

Oregon Public Transportation Plan

Revised Draft Policies and Strategies

OPTP Policies and Strategies Chapter Introduction

Note: The OPTP policies and strategies will comprise a chapter of the plan, with an introduction to the chapter and to each goal, and with noted call-outs added. The project team will draft an introduction to the policies and strategies chapter to provide greater context and understanding. The following concepts will be included in the chapter introduction:

- Role and purpose of policies
- Who the policies and strategies apply to: ODOT, local and regional agencies, and public transportation providers unless specified
- Emphasize the policies provide a foundation for working together to make transit a viable choice for many trips, that is always considered and included in planning activities, developing a culture of transit.
- Acknowledge rapid transportation technology changes
 - Policies try to provide a flexible guide allowing for change
 - Plan can be updated as circumstances require

The following pages list all the draft OPTP goals, policies, and strategies as revised by the Policy Advisory Committee at their June 16, 2017 meeting.

OPTP Goals

GOAL 1: Mobility – Public Transportation User Experience

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

GOAL 3: Community Livability and Economic Vitality

GOAL 4: Equity

GOAL 5: Health

GOAL 6: Safety and Security

GOAL 7: Environmental Sustainability

GOAL 8: Land Use

GOAL 9: Strategic Investment

GOAL 10: Communication, Collaboration, and Coordination

Note: This document is a draft of the OPTP Mobility policies and strategies and reflects comments from the 6/16/17 PAC meeting.

Oregon Public Transportation Plan Draft Mobility Policies and Strategies

Note: The project team will draft an introductory paragraph to this goal to provide greater context for the policies and strategies. The following concepts will be included:

- Acknowledge that even current demand exceeds service available and Oregon population is growing and aging
- Acknowledge that transit helps meet people's basic mobility needs and is essential for those who do not or cannot drive in all areas of the state
- Acknowledge transit provides efficient mobility and is essential for effective movement in densely populated places
- Reinforce that the goal is for public transportation to be a viable option for many trips, meaning it is accessible, reliable, consistent, and available when needed, etc.
- Acknowledge that mobility management is an opportunity to reach more riders with existing services and improve understanding and ease of use
- Acknowledge relationship to Transportation Options Plan
- Explain ridership vs. coverage goals and tradeoffs

Goal #1 Mobility: Public Transportation User Experience

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

Policy 1.1: Provide consistent, and reliable public transportation services that people can count on to meet their travel needs.

[Note: add a call-out box in plan explaining terms: Reliable refers to daily route performance, e.g. do the vehicles arrive at stops at the scheduled time. Consistent refers reliability over a longer period of time, e.g. is there at least the same amount of service on this route over months or years.]

Strategy 1.1A: Enhance public transportation service so that vehicle frequency and hours of service maximize ridership on the route.

Note: This document is a draft of the OPTP Mobility policies and strategies and reflects comments from the 6/16/17 PAC meeting.

Strategy 1.1B: Maximize transit effectiveness by making location-appropriate choices about whether a route or system is designed to maximize ridership or provide geographic coverage. Measure performance against the service objective.

[Note: in a call out box and/or the intro to this goal, explain these ideas (frequency, hours, ridership, and coverage) and the choices or tradeoffs necessary when designing service. Make it clear that different goals may be emphasized on a particular route, in a specific place, or during a part of the day, as appropriate for the needs of the area.]

Strategy 1.1C: Identify and implement strategies to help public transportation modes and services function as one seamless system for travelers, e.g. fares are clear, transfers are easy, there is one place to gather information about the whole trip.

Policy 1.2: Provide customers access to clear, accurate information about public transportation services through multiple sources and media.

Strategy 1.2A: Identify resources to support communication and marketing strategies to share transit system information with community members and attract and retain riders.

Strategy 1.2B: Provide customer information via multiple methods, such as electronic device applications, reader boards at stops and stations, websites, social media, and by telephone. Take advantage of emerging technologies to improve information sharing.

Strategy 1.2C: Work with riders to identify barriers to public transportation use. Utilize a variety of communication technologies and implement strategies to address those barriers.

Strategy 1.2D: Create clear expectations by communicating route purpose and goals in transit plans; communicate route performance in regular public reports.

Strategy 1.2E: Create and support a single source of trip-planning information for state, local and regional public transportation options. Include information about other services such as transportation network companies, carsharing, and bikesharing.

Strategy 1.2F: Incorporate bi- or multi-lingual information materials on vehicles, at stations and stops, and in other locations as appropriate.

Policy 1.3: Enact fare policies that reflect the needs of the community served; ensure that public transportation fares are understandable and easy to pay.

Note: This document is a draft of the OPTP Mobility policies and strategies and reflects comments from the 6/16/17 PAC meeting.

Strategy 1.3A: Develop opportunities to share fare and payment systems between public transportation providers with overlapping or neighboring service areas. Work towards a statewide shared fare payment system.

Strategy 1.3B: Enable single-payment and affordable transfers among routes within a public transportation provider's system.

Strategy 1.3C: Provide multiple fare options as appropriate, such as one-trip fares, day passes, monthly passes, and multi-ride fares, to meet varying rider needs.

Strategy 1.3D: Provide affordable public transportation fares for lower income people, youth, and other transportation disadvantaged riders, such as enabling use of discounted passes.

Policy 1.4: Coordinate and enhance mobility management services and strategies to better coordinate services to enable riders and potential riders to use public transportation.

Strategy 1.4A: Partner with transportation options organizations to provide coordinated mobility management and transportation options services.

Strategy 1.4B: Identify and implement opportunities to provide services such as travel planning and travel training. These services benefit people who may need assistance to feel comfortable using public transportation, including people with disabilities.

Strategy 1.4C: Utilize promotions to introduce new riders to public transportation, These could include offering dedicated service for community events or holding "transit week" or similar "try transit" events.

Strategy 1.4D: Identify opportunities to share mobility management services among public transportation providers and with human service agencies in regions throughout the state.

Policy 1.5: Advance efficient mobility and reduce traffic congestion by enabling and promoting efficient service on identified public transportation priority corridors statewide.

Strategy 1.5A: Coordinate with road authorities to implement techniques to give public transportation vehicles priority such as signal priority, dedicated lanes or transit ways, queue jump lanes, high occupancy vehicle lanes, and bus on shoulder opportunities where appropriate.

Note: This document is a draft of the OPTP Mobility policies and strategies and reflects comments from the 6/16/17 PAC meeting.

Strategy 1.5B: Implement techniques to increase the capacity and reliability of public transportation service on urban corridors with high demand for transit service, such as increased vehicle frequency or other enhanced bus service characteristics, or implementing bus rapid transit or light rail.

Strategy 1.5C: Identify and implement opportunities to enhance public transportation ridership and efficiency through low-cost improvements, such as implementing new technologies or minor enhancements to services or facilities.

Strategy 1.5D: Enhance roadway design procedures, rules, and guidance to better accommodate transit vehicles on key corridors and support safe access to transit, with roadway design considering all modes.

Strategy 1.5E: Partner with local agencies and providers to identify state highways that serve as both transit and freight corridors, and identify solutions to any conflicting needs.

Policy 1.6: Engage with state and local planning bodies to support local and regional public transportation plans and goals throughout the state.

Strategy 1.6A: Identify current and future public transportation priority corridors in plans prepared by public transportation providers, local agencies, and metropolitan planning organizations. Ensure that subsequent state, regional, and local plans provide for the facilities to meet public transportation service goals.

Strategy 1.6B: Plan for improving public transportation service to meet current and future demand, including more frequent service and higher-capacity transit services.

Strategy 1.6C: Design new major roadways and highways and significant transportation improvements to accommodate current and future public transportation vehicles and services.

Note: This document is a draft of the OPTP Accessibility and Connectivity policies and reflects comments from the PAC at the 6/16/17 meeting.

Oregon Public Transportation Plan

Draft Accessibility and Connectivity Policies and Strategies

Note: The project team will draft an introductory paragraph to this goal to provide greater context for the policies and strategies. The following concepts will be included:

- Explain that public transportation as a viable options means people can access the transit service safely and can use transit to access the kinds of things that people regularly need (e.g. education, employment, shopping, services, medical services, community social and recreation activities)
- Neighboring systems in a region should work together for coordinated service
- Acknowledge state role in intercity and interregional service

Goal #2: Accessibility & Connectivity: Getting from Here to There

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

Policy 2.1: Enhance existing and identify new public transportation connections and services.

Strategy 2.1A: Assess feasibility of providing frequent and/or high-capacity public transportation connecting key destinations where population and land use characteristics support such services.

Strategy 2.1B: Provide new or more frequent regional and intercity connections. Work with ODOT to identify possible strategies to provide the new connections.

Policy 2.2: Improve access to and ease of use for public transportation by connecting routes and services, including linking stops and stations to bicycle and pedestrian facilities.

Strategy 2.2A: Seek to eliminate first and last mile barriers by improving public transportation links to other facilities and services. These may include sidewalks, trails, bicycle storage, bikeways, carshare, rideshare, and bikeshare services.

Strategy 2.2B: Provide public transportation services for persons with disabilities that enable convenient access to work, school, shopping, recreational, and medical destinations in the community.

Note: This document is a draft of the OPTP Accessibility and Connectivity policies and reflects comments from the PAC at the 6/16/17 meeting.

Strategy 2.2C: Coordinate between public transportation providers, developers, private property owners, and road or rail authorities to prioritize pedestrian facility investments at existing or planned transit stops and stations. These may include crosswalks, sidewalks, curb ramps and other pedestrian improvements.

Strategy 2.2D: Coordinate among public transportation providers and road and rail authorities to develop bicycling facilities, including bike lanes or paths and secure bike parking.

Strategy 2.2E: Ensure that public transportation vehicles can carry multiple bicycles.

Strategy 2.2F: Provide park and ride and bike and ride facilities where appropriate, or seek partnerships to allow riders' use of existing lots where space is available. Seek to link park and rides to related services such as carshare or bikeshare facilities.

Policy 2.3: Provide coordinated, seamless regional and intercity bus and rail public transportation services to enable trips for commuting and recreation, and assist rural residents to access services in larger communities.

Strategy 2.3A: Coordinate efficient and easy to use regional, long-distance and urban connections between neighboring public transportation systems and services with reasonable wait times and comfortable waiting locations.

Strategy 2.3B: Continue to support regional and intercity public transportation by connecting and coordinating intercity services among providers, and helping regional and intercity services efficiently connect with one another and to urban systems.

Strategy 2.3C: Link public transportation routes at mobility hubs where there are easy transfers between routes, modes, and neighboring systems. Such facilities include transit stations or centers where multiple routes meet, bus and rail modes meet, or there are park and ride facilities. Expand existing mobility hubs as needed to accommodate better connections.

Strategy 2.3D: Coordinate among state agencies, jurisdictions, railroads, and other partners to enhance passenger rail's role in providing regional, intercity, and interstate service.

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

Note: This document is a draft of the OPTP Accessibility and Connectivity policies and reflects comments from the PAC at the 6/16/17 meeting.

Strategy 2.4A: Encourage employers to provide a comprehensive package of incentives to use public transportation or other transportation options. These include pre-tax benefits, discounted passes, group passes, priority parking for shared vehicles, etc. Provide assistance and incentives for large employers to implement such programs.

Strategy 2.4B: Encourage major employers, medical, educational institutions, and other regional destinations to provide shuttle service between their campuses and nearby public transportation facilities when necessary to enable access by transit.

Strategy 2.4C: Encourage employers and major institutions to avoid policies that discourage public transportation use, such as providing free parking.

[Add call out box on transit use incentives and disincentives, with examples]

Note: This document is a draft of the OPTP Community Livability and Economic Vitality policies and reflects comments from the PAC at the 6/16/17 meeting.

Oregon Public Transportation Plan

Draft Community Livability and Economic Vitality Policies and Strategies

Note: The project team will draft an introductory paragraph to this goal to provide greater context for the policies and strategies. The following concepts will be included:

- Discuss public transportation's roles in enabling participation in the community, supporting economic development and tourism, and enabling choices and affordability

Goal #3: Community Livability and Economic Vitality

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

Policy 3.1: Enhance access to education and employment via public transportation.

Strategy 3.1A: Promote adequate public transportation service to employers, schools, and educational institutions.

Strategy 3.1B: Improve public transportation services' ability to accommodate workers with non-traditional work schedules.

Strategy 3.1C: Establish incentives that encourage employers to allow flexible work schedules to enable employees' use of public transportation.

Strategy 3.1D: Establish incentives, such as providing transit passes, that encourage employee and students use of public transportation.

Strategy 3.1E: Collaborate with employers and business organizations to promote public transportation and transportation options programs to employees, including using transit during the workday.

Policy 3.2: Promote and support use of public transportation for tourism and special events in Oregon.

Note: This document is a draft of the OPTP Community Livability and Economic Vitality policies and reflects comments from the PAC at the 6/16/17 meeting.

Strategy 3.2A: Support tourists' use of public transportation by making it easy to use. Provide clear and readily available information and make transit passes easy to purchase. Encourage public transportation and tourism agencies to provide traveler information in a variety of formats targeted to the needs of tourists.

Strategy 3.2B: Coordinate with convention centers, athletic and other large events to support the use of public transportation for special events.

Strategy 3.2C: Collaborate with tourism agencies to identify places in Oregon where public transportation can better serve tourist destinations. Seek creative partnerships to provide such services.

Strategy 3.2D: Improve existing public transportation services available to tourists, such as intercity bus and rail services, and encourage development of new services and programs to enhance access to tourist destinations.

Policy 3.3: Promote the use of public transportation to foster greater community livability.

Strategy 3.3A: Develop a culture of public transportation, supporting its regular use and acknowledging public transportation's key role in community livability. Provide travel training and orientation programs designed to meet the needs of all riders.

Strategy 3.3B: Provide flexible public transportation services to meet daily needs for older adults and people with disabilities, recognizing the importance of public transportation to social engagement and the ability to live independently.

Strategy 3.3C: Improve public transportation services and ease of use for youth, by providing service to schools and after-school programs, and providing travel education programs for youth and educators. Identify incentives such as discounted fares for youth.

Strategy 3.3D: Support the ability of public transportation to contribute to affordable communities. Recognize that affordable fares enable people with low incomes to use public transportation on a regular basis. Consider service design that enables households to own fewer or no vehicles.

Strategy 3.3E: Integrate public transportation stops and stations into existing and new public spaces by incorporating art, sidewalk furniture, trees, and greenery, as appropriate, in order to make them more comfortable and inviting.

Strategy 3.3F: Incorporate viable public transportation in congested corridors to enhance economic vitality and community livability.

Note: This document is a draft of the OPTP Equity policies. These reflect comments from the PAC at the 6/16/17 meeting.

Oregon Public Transportation Plan Draft Equity Policies and Strategies

Note: The project team will draft an introductory paragraph to this goal to provide greater context for the policies and strategies. The following concepts will be included:

- Equity is fundamental to public transportation in Oregon.
- Equity should be intrinsic in decision making processes for public transportation.
- Equity is an important public transportation value for Oregon. The inclusion of equity into decision making processes affects those who are transportation disadvantaged, especially those who are living in rural areas with little to no access to public transportation services.
- There are a variety of meanings or interpretations of equity that need to be balanced; use data and knowledge of your community to help find the balance right for your area
- When balancing equity, policy makers consider at least two factors: 1. Does service and resource distribution roughly reflect the distribution of population overall and 2. Does the distribution of service and resources compensate for inequities in income, mobility and need. There's no formulaic way to resolve the tension between these two equity concepts using technical and financial criteria alone. The "right" balance is a highly subjective question of policy that decision makers must ultimately reconcile for the individual communities they serve.
- Why providing public transportation coverage for more equitable access is important.
- Define equity vs equal
- Equity does not mean that all people will have the same level of service or that public transportation services will be free.
- Overview of vertical and horizontal equity

Goal #4: Equity

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

Policy 4.1: Engage populations recognized as transportation disadvantaged in public transportation service decision making.

Strategy 4.1A: Include transportation disadvantaged populations early and often in public transportation planning and investment decisions. Ensure that public meetings are held in locations that are accessible and scheduled at times that increase opportunities for community members to participate.

Note: This document is a draft of the OTP Equity policies. These reflect comments from the PAC at the 6/16/17 meeting.

Strategy 4.1B: Provide public transportation information by methods accessible to people with low incomes, disabilities, or limited English ability.

Strategy 4.1C: Identify and address technological barriers that inhibit or prevent people, especially the transportation disadvantaged, from accessing information regarding public transportation services or providers.

Strategy 4.1D: Develop and implement culturally appropriate public outreach plans designed to address the needs of demographically and economically diverse groups.

Policy 4.2: Understand and communicate how disparities, barriers, and needs affect the ability of people to access and use public transportation, especially those who are transportation disadvantaged.

Strategy 4.2A: Incorporate a broad range of equity concepts, including horizontal and vertical equity, in decisions affecting policies, programs, and proposed major service changes impacting access to and use of public transportation.

[Note: Content for a call out box that defines and discusses horizontal and vertical equity is at the end of this document.]

Strategy 4.2B: Develop informational materials on economic, cultural, and social barriers associated with different demographic groups and communities to access and use public transportation.

Strategy 4.2C: Develop tools and resources for transportation decision makers on equity and offer educational opportunities for staff and decision makers.

Strategy 4.2D: Continue to meet obligations under state and federal law regarding equity, while advancing policies and programs that exceed these obligations.

Policy 4.3: Identify disparities, barriers, and needs that impact people's ability to access and use public transportation.

Strategy 4.3A: Incorporate information about transportation disadvantaged communities' characteristics and needs, including public health, when developing or updating transportation plans including transportation system plans, corridor plans, and transit development plans.

Note: This document is a draft of the OPTP Equity policies. These reflect comments from the PAC at the 6/16/17 meeting.

Strategy 4.3B: Use available technologies and data collection best practices to develop comprehensive data sets on public transportation services, routes, and riders to increase understanding and awareness of barriers to public transportation use.

Strategy 4.3C: Use mapping tools, census data, travel demand models, health indicators, or other analytical tools and information sources to identify underserved areas. Consider characteristics, such as demographics, income, ability, geographic location, mode, industry, and trip types to assess needs associated with transportation disadvantaged communities.

Strategy 4.3D: Use transit inventories to identify gaps or deficiencies in the public transportation system that affect transportation disadvantaged communities and people, including such impacts as:

- Public facility planning, design and location
- User costs and benefits
- Service quality of various modes
- External impacts
- Economic impacts
- Regulation and enforcement
- Maintenance practices

Policy 4.4: Address the disparities, barriers, and needs that impact people's ability to access and use public transportation.

Strategy 4.4A: Reduce barriers to accessing public transportation by improving service in underserved areas and transportation disadvantaged communities.

Strategy 4.4B: Address temporary barriers to use of public transportation, for example by using maintenance and construction best practices that maintain access.

Strategy 4.4C: Integrate equity analysis into service planning and decision making so that increases in service benefit transportation disadvantaged and underserved areas.

Policy 4.5: Integrate equity criteria into funding decisions.

Strategy 4.5A: Incorporate federal and state policy and regulations on serving the transportation disadvantaged into funding policies and procedures. Disseminate guidance to local jurisdictions to assist local funding decisions and grant applications.

Note: This document is a draft of the OPTP Equity policies. These reflect comments from the PAC at the 6/16/17 meeting.

Strategy 4.5B: Use system inventory data and research to support evaluation of equity issues when modifying or adding new public transportation services.

Strategy 4.5C: Use analysis tools to evaluate implications of funding policies, programs, and projects on underserved areas and transportation disadvantaged populations.

Strategy 4.5D: Incorporate relevant state, regional, and local Americans with Disabilities Act (ADA) implementation plans and policies in funding decisions to enhance ADA compliance for public transportation facilities.

Call out box content related to Strategy 4.2A:

Horizontal and Vertical Equity

The Victoria Transport Policy Institute identified and defined three categories of transportation equity. Local, regional, and state agencies and public transportation providers can consider these three categories when conducting planning efforts and assessing the impacts of service changes. The following is an excerpt from the Victoria Transport Policy Institute paper on evaluating transportation equity.¹

1. Horizontal Equity concerns the distribution of impacts between individuals and groups considered equal in ability and need. Equal individuals and groups should receive equal shares of resources, bear equal costs, and in other ways be treated the same. It means that public policies should avoid favoring one individual or group over others, and that consumers should “get what they pay for and pay for what they get” from fees and taxes unless a subsidy is specifically justified.

2. Vertical Equity With Regard to Income and Social Class is concerned with the distribution of impacts between individuals and groups that differ, in this case, by income or social class. Transportation policies are equitable if they favor economically and socially disadvantaged groups in order to compensate for overall inequities. This definition supports affordable mode improvements, special services and discounts for lower income groups, and efforts to insure that disadvantaged groups do not bear excessive external costs (pollution, accident risk, financial costs, etc.).

3. Vertical Equity With Regard to Mobility Need and Ability is concerned with the distribution of impacts between individuals and groups that differ in mobility ability and need, and therefore the degree to which the transportation system meets the needs of travelers with mobility impairments. This definition is used to support universal design (also called accessible and inclusive design), which means that transport facilities and services accommodate all users, including those with special needs.

These different types of equity often overlap or conflict. For example, horizontal equity requires that users bear the costs of their transport facilities and services, but vertical equity often requires subsidies for disadvantaged people. Therefore, transport planning often involves making tradeoffs between different equity objectives.

¹ Litman, Todd. (2017), Evaluating Transportation Equity, Victoria Transport Policy Institute. <http://www.vtpi.org/equity.pdf>. Accessed on April 5, 2017.

Note: This document is a draft of the OPTP Health policies and reflects comments from the PAC at the 6/16/17 meeting.

Oregon Public Transportation Plan Draft Health Policies and Strategies

Note: The project team will draft an introductory paragraph to this goal to provide greater context for the policies and strategies. The following concepts will be included:

- A definition of “health” as it is used in the policies and strategies below
- Public transportation is part of active transportation and plays an important role in health
- Highlight main aspects of health public transportation can contribute to: active transportation, healthy lifestyle and exercise, and access to groceries
- Support for transportation, planning, and health to continue working together

Goal #5: Health

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

Policy 5.1: Provide access to healthy lifestyle options by supporting the ability of people to reach goods and services such as groceries, recreation, and social opportunities via public transportation.

Strategy 5.1A: Articulate and strengthen the role of public transportation in preventing isolation and improving mental health for Oregonians.

Strategy 5.1B: Promote physical activity by increasing public transportation service and improving multimodal connections linking service to key destinations.

Strategy 5.1C: Design transportation facilities to enable multimodal connections to public transportation.

[Note: insert call out box defining “multi-modal”]

Policy 5.2: Integrate health considerations into public transportation planning and decision making at the local, regional, and state level.

Strategy 5.2A: Include people with health expertise and perspectives in local public transportation planning and decision making bodies.

Note: This document is a draft of the OPTP Health policies and reflects comments from the PAC at the 6/16/17 meeting.

Strategy 5.2B: Use health criteria or analysis processes in public transportation planning and decisions, including transit-oriented development (TOD), public transportation facility siting, and vehicle technologies.

Policy 5.3: Connect public transportation riders to health and social services.

Strategy 5.3A: Identify gaps in public and private transportation access to health and social services.

Strategy 5.3B: Address gaps in access to health and social services by forming collaborative partnerships between public transportation, health, and social service organizations such as health departments, coordinated care organizations, and veterans' agencies.

Note: This document is a draft of the OPTP Safety and Security policies and reflects comments from the PAC at the 6/16/17 meeting.

Oregon Public Transportation Plan

Draft Safety and Security Policies and Strategies

Note: The project team will draft an introductory paragraph to this goal to provide greater context for the policies and strategies. The following concepts will be included:

- Define the terms and explain the difference between the terms Safety and Security
- Note that public transportation is one of the safest ways to travel
- Discuss how public transportation can be beneficial to Safety and Security
- Acknowledge perceptions of safety issues
- Mention designing for a welcoming environment and promoting security
- Safety and Security includes not only the public transportation vehicles, stops, stations, hubs, and the areas adjacent to them, but also personnel, riders, and the public.

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 facilities, including providing safe street crossings.

Strategy 6.1A: Design and locate public transportation facilities so that a wide range of users, including pedestrians, cyclists, and people with disabilities can safely access them.

- Consider road, guideway, and track geometry in designing public transportation facilities.
- Coordinate with local governments to provide safe crossings and access to the public transportation facility by pedestrians, bicyclists, and people with disabilities.

Strategy 6.1B: Develop and apply guidelines for designing and locating safe public transportation facilities and amenities on roadways suitable for different contexts. Consider vehicle speed, roadway characteristics and constraints, planned land uses, users and uses, and areas of pedestrian, cyclists, or transit priority.

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.

Note: This document is a draft of the OPTP Safety and Security policies and reflects comments from the PAC at the 6/16/17 meeting.

Strategy 6.2A: Design transit stops and stations using principles such as Crime Prevention through Environmental Design (CPTED) to deter criminal behavior and help people feel safe.

Strategy 6.2B: Use risk assessment to identify appropriate use of lighting, call boxes, security systems and security personnel at stops and stations to support riders' safety and security.

Strategy 6.2C: Work with law enforcement to incorporate techniques for enforcing regulations related to illegal and disruptive activities.

Policy 6.3: Enhance the safety of public transportation through personnel training and education programs.

Strategy 6.3A: Provide appropriate training programs for public transportation personnel that are available throughout the state, including in rural areas.

Strategy 6.3B: Provide training in conflict management to provide public transportation personnel the tools and skills to manage disruptions and make them aware of available resources.

Strategy 6.3C: Coordinate between agencies to deliver training and licensing programs. For example, rural transit agencies could conduct joint public transportation personnel training.

Strategy 6.3D: Establish and promote a culture of safety in which public transportation personnel attend regular trainings and have access to safety toolkits. Conduct regular safety audits.

Strategy 6.3E: Comply with safety management systems, and other federal, state, and local safety requirements.

Policy 6.4: Promote public transportation as a safe travel option through public outreach campaigns and rider education programs.

Strategy 6.4A: Implement public outreach campaigns that highlight public transportation as a safe travel option and show public transportation's contribution to safe travel.

Strategy 6.4B: Develop educational programs and materials (e.g. See and Be Seen campaigns, rider orientations) that demonstrate how to use public transportation safely

Note: This document is a draft of the OPTP Safety and Security policies and reflects comments from the PAC at the 6/16/17 meeting.

and encourages drivers, bicyclists, and pedestrians to safely interact with public transportation vehicles on roadways.

Policy 6.5: Incorporate technological innovations to increase transit safety and security.

Strategy 6.5A: Deploy cost-effective technologies to reduce transit vehicle crashes with pedestrians, bicyclists and other vehicles.

Strategy 6.5B: Investigate and deploy cost-effective technologies inside public transportation vehicles that improve the safety of transit operators and riders.

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.

Strategy 6.6A: Identify available resources for potential use, such as number of vehicles, available operators, vehicle capacity, and fuel storage capacity and availability among others.

Strategy 6.6B: Utilize public transportation as a resource during disasters or emergencies, especially for the evacuation of populations without access to personal vehicles.

Strategy 6.6C: Coordinate with law enforcement, emergency responders, and incident management staff to identify opportunities for public transportation to aid in recovery after disasters and emergencies.

Strategy 6.6D: Integrate or connect public transportation communications with incident management response systems.

Note: This document is a draft of the OPTP Environmental Sustainability policies and reflects comments from the 6/16/17 PAC meeting.

Oregon Public Transportation Plan

Draft Environmental Sustainability Policies and Strategies

Note: The project team will draft an introductory paragraph to this goal to provide greater context for the policies and strategies. The following concepts will be included:

- Discuss briefly public transportation's role in emissions, air quality, GHG reduction
- Note the impacts of exposure to particulates
- Mention changing fuel and vehicle technology support increasing efficiency and impart benefits that balance the potential higher initial cost
- Mention transit facilities can contribute to and use best sustainability practices too

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.

Strategy 7.1A: Identify funding to implement strategic assessment and prioritization findings, such as context sensitive solutions and GHG-reducing scenario plans.

Strategy 7.1B: Communicate the benefits of transit as a critical way to reduce GHG emissions.

Policy 7.2: Transition to low or no emission vehicle technologies, including all-electric, hybrid, biofuels, hydrogen fuel, and other fuel and propulsion technologies.

Strategy 7.2A: Investment in low and no emission vehicle infrastructure, such as maintenance, fueling and charging stations, and technical training for vehicle maintenance staff.

Strategy 7.2B: Increase the percentage of low and no emission vehicles used in the public transportation fleet.

Note: This document is a draft of the OPTP Environmental Sustainability policies and reflects comments from the 6/16/17 PAC meeting.

Strategy 7.2C: Support pilot projects that demonstrate the viability of no emission transit vehicles, such as hydrogen fuel.

Strategy 7.2D: Partner with agencies, such as the Department of Energy or Department of Environmental Quality, to incent transit vehicle fleet turnover or retrofit of vehicles.

Strategy 7.2E: Support research and development of emerging fuels (e.g. recycled natural gas and electric), alternative fuel networks, and other technologies to support use of low and no emission fuels for transit vehicles.

Policy 7.3: Identify and implement sustainable transit system operations policies and practices

Strategy 7.3A: Design, construct, locate, and operate public transportation facilities in accordance with environmentally sustainable best practices.

Strategy 7.3B: Reduce transit vehicle idling when possible through vehicle technologies, transit signal priority, intelligent transportation technologies, or dedicated public transportation facilities (e.g. transit-only lanes) to promote free flow.

Strategy 7.3C: Educate transit vehicle operators on use of fuel efficient driving techniques.

Note: This document is a draft of the OPTP Land Use policies and reflects comments from the PAC at the 6/16/17 meeting.

Oregon Public Transportation Plan

Draft Land Use Policies and Strategies

Note: The project team will draft an introductory paragraph to this goal to provide greater context for the policies and strategies. The following concepts will be included:

- Discuss authorities of different agencies
- Emphasize partnerships needed to accomplish these strategies
- Clarify that plans are to accommodate future service too
- Clarify that OPTP supports and encourages planning efforts by public transportation providers, short range plans and business plans should reflect long range plans, long range plans should reflect community transportation and land use plans and vice-versa
- Clarify that public transportation should be included in planning and development activities early, useful to consider it analogous to utility service.
- Local governments have land use authority
- Discuss the concepts behind the Housing and Transportation Cost Index; the importance of having housing that residents can afford to rent or purchase, and that lower cost housing distant from employment areas may have high transportation costs.

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: Promote the use of public transportation by fully integrating public transportation with other community plans including transportation, land use, and economic development plans.

Strategy 8.1A: Integrate transportation and land use strategies that support public transportation in a wide range of community plans, including comprehensive plans, transportation system plans (TSPs), human service coordinated plans, and others.

Strategy 8.1B: Develop, adopt, and maintain transit development plans (TDPs) that describe how the agencies will operate and develop the public transportation system services and facilities over a 20 year period. TDPs should consider community plans such as those for land use and transportation overall.

Note: This document is a draft of the OPTP Land Use policies and reflects comments from the PAC at the 6/16/17 meeting.

Strategy 8.1C: Use program and funding criteria and guidance to help ensure TSPs, TDPs, and the transit elements of comprehensive plans are aligned and consistent.

Strategy 8.1D: Include local and regional public transportation providers in the development of local land use plans and transportation system plans (TSPs); include affected land use and transportation agencies in public transportation providers' service planning.

Strategy 8.1E: Identify and plan for corridors important to current and future public transportation service, and reflect these in transportation and land use plans and ordinances.

Strategy 8.1G: Integrate public transportation and urban growth boundary planning to ensure the needs and benefits of public transportation are considered in planning for community growth.

Policy 8.2: Support 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.

Strategy 8.2A: Foster opportunities and create incentives for employers, educational centers, health care facilities, and other regional services to locate where public transportation service is available for use by both employees and clients.

Strategy 8.2B: Where appropriate, develop incentives or partnerships to provide park and ride spaces at destinations located near transit services.

Strategy 8.2C: Identify and promote local agency and developer actions to integrate public transportation early in the development process to best address of access to public transportation.

Strategy 8.2D: Encourage local jurisdictions to adopt ordinances that support public transportation.

Strategy 8.2E: Create model development code to better integrate public transportation with land uses and transportation systems.

Strategy 8.2F: Work with local jurisdictions to identify locations for public transportation facilities, including maintenance facilities, layover locations, stations, stops, and others.

Note: This document is a draft of the OPTP Land Use policies and reflects comments from the PAC at the 6/16/17 meeting.

Strategy 8.2G: Include public transportation considerations in permitting and development design review to ensure new development supports existing and future public transportation service where appropriate.

Strategy 8.2H: Develop criteria and considerations for designing and locating various types of public transportation facilities.

Policy 8.3: Foster the development of housing near public transportation routes and services.

Strategy 8.3A: Collaborate with public housing agencies and developers to locate affordable housing units in new developments near public transportation services stations, lines, and stops.

Strategy 8.3B: Promote transit-oriented development, mixed use, and multi-unit housing on transit corridors and near public transportation services. Consider the use of incentives, fees, and public-private partnerships to accomplish such development.

Oregon Public Transportation Plan

Draft Strategic Investment Policies and Strategies

Note: The project team will draft an introductory paragraph to this goal to provide greater context for the policies and strategies. The following concepts will be included:

- Strategic investment varies by the size of jurisdiction and its public transportation system, local priorities, values and other local characteristics
- Agencies should consider where their transit system is in development (see the pyramid for examples), consider community goals for public transportation described in plans and other local characteristics, and use these OPTP policies as a guide to how to continue to develop their system.
- Agencies should use data-driven, performance based, and participatory planning processes to identify needs and options to address them, and then measure and monitor the results of actions taken to learn and adjust actions as needed.
- Different agencies and providers have different roles in transit system development and decisions (summarize here, see implementation section for more)
- Policies and strategies may be applied differently whether the agency is the state, an MPO, transit district, city, county, tribe, or a non-profit organization.
- The emphasis for strategic investment overall is to maintain existing service levels, find efficiencies, and enhance or add service as plans and needs warrant, when funding for continued operation of the enhanced or additional service is identified.
- Public transportation in this plan contributes to community and economy by helping people access daily needs, like employment, shopping, medical and community services, and social and recreational activities; it also provides an option for travel that is safer and more efficient for moving numbers of people especially through congested areas. The strategic investment policies help agencies make decisions reinforcing these goals for their public transportation systems.
- Relationships with transportation options; investing in TO promotes public transportation and vice-versa
- New public transportation technology can have high initial costs but better lifecycle costs and other benefits, low and no-emissions vehicles may be an example.

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.

Note: This document is a draft of the OPTP Strategic Investment policies and strategies and reflects comments from the 6/16/17 PAC meeting.

Policy 9.1: Invest strategically in maintenance, planning, transit service, and capital improvements to preserve and enhance public transportation.

Strategy 9.1A: Use the following priorities for identifying public transportation operations and capital investments to preserve and enhance the public transportation system. (Providers may address these in any order depending on the current status of their system and identified needs.)

- Preserve current service levels and maintain a state of good repair for vehicles and facilities.
- Improve the efficiency of public transportation services and increase the number of riders.
- Improve public transportation service frequency and reliability such that it provides a viable transportation option for people to meet their daily needs.
- Provide additional connections and services to address public transportation needs, especially in underserved or disadvantaged communities and growing or populous areas that may need additional or enhanced service.

Strategy 9.1B: Identify and communicate specific priorities through public transportation planning, including defining adequate service levels for specific areas or conditions.

Strategy 9.1C: Develop program and funding criteria to address community public transportation service needs in alignment with state, regional, and local plans.

Strategy 9.1D: Comply with federal and state requirements and use these as tools to protect the existing public transportation system and identify investment priorities. Examples include requirements for environmental justice, state of good repair, transportation asset management, and performance based planning.

Strategy 9.1E: Monitor the implementation and results of service plans and changes and adjust accordingly to continually improve public transportation services.

Policy 9.2: Foster creative investments and partnerships among public agencies and private organizations to improve the efficiency and effectiveness of public transportation services.

Strategy 9.2A: Leverage public and private partnerships to address first and last mile connections, co-locate related facilities, provide service to tourist destinations, and collaborate with universities to advance research and technologies.

Strategy 9.2B: Maximize and leverage public transportation investments through available state and federal multimodal funding programs.

Note: This document is a draft of the OPTP Strategic Investment policies and strategies and reflects comments from the 6/16/17 PAC meeting.

Strategy 9.2C: Invest in technology solutions designed to support essential functions including operations, maintenance, communication, and safety and that can help improve efficiency and effectiveness of public transportation services. Examples may include technology for service planning, fare payment, or fleet management.

Strategy 9.2D: Provide technical services to public transportation agencies to improve the ability of the agency to understand state and federal requirements, improve managerial and financial management skills, coordinate services with partners, and improve services over time.

Strategy 9.2E: Identify any barriers to creative partnerships and consider whether any changes in authorities or rules may be needed to enable such partnerships.

Strategy 9.2F: Coordinate among providers to enhance regional public transportation decision making and enhance service efficiency and integration, including consolidation of services.

Strategy 9.2G: Foster partnerships between public and private services to leverage private investment, including public transportation agencies, health service providers, and transportation network companies.

Policy 9.3: Pursue stable and consistent funding for public transportation operations and capital investments that maintain services and address identified needs.

Strategy 9.3A: Leverage existing state funding to achieve more cooperative and coordinated services, such as by partnering with human service agencies or other organizations that operate services related to public transportation.

Strategy 9.3B: Provide flexibility in the use of existing and new funding sources, for example the ability to use the funds for either capital or operations.

Strategy 9.3C: Pursue additional state funding for public transportation through new dedicated funding sources.

Strategy 9.3D: Enable local jurisdictions and public transportation providers to seek new dedicated funding sources or partnerships.

Strategy 9.3E: Pursue funding programs for new technologies, service models, and low-emission vehicles.

Note: This document is a draft of the OPTP Communication, Collaboration, and Coordination policies and reflects comments from the PAC at the 6/16/17 meeting.

Oregon Public Transportation Plan Draft Communication, Collaboration, and Coordination Policies and Strategies

Note: The project team will draft an introductory paragraph to this goal to provide greater context for the policies and strategies. The following concepts will be included:

- Building a culture of transit
- Acknowledge capacity issues for coordination, especially for small agencies
- Seamless is strengthened by collaboration and coordination between agencies and among providers; shared communication allows the rider to have one interface and set of messages to work with promoting understanding and ease of use
- Collaboration and coordination allow different participants in the system to play to their strengths and leverage capabilities, improving the system for everyone

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.

Strategy 10.1A: Provide coordinated outreach by public transportation providers that connect or serve the same area, including online, social media, and other campaigns.

Strategy 10.1B: Work towards a statewide information source for transit and transportation information and integrated trip planning. Provide information in multiple formats, such as by telephone, online, and in appropriate locations.

Strategy 10.1C: Provide outreach material in multiple languages and multiple formats; use culturally-appropriate materials as needed.

Strategy 10.1D: Provide ongoing information to government agencies and the public about the goals and purpose of public transportation, and the policies and implementation of the OPTP.

Note: This document is a draft of the OPTP Communication, Collaboration, and Coordination policies and reflects comments from the PAC at the 6/16/17 meeting.

Strategy 10.1E: Foster partnerships with businesses, employers, schools, local and statewide tourism agencies, and others to provide public transportation information.

Strategy 10.1F: Foster partnerships among agencies for shared marketing materials and outreach opportunities. Partners may include social service agencies and other transportation providers.

Policy 10.2: Collaborate and share costs for resources, supplies, and services that can be used by multiple agencies.

Strategy 10.2A: Provide opportunities for group purchases where feasible, such as using statewide or regional contracts for vehicles, technology, software purchases, and shared outreach and marketing materials.

Strategy 10.2B: Implement ways to share staff and technology to enable broad provider access to technology and resources.

Strategy 10.2C: Implement opportunities for regional or statewide shared services among related public transportation agencies such as ride reservation services, driver and staff training, and commercial driver licensing services.

Policy 10.3: Identify and advance opportunities to share data resources and collection methods.

Strategy 10.3A: Promote the use of open source software or similar solutions and standardized data formats, such as General Transit Feed Specification, that allow for use by multiple agencies and for adaptation to meet state or regional need.

Strategy 10.3B: Implement shared rider survey techniques among agencies with similar services or in the same region.

Strategy 10.3C: Use data collected to better understand customer needs and preferences to improve public transportation services.

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.

Strategy 10.4A: Work with private providers of transportation to leverage public and private providers' strengths and resources and provide public transportation services in the most cost-efficient ways available.

Note: This document is a draft of the OPTP Communication, Collaboration, and Coordination policies and reflects comments from the PAC at the 6/16/17 meeting.

Strategy 10.4B: Advance coordination between public transportation providers, and social service agencies that provide or use public transportation for their clients, to promote seamless, effective service for clients including non-emergency medical transportation.

Strategy 10.4C: Coordinate efforts among agencies including ODOT, local agencies, and public transportation providers to implement the Oregon Public Transportation Plan. ODOT regions, area commissions on transportation, metropolitan planning organizations, tribal governments, non-metropolitan officials, and other stakeholder groups will be consulted in the development and implementation of the OPTP.

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.

Strategy 10.5A: Promote development of solutions to shared public transportation issues and provide technical assistance to public transportation agencies, especially to small or rural agencies and non-profit private providers.

Strategy 10.5B: Continue to coordinate long-distance intercity bus and rail public transportation services throughout the state and linking to interstate travel, by providing funding, marketing, and ensuring gaps in the intercity network are filled.

Strategy 10.5C: Identify opportunities for greater interregional coordination. Determine where assistance from ODOT can best support this coordination.

Strategy 10.5D: Work with federal, state, regional, and local agencies to collaborate and coordinate their public transportation services, such as coordinating planning activities and partnerships for regional projects or statewide or other shared goals.

Strategy 10.5E: Continue efforts to find and use common interests among state agencies to better coordinate public transportation services.

Strategy 10.5F: Support, sponsor, or conduct research activities to assist Oregon public transportation providers to enhance their services. Research topics may include the advantages and disadvantages of different public transportation provider organizational structures, and how state laws and rules promote or inhibit efficient regional services and connections with urban public transportation systems.