



# Technical Memorandum #4

**DATE:** July 6, 2016  
**TO:** Philomath TSP Project Management Team and Stakeholders  
**FROM:** John Bosket, PE  
**SUBJECT:** **Philomath Transportation System Plan**  
**Task 3.3 Initial Goals, Objectives, and Evaluation Criteria**

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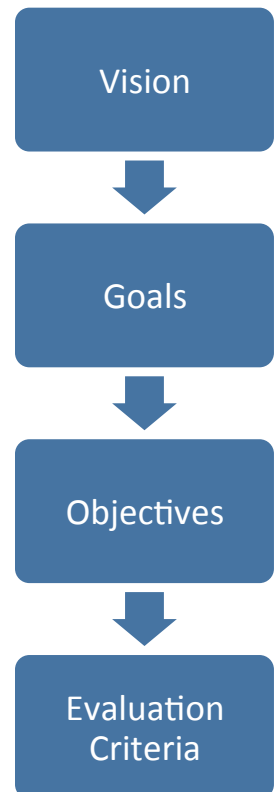
The purpose of this memorandum is to initiate the process of developing the transportation-related vision, goals, and objectives for Philomath. This effort will continue throughout the planning process, shaped by input received from the Citizen Advisory Committee and the general public.

## Setting Direction for Transportation Planning

The process of identifying a vision, goals, and objectives helps describe the transportation system that best fits Philomath's values and guides how the Transportation System Plan (TSP) will be developed and implemented. This process typically begins with the development of 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 align with the community's core values.

Goals and objectives 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 still somewhat general in nature and should be challenging, but not unreasonable. Each goal must be supported by more finite **objectives**. In contrast to goals, objectives should be specific and measurable. Where feasible, providing a targeted time period helps with objective prioritization and achievement.

The solutions recommended through the TSP must be consistent with the goals and objectives. To accomplish this, measurable **evaluation criteria** that are based on the goals and objectives will be developed as part of the process to screen and prioritize TSP actions.





The vision, goals, and objectives can be refined continuously throughout the TSP process. Towards the end of the process, when solutions have been identified, policy statements to guide future decisions can be developed to help the city implement plan recommendations.<sup>1</sup>

## Existing Goals, Objectives, and Policies

Below are the goals and objectives written for the 1999 Philomath TSP. These are provided to understand the direction the community has previously established for transportation decisions and to provide ideas to facilitate the process of developing a new vision with goals and objectives that reflect current interests.

### Goals and Objectives from the 1999 Philomath Transportation System Plan

#### **GOAL 1: Relieve Increasing Traffic Congestion on Highway 20/34**

##### Objectives

- Evaluate traffic counts, growth projections, and land use patterns to determine whether Highway 20/34 should be further improved within the Philomath Urban Growth Boundary (UGB).
- Consider alternatives to widening Highway 20/34, including transportation demand management measures that could reduce peak hour demand.
- Analyze the impacts of signalized and unsignalized intersections and rights-of-way in increasing the capacity of Highway 20/34 (e.g., better synchronization of signals, updated/additional traffic controls, etc.).
- Utilize access management measures, including limiting additional access points on Highway 20/34 and restricting existing access to local properties while preserving traffic flow.

#### **GOAL 2 :Improve Traffic Circulation and Safety Throughout the City**

##### Objectives

- Evaluate transportation and parking improvements to downtown traffic flow, including a one-way couplet on College and Main streets.
- Examine the role and potential of local street connections (e.g., how they are tied to Highway 20/34 and the impacts of couplet connections).
- Improve pedestrian/bicycle access across Highway 20/34, especially to schools, parks, and public buildings.
- Improve cross-town (both north-south and east-west) circulation and connectivity.

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<sup>1</sup> Note that the City's existing transportation policies will be updated as part of the implementation phase of the TSP update project. Adopted transportation policy is currently found in Chapter VI, Transportation, in the Philomath Comprehensive Plan.



- Ensure that the street designs, especially couplets, avoid separation of the community.
- Evaluate the impacts of a bridge over Newton Creek to extend Applegate Street.
- Assess options to reduce traffic volumes and speeds near schools.
- Review design standards for streets.

### **GOAL 3: Promote the Increased Use of Alternative Modes**

#### Objectives

- Identify measures to improve circulation for alternative modes.
- Improve pedestrian circulation within and between neighborhoods and commercial centers.
- Ensure connections to the existing pedestrian system (i.e., sidewalks and crosswalks) with new developments.
- Identify intersection improvements that enhance pedestrian safety.
- Provide additional sidewalks and improve existing sidewalks to enhance pedestrian safety and access.
- Identify measures (e.g., fixed-route bus systems, dial-a-ride, park-and-ride, vanpool, etc.) to develop and maintain transit usage.
- Assess potential of the railroad system for commuter rail, commercial rail, and excursion uses.
- Identify potential park-and-ride locations at both the east and west ends of the city.

### **GOAL 4: Develop a Master Plan that Defines Future Street Locations**

#### Objectives

- Identify future street locations, especially in north Philomath and the Newton Creek industrial area.
- Develop street classifications and access management standards for existing and future street locations.
- Consider the *West Corvallis-North Philomath Plan* guidelines for an integrated circulation network for that area.

### **GOAL 5: Provide Alternate Routes to Deter Through Industrial Traffic out of the Downtown Core and Residential Neighborhoods**

#### Objectives

- Develop a truck routing plan that minimizes/avoids conflicts with schools, residential areas, and the downtown core.
- Investigate alternate truck routes (e.g., Grange Hall Road) or other roads outside the city core.

### **GOAL 6: Integrate the Transportation System Plan with Other Land Use Planning Projects in the City**

#### Objectives

- Review the comprehensive plan and other applicable plans to ensure compatibility.
- Develop a plan that is compatible with other land use plans.



## Proposed New TSP Goals and Objectives

What is our vision for the future transportation system in Philomath? What do we like and not like about the system we currently have?

The goals and objectives from Philomath’s current TSP (developed in 1999) provide a starting point for setting the direction for the new TSP. They cover a wide range of issues, including: mobility, connectivity, safety, promotion of alternate modes of travel, truck access, and TSP coordination with other plans. At the first TSP Citizen Advisory Committee (CAC) meeting,<sup>2</sup> we considered the 1999 TSP goals and objectives and discussed transportation issues and community interests of today in an effort to refocus these goals and objectives for the next 20 years. This included discussions about environmental impacts, enhancement of community health and livability, supporting the local economy, efficient use of public funds, and coordination with regional agencies.

In consideration of CAC input, the project team drafted the following vision and revised list of goals and objectives to guide the TSP process. These will continue to evolve throughout the project as we receive more input from the community and learn more about the future transportation needs of Philomath. At the conclusion of the project, it is anticipated that the final goals and objectives will be adopted as part of Philomath’s Comprehensive Plan.

### Vision Statement

*Travel to and through Philomath 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 US 20/OR 34 complements a vibrant downtown where people stop and visit and can cross the highway safely and comfortably.*

### Goal 1: Maintain efficient motor vehicle travel along the street network and through US 20/OR 34.

#### Objectives

- a. Identify and preserve corridors for future street locations, especially in north Philomath and the Newton Creek industrial area. Consider the *West Corvallis-North Philomath Plan* guidelines for an integrated circulation network for that area.
- b. Improve cross-town (both north-south and east-west) circulation and connectivity.
- c. Maintain acceptable roadway and intersection operations where feasible considering environmental, land use, and topographical factors. The acceptability of roadway and intersection operations is defined by the City’s mobility standard requiring operation at a level of service D or better.
- d. Work with regional partners to reduce congestion along US 20/OR 34 between Philomath and Corvallis. Alternatives considered should include widening the corridor to four lanes, enhancing overall corridor travel efficiency, and transportation demand management measures that could reduce peak hour demand.

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<sup>2</sup> Citizen Advisory Committee Meeting #1, February 25, 2016.



- e. Develop street functional classifications with complementary operational guidance and standards to ensure streets are able to serve their intended purpose.
- f. Evaluate transportation and parking improvements that have the potential to improve downtown traffic flow.

**Goal 2: Develop a transportation system that provides mobility and accessibility for all members of the community, and reduces reliance on motor vehicle travel.**

Objectives

- a. Improve circulation for pedestrians, bicyclists, and transit riders within Philomath and to Corvallis.
- b. Improve pedestrian and bicycle circulation within and between major activity generators such as neighborhoods, parks, schools, and commercial centers.
- c. Implement the Safe Routes to Schools Plan recommendations.
- d. Ensure connections to the existing pedestrian system (i.e., sidewalks, crosswalks, shared use paths) are made as part of new developments.
- e. Enhance pedestrian safety at roadway crossings, including intersections and key mid-block locations.
- f. Continuously improve existing transportation facilities to meet applicable City of Philomath and Americans with Disabilities Act (ADA) standards.
- g. Develop and maintain maximum block length standards to minimize travel distances.
- h. Ensure the pedestrian, and bike throughways are clear of obstacles and obstructions (e.g., utility poles, grates).
- i. Improve existing streets to City standards, providing complete pedestrian and bicycle facilities.
- j. Provide for transit user needs beyond basic provision of service (e.g., by providing sidewalk and bicycle connections, shelters, benches) to encourage higher levels of use.
- k. Identify potential park-and-ride locations within the city.
- l. Support expanded service hours for transit.
- m. Assess potential of the railroad system for commuter rail, commercial rail, and excursion uses.
- n. Improve pedestrian and bicycle access across US 20/OR 34, especially in locations where better access would support safer travel to schools, parks, and public buildings.

**Goal 3: Enhance transportation safety.**

Objectives

- a. Assess options to reduce traffic volumes and speeds near schools.
- b. Develop a truck routing plan that minimizes/avoids conflicts with schools, residential areas, and the downtown core.
- c. Improve safety at locations with known issues.
- d. Reduce traffic-related fatalities and serious injury collisions.
- e. Reduce the amount of collisions involving vulnerable users (e.g., elderly, children, pedestrians, and cyclists).



- f. Preserve the function and prioritize investments on routes and transportation facilities critical for emergency response and evacuation.
- g. Apply a comprehensive approach to improving transportation safety that involves the five E's (engineering, education, enforcement, emergency medical services, and evaluation).
- h. Implement the recommendations from the Safe Routes to School Plan.
- i. Evaluate the need for improved street lighting.
- j. Address speeding in the downtown.
- k. Improve the comfort and safety of pedestrian crossings along US 20/OR 34.

**Goal 4: Develop and maintain a transportation system that supports economic vitality.**

Objectives

- a. Improve the pedestrian and bicycle realm in the downtown.
- b. Balance the need for efficient travel with business visibility and accessibility in the downtown.
- c. Provide access to local businesses and business districts by all modes of transportation.
- d. Consider streetscape improvements in the downtown to make it aesthetically pleasing and signify it as a destination.
- e. Explore options to improve parking availability in the downtown.
- f. Provide efficient freight movement on regional travel routes.
- g. Increase the accessibility of major employment centers.

**Goal 5: Provide a sustainable transportation system through responsible stewardship of financial and environmental resources.**

Objectives

- a. Preserve and protect the function of locally and regionally significant transportation corridors.
- b. Preserve and maintain the existing transportation system assets to extend their useful life.
- c. Improve travel reliability and efficiency of existing major travel routes in the city before adding capacity.
- d. Pursue grants/ programs or collaboration with other agencies to efficiently fund transportation improvements and supporting programs.
- e. Maintain stable and diverse revenue sources to meet the need for transportation investments in the city.
- f. Evaluate and implement, where cost-effective, environmentally friendly materials and design approaches (water reduction, protect waterways, solar infrastructure, impervious materials).
- g. Avoid or minimize impacts to natural resources, which may include alternative transportation facility designs in constrained areas.
- h. Support technology applications that improve travel mobility and safety with less financial and environmental impact than traditional infrastructure projects.



**Goal 6: Maintain coordination with local and state agencies and plans.**

Objectives

- a. Work with the Cascades West Area Commission on Transportation and the South Valley Regional Solutions Center to promote projects that improve regional linkages.
- b. Coordinate transportation projects, policy issues, and development actions with all affected government agencies in the area, including Benton County, the City of Corvallis, the Corvallis Area Metropolitan Planning Organization, and the Oregon Department of Transportation.