

# Chapter 3. Goals and Objectives

## 3.1. Introduction

A solid set of goals and related objectives are valuable in any planning effort to guide analysis and the development of strategies and recommendations. Fortunately, the Portland Peninsula Transit Study has the benefit of strong precedent studies conducted over the past several years that have established a broad set of goals and objectives with a common purpose: to make the peninsula a sustainable community. Nelson\Nygaard has drawn upon the studies assessed in Chapter 2 to develop the goals and objectives for this effort, recognizing the valuable work that has gone forward to date.

Goals are intended to be the guiding principles for this effort, outlining the key concepts that have focused the efforts of the study team and the Transit Study Committee. A set of clear objectives support these goals and have served as guidance for the strategies that have been developed by the study team. In an effort to maintain continuity and consistency with the wealth of planning work that has preceded the Portland Peninsula Transit Study, most of the following goals and objectives were drawn from the “primary” background studies that have been completed since 1993 for the downtown peninsula. These include:

- Portland Peninsula Traffic Study
- Portland Comprehensive Plan
- Destination Tomorrow, PACTS Regional Transportation Plan
- PACTS Regional Transit Coordination Study
- Bayside Redevelopment Master Plan
- Eastern Waterfront Redevelopment Master Plan
- Time of Change: Portland Transportation Plan

The most appropriate goals and objectives from these studies were selected. The study team then organized objectives by topic area to assess their appropriateness for the scope of the Study. Additional objectives were developed that reflected the goals statements and the desires of the Committee, as expressed during the first two Committee meetings. The final list was modified to reflect current conditions and approved by the Committee as guidance for the Study. These are presented below with objectives organized by topic area.

## 3.2. Goals Statement

The Portland Peninsula Transit Study has the following goals:

- Maintain and enhance the livability of Portland’s neighborhoods as the City grows and evolves through careful land use regulation, design and public participation that respects neighborhood integrity.
- Encourage sustainable development patterns and opportunities within the city by promoting efficient land use, conservation of natural resources, and easy access to public transportation, services, and public amenities.

- Improve the mobility, safety and accessibility of people throughout the region through a convenient, integrated, intermodal transportation system.
- Reflect a regional approach to transportation and land use planning and decision-making founded on effective communication and management of regional resources.
- Create a comprehensive transportation plan linked with land use planning policies in the City and region that guides decision-making for development and infrastructure investment.
- Strengthen the link between transportation investments and land use policies, and between decisions to preserve public investments and promote efficient land use patterns.
- Ensure that transportation planning fully respects and encourages pedestrian, bicycle, transit and other alternates to the single occupant vehicle.
- Establish sustainable land use patterns and a transportation system responsible to current and future generations in consumption of resources and protection of the environment.
- Enhance regional prosperity through support for the economic vitality of existing business and for economic development opportunities.
- Conserve and efficiently use non-renewable energy resources.

### 3.3. Objectives

The following objectives – organized by mode or topic area – help to provide a focus for the Study’s recommendations:

#### **Transit**

- Enhance, maintain and, where appropriate, expand passenger transportation services to increase their accessibility and attractiveness to a larger number of people.
- Restructure transit services to better meet existing and future demand.<sup>1</sup>
- Encourage better coordination between providers.
- Identify opportunities to derive financial savings/increased revenues.
- Identify opportunities for better connections and transfers.
- Encourage consolidated planning and marketing.
- Improve coordinated transit information for the customer.
- Plan for short-term transit improvements that complement longer-term expansions.<sup>1</sup>

#### **Non-motorized modes**

- Reduce or eliminate barriers to efficient pedestrian and bicycle movements, especially between key origins and destinations on the peninsula.<sup>1</sup>
- Prioritize planning for pedestrians and bicyclists throughout the peninsula.<sup>1</sup>
- Identify improvements for key pedestrian and bicycle facilities on the peninsula that are sub-standard, missing, or in conflict with vehicle movements.<sup>1</sup>
- Integrate planning for bicycles and pedestrians into land development projects.<sup>1</sup>

## Traffic

- Avoid building major new highways, to the extent possible, with a preference for adding capacity to existing streets first, where feasible and appropriate.
- Maintain efficient traffic flow, acceptable levels of service, limit air pollution and minimize the physical impact of roadway infrastructure on the environment.
- Make roadway operations and safety improvements at critical intersections a higher priority than roadway capacity improvements.
- Minimize the impact of through traffic on residential neighborhoods.

## Parking

- Ensure that existing parking structures can serve multiple functions, connect with transit services, facilitate the flow of traffic with minimal impact on neighborhood residents, and can facilitate the conversion of surface parking lots to higher and better uses.
- Prepare parking management plans that maximize the utilization of existing resources before building more parking.<sup>1</sup>
- Ensure that parking for vehicles complements or assists other forms of transportation without being an obstacle to pedestrians, bicyclists or transit riders.<sup>1</sup>
- Encourage biking, walking and transit with active parking strategies, e.g. ridesharing, parking impact fees, shared parking supply, operational changes, etc.

## Land Use

- Support the construction of housing, workplaces, services, transportation, recreation, dining and shopping, all within comfortable walking distance of each other and downtown areas.
- Identify improvements that will better serve Downtown, Bayside, the Amtrak train station, Ocean Gateway and other on-Peninsula transportation and economic development projects that are traffic generators and employment centers.

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<sup>1</sup> Source: Nelson\Nygaard