

TECHNICAL MEMORANDUM

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SUBJECT: Estacada TSP Update Project #20020-011
Project Goals, Objectives, and Evaluation Criteria Memo

The purpose of this memorandum is to initiate the process of developing the transportation-related goals, objectives, and evaluation criteria that will help guide the update of the Estacada Transportation System Plan (TSP) and future investment decisions. This effort will continue through the planning process, shaped by input received from the project management team, Stakeholder Group, and the general public.

SETTING DIRECTION FOR TRANSPORTATION PLANNING

Collectively, transportation-related goals and objectives state what the community wants to focus on in the TSP update and what they want the future Plan to address. Ultimately, once the TSP update is complete, TSP objectives can be used to guide future transportation and land use decisions as part of the adopted TSP and provide a basis for policy statements.

Goals and objectives create manageable stepping-stones through which a broad vision statement can be achieved. **Goals** are broad statements that should focus on outcomes, describing a desired end state. Goals should be challenging, but not unreasonable. Each goal must be supported by more finite **objectives**. In contrast to goals, objectives should be specific and identify key issues or concerns that are related to the attainment of the goal.

The solutions recommended through the TSP must be consistent with the goals and objectives. To accomplish this, **evaluation criteria** that are based on the goals and objectives will be developed. For the Estacada TSP, they will be used to inform the selection and prioritization of projects and programs for the plan by describing how well the alternatives support each goal.

DEVELOPING UPDATED TSP GOALS AND OBJECTIVES

The goals and objectives from Estacada’s current TSP, adopted in 2007, provided a starting point for setting the direction for the new TSP. The current TSP goals cover a wide range of topics that are relevant and appropriate to carry forward in the TSP Update.

The existing goals and objectives have been updated and expanded to provide more detail and reflect current community needs. The headings used for some of the current TSP goals were changed to better reflect the overall topic covered by the objectives. Many objectives support more than one goal. Some existing objectives have also been relocated to the goal that it supports the most. Recent planning efforts such as the Estacada Active Transportation Plan, the Estacada Downtown and Riverside Plan, and the Clackamas County Transit Development Plan informed the updated goals and objectives where applicable.

The TSP goals and objectives provided below will be shared with the project Stakeholder Group, with further input sought to refine them. At this time, all goals and objectives are considered to be of equal importance when evaluating and prioritizing TSP projects and programs.

TSP Goals and Objectives

SAFETY

Goal 1: Improve the safety of the transportation system for all users.

- Objective 1.1: Apply a comprehensive approach to improving transportation safety through education, enforcement, and engineering strategies
- Objective 1.2: Proactively improve areas where crash risk factors are present
- Objective 1.3: Provide safe pedestrian and bicycle routes between residential areas, schools, and public facilities
- Objective 1.4: Provide transportation design and connectivity standards that encourage appropriate traffic volumes and speeds, enhance pedestrian safety, and improve emergency service response time and evacuation routes
- Objective 1.5: Reduce the frequency of crashes and strive to eliminate crashes resulting in serious injuries and fatalities
- Objective 1.6: Apply appropriate traffic calming measures to support neighborhood livability
- Objective 1.7: Create a resilient transportation system that supports the movement of people and emergency responders during natural disasters

ACTIVE TRANSPORTATION

Goal 2: Complete safe networks of facilities that make walking and biking an attractive choice by people of all ages and abilities.

- Objective 2.1: Develop a connected network of inviting and accessible walking and biking facilities, including off-street trails, that complements access routes to major destinations such as employment, housing, schools, shopping, and transit
- Objective 2.2: Create an active transportation network that serves a broad variety of users, from the reluctant to the fearless
- Objective 2.3: Improve accessibility to transit services for people arriving by foot, by bicycle or with a mobility device
- Objective 2.4: Address challenging street crossing locations along major routes for people walking and biking
- Objective 2.5: Support safe neighborhood connections to schools via walking and biking
- Objective 2.6: Progressively close gaps in the existing sidewalk network
- Objective 2.7: Continuously improve existing transportation facilities to meet applicable City of Estacada and Americans with Disabilities Act standards
- Objective 2.8: Provide walking facilities that are physically separated from auto traffic on all arterials and collectors

MOBILITY & ACCESSIBILITY

Goal 3: Promote efficient travel that provides access to goods, services, community facilities, homes, and employment to meet the daily needs of all users, as well as to local and regional activity centers.

- Objective 3.1: Provide an interconnected network of streets to allow for efficient travel
- Objective 3.2: Manage congestion according to adopted mobility standards
- Objective 3.3: Support transportation options for people of all ages and abilities
- Objective 3.4: Collaborate with transportation agencies and support expansions of transit service and user-friendly connections
- Objective 3.5: Increase public awareness of local transit providers Sandy Transit (SAM) and TriMet and their connectivity to other transit systems and transportation modes
- Objective 3.6: Provide access to key employment centers, residential areas, and key community facilities, including parks and schools

EQUITY

Goal 4: Support an equitable transportation system that justly allocates the benefits and burdens of transportation projects, policies, plans, and processes.

- Objective 4.1: Consider the potential positive and negative impacts of transportation projects and programs on historically underrepresented and underserved communities and strive to achieve a just allocation of investments

- Objective 4.2: Improve accessibility to resources and essential destinations such as education, employment, food, health care, emergency and public services, and social and recreational activities for historically underrepresented and underserved communities
- Objective 4.3: Seek to improve transportation options and affordability
- Objective 4.4: Provide multi-faceted, accessible, and inclusive public engagement process that considers a wide range of lived experiences and provides all community members an opportunity to provide input on transportation system decisions
- Objective 4.5: Make transportation and land use-related data used for transportation planning available to the public in a form they can use.

ENVIRONMENTAL

Goal 5: Minimize environmental impacts on natural resources and encourage carbon-neutral or efficient transportation alternatives.

- Objective 5.1: Avoid or mitigate transportation project impacts to environmental resources including creeks and wetlands, cultural resources, and wildlife corridors
- Objective 5.2: Protect scenic resources in Estacada
- Objective 5.3: Encourage transportation facility design and construction methods that reduce environmental impacts
- Objective 5.4: Support access to alternative fuel sources
- Objective 5.5: Support strategies and new technologies that encourage a reduction in trips made by single-occupant vehicles

ECONOMIC DEVELOPMENT

Goal 6: Promote economic development and tourism.

- Objective 6.1: Provide facilities to connect the public to the Riverside area and other recreational opportunities
- Objective 6.2: Manage arterials to support freight in the efficient movement of goods and services
- Objective 6.3: Improve wayfinding and signage around the city to improve the ability to confidently navigate the transportation network by residents and visitors
- Objective 6.4: Coordinate with state and regional partners to implement transportation strategies that support increased tourism
- Objective 6.5: Improve walkability in the Downtown area to promote economic activity

CAPITAL INVESTMENTS AND FUNDING

Goal 7: Promote cost effective investments to the transportation system.

- Objective 7.1: Preserve and maintain existing transportation facilities to extend their useful life

- Objective 7.2: Seek to improve the efficiency of existing transportation facilities before adding capacity
- Objective 7.3: Seek opportunities to combine transportation projects with other infrastructure and environmental mitigation projects
- Objective 7.4: Identify and develop diverse and stable funding sources to implement transportation projects in a timely fashion and ensure sustained funding for transportation projects and maintenance
- Objective 7.5: Evaluate street cross-sections to reduce maintenance costs
- Objective 7.6: Maintain transportation systems development charges at a level that results in an equitable development contribution to City transportation capital improvement projects

REGIONAL COORDINATION

Goal 8: Coordinate with other jurisdictions to plan and fund projects that better connect Estacada with the region and are consistent with local, regional, and state plans.

- Objective 8.1: Coordinate projects, policy issues, and development actions with all affected government agencies in the area
- Objective 8.2: Build support with regional partners for the improvement of regional connections
- Objective 8.3: Coordinate the development of the City's Transportation System Plan with transportation policies and plans of Clackamas County and the Oregon Department of Transportation
- Objective 8.4: Ensure consistency of transportation planning with other community planning efforts related to land use, housing, economic development, natural resource planning, and other related efforts

EVALUATION CRITERIA

As transportation improvement alternatives are developed, many of the objectives will be used as evaluation criteria to assess the relative value of each project considered for inclusion in the TSP. This will include criteria that are both qualitative and quantitative in nature. While some goals include more objectives than others, all goals will be weighted equally unless the Stakeholder Group decides that some are more important than others. Using the criteria, considered projects will be rated and categorized as high, medium, or low priorities according to their ability to meet a broad range of community objectives.