

Prioritization Process and Criteria

Five goals have been developed for the Rogue Valley active transportation network. These goals are being used to inform how we design the network and how we prioritize improvements to the network.

Rogue Valley Active Transportation Network Goals

Active Transportation Network Goals	Description	Use in the Prioritization Process
Be Safe and Secure	Create a system that is safe and comfortable for people walking and biking and where people feel secure using the streets and trails.	The Safety factor is evaluated primarily in terms of reported crashes and the severity of reported crashes. Roadway characteristics play a significant role in determining where crashes occur in a community. Therefore, as agencies consider priorities for improvements at different locations, it is important to assess crash history.
Be Connected and Accessible	Provide Rogue Valley residents and visitors with reasonably direct, continuous connections between key destinations, so people are able to access their jobs and daily needs by walking, transit, and biking, by choice or necessity.	This factor accounts for the degree to which a project will allow residents to travel comfortably and continuously throughout their community. Connectivity is a relevant factor when prioritizing projects on existing roadways, such as wider shoulders, bike lanes, or sidewalks, particularly when the project fills a gap in an existing facility. The variables included in the prioritization process under connectivity include employment and housing served, distance between nodes/destinations, access to transit, fills in a gap in an existing facility or network, and connects to an existing regional facility or activity center.
Be Attractive and Appealing	Create an atmosphere and system where it is comfortable and enjoyable to walk and bike for people of all ages and abilities, including for commuting, other errands and purposes, and recreation.	This factor considers the physical and operational characteristics of a roadway segment or intersection, such as the number and width of travel lanes, presence and width of shoulders/bike lanes and sidewalks, traffic volumes, travel speeds, and others. It prioritizes roadway segments with higher levels of traffic stress and greater presence of existing barriers to active travel modes.
Support Community Vitality	Invest in infrastructure to support the local and regional economy, encourage vibrant streets that foster economic health, leverage our region's natural assets, and ensure that our communities thrive now and in the future.	This factor represents the degree to which improvements are distributed evenly to all groups within a community, particularly those who are dependent on alternative forms of transportation. Taking equity into account can help agencies ensure that improvements serve the needs of all transportation system users. The variables included in the prioritization process under Equity include number of Households with no vehicle access and number of households in poverty.
Support Regional Collaboration	Collaborate at all levels of government to implement and maintain active transportation facilities to maximize the transportation system for all types of users.	This factor quantifies the ability of an agency to take advantage of resources that can support project implementation. These resources may be financial or political. They are important to consider because they save time and money when implementing pedestrian or bicycle projects. For example, financial opportunities include whether or not a proposed improvement is eligible for grant funding, can draw from a dedicated funding source (or multiple funding sources), can be incorporated into a scheduled roadway reconstruction or resurfacing project, or can be provided by private developers through development requirements/agreements.