



Memorandum #2

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RE: FINAL Transit Goals, Policies, and Practices Memo (Task 2.2)
Curry County Transit Development Plan (TDP)

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INTRODUCTION

Section 122 of Keep Oregon Moving (Oregon House Bill 2017) established a new dedicated source of funding for expanding public transportation service in Oregon. The new funding source is called the Statewide Transportation Improvement Fund ("STIF"). STIF funds may be used for public transportation purposes that support the effective planning, deployment, operation, and administration of public transportation programs. Five percent of the funds are awarded to eligible public transportation providers based on a competitive grant process.

The Curry County Transit Development Plan (TDP) will examine how existing urban and outlying rural services can be improved and better coordinated to meet the needs of the region. Ultimately, the TDP will clearly define the community's future transit needs and goals, making Curry County Public Transit Service District (CCPTSD) and Curry County eligible to receive STIF funds in the future.

Draft goals and policies will guide the development of appropriate strategies to enhance transit service, facilities, and amenities in the CCPTSD service area. The *Draft TDP Goals and Policies* section proposes draft policy guidance for the TDP development and implementation process. The *State Goals, Policies, and*

Practices and Local Goals, Policies, and Practices appendices in this memorandum provide a review of State and local plans that inform the draft TDP goals and policies.

The draft goals and policies have been used to guide the transit benchmarks and monitoring program developed in Draft Memorandum #3 (Task 2.3), and the Project Management Team and Curry County Transit Advisory Committee (CCTAC) have reviewed this memorandum and Draft Memorandum #3. This memorandum has been revised based on their comments and will eventually be used to inform implementation measures (model policy and development code language) in the Draft TDP (Task 5).

DRAFT TDP GOALS AND POLICIES

It is necessary to provide a policy framework to guide future CCPTSD planning work and investments. The draft TDP goal and policy language proposed in this section draws from a number of resources, including the goals, policies, objectives, and strategies reviewed in the appendices. 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, as did input from committee members at CCTAC Meeting #1. The project's objectives call for the provision of a sustainable and innovative transit system in a county that serves urban and rural users over a 20-year planning period.

Draft TDP 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.
- Policy 1G – Continue to improve conditions at transit stops, including signage, amenities, and identifying and implementing shelter designs that are appropriate for the climate.

Goal 2: Accessibility and Connectivity – Improve access and connections within and between communities in the CCPTSD service area, as well as connection to services beyond the service area.

- Policy 2A – Prioritize maintaining and improving existing services before expanding services.
- Policy 2B – Ensure and increase access to employment, education, health services, and shopping centers.
- Policy 2C – Support improvement of pedestrian and bicycle connections to transit routes and stops.

- Policy 2D – Support safe roadway crossings of Highway 101 in the service area.
- Policy 2E – Explore potential park-and-ride and “mobility hub” sites, where multiple modes connect, such as the Pony Village/Coos Bay Safeway stop.
- 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, particularly transit providers in the greater region such as Coos County Area Transit, Redwood Coast Transit, and Pacific Crest Lines.
- Policy 3B – Establish and strengthen coordination with transportation technologies, such as transit vehicle automatic vehicle location, mobile apps for customers, bike and scooter sharing, and ridesharing.
- Policy 3C – Coordinate with adjacent transit providers to match transit schedules including weekend schedules.
- Policy 3D – Coordinate with partners to establish a range of transit services, including employer vanpools, medical service transportation, shopping services, and cab and rideshare rides.
- Policy 3E – Work with health and human service providers to coordinate transportation services that are appropriate for customers’ needs.
- Policy 3F – Foster new and innovative partnerships to share and leverage resources, create awareness of CCPTSD services, and enhance CCPTSD services.
- Policy 3G – Strengthen coordination with partner cities and Curry County land use planning and development to support the planned transit system and increase customer access to transit.
- Policy 3H – Work with partner cities and Curry County to coordinate between CCPTSD transit planning and city and county transportation planning.
- Policy 3H – 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 CCPTSD services and invest strategically in maintenance, service, planning, staffing, and capital improvements.
- Policy 4B – Reduce reliance on single-occupancy vehicles and help reduce pollution by maintaining and enhancing CCPTSD services, including acquiring alternatively powered fleet vehicles when resources are available.
- 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 have been developed in Memorandum #3 in order to track progress toward the draft goals and policies presented in this memorandum. The Project Management Team and CCTAC have reviewed the draft goals and policies in this memorandum as well as Draft Memorandum #3, and the memos have been revised in response to their comments. The revised goals and policies will carry forward into implementation work (model policy and development code language in the Draft TDP), which will be conducted in the late phases of this planning project.

APPENDICES

- A. State Goals, Policies, and Practices
- B. State Plans and Policies Relevant Excerpts
- C. Local Goals, Policies, and Practices
- D. Local Plans and Policies Relevant Excerpts

APPENDIX A: STATE GOALS, POLICIES, AND PRACTICES

This section provides an overview of State plans and identifies aspects of each plan relevant to CCPTSD's transit planning in Curry 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 CCPTSD's transit planning has been excerpted and included in Appendix A.

OREGON HIGHWAY PLAN (1999, AMENDED 2018)

- The Oregon Transportation Safety Action Plan (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. It outlines the vision, goals, policies, and long-term strategies, as well as actions to achieve near-term opportunities for enhancing transportation safety in Oregon.
- The TSAP envisions no deaths or life-changing injuries on Oregon's transportation system by 2035. Its long-term goals, policies, and strategies are focused on changing safety culture and proactively planning, designing, operating, and maintaining a transportation system that eliminates fatalities and serious injuries.
- 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 prioritizing transit corridors for safe transportation facilities and road crossings. The 2021 update also includes policies related to providing local entities with resources to offer programs and education based on local needs and issues, considering issues of equity.

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 CCPTSD's transit planning is OPTP'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 in 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.¹
- Policy and strategy direction from the OBPP most relevant to the development of the TDP 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-compliant.¹

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 CCPTSD 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.

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.

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."

- 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.

US 101 CORRIDOR PLAN: CHETCO RIVER BRIDGE TO OREGON/CALIFORNIA BORDER (2017)

- The US 101 Corridor Plan (Corridor Plan) examines the section of highway between Brookings and the Oregon/California border and identifies strategies to preserve and improve safety, operations, and capacity. The Plan assesses existing and future roadway conditions and identifies potential solutions for improving roadway deficiencies consistent with a Statewide Highway classification.
- The Corridor Plan includes a section addressing barriers to transportation for Title VI populations, which was developed in coordination with the Curry County Health Department. The Corridor Plan identifies several specific examples of transportation needs to better serve these communities, including providing better transit service to destinations such as the Brookings-Harbor Shopping Center, South Coast Center, Men's Union Gospel Mission, Seaview Senior Living Community, and health services and medical facilities that serve the area.
- The goals of the Corridor Plan are to promote safety and efficiency for users of all modes of travel (motor vehicle, transit, bicycle, and pedestrian), and to maximize the constructability of transportation improvements. While the objectives do not specifically mention transit, the Corridor Plan identifies needed bicycle and pedestrian improvements, including crossings. Provision of adequate bicycle and pedestrian facilities is important for helping people carry out the “first and last mile” of transit trips. Improvements that maintain corridor mobility and reduce congestion and delay will also benefit transit.

OREGON COAST BIKE ROUTE PLAN (DRAFT 2021)

- The Oregon Coast Bike Route Plan (OCBRP) identifies opportunities for improvements to the Oregon Coast Bike Route that will benefit all people who travel the route, including recreational and multi-day trip users as well as residents and those making short trips. The OCBRP identifies critical needs based on existing roadway characteristics, crash data, local planning documents, and public input, and proposes infrastructure improvements and solutions to improve safety, accessibility, and comfort.
- The recommended improvements are tailored to the types of riders that are most likely to be using certain sections of the route and differentiate between rural segments of the route—where riders are more likely to be using the facility recreationally—and the portions that pass through cities and towns, which are more likely to be used by people traveling to work or school, or to run errands.
- The OCBRP acknowledges that many users rely on transit at the beginning or end of their trip, or to bypass certain portions of the route or reach mechanical assistance, and that under the current level of transit service buses are infrequent and do not reach all parts of the route. One of the recommendations of the OCBRP is to continue to enhance coastal transit service and improve transit frequency, particularly for the southern portion of the route, which passes through Curry County.

TRANSPORTATION PLANNING RULE (CITED SECTIONS 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.

APPENDIX B: STATE PLANS AND POLICIES RELEVANT EXCERPTS

Oregon Transportation Safety Action Plan (2021)

GOAL 1 - IMPROVING 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, regional planning entities, local agencies (Tribes, counties, cities), other safety stakeholders, employer, and the general public) 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 - IMPROVING INFRASTRUCTURE: Develop and improve infrastructure to eliminate fatalities and serious injuries for users of all modes.

- Policy 2.3. Plan, design, construct or improve, operate, and maintain the transportation system to achieve healthy, livable, and equitable communities and eliminate fatalities and serious injuries for all Oregon travelers.
 - Strategy 2.3.4 – Support, coordinate, and collaborate with local jurisdictions to identify community safety concerns and establish solutions.
 - Strategy 2.3.12 – Collaborate with ODOT Public Transit Division, transit service providers, MPOs, and researchers to evaluate infrastructure techniques to improve safety for transit riders. Update codes and policies to support best practices.

GOAL 3 - FACILITATING HEALTHY AND LIVABLE COMMUNITIES: Plan, design, and implement safe systems; support equitable 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.
- Policy 3.4. Provide all regions and localities in Oregon with resources and tools to offer programs and education based on local needs and issues, considering issues of equity.
 - 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 - USING BEST AVAILABLE TECHNOLOGIES: Plan, prepare for, and implement technologies (existing and new) that improve transportation safety for all users, including pilot testing innovative technologies as appropriate.

- Policy 4.3. Leverage technology tools and best practices across divisions and agencies to deploy useful technologies across the state and the transportation system.
 - Strategy 4.3.2 – Implement technology advances equitably in urban and rural areas.
 - Strategy 4.3.3 – Identify and implement methods to extend safety technology to underserved system users and the transportation disadvantaged.

GOAL 6 - INVESTING STRATEGICALLY: Plan, prepare for, and implement technologies (existing and new) that improve transportation safety for all users, including pilot testing innovative technologies as appropriate.

- Policy 6.1. Allocate infrastructure safety funds strategically, considering all modes, to maximize total safety benefits.

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.

US 101 Corridor Plan: Chetco River Bridge to Oregon/California Border (2017)

GOAL 1: PROMOTE THE SAFETY OF TRAVEL MODES FOR ALL USERS

- Provide adequate bicycle and pedestrian Facilities.

GOAL 2: PROMOTE THE EFFICIENT OPERATIONS OF TRAVEL MODES FOR ALL USERS

- Evaluate roadway improvements that maintain mobility and reduce congestion and delay.

Transportation Planning Rule (cited sections 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 C: LOCAL GOALS, POLICIES, AND PRACTICES

This section provides an overview of local long-range plans and identifies aspects of each plan relevant to CCPTSD's transit planning in Curry 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 CCPTSD's transit planning are provided in Appendix B.

CURRY 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.
- 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. Curry 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 seeking funding to sustain existing levels of public transit services within Curry County; expanding access to and convenience of public transportation through expansion of and/or improvements to existing services; improving freedom of movement and quality of life for transit dependent populations; upgrading and expanding the fleet of public transportation vehicles; expanding efforts to inform the public of available public transportation services, including low-income and non-English speaking populations; and pursuing opportunities for regional collaboration and expansion of the regional transportation system.

CURRY COUNTY TRANSPORTATION SYSTEM PLAN (2005)

- The Curry County Transportation System Plan (TSP) constitutes the 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. It includes a set of goals and objectives that were used to make decisions about potential improvement projects considered during the development of the TSP.
- The TSP includes several objectives that are specific to transit, including to plan for future expanded transit service by sustaining funding to local transit efforts and seeking consistent state support. Objectives include seeking further improvement County mass transit systems by encouraging more frequent scheduling of commercial carriers and by continued support of mass transit systems presently developed within the County.
- Other Curry County TSP goals and objectives that are relevant to CCPTSD transit planning include: encourage alternative modes of transportation; encourage transportation demand management programs such as rideshare and park and ride; provide sidewalks, bikeways, and safe crossings on urban arterial and collector roads; and seek Transportation and Growth Management (TGM) and other funding; continue to support programs for the transportation disadvantaged; and encourage development to occur near existing community centers where services are presently available.
- The Curry County TSP includes a Public Transportation Modal Plan section, which identifies existing transit services and community concerns. It references a transit plan that calls for the expansion of the service along US 101 to include additional daily round trips and approximately 20 covered bus shelters. The TSP also states that no plans exist for exact placement of shelters, and no funding has been identified to expand service.

BROOKINGS TRANSPORTATION SYSTEM PLAN (2017)

- The Brookings TSP guides the management and implementation of the transportation facilities, policies, and programs within the City of Brookings Urban Growth Boundary (UGB) over the next 20 years.
- The Brookings TSP includes one goal: to provide a balanced, multimodal, safe, convenient, economical, and efficient transportation system. Objectives of this goal that are particularly relevant to transit planning include promoting the development and maintenance of all transportation modes including bikeways, pedestrian ways, and public transportation where appropriate and cooperating with and supporting regional public transportation planning efforts, including working with public and private agencies to promote the use of vanpools and park-and-ride facilities.

GOLD BEACH AND PORT ORFORD TRANSPORTATION SYSTEM PLANS (2000, 2002)

- The Gold Beach and Port Orford TSPs guide the management of existing transportation facilities and implementation of future facilities over the 20-year planning period in the respective cities. The TSPs and their goals and objectives serve as the transportation elements of the two cities respective Comprehensive Plans.
- Both the Gold Beach TSP and the Port Orford TSP include a Public Transportation element that identifies the existing transit conditions and services available at the time the TSP was published (2000 and 2002 for Gold Beach and Port Orford, respectively). At the time, Port Orford was served by Curry County's limited fixed-route transit service; Gold Beach had no fixed-route service at the time of that city's TSP's adoption.
- The Gold Beach and Port Orford TSPs each include a set of goals and objectives to guide transportation planning for the city. Relevant objectives include promoting transportation demand management programs (such as rideshare and park-and-ride); promoting alternative modes and rideshare/carpool programs; planning for future expanded transit service by sustaining funding to local transit efforts and seeking consistent state support; and continuing to monitor the needs of the transportation disadvantaged and providing support as required.

APPENDIX D: LOCAL PLANS AND POLICIES RELEVANT EXCERPTS

Curry County Coordinated Human Services Public Transportation Plan (2016)

High Priorities

- *Strategy #1: Seek funding to sustain existing levels of public transit services within the County as the highest priority.*

Potential Actions:

1.1 Continue to strive to capture available federal and state transit funding and advocate for equitable, effective, sufficient and sustainable Federal and State programs and policies.

1.2 Encourage state human service agencies to equitably fund transportation for clients of state programs, including persons with intellectual/development disabilities.

1.3 Investigate options to expand the Transit District's funding base, including through alternative funding sources, such as financial contributions by health care providers (e.g., Coordinated Care Organizations – Western Oregon Health Alliance and AllCare) toward the cost of transportation services.

1.4 Continue to allocate STF and Section 5310 funds to programs and projects that currently receive such funds as the highest priority for County funding.

1.5 Continue to utilize private providers to assist in providing demand-response services and to serve areas lacking public transportation services.

1.6 Maintain coordination with Southwest Point, TAC, Redwood Coast Transit, CCAT and other public transportation providers.

- *Strategy #2: As sustainable funding permits and as demand is demonstrated, expand access to and convenience of public transportation through expansion of and/or improvements to existing services.*

Potential Actions:

2.1 As demand warrants and in coordination with local jurisdictions, expand fixed-route and demand response services.

- As resources become available, expand fixed route operations to include early morning, evening and weekend service, with expanded hours of weekday service a higher priority than weekend service.

- Explore the feasibility of and demand for limited (1-2 days/week) service to two-three rural areas in the County. Investigate alternative types of service such as deviated or flexible bus routes, feeder services, shopping or medical shuttles, volunteer-based demand response programs, or privately provided services (e.g., taxis).

2.2 Work with ODOT to ensure connectivity between Curry Public Transit and Southwest Point.

2.3 Investigate providing portal-to-portal transportation on a contracted basis to Curry General Hospital.

2.4 Investigate opportunities to expand out-of-County connections to Del Norte County medical destinations and to medical treatment destinations in Coos Bay, Medford and Grants Pass.

2.5 Allow for complementary use of bus tickets/passes among the various public transportation services in the region.

- Strategy #3: Improve freedom of movement and quality of life for transit dependent populations and assure transportation access to jobs, health care, education, social opportunities and other basic services.

Potential Actions:

3.1 Preserve the existing demand response services and, as resources permit, expand these services, including to rural areas, to accommodate both current and projected demand.

- Conduct a countywide assessment to determine how much and where demand response services are needed.
- Strive to reduce the demand on demand response services through promotion and public education of fixed route services.
- As a pilot project, employ a trip model program that focuses on the user to arrange services.
- Investigate expanding demand response services in Brookings and Gold Beach.
- As a pilot project, establish limited demand responsive service in Port Orford. After six months, assess whether usage justifies continuing, discontinuing, or expanding the service.

3.2 Continuously strive to coordinate the planning for and provision of public transportation services with the provision of human and health services.

- Coordinate with human service, health service, and senior facilities to manage the increasing demand for demand response services through travel training, escorted services on fixed routes, and other approaches.
- Encourage DHS and other human/health service providers to assess and communicate the needs of their clients for access to public transportation.
- Coordinate with ReadyRide and the Chetco Activity Center, 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.
- Coordinate with Coordinated Care Organizations on an ongoing basis on transportation service needs and seek funding to assist with rides for wellness and other human and health services.
- Continue to locate Dial-a-Ride bus stops at the Chetco Activity Center and retirement facilities.
- Coordinate with medical centers and clinics on scheduling of medical visits.
- Develop partnerships with hospital and other health care providers to assure that non-Medicaid patients can get to services and treatment, and have transportation home when discharged.

- *Coordinate with medical facilities on opportunities to provide transportation for their employees.*
- *Regularly convene meetings with human and health service providers to identify mutual transportation needs and opportunities to coordinate services.*
- *Encourage appointment to the STF Advisory Committee of eligible representatives with human and health services experience, including CCO representatives. Explore opportunities to expand the breadth of interests and experience through ex-officio positions or other means.*
- *Continue to participate on countywide and regional human and health services advisory committees that link public transportation to human and health services.*

3.3 *Coordinate with police departments on transportation services for released prisoners to destinations of choice, including continuing to provide bus passes to police departments.*

3.4 *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.*

3.5 *Pursue opportunities to improve transportation access to employment sites and to employment training for low-income workers.*

- *Assess options such as vanpools, shuttles or other flexible transportation services.*
- *Increase outreach and marketing of services to low-income residents.*

3.6 *Continue to offer discounted fares or other strategies to address the cost of public transportation for low income riders.*

3.7 *Explore opportunities to expand transportation assistance for veterans.*

- *Continue to provide free rides to veterans for medical appointments and work with veteran service agencies and organizations to expand information about free rides within the District's service area.*
- *Contract to provide services as needed to veterans to the new veterans' clinic in Brookings.*
- *Coordinate trips to veterans' medical facilities in Coos Bay and Roseburg.*

- *Strategy #4: As funding permits, upgrade and expand the fleet of public transportation vehicles and undertake capital improvements needed to ensure the desirability, safety and convenience of transit services.*

Potential Actions:

4.1 *Continue to pursue funding for vehicle replacement and preventive maintenance, as well as funding for additional vehicles and other capital stock needed to accommodate expansion of fixed route and demand response services identified in this Plan.*

- *Assist eligible agencies to apply for state and federal funds for vehicles and preventive maintenance.*
- *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.*

- Work with ODOT to address challenges created by current standards for replacement vehicles.

4.2 Provide facilities needed to address physical barriers to access and to ensure convenient and safe access to transit, including curb cuts, bus stops/shelters, and more and better signage. Increase ADA accessibility and safety at bus stops.

4.3 Seek funding (e.g. ConnectOregon) to construct a new multi-modal operations center and more accessible bus storage facility for Curry Public Transit. Improve security at current facilities.

4.4 Improve branding/marketing through logo update, bus wraps driver uniforms, etc.

4.5 Seek Safe Routes to Schools and/or other funding to help improve pedestrian/bicycle connections to transit.

Medium Priorities

- Strategy #5: Expand efforts to inform the public of available public transportation services, including low-income and non-English speaking populations.

Potential Actions:

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

5.2 Continuously engage in public education and outreach efforts to inform County residents and visitors of available public transportation services and how to access them.

- Update website information and improve sharing of website information among providers about the various services available within the County and region.

- Continue radio and print media advertisements.

- Explore social media opportunities, e.g. Facebook pages.

- Seek volunteers to distribute printed materials in doctors' offices, clinics, hotels/motels, Welcome Center, etc.

- Periodically offer free transit days as a public education tool.

5.3 Help improve knowledge of and comfort in use of public transportation services by non-English speaking populations by continuing to provide translated information that explains how to use public transportation services.

5.4 Periodically participate in cultural awareness training programs.

- Strategy #6: Continue to pursue opportunities for regional collaboration and expansion of the regional transportation system.

Potential Actions:

6.1 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.

- Periodically attend Coos County STF Advisory Committee meetings and contribute information to Coquille Tribe and CTCLUSI staff for transmittal to their STF Advisory Committees.
- 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.

6.2 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.

6.3 Continue to coordinate with Coastal Express, Greyhound, Pacific Crest Bus Lines and other intercity and regional providers to promote access to regional destinations.

6.4 Assist ODOT or other appropriate parties to biennially update the database of transportation providers/resources in the region.

Low Priority

- Strategy #7: To facilitate provision of services, ensure that Curry Public Transit and other providers are using the most efficient and cost-effective technologies and, subject to availability and funding, provide regular trainings for staff, drivers and volunteers.

Potential Actions:

7.1 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.

- Pursue technology to allow acceptance of credit cards for ride payments.
- Investigate the use of apps that enable people to request demand response service.
- Install notebooks in buses.
- Explore tools such as Mobilitat.

7.2 Seek funding for and pursue cooperative opportunities for training.

- Investigate opportunities to piggyback training with private and non-profit organizations providing or contracting for related training programs.

7.3 Participate in planning groups for emergency preparedness to define what it means for Curry Public Transit to be a support agency for transportation. Propose training exercises.

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

Potential Actions:

9.1 Cooperate in the establishment of a central information clearinghouse covering all transportation services in the county – telephone hotline, website, etc.

9.2 Work with Curry County to establish a countywide County's Social Services/Transportation Advisory Committee to help insure continuity in improving mobility and coordination of human service transportation and to monitor implementation of the Coordinated Plan.

9.3 Regularly assess customer and driver needs through surveys and other mechanisms.

9.4 Ensure adequate funding for staff and technical assistance, including implementation of the Coordinated Plan priorities and potential actions and other public transportation-related activities.

9.5 Request County and city planning and community development departments to notify public transportation providers of land use proposals that potentially effect the demand for and provision of public transportation services.

9.6 Actively engage the STF Advisory Committee in annually monitoring implementation of the Coordinated Plan.

Curry County Transportation System Plan (2005)

Goal 1: Preserve the function, capacity, level of service, and safety of the state highways.

Objectives:

- C. Encourage alternative modes of transportation.
- D. Encourage transportation demand management programs (i.e., rideshare and park and ride).

Goal 4: Increase the use of alternative modes of transportation (walking, bicycling, rideshare/carpooling, and transit) through improved access, safety, and service.

Objectives:

- A. Provide sidewalks, bikeways and safe crossings on urban arterial and collector roads.
- D. Promote alternative modes and rideshare/carpool programs through community awareness and education.
- E. Plan for future expanded transit service by sustaining funding to local transit efforts and seeking consistent state support.
- F. Seek Transportation and Growth Management (TGM) and other funding for projects evaluating and improving the environment for alternative modes of transportation.

Goal 5: Provide and encourage a safe, convenient and economic transportation system.

Objectives:

- B. Seek further improvement of mass transit systems to the County by encouraging more frequent scheduling of commercial carriers and by continued support of those systems presently developed for mass transit within the County.
- E. Continue to support programs for the transportation disadvantaged where such programs are needed and are economically feasible.
- F. Encourage development to occur near existing community centers where services are presently available so as to reduce the dependence on automotive transportation.

City of Gold Beach Transportation System Plan (2000)

Goal 1: Preserve the function, capacity, level of service, and safety of the state highways.

Objectives:

- C. Encourage alternative modes of transportation.
- D. Encourage transportation demand management programs (i.e., rideshare and park and ride).

Goal 4: Increase the use of alternative modes of transportation (walking, bicycling, rideshare/carpooling, and transit) through improved access, safety, and service.

Objectives:

- A. Provide sidewalks, bikeways and safe crossings on arterial and collector roads.
- D. Promote alternative modes and rideshare/carpool programs through community awareness and education.
- E. Plan for future expanded transit service by sustaining funding to local transit efforts and seeking consistent state support.
- F. Seek Transportation and Growth Management (TGM) and other funding for projects evaluating and improving the environment for alternative modes of transportation.

Goal 5: Provide and encourage a safe, convenient, and economic transportation system.

Objectives:

- H. Continue to monitor the needs of the transportation disadvantaged and provide support as required.

City of Port Orford Transportation System Plan (2000)

Goal 1: Preserve the function, capacity, level of service, and safety of the state highways.

Objectives:

- C. Encourage alternative modes of transportation.
- D. Encourage transportation demand management programs (i.e., rideshare and park and ride).

Goal 4: Increase the use of alternative modes of transportation (walking, bicycling, rideshare/carpooling, and transit) through improved access, safety, and service.

Objectives:

- A. Provide sidewalks, bikeways and safe crossings on arterial and collector roads.
- D. Promote alternative modes and rideshare/carpool programs through community awareness and education.
- E. Plan for future expanded transit service by sustaining funding to local transit efforts and seeking consistent state support.
- F. Seek Transportation and Growth Management (TGM) and other funding for projects evaluating and improving the environment for alternative modes of transportation.

Goal 5: Provide and encourage a safe, convenient, and economic transportation system.

Objectives:

D. Encourage a diverse transportation system.

F. Assist the development of transportation systems in the area in such a way that local, regional, and state transportation needs; needs of the transportation disadvantaged; social consequences; social, economic and environmental impacts; and energy conservation will be accommodated.

I. Encourage appropriate mass-transit and commodity transportation services in, and through, Port Orford.