Chapter 5: Recommendations & Goals

Based upon information gathered from Chapters 2-5 the following strategies have been identified to address Jackson County's transportation needs, barriers and gaps. The 2021-2025 Plan continues with the four broad goals of enhancing public transit, increasing community collaboration to address transportation needs, expanding multimodal choices and coordinating land use development with regional planning with transit. Within each of the four goal areas are objectives, potential projects or strategies and performance measures to monitor progress.

RVTD hosted two focus groups for community agencies, nonprofits and stakeholders in May 2021 to discuss the projects and prioritize them. The table below reflects the feedback received and is completed as follows: orange denotes high priority, yellow denotes medium priority and white denotes low priority.

2021-2025 GOALS

1. **Enhance Public Transit**

2. **Increase Community Collaboration and Efficiency of Services**

3. **Expand Multimodal Choices**

4. **Support Land Use Designed for 'All Ages & All Abilities'**

Table 22. UWR 2021-2025 Goals, Objectives and Potential Projects or Strategies

Goal	Objective	Potential Project or Strategies	Priority
1.0	**Enhance Public Transit**		
1.1	Address temporal gaps in RVTD service	• Sustain and expand RVTD frequency of service.	High
		• Sustain and expand RVTD days of operation.	
		• Sustain and expand RVTD hours of operation.	
		• Pilot MicroTransit evening service	
1.2	Address spatial gaps in RVTD service	• Expand RVTD service district to include Eagle Point.	Medium
		• Sustain and expand RVTD service to transit supportive areas defined in 2040 plan.	
		• Pilot MicroTransit in transit supportive areas.	

Goal	Objective	Potential Project or Strategies	Priority
		• Open Valley Lift capacity to general public.	
		• Sustain and expand RV Connector services throughout County, especially to Upper Rogue and Green Springs areas.	
		• Sustain and Expand JCT Commuter Route 100	Low
1.3	Increase the available transportation options for "first/last mile" to transit	• Sustain and enhance bikeshare (general public)	
		• Sustain and enhance RVTD's Pedals for Patriots bicycle loan program (targeting Veterans)	
		• Sustain and enhance region's bicycle retrofit and donation program (general public)	
		• Sustain and enhance RVTD's Way to Go program	
		• Enhance safe cycling classes toward target populations	
		• Support emergency ride home programs	
		• Explore other micromobility options (such as scooters)	
		• Explore carsharing options	
		• Encourage shared use park and rides	
1.4	Promote knowledge and ease of use of RVTD's existing services	• Expand use of Google Transit, One Bus Away, Transit apps and other trip planning tools.	
		• Sustain and enhance trip planning features on RVTD's website	
		• Promote apps designed to enable people with disabilities to navigate the transit system	
		• Sustain and enhance text message schedule requests	
		• Adopt text or pop up banner alerts for Valley Lift trips	
		• Sustain trip planning signage at bus stops	
		• Sustain and enhance e-fare and increase access	
		• Continue surveys of RVTD passenger, paratransit passengers and target populations.	
		• Sustain and enhance travel training for individuals, groups and case-workers/human service agencies staff.	
		• Sustain and enhance travel training for paratransit services.	
		• Complete feasibility study for one call/one click center and support recommended steps and actions from study.	

Goal	Objective	Potential Project or Strategies	Priority
		• Support and expand free and subsidized bus fare programs.	
		• Examine a Valley Lift fare subsidy program.	
		• Continue and expand wheelchair strapping for securement on transit vehicles.	
		• Pursue the construction of a "Mobility Training Center", a simulated environment allowing the public to learn how to use transit and for Valley Lift assessments.	
1.5	Identify transit needs and plan for transportation in community	• Support RVTD planning projects such as updates to the 2040 Transit Master Plan, United We Ride Plan and other plans that benefit knowledge of target population transportation needs.	
1.6	Improve on-street infrastructure to enhance the experience of passengers, pedestrians and cyclists	• Continue to improve comfort and safety of bus stops.	
		• Advocate for improved sidewalks and bicycle facilities that are low-stress and comfortable to use.	
		• Retrofit facilities that are leading to and part of RVTD bus stops to be in good condition and ADA compliant.	
		• Enhance pedestrian safety at intersections and installing high-visibility crosswalks.	
		• Explore and build mobility hubs to improve convenience of using multiple modes.	
		• Improve wayfinding signs	
1.7	Continue to build community support for RVTD services and public transportation	• Provide forums, focus groups, interview stakeholders on transportation topics	
		• Increase social media presence	
		• Create new marketing strategies	
		• Create an annual Transportation Partnership Inventory. Catalog Transportation Options partnerships across the Rogue Valley and determine level of partnership.	
		• Develop an electronic mail list of community supporters and transit users	

Goal	Objective	Potential Project or Strategies	Priority
		• Work with employers and major destinations (shopping, school, etc.) to complete commute surveys and encourage incentives to provide target populations with convenient ways to access non-auto modes.	🟨
		• Promote events and campaigns (Get There, Go by Bike Month, Go Vets and similar individualized marketing programs, etc.)	
Goal	**Objective**	**Potential Project or Strategies**	**Priority**
2.0	**Increase Community Collaboration and Efficiency of Services**		
2.1	Develop partnerships with non-profits, for-profits and other community organizations to enhance the mobility options beyond what RVTD can or intends to provide.	• Educate agencies and stakeholders about the shared vehicle options available in the Rogue Valley and role for expanding service beyond what RVTD can or intends to provide.	🟨
		• Identify and maintain list of vehicles owned by nonprofits, for profits and community organizations.	🟨
		• Facilitate collaboration among agencies to share vehicles and other transportation resources.	
		• Develop and annually update a database of agencies who serve target populations.	🟨
		• Support recommended actions from One Call One Click Feasibility Study.	🟧
		• Recruit volunteer drivers and provide incentives to operate services to niche markets.	🟧
		• Sustain and enhance mileage-reimbursement programs.	🟨
		• Expand understanding and use of the Get There rideshare coordination and trip tracking tool.	
2.2	Expand Rideshare	• Encourage private and public rideshare opportunities prioritizing early and late work shifts, areas beyond RVTD's service and for trips for grocery shopping.	🟨
		• Create specialized shuttles to serve niche markets. These shuttles can address spatial gaps, temporal gaps and trip-type needs.	🟧

Goal	Objective	Potential Project or Strategies	Priority
		• Encourage the development of more volunteer-based programs for transporting individuals who require door-to-door assistance.	
		• Continue to reach out to businesses and neighborhoods not currently served by transit to encourage the development of vanpools and ridesharing.	
		• Expand demand response vehicles (currently Spare Labs) to be used in private and public volunteer or mileage reimbursement settings.	
2.3	Leverage funding to support and deliver cost-effective mobility options for target populations	• Contribute operating support for transportation service providers that offer cost-effective mobility options for the target populations	
		• Require programs to use performance metrics and monitor cost-effectiveness in reporting.	
		• Prioritize vehicle purchases, donation of vehicles and preventive maintenance on vehicles that will be shared. The exception is RVTD vehicles which are limited from being shared by FTA [Circular 5010.1E (76)]	
		• Continue to foster partnerships with CCO's and other organizations to provide destination-specific transportation for their clients and members.	
2.4	Enhance efficiency in delivering transportation services	• Support technology applications that enable trip-level coordination and improve cost-effectiveness	
		• Sustain and enhance paratransit software and trip planning options.	
		• Consider battery electric vehicle propulsion and alternative fuels when purchasing vehicles.	
		• Support and enhance administrative and preventive maintenance functions within and adjacent to the Translink/ Valley Lift facility to gain efficiencies in daily operations.	

Goal	Objective	Potential Project or Strategies	Priority
3.0	**Expand Multi-modal Choices**		
3.1	Address hard-to-meet transportation needs with efficient, affordable and customized solutions	• Distribute safe bicycle route information. • Support efforts to gather information from target populations on ways to improve bicycle and pedestrian connections. • Continue work to identify solutions to the 'food gap' by providing affordable ways to access healthy foods in rural parts of County and 'food desert' neighborhoods. • Enlist at least one new employer or affordable housing site into a bus pass program each year. • Explore opportunities to partner with for-hire transportation companies for first mile/last mile connections. • Monitor usage of mobility management programs and periodically evaluate need for changes. Underutilized and duplicative programs could be targets for improvement to make them more useful to the target audience, to focus on awareness and marketing, and/or to eliminate and use resources elsewhere. • Promote ability to provide travel training and other programs in Spanish. • Prepare emergency response and recovery plan for older adults and people with disabilities.	
3.2	Enhance Collaboration and Partnerships	• Continue to explore new partners, such as walking and biking advocacy groups and major employers. • Reach out to new target audiences (e.g., minority populations, youth), not just the commuting public. • Provide long-term/secure bicycle parking at private and public locations. • Work with other City governments to create Open Streets events throughout the Rogue Valley.	

Goal	Objective	Potential Project or Strategies	Priority
		• Continue United Way's transportation impact committee to further the mobility management program and further priority projects.	(orange)

Goal	Objective	Potential Project or Strategies	Priority
4.0	**Support Land Use Designed for 'All Ages & All Abilities'**		
4.1	Promote livable design to major developers in region.	• Promote benefits of low-stress paths. • Promote connectivity to nearby grocery markets. • Promote housing for older adults and people with disabilities. • Promote affordable housing. • Promote higher densities near transit. • Promote minimizing parking spaces, better parking management and parking cash-out or incentives to reduce cost of parking.	(yellow)
4.2	Support planning and land development policies that promote livable, walkable, and aging-friendly communities	• Encourage human service agencies, education institutions and large employers to locate near existing transit service. • Encourage cities to locate parks and special attractors near existing transit service. • Identify recreation opportunities for people with disabilities. • Encourage city and county planners to consider the RVTD service footprint while promoting TOD policies.	(orange/yellow)
4.3	Educate stakeholders about All Ages & All Abilities	• Use various formats, including forums hosted by the mobility manager. • Include in social media, newsletters and other outreach. • Conduct research on the true costs of not building for All Ages & All Abilities to demonstrate economic benefits. • Engender support from agencies and stakeholders around those planning initiatives that will promote increased mobility of the target populations.	(yellow)