

Appendix D:

White Paper Addressing Federal Planning Factor 10 in Central Lane Metropolitan Planning Organization's 2045 Regional Transportation Plan

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1. EXECUTIVE SUMMARY

Every five or six years, the United States Congress enacts a law to authorize funding for surface transportation programs. Congress typically uses these reauthorization acts to review, revise, and refine all aspects of federal surface transportation policy, including transportation planning. Since 1973, federal transportation law has placed the responsibility for carrying out the regional transportation planning process in urbanized areas on Metropolitan Planning Organizations (MPOs).

The most recently enacted reauthorization is the Fixing America's Surface Transportation (FAST) Act signed on December 4th, 2015. The FAST Act incorporates many of the aspects of and builds on its predecessor, the 2012 Moving Ahead for Progress in the 21st Century Act (MAP-21).

The FAST Act tasks MPOs with developing plans and programs to accomplish the Act's objectives within metropolitan areas, using a continuing, cooperative, and comprehensive process. The FAST Act reinforces MAP-21's emphasis on performance-based planning that considers measures and targets, identifies planning factors that the metropolitan transportation planning must address, requires that the process be certified as compliant with federal law, and designates the major products of the process.

The FAST Act has ten planning factors that the metropolitan transportation planning process must provide for consideration of projects, strategies and services that will:

1. Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency;
2. Increase the safety of the transportation system for motorized and non-motorized users;
3. Increase the security of the transportation system for motorized and non-motorized users;
4. Increase accessibility and mobility of people and freight;
5. Protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and state and local planning growth and economic development patterns;
6. Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight;
7. Promote efficient system management and operation;
8. Emphasize the preservation of the existing transportation system;
9. Improve the resiliency and reliability of the transportation system and reduce or mitigate stormwater impacts of the transportation system; and
10. Enhance travel and tourism.

The purpose of this white paper was to examine what other MPOs around the country are doing to implement and address Planning Factor 10: Enhance Travel and Tourism. This is a relatively new planning factor and other MPOs around the country are in the same position as the CLMPO trying to figure out how to address it in their upcoming RTP updates. Seven MPOs across the country were examined that each addressed this planning factor in different ways.

The CLMPO currently has all the tools to become one of the leading MPOs that implements Planning Factor 10. With the CLMPO's robust bicycle and transit network, transportation options program, attractive tourist destinations, and community partners like Travel Lane County, the CLMPO is in a great

a position. The CLMPO can continue to strive to be at the forefront of enhancing travel and tourism by continuing to invest in and expand its current programs and infrastructure, and by researching programs that are not already in this region.

This MPO region is home to travel and tourist destinations that will only get better with more coordination between community organizations and by investing in more transportation options for both its residents and tourists.

2. PURPOSE

Central Lane Metropolitan Planning Organization (CLMPO) is subject to the Fixing America’s Surface Transportation (FAST) Act. The FAST Act requires MPOs to develop long-range transportation plans that address 10 planning factors. Planning Factor 10 is a requirement to “enhance travel and tourism.” This factor was not required at the time of CLMPO’s 2040 Regional Transportation Plan (RTP) adoption.

The purpose of this white paper is to review, evaluate, and recommend strategies to integrate Planning Factor 10: Enhance Travel and Tourism into the CLMPO 2045 RTP.

3. REGIONAL TRANSPORTATION PLANNING PEER REVIEW

A peer review of selected MPO’s regional transportation plans from across the country was conducted with the intent of identifying noteworthy practices to integrate Factor 10: Enhance Travel and Tourism. The MPOs selected for review are identified in **Table 1: Table of MPOs Reviewed** and are explored further in this section.

Table 1: Table of MPOs Reviewed

MPO	2010 Population	Area (sq. mile)	Plan	Adopted
Tahoe Regional Planning Agency (TRPA), Stateline, NV	55,849	512	Linking Tahoe Regional Transportation Plan	2017
Miami-Dade Regional Transportation Planning Organization (TPO), Miami, FL	2,569,420	2,020	Federal Planning Emphasis Areas (PEAs) for Miami-Dade County	2017
Puget Sound Regional Council (PSRC), Seattle, WA	3,690,086	6,384	Puget Sound Regional Council 2040 RTP	2018
Northern Middlesex Metropolitan Planning Organization (NMMPO), Lowell, MA	286,951	196	Northern Middlesex Regional Transportation Plan FFY 2020-2040	2019
Denver Regional Council of Governments (DROG), Denver, CO	2,877,082	2,605	2040 Metro Vision Regional Transportation Plan	2019
Atlanta Regional Commission (ARC), Atlanta, GA	4,818,052	4,550	The Atlanta Region’s Plan Transportation Element	2020
Maricopa Association of Governments (MAG), Phoenix, AZ	4,055,281	10,659	2040 Regional Transportation Plan Update	2019

Linking Tahoe Regional Transportation Plan

Tahoe Regional Planning Agency (TRPA), Stateline, Nevada

About the MPO

The Lake Tahoe Regional Planning Agency was created through a Bi-State Compact between California and Nevada. The region covers 500 square miles and has about 55,000 full-time residents. Its largest population centers are the City of South Lake Tahoe and unincorporated communities of Meyers and Stateline on the South Shore, and unincorporated communities of Tahoe City, Kings Beach, and Incline Village on the North Shore.

Split by the California and Nevada borders and surrounded by natural beauty with one of the world's deepest lakes, TRPA is tasked with managing the transportation needs of a \$5 billion annual economy. This economy is based on outdoor recreation and tourism that also contributes to some TRPA's largest transportation challenges and sees 10 million vehicles traveling to Lake Tahoe each year.

Addressing Planning Factor 10: Enhance Travel and Tourism

The 2017 Regional Transportation Plan vision is, "a first-class transportation system that prioritizes bicycling, walking, and transit, and serves residents and visitors while contributing to the environmental and socioeconomic health of the Region". The highest priorities of this RTP are: **Transit** (Increasing frequency to 30-minute headways, Providing free-to-the-user service, Improving recreation access), **Trails** (closing gaps in the active transportation network with a focus on shared-use paths), and **Technology** (Signal optimization, transit prioritization, real time information, vehicle electrification, and parking management). The plan organizes the travel demands and behaviors of users into three focus areas: Discover Tahoe (recreational travel), Visit Tahoe (regional entry and exit travel), and Everyday Tahoe (residential and workforce travel). TRPA applies its three major categories of transit, trails, and technology to create strategies that will spread travel over different modes, times, and destinations.

TRPA mentions that their tourism-based economy generates \$5 billion each year from both summer and winter tourism and outdoor recreation. This tourism-based economy poses significant challenges to managing their transportation system since the average daily population of the area is four times the permanent population. TRPA discusses how travel needs and demands will affect their three types of users: Every Day Tahoe, Discover Tahoe and Visit Tahoe within the context of its three highest priorities through three strategies:

- Transit strategies surround promoting awareness travel options and conditions through advertising and real-time travel information. The plan also includes strategies for integrated connections between neighboring metropolitan areas that are convenient, cost effective, and easy-to-use travel options for air, rail, roadways, transit service, and park and ride locations. TRPA mentions that importance of regional collaboration and suggests a strategy to partner with agencies to create mobility hubs. This is a strategy to encourage visitors to use transit to enter and exit the Lake Tahoe area that is reliable and convenient.
- Trail strategies include projects that connect residents and commuters to schools and jobs, provide visitors recreational access, and enhance commercial centers are prioritized in this plan. For visitors, a connected trail network will allow visitors to travel from hotels to recreation car-free.

- Technology strategies are for residents, commuters, and visitors and include services that impact travel decisions include time of travel, type of mode, and use of electric or zero-emission vehicles. TRPA strategizes technological innovations that improve real time information accessibility, optimize signalization, increase data collection and transparency, proliferate electric vehicles in personal and public fleets, and improve transit safety and security. Additional improvements include weather variable speed signs, a region-wide transportation trip planning tool, and information kiosks at activity centers. Technological innovations that provide real time information can be used for all three types of users to inform them bus arrival, road conditions, parking availability, and pricing. TRPA believes that by providing real time information to recreation sites this will encourage travelers to visit locations during non-peak hours thus reducing congestion.

Federal Planning Emphasis Areas (PEAs) for Miami-Dade County

Miami-Dade Regional Transportation Planning Organization (TPO), Miami, Florida

About the MPO

The Miami-Dade Regional TPO guides the transportation process in Miami-Dade County. The TPO was created in 1977 and has 34 municipalities with a population of 2,569,420.¹ A major role of the TPO is to ensure conformance with federal regulations requiring that highways, mass transit and other transportation facilities and services are properly developed and deployed in relation to the overall plan of urban development and to approve plans for regional and state transportation network accessibility. In addition, federal guidelines require that the use of Federal Aid for transportation be consistent with TPO endorsed plans and programs. Federal, state and local transportation planning funds are utilized on an ongoing basis to insure the effectiveness of the TPO process.

Addressing Planning Factor 10: Enhance Tourism and Travel

The objective of *Federal Planning Emphasis Areas (PEAs) for Miami-Dade County* was to address new policies from the FAST Act and it includes recommendations for Miami-Dade TPO to comply with. It looks in depth at other RTPs around the county and analyzes their current RTP to address Planning Factor 10.

The 2040 LRTP was adopted in 2014 and the current 2045 Long Range Transportation Plan update is ongoing in 2020. The 2040 Plan emphasizes increasing the efficiency of the current infrastructure with rising construction costs; the utilization of metrics to measure the effectiveness of the plan in terms of its impact on mobility, safety, sustainability, and operation considerations; the consideration of non-motorized modes of transportation and infrastructure improvements for such modes; and freight transportation improvements to support economic growth and prosperity.

The 2040 LRTP, Goal 4 – Support Economic Vitality directly addresses Planning Factor 10. Objective 4.2 states “Enhance tourist travel and access opportunities” and the performance measures to support it are 1) Highway lane and centerline miles within .25 miles of tourist attractions, and 2) Transit service route miles within .25 miles of tourist attractions.

¹ Miami-Dade Transportation Planning Organization (TPO). Metropolitan Planning Organization (MPO) Database. United States Department of Transportation. <https://www.planning.dot.gov/mpo/>

Additionally, in the *Addressing Compliance of 2045 LRTP Update with Requirements Final Report*², Miami-Dade TPO recommends to meet Planning Factor 10 by including a member or members from local travel and economic agencies to the planning process through their LRTP Steering Committee. The last recommendation is to also consider identifying connections from major hotel clusters to major tourist attractions.

Puget Sound Regional Council 2040 RTP

Puget Sound Regional Council (PSRC), Seattle, Washington

About the MPO

The Puget Sound Regional Council (PSRC) was federally designated in 1991 as the Metropolitan Planning Organization (MPO) for the Seattle, Washington four-county region of King, Kitsap, Pierce, and Snohomish counties. The PSRC is responsible for promoting the development of an interconnected, regional transportation network. This is done through: the region's growth strategy- VISION 2040, the development of the LRTP, and the "Prosperity Partnership," which oversees the development of the region's economic strategy. The MPO provides a forum for collaboration on regional planning activities. The PSRC's organizational structure consists of a General Assembly made up of elected officials from all four counties as well as the cities and towns in the planning area and a 32-member Executive Board which makes decisions on behalf of the General Assembly. It also includes an Economic Development Board, Growth Management Policy Board, Operations Committee, a Transportation Policy Board and 17 additional committees. The PSRC region is 6,384 square miles and had an estimated population of 3.7 million in 2010.³ The region's population is projected to grow to 5.2 million people by 2040.

Addressing Planning Factor 10: Enhance Tourism and Travel

The PSRC's LRTP furthers VISION 2040⁴, the area's regional growth strategy. Transportation 2040: Toward a Sustainable Transportation System was adopted in May 2010 and serves as the region's LRTP. It includes three strategies for addressing VISION 2040: (1) improving mobility, (2) protecting and enhancing the environment, and (3) identifying sustainable funding. To address mobility, projects included in the LRTP promote a strategic approach to growth along transit corridors to ease congestion. To protect the environment, projects have been evaluated to determine potential environmental impacts to the region.

In the identification of sustainable funding sources, the LRTP acknowledges the potential change in viability of the fuel tax to be used as a source of revenue for transportation projects, due to changing technologies and inflation. The LRTP has established a framework for investments; with identifying projects that preserve and maintain the system prioritized first, followed by projects that promote safety and security, then efficiency, then those that strategically expand capacity. In May 2014, the region adopted an update report to Transportation 2040: Toward a Sustainable Transportation System, which included updates to the data and technical analysis included in the 2010 plan. The Transportation 2040: Toward a Sustainable Transportation System Update Report includes the following changes: the

² INSERT FOOTNOTE LINK

³ Puget Sound Regional Council (PSRC). Metropolitan Planning Organization (MPO) Database. United States Department of Transportation. <https://www.planning.dot.gov/mpo/>

⁴ VISION 2040 <https://www.psrc.org/vision-2040-documents>

addition of a new Active Transportation Plan, updates to the Financial Strategy, Coordinated Transit-Human Services Plan, and Regional Transportation Demand Management Action Plan.

In PSRC's 2040 RTP, Planning Factor 10 is addressed by integrating it with the regional economic strategy, *Amazing Place: Growing Jobs and Opportunity in the Central Puget Sound Region*.⁵ Goals and strategies that support enhance tourism and travel in *Amazing Place* include:

- Goal: Open economic opportunities to everyone
 - Advance economic development within small cities and rural communities
 - Residents from the core urban areas and tourists visiting the region travel to small cities to and rural communities for recreational opportunities. Transportation investments in line with growth expectations are important to keep these communities connected to the regional economy.
- Goal: Compete globally
 - Sustain and grow commercial air travel connections domestically and globally
 - Support airlines that service Sea-Tac Airport for continued success as a region.
 - Support tourism efforts which drive a substantial amount of passenger traffic through Sea-Tac Airport.
 - Support and promote international trade
 - Continue to market the region internationally and support coordinated regional branding efforts.
 - Support state tourism marketing efforts to raise the region's profile for trade relationships.
- Goal: Sustain a high quality of life
 - Improve the region's transportation system
 - Support innovation through public and private initiatives such as the University of Washington's new Mobility Innovation Center and Western Washington University's Vehicle Research Institute to stay ahead of trends in fuel economy, car sharing, and autonomous vehicles.
 - Embrace, celebrate, and promote the diversity of the region's people
 - Tourism – a growing export industry – continues to play a vital role in attracting visitors, workers, and investment to the region. International tourists – representing 7% of Seattle's total visitorship in 2016 – are known for staying longer and spending more than domestic tourists. The region continues to experience increasing visitorship from diversifying markets, including a large increase in visitors from China.
 - Preserve, enhance, and improve access to open space
 - Resource lands provide jobs in fishing, farming, forestry, material extraction, and tourism. Outdoor recreation in Washington state contributes an estimated \$11.7 billion in revenue annually and supports 115,000 jobs.
 - Improve access to open space, particularly for underserved populations, including completing gaps in regional trails.
 - Grow access to arts, culture, entertainment, and sports

⁵ *Amazing Place* <https://www.psrc.org/sites/default/files/amazingplacestrategy.pdf>

- Support strategies focused on expanding access and activities for arts, cultural, and educational opportunities

Northern Middlesex Regional Transportation Plan FFY 2020-2040

Northern Middlesex Metropolitan Planning Organization (NMMPO), Lowell, Massachusetts

About the MPO

The Northern Middlesex region encompasses 196 square miles in northern Middlesex County, approximately 20 miles north of Boston, Massachusetts. The member communities include the City of Lowell and the Towns of Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough, and Westford. The region is home to 286,901 persons according to the 2010 U.S. Census.⁶ The NMMPO provides comprehensive transportation planning services and has 8 voting members and two ex-officio non-voting members.

Implementing Planning Factor 10: Enhance Travel and Tourism

The RTP is a planning guide that identifies and analyzes transportation infrastructure and service improvement needs in the Northern Middlesex Region through the year 2040.

Planning Factor 10 is implemented in Northern Middlesex RTP by connecting it to economic development and active transportation. Tourism in Massachusetts contributes more than \$20 billion annually in direct spending alone. More than 27 million annual visitors sustain an industry that supports more than 150,000 jobs statewide.⁷ The NMMPO addresses that the transportation needs of the tourism and recreational industries differ from commuter travel since tourism is generally seen as a generator of travel demand and transportation as the key to accessing tourist attractions. Transportation is a critical element in the operation of visitor attractions and in supporting activities such as national and state parks, performance venues, sporting arenas, museums, and recreational facilities. NMMPO recognizes that effective transportation planning can help balance the needs of different groups during peak tourism seasons or special events by considering the following factors:

- Alleviating traffic congestion and parking concerns near visitor attractions;
- Creating better access and mobility to meet the needs of those traveling to various attractions and venues;
- Improving traveler information resources;
- Linking existing, but separate tourist attractions; and
- Establishing an ongoing collaborative process between NMMPO, local communities, and organizations representing tourism interests.

NMMPO acknowledges that although transportation facilities span all modes of travel, recreation and tourist facilities can have special transportation needs that need to be met. NMMPO argues that visitors to tourism and recreation sites often need guidance on how to access those facilities and these needs

⁶ Northern Middlesex MPO (NMMPO). Metropolitan Planning Organization (MPO) Database. United States Department of Transportation. <https://www.planning.dot.gov/mpo/>

⁷ The Economic Impact of Travel on Massachusetts Counties 2018 <https://www.massvacation.com/travel-trade/getting-around/stats-reports/>

can be served through information kiosks, websites, 511 traveler information⁸, specialized maps, and signage.

In the NMMPO's Unified Planning Work Program (UPWP), a work task titled "Enhancing Travel and Tourism" was created. Through this task, an inventory of tourist sites and attraction were developed for the entire region that is easily accessible on the North Middlesex Council of Governments (NMCOG) website.⁹ NMMCOG worked with the Greater Merrimack Valley Convention and Visitors Bureau to establish this inventory and identified the inventory by types of sites, facilitates, venues and events. To tie it back in with regional transportation plan, NMMPO staff work with the Lowell Regional Transit Authority (LRTA) to identify transit facilities near site. The interactive map indicates locations of sites or events, as well as, its proximity to nearby transit facilities, bus stops, and parking facilities.

To conclude, NMMPO staff will continue to work with its member communities to target the Opportunity Zones, Priority Development Areas, Economic Opportunity Areas, Priority Development Sites and other state and federally designated economic development areas for transportation infrastructure support. These transportation investments will provide direct connections between employment centers and employees, facilitate the delivery of goods and services, and allow businesses to efficiently transport their goods to market. NMCOG and the NMMPO staff will build upon the corridor studies previously developed and identify community development and redevelopment opportunities that enhance economic growth. Transit service in the region will continue to be examined to determine whether changes are needed to better serve the changing regional employment markets. Bicycle and pedestrian access to employment, educational, healthcare, and recreational opportunities will be improved. Residents of multi-family and affordable housing in the region will be better connected with employment and educational opportunities to improve their economic condition and quality of life.

2040 Metro Vision Regional Transportation Plan (MVRTP)

Denver Regional Council of Governments (DROG), Denver, Colorado

About the MPO

The Denver Regional Council of Governments (DRCOG) was federally designated in 1977 as the Metropolitan Planning Organization (MPO) for the greater Denver, CO region serving Adams, Arapahoe, Boulder, Clear Creek, Douglas, Jefferson, and Gilpin counties, and the City and County of Broomfield and the City and County of Denver. The region's vision is to develop connected and vibrant communities that contain housing to serve all residents, transportation services, and employment centers, in "world-class natural and built environments." The DRCOG organizational structure consists of a 60-member board of 57 voting members and 3 non-voting members, seven senior staff members, and six committees that

⁸ 511 traveler information is an easy-to-remember 3-digit phone number that provides current information about travel conditions, allowing travelers to make better choices – choice of time, choice of mode of transportation, choice of route.

<https://ops.fhwa.dot.gov/travelinfo/about/about511.htm#:~:text=Simply%20stated%2C%20511%20is%20an,of%20transportation%2C%20choice%20of%20route>.

⁹ <https://www.nmcog.org/enhancing-travel-and-tourism>

provide input on the decision-making process of the MPO. The DRCOG region consists of 3,605 square miles and had an estimated population of 2.8 million in 2010.¹⁰ The region projects its population will grow to over 4 million people by 2040.

Addressing Planning Factor 10: Enhance Travel and Tourism

The DRCOG seeks to provide the region with an interconnected transportation system through a strategic approach to regional growth, a vision that the region hopes to achieve through the implementation of his plan. The *Metro Vision Regional Transportation Plan (MVRTP)* was adopted in May 2019 and executes the transportation component of *Metro Vision* which outlines a strategy for the future of the region's transportation system, strategic growth, and environmental stewardship.¹¹

This plan directly addresses the ten Federal Planning Factors and includes a section that identifies how each factor is implemented in the plan. For Planning Factor 10, MVRTP funds a connected network of multimodal projects, programs and services to increase travel mobility for all users. The issues of travel, mobility and accessibility are discussed throughout the plan, as is the issue of balancing increased mobility for individual users while desiring to reduce or limit increases in vehicle miles traveled, greenhouse gas emissions and single-occupant vehicle mode share to work at the regional level. MVRTP goes on to acknowledge that traffic operations and technology enhance the travelling experience from app-based notifications and wayfinding to traffic operations, resulting in smoother and more predictable travel among and between, travel modes. The 2040 MVRTP's investments in key transportation facilities and services also facilitates tourism, such as interstate highways, the Denver International Airport, and Denver Union Station. Examples include Denver Regional Transportation District's (RTD) FasTracks system¹² which includes connections to Denver International Airport, major regional tourism attractions and other important activity centers that facilitate tourism and general travel.

The Atlanta Region's Plan Transportation Element

Atlanta Regional Commission (ARC), Atlanta, Georgia

About the MPO

The Atlanta Regional Commission (ARC) was federally designated in 1971 as the Metropolitan Planning Organization (MPO) for the Atlanta Region, and serves multiple jurisdictions based on its planning role. The ARC serves as the Regional Commission to 10 counties: Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale, and the city of Atlanta. As the Regional Commission, the ARC assists local jurisdictions in the development and implementation of comprehensive plans. The ARC also serves as the federally designated Metropolitan Planning Organization (MPO) for an additional 10 counties in the Atlanta Region: Forsyth, Coweta, Paulding, and parts of Barrow, Walton, Newton, Spalding, Carroll, Dawson, and Pike. The MPO's function is to develop a coordinated transportation plan

¹⁰ Denver Regional Council of Governments (DRCOG). Metropolitan Planning Organization (MPO) Database. United States Department of Transportation. <https://www.planning.dot.gov/mpo/>

¹¹ Denver Regional Council of Governments (DRCOG). Metro Vision. <https://metrovision.drcog.org/>

¹² FasTracks is RTD's 2004 voter-approved plan to expand transit across the Denver metro region. Since then, RTD has built 58.5 miles of light rail track and 40 miles of commuter rail track, launched a bus rapid transit service, and opened an intermodal hub at their train station in downtown Denver. <https://www.rtd-denver.com/reports-and-policies/facts-figures/fastracks>

that serves the jurisdictions within the 20-county planning area to create a connected, intermodal transportation system. The ARC is also responsible for:

- Air Quality Planning - 23 counties
- Water Resources Planning - 15 counties
- Aging Community Planning - 7 counties
- Workforce Planning - 10 counties
- Security and Recovery Planning - 5 counties

The ARC provides comprehensive planning services to the region it serves. Because of the size and complexity of its planning areas, it must coordinate extensively with its member governments. The ARC is governed by a 39-member board made up of county commissioners, mayors, council members, citizens, and a representative from the Georgia Department of Community Affairs. The ARC region consists of 4,550 square miles and had a population of 4.8 million in 2010.¹³ The region expects its population to grow to over 8 million people by 2040.

Implementing Planning Factor 10: Enhance Travel and Tourism

The ARC's mission is to "Win the Future" through the development of a comprehensive plan that will provide an overarching vision for the region that consists of creating healthy livable communities, a competitive economy, and world class infrastructure. The Atlanta Region's Plan was adopted in May 2017 and serves as the region's comprehensive plan. It aims to incorporate all the ARC's broad planning responsibilities: transportation, community development, water resources, aging & health services, and workforce development. The Atlanta Region's Plan includes six goals to achieve its long-term vision: 1) Building the Region as a globally recognized hub of innovation and prosperity; 2) Developing a highly educated and skilled workforce able to meet the needs of 21st century employers; 3) Ensuring a comprehensive transportation network incorporating regional transit and 21st century technology; 4) Secured, long-term water supply; 5) Developing additional walkable, vibrant centers that support people of all ages and abilities; and 6) Promoting health, arts and other aspects of a high quality of life. The vision and six goals form the Policy Framework of the Plan. The Atlanta Region's Plan Transportation Element is one component of the Atlanta Region's Plan. This component serves as the region's LRTP and is an update to the Plan 2040 Regional Transportation Plan adopted in 2014, and builds on the data and analysis included within it. The Atlanta Region's Plan Transportation Element focuses on goal number three. It serves a key role in furthering the comprehensive plan's vision, and where possible, projects and programs are linked back to the vision to show how the role of each project in furthering each component of the vision. Goal number three is supported by seven objectives and 23 policies in the Atlanta Region's Plan Transportation Element.

In in the Atlanta Region's Plan Transportation Element, Planning Factor 10 is direct addressed by mentioning tourism as a contributor to the economy of the region. The plan includes strategies to reduce congestion, which will provide various benefits to the economy, including the tourism industry. Additional strategies include investments in Transportation System Management and Operations

¹³ Atlanta Regional Commission (ARC). Metropolitan Planning Organization (MPO) Database. United States Department of Transportation. <https://www.planning.dot.gov/mpo/>

(TSM&O)¹⁴ technologies such as Georgia’s NaviGator Advanced Traffic Management System (ATMS)¹⁵, which consists of additional freeway cameras, speed detection, and on-ramp metering; and Highway Emergency Response Operators (HERO)¹⁶ which aids in the response and clearance of traffic incidents and other emergency situations.

2040 Regional Transportation Plan (RTP) Update

Maricopa Association of Governments (MAG), Phoenix, Arizona

About the MPO

The Maricopa Association of Governments (MAG) was formed in 1967 as the designated MPO for the Phoenix metropolitan area. MAG member agencies include 27 incorporated cities and towns, Maricopa County, Pinal County, the Gila River Indian Community, the Fort McDowell Yavapai Nation, the Salt River Prima-Maricopa Indian Community, and the Arizona Department of Transportation. In addition to transportation planning, MAG is designated by the Governor of Arizona to serve as the principal agency for air quality, water quality, and solid waste management. MAG also develops population estimates and projects for the region and conduct human services planning.

Addressing Planning Factor 10: Enhance Travel and Tourism

The Maricopa Association of Governments incorporates Factor 10: Enhance Travel and Tourism by its relationship to economic development. In 2010 MAG formed the Economic Development Committee (EDC) to be consistent with federal requirements to tie economic development into the transportation planning process.

The EDC is made up of 35 members appointed by the MAG Regional Council, including 19 elected officials from member agencies, one from Arizona Department of Transportation, and 15 business representatives. The goal of the EDC is focus on creating job opportunities, strengthening Arizona’s ability to compete in the global economy, and planning for the development and improvement of Arizona’s infrastructure to make the region more economically competitive.

MAG also continues outreach with other countries to enhance relationships, improve global competitiveness and engage in international trade missions. MAG made a delegation trip to Calgary, Canada with the intent of expanding bi-lateral trade relationships, business, and tourism opportunities. MAG met with the City of Calgary and the U.S. Consul in Calgary which led to stronger economic and

¹⁴ TSMO is a set of strategies that focus on operational improvements that can maintain and even restore the performance of the existing transportation system before extra capacity is needed.

<https://ops.fhwa.dot.gov/tsmo/#q1>

¹⁵ Georgia NaviGator is a type of Intelligent Transportation System (ITS). This is operated by the Georgia Department of Transportation and is a traffic management and traveler information system.

<http://www.511ga.org/>

¹⁶ Highway Emergency Response Operators (HERO) program is critical to enhancing safety in metro Atlanta for the traveling public and emergency responders. HERO is also part of the Department’s statewide safety patrol program—the first in the nation—with the Coordinated Highway Assistance & Maintenance Program (CHAMP) that covers interstates outside metro Atlanta. HEROs patrol 24 hours with the primary duty to clear roads and restore normal traffic flow due to an incident

tourism ties with Calgary. Additionally, MAG led the region’s largest delegation to Montreal to celebrate Air Canada’s first nonstop flight between Phoenix and Montreal.

Through the Economic Development program, MAG also engages with the Ari-Son Megaregion Council¹⁷ to build a globally competitive “megaregion” with Mexico. At the annual Arizona League of Cities and Towns conference, MAG staff collaborates with representatives from Sonora’s Secretary of the Economy and Sonora Arizona Commission to invited elected officials, economic development directors, and representatives from 20 sister cities located in Arizona and Sonora. Events include meetings, workshop discussions around transportation and tourism. As a border state to Mexico, MAG supports the Tourism and Shopping Initiative and study conducted by the University of Arizona found that expanding a zone for tourism and shopping statewide could generate up \$181 million in annual spending (2016), bringing the total projected spending of Mexican visitors in Arizona to nearly \$3.1 billion and a total jobs impact of 31,799.¹⁸ By supporting an extended Tourism and Shopping Initiative for the entire state of Arizona, improving border crossings, traffic flow, and rail crossings it will lead to enhance travel and tourism and economic growth for both Arizona and Mexico. MAG successfully connected their regional transportation plan with their regional economic plan.

4. CENTRAL LANE METROPOLITAN PLANNING ORGANIZATION PLANNING FACTOR 10 OPPORTUNITIES, PLANS, AND POLICY REVIEW

This next section will examine existing local resources that the CLMPO can connect with to support implementing Planning Factor 10 in the 2045 CLMPO RTP. This section includes local plans and policies, as well as organizations and projects that are directly related to supporting travel and tourism in this region.

Transportation Options Opportunities

[Travel Lane County](#)

Travel Lane County markets Lane County as “Eugene, Cascades & Coast” and their mission statement is “to increase overnight stays within the county”. They are partners with business, civic, government and community groups, including 600+ members. Overall, Travel Lane County provides visitors with extensive services and resources to ensure a quality visitor experience within Lane County, and specifically, the CLMPO region.

¹⁷ The Ari-Son Megaregion Council is a binational council of local elected official from Arizona and Sonora, Mexico who work with stakeholders from all levels of government and the business community to increase dialogue and strengthen strategic cross -border economic development efforts. This was created by an agreement signed between mayors in Sonora and Arizona in 2014. <https://azmag.gov/Programs/Economic-Development/Ari-Son-Megaregion>

¹⁸ http://azmag.gov/Portals/0/Documents/ECONDEV_Border-Fact-Sheet.pdf

Each year, Travel Lane County produces an Annual Report that highlights amount of direct visitor spending, industry earnings, number of industry jobs, and transient room tax. In this report there is also a transportation section that highlights a given year's transportation milestones.

[Oregon Scenic Bikeways: Willamette Valley Scenic Bikeway](#)

In 2009, Oregon became the first state to develop a statewide Scenic Bikeway program. Ten years later there are now 17 designated bicycle routes that showcase Oregon. These routes are promoted by Travel Oregon and are for tourists and bicyclist of all levels. Scenic Bikeways are nominated and then selected by a statewide advisory committee made up of cyclists, regional tourism providers, and regional partners.

The original scenic bikeway, the Willamette Valley Scenic Bikeway, starts and ends in the CLMPO area. This route follows the Willamette Valley for 134 miles and connects Salem, Corvallis, Albany, and Coburg and Eugene in the CLMPO.

Picture 1: Willamette Scenic Bikeway Map



[TransAmerica Trail](#)

The TransAmerica Bicycle Trail began in 1973 and spans 4,216 miles from Astoria, Oregon to Yorktown, Virginia. The CLMPO area is along this route where riders bicycle through Eugene or Coburg and camp at Armitage Park for the night.

[PeaceHealth Rides Bike Share](#)

PeaceHealth Rides is a network of bike share stations, where users can pick up and drop off publicly available bicycles for one-way trips across the city. The bicycles have GPS tracking and built-in safety features.

PeaceHealth Rides is a partnership between the City of Eugene, University of Oregon, and Lane Transit District is sponsored by PeaceHealth.

In Travel Lane County's 2019 Annual Report, PeaceHealth Rides was celebrated its first anniversary. In its first year it was used by over 13,000 locals and visitors who logged more than 210,000 miles.¹⁹

[Lane Transit District](#)

Lane Transit District (LTD) operates transit services in the Eugene-Springfield Metropolitan Area, Creswell, Cottage Grove, Junction City, Veneta, Oakridge, Florence, and along the McKenzie River to the McKenzie Ranger station. LTD operates fixed-route services, including one Bus Rapid Transit (BRT), two Mobility on Demand pilots, and RideSource.²⁰

[Amtrak](#)

Amtrak is located in downtown Eugene and has two daily round trips between Eugene and Portland. This specific Amtrak service is branded as Amtrak Cascades and can transport riders north from Eugene to Vancouver, British Columbia.

¹⁹ Travel Lane County 2019 Annual Report.

https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/lanecounty/Annual_Report_2019_303da9d6-b3e1-4945-95b1-e0652c4fa673.pdf

²⁰ For more information about LTD's RideSource visit: <https://www.ltd.org/ridesource/>

Picture 2: Amtrak Cascades Stop Locations



Source: Amtrak Cascades

[Link Lane](#)

Link Lane is a fixed-route bus service provided by the Lane Council of Governments (LCOG) in partnership with the Confederated Tribes of Coos and Lower Umpqua and Siuslaw Indians. Link Lane operates two intercity routes: the Eugene-Florence and the Florence-Yachats Connector. This transit service started in February 2020.

Outdoor Recreation Plans and Policies

[Eugene Parks and Recreation System Plan, 2018](#)

The Parks and Recreation System Plan is described as a “*greenprint* for how we care for the system we currently have and how we improve and expand it for a growing population with evolving priorities and needs.” Included in this plan is both a 30-year vision and a 10-year implementation plan. Both are grounded in four guiding principles that reflect the needs and values of the community:

- Care for and make the most of what we have: Provide safe, clean and fun parks and recreation facilities, and enhance their value for the community to enjoy;
- Serve the entire community: Provide equitable and welcoming access to parks and recreation facilities, regardless of neighborhood, race, ability or income;
- Create more connections: Build on Eugene’s strong foundation of connected open spaces and trail networks by completing and making new connections at the regional, city and neighborhood levels; and

- Build better partnerships: Forge new relationships and reinvent or strengthen old partnerships that maximize resources and enhance services.

Overall, the Eugene Parks and Recreation System includes 20 developed parks, 31 miles of rivers and streams, and has about 9.3 million park visits per year.

[Willamalane, Park and Recreation Comprehensive Plan](#), 2012

Willamalane Park and Recreation District is designated in the Eugene-Springfield Metropolitan Area General Plan as the park and recreation service provider for Springfield and its urbanizable area, including Glenwood. Willamalane owns and operates approximately 783 acres of land encompassing 37 parks, seven community recreation and support facilities, and three undeveloped properties in the greater Springfield area. Willamalane’s parks, recreation facilities and services are important community resources. Recreation services include adult and youth programs, aquatics, community athletics, special events, adaptive recreation and senior programs. The population within Willamalane’s planning area is expected to grow by almost 16,000 people in the next 20 years. More residents mean more demand for parks, facilities and services. To more specifically identify future needs, and identify prioritized strategies and actions to help meet those needs, Willamalane began a comprehensive planning process in June 2010, with input from over 2,000 participants. This comprehensive planning process includes three phases: Determining needs, plan development, and plan adoption.

Strategies related to Planning Factor 10 include:

- Goal: Support community economic development
 - Community health and vitality are essential to attract and retain employees and businesses and to fuel the local economy. Diverse cultural and recreational opportunities appeal to employers and employees. Willamalane Park and Recreation District will provide attractive parks, facilities and programs to enhance quality of life in Springfield.
- Strategy F8. Continue collaboration with the city and other agencies in implementing communitywide objectives, such as downtown and Glenwood redevelopment, planning for new development, neighborhood refinement planning, and citywide planning for tourism, open space, wetlands, stormwater, trails and bikeways, and other efforts focused on improving quality of life.

Planning for Oregon 2022

In 2022 Eugene will host the International Association of Athletics Federations (IAAF) World Championship, an event that will be held in the United States for the first time. The IAAF is the international governing body for track and field and has 214 member federations. A Register Guard article reports that, “[this event] will draw an expected 2,000 athletes from as many as 214 countries, upwards of 50,000 daily visitors and potentially more than 3,000 media members and 4,000 volunteers to the area over the course of about 10 days”.

A 2015 report from ECONorthwest estimates that this event will bring in \$205 million to the area.

The City of Eugene has set up a World Athletics Championships Oregon 2022 webpage that details information about the event and lays out projects in preparation for the event. The City of Eugene’s goal

is, “to maximize results from existing plans and policies that support the event, engage the community, and inspire the world”. Projects include [20x21 Murals Project](#), [Revitalizing Downtown Eugene](#), [Planting 2,021 Giant Sequoias](#), [Downtown Riverfront](#), [New Downtown Riverfront Park](#), and [Creating Responsible Events](#).

Capitalizing on Oregon22: Options for Car Free Access to Outdoor Recreation Destinations Action Plan, 2020

This report was finalized in March 2020 by the Institute for Policy Research and Engagement (IRPE), a research center affiliated with the School of Planning, Public Policy, and Management at the University of Oregon. This report builds off the information presented in the previous section.

The Oregon22 event is an opportunity to showcase the Eugene-Springfield Metropolitan area to the world. The purpose of this study is to assess the opportunities and barriers to providing car-free access to outdoor recreation in Oregon. The Oregon22 event is the key motivator, but this study considers car-free recreation access in the longer term.

The study’s action plan lists the top seven priorities for Oregon22 Car-free:

- Action 1.2: Review existing Travel Oregon car-free itineraries and update or develop 1-2 additional car-free itineraries based on activities and key outdoor recreation destinations for expected visitor profiles.
- Action 2.3 Work with PeaceHealth and the Oregon22 legacy group to integrate car-free access to outdoor recreation within the proposed Blue Zones project.
- Action 2.4 Provide hospitality businesses (hotels, airports, restaurants, etc.) information (e.g., brochures) to promote car-free outdoor recreation destination information.
- Action 2.5 Market ADA accessible recreation opportunities and other recreation opportunities for underrepresented communities.
- Action 2.6 Link to Oregon22 website (mobile accessible) and create car-free travel content. Create associated landing pages on Travel Oregon, DMO/RDMO websites.
- Action 3.3 Locate outreach “pop-up” booths that include transportation and key outdoor recreation destination resources at the event site, festival area, other key areas within Eugene/Springfield, and to front line staff in hub cities.
- Action 3.4 Educate Oregon22 “envoys” (University of Oregon) and Downtown Ambassadors about transportation options and key outdoor recreation destinations.

Local Plans and Policies

[University of Oregon](#)

The University of Oregon (UO) is located in Eugene, Oregon and serves over 22,000 students and employs over 6,000 employees. In Fiscal Year 2016, the UO generated \$2.2 billion in economic return to Oregon.²¹ The UO also offers more than 300 undergraduate programs and more than 80 graduate subject areas. Additionally, the UO is a member of the Association of American Universities (AAU) indicating that they are one of the top 34 public research universities in the nation.

²¹ https://www.uoregon.edu/about?utm_source=banner-module&utm_campaign=banner

Additionally, the UO has 19 National Collegiate Athletic Association (NCAA) sports in the Pac-12 Conference which generates tourism from around the state. Popular UO sport facilities include Autzen Stadium, Matthew Knight Arena, Jane Sanders Stadium, PK Park, and Hayward Field.

In the University of Oregon 2020 Campus Plan, Principle 9: Transportation states, “The university acknowledges it has assumed responsibility to provide a reasonable level of affordable parking for students, faculty, staff, and visitors while preserving the quality of the campus and adjacent neighborhood environments and encouraging the use of alternative modes of transportation. Thus, the university will continue to pursue programs and projects that both meet the need for affordable automobile parking and encourage alternative forms of transportation, thereby reducing the demand for automobile parking.” As one of the biggest employers and tourist destinations in the region, it is important for UO to be committed to enhancing travel and tourism for its employees, students, and visitors.

[Regional Prosperity Economic Development Plan, 2010](#)

This was a regional shared economic vision for Eugene, Springfield, and Lane County during the aftermath of the 2008 Market Crash. Relevant goals and tactics to Planning Factor 10 of this plan include:

- Goal 5: Identify as a place to thrive
 - Tactic 5.4: Promote the region’s natural and cultural resources to enhance cultural tourism.

[Springfield Comprehensive Plan, 2019](#)

The Springfield 2030 Comprehensive Plan serves as a framework for decision-making at the local level for Springfield’s resources with a focus on: 1) Residential Lane Use & Housing; 2) Economic Development; 3) Recreation; 4) Transportation; and 5) Urbanization.

Relevant goals and policies to Planning Factor 10 include:

- Goal EG-2: Support attainment of the Regional Prosperity Economic Plan goals for creating new metropolitan area jobs in the chosen economic opportunity areas, increasing the average annual wage and reducing unemployment.
 - Policy E.12: Recruit or support businesses that pay higher than average wages for the region (as reported by the Oregon Employment Department) to diversify and expand Springfield’s economy.
 - Implementation Strategy 12.6: Support development of convention- and tourism-related economic activities
- Goal EG-5c: Emphasize regional identity by creating a stronger economic personality that celebrates the region’s attributes and values.
 - Policy E.32: Support community partnerships and initiatives that seek to grow the creative economy including but not limited to: cultural industry clusters and art districts; cultural tourism; jobs in film, television, publishing, news media, music, video games, social media., design advertising, performing and visual arts; and update land use planning and codes to ensure that Springfield has land appropriately zoned to encourage these opportunities.

- Policy E.35: Increase the potential for convention- and tourist-related economic activities to generate economic activity, especially in the service industries like retail, food services, and accommodations.
 - Implementation Strategy 36.1: Promote Springfield’s and the region’s natural and cultural resources to enhance the cultural tourism within the region.
- Goal EG-5d: Be prepared – Contribute to development of the region’s physical, social, educational, and workforce infrastructure to meet the needs of tomorrow.
 - Policy E.38: Strengthen the coordination between infrastructure, planning and investments, land use, and economic development goals to prepare land and physical infrastructure, in a timely fashion, that is necessary to support business development and stimulate quality job creation.
 - Policy E.39: Provide the services, infrastructure, and land needed to attract the identified industry clusters, especially where they can increase economic connectivity among businesses.

[Glenwood Refinement Plan, 2014](#)

The Glenwood Refinement Plan (GFP) is a neighborhood-specific plan to provide background and policy direction for decisions that affect the growth and development of the Glenwood area. Glenwood is approximately one square mile area abutted by I-5 on west and south and the Willamette River on the area and north that lies between the Cities of Eugene and Springfield. In 2008, the Springfield City Council initiated a phased project to update the GRP to support and facilitate the development of Glenwood into an attractive place to live, work, and visit.

Relevant goals and policies related to Planning Factor 10 include:

- Establish a linear park with a multi-use path along the Willamette River in the Glenwood Riverfront that is sensitive to riparian areas, wetlands, and scenic values and appropriate in size and type for the surrounding urban environment in order to: bring people and activity to the riverfront; augment the existing natural and recreational Willamette River open space corridor in the region; promote tourism; and enable recreational/educational appreciation of Glenwood’s natural resources and open space/scenic areas

[Envision Eugene Comprehensive Plan, 2017](#)

The City of Eugene’s vision is built around seven pillars, strategies, and actions:

1. Provide ample economic opportunities for all community members
2. Provide housing affordable to all income levels
3. Plan for climate change and energy resiliency
4. Promote compact urban development and efficient transportation options
5. Protect, repair, and enhance neighborhood livability
6. Protect, restore, and enhance natural resources
7. Provide for adaptable, flexible, and collaborative implementation

The Envision Eugene Comprehensive Plan pursues this vision by guiding the City in its land use planning for future growth within Eugene’s urban growth boundary. It is intended to address the needs and desires of Eugene’s residents, as well as the requirements of Oregon’s Statewide Planning Goals. It is a

state-mandated land use plan, adopted by the City to serve as Eugene’s city-specific comprehensive land use plan.

Relevant goals and policies to Planning Factor 10 include:

- Goal 3 Community Vitality: Provide appropriate support for the variety of distinct economic activity centers in the community, including downtown Eugene, key corridors and core commercial areas, neighborhood business districts, and the region as a multijurisdictional entity.
 - Policy 3.2: Economic advantages. Strengthen and capitalize on Eugene’s comparative economic advantages, including (listing only relevant items):
 - Growing national presence in the specialty food and beverage, software, heavy machinery, advanced materials, and wood products industries.
 - Access to natural resources and open spaces
 - Policy 3.3: Expanding Eugene’s assets. Recognize and enhance special areas of strength and local assets that attract sectors such as tourism, hospitality, and retirement living. These include:
 - A healthy, outdoor-oriented lifestyle and Track Town USA branding
 - Easy access to outdoor recreation opportunities and agricultural tourism
 - Local food and beverage manufacturing and restaurants
 - Walkable and livable neighborhoods served by transit
 - City and University sponsored arts, cultural and athletic events

5. RELEVANT PERFORMANCE MEASURES, GOALS, OBJECTIVES, AND POLICIES FROM CLMPO 2040 RTP

Overview

The RTP policy element guides transportation system planning and investment in the Eugene-Springfield metropolitan area and Coburg and is implemented through local level Transportation System Plans (TSPs). A basic assumption in the development of the RTP policy element is that transportation systems do more than meet travel demand; they have a significant effect on the physical and socioeconomic characteristics of the area they serve. Transportation planning must be viewed in terms of regional and community goals and values such as protection of the environment, impact on the regional economy, and maintaining the quality of life that area residents enjoy.

The policy elements consist of the following components:

- Goals,
- Objectives, and
- Policies

Below are the CLMPO 2040 Regional Transportation Plan’s²² current goals, objectives, and policies. The purpose of this section is to analyze current goals, objectives, and policies to see which already address Planning Factor 10.

²² https://www.lcog.org/DocumentCenter/View/5430/Chapters1to4_2040-RTP?bidId=

Goals

Goal #1: Integrated Transportation System and Land Use System

Integrate transportation and land use to support transportation choices, promote all modes of transportation, reduce our reliance on single mode of travel, and enhance community livability.

How this relates to Planning Factor 10: The goal recognizes the need for enhance travel and tourism through enhancing community livability, providing transportation choices, promoting all modes of transportation.

Goal #2: Sustainability and Transportation

Support regional sustainability by providing a transportation system that considers economic vitality, environmental health, and social equity.

How this relates to Planning Factor 10: The purpose of this goal is to reflect the region’s commitment to considering the three tenants of sustainability in planning a regional transportation system. The economic piece is related to enhancing tourism.

Objectives

Objective 1: Safety

Improve safety for users of all transportation modes through design, operations, maintenance, improvements, public information, and law enforcement.

How this relates to Planning Factor 10: The original definition/intent states, “... people feel confident, safe and secure taking their travel mode of choice”. By enhancing travel through technological investments such as a real-time traffic or weather information, this would lead to more safety and security when using a transportation mode.

Objective 2: Connectivity

Support an interconnected multi-modal transportation system that provides residents with access to a range of transportation choices.

How this relates to Planning Factor 10: This is related to enhancing travel in general by providing more transportation options.

Objective 3: Accessibility and Mobility

Provide adequate levels of accessibility and mobility for the efficient and reliable movement of people, goods, and services within the region.

How this relates to Planning Factor 10: The original definition/intent states, “The objective supports the needs for multimodal accessibility to employment, shopping, other commerce, medical care, housing, and leisure... this objective also supports the need for improved access for tourists to destinations.” This already supports Planning Factor 10.

Objective 4: Environment

Provide a transportation system that reflects our commitment to environmental quality.

How this relates to Planning Factor 10: The original definition/intent states, “the region’s desire to reduce transportation-related energy consumptions can be met through increased use of transit, telecommuting, zero-emissions vehicles, ridesharing, biking and walking...” In other RTPs, MPOs defined enhance travel through technological advancements such as zero-emissions vehicles aka promoting the use of electric vehicles. .

Objective 5: Economic Vitality

Support transportation strategies that improve the economic vitality of the region, enhance economic opportunity, and increase the reliability and efficiency of our freight system.

How this relates to Planning Factor 10: Enhancing travel and tourism directly benefits improving economic vitality.

Objective 11: Coordination/Efficiency

Coordination among agencies to facilitate efficient planning, design, operation, and maintenance of transportation facilities and programs.

How this relates to Planning Factor 10: Original definition/intent states, “The primary intent of this objective is to ensure that public agencies involved with the region’s transportation system coordinate to meet the need for efficiency. A second aspect of this objective is to support opportunities for coordination between the public and private sectors, which results in transportation efficiencies. Although the roadway infrastructure for the transportation system of the 21st century is largely in place, the system must be managed more efficiently as it is used more intensively. This objective supports the research, evaluation, and implementation of innovative management practices, land use patterns, and new technologies.” Planning factor 10 is related to this objective by enhancing travel through new technology innovations.

Additionally, there is a new federal requirement that states, “The Secretary shall encourage each MPO to consult with officials responsible for other types of planning activities that are affected by transportation in the area (including State and local planned growth, economic development, tourism, natural disaster risk reduction, environmental protection, airport operations, and freight movements) or to coordinate its planning process, to the maximum extent practicable, with such planning activities.” [49 USC 5303(g)(3)]²³

It is now a requirement under the FAST Act for MPOs to include officials responsible for tourism in RTP process. This can be met by including a representative from Travel Lane County to the RTP process.

Policies

Lane Use Policy #4: Multi-Modal Improvements in New Development

Require improvements that encourage transit, bicycles, and pedestrians in new commercial, public, mixed-use, and multi-unit residential development.

How this relates to Planning Factor 10: This policy support efforts to improve the convenience of using transit, biking, or walking to travel, from, and newly developed and redeveloped areas. This directly addresses enhancing travel.

²³ [49 USC 5303(g)(3)] [https://uscode.house.gov/view.xhtml?req=\(title:49%20section:5303%20edition:prelim\)](https://uscode.house.gov/view.xhtml?req=(title:49%20section:5303%20edition:prelim))

TDM Policy #3: Congestion Management

Implement TDM strategies to manage demand at congested locations.

How this relates to Planning Factor 10: Strategies to manage traffic congestion are directly related to enhancing travel.

TSI System-Wide Policy#2: Intermodal Connectivity

Develop or promote intermodal linkages for connectivity and ease of transfer among all transportation modes.

How this relates to Planning Factor 10: The CLMPO 2040 RTP defines an intermodal transportation system as, “a system that includes all forms of transportation in a unified, connected manner”, and defines intermodal trip as, “one that involves two or more modes between the trip origin and destination”. This policy relates to Planning Factor 10 because creating an intermodal transportation system will create a more efficient and easy-to-use transportation system. This will also promote car-free tourism in the region.

TSI Roadway Policy #3: Coordinated Road Network

In conjunction with the overall transportation system, recognizing the needs of other transportation modes, promote or develop a regional roadway system that meets combined needs for travel through, within, and outside the region.

How this relates to Planning Factor 10: A regional roadway system that meets the travel needs of motorists, transit users, bicyclists, pedestrians, and commercial vehicles directly addresses enhancing travel and tourism in and outside of the MPO region.

TSI Transit Policy #1: Transit Improvements

Improve transit service and facilities to increase the system’s accessibility, attractiveness, and convenience for all users, including the transportation disadvantaged population

How this relates to Planning Factor 10: Other RTP’s discussed in Section 2 have used real time transit information as way to address this planning factor.

TSI Other Modes Policy #1: Eugene Airport

Support public investment in the Eugene Airport as a regional facility and provide land use controls that limit incompatible development within the airport environs. Continue to use the Eugene Airport Master Plan as the guide for improvements of facilities and services at the airport.

How this relates to Planning Factor 10: The Eugene Airport/Mahlon Sweet Field is the major airport in the region that provides commercial passenger, cargo, mail, and general aviation services to the metropolitan area. By continuing to support public investment to the Eugene Airport, this directly addresses and supports Planning Factor 10.

TSI Other Modes Policy #2: High Speed Rail Corridor

Support provision of rail-related infrastructure improvements as part of the Cascadia High Speed Rail Corridor project.

How this relates to Planning Factor 10: In the 2040 CLMPO RTP this policy emphasizes that Cascadia High Speed Rail is a cooperative effort that involves the states of Oregon and Washington, the Province of British Columbia, and Burlington Northern Railroad, Southern Pacific Railroad, and Amtrak. The definition also indicates that the CLMPO area is the corridor’s southern terminus. By supporting and

investing in high speed rail, this will directly support Planning Factor 10. This is an opportunity to enhance travel and tourism via rail and provides another transportation options for residents and visitors.

TSI Other Modes Policy #3: Passenger Rail and Bus Facilities

Support improvements to the passenger rail station and inter-city bus terminals that enhance usability, convenience, and intermodal trips

How this relates to Planning Factor 10: This policy promotes the growth of inter-city bus and passenger rail facilities. By enhancing intermodal connections and trips, this supports Planning Factor 10.

6. RECOMMENDATIONS FOR THE CLMPO 2045 REGIONAL TRANSPORTATION PLAN

This paper has provided an overview of Planning Factor 10, explored how MPOs across the country are implementing Planning Factor 10, and has examined local plans and policies that support and provide opportunities to implement the Planning Factor 10: Enhance Travel and Tourism in the CLMPO 2045 RTP. This section recommends how Planning Factor 10 can best be implemented in the CLMPO 2045 RTP update.

The CLMPO can best implement Planning Factor 10 into 3 categories: Economic Vitality, Transportation Options and Connectivity, and Technological Innovations.

Economic Vitality

Economic vitality is tied to enhancing travel and tourism because it sustains local and state economies while also supporting current and future jobs. In Fiscal Year 2018-19, Travel Lane County reported that direct visitor spending in Lane County topped \$762 million with an additional \$259 million that was spent by county residents travelling in and out of the region resulting in total visitor spending for over \$1 billion in 2018.²⁴ Table 2: FY2018-19 Direct Visitor Spending in Lane County breaks down where money was mostly spent by visitors.

Table 2: FY2018-19 Direct Visitor Spending in Lane County

Industry	Amount
Transportation	\$133 million
Arts, Entertainment & Recreation	\$94 million
Food & Beverage	\$293 million
Accommodations	\$141 million
Retail	\$101 million
Total	\$762 million

Source: Dean Runyan Associates, LaneCo2018p

²⁴ Lane County Annual Report FY 2018-19
https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/lanecounty/Annual_Report_2019_303da9d6-b3e1-4945-95b1-e0652c4fa673.pdf

Additional information includes \$297 million industry earnings, 11,030 industry jobs and \$12.3 million in Transit Room Taxes.²⁵ The CLMPO is full of tourist destinations such as the University of Oregon, Eugene Parks and Recreation, and Willamalane parks. The region is also home to large music and sporting event venues such as Hayward Field, Autzen Stadium, and Matthew Knight Arena on the University of Oregon campus. Large sporting events occur yearly, but with the World Athletics Championships coming to the region in 2022, this poses a great opportunity the region's economy and tourism.

The CLMPO should look at North Middlesex MPO's (NMMPO) interactive regional travel and tourism map.²⁶ This is an online interactive map that shows where local tourist attractions are in relation to transportation amenities such as bike lanes and transit stops. The CLMPO can partner with Travel Lane County to identify major tourist and recreational landmarks throughout the region. Once this is established, CLMPO can use this interactive map to visualize where there are transit gaps or projects that need to be prioritized and are relatively close to tourist destinations. The purpose of this would be to determine transportation improvement needs for visitors and residents in CLMPO. This also would be a resource for those residents in the MPO and tourists to travel car-free in the region.

Other MPOs like MAG and PSRC addressed planning factor 10 by aligning it with economic plans in their regions. The CLMPO can take a similar approach by aligning goals and policies from already established economic policies from the Regional Economic Prosperity Plan, Envision Eugene Comprehensive Plan, and Springfield Comprehensive Plan with the RTP.

Transportation Options and Connectivity

Next, investment in marketing transportation options and its infrastructure is related to enhancing travel and tourism. Transportation options includes the promotion of walking, biking, transit, ridesharing, and telecommuting²⁷ instead of using a private, single-occupancy vehicle.

A study conducted by Dean Runyan Associates in 2015 found that bicycle-related tourism in Oregon attracts many visitors from both within and outside of the state. The study found that in 2012 1.2 million bike trips for recreation were taken in Oregon. Of the 1.2 million trips, nearly a quarter of the trips were taken in Willamette Valley area. Travel expenditures on these trips totaled roughly \$400 million and supported 4,600 jobs that provided \$102 million in earnings.²⁸ The region already has hundreds of miles of multi-use paths and dedicated bike lanes. By continuing to market intercity bicycle routes such as the Willamette Scenic Bikeway and TransAmerica Trail, this will bring in more bicycle riders that are looking to travel car-free to or through the region.

There is an opportunity to partner transportation agencies with Travel Lane County, Travel Oregon, and the Eugene and Springfield Chamber of Commerce. Other MPOs addressed in the early section have created new advisory committees to specifically link transportation and economic vitality. This would be

²⁵ The City of Eugene serves as the transient room tax administrator for Springfield, Florence, Cottage Grove, and Lane County. It is a 4.5% tax charged on all overnight stays including hotels, motels, campgrounds, retreat centers, RV parks, bed and breakfasts, vacation rentals, and short-term rentals. <https://www.eugene-or.gov/1155/Transient-Room-Tax-TRT>

²⁶ <https://www.nmcog.org/enhancing-travel-and-tourism>

²⁷ CLMPO Regional Transportation Options Plan (RTOP) <https://www.lcog.org/657/Regional-Transportation-Options-Plan>

²⁸ Dean Runyan Associates. 2013. *The Economic Significance of Bicycle-Related Travel in Oregon: Detailed State and Travel Region Estimates, 2012*. Prepared for Travel Oregon.

beneficial public-private partnership where tourism and businesses in the region can be marketed while also promoting transportation options to these places.

PeaceHealth Rides bike share in Eugene has proven to be a community asset that provides last mile connections to key destinations like the University of Oregon, downtown Eugene, Eugene Amtrak, and Riverbend Hospital. Although it serves these key destinations in Eugene, it fails to connect to downtown Springfield and downtown Coburg which are both key destinations in the CLMPO area. The CLMPO should work with its partners to assess the feasibility to provide bike share to areas in the region that are not being served.

Lastly, the Eugene Airport is the major airport in the CLMPO area and the region, however, there is not a reliable way to travel from the airport to downtown Eugene or downtown Springfield car-free. Currently, the only way to get to the Eugene Airport car-free is through airport shuttles from local hotels or by using Uber or Lyft or taxis. The CLMPO should prioritize a car-free transportation service for residents and tourists that want to visit the area without a car. The Oregon22 event will bring a large number of visitors to the region and this would be an opportunity to provide a service for this large population visiting the region.

Technological Innovations

Lastly, other RTPs addressed Planning Factor 10 through technological innovations such as real-time information, weather information, seamless transition between different travel options, electric vehicles, and fare-free travel.

The region has demonstrated this enhancement of travel and tourism through Lane Transit District's transition to TouchPass and seamless transportation, the addition of PeaceHealth Rides bikeshare, and mobility-on-demand projects such as EmGo. The Oregon Department of Transportation's (ODOT) TripCheck is another example of existing real-time travel information that is used for travel and congestion mitigation.

The CLMPO should continue to invest in technological innovations that benefit travel in the region and should also continue to research new and upcoming technological innovations to stay ahead of the curve. On days when the University of Oregon has a sporting event, the area sees more congestion and visitors from outside of the region to attend an event. The CLMPO can partner with ODOT's TripCheck service to inform the community where traffic is occurring. Also, the addition of an online travel tool that shows tourist destinations and transportation amenities can be beneficial for events like this. Community members could look to this tool to see what their transportation options are on days when there are big events in the region.

CONCLUSION

All in all, the addition of Planning Factor 10: Enhance Travel and Tourism is still relatively new and other MPOs like the CLMPO are researching how to address it in their upcoming RTP updates. From researching MPOs that have addressed this planning factor, it was clear that there was not one way to directly address it, but instead, it was up to each MPOs to interpret it.

The biggest themes from my research were that Planning Factor 10 was connected to economic vitality, transportation options and connectivity, and technological innovations. Examples include investing in

infrastructure near tourist destinations and jobs, providing more transportation options to mitigate travel for residents and tourists, providing car-free access to outdoor recreation, and investing in technological innovations to provide users with real time information.

The CLMPO currently has all the tools to become one of the leading MPOs that implements Planning Factor 10. With the CLMPO's robust bicycle and transit network, transportation options program, attractive tourist destinations, and community partners like Travel Lane County, the CLMPO is in a great a position. The CLMPO can continue to strive to be at the forefront of enhancing travel and tourism by continuing to invest in and expand its current programs and infrastructure, and by researching programs that are not already in this region.

This MPO region is home to travel and tourist destinations that will only get better with more coordination between community organizations and by investing in more transportation options for both its residents and tourists.