

DRAFT GOALS, POLICIES, AND PRACTICES MEMORANDUM

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INTRODUCTION

House Bill 2017, Keep Oregon Moving, will institute a new state payroll tax of one-tenth of 1 percent to fund public transportation improvements around the state beginning in 2019. The new revenue will be allocated under the Statewide Transportation Improvement Fund Program (STIF), with a majority of the funds allocated to qualified local entities. The Transit Master Plan (TMP) will support short- and long-term planning for STIF funds allocated within the County study area and CCAT service area.

Draft goals and policies will guide the development of appropriate strategies to enhance transit service, facilities, and amenities in the CCAT service area. The *State Goals, Policies, and Practices* and *Local Goals, Policies, and Practices* sections in this memorandum include a review of State and local plans that inform draft TMP goals and policies. The *Draft CCAT TMP Goals and Policies* section proposes draft policy guidance for the TMP development and implementation process. The proposed goals and policies will be used to guide the transit benchmarks and monitoring program developed in draft Memorandum #3 (Task 2.3), after which the Project Management Team and Advisory Committee will review this memorandum and draft Memorandum #3. This memorandum will then be revised and will eventually be used to inform implementation measures (model policy and development code language) in the Draft TMP (Tasks 5.1 and 5.3).

STATE GOALS, POLICIES, AND PRACTICES

This section provides an overview of State plans and identifies aspects of each plan relevant to CCAT's transit planning in Coos County. The overview focuses on the policy-level guidance that the plans provide (e.g., goals, objectives, and policies) and the strategies or practices that they recommend. Text from these plans relevant to CCAT's transit planning has been excerpted and included in Appendix A.

OREGON HIGHWAY PLAN (1999, LAST AMENDED 2018)

- The Oregon Highway Plan (OHP) is a modal plan of the Oregon Transportation Plan (OTP), the State's long-range comprehensive transportation plan, that guides Oregon Department of Transportation's (ODOT's) Highway Division in planning, operations, and financing.
- Overall, policies in the OHP emphasize the efficient management of the highway system to increase safety and to extend highway capacity, partnerships with other agencies and local governments, and the use of new techniques to improve road safety and capacity. These policies also link land use and transportation and emphasize the relationship between state highways and the local roadway system, as well as "alternative" modes, including taking transit, biking, and walking.
- OHP policies of particular relevance to CCAT transit planning include Policies 4B (Alternative Passenger Modes), Policy 4D (Transportation Demand Management), and Policy 4E (Park-and-Ride Facilities). The policies and their recommended actions express the State's support for development of alternative modes (including transit), transportation demand management, and park-and-ride facilities that make more efficient use of the state system (especially for commute and intercity trips) and preserve the function and performance of the state highway system.

OREGON PUBLIC TRANSPORTATION PLAN (2018)

- The goals, policies, and strategies of the Oregon Public Transportation Plan (OPTP), a modal plan of the OTP, provide guidance to ODOT and public transportation agencies regarding the development of public transportation systems.
- The State's vision for public transportation, as articulated in this plan, is to provide a comprehensive, interconnected, safe, and reliable system, with stable funding, which provides access and mobility between Oregon communities and encourages people to ride. It documents the State's interest in having a system that: provides appropriate service in each area of the state including urban, suburban, rural, and remote areas; allows people who do not drive to meet daily needs; and plays a vital role in improving livability and economic prosperity.
- The OPTP goals and policies are extensive, organized around ideas of mobility, accessibility, community livability and vitality, equity, safety, health, sustainability, strategic investment, and coordination and collaboration.
- Key themes in OPTP policies include: reliable and accessible transit service and transit information; enhanced coordination with other transit and transportation services; healthy options (active transportation modes) to accessing transit, access to health-supporting destinations, and reduction of pollution; and greater coordination and collaboration with other public agencies (e.g., for land use planning and permitting) and new partners who can help broaden and innovate transit's effectiveness.

- Of particular relevance to CCAT's transit planning is OTP's call to address the "last mile" (how travelers get to and from a transit station or stop from their origin or destination) and sidewalks and curb ramps that are accessible and comply with the Americans with Disabilities Act (ADA).

OREGON BICYCLE AND PEDESTRIAN PLAN (2016)

- The Oregon Bicycle and Pedestrian Plan (OBPP) is the OTP modal plan that provides policies and implementation strategies intended to enhance access, mobility, and safety for cyclists and pedestrians. The OTP vision is that, "(i)n Oregon, "people of all ages, incomes, and abilities can access destinations in urban and rural areas on comfortable, safe, well connected biking and walking routes. People can enjoy Oregon's scenic beauty by walking and biking on a transportation system that respects the needs of its users and their sense of safety. Bicycle and pedestrian networks are recognized as integral, interconnected elements of the Oregon transportation system that contribute to our diverse and vibrant communities and the health and quality of life enjoyed by Oregonians."
- Policy and strategy direction from the OBPP most relevant to the development of the TMP includes investing in and improving inter-modal connections (e.g., how pedestrians and cyclists reach transit stops) and directing that sidewalks and curb ramps be made accessible and ADA-compliant¹.

OREGON TRANSPORTATION OPTIONS PLAN (2015)

- The Oregon Transportation Options Plan (OTOP), an OTP topic plan, establishes policies, strategies, and programs that promote efficient use of existing transportation system investments, thereby reducing reliance on the single-occupancy vehicle and facilitating use of walking, biking, transit, and rideshare.
- The plan establishes a statewide vision for transportation options (TO) in Oregon to provide travelers of all ages and abilities with options to access goods, services, and opportunities across the state. TO strategies and programs generally do not address capital infrastructure investments, but rather provide information and resources to allow people to access a full range of TO including walking, biking and rolling, taking transit, driving, ridesharing, and telecommuting.
- OTOP policies are organized by goals addressing safety, funding, accessibility, system efficiency, economy, health and environment, land use and transportation, equity, coordination, and information. Its policies are broadly supportive of transit.
- The following policies are particularly relevant to CCAT transit planning: prioritization of multimodal connections to transit, particularly pedestrian and bicycle infrastructure; exploring incentives to increase transit use; identifying potential "mobility hub"² opportunities; developing new park-and-rides (initially as temporary "pop up," and later permanent, facilities); investing in transit infrastructure as cost-effective transportation infrastructure; directly engaging transit-dependent communities in order to assess their needs; and maximizing transit services for those most in need by partnering with human service providers.

¹ While ADA requirements and compliance are not cited specifically in OBPP policies and strategies, the plan's Background section discusses ADA requirements and explains that they are implicit in references that OBPP policies and strategies make to accessibility.

² Mobility hubs are "a place where transportation modes seamlessly connect. They usually involve transit, vehicle sharing such as car and vanpooling, concentrations of land uses, and an information component."

OREGON TRANSPORTATION SAFETY ACTION PLAN (2016)

- The Oregon Transportation Safety Action Plan (TSAP) serves as the State of Oregon Strategic Highway Safety Plan, a document required by federal law. It presents a set of actions that Oregonians have identified as steps to a safer travel environment. The TSAP is a multi-purpose plan implemented by multiple agencies that includes both a 20-year policy plan and a 5-year, federally compliant, Strategic Highway Safety Plan.
- The TSAP envisions no deaths or life-changing injuries on Oregon's transportation system by 2035. Its long-term goals are to foster a safety culture, develop infrastructure for safety, support healthy communities, leverage technology, and coordinate agencies and stakeholders to work together, and guide strategic safety investments.
- TSAP policies and strategies address transit specifically in the following ways: work with transit service providers, ODOT, and researchers to evaluate infrastructure measures to improve safety for transit users; enhance the perception of transit use safety by identifying and implementing facility design, lighting, and related improvements; maximize the use of technology to improve safety; and prioritize transit corridors for safe transportation facilities and road crossings.

TRANSPORTATION PLANNING RULE (CITED SECTIONS LAST AMENDED 2014)

- The Oregon Transportation Planning Rule (OAR 660-012 or "TPR") implements Statewide Planning Goal 12 and requires counties and cities to prepare local transportation system plans (TSPs) that are consistent with the OTP and its elements, including local land use regulations to implement the TSP.
- Section -0045 of the TPR addresses implementation of the TSP. Sections -0045(3) and -0045(4) requires that local land use regulations be adopted to address pedestrian, bicycle, and transit access. Transit-related requirements in Section -0045(4) include providing easements and improvements at transit stops; providing pedestrian and bicycle to transit stops; allowing for transit-related development in parking areas; and establishing preferential parking for ridesharing.

LOCAL GOALS, POLICIES, AND PRACTICES

This section provides an overview of local long-range plans and identifies aspects of each plan relevant to CCAT's transit planning in Coos County. The overview focuses on the policy-level guidance that the plans provide (e.g., goals, objectives, and policies) and the strategies or practices that they recommend. Goals, policies, objectives, and strategies or practices in these plans that are relevant to CCAT's transit planning are provided in Appendix B.³

COOS COUNTY COORDINATED HUMAN SERVICES PUBLIC TRANSPORTATION PLAN (2016)

- The Coordinated Human Services Public Transportation Plan (Coordinated Plan) is focused on the collaboration between public transportation and human health service providers in identifying and addressing the transportation needs of special needs populations, including seniors, people with disabilities, low-income, veterans, and minority populations. "Public transportation" addressed in the plan encompasses a broad range of public and private transportation services.

³ Note that some smaller jurisdictions that are currently served by CCAT or may be in the future, including the cities of Myrtle Point, Lakeside, and Powers, did not have long-range plans available for review or their plans do not contain guidance that is relevant to transit planning in the county.

- The Coordinated Plan, updated every five years, is intended to focus regional resources on strategies with the greatest benefit to the target populations and the transportation service providers. Coos County uses the plan to allocate funding and, along with local partners, uses the plan to develop and enhance public transportation services.
- Strategies and actions recommended in the plan include capital, operational, administrative, and coordination measures. The high and medium priority strategies and actions include maintaining existing services; bringing on new services as resources are available (such as extended hours for greater employment access and fixed route service to communities and locations not currently served); strengthening coordination with human services organizations to better serve the transit-dependent; developing a volunteer driver program; improving transit information availability through centralization or sharing and providing information in multiple languages and platforms; and exploring connections outside Coos County.

COOS COUNTY TRANSPORTATION SYSTEM PLAN (2011)

- As with other TSPs, the Coos County TSP has been adopted as the refined transportation element of the County's Comprehensive Plan. It was developed to be consistent with the TPR and to provide standards, projects, and programs that address local current and projected (20-year) transportation needs. The TSP also establishes goals and objectives to coordinate and guide transportation and land use decision making (e.g., transportation investments, development proposals).
- County TSP goals and objectives that are relevant to CCAT transit planning include: consider the transportation needs of both residents and visitors; manage congestion on major transportation facilities by encouraging the use of alternative modes; coordinate land use and transportation decision to make the most efficient use of infrastructure investments; and reduce conflicts at road crossings near transit stops.
- The County TSP does not identify specific transit improvements; rather it refers to recommendations in the 2007 edition of the Coordinated Plan. The Coordinated Plan has since been updated; therefore, the strategies and actions recommended in the currently adopted plan govern. (See the summary of the current Coordinated Plan on the previous page and the excerpted text from the plan in Appendix B.)

CITIES OF COOS BAY AND NORTH BEND TRANSPORTATION SYSTEM PLAN UPDATE (IN PROGRESS)

- The City of Coos Bay and North Bend are in the process of updating their respective TSPs as part of a coordinated planning project. The planning project's goals and objectives were jointly prepared and will provide the basis for updated transportation goals and policies for each jurisdiction. The project goals and objectives can be referred to as guidance for this transit planning project, assuming that the ultimate draft transportation goals and policies that will be considered for local adoption will be similar in content.
- The TSP goals and objectives emphasize an interconnected, multimodal network that effectively links destinations across the communities, including transit stops. The goals and objectives also prioritize: safe crossings of Highway 101 and other major arterials; collaboration with CCAT to maximize the transport of people in high-traffic corridors as well as to coordinate land use and transportation decisions; equitable access for transportation-disadvantaged populations; and using transit to boost tourism, economic development, and the health of residents and the environment.

- The TSP project will update the transit elements of both jurisdictions' plans. The cities have considered a number of transit-related projects as part of an alternatives evaluation process and the updated TSPs are expected to include projects that enhance access to transit (e.g., marked crossings in North Bend) and ridership (e.g., CCAT projects related to service enhancements and transit stop improvements). TSP adoption is expected in early 2020.

BANDON COMPREHENSIVE PLAN (LAST AMENDED 2008) AND TRANSPORTATION SYSTEM PLAN (2000)

- Policies in the City of Bandon Comprehensive Plan Transportation Element call for adequate, safe pedestrian facilities; improved transit service between Bandon and other cities; and providing transportation options in general, particularly mobility for the transportation-disadvantaged.
- The City of Bandon TSP states that other transit policy issues are secondary to establishing adequate funding for Bandon dial-a-ride (demand-responsive) services.

COQUILLE COMPREHENSIVE PLAN (1982)

- While dated, the 1982 City of Coquille Comprehensive Plan is the City's current long-range policy document. The Transportation Element of the Comprehensive Plan provides transportation policy direction.
- The Transportation Element's objectives and strategies provide general support for encouraging transit within the community; improving transportation services for seniors and other transportation-disadvantaged community members; and developing and improving the City's pedestrian and bicycle infrastructure.

DRAFT TMP GOALS AND POLICIES

It is necessary to provide a policy framework to guide future CCAT planning work and investments. The draft TMP goal and policy language proposed in this section draws from a number of resources, including the goals, policies, objectives, and strategies reviewed in the previous section. The OTP and Coordinated Plan in particular helped shape the proposed goals and policies, given their focus on transit, increased coordination and collaboration, and serving those who are transit-dependent. This planning project's stated objectives also informed the proposed goal and policy language. The project's objectives call for increased regional connectivity, greater transit visibility, increased services, alternatives to address transit needs, and promoting economic development and tourism.

Draft TMP goals and policies are presented below.

Goal 1: Customer-Focused Services – Provide services that are safe, comfortable, and convenient for all riders.

- Policy 1A – Provide consistent, reliable public transportation services for customers to meet their daily needs.
- Policy 1B – Create a safe and user-friendly transit environment.
- Policy 1C – Provide service information that is clear, accurate, and available to customers through various sources and media.
- Policy 1D – Focus on service enhancements on that will benefit customers who are dependent on transit due to age, abilities, and/or income.

- Policy 1E – Communicate with health and human service providers and transit-dependent customers to better understand and meet these riders' needs.
- Policy 1F – Continue to improve ADA accessibility through new and improved ways of sharing transit information and improvements to stops and vehicles.

Goal 2: Accessibility and Connectivity – Improve access and connections within and between communities in the CCAT service area.

- Policy 2A – Emphasize maintaining and improving existing services before expanding services.
- Policy 2B – Ensure and increase access to employment, education, and health services.
- Policy 2C – Support improvement of pedestrian and bicycle connections to transit routes and stops.
- Policy 2D – Support safe roadway crossings of Highway 101 and major arterials in the service area.
- Policy 2E – Explore potential park-and-ride and "mobility hub" sites, where multiple modes connect.
- Policy 2F – Promote economic development and tourism through existing transit services and new transit services as resources are available.

Goal 3: Coordination – Collaborate with public and private partners to maximize services.

- Policy 3A – Strengthen coordination with other transportation services and technologies.
- Policy 3B – Coordinate with partners to establish a range of transit services, including employer vanpools, medical service transportation, cab and rideshare companies, and volunteer driver programs.
- Policy 3C – Work with health and human service providers to coordinate transportation services that are appropriate for the customer's needs.
- Policy 3D – Foster new and innovative partnerships to share and leverage resources, create awareness of CCAT services, and enhance CCAT services.
- Policy 3E – Strengthen coordination with land use planning and development to support the planned transit system and increase customer access to transit.
- Policy 3F – Seek opportunities to coordinate emergency response and recovery following natural disasters and other emergencies.

Goal 4: Health and Sustainability – Foster public, environmental, and fiscal health through transit investments.

- Policy 4A – Establish stable funding sources for CCAT services and invest strategically in maintenance, planning, service, and capital improvements.
- Policy 4B – Reduce reliance on single-occupancy vehicles and help reduce pollution by maintaining and enhancing CCAT services.
- Policy 4C – Improve the community's health by providing active transportation options and access to health-supporting destinations, such as groceries, parks, community spaces, health care, and social services.

NEXT STEPS

Draft benchmarks and performance measures will be developed in Memorandum #3 in order to track progress toward the draft goals and policies presented in this memorandum. Then the Project Management Team and Advisory Committee will review the draft goals and policies in this memorandum as well as Draft Memorandum #3 at upcoming meetings, after which the draft goals and policies in this memorandum and the performance measures in Memorandum #3 will be revised. The revised goals and policies will carry forward into implementation work (model policy and development code language in the Draft TMP), which will be conducted in the late phases of this planning project.

APPENDICES

- A. State Plans and Policies
- B. Local Plans and Policies

APPENDIX A: STATE PLANS AND POLICIES

OREGON HIGHWAY PLAN (1999, LAST AMENDED 2018)

- **Policy 4B: Alternative Passenger Modes.** *It is the policy of the State of Oregon to advance and support alternative passenger transportation systems where travel demand, land use, and other factors indicate the potential for successful and effective development of alternative passenger modes*
 - Action 4B.1 Promote alternative passenger transportation services in commute highway corridors to help maintain or meet established performance standards.
 - Action 4B.2 Promote alternative passenger transportation services located off the highway system that help to preserve the performance and function of the state highway system.
 - Action 4B.3 Encourage the development of alternative passenger services and systems as part of broader corridor strategies, and coordinate them with necessary supportive local actions. Such actions include developing applicable land use regulations, appropriate types of passenger services, adequate collector-distributor roadway systems, and other local transportation system elements.
 - Action 4B.4 Encourage the use of alternative passenger modes to reduce local trips on the state highway system where limited highway facilities accommodate large numbers of both intercity and local trips.
 - Action 4B.5 Support the further development of alternative intercity passenger services in congested transportation corridors through additional peak hour service, use of excess freight rail system capacity, and the provision of support facilities and services which help connect passengers to their destinations (e.g., intercity passenger rail, air, and/or shuttle or charter bus operations coordinated with parking areas).
 - Action 4B.6 In recreational corridors, promote shuttles and/or charter passenger transportation services, coordinated with off-site parking areas, to lessen congestion during peak periods for travel to significant tourist/visitor destination areas.
- **Policy 4D: Transportation Demand Management.** *It is the policy of the State of Oregon to support the efficient use of the state transportation system through investment in transportation demand management strategies.*
 - Action 4D.1 Establish and support demand management strategies that reduce peak period single occupant vehicle travel, move traffic demand out of the peak period, and/or improve the flow of traffic on the state highway system.
 - Action 4D.2 Investigate further the effectiveness, feasibility, and impacts of tolling and congestion-based pricing on congested highway corridors as a means of reducing peak period congestion and delaying or eliminating the need for highway capacity expansion.
- **Policy 4E: Park-and-Ride Facilities.** *It is the policy of the State of Oregon to encourage the efficient use of the existing transportation system and to seek cost-effective expansion of the highway system's passenger capacity through development and use of park-and-ride facilities.*
 - Action 4E.1 In coordination with local jurisdictions and based on an analysis of need and potential use, provide park-and-ride facilities at appropriate urban and rural locations adjacent to or within the highway right-of-way.

- Action 4E.2 Acquire right-of-way for park-and-ride facilities during construction or expansion projects as appropriate. Consider acquisition and use of adjacent right-of-way for park-and-ride facilities at highway interchanges, consistent with ODOT access management policies and standards.
- Action 4E.3 Establish partnerships with other jurisdictions and the private sector to site park-and-ride facilities.
- Action 4E.4 Convert informal parking areas within highway rights-of-way to formal park-and-ride facilities where appropriate.
- Action 4E.5 Use ODOT surplus property for park-and-ride facilities where appropriate.
- Action 4E.6 Provide park-and-ride facilities located in urban areas that are safely accessible by pedestrians, bicyclists and transit users whenever feasible. Include secure bicycle parking in urban park-and-ride designs.

OREGON PUBLIC TRANSPORTATION PLAN (2018)

Goal 1: Mobility – Public Transportation User Experience

People of all ages, abilities, and income levels move reliably and conveniently between destinations using an affordable, well-coordinated public transportation system. People in Oregon routinely use public transportation to meet their daily needs.

- Policy 1.1: Provide consistent and reliable public transportation services that people can count on to meet their travel needs.
- Policy 1.2: Provide customers access to clear, accurate information about public transportation services through multiple sources and media.
- Policy 1.3: Enact fare policies that reflect the needs of the community served; ensure that public transportation fares are understandable and easy to pay.
- Policy 1.4: Coordinate and enhance mobility management services and strategies to better coordinate services to enable riders and potential riders to use public transportation.
- Policy 1.5: Advance efficient mobility and reduce traffic congestion by enabling and promoting reliable, efficient service on corridors identified as public transportation priority corridors.
- Policy 1.6: Work proactively with state and local planning bodies to support local and regional public transportation plans and goals throughout the state.

Goal 2: Accessibility and Connectivity – Getting from Here to There

Riders experience user-friendly and convenient public transportation connections to and between services and travel modes in urban, suburban, rural, regional, and interstate areas.

- Policy 2.1: Enhance existing and identify new public transportation connections and services.
- Policy 2.2: Improve access to and ease of use for public transportation by connecting routes and services, including linking stops and stations to bicycle and pedestrian facilities.
- Policy 2.3: Provide coordinated, seamless regional and intercity bus and rail public transportation services to enable trips for commuting and recreation, and assist rural residents to access services in larger communities.

- Policy 2.4: Encourage employers, educational institutions, and others to provide opportunities for employees' and clients' use of public transportation, carpool, vanpool, shuttles, and other shared rides.

Goal 3: Community Livability and Economic Vitality

Public transportation promotes community livability and economic vitality by efficiently and effectively moving people of all ages to and from homes, jobs, businesses, schools and colleges, and other destinations in urban, suburban, and rural areas.

- Policy 3.1: Enhance access to education and employment via public transportation.
- Policy 3.2: Promote and support use of public transportation for tourism and special events in Oregon.
- Policy 3.3: Promote the use of public transportation to foster greater community livability.

Goal 4: Equity

Public transportation provides affordable, safe, efficient, and equitable transportation to jobs, services, and key destinations, improving quality of life for all Oregonians.

- Policy 4.1: Engage populations recognized as transportation disadvantaged in public transportation service decision making.
- Policy 4.2: Understand and communicate how disparities, barriers, and needs affect the ability of people to access and use public transportation, especially those who are transportation disadvantaged.
- Policy 4.3: Identify disparities, barriers, and needs that impact people's ability to access and use public transportation.
- Policy 4.4: Address the disparities, barriers, and needs that impact people's ability to access and use public transportation.
- Policy 4.5: Integrate equity criteria into funding decisions.

Goal 5: Health

Public transportation fosters improved health of Oregonians by promoting clean air, enhancing connections between people, enabling access to services such as health care and goods such as groceries, and by giving people opportunities to integrate physical activity into everyday life through walking and bicycling to and from public transportation.

- Policy 5.1: Provide access to healthy lifestyle options by supporting the ability of people to reach goods and services such as groceries, recreation, parks and natural areas, health care, and social opportunities via public transportation.
- Policy 5.2: Integrate health considerations into public transportation planning and decision making at the local, regional, and state level.
- Policy 5.3: Connect public transportation riders to health and social services.

Goal 6: Safety and Security

Public transportation trips are safe; riders feel safe and secure during their travel. Public transportation contributes to the resilience of Oregon communities.

- Policy 6.1: Plan for, design, and locate transit stops and stations to support safe and user-friendly facilities, including providing safe street crossings.
- Policy 6.2: Provide for passenger and operator security on public transportation vehicles and at stops and stations through investments in facility design, amenities, appropriate security systems and personnel, and coordination with law enforcement staff.
- Policy 6.3: Enhance the safety of public transportation through personnel training and education programs.
- Policy 6.4: Promote public transportation as a safe travel option through public outreach campaigns and rider education programs.
- Policy 6.5: Incorporate innovations, such as new technologies and strategies, to increase public transportation safety and security.
- Policy 6.6: Integrate public transportation agencies and personnel into emergency response and recovery planning and training activities to support resilience during and after natural disasters and other emergencies.

Goal 7: Environmental Sustainability

Public transportation contributes to a healthy environment and climate by moving more people with efficient, low-emission vehicles, reducing greenhouse gases and other pollutants.

- Policy 7.1: Support public transportation investments as a key approach to reducing greenhouse gas (GHG) emissions, as emphasized in state policy.
- Policy 7.2: Transition to low- or zero-emission vehicle technologies, including all electric, hybrid, biofuels, compressed natural gas, and other fuel and propulsion technologies.
- Policy 7.3: Identify and implement sustainable transit system operations policies and practices

Goal 8: Land Use

Public transportation is a tool that supports Oregon's state and local land use goals and policies. Agencies collaborate to ensure public transportation helps shape great Oregon communities providing efficient and effective travel options in urban, suburban, and rural areas.

- Policy 8.1: Increase the use of public transportation by fully integrating public transportation with other community plans including transportation, land use, and economic development plans.
- Policy 8.2: Elevate public transportation in developer, employer, community service provider, and public agency decision making, such as siting and development decisions. Recognize the impact land use has on people's ability to use public transportation and other transportation options.
- Policy 8.3: Foster the development of housing near public transportation routes and services.

Goal 9: Funding and Strategic Investment

Strategic investment in public transportation supports the overall transportation system, the economy, and Oregonians' quality of life. Sustainable and reliable funding enables public transportation services and infrastructure to meet public needs.

- Policy 9.1: Invest strategically in maintenance, planning, transit service, and capital improvements to preserve and enhance public transportation.
- Policy 9.2: Foster creative investments and partnerships among public agencies and private organizations to improve the efficiency and effectiveness of public transportation services.
- Policy 9.3: Pursue stable and consistent funding for public transportation operations and capital investments that maintain services and address identified needs.

Goal 10: Communication, Collaboration, and Coordination

Public and private transportation providers and all levels of government within the state and across state boundaries work collaboratively and foster partnerships that make public transportation seamless regardless of jurisdiction.

- Policy 10.1: Coordinate communication and marketing to promote knowledge and understanding of available public transportation services.
- Policy 10.2: Collaborate and share costs for resources, supplies, and services that can be used by multiple agencies.
- Policy 10.3: Identify and advance opportunities to share data resources and collection methods.
- Policy 10.4: Collaborate with various agencies, jurisdictions, and transportation providers in support of effective public transportation that is reliable and easy to use and helps meet state, regional, and community goals.
- Policy 10.5: Collaborate among agencies, jurisdictions, and providers to ensure the public transportation system is integrated as a component of the broader multimodal transportation system in Oregon. Provide leadership for public transportation activities and build upon efforts to coordinate public transportation services, especially statewide services.

OREGON BICYCLE AND PEDESTRIAN PLAN (2016)

Goal 1: Safety. Eliminate pedestrian and bicyclist fatalities and serious injuries, and improve the overall sense of safety of those who bike or walk.

- Policy 1.1: Provide safe and well-designed streets and highways for pedestrian and bicycle users.
 - Strategy 1.1C: Increase lighting for pedestrians. Consider pedestrian-scale illumination at crosswalks, transit stops, high-volume pedestrian and bicycle areas, and other locations. Develop guidance for illumination to improve visibility of bicyclists and pedestrians.

Goal 2: Accessibility and Connectivity. Provide a complete bicycling and pedestrian network that reliably and easily connects to destinations and other transportation modes.

- *Policy 2.4: Improve access to multimodal connections for bicyclists and pedestrians through planning, design, prioritization, and coordination.*
 - *Strategy 2.4A: Study opportunities for and barriers to developing successful bike share programs and establish guidelines for bike share applications in Oregon. Explore opportunities for peer to peer sharing, open bike share, or bike share at transit stations, stops, mobility hubs and other locations to facilitate last-mile connections and extend the reach of transit.*
 - *Strategy 2.4B: When designing, extending, or improving pedestrian and bicycle networks, coordinate with transit agencies to ensure that existing and planned transit service is considered in facility design and identify opportunities to remove physical barriers in access to transit.*
 - *Strategy 2.4C: Build and maintain partnerships with transit agencies to facilitate network connections with travelers walking or biking and to support first and last mile connections to transit. Focus on: ensuring transit stops are accessible for pedestrians, and bicycles, including accommodation for mobility devices and the visually impaired; supporting connections to transportation disadvantaged and high-use pedestrian and bicycle areas; and understanding the demand for bikes and mobility devices on buses and trains; as well as the need for bicycle parking at transit stops.*

Goal 8: Strategic Investment. *Recognize Oregon's strategic investments in walking and biking as crucial components of the transportation system that provide essential options for travel, and can help reduce system costs, and achieve other important benefits.*

- *Policy 8.2: Invest strategically in the overall pedestrian and bicycle system (state and local) by preserving existing infrastructure, addressing high need locations, and supporting programmatic investments.*
 - *Strategy 8.2A: Use the following priorities for planning, identifying, and investing in pedestrian and bicycle projects. The prioritization categories should be applied flexibly so that a jurisdiction, region, or ODOT may elevate a project in a lower priority category as one of its top priorities. Recognize that projects identified and funding allocated should be distributed among these categories in "high need locations" (i.e. transportation disadvantaged areas and surrounding schools, shopping, employment centers, medical services, connections to transit, and downtowns) first.*
- *Policy 8.4: Be opportunistic in leveraging funding for pedestrian and bicycle investments improvements through various funding mechanisms or project coordination.*
 - *Strategy 8.4C: Identify opportunities and leverage funds with health, transit, and tourism agencies for pedestrian and bicycle projects.*

OREGON TRANSPORTATION OPTIONS PLAN (2015)

GOAL 1/SAFETY: *To provide a safe transportation system through investments in education and training for roadway designers, operators, and users of all modes.*

- *Policy 1.1 Improve safety for all facility users to make each modal option more safe and attractive to prospective users.*

- Strategy 1.e Adopt “safety in numbers” as a core principle for transportation system planning, design and operations. “Safety in numbers” refers to the overall safety benefits of more people traveling together on foot, bicycle, and on transit.

GOAL 2/FUNDING: To establish an optimized transportation system with funding for transportation options equally considered with other programs at the state, regional, and local levels, with strategic partnerships that support jurisdictional collaboration, and with public and private sector transportation investment.

- Policy 2.1 Work to secure reliable funding to support transportation options program staff. This staff is critical to raising awareness of modal choices, providing education services, working with employers, and helping to expand travel options within various geographies of Oregon.
- Policy 2.2 Communicate the value of transportation options programs, services, and strategies so that these types of investments are considered on par with other types of transportation infrastructure and service investments.
- Strategy 2.j Create a funding mechanism to support vanpooling throughout the state either by offering subsidies to vanpool providers or directly to riders. Explore using money generated via National Transit Database vanpool reported miles to support vanpooling programs.

GOAL 3/ACCESSIBILITY: Expand the availability, information, and ease of use of transportation options; improving access to employment, daily needs, services, education, and travel to social and recreational opportunities.

- Policy 3.1 Provide access to multiple modes and transportation options so that people may choose to walk, bicycle, take transit, and share rides for a broad range of trips, including trips to work, school, access goods and services, recreation and tourist destinations, and special events.
- Strategy 3.b Develop guidance for transportation options programs suitable for all regions and communities of various sizes. For example, all communities with transit or rideshare services should also consider Guaranteed Ride Home programs.

GOAL 4/SYSTEM EFFICIENCY: To improve the mobility of people and goods and the efficiency of the transportation system by managing congestion, enhancing transportation system reliability, and optimizing transportation investment through transportation options.

- Policy 4.1 Use transportation options to improve the personal mobility of Oregonians and visitors to travel to a range of destinations and access needed goods and services.
- Strategy 4.a Promote, encourage, and incentivize biking, walking, and taking transit, and carpool/vanpool (rideshare) program participation to help spread demand across modes and to more efficiently utilize existing modal capacity.
- Strategy 4.h Develop guidance and support mechanisms for informal “pop-up” park-and-ride locations where existing regional and/or local transit routes already stop (e.g. shopping centers), carpooling occurs, or where potential carpool locations could be along highly traveled corridors.
- Strategy 4.i Transition informal “pop-up” park-and-rides that are well used to permanent facilities when the following minimum conditions are in place:

Appropriate Location: There is not another existing park-and-ride lot close by that could serve the need, and the location is the most accessible and safe of potential other locations in the area.

Adequate Demand: The lot is used by 15 or more cars per week.

Safe and Usable: Location is safe and usable or can be made so with a reasonable amount of mitigation (e.g. driveway access, illumination, grading, drainage, etc.).

ADA Accessible: The topography and other features of the park-and-ride location meet ADA requirements with a reasonable amount of mitigation.

Cost Efficient: The state, local jurisdiction, or private provider, whose property is being utilized as a park-and-ride location, has determined that they can afford to operate and maintain the facility; and approves formal designation.

- Strategy 4.j Prioritize maintenance of high-demand park-and-ride locations during inclement weather, including sanding, de-icing, snow removal, and flood prevention.
- Strategy 4.k Foster the identification and development of mobility hubs through financial, policy, or technological support or coordination, with an initial focus on locations with an existing user base such as park-and-ride lots, transit stops or stations, universities, or institutional campuses.
- Strategy 4.v Work with employers to develop transportation options programs such as: rideshare programs, alternative work schedules, telecommuting options (video conferencing, virtual meeting technologies, and other communication technologies to decrease business travel demand), commuter incentives (e.g., transit passes), etc.

GOAL 5/ECONOMY: *To enhance economic vitality by supporting job creation and retention, decreasing household spending on transportation, supporting vibrant local businesses, and helping goods move reliably.*

- Policy 5.2 Invest in transportation options as a system efficiency and management tool to reduce the need for costly capital infrastructure investments. Focus and scale investments to meet local needs and circumstances. When investing in transportation options programs, consider accompanying supportive policies, such as bicycle, pedestrian and transit infrastructure investment, and coordinated land use and local funding commitment.
- Strategy 5.b Establish performance metrics and gather data on outcomes associated with the use of transportation options that are scalable and context-sensitive to community size and scope. Publicize the return on investment in terms of transportation cost savings for individuals, tax-payer savings on infrastructure costs, healthcare savings in air quality and exercise associated with transit, walking and bicycling, and cost savings associated with reduced congestion, among other benefits.

GOAL 6/HEALTH & ENVIRONMENT: *To support healthier natural and built environments by developing and promoting transportation options that reduce the environmental impacts of motorized travel and allow more people to incorporate physical activity in their daily lives.*

- Policy 6.1 Emphasize the role of transportation options in enhancing human and environmental health.
- Policy 6.2 Broaden and strengthen partnerships between transportation options providers, health insurance providers, and social service and community health organizations.
- Policy 6.4 Use transportation options to support access to health services.
- Policy 6.5 Use transportation options to support community resiliency and health and safety goals associated with disaster planning and response.

GOAL 7/LAND USE & TRANSPORTATION: To ensure land use planners, developers, and decision makers have transportation options tools and strategies to implement livable development patterns by supporting the availability, access, and co-location of transportation options.

- Policy 7.1 Recognize the impact land use has on the ability to utilize transportation options by supporting State planning goals, planning tools, and a comprehensive consideration of impacts.
 - Strategy 7.a Provide best practices and policy guidance to local community planners and policymakers on incorporating transportation options into development review. Provide guidance to determine potential alternative trip generation rates when approving project permit applications for non-auto oriented developments.
 - Strategy 7.b Recognize that certain development types, land uses, and facility siting decisions in urban areas supported by transportation options will generate lower vehicle trip rates. Consider the use of these trip rates when assessing system performance and documenting Transportation Planning Rule requirements.
 - Strategy 7.c Pair mixed-use development with expansion of transit, walking, and bicycle networks to facilitate availability of transportation options.
 - Strategy 7.d Support the development of complete “20-minute” neighborhoods (neighborhoods that contain jobs, housing, and services that are accessible by bicycle, walking, or transit within a 20-minute walk, bike ride, or transit ride).
 - Strategy 7.p Work with developers and local jurisdictions to integrate, incent, or require transportation options as part of the development review process. Reference the Oregon Transportation Growth Management “Transportation Demand Management Plans for Development” guide.

GOAL 8/COORDINATION: To work collaboratively with public and private partners to integrate transportation options into local, regional, and state planning processes, operations and management, and investment decisions.

- Policy 8.3 Encourage communication and partnerships between current transportation options providers, local jurisdictions, active transportation programs, transit providers, health organizations, employers, developers, equity groups, and other community agencies to support and grow staff capacity and program resources and match those in need of transportation with information or a provider.
 - Strategy 8.i Encourage private and public development of transit and shuttle access or bicycle and pedestrian infrastructure that links to travel destinations.

GOAL 9/EQUITY: To support the diverse transportation needs of people of all ages, abilities, income levels, and ethnicities throughout Oregon.

- Policy 9.2 Provide transportation options to serve the needs of Oregon residents, including but not limited to, mobility-limited individuals, low-income households, communities of color, seniors, youth, persons with disabilities, and those with Limited English Proficiency and other vulnerable populations.
- Policy 9.3 Gather and assess travel needs by directly engaging with communities in need. Based on identified needs, provide transportation options information through many forms of communication and media.
- Policy 9.4 Expand communication networks for transportation options providers via partnerships with existing organizations and agencies to reach residents and visitors where they live, work, play, and travel.

- Policy 9.5 Coordinate between transportation options providers and human service providers to improve efficiency and expand access. Utilize annual agency plans where data has been collected to inform needs assessments throughout the state.

GOAL 10/KNOWLEDGE & INFORMATION: To provide Oregonians and visitors with easily accessible information about the full range of transportation options available to them, to improve the customer experience through increased human capital, and to help customers match options with individual travel needs.

- Policy 10.3 Increase access to transportation options information across the state.
- Policy 10.5 Support policies and information platforms to share travel data with the public. Support the sharing of best practices and information between government agencies, local community practitioners, non-profits, and other transportation options providers.
 - Strategy 10.e Continue to publish open data on park-and-ride locations throughout the state, particularly state facilities, to enable integration with ridesharing networks.
 - Strategy 10.f Encourage public-private partnerships to develop user-friendly, widely available transit tools such as scheduling software and web applications, and the integration of digital tickets.
 - Strategy 10.g Enhance pre-travel and point-of-decision traveler information through cost calculators based on all modes of transportation. These could include the costs of single occupancy vehicle travel such as fuel, wear and tear, parking, insurance, and travel time. The cost of transit, for example, could include price of fare and travel time.
 - Strategy 10.k Recognize the changing ways that people access information by supporting emerging technologies and tools. Continue to support the creation of standardized open source transit data. Tools may include travel applications, dynamic ridesharing, point-of-decision traveler information, and/or information available at mobility hubs.

OREGON TRANSPORTATION SAFETY ACTION PLAN (2016)

GOAL 1/SAFETY CULTURE: Transform public attitudes to recognize that all transportation system users have responsibility for other people's safety in addition to their own safety while using the transportation system. Transform organizational transportation safety culture among employees and agency partners (e.g., state agencies, MPOs, local agencies (Tribes, counties, cities), Oregon Health Authority, stakeholders, and public and private employers) to integrate safety considerations into all responsibilities.

- Policy 1.1 – Communicate proactively with system users about safety culture.
- Policy 1.2 – Promote safety culture within agencies, stakeholder organizations, and employers.

GOAL 2/INFRASTRUCTURE: Plan, design and implement safe systems; and support enforcement and emergency medical services to improve the safety and livability of communities, including health outcomes.

- Policy 2.3. Plan, design, construct or improve, operate and maintain the transportation system to achieve healthy and livable communities and eliminate fatalities and serious injuries for all modes.
 - Strategy 2.3.12 – Collaborate with ODOT Rail and Public Transit Division, transit service providers and researchers to evaluate infrastructure techniques to improve safety for transit riders. Update codes and policies to support best practices.

GOAL 3/HEALTHY, LIVABLE COMMUNITIES: Plan, design and implement safe systems; and support enforcement and emergency medical services to improve the safety and livability of communities, including health outcomes.

- Policy 3.4. Invest in transportation system enhancements that improve safety and perceptions of security for people while traveling in Oregon.
 - Strategy 3.4.1 – Enhance perceptions of bicycling, walking, and transit safety and security by identifying and implementing appropriate facility design, lighting, and other changes to the built environment to improve personal security for pedestrians, bicyclists, and transit riders.

GOAL 4/TECHNOLOGY: Plan, prepare for, and implement technologies (existing and new) that improve transportation safety for all users, including pilot testing innovative technologies as appropriate.

- Policy 4.1. Actively monitor technological advances and plan, design, maintain, and operate the system in a way that takes full advantage of opportunities to use technology to eliminate fatalities and serious injuries.

ACTION EMPHASIS AREA: VULNERABLE USERS

- Action 6.8.2: Provide safe facilities and crossings in areas where pedestrians are present or access is needed. Prioritize transit corridors, school areas, multilane streets and highways and other high risk areas and facilities.

TRANSPORTATION PLANNING RULE (CITED SECTIONS LAST AMENDED 2014)

660-012-0045 Implementation of the Transportation System Plan

(3) Local governments shall adopt land use or subdivision regulations for urban areas and rural communities as set forth below. The purposes of this section are to provide for safe and convenient pedestrian, bicycle and vehicular circulation consistent with access management standards and the function of affected streets, to ensure that new development provides on-site streets and accessways that provide reasonably direct routes for pedestrian and bicycle travel in areas where pedestrian and bicycle travel is likely if connections are provided, and which avoids wherever possible levels of automobile traffic which might interfere with or discourage pedestrian or bicycle travel.

[...]

(b) On-site facilities shall be provided which accommodate safe and convenient pedestrian and bicycle access from within new subdivisions, multi-family developments, planned developments, shopping centers, and commercial districts to adjacent residential areas and transit stops, and to neighborhood activity centers within one-half mile of the development. Single-family residential developments shall generally include streets and accessways. Pedestrian circulation through parking lots should generally be provided in the form of accessways.

[...]

(4) To support transit in urban areas containing a population greater than 25,000, where the area is already served by a public transit system or where a determination has been made that a public transit system is feasible, local governments shall adopt land use and subdivision regulations as provided in (a)-(g) below:

(a) Transit routes and transit facilities shall be designed to support transit use through provision of bus stops, pullouts and shelters, optimum road geometrics, on-road parking restrictions and similar facilities, as appropriate;

(b) New retail, office and institutional buildings at or near major transit stops shall provide for convenient pedestrian access to transit through the measures listed in paragraphs (A) and (B) below.

(A) Walkways shall be provided connecting building entrances and streets adjoining the site;

(B) Pedestrian connections to adjoining properties shall be provided except where such a connection is impracticable as provided for in OAR 660-012-0045(3)(b)(E). Pedestrian connections shall connect the on site circulation system to existing or proposed streets, walkways, and driveways that abut the property. Where adjacent properties are undeveloped or have potential for redevelopment, streets, accessways and walkways on site shall be laid out or stubbed to allow for extension to the adjoining property;

(C) In addition to paragraphs (A) and (B) above, on sites at major transit stops provide the following:

(i) Either locate buildings within 20 feet of the transit stop, a transit street or an intersecting street or provide a pedestrian plaza at the transit stop or a street intersection;

(ii) A reasonably direct pedestrian connection between the transit stop and building entrances on the site;

(iii) A transit passenger landing pad accessible to disabled persons;

(iv) An easement or dedication for a passenger shelter if requested by the transit provider; and

(v) Lighting at the transit stop.

(c) Local governments may implement (4)(b)(A) and (B) above through the designation of pedestrian districts and adoption of appropriate implementing measures regulating development within pedestrian districts. Pedestrian districts must comply with the requirement of (4)(b)(C) above;

(d) Designated employee parking areas in new developments shall provide preferential parking for carpools and vanpools;

(e) Existing development shall be allowed to redevelop a portion of existing parking areas for transit-oriented uses, including bus stops and pullouts, bus shelters, park and ride stations, transit-oriented developments, and similar facilities, where appropriate;

(f) Road systems for new development shall be provided that can be adequately served by transit, including provision of pedestrian access to existing and identified future transit routes. This shall include, where appropriate, separate accessways to minimize travel distances;

(g) Along existing or planned transit routes, designation of types and densities of land uses adequate to support transit.

APPENDIX B: LOCAL PLANS AND POLICIES

COOS COUNTY COORDINATED HUMAN SERVICES PUBLIC TRANSPORTATION PLAN (2016)

High Priorities

- *Strategy #1: Seek funding to preserve existing levels of public transit services within the County as the highest priority, with expansion of service as additional funding becomes available and demand justifies.*

Actions:

- a. Continue to strive to capture available Federal and State transit funding.*
- b. Explore alternative funding sources, including public-private partnerships such as financial contributions by health care providers toward the cost of demand response services.*
- c. Investigate dedicated funding sources for CCAT services, including contributions from cities in the County.*
- d. Seek funding for vehicles and other capital stock needed to accommodate expansion of fixed route and demand response services identified in this Plan, e.g. additional buses needed to increase frequency of services.*
- e. Reduce the demand on costlier demand response services through promotion and public education of fixed route services, e.g. dispatchers counseling on accessibility/availability of fixed route services; incentives for fixed route use; screening of demand response rider eligibility; increased demand response service fares; appropriate policy changes; and other means.*
- f. Recognize the role of private providers, Yellow Cab, South Coast Taxi, Millennium Transportation, Bay Cities Ambulance, to assist in providing demand response services and to serve areas lacking public transportation services.*
- g. Seek funding to recruit, train and retain additional staff to assist in implementing Coordinated Plan strategies and priorities.*
- h. Encourage maintenance managers to participate in opportunities, such as ODOT's newly formed Transit Maintenance Council, to obtain information on best practices to improve reliability, efficiency and effectiveness of bus operations; reducing costs of maintenance facility operations; improving passenger comfort; and developing new and improved bus technologies.*

- *Strategy #2: As funding permits, expand access to and convenience of public transportation.*

Actions:

- a. As resources become available, expand fixed route operations to include early morning (before 7 am), evenings and weekend service, with expanded hours of weekday service a higher priority than weekend service.*
- b. Cooperate with the Coquille Tribe to conduct a pilot program to provide shuttle services for casino employees to key destinations near concentrations of employee housing, e.g. Walmart and Fred Meyer.*

- c. Investigate opportunities to provide mid-day service to Southwestern Oregon Community College.
 - d. Coordinate services between Coastal Express and "Loop Bus" so that it becomes easier for passengers to access various destinations in the Bay Area.
 - e. Consider an additional loop circulator service between Coos Bay and North Bend.
 - f. As demand justifies, expand fixed route services to the unincorporated area north of North Bend from 3 to 5-6 days per week.
 - g. Consider expansion of fixed route service to the Lakeside area.
 - h. Investigate feasibility of a Myrtle Point-Coquille-Coos Bay route.
 - i. Provide mid-day service from Coquille to Coos Bay to accommodate noon-time jail releases.
 - j. If demand justifies and with financial contribution by the City, provide fixed route service in Bandon on a trial basis, e.g. six months.
 - k. Seek grant funding from ODOT to reestablish South Coast Connector service connecting Bay Area with Coquille, Bandon and Myrtle Point.
 - l. Increase the frequency of Coastal Express service and expand service to 7 days/week.
 - m. Consider extending Coastal Express service to Reedsport and Florence.
 - n. Investigate opportunities to improve out-of-county connections, both to adjacent counties and to distant medical destinations.
 - o. Address safety and convenience in siting transit stop locations. Identify and, as funding allows, address physical barriers, such as sidewalks without curb cuts and bus stops without shelters (e.g., North Bend Medical Center).
 - p. Investigate complementary use of bus tickets/passes among the various public transportation services.
 - m. Seek funding for technologies (e.g., coordinated trip planning, mobile tools) and data management programs that facilitate the most efficient and cost-effective provision of services.
 - n. Continue to pursue opportunities to improve pedestrian/bicycle connections to transit.
- **Strategy #3: Improve freedom of movement and quality of life for transit dependent populations and assure transportation access to jobs, health care, education and other basic services.**
 - Actions:
 - a. Preserve the existing demand response services and, as resources permit, expand these services, including to rural areas, to accommodate both current and projected demand.

- b. *Seek funding for smaller wheelchair accessible vehicles capable of accessing difficult to reach locations and for vehicles targeted to transporting intellectually/developmentally disabled persons, especially those in rural areas, to vocational and residential programs.*
 - c. *To help manage the increasing demand for demand response services, provide travel training and work with human service agencies and senior facilities to provide escorted services on fixed route services. (This is in addition to Action 1.e.)*
 - d. *Coordinate with medical centers and clinics on scheduling of medical visits.*
 - e. *Investigate opportunities for more convenient and less expensive service to dialysis and methadone clinics.*
 - f. *As funding permits, expand service to assisted living and retirement centers in rural portions of the County.*
 - g. *Coordinate with TransLink and senior centers, assisted living centers, and retirement centers both on the use of public transportation by their clients and on opportunities for these facilities to provide or increase their own transportation services.*
 - h. *Explore opportunities to coordinate demand response trips with TransLink's non-emergency medical trips (NEMT) trips to outside the County.*
 - i. *Where feasible, locate bus stops at senior centers and retirement facilities.*
 - j. *Investigate opportunities to improve transportation access to employment sites for low-income workers, including service to casino resorts and other hospitality industry sites. Assess options such as vanpools, shuttles or other flexible transportation services.*
 - k. *Ensure services are available and convenient for accessing employment training. Investigate the feasibility of a ridesharing and carpooling clearinghouse for people commuting to jobs and employment training programs.*
 - l. *Increase outreach and marketing of services to low-income residents and offer discounted fares or other strategies to address the cost of public transportation for low income riders.*
 - m. *Work with veteran service agencies and organizations to improve and expand transportation assistance for veterans, including coordinating trips to VA medical facilities with the regional brokerage and existing providers.*
 - n. *Investigate opportunities to facilitate student use of public transportation to access education facilities, including negotiating service agreements with Southwest Oregon Community College for enhanced student transportation services.*
 - o. *Coordinate with school districts and after school programs on scheduling, policy and financing issues affecting the ability to provide after school transportation.*
- **Strategy #4: Develop a volunteer driver program to address the increase in demand for services.**

Actions:

- a. *Expand efforts to recruit and train volunteer drivers.*
- b. *Develop and maintain a volunteer driver training and recruitment program.*
- c. *Seek legislative action to address increasing insurance costs associated with use of volunteer drivers.*
- *Strategy #5: Continually strive to coordinate the planning for and provision of public transportation services with the provision of human and health services.*

Actions:

- a. *Encourage DHS and other human/health service providers to assess and communicate the transportation needs of their clients for access to transportation to CCAT and other transportation providers in the County.*
- b. *Seek funding from DHS to augment that provided by the STF-funded Title XIX DD53 Local Match Program for transportation to residential and vocational programs serving people with intellectual/developmental disabilities.*
- c. *To achieve efficiencies and reduce costs, investigate opportunities for coordination of services with private health care providers, e.g. CCO and Star of Hope. Develop partnerships with health care providers to assure that non-Medicaid patients can get to services and treatment and have transportation home when discharged.*
- d. *Coordinate with medical facilities on opportunities to provide transportation for their employees.*
- e. *Regularly convene meetings with human and health service providers to identify mutual transportation needs and opportunities to coordinate services.*
- f. *Consider expanding the composition of the County's STF Advisory Committee to include additional human and health service providers, including the local CCO and expand the group's role as a coordination working group to help insure continuity in improving mobility and coordination of human service transportation and to annually monitor implementation of the Coordinated Plan.*
- g. *Continue to participate on countywide and regional human and health services advisory committees that link public transportation to human and health services.*
- h. *Ensure that public transportation providers are regularly trained in emergency preparedness and have up-to-date plans to assist as needed in emergency management.*

Medium Priorities

- *Strategy #6: Expand efforts to inform the public of available public transportation services, including low-income and non-English speaking populations.*

Actions:

- a. *Investigate the feasibility of a central information clearinghouse (e.g., telephone hotline, website, etc.) covering all transportation services in the county.*

- b. *Develop improved branding of CCAT vehicles, employees and services through logos, paint styles, bus wraps, name tags, etc.*
 - c. *Improve website information and sharing of information among providers about the various services available within the County and region.*
 - d. *Periodically offer free transit days as a public education tool.*
 - e. *Address business community concerns regarding bus stops, transit inefficiencies and other issues through continuing outreach and education efforts. Encourage the business community to promote transit use for their employees.*
 - f. *Help improve knowledge of and comfort in use of public transportation services by non-English speaking populations by providing translated information that explains how to use public transportation services. Disseminate information via Latino community radio stations and at human and health services offices, churches and key community gathering places, including Latino food stores.*
 - g. *Periodically participate in cultural awareness training programs.*
- *Strategy #7: Continue to pursue opportunities for regional collaboration and expansion of the regional transportation system.*
 - Actions:*
 - a. *Participate in programs of regular communication and coordination among regional STF Coordinators and Committees, including regional coordination meetings, quarterly teleconferences or email communications, and rotating presentations on lessons learned and on challenges in service delivery.*
 - b. *STF staff periodically attend Curry County STF Advisory Committee meetings and contribute information to Coquille Tribe and CTCLUSI staff for transmittal to their STF Advisory Committees.*
 - c. *Contribute to quarterly communications organized by ODOT's Regional Transit Coordinator with information on STF Committee meetings, trainings, grant opportunities, other items of mutual interest.*
 - d. *Based on input from Curry County, investigate opportunities to use transit vehicles for the delivery of goods.*
 - e. *Pursue opportunities with regional partners for coordination and/or cooperative training on topics of mutual interest, including PASS training for drivers, data management needs and approaches, interaction with CCOs on grouping medical trips and other issues, travel training and other tools to increase comfort with use of transit, and social media use and management.*
 - f. *Continue to coordinate with Coastal Express, Greyhound, Pacific Crest Bus Lines and other intercity and regional providers to promote access to regional destinations.*
 - g. *Assist ODOT or other appropriate parties to biennially update the database of transportation providers/resources in the region.*

Low Priority

- *Strategy #8: Improve public transportation services service to rural portions of the County.*

Actions:

a. Explore the feasibility of providing public transportation services to rural areas, and to the communities of Lakeside and Powers, through deviated or flexible bus routes, feeder services, volunteer-based shopping or medical shuttles, and private providers, such as taxi companies.

b. Investigate ride-sharing as an option to transit service to rural areas.

- *Strategy # 9: Establish mechanisms for routinely monitoring Plan implementation.*

Actions:

Designate a County "public transportation czar" to be responsible for coordinating the various modes of transportation -- public transportation, air, freight, active transportation, etc. -- and establishing coordination partnerships within the County.

Expand the composition of the STF advisory committee to include additional health services and community representatives and expand the group's role as a coordination working group to help insure continuity in improving mobility and coordination of human service transportation and to annually monitor implementation of the Coordinated Plan.

Establish a regular meeting schedule for the STF advisory committee.

COOS COUNTY TRANSPORTATION SYSTEM PLAN (2011)

Goal 1: Mobility

Plan and develop a roadway system that links communities, neighborhoods, and businesses and addresses the existing and future transportation needs of moving both people and goods in throughout the region.

Objectives:

- *Provide for future growth through planning and management of the transportation system.*
- *Consider the transportation needs of both local and regional travelers (tourists) in the County.*

Goal 2: Multimodal System

Provide a multimodal transportation system that accommodates the needs of all users

Objectives:

- *Support efforts to maintain current transit service and plan for future expanded transit service by sustaining funding and seeking consistent state support.*
- *Plan safe and convenient bicycle and pedestrian networks that connect between residential area, schools, and other activity centers.*

Goal 3: Livability

Provide a transportation system that enhances community livability and promotes economic development while minimizing environmental impacts.

Objectives:

- Minimize congestion on major travel routes by maximizing efficiency of the existing system, providing a network of travel routes, and encouraging the use of alternative modes of travel.
- Coordinate land use and transportation planning decisions to maximize the efficiency of public infrastructure investments.

Goal 4: Safety

Promote the safety of current and future travel modes for all users.

Objectives:

- Identify and improve intermodal conflict points, including rail crossings and pedestrian/bicycle crossings of major roadways near transit stops, schools, and other activity centers.
- Coordinate between transportation service providers to identify and address existing safety concerns and prevent the creation of future conflict points.

CITIES OF COOS BAY AND NORTH BEND TRANSPORTATION SYSTEM PLAN UPDATE (IN PROGRESS)

Goal #1: Continue development of an interconnected, multimodal transportation network that connects all members of the community to destinations within and beyond the city.

Objectives:

- a) Improve, as needed, and retain existing connections between households and schools, parks, transit stops, the waterfront and other essential destinations and recreational areas. Provide a network of arterials, collectors and local streets that are interconnected, appropriately spaced, and reasonably direct in accordance with city and state design standards and the Transportation System Plan.
- b) For new development, provide for multi-modal circulation internally on site and externally to adjacent land use and existing and planned multi-modal facilities.
- d) Require sidewalks on all new streets within the Urban Growth Boundary and that these facilities be designed to the standards in the adopted Transportation System Plan.
- e) Ensure access to schools, parks, and other activity centers for all members of the community, including children, disabled, low-income, and elderly people.
- f) Ensure adequate access to transit facilities and services.
- g) Upgrade existing transportation facilities, including retrofitting for American Disability Act (ADA) compliance, and work with public transportation providers to provide services that improve access for all users.
- h) Ensure American Disability Act (ADA) compliance for new transportation facility infrastructure.
- i) Ensure planned pedestrian throughways are clear of obstacles and obstructions (e.g., utility poles) and continue to identify, and as resources permit, eliminate obstacles and obstructions for existing facilities.

Goal #2: Provide a transportation system that enhances the safety and security of all transportation modes.

Objectives:

d) Identify and improve safe crossings for vehicles, bicycles and pedestrians across Highway 101 and major arterials.

Goal #3: Optimize the performance of the transportation system for the efficient movement of people and goods.

Objectives:

h) Coordinate with Coos County Area Transit to develop system enhancements that support the movement of people in high traffic corridors.

Goal #4: Provide an equitable, balanced and connected multi-modal transportation system.

Objectives:

a) Ensure that the transportation system provides equitable access to underserved and vulnerable populations. Prioritize walking and biking investments in underserved areas with transportation disadvantaged populations.

b) Provide connections for all modes that meet applicable city and Americans with Disabilities Act (ADA) standards.

c) Require multi-modal circulation internal to a development site, as well as connecting to adjacent land use and existing and planned multi-modal facilities.

Goal #5: Provide a transportation system that supports existing industry and encourages economic development in the city.

h) Support recreational transit use to boost tourism, enhance economic development, and reduce the environmental impacts of automobile traffic. Explore options to enhance tourist transit use with Coos County Area Transit, including the use of seasonal trolleys, and with businesses that attract tourists, such as local casinos.

Goal #6: Develop and maintain a Transportation System Plan that is consistent with the goals and objectives of the city, Coos County, and the state.

Objectives:

c) Coordinate land use and transportation decisions to efficiently use public infrastructure investments to: Encourage the availability and use of transportation options such as biking, walking and taking transit

e) Coordinate with Coos County Area Transit to strengthen the efficiency and performance of the transit network and to support the multimodal system.

Goal #8: Provide a transportation system that enhances the health of residents and users and that minimizes impacts to the environment.

Objectives:

a) Identify and seek funding for programs that encourage walking, bicycling, and transit.

c) Plan for a multi-modal system that limits users' exposure to pollution and that enhances air quality.

i) Increase the number of walking, bicycling, and transit trips in the city.

n) Roadways within the city shall be multi-modal or “complete streets,” with each street servicing the needs of the various modes of travel.

BANDON COMPREHENSIVE PLAN (LAST AMENDED 2008)

Transportation Element of the Comprehensive Plan

It shall be the policy of the City to:

- 1. encourage a transportation system which will meet the present and future needs of Bandon.*
- 5. provide adequate pedestrian safety by continued development of sidewalks as may be appropriate.*
- 6. encourage better mass transportation service between Bandon and other cities.*
- 8. encourage the establishment of transportation systems and capabilities that will enable the transportation disadvantaged adequate mobility.*
- 9. provide for a mix of transportation options without relying entirely on automotive transportation.*

COQUILLE COMPREHENSIVE PLAN (1982)

Transportation Element of the Comprehensive Plan

- *Objective 5 – Public Transportation. To encourage public transportation within the community; to encourage transportation services for senior citizens and other transportation disadvantaged.*
- *Strategy 6 – Development of a plan by the city to improve and extend the city's sidewalk system.*
- *Strategy 8 – Development of a plan by the city to develop bicycle paths and routes.*