



JEFFERSON TSP MEMO #1: GOALS & OBJECTIVES

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TO: Jefferson TSP Project Management Team

FROM: Scott Mansur, P.E., PTOE | DKS Associates
Lacy Brown, Ph.D., P.E. | DKS Associates
Jenna Bogert, EI | DKS Associates
Travis Larson, EI | DKS Associates

SUBJECT: Task 1.7 Jefferson TSP Memo #1 Goals & Objectives

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INTRODUCTION

The purpose of this memorandum is to identify potential goals and objectives for the updated Jefferson Transportation System Plan (TSP). While the goals and objectives of the current TSP will serve as a starting point, this memorandum outlines a broader list of goals suggested for consideration which may better reflect the current priorities of the community.

The following sections summarize the existing 2001 Jefferson TSP and provide a list of recommended and optional goals with potential objectives for each goal. The goal of this memorandum is to serve as baseline for a discussion of potential goals and objectives that are in accordance with the City's Municipal Code, meet the requirements of the Transportation Planning Rule (TPR), and are reflective of the public's desires for the trajectory of their transportation system.

CURRENT ADOPTED JEFFERSON TSP GOALS

The most recent Jefferson TSP had one overall transportation goal and four primary goals within the overall transportation goal. These goals, without their respective objectives, are stated below. Appendix A contains a copy of the Goals and Objectives from the Jefferson TSP in their entirety.

Overall Transportation Goal: Develop a balanced multi-modal transportation system that will accommodate future growth in a safe, convenient, and economically feasible manner. In developing the future transportation system of the City of Jefferson, the existing character of the city should be preserved.

- **Goal 1:** Preserve the function, capacity, level of service, and safety of Jefferson Highway.
- **Goal 2:** Enhance the transportation mobility and safety on the local street system.

- **Goal 3:** Increase the use of alternative modes of transportation (walking, bicycling, rideshare/carpooling, and transit) through improved access, safety, and service. Increasing the use of alternative transportation modes includes maximizing the level of access to all social, work, and welfare resources for the transportation disadvantaged. The City of Jefferson seeks for its transportation disadvantaged citizens the creation of a customer-oriented regionally coordinated public transit system that is efficient, effective, and founded on present and future needs.
- **Goal 4:** Improve coordination between the City of Jefferson, Marion County, and the Oregon Department of Transportation (ODOT).

MOVING FORWARD

The City and TSP Project Management Team identified a desire to focus the TSP Update on safety and providing a multi-modal network that is equitable for all types of users. There is also a desire for a more holistic transportation system plan with less emphasis on Jefferson Highway mobility and more focus on the improvement of transportation facilities all across the city.

POTENTIAL GOALS AND OBJECTIVES

This section contains the list of potential goals and accompanying objectives that the City may want to focus on. The section is broken up into recommended and optional goals. Each jurisdiction has its own priorities, so the objectives can be tailored to the City's specific needs. Aspects of the current TSP goals and objectives were incorporated below.

MINIMUM GOALS

The following four goals are incorporated, in some form, into most small community TSPs in Oregon. The objectives listed under each goal are possible focus areas for the City of Jefferson but are not final nor comprehensive lists.

GOAL 1 - SAFETY

Provide safe routes, corridors, and intersections for all modes of transportation.

Associated Objectives

- Identify and improve safe crossings for bicycles and pedestrians across Jefferson Highway.
- Manage access points along Jefferson Highway.
- Prioritize safe routes to school.
- Expand the sidewalk network throughout the city.
- Identify and implement bicycle corridors to navigate the city.
- Improve traffic safety through a comprehensive program of engineering, education, and enforcement.
- Identify and improve locations with high crash frequency.

- Design streets to serve their anticipated function and intended use.
- Improve lighting along pedestrian and bicycle corridors.

GOAL 2 - MOBILITY, ACCESSIBILITY, AND CONNECTIVITY

Provide a system that is accessible and efficient for all travel modes and purposes.

Associated Objectives

- Develop an integrated transportation system that accommodates a wide range of transportation options.
- Upgrade key intersection locations to meet Americans with Disabilities Act (ADA) requirements.
- Encourage active transportation through policy and engineering.
- Provide access for all types of vehicles and equipment, particularly freight, emergency vehicles, and farming equipment.
- Address intersection capacity needs for present and future traffic volumes.
- Maintain a roadway functional classification system that prioritizes the purpose and design of each existing and future roadway.
- Seek opportunities to implement a regional transit service.
- Ensure the transportation system provides equitable access for all people.
- Prioritize projects that provide connectivity between key areas of the city.
- Identify and prioritize needed transportation connections.

GOAL 3 - LIVABILITY

Provide a transportation network that preserves the character of the city and promotes changes in land use patterns and the transportation system that makes it more convenient for people to walk, bicycle, use transit, and drive less to meet their daily needs.

Associated Objectives

- Preserve community identity through transportation design choices.
- Minimize the impacts of transportation system improvements on existing land uses, paying special attention to protecting farmland and other natural resources.
- Identify and seek funding for programs that encourage healthy transportation habits.
- Support improvements that make the downtown area safe and comfortable to walk.
- Support regional tourism and strategies to encourage stops by visitors.
- Connect the city through pedestrian and bicycle paths.
- Improve the transportation system that has direct access to employment.
- Adequately involve the needs of agricultural enterprises.

- Balance the needs and desires of a small city with a major highway running through it. Value the simplicity of a small city.

GOAL 4 - COORDINATION

Provide a cohesive regional transportation system that coordinates with regional partners to have an inter-connected system.

Associated Objectives

- Improve and maintain relationships with the Oregon Department of Transportation (ODOT), Marion County, Linn County, City of Salem, and City of Albany.
- Build support for regional transit connections between Albany or Salem.
- Facilitate development of coordinated transportation design standards with other municipalities, when appropriate.
- Develop long term strategies for project coordination and integration.

ADDITIONAL GOALS FOR CONSIDERATION

In addition to the recommended goals listed above, many small communities incorporate goals that represent their unique values and vision for the future. The list below highlights a few examples of policy language included in other TSPs, which can also be included in the Jefferson TSP as new goals or objectives.

- Practical Approach: Provide a realistic methodology that focuses on informed decisions when addressing transportation concerns in a small city.
- Equity: Provide a transportation system provides equitable access to all populations.
- Environmental: Provide a sustainable transportation system minimizes impacts on air, land, and water due to infrastructure development and vehicle pollution.
- Health: Provide a transportation system that enhances the health of residents and users.
- Strategic Financing: Proactively seek funding and invest in financially feasible transportation infrastructure.
- Economic Vitality: Provide a transportation system that supports existing industry and encourages economic development.
- Land Use Integration: Provide a balanced built environment where desired existing and planned land uses are supported by an efficient multi-modal transportation system.

PROJECT ADVISORY COMMITTEE INPUT

The first Project Advisory Committee (PAC) meeting was held on May 6th, 2021. The PAC is comprised of the Project Management Team (PMT) and key stakeholders in the community including the Jefferson Fire District, City Council members, Planning Commission members, and multiple residents/business owners.

When presented with the proposed list of goals and objectives, the members of the PAC were supportive of the four main goals. Two overarching comments were made about the goals:

- Improvements to Jefferson Highway should be included as objectives within each goal
- Strategic financing and funding opportunities should be highly integrated into the goals

Based on feedback obtained through the PAC meeting, DKS and the PMT identified four goals with objectives that best represent the community's feedback and input. The following section contains the recommended goals and objectives.

RECOMMENDED GOALS AND OBJECTIVES

The following goals and objectives represent those that best reflect the needs of the community will provide the direction for the future transportation system. The recommended goals and objectives for the Jefferson TSP update are listed below:

GOAL 1 – SAFETY

Provide safe routes, corridors, and intersections for all modes of transportation.

Objectives

- Identify and improve safe crossings for bicycles and pedestrians across Jefferson Highway and across the railroad.
- Identify and prioritize safe routes to schools.
- Evaluate and improve locations that have increased risk factors for crashes.
- Seek state and federal safety grants to help fund transportation safety projects in the City.

GOAL 2 – MOBILITY, ACCESSIBILITY, AND CONNECTIVITY

Provide a transportation system that connects all members of the community to destinations within and beyond the City of Jefferson and optimizes the performance of the transportation system for the efficient movement of people and goods.

Objectives

- Balance state highway mobility objectives with local access and multimodal needs on Jefferson Highway.

- Improve existing connections and create new connections between households and schools, parks, transit stops, employers, neighborhood commercial centers, health and social services and other essential destinations.
- Provide a complete pedestrian and bicycle network throughout the city that provides connectivity and access to transit facilities and services.
- Adopt a standard for mobility to help maintain a minimum level of freight and/or motor vehicle travel efficiency and by which land use amendments and development proposals can be evaluated.
- Support the development of a regional public transit system that serves Jefferson and improves present and future mobility for citizens.
- Identify new and creative funding sources to leverage high priority transportation projects.

GOAL 3 – LIVABILITY

Provide a transportation network that preserves the character of the City and makes it more convenient for people to walk, bike, use transit, and drive less to meet their daily needs.

Objectives

- Balance the efficiency and travel speeds of Jefferson Highway with the desire to support a walkable and bikeable downtown area.
- Prioritize projects that support a comfortable and inviting downtown to promote regional tourism.
- Implement streetscape projects in the downtown area enhance the comfort and aesthetics of the core area of town.
- Identify and seek funding for programs that encourage healthy transportation habits, such as walking and bicycling.

GOAL 4 - COORDINATION

Coordinate with regional partners to provide a cohesive and inter-connected transportation system.

Objectives

- Ensure consistency with state, regional and local planning rules, regulations, and standards.
- Coordinate with the Oregon Department of Transportation (ODOT) to implement system management and operations strategies on Jefferson Highway.
- Continue to maintain relationships with Marion County, Linn County, the City of Salem, the City of Albany, and the Albany Area Metropolitan Planning Organization (AAMPO).
- Pursue grants and collaboration with other agencies to efficiently fund transportation improvements and programs.

APPENDIX

APPENDIX A: 2001 JEFFERSON TSP GOALS AND OBJECTIVES



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