



Draft Vision and Goals

Oregon Public Transportation Plan

Draft Vision and Goals

The following draft vision and goals for the Oregon Public Transportation Plan (OPTP) describe the future state of public transportation in Oregon and provide the foundation for the Plan. This draft of the vision and goals was developed based on ideas and advice from the OPTP Policy Advisory Committee (PAC) at meetings on April 22, 2016 and May 18, 2016, and PAC feedback on a discussion draft at their July 26, 2016 meeting. PAC edits are shown in ~~strikeout~~ or underline format to indicate ~~deletions~~ or additions. This draft explains changes to the vision and goal language. This draft will be discussed at the August 22, 2016 PAC meeting and revised afterward as needed, with the goal of agreeing to a working draft to share during OPTP public outreach during September and October 2016.



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Vision

Language Changes	Explanation of Changes
<p>In 2045, public transportation is an integral, interconnected component of Oregon’s transportation system <u>that makes Oregon cities, towns, and communities work</u>. <u>Because public transportation is convenient, affordable, and efficient for many people for many trips, it helps</u> further the state’s quality of life and economic vitality and contributes to the health and safety of all residents, <u>while reducing greenhouse gas emissions</u>. Public transportation services are tailored to the regions they serve throughout our diverse state.</p> <ul style="list-style-type: none"> ● The public transportation system is seamless: People can make one purchase and travel in a coordinated manner from the coast to the mountains or the high desert to the valley. ● Public transportation is easy: Through technology, infrastructure, and readily available information, people understand how to use the system and how to walk, bike, drive to or from, or request public transportation services. ● Public transportation effectively makes connections: People can efficiently and safely travel from neighborhoods to destinations including employment and education opportunities, services and recreation and back again. ● Oregon has a public transportation culture: People living, doing 	<p>The PAC asked the project team to delete the bullets, and instead reflect the ideas presented in the bullets as stories or vignettes throughout the OPTP document.</p> <p>The PAC asked the project team to integrate the idea that public transportation makes Oregon communities work.</p> <p>The PAC asked the project team to integrate the bullet related to public transportation culture into the vision.</p> <p>The PAC asked the project team to add affordability as a key piece of the vision.</p> <p>The PAC asked the project team to add reducing carbon footprint to the vision.</p> <p>The PAC asked the project team to avoid language specific to geographies (e.g. “the valley”).</p>

business in, or visiting Oregon know that public transportation just makes sense for many trips; public transportation is viewed as an essential element of the transportation system that benefits everyone and furthers Oregon's economic, social, and environmental goals.

- Public transportation promotes economic development: Employers know that public transportation will help potential workers reach them, and tourists in Oregon know that a private car is not necessary to reach Oregon's best destinations.



Goals

The OPTP has ten goals that help further describe and implement the vision. The goals are broad and encompass all transportation agencies. They are not listed in order of priority.

General comments from the PAC to the project team included ensuring user-friendly language, avoiding subjective terms (e.g. “important”), and emphasizing outcomes.

Goal 1: ~~Mobility~~ Transit User Experience

Language Changes	Explanation of Changes
<p>Improve the ability for people of all ages, abilities, and income levels of all residents and visitors to can travel reliably between destinations conveniently, by providing using a seamless an affordable, well-coordinated public transportation system. Enable People in Oregon residents and visitors to routinely use public transportation options to meet their travel needs.</p>	<p>The PAC suggested renaming Goals 1 and 2 to avoid jargon and confusion, and highlight the differences between the system and individual users.</p> <p>The PAC wanted the new Goals 1 and 2 to reflect elements of the original Goals 1 and 2.</p> <p>The PAC asked the project team to add “affordable” to the goal language.</p> <p>The PAC asked the project team to add an element discussing schedule choices.</p> <p>The PAC suggested adding an idea from Goal 10 (people know how to use the system).</p> <p>Changed language to be more outcome-oriented and lessen use of jargon. For example, “seamless” may be a jargon term but is an important idea for future policy discussions.</p>



Goal 2: ~~Accessibility and Connectivity~~ System Connections and Links

Language Changes	Explanation of Changes
<p>Increase opportunities for people of all ages, abilities, and income levels to travel to important destinations within and between communities using public transportation. The public transportation system is well-connected, with convenient connections between public and private providers. Ensure there are user-friendly links between travel modes, and <u>connections</u> to <u>urban, suburban, rural</u>, regional, and interstate destinations.</p>	<p>The PAC suggested renaming Goals 1 and 2 to avoid jargon and confusion, and highlight the differences between the system and individual users.</p> <p>The PAC wanted the new Goals 1 and 2 to reflect elements of the original Goals 1 and 2.</p> <p>The PAC asked the project team to include Transportation Network Companies/private providers in the goal language.</p> <p>The PAC asked that the goal language reflect urban, suburban, and rural destinations.</p> <p>The PAC asked the project team to avoid the word “important” (key destinations can be defined by local values and goals).</p> <p>The PAC thought the project team should condense this goal to one sentence.</p> <p>Changed language to be more outcome-oriented.</p>



Goal 3: Community Livability and Economic Vitality

Language Changes	Explanation of Changes
<p><u>Public transportation</u> promotes community livability and <u>economic vitality</u>, the economic expansion and diversification of the economy, through public transportation that <u>by</u> efficiently and effectively moving people <u>of all ages</u> to and from <u>homes, jobs, businesses, schools and colleges</u>, and other destinations in urban, <u>suburban</u>, and rural regions <u>areas</u>.</p>	<p>The PAC wanted to emphasize the importance of community livability in the goal title.</p> <p>The PAC asked the project team to add language about public and private interests at the beginning of the goal statement.</p> <p>The PAC asked the project team to add language related to economic vitality (not just economic expansion).</p> <p>The PAC asked the project team to add “suburban” to the description of places and found the term regions confusing.</p> <p>The PAC asked the project team to add references to housing and education as destinations.</p> <p>The PAC wanted to mention youth.</p> <p>Changed language to be more outcome-oriented.</p> <p><i>The PAC discussed several ideas relevant for future policy discussions: zoning and tax incentives; coordination with larger employers; factoring transportation into employer and developer decision-making.</i></p>



Goal 4: Equity

Language Changes	Explanation of Changes
<p>Provide reliable and convenient p <u>Public transportation is a tool for enhancing equity and opportunities for all Oregonians. Affordable, safe, and welcoming public transportation options that improve lives by providing efficient access to services and opportunities, jobs and other key destinations. promoting more equitable outcomes for residents throughout the state regardless of ability, age, race, ethnicity, location, or income.</u></p>	<p>The PAC provided language that they thought better captured the intent of the goal for the first sentence.</p> <p>The PAC asked the project team to integrate affordability into the goal language.</p> <p>The PAC asked the project team to integrate language related to the elimination of barriers (especially related to connections to housing and jobs).</p> <p>The PAC asked the project team to delete references to “more equitable outcomes” and avoid subjective language.</p> <p>The PAC asked the project team to include language around people feeling included and welcomed in the system, and feeling safe as system users.</p> <p>Changed language to be more outcome-oriented.</p>



Goal 5: Health

Language Changes	Explanation of Changes
<p>Provide options for people to improve their physical activity levels and health with quality walking and biking links to public transportation <u>Public transportation fosters improved health of Oregonians by giving people opportunities to integrate physical activity into everyday life through walking and biking, enhancing connections between people, supporting community vitality, promoting cleaner air, and by ensuring residents' access to medical services, groceries, and recreation.</u></p>	<p>The PAC asked the project team to make the goal language stronger.</p> <p>The PAC asked the project team to integrate ideas related to outcomes such as increased physical activity, connections between people (improved mental health), improved air quality, and enhanced community vitality.</p> <p>The PAC asked the project team to draw out the connection between transit and walking and bicycling.</p> <p>Changed language to be more outcome-oriented.</p> <p><i>The PAC discussed several ideas relevant for future policy discussions: the nexus of transit and bicycling/walking; access to services; increased activity due to mode shift.</i></p>



Goal 6: Safety and Security

Language Changes	Explanation of Changes
<p><u>Public transportation feels safe and is safe for all riders. Public transportation contributes to the ability of Oregon communities to cope with natural or human-caused disasters.</u></p> <p>Improve the safety of residents and visitors by providing abundant safe public transportation trips and contributing to emergency response and disaster resilience.</p>	<p>The PAC suggested splitting multiple ideas into more sentences.</p> <p>The PAC asked the project team to identify the difference between feeling safe and being safe, and the importance of including both in the goal language.</p> <p>The PAC suggested rewording the goal language about disaster resilience to avoid jargon.</p> <p>The PAC suggested inclusion of climate change impacts in the goal language.</p> <p>Changed language to be more outcome-oriented.</p> <p><i>The PAC discussed several ideas relevant for future policy discussions: linkages between safety and security and equity; public transportation’s role in disaster and emergency response.</i></p>



Goal 7: Environmental Sustainability

Language Changes	Explanation of Changes
<p><u>Public transportation</u> Minimizes <u>contributes</u> environmental <u>and health</u> impacts <u>benefits</u> and contributes to state and local goals by lessening the need for additional vehicle travel and additional roadway space while reducing <u>tailpipe greenhouse gas emissions</u> by providing efficient travel options. , and using low emissions public transportation vehicles.</p>	<p>The PAC asked the project team to add “and health” to the types of impacts in the first line.</p> <p>The PAC asked the project team to swap “greenhouse gas” for “tailpipe” to show a broader impact.</p> <p>The PAC asked the project team to make the goal language more inclusive of sustainable travel options (not just low emission vehicles), and avoid policy choices in the goal language (goals are the what, not the how).</p> <p>The PAC wanted to delete the reference to state and local goals to streamline the language.</p> <p>Changed language to be more outcome-oriented.</p> <p>Changed minimizes impacts to contributes benefits as not all impacts are negative.</p> <p><i>The PAC discussed ideas relevant for future policy discussions: low-emission public transportation vehicles; increases in types of infrastructure; clean energy economy; zero emissions; minimizing need for additional roadway space.</i></p>



Goal 8: Land Use

Language Changes	Explanation of Changes
<p><u>Public transportation is a tool that</u> contributes to Oregon’s state and local land use goals and policy. <u>Agencies collaborate to ensure public transportation helps shape Oregon communities and preserves farm and forest land by providing efficient and effective public transportation</u> travel options in urban, suburban, and rural areas. and effective connections in rural areas.</p>	<p>The PAC pointed out that public transportation should be efficient and effective regardless of geography.</p> <p>The PAC asked the project team to emphasize collaboration between public transportation and local/state land use agencies.</p> <p>The PAC suggested adding “suburban” to “urban and rural.”</p> <p>The PAC asked for additional emphasis on the role of public transportation in shaping communities and preserving farm and forest land.</p> <p>Changed language to be more outcome-oriented and shorten sentences.</p> <p><i>The PAC discussed ideas relevant for future policy discussions: relationship of land use and transportation in terms of performance measures; land use and transit as tools for shaping communities.</i></p>



Goal 9: Strategic Investment

Language Changes	Explanation of Changes
<p><u>Sustainable and reliable funding meets the demand for public transportation service operations and infrastructure. Strategic investments in public transportation support the overall transportation system and the quality of life and economy of Oregon.</u> Identify and implement strategic investments that improve the function of the public transportation system by providing increased access and mobility and easier to use connections. Pursue sustainable and reliable funding for public transportation.</p>	<p>The PAC asked the project team to strengthen the goal language and move the last sentence to the beginning to underscore the important of sustainable and reliable funding.</p> <p>The PAC asked the project team to include reference to funding for both infrastructure and service and operations.</p> <p>The PAC asked the project team to remove the reference to increased access and mobility, as it did not seem to fit the goal.</p> <p>The PAC asked the project team to reflect that funding should meet the demand for public transportation.</p> <p>The PAC asked to delete the first half of the 2nd sentence (move it to the policy discussion).</p> <p>Changed language to be more outcome-oriented.</p> <p><i>The PAC discussed ideas relevant for future policy discussions: investments that cross jurisdictional boundaries; types of strategic investments; how dollars are allocated; funding constraints.</i></p>



Goal 10: Communication, Collaboration, and Coordination

Language Changes	Explanation of Changes
<p><u>Public and private transportation providers and all levels of government within the state and across state boundaries</u> W<u>ork collaboratively and foster partnerships that make public transportation seamless regardless of jurisdiction. among all levels of government and between public and private transit providers to ensure all participants can contribute their strengths and complement one another. Provide information and assistance to ensure people know how to use the public transportation system and are more comfortable using transit.</u></p>	<p>The PAC asked the project team to include mention of private as well as public providers.</p> <p>The PAC asked the project team to change “transit” to “transportation” when describing public and private providers.</p> <p>The PAC asked the project team to reference interstate coordination and collaboration.</p> <p>The PAC asked the project team to include language about seamless jurisdictional boundaries with regard to policy.</p> <p>The PAC recommended moving the sentence about providing information to users to Goal 1, and making the statement more outcome-oriented.</p> <p>Changed language to be more outcome-oriented.</p> <p><i>The PAC discussed ideas relevant for future policy discussions: providing information and assistance to users to help their comfort with the system – move to Goal 1; funding source and boundary constraints.</i></p>

