

# 2040 CET TRANSIT MASTER PLAN – VISION, GOALS, AND OBJECTIVES

(Feb. 2019)

## VISION STATEMENT

*Provide public transportation choices for all users that are safe, accessible, and efficient to support communities with a balanced transportation network needed for mobility, equity, and economic growth.*

## GOAL I: INTEGRATION

*Develop and maintain a public transportation system that is well integrated with local communities, planning documents, and partner agencies.*

Objectives:

- ▶ Coordinate with partner agencies to establish transit supportive corridors and a higher density and level of pedestrian-oriented development standards within generally ¼ mile of existing and planned transit stops.
- ▶ Encourage and facilitate community plan policies, model codes, and design incentives that promote transit supportive development patterns.
- ▶ Partner with communities and private developers to develop model projects on primary corridors and at community transit hubs.
- ▶ Strengthen coordination with other agencies and community partners to continually improve the safety, accessibility, and efficiency of transit service.
- ▶ Ensure regional transit services are coordinated with local and other inter-city transit service providers, including measures such as regular meetings, collaborating with Commute Options (regarding ridesharing for major employers), Transportation Management Associations, and other employer transportation programs, co-submitting grant applications, and consideration of joint operations/funding of cross-jurisdictional services.
- ▶ Establish a structure for ongoing coordination between public transportation providers and health and human service providers.
- ▶ Develop a balanced regional system structure that supports and integrates various transit services, such as primary urban corridors, urban feeder buses, shuttles, interurban corridors and connectors, bus rapid transit, micro-transit, park-and-ride facilities, and community transit hubs.

## GOAL II: CONVENIENT AND ATTRACTIVE SERVICES

*Provide convenient and attractive public transportation choices for users throughout Central Oregon both within and between communities.*

### Objectives:

- ▶ Based on analysis and community input, expand or provide fixed route and flex route services in larger urban communities such as Redmond and Bend as needed. Define urban transit levels of service (frequency, times, and stops) and service areas. Continue and potentially expand demand-response services, such as providing vouchers for Transportation Networking Companies (TNCs) and establishing more park-and-ride facilities as needed.
- ▶ Based on analysis and community input, improve services in smaller communities and rural areas with measures such as expanding CET Community Connector services (frequency, times, and stops), increasing service areas, continuing and potentially expanding demand-response services, providing vouchers for Transportation Networking Companies (TNCs), and establishing more park-and-ride facilities as needed.
- ▶ Based on analysis and community input, maintain and/or expand Community Connector services that connect the communities of Central Oregon.

## GOAL III: EASY AND COMFORTABLE RIDING

*Make riding easy and comfortable with improved stop amenities and information about how to ride readily available to residents, employees, and visitors.*

### Objectives:

- ▶ Implement transit stop design guidelines to provide functional and appealing amenities at transit stops appropriate to the amount the stop is used.
- ▶ Support Transportation Demand Management (TDM) efforts that address ridesharing programs, park-and-ride facility development, and more effective (e.g., personalized) outreach regarding existing transportation options.
- ▶ Address cultural and language barriers to using transit including consulting with Limited English Proficiency (LEP) populations to improve CET outreach and materials.
- ▶ Continue to improve ease of access/use of CET services for all customers, including centralized and accessible service information.
- ▶ Continue to improve marketing and access for visitors/tourists.

## GOAL IV: TIME AND COST COMPETITIVE TRANSIT OPTIONS

*Enhance transit options to provide a time and cost competitive alternative to traveling by automobile and increase transit ridership while reducing automobile dependency.*

### Objectives:

- ▶ Support, market, and track a regional transportation pass program that enlists employers, schools, institutions, and communities in a regional effort to increase transit travel and reduce auto dependency.
- ▶ Coordinate with partner agencies and organizations to assess and improve pedestrian and bicycle connections and access to transit corridors and stops, including encouraging the completion of pedestrian and bicycle system gaps, implementing protected road crossings, and providing bicycle parking.
- ▶ Support initiatives that promote under-utilized transit/non-SOV services such as vanpooling (ridesharing) that require limited operation and capital resources.
- ▶ In partnership with other transit planning in the region, explore expansion of services, including additional routes, frequency, and days of service, as needed and resources allow.
- ▶ Coordinate with human services providers to understand and meet the needs of transportation disadvantaged populations, including subsidized fare pricing.

## GOAL V: EMERGING TECHNOLOGIES

*Evaluate emerging technologies and transit service models and how they might be used to support transportation options in Central Oregon.*

### Objectives:

- ▶ Monitor emerging technologies and transit service models and how relevant advancements might support the vision and goals of CET.
- ▶ Work with partner agencies to evaluate micro-transit services.
- ▶ Explore the viability of transit/mobility hubs (access to transit, bike share, car share, etc.) at key gateways and activity centers. Assist development of regional and local transit/mobility hubs with guidelines and conceptual locations in each community.
- ▶ Develop one user-friendly platform to access all CET services and information such as fare purchase and storage, route maps and stop locations, schedules, and real-time arrival information.