



GOALS, OBJECTIVES, AND EVALUATION CRITERIA

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TO: Project Management Team

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SUBJECT: Monmouth Transportation System Plan Update
Memorandum #1: Goals, Objectives, and Evaluation Criteria

Project #24328-000

INTRODUCTION

The purpose of this memorandum is to establish the goals and objectives for the updated Monmouth Transportation System Plan (TSP). These goals and objectives will then also later be used to create evaluation criteria for developing and prioritizing transportation solutions. While the goals and objectives of the current TSP will serve as a starting point, this memorandum proposes a longer list of goals which may better reflect the current priorities of the community.

The following sections summarize goals of existing plans, including the 2009 Monmouth TSP, and then provide a list of recommended and optional goals with potential objectives for each goal. The goal of this memorandum is to serve as baseline for a discussion of potential goals and objectives that are in accordance with the Monmouth City Code, Monmouth City Council Goals, and Monmouth Design Standards and Standard Plans; meet the requirements of the Transportation Planning Rule (TPR); and are reflective of the public's desires for the trajectory of their transportation system.

EXISTING PLAN SUMMARIES

Goals from the 2009 Monmouth Transportation System Plan (TSP), Monmouth City Council Statement of Values, and 2009 Polk County TSP were reviewed to help guide the City of Monmouth with goals that are consistent with local needs while also considering goals from regional partners.

2009 MONMOUTH TRANSPORTATION SYSTEM PLAN (TSP) GOALS & OBJECTIVES

The existing Monmouth TSP was adopted in 2009,¹ through which the following series of transportation alternatives was developed for evaluation and analysis:

- Identification of environmental barriers for future transportation projects;
- Improvement alternatives on the existing transportation system;
- Proposed new roadways and roadway segments;
- Pedestrian and bicycle system improvement alternatives; and
- Transit system alternatives

Based on the analysis of these five transportation alternatives, a single transportation goal and supporting objectives² were established to provide guidance and direction for the City of Monmouth's transportation system:

- Goal: To provide for and encourage a safe, convenient, and economical transportation system, which includes adequate accessibility to all planned land uses, alternatives to the automobile, and good infrastructure maintenance.
 - Objective 1: Monmouth will develop and maintain a Transportation System Plan that encourages alternatives to and reduces reliance upon the automobile.
 - Objective 2: Monmouth will develop land use regulations and subdivision ordinances that allow needed transportation facilities and improvements and encourage development patterns that enhance opportunities for pedestrian travel, bicycle travel, and forms of public transportation.
 - Objective 3: Monmouth shall strive to coordinate planning actions, provide transportation services, and implement the ODOT State Transportation Improvement Program (STIP) with affected jurisdictions in order to best serve the city's residents.
 - Objective 4: Monmouth shall utilize the Transportation System Plan for guidance in all land use planning and project development activities.
 - Objective 5: Monmouth shall protect transportation facilities, corridors, and sites for the functions identified in this plan.
 - Objective 6: Monmouth will plan its transportation system recognizing the fiscal constraints in constructing and maintaining transportation facilities; some transportation issues may be most economically addressed through actions other than those that add capacity to the roadway system.

¹ Section 6: Transportation Alternatives Analysis, Transportation System Plan, City of Monmouth, 2009.

² Section 7: Transportation System Plan, Transportation System Plan, City of Monmouth, 2009.

2021 MONMOUTH CITY COUNCIL STATEMENT OF VALUES

The Monmouth City Council maintains an established Statement of Values³ that serve as guiding principles for the city. The Statement of Values contains three values, with each supported by a series of action statements that will relate directly to this TSP update effort:

- **Sustainability** – The City of Monmouth is committed to using a sustainability mindset in its daily work and action. The City believes that intentional sustainability efforts offer an optimistic future for generations to come. The City will:
 - ...make preservation and careful management of the community’s capital part of every decision, including natural, cultural, political, human, financial, built, and social capital.
 - ...encourage creativity, collaboration, innovation and thinking that expands beyond today’s solutions and toward long-term results for future generations.
 - ...advocate for sustainability solutions at the local, state, regional, national, and global level that will benefit residents.
 - ...evaluate and implement policies and practices citywide that make a positive, equitable impact on the environment, economy, and community.
- **Communication & Engagement** – The City of Monmouth believes that community engagement is the heart of successful city governance. It values what every individual brings to help move the city forward. The City builds strong partnerships, empowers the community, and proactively shares Monmouth’s story. The City will:
 - ...change the traditional ways it communicates information, gathers feedback, and responds to concerns and ideas, being nimble and adaptive.
 - ...use honesty and fairness when engaging the community.
 - ...actively and publicly communicate the values of Sustainability, Community Engagement, and Diversity, Equity and Inclusion.
 - ...inspire the community to understand their local government and want to be involved.
 - ...commit to ensuring that Monmouth residents and partners know how decisions are reached and understand the intended effects of policies and practices.
- **Diversity, Equity, and Inclusion** – The City of Monmouth is committed to practicing equity to guide all its work. The City is better when it acknowledges and includes all viewpoints and experiences, and it courageously strives to overcome the systemic and historical barriers that some community members have faced. The City will:
 - ...identify systemic barriers and develop cultural competency, to better embrace the city’s rich diversity and create an inclusive culture in the community.
 - ...intentionally engage in anti-racist and anti-bias actions.
 - ...ensure that the City’s many communications platforms are equitable and promote full participation so that everyone in the city, especially those who have faced

³ Monmouth City Council Values Statement, <https://www.ci.monmouth.or.us/pview.aspx?id=4759>

cultural and systemic barriers, can access information on basic services, as well as actively participate in civic life.

- ... recognize the authenticity and rights of each individual living in the community and work to earn their trust and respect.
- ...set the example, emphasize, and train for principles of diversity, equity, and inclusion.
- ...actively recruit, retain, and promote volunteers, employees, and appointed and elected officials who reflect the diversity of the community.

These values will be cornerstones for the goals and objectives of this TSP to ensure that it is aligned with the City's vision as it continues to grow.

2009 POLK COUNTY TRANSPORTATION SYSTEMS PLAN

The current Polk County Transportation Systems Plan was adopted in 2009. The purpose of the plan is to "design and implement an integrated transportation plan that meets the needs of the county residents and the residents of the region and state."⁴ Four of the five goals established in the Polk County Transportation Systems Plan support of this purpose⁵⁶:

- Goal 1.1: To provide and encourage a balanced, energy efficient transportation system giving due consideration to all modes of travel consistent with the Polk County Comprehensive Land Use Plan.
- Goal 1.2: To develop and assist in the development of a safe, convenient, and economic transportation system available to all persons.
- Goal 2: To maintain an ongoing transportation planning process keyed to meet the needs of the traveling public and coordinated among the state, regional, and local jurisdictions.
- Goal 3: To maintain a transportation system supportive of a sustained, geographically distributed, and diversified economy.
- Goal 4: To implement a level of transportation development that positively contributes to Polk County's livability.

RECOMMENDED GOALS AND OBJECTIVES

Goals and objectives create manageable stepping-stones through which a broad vision statement can be achieved. **Goals** 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

⁴ Introduction – Polk County Transportation Systems Plan, Polk County, December 2009.

⁵ Transportation Goals and Policies - Polk County Transportation Systems Plan, Polk County, December 2009.

⁶ Goal 5 of the Polk County TSP protects the function and operation of the Fort Hill Road interchange facility near Willamina and is not relevant to the Monmouth TSP Update.

more finite **objectives**. In contrast to goals, objectives should be specific and identify key issues or concerns that are related to the attainment of the goal.

The draft TSP goals and objectives provided below will be shared with the Project Advisory Committee (PAC) for their review and consideration. All goals and objectives are of equal importance when evaluating and prioritizing TSP projects and programs.

GOAL 1 - SAFETY

Provide a transportation system that prioritizes safety for all users and modes of travel.

Objectives:

1. Strengthen the OR99W and Main Street corridors by facilitating walking and bicycling opportunities and creating a complete street, including safe pedestrian crossing opportunities.
2. Address safety concerns at locations with a high crash frequency.
3. Pursue the recommendations made in the 2023 Monmouth Safe Routes to Schools (SRTS) Plan.
4. Revise street design standards to encourage slower vehicle speeds on arterial and collector streets within the city.

GOAL 2 – MOBILITY & ACCESSIBILITY

Provide a transportation system that enables the efficient movement of people, goods, and services, and balances regional and local traffic needs.

Objectives:

1. Strengthen the OR99W and Main Street corridors by maintaining mobility along the corridor while supporting reasonable access management for places of interest.
2. Establish and maintain city operational standards for all intersections within the UGB to provide adequate transportation capacity and efficiency.
3. Maintain safe and reasonable access to and from land uses within the UGB.
4. Provide travel options and maintain a transportation network that ensures comfortable and attainable mobility for users of all modes and means.
5. Identify and remove barriers to active transportation (walking and biking) at key locations within the city.
6. Promote public transportation and seek additional transit opportunities and infrastructure.

GOAL 3 – CONNECTIVITY & FUNCTIONALITY

Provide a transportation system that connects all members of the community to destinations within and beyond the city for all modes of transportation and maintains a strong street system that functions as intended.

Objectives:

1. Improve the sidewalk and bicycle lane connectivity for pedestrians and bicyclists throughout the city, especially on arterial and collector streets as well as local streets that connect neighborhoods to parks and schools.
2. Identify future street connections between existing city streets and across underdeveloped land inside the UGB.
3. Maintain a street functional classification system with associated cross-section standards so that streets are constructed consistent with the City's vision as development and redevelopment occur.
4. Identify strategies to better integrate Western Oregon University into the city's transportation network.
5. Provide a street design on freight and heavy vehicle routes that supports industrial and agricultural users.

GOAL 4 – LIVABILITY & OPPORTUNITY

Provide a transportation system that strengthens the character and community of the city, including making it more convenient and enjoyable for people to live and work within the city.

Objectives:

1. Strengthen the OR99W and Main Street corridors by promoting streetscape projects that will boost the comfort and aesthetics of the existing corridor while attracting more people-oriented development along and near the street.
2. Create a walkable and bikeable community in which people can travel from their homes to places of interest like parks, adjacent neighborhoods, or businesses.
3. Provide a sustainable transportation system, seeking to minimize impacts on air quality, land, and water quality due to infrastructure development and vehicle pollution.
4. Recognize underserved transportation users and provide opportunities that best serve their needs.
5. Identify and eliminate systemic barriers that prevent equitable outcomes related to transportation accessibility and economic opportunity.
6. Identify and seek funding for programs that encourage safe and active transportation options, such as walking and bicycling.

GOAL 5 – COORDINATION & COLLABORATION

Provide a transportation system that is built upon public consensus and a mutual understanding between Monmouth residents, business owners, and regional partners.

Objectives:

1. Facilitate a community culture where public involvement is a key part of the transportation project process.
2. Ensure consistency with state, regional and local planning rules, regulations, and standards.
3. Identify high-benefit projects that are supported by the community to pursue State and Federal grants.
4. Collaborate with other agencies to efficiently fund joint transportation improvements projects.

5. Work with Western Oregon University to better integrate the campus into the city fabric.

EVALUATION CRITERIA

While the goals and objectives holistically provide the overarching ideal for the city's transportation system, evaluation criteria will be used to assess the relative community value of each project considered for inclusion in the TSP.

Evaluation criteria are both qualitative and quantitative in nature. While some goals include more objectives than others, all goals will be weighted equally unless the Project Advisory Committee (PAC) decides that some goals are more important than others. Using the criteria, considered projects will be rated and categorized as high, medium, or low priorities according to their ability to meet a broad range of community objectives.

For each criterion, projects will be evaluated on whether they predominately will have a positive, negative, or neutral (or no known) impact to the stated criterion, including whether the positive or negative impact is high or small.

- High Positive Impact: +2
- Small Positive Impact: +1
- Neutral (no known) Impact: 0
- Small Negative Impact: -1
- High Negative Impact: -2

From this evaluation, using the five goals, prospective projects could earn up to 10 total impact points, with the higher impact score equating to a higher applicability or priority of a project, as shown in Table 1.

TABLE 1: EVALUATION CRITERIA

CATEGORY	CRITERIA	CRITERIA WEIGHT	RANGE OF VALUES
GOAL 1: SAFETY	<ul style="list-style-type: none"> Addresses an existing safety concern Mitigates a condition that discourages active transportation. Prioritizes Safe Routes to School 	1	-2 to +2
GOAL 2: MOBILITY & ACCESSIBILITY	<ul style="list-style-type: none"> Mitigates traffic operation deficiencies Implements access management Encourages multimodal travel 	1	-2 to +2
GOAL 3: CONNECTIVITY & FUNCTIONALITY	<ul style="list-style-type: none"> Provides pedestrian or bicyclist infrastructure connectivity Improves street network connectivity Upgrades roadway to new cross-section standard 	1	-2 to +2
GOAL 4: LIVABILITY & OPPORTUNITY	<ul style="list-style-type: none"> Strengthens community character Encourages active transportation options Considers equitable transportation opportunities 	1	-2 to +2
GOAL 5: COORDINATION & COLLABORATION	<ul style="list-style-type: none"> Garners high public support Is eligible for grant funding Provides partnership opportunities 	1	-2 to +2
	Total:	5	-10 to +10