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TECHNICAL MEMORANDUM

Madras Transportation System Plan Update

Plan Goals, Objectives, and Evaluation Criteria

Date: December 9, 2015 Project #: 18351
To: Nick Snead, Community Development Director
Jeff Hurd, Public Works Director
Michael Duncan, Region 4 Planner
From: Matt Kittelson, PE

This memorandum documents the guiding principles, goals, objectives, and evaluation criteria for the Madras Transportation System Plan (TSP) update. The goals and objectives will guide the TSP update process to ensure key issues are addressed within this process.

This document is organized into three sections:

- Background – An overview of the goals and objectives from the 2012 Madras TSP.
- Goals and Objectives - Desired project outcomes and goals that support the land use and growth vision for Madras. Objectives outline the discrete elements that, taken as a whole, support and promote the goals.
- Evaluation Criteria - Establishes a method for evaluating the transportation alternatives and policies that will be developed to achieve the identified plan goals and objectives.

This document was developed with input from the City and State, and it will be refined to incorporate feedback from the Project Advisory Committee members who represent the communities and other local interests.

BACKGROUND

TSPs provide jurisdictions with guidance for managing, operating, and improving their multimodal transportation system. The TSP focuses on priority projects, policies, and programs for a 20-year period, and provides a vision for longer-term projects that could be implemented should funding become available. The TSP is intended to be flexible to respond to changing community needs and revenue sources over the next 20 years with the intent that it will be continuously monitored and updated on an as-needed basis. The TSP builds consensus between the City, ODOT, and community stakeholders on the transportation needs and priority projects, allowing the local citizens to inform projects that are carried forward for funding from state and federal agencies.

2012 Madras TSP

The existing 2012 Madras TSP (which is a minor update of the 2006 TSP Update) focused on developing a transportation system that enhances the livability of the city. It also worked to accommodate growth and development through careful planning and management of existing and future transportation facilities.

The goals identified in the current TSP are:

- Goal 1: Improve and enhance safety and traffic circulation on the local street system.
- Goal 2: Increase walking and bicycling through improved access, circulation, safety, and convenience.
- Goal 3: Increase the use of transit and transportation demand management measures.
- Goal 4: Identify the 20-year roadway system needs to accommodate developing or underdeveloped areas within Madras.
- Goal 5: Enhance the role of the Madras Airport as an important part of the health, safety and welfare of the area.

The complete goals and objectives of the existing plan are provided as Attachment A.

Since these goals were developed as part of the 2006 TSP Update, much has changed in Madras. The community has weathered the Great Recession, experienced growth in the downtown core, and refocused towards an ever-changing future. As such, the goals and objectives from the 2006 TSP have been revisited and revised in the following sections.

GUIDING PRINCIPLE AND PLAN GOALS

The overall guiding principle of the TSP Update is to provide and encourage a safe, convenient, efficient, and economic transportation system. To achieve this guiding principle, the following plan goals have been developed:

Goal 1: Mobility and Connectivity

Promote a transportation system that provides efficient connections within Madras and meets existing and future mobility needs.

Objectives

- Identify the 20-year roadway system needs to accommodate developing or undeveloped areas without straining limited financial resources. Emphasis should be placed on maintenance, operations, management, and service improvements rather than large capital improvements.

- Promote a city road system that facilitates transportation between various areas of the City and between principal highways.
- Promote a local road system that serves as access to commercial and residential areas.
- Preserve the function, operation, capacity, level of service, and safety of state highways and local roads in a manner consistent with adopted State and local plans.
- Update roadway cross section standards that balance the needs of all users and the primary purpose of the roadway.
- Coordinate with the Oregon Department of Transportation to identify and incorporate priority roadway improvements and maintenance needs.
- Improve traffic circulation within the city, while considering the local character of each area.
- Update roadway performance standards to ensure the efficient movement of people, goods, and commodities.
- Update policies and standards that address street connectivity, spacing, and access management.

Goal 2: Economic Development

Provide a transportation system that supports existing industry and encourages economic development and job creation in the City, especially within key development areas. Improve short and long-term transportation infrastructure to support local and regional travel and livability.

Objectives

- Develop and promote a multi-modal transportation network that supports existing industries and supports economic diversification in the future.
- Identify the 20-year roadway system needs to accommodate developing or undeveloped areas without straining limited financial resources.
- Promote railroad freight service via the BNSF Railway.
- Prioritize improving and maintaining the key freight routes of US 26, US 97 and OR 361 through Madras
- Support truck access to industrial sites, including turn and acceleration/deceleration lanes where appropriate.
- Promote and plan for future industrial, commercial, and residential growth areas.

Goal 3: Safety

Provide a transportation system that improves the safety and accessibility throughout the City and especially within the downtown core.

Objectives

- Promote a transportation system that facilitates safe, livable, and vibrant multimodal corridors in Madras.
- Review existing roadways and roadway standards to ensure that they are designed, constructed, and maintained to an appropriate standard for their expected use, vehicle speeds, and vehicle traffic.
- Reduce incidence and severity of all crashes.
- Evaluate crash trends from available crash records.
- Provide a transportation system that allows for adequate emergency vehicle access to all land uses.

Goal 4: Multimodal Users

Provide a multimodal transportation system that permits the safe and efficient transport of people and goods through active modes.

Objectives

- Support the development of regional public transit opportunities.
- Consider bicycle and pedestrian facility needs during construction of new roads and during upgrades of existing roads.
- Review facilities for compliance with the Americans with Disabilities Act.
- Promote an interconnected network of bicycle, pedestrian, and transit facilities within Madras.
- Examine the need for specific pedestrian crossing locations.
- Support widening shoulders as for bicycle travel as part of roadway preservation and improvement projects or as separate projects.

Goal 5: Environment

Provide a transportation system that balances transportation services with the need to protect the environment.

Objectives

- Develop a multi-modal transportation system that avoids reliance upon one form of transportation as well as minimizes energy consumptions and air quality impacts.
- Promote design standards that support acquiring only the minimum roadway width necessary for the particular facility.
- Develop and upgrade transportation facilities in such a manner consistent with the adopted Oregon Transportation Plan (OTP), the Oregon Highway Plan (OHP), and the Transportation Planning Rule (TPR), and ensure that valuable soil, water, scenic, historic, and cultural resources are not damaged or impaired.
- Comply with all applicable state and federal noise, air, water, and land quality regulations.

Goal 6: Planning and Funding

Maintain the safety, physical integrity, and function of the City's multi-modal transportation network, consistent with Goal 6 of the OTP.

Objectives

- Maintain long-term funding stability for transportation maintenance projects.
- Evaluate new innovative funding sources for transportation improvements.
- Ensure that the existing transportation network is conserved and enhanced through maintenance and preservation.
- Identify areas where refinement plans or interim measures would increase the life of a facility or delay the need for improvements.
- Continue and enhance relationships and improve coordination among Madras, Jefferson County, ODOT, and the Federal Highway Administration (FHWA).
 - Cooperate with ODOT in the implementation of the Statewide Transportation Improvement Program (STIP);
 - Encourage the improvement of state highways;
 - Encourage planning coordination between Madras, the county, and the State by establishing cooperative road improvement programs, funding alternatives, and schedules;
 - Work with applicable jurisdictions in establishing the right-of-way needed for new roads identified in the TSP;
 - Leverage federal and state highway funding programs.

- Encourage citizen involvement in identifying and solving local transportation issues.

EVALUATION CRITERIA

A qualitative process using the six goals and corresponding objectives above will be used to evaluate the policies and alternatives developed during the TSP update process. The policies and alternatives will be qualitatively scored for each criteria based on the following scale:

- Most Desirable: The concept addresses the criterion and/or makes substantial improvements in this criteria category.
- Moderately Desirable: The concept partially addresses the criterion and/or makes some improvements in this criteria category.
- No Effect: The criterion does not apply to the concept or the concept has no influence on the criteria.
- Least Desirable: This concept does not support the intent of and/or negatively impacts the criteria category.

At this level of screening, the qualitative comparison will be used to inform discussions about the benefits and tradeoffs of each alternative.

ATTACHMENTS

Attachment A: 2012 Madras TSP Goals and Objectives

ATTACHMENT A: 2002 MADRAS TSP GOALS AND OBJECTIVES

GOAL 1: Improve and enhance safety and traffic circulation on the local street system.

Objectives:

- Develop an efficient grid system for the community by improving the local street system.
- Improve and maintain existing roadways.
- Identify truck routes to reduce truck traffic in urban areas.
- Examine the need for speed reduction and improved signalization in specific areas.
- Identify local problem spots and recommend solutions; e.g., the junction of Highways 26 and 97.

GOAL 2: Increase walking and bicycling through improved access, circulation, safety, and convenience.

Objectives:

- Provide sidewalks and safe crossings on arterial, collector, and most local streets.
- Provide shoulders on rural collectors and arterials.
- Provide bikeways along arterials and major collectors and in other locations where high use occurs or may occur.
- Provide bicycle parking facilities as part of new multi-family residential developments of four or more units, new retail, office, and institutional developments, and transit transfer stations and park and ride lots.

GOAL 3: Increase the use of transit and transportation demand management measures.

Objectives:

- Promote alternate modes and carpool programs through community awareness and education.
- Plan for expanded transit service by sustaining funding to local transit efforts and seeking consistent state support.

GOAL 4: Enhance the role of the Madras Airport as an important part of the health, safety and welfare of the area.

Objectives:

- Improve emergency medical air access by providing instrument approach.
- Continue runway improvements.
- Improve access to the airport.
- Continue to seek matching funds for state and federal funds.