

MEMORANDUM

Date: June 10, 2020 Project #: 23858

To: Project Management Team

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Project: City of Ontario, Active Transportation Update and East Idaho Avenue Refinement Area Plan

Subject: Vision Statement and Guiding Principles

The memorandum presents the vision statements, goals, objectives, and evaluation criteria that will be used to guide the development of the City of Ontario Active Transportation Update and East Idaho Avenue Refinement Area Plan, herein referred to as the “plan.”

The goals, objectives, and evaluation criteria will be used to guide the review and documentation of existing and future pedestrian and bicycle needs, the development and evaluation of potential solutions to address the needs, and the selection and prioritization of preferred solutions for inclusion in the final plan.

In order to ensure a consistent understanding of the items included in this memorandum, the following definitions have been provided:

- **Goal** – Provides direction for where the community’s vision is leading the plan.
- **Objectives** – Provides a more detailed breakdown of the goal with specific language on how the goal can be achieved.
- **Evaluation Criteria** – Provides a quantitative or qualitative tool to help prioritize projects. They can help quantify the extent to which a project is in line with the community’s vision.

The evaluation criteria will be used throughout the plan for two key purposes:

1. Evaluate the existing transportation system and identify areas for improvement; and,
2. Compare and select preferred elements to be included in the plan.

BACKGROUND INFORMATION

The goals and objectives identified in the *City of Ontario 2006 Transportation System Plan (2006 TSP)* were used as a starting point for the development for the vision statement and initial set of goals, objectives, and evaluation criteria. The *2006 TSP* identifies a broad set of community goals and policy objectives that provide the context to make transportation investment decisions in the City of

Ontario. The goals identified in the 2006 TSP are listed below. Policies that would affect the development of this active transportation plan or refinement plan are also noted.

- **Goal 1 – Mobility:** Provide a multi-modal system the maximizes the mobility of Ontario residents and businesses.
 - *Policy 1.1:* Establish a transportation system that can accommodate a wide variety of travel modes and minimizes reliance on any single mode of travel.
- **Goal 2 – Efficiency:** Create and maintain a multi-modal transportation system with the greatest efficiency of movement possible for Ontario residents and businesses in terms of travel time, travel distance, and efficient management of the transportation system.
- **Goal 3 – Safety:** Maintain and improve transportation system safety.
 - *Policy 3.2:* Ensure that the multi-modal transportation system within Ontario is structurally and operationally safe.
 - *Policy 3.3:* Periodically review crash records in an effort to systematically identify and remedy unsafe intersection and roadway locations.
- **Goal 4 – Equity:** Ensure the cost of transportation infrastructure and services are borne by those who benefit from them.
- **Goal 5 – Environmental:** Limit and mitigate adverse environmental impacts associated with traffic and transportation system development.
- **Goal 6 – Alternative Modes of Transportation:** 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 Ontario 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.
 - Policy 6.1. Develop a citywide pedestrian and bicycle plan providing for sidewalks, bikeways, and safe crossings.
 - Policy 6.2. Promote alternative modes and rideshare/carpool programs through community awareness and education.
 - Policy 6.3. Coordinate with regional transit service efforts.
 - Policy 6.4. Seek Transportation and Growth Management (TGM) and other funding for projects evaluating and improving the environment for alternative modes of transportation.
 - Policy 6.5. Seek improvements of mass transit services to the City of Ontario.
 - Policy 6.6. Transportation Disadvantaged
 - a. Continue to support programs for the transportation disadvantaged where such programs are needed and are economically feasible.
 - b. Increase all citizens' transportation choices.
 - c. Identify and retain community identity and autonomy.

- d. Create a customer-oriented focus in the provision of transportation services.
 - e. Hold any regional system accountable for levels and quality of service.
 - f. Enhance public transportation sustainability.
 - g. Promote regional planning of transportation services.
 - h. Use innovative technology to maximize efficiency of operation, planning, and administration of public transportation.
- **Goal 7 – Maintain Multi-Jurisdiction Coordination:** Maintain coordination between the City of Ontario, Malheur County, and the Oregon Department of Transportation (ODOT).
 - **Goal 8 – Roadway Functional Classification:** Plan and maintain transportation system based on roadway functional classification.
 - **Goal 9 –Truck Route:** Identify and designate a truck route system utilizing arterial and major collector roads to minimize impacts to residential areas.
 - **Goal 10 – Transportation Financing:** Seek adequate financial revenues to fund the City’s Capital Improvement Program and maintenance needs.
 - **Goal 11 – Refinement Plans:** Develop refinement plans to the Transportation System Plan that more specifically address corridors, problems/issues, and sub-areas. These refinement plans shall supersede the TSP if they are formally adopted by the Ontario City Council.

Goals 1 (Mobility), 3 (Safety) and 6 (Alternative Modes of Transportation) are foundational to the goals of this plan. Goals 5 (Environmental) and 11 (Refinement Plans) will also be important to the development of the East Idaho Avenue Refinement Plan. The other goals in the 2006 TSP also influence this project’s goals and objectives.

PROPOSED VISION, GOALS, AND OBJECTIVES

The vision for the City of Ontario’s Active Transportation Plan is to:

Develop a comprehensive active transportation network providing safe and comfortable mobility options for all of Ontario’s residents, employees, and visitors, thereby enhancing the City’s economic vibrancy and promoting a healthy lifestyle for the Ontario community.

The vision for the East Idaho Avenue refinement area is to:

Create multimodal connections between downtown and the East Idaho Avenue commercial area and enhance the streetscape of the East Idaho Avenue corridor, thereby better connecting Ontario residents and visitors to employment opportunities and enhancing the economic vibrancy of the East Idaho Avenue corridor.

Supporting these vision statements, the project team proposes the following goals and objectives. The goals and objectives are generally applicable to both sub-plans, unless otherwise noted.

Goal 1 – Mobility

Provide a balanced, safe, and efficient multimodal transportation system for all members of the community

- Develop an integrated approach for providing travel choices in and around City to support a healthy lifestyle and more vibrant community.
- Support mobility choices for all, especially the underserved and those with limited options.
- Extend trail networks, convenient pathways, greenway access points, and open space connections.
- Interconnect high quality safe routes to school, transit infrastructure and access to downtown.

Goal 2 – Safety

Improve the multimodal transportation system to enhance safety for all users, skill levels, and ages

- Improve safety, user-friendliness and comfort of active transportation modes for all ages.
- Add safe and more inviting walking and bicycling facilities between the east and west sides of the Interstate.

Goal 3 – Environment (*East Idaho Avenue Only*)

Mitigate the impacts of the East Idaho Avenue corridor on the environment

- Design an improved streetscape for East Idaho Avenue to create a cohesive look, better multimodal links and integrate sustainable stormwater management practices.

PROPOSED EVALUATION CRITERIA

The evaluation criteria are based on the goals and objectives, as well as the overall feasibility of implementing the project. A qualitative process using the evaluation criteria will be used to assess alternatives and prioritize projects developed by the plan. The rating method used to evaluate the alternatives is described below.

- Most Desirable: The concept addresses the criterion and/or makes substantial improvements in the criteria category. (+1)
- No Effect: The criterion does not apply to the concept or the concept has no influence on the criteria. (0)
- Least Desirable: The concept does not support the intent of and/or negatively impacts the criteria category. (-1)

At this level of screening, the criteria will not be weighted; the ratings will be used to inform discussions about the benefits and tradeoffs of each alternative. A higher or lower score does not necessarily stipulate the importance or prioritization of a project, the preliminary scoring will serve simply to identify and compare high-level benefits. Table 1 presents the evaluation criteria that will be used to qualitatively evaluate the solutions developed by the plan.

Table 1: Evaluation Criteria

Objective	Evaluation Criteria	Evaluation Score
Goals Based Criteria		
Goal 1: Mobility		
Provide a balanced, safe, and efficient multimodal transportation system for all members of the community	Project enhances access to walking, biking, and/or transit opportunities for people of a wide range of ages and abilities	+1
	Project enhances access to walking, biking, and/or transit opportunities for some people, but not a majority of ages and abilities	0
	Project makes it more difficult for people of a wide range of ages and abilities to walk, bike, and/or take transit (<i>only applicable to East Idaho Avenue</i>)	-1
<i>Additional East Idaho Avenue Criteria</i>	All study intersections meet identified mobility targets	+1
	Most (more than half) study intersections meet identified mobility targets	0
	Less than half of study intersections meet identified mobility targets	-1
Goal 2: Safety		
Improve the multimodal transportation system to enhance safety for all users, skill levels, and ages	Project would address safety issues at identified conflict areas (e.g., higher speed/volume roads and intersections) or at SPIS locations on East Idaho Avenue	+1
	Project would not impact the safety of people walking biking or driving	0
	Project could decrease safety and increase potential risk to people walking, biking, or driving (<i>only applicable to East Idaho Avenue</i>)	-1
Goal 3: Environment		
Mitigate the impacts of the East Idaho Avenue corridor on the environment.	Project reduces environmental impacts of transportation on the East Idaho Avenue corridor	+1
	Project has no effect on environmental impacts of transportation on the East Idaho Avenue corridor	0
	Project increases environmental impacts of transportation on the East Idaho Avenue corridor	-1
Implementation Criteria		
Cost & Feasibility		
Develop realistic projects that are fiscally capable of implementation through available funding mechanisms	Project is cost-feasible and has an identified potential funding mechanism	+1
	Project has an identified potential funding mechanism, but cost may be a challenge; or project is cost-feasible, but there is not an available funding mechanism at this time	0
	Project is cost-prohibitive	-1
	Project does not have any significant physical or legal barriers	+1
	Project has moderate physical or legal barriers (e.g., may require some right-of-way)	0
	Project may not be implementable due to physical or legal barriers	-1

The project team will screen projects using these criteria. This preliminary evaluation will be presented to the Project Management Team (PMT) and Technical Advisory Committee (TAC) for

review. During this review, the TAC will have the opportunity to provide their input on project priorities and the PMT will confirm the final project priorities. The TAC and PMT may also recommend changes to the criteria during this process to better reflect the community's priorities.