

Section 4 Goals and Policies

GOALS AND POLICIES

This section provides the goals and policies that will guide the development of the Jackson County transportation system. These goals and policies will allow the County to plan for, and consistently work towards, achieving the transportation-related goals of the County, including: Livability, Modal Components, and Integration.

4.1 LIVABILITY

Livability Goal: To develop and maintain a safe multi-modal transportation system capable of meeting the diverse transportation needs of the County while minimizing adverse impacts to the environment and to the County's quality of life.

4.1.1 Accessibility and Connectivity

4.1.1-A The County will work to provide all users with access to integrated transportation facilities and services, including addressing the needs of those with limited mobility, consistent with the federal Americans with Disabilities Act (ADA).

4.1.1-B In partnership with cities, regional agencies, and the State, the County will continue to develop a transportation system that provides equitable access to underserved and vulnerable populations.

4.1.1-C The County will strive to preserve and maintain the existing transportation system assets in a state of good repair in order to preserve their intended function and maintain their useful life.

4.1.1-D Consistent with the spacing and improvement standards in the adopted County Transportation System Plan (TSP), the County will promote a well-connected street and road system, and in urban areas will work to enhance a grid system, in order to minimize travel distances.

4.1.1-E The County will add and maintain strategic system connections for all modes throughout the transportation system to improve access between developed areas, serve new development, and manage system performance.

4.1.1-F The County will work to improve and expand access via all travel modes to recreational areas and facilities throughout the county, including establishing new and improved connections and access to trails, greenways, and other pedestrian and bicycle facilities, with a focus on improved connections to regional bicycle routes and trails systems.

4.1.2 Safety Policies

4.1.2-A The County will provide and support needed investments along wildfire hazard evacuation and Seismic Lifeline Routes.

4.1.2-B Public Safety will be a primary consideration in the planning, design, and maintenance of all Jackson County Transportation Systems. The County will improve safety for walking, biking and driving trips by prioritizing improvements to high collision locations.

4.1.2-C The County will provide and support enhanced street and highway crossings for pedestrians and bicyclists, consistent with identified needs in the County TSP and focused on reducing collisions.

4.1.2-D In order to enhance safety and operations, the County will prioritize improvements to roads that do not meet width or horizontal or vertical alignment standards.

4.2 MODAL COMPONENTS

Modal Components Goal: To plan an integrated transportation system that maintains existing facilities and responds to the changing needs of the County by providing effective multi-modal transportation options.

4.2.1 General Policies

4.2.1-A The County will prioritize preservation and maintenance of the existing transportation system rather than increasing vehicular capacity.

4.2.1-B The County shall adopt and maintain transportation design guidelines and development regulations that address all elements of the county transportation system and that promote access to and use of a multi-modal transportation system.

4.2.1-C The County will seek opportunities to work with employers to reduce reliance on single-occupant vehicles, including exploring transportation demand management strategies and tools.

4.2.1-D The County will employ new technologies to enhance and make the most efficient use of the transportation system and extend the useful life of existing facilities.

4.2.1-E The County will implement parking strategies to encourage walking, bicycling, carpooling and transit.

4.2.1-F The County will design and manage the road system consistent with adopted TSP mobility standards for facilities both within and outside of the MPO boundary. State and County mobility standards will be supported on facilities under the respective jurisdiction.

4.2.1-G Project implementation will be guided by the prioritization of projects established in the TSP. However, it is not bound by it.

4.2.1-H Where right-of-way acquisition will encroach on the existing structural setback area, a hierarchy of right-of-way reduction solutions will be employed. This hierarchy will be established in the County TSP consistent with road standards.

4.2.1-I: In coordination with other jurisdictions in the region, the County will work with the Rogue Valley MPO to reduce reliance on automobile travel, consistent with the State-approved Alternative Measures to reduce per capita vehicle miles traveled (VMT) in the adopted RVMPO Regional Transportation Plan.

Freight Movement

4.2.1-J The County will seek to improve the movement of goods and delivery of services throughout the County while balancing the needs of all users with a variety of travel modes.

4.2.1-K The County will work with regional partners to identify obstacles and barriers to safe, reliable and efficient goods movement and coordinate highway projects with other freight movement projects and infrastructure.

4.2.1-L The County will prioritize improvements to enhance efficient goods movement on designated freight routes, as identified in the County TSP.

4.2.1-M The County will maintain and improve roadway facilities serving inter-modal freight facilities.

4.2.1-N The County will continue to plan for rail service as a viable long-term transportation option for the Rogue Valley.

4.2.1-O The County will encourage bulk transportation facilities to provide efficient transport of bulk goods.

Coordination

4.2.1-P The County will continue to implement regional transportation goals and objectives by reflecting Regional Transportation Plan (RTP) policies in adopted county policy and adopting as part of its TSP all planned transportation improvements in the RTP for all regionally significant transportation facilities within the MPO areas of Jackson County . RTP policy or project updates that impact regionally significant County facilities will require amendment to the County TSP to maintain plan consistency.

4.2.1-Q The County will coordinate transportation and land use planning and decision-making with other transportation agencies and public service providers, such as ODOT, cities within the County, and emergency services agencies, when their facilities or services may be impacted by a County decision or there may be opportunities to increase the efficiency and benefits of a potential decision.

4.2.1-R The County will pursue jurisdictional road transfers that improve jurisdictional allocation of facility management responsibilities. Roads accepted by Jackson County in jurisdictional transfers should be paved rural roads for which the County has special maintenance expertise. The County should take all appropriate legal opportunities to negotiate jurisdictional transfer of County roads within urban growth boundaries and city limits.

4.2.1-S Unless a project is needed to address hazards or immediate safety needs, the County will only improve County roads within city limits if the project is part of a jurisdictional transfer agreement, and if

the City or a third party agrees to cover at least half of the project cost and County funds are available to cover the remaining cost.

4.2.1-T The County will pave an unpaved (gravel) local road or accept maintenance of an unimproved County road or local access road only if another party pays the full cost of improving the road to the County's standard for Improvement of Existing Unpaved Roads or higher standard as required; except if and when the Director determines it is in the best interest of the County to improve a County maintained unpaved road, the Director may do so provided funds are appropriated in the approved departmental budget.

4.2.1-U The County will not allocate capital improvement funds to improve local roads with the exception of roads that are part of, or providing connections to, the bicycle network or greenway systems.

4.2.1-V The County will pursue reclassification of County unimproved roads that are no longer maintained by the County as local access roads. The County will continue to exercise limited jurisdiction over local access roads but, consistent with the State's requirements, will only expend County road funds on projects that respond to an emergency or that are warranted based on the public use of the road per ORS Chapter 368.

Access Management

4.2.1-W The County will manage road approaches to preserve the safe and efficient operation of the County's roadways, consistent with their functional classification.

4.2.2 Transit System Policies

4.2.2-A The County will work with Rogue Valley Transportation District (RVTD) and specialized transportation service providers to increase transit service availability for those who are transportation disadvantaged, such as for the elderly and disabled.

4.2.2-B The County encourages fixed-route transit service in urban and urbanizing areas, where it is an energy-efficient form of transportation, and increased on-demand service to other areas of the county.

4.2.2-C The County will require as part of commercial, multi-family, and institutional development approval design elements and physical improvements that are supportive of the existing and planned public transit system and that are appropriate for the planned development.

4.2.2-D The County is committed to working with RVTD, property owners and developers to improve pedestrian connections where pedestrian access to bus stops is deficient.

4.2.2-E The County will consult with transit agencies when considering road improvements or upgrades to traffic signal technologies. Traffic signal technology upgrades should be consistent with the Rogue Valley Metropolitan Intelligent Transportation System (ITS) Plan, which is administered by the Rogue Valley Council of Governments (RVCOG).

4.2.3 Pedestrian System Policies

4.2.3-A The County transportation system will promote a safe, linked pedestrian system that connects residential areas to schools, recreation, commercial centers, employment centers, services, and other activity centers.

4.2.3-B Pedestrian needs within the rural areas of the County will be primarily addressed through shared-use paths or the addition of roadway shoulders that serve pedestrians and bicyclists and that may display shared roadway pavement markings or signs.

4.2.3-C The County shall consider shared-use paths designated in the TSP and other adopted plans in the county both transportation facilities and recreational/transportation enhancement facilities.

4.2.3-D The County shall require the construction of shared-use paths designated in an adopted plan as part of the development review process.

4.2.4 Bicycle System Policies

4.2.4-A The County will encourage bicycle use by maintaining and developing a safe, linked bicycle system that connects residential areas to schools, recreation, commercial centers, employment centers, services, and other activity centers.

4.2.4-B The County is committed to improving and expanding its inventory of bicycle amenities (e.g., bicycle parking, wayfinding) to make cycling a more convenient and desirable transportation alternative.

4.2.4-C Bicycle route designations established in the TSP shall provide a basis for prioritizing improvements to bicycle facilities.

4.2.4-D In most cases, roadway shoulders will provide for multiple uses such as bikeways, pedestrian facilities, breakdown areas, and temporary parking. Shoulders may be dedicated bikeways only when dedicated pedestrian facilities are also available.

4.2.5 Aviation System Policies

4.2.5-A The County's first aviation planning priority is the preservation and protection of existing commercial and general aviation facilities and uses for all public use airports.

4.2.5-B The County will plan for and support the expansion and enhancement of commercial and general aviation facilities and uses for all public use airports as planning deficiencies are identified.

4.2.5-C The County will support the development of new private-use airports and the preservation and expansion of existing private-use airports in accordance with applicable comprehensive plan policies and development ordinances.

4.2.5-D The County will support multi-modal transportation improvement and service enhancements to improve access to the air system facilities, including the Medford International Airport.

4.3 INTEGRATION

Integration Goal: Provide an open and balanced process for planning and developing a transportation system that integrates land use, financial, and environmental planning to prioritize strategic transportation investments.

4.3.1 Community Involvement Policies

4.3.1-A The County will encourage strong community involvement in planning for and amending the County's transportation system.

4.3.1-B The County will work to ensure the full and fair participation by all potentially affected communities in the transportation system decision-making process.

4.3.2 Transportation and Land Use Coordination Policies

4.3.2-A The County will protect the function of existing and planned roadways as identified in the TSP and will ensure that all development proposals, plan amendments, and zone changes are consistent with the adopted TSP.

4.3.2-B The County will consider the impacts on existing or planned transportation facilities in all discretionary land use decisions and, unless a waiver is granted by the Development Services Director and the County Engineer, shall require applicable development proposals, as defined in the Land Development Ordinance, to prepare a traffic impact study.

4.3.2-C The County will establish and maintain land development ordinance regulations to protect and improve the transportation system.

4.3.2-D The County will consider only those projects listed in the RVMPO's Tier 1 list of financially constrained federally-funded and regionally-significant projects, and/or in the County's 5-year Capital Improvement Plan (CIP), in determining the planned capacity, function and level of service of transportation facilities and services.

4.3.2-F The County will program transportation improvements to facilitate planned land uses, including commercial, industrial and residential growth in unincorporated urban areas.

4.3.3 Financing Policies

4.3.3-A The County will prioritize transportation projects that have the most benefits for the cost. This prioritization will not discount the value of qualitative differences among projects.

4.3.3-B The County will review transportation system needs and funding on an annual basis. Required adjustments will be made by updates to the CIP, which is approved annually by the Board of Commissioners.

4.3.3-C The County shall require that proposed land developments mitigate their adverse transportation impacts and ensure that all expanding or new development contributes a fair and proportionate share toward on-site and off-site transportation system improvements.

4.3.4 Environmental and Scenic Resources Policies

4.3.4-A The County shall support the exploration and innovation of alternative travel modes and fuel sources in order to reduce single-occupancy vehicles, vehicle miles traveled, air and noise pollution, greenhouse gas emissions, and reliance on fossil fuels.

4.3.4-B The County will remain committed to the maintenance and development of an environmentally sensitive transportation system.

4.3.4-C The County will continue to support the ODOT scenic byways program and will continue to protect other designated scenic roadways.

4.3.4-D The County will provide a transportation system that is consistent with the Natural Hazards Element of the Comprehensive Plan through best management practices in design and maintenance of the system as well as through adherence to applicable sections of the Land Development Ordinance, such as floodplain development requirements.

4.3.5 Urban Area Policies

Connectivity Policies

4.3.5-A The County shall require commercial, institutional, multi-family, and office developments to provide internal bicycle and pedestrian circulation patterns that makes reasonably direct connections with external bicycle and pedestrian facilities.

Safety and Aesthetics Policies

4.3.5-B The County shall require landscape strips to be provided in accordance with urban street design standards where adjacent property owners assume responsibility for their maintenance.

4.3.5-C The County will ensure that all proposed new development within White City residential areas includes street lighting.

4.3.5-D The County shall require well-designed site plans for on-site loading and motorized and non-motorized circulation will be required in urban areas to assure developments provide appropriate safety, efficiency, and aesthetic elements.

Economic Policies

4.3.5-E The County will strive to meet the transportation needs of urban industrial areas by balancing freight mobility against access to labor and services.

4.3.5-F The County shall support commercial land use opportunities along Highway 62 in White City, to the extent these uses are consistent with the Oregon Highway Plan.

4.3.5-G The County will strive to meet the transportation needs of urban residential areas by providing diverse transportation options for accessibility to regional employment and activity centers. Maximizing opportunities for non-auto local trips is critical for provision of transportation options.

Vehicular System Policies

4.3.5-H West of Highway 62, within the White City urban reserve area, the need for movement of goods is the highest priority for street use. The County will strive to balance other uses of County arterials and State Highways west of Highway 62 with this priority.

4.3.5-I The County shall ensure that street designs in the core of urban residential neighborhoods will encourage a pedestrian friendly street environment by providing and implementing street designs that discourage vehicle speeds above the posted speed limit.

Transportation Demand Management

4.3.5-J The County shall implement transportation demand management primarily through application of a mixed-use, pedestrian-friendly land-use plan. The County shall encourage other methods of transportation demand management as feasible opportunities arise.

Parking

4.3.5-K The County shall encourage shared off-street parking for uses that can fill spaces at different times.

4.3.5-L The County shall manage the supply and type of on-street parking in urban areas to provide a safe, efficient and attractive street system.

Transit Component Policies

4.3.5-M The County shall adopt and maintain land use regulations that allow for park-and-ride lots and other major transit facilities in appropriate locations, recognizing these uses as a cost-effective means of increasing the efficiency of the existing transportation system.

Pedestrian Component Policies

4.3.5-N The County shall address pedestrian needs within urban areas of the county primarily through sidewalks or shared-use paths. Improvements to enhance the pedestrian system include installing

shared roadway pavement markings and signs along both sides of the roadway, bike lanes and sidewalks along both sides of the roadways, and buffered bike lanes, cycle tracks, or shared-use paths, consistent with the County and ODOT standards.

4.3.5-O The County will require pedestrian access ways between adjacent developments when roadway connections cannot be provided, unless it can be shown that an access way cannot reasonably be expected to improve pedestrian connectivity now or in the future.

4.3.5-P The County will require construction of sidewalks as a condition of approval on proposed development. This requirement may be relaxed in industrial areas where there is little opportunity for systemic pedestrian circulation.

4.3.5-Q Sidewalk alternatives may be installed consistent with options provided in the TSP with Development Services Director or County Engineer discretion and approval.

4.3.5-R Development of an attractive and functional pedestrian system is critical for the successful redevelopment of urban residential areas. The County will ensure that pedestrian needs are incorporated in street planning, design, construction, and maintenance activities.

4.3.5-S The County shall require that the location and design of all sidewalks comply with the requirements of the Americans with Disabilities Act.

Transportation and Land Use Coordination Policies

4.3.5-T For the residential area east of Highway 62 in White City, the County shall maintain land use policies that will reduce reliance on the automobile and support the TSP by facilitating a compact community of mixed uses and development that is oriented to the use of public transportation and non-motorized travel.

Area Specific Policies

4.3.5-U The well-being of White City and other urban unincorporated areas is highly dependent on State highways. The County will work collaboratively with ODOT on planning and project development for these highways.