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MEMORANDUM

DATE: October 10, 2019

TO: Newport TSP Project Management Team

FROM: Carl Springer, DKS Associates
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SUBJECT: Newport Transportation System Plan Update
 Technical Memo 4 – Goals and Objectives

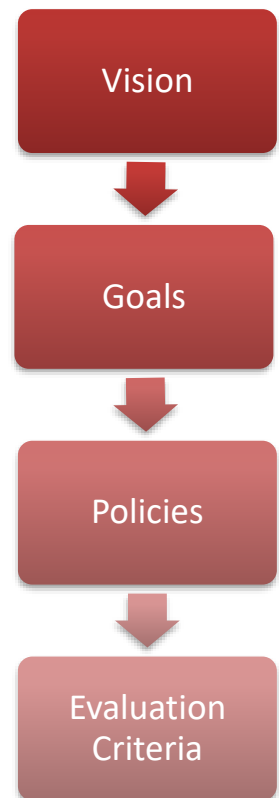
The purpose of this memorandum is to initiate the process of developing the transportation-related vision, goals, policies, and evaluation criteria that will help guide the update of the Newport Transportation Plan (TSP) and future investment decisions. This effort will continue through the planning process, shaped by input received from the project team, Project Advisory Committee and the general public.

Setting Direction for Transportation Planning

Collectively, the transportation-related goals, policies, and evaluation criteria describe what the community wants the transportation system to do in the future, as summarized by a **vision statement**. A vision statement generally consists of an imaginative description of the desired condition in the future. It is important that the vision statement for transportation align with the community’s core values.

Goals and policies create manageable stepping stones through which the broad vision statement can be achieved. **Goals** are the first step down from the broader vision. They are broad statements that should focus on outcomes, describing a desired end state. Goals should be challenging, but not unreasonable.

Each goal must be supported by more finite **policies**. In contrast to goals, policies should be specific and measurable. Where feasible, providing a targeted time period helps with policy prioritization and achievement. When developing policies, it is helpful to identify key issues or concerns that are related to the attainment of the goal.





The solutions recommended through the TSP must be consistent with the goals and policies. To accomplish this, measurable **evaluation criteria** that are based on the goals and objectives will be developed. For the Newport TSP, they will be used to inform the selection and prioritization of projects and policies for the plan by describing how well the alternatives considered support goal areas.

Developing Updated TSP Goals and Policies

The goals and policies from Newport's current TSP and Comprehensive Plan, as well as the strategies in the Greater Newport Area Vision 2040, provide a starting point for setting the direction for the new TSP. They cover a wide range of topics that could be applied to the TSP.

From that review, the project team developed an initial set of goals and objectives to provide a framework for the Newport TSP update. In contrast to the existing TSP structure that categorizes transportation policy by mode, the proposed goals and objectives describe a multi-modal, integrated approach to transportation planning. The new draft goals and objectives provided below will be shared with the Project Advisory Committee at their first meeting, and the general public, with further input sought to refine them. At this time, all goals and objectives are considered to be of equal importance.

After receiving input, the project team will create a revised set of goals and objectives and develop corresponding evaluation criteria. These will continue to evolve throughout the TSP update process.

Transportation Vision Statement

Travel to and through Newport is safe and efficient, with convenient options available for everyone. Investments in the transportation system are made in a cost-effective manner and respect the City's resources. The system supports local business activity, and all streets, including US 101 and US 20 complement a vibrant streetscape environment where people stop and visit and can travel by all modes safely and comfortably.

TSP Goals

Goal 1: Safety

Improve the safety of all users of the system for all modes of travel.

- a) Reduce the frequency of crashes and strive to eliminate crashes resulting in serious injuries and fatalities.
- b) Proactively improve areas where crash risk factors are present.



- c) Improve the safety of east-west travel across US 101.
- d) Improve the safety of north-south travel across US 20.
- e) Apply a comprehensive approach to improving transportation safety that involves the five E's (engineering, education, enforcement, emergency medical services, and evaluation).

Goal 2: Mobility and Accessibility

Promote efficient travel that provides access to goods, services, and employment to meet the daily needs of all users, as well as to local and regional major activity centers.

- a) Support expansions of the local and regional transit network and service.
- b) Support improvements that enhance mobility of US 101 and US 20.
- c) Manage congestion according to current mobility standards.
- d) Support transportation options and ease of use for people of all ages and abilities.
- e) Ensure safe, direct, and welcoming routes to provide access to schools, parks, and other activity centers for all members of the community, including visitors, children, people with disabilities, older adults, and people with limited means.
- f) Provide an interconnected network of streets to allow for efficient travel.

Goal 3: Active Transportation

Complete safe, convenient and comfortable networks of facilities that make walking and biking an attractive choice by people of all ages and abilities.

- a) Continuously improve existing transportation facilities to meet applicable City of Newport and Americans with Disabilities Act (ADA) standards.
- b) Provide walking facilities that are physically separated from auto traffic on all arterials and collectors, and on streets and paths linking key destinations such as employment centers, schools, shopping, and transit routes.
- c) Provide low-cost improvements to enhance walking and biking on all arterials and collectors, and on streets and paths linking key destinations such as employment centers, schools, shopping, and transit routes.
- d) Provide safe street crossing opportunities on high-volume and/or high-speed streets.
- e) Provide walking access to transit routes and major activity centers in the City.
- f) Work to close gaps in the existing sidewalk network.



- g) Provide biking facilities that are comfortable, convenient, safe and attractive for users of all ages and abilities on or near all arterials and collectors, and streets and paths linking key destinations such as employment centers, schools, shopping, and transit routes.
- h) Provide biking access to transit routes, major activity centers in the City, and regional destinations and recreational routes.

Goal 4: Grow the Economy

Develop a transportation system that facilitates economic activity and draws business to the area.

- a) Support improvements that make the City a safe and comfortable place to explore on foot.
- b) Manage congestion along freight routes according to current mobility standards.
- c) Provide safe, direct, and welcoming routes between major tourist destinations in Newport.

Goal 5: Environment

Minimize environmental impacts on natural resources and encourage lower-polluting transportation alternatives.

- a) Support strategies that encourage a reduction in trips made by single-occupant vehicles.
- b) Minimize negative impacts to natural resources and scenic areas, and restore or enhance, where feasible.
- c) Support facility design and construction practices that have reduced impacts on the environment.

Goal 6: Support Healthy Living

Support options for exercise and healthy lifestyles to enhance the quality of life.

- a) Develop a connected network of attractive walking and biking facilities, including off-street trails, which includes recreational routes as well as access to employment, schools, shopping, and transit routes.
- b) Provide active transportation connections between neighborhoods and parks/open spaces.
- c) Provide for multi-modal circulation on-site and externally to adjacent land uses and existing and planned multi-modal facilities.

Goal 7: Prepare for Change

Ensure that the choices being made today make sense at a time when Newport is growing, and the transportation industry is rapidly changing.

- a) Anticipate the impacts and needs of connected and automated vehicles.



- b) Seek to supplement traditional transportation options with more emphasis given to walking, biking, and transit and consideration for new alternatives such as car sharing, bike sharing, driverless vehicles, ride sourcing, and micro-mobility.
- c) Explore opportunities to partner with state, regional, and private entities to provide innovative travel options.

Goal 8: Fiscal Responsibility

Sustain an economically viable transportation system.

- a) Improve transportation system reliance to seismic and tsunami hazards, extreme weather events, and other natural hazards.
- b) Identify and develop diverse and stable funding sources to implement transportation projects in a timely fashion and ensure sustained funding for transportation projects and maintenance.
- c) Preserve and maintain existing transportation facilities to extend their useful life.
- d) Seek to improve the efficiency of existing transportation facilities before adding capacity.
- e) Ensure that development within Newport is consistent with, and contributes to, the City's planned transportation system.

Goal 9: Work with Regional Partners

Partner with other jurisdictions to plan and fund projects that better connect Newport with the region.

- a) Coordinate projects, policy issues, and development actions with all affected government agencies in the area.
- b) Build support with regional partners for the improvement of regional connections.

Supplemental Strategies

In addition to the goals and policies outlined above, a set of supplemental strategies and guidelines are shown below to address specific issues of concern within the Commercial Core and Agate Beach areas of the City. The strategies will be extensions of the citywide goals and policies to provide adequate depth and context for addressing the unique issues within these areas.

Commercial Core

- Consider improvements that enhance the safety of US 101 and US 20 and their intersections through the Commercial Core.
- Explore options for alternative highway routing through the Commercial Core.
- Consider options to meet the future capacity needs of the Yaquina Bay Bridge.
- Explore options for improved pedestrian and bicycle facilities across Yaquina Bay.
- Explore options for safe crossing opportunities of US 101 and US 20 in the Commercial Core.
- Consider streetscape improvements that define and enhance the character of the Commercial Core and serve as attractive gateways.
- Support the economic vitality of businesses in the Commercial Core by making multi-modal access safer, more convenient and more attractive.

Agate Beach

- Provide options for local street sections that consider the stormwater management needs of the Agate Beach area.
- Plan for local street connections adjacent to existing coastal routes given future erosion concerns.
- Evaluate safe crossing opportunities of US 101 in Agate Beach.
- Explore options to provide pedestrian and bicycle facilities on US 101 in Agate Beach.
- Explore options for a connection for pedestrians and bicyclists in Agate Beach to areas further south in the City.