will increase the potential for future conflicts	-1
<b>Goal 3: Equity</b>		
Objective A	Will improve access for underserved and vulnerable populations	+1
	Will not improve access for underserved and vulnerable populations	0
	Will reduce or limit access for underserved and vulnerable populations	-1
<b>Goal 4: Multi-Jurisdiction Coordination</b>		
Objective B	Will not impact natural resources	+1
	Will have a minimal impact to natural resources	0
	Will have a significant impact to natural resources	-1
Objective C	Could reduce the number of vehicle miles traveled	+1
	Would not change the number of vehicle miles traveled	0
	Could increase the number of vehicle miles traveled	-1
Objective E	Will support alternative vehicle types	+1
	Will not support alternative vehicle types	0
	Will reduce or limit opportunities for alternative vehicle types	-1
<b>Goal 5: Strategic Investment</b>		
Objective B	Is consistent with state, regional, and local planning	+1
	Is not impacted by or reflected in state, regional, and/or local planning	0
	Is inconsistent with state, regional, and/or local planning	-1
<b>Goal 6: Strategic Transportation Financing</b>		
Objective A	Will preserve and protect the function of locally and/or regionally significant corridors	+1
	Will not impact locally and/or regionally significant corridors	0
	Will degrade the function of locally and/or regionally significant corridors	-1
Objective D	Will improve travel reliability and efficiency of major travel routes	+1
	Will not impact travel reliability and efficiency of major travel routes	0
	Will degrade travel reliability and efficiency of major travel routes	-1
<b>Goal 7: Health</b>		
Objective A, B, an C	Could encourage the use of active modes of transportation	+1
	Would not encourage the use of active modes of transportation	0
	Could discourage the use of active modes of transportation	-1

Objective	Evaluation Criteria	Evaluation Score
Objective D	Will contribute to the development of a multi-modal system	+1
	Will not contribute to the development of a multi-modal system	0
	Will impede development of a multi-modal transportation system	-1
<b>Goal 8: Land Use and Transportation Integration</b>		
Objective A	Will encourage more compact, walkable, mixed-use and/or transit-oriented development	+1
	Will not encourage more compact, walkable, mixed-use and/or transit-oriented development	0
	Will discourage more compact, walkable, mixed-use and/or transit-oriented development	-1
<b>Goal 9: Community and Economic Vitality</b>		
Objective B	Could improve the movement of goods and delivery of services	+1
	Would not improve the movement of goods and delivery of services	0
	Could impede the movement of goods and delivery of services	-1
Objective E and F	Could encourage tourism and/or recreational tourism	+1
	Would not encourage tourism and/or recreational tourism	0
	Could discourage tourism and/or recreational tourism	-1