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TECHNICAL MEMORANDUM

DATE:	February 16, 2021
TO:	Jeff Adams and Karen LaBonte, City of Cannon Beach
FROM:	Ryan Farncomb and Nadine Appenbrink, Parametrix Robin Scholetzky, Urban Lens Planning Owen Ronchelli, Rick Williams Consulting
SUBJECT:	Tech Memo #2: Goals, Objectives, and Evaluation Criteria
CC:	Michael Duncan, ODOT
PROJECT NUMBER:	274-2395-113
PROJECT NAME:	Cannon Beach TSP

This memorandum documents the goals, objectives, and evaluation criteria for the Cannon Beach Transportation System Plan (TSP). These will be used to guide development of the TSP, including programs, projects, and standards. The evaluation criteria will be used to prioritize potential transportation system investments as well.

The draft goals and objectives are based on the existing goals and policies expressed in the City's Comprehensive Plan. They will be reviewed by City staff, the project Advisory Committee, and be informed by stakeholder outreach in the first phase of the TSP project. The goals, objectives, and criteria will be revised to incorporate feedback from these groups.

GOALS AND OBJECTIVES

Goal 1. Preserve Cannon Beach's coastal village charm

1.1 Develop transportation projects and programs that complement the natural and cultural setting of Cannon Beach
1.2 Scale the transportation system appropriately to the village context
1.3 Balance maintaining the City's vibrant tourism economy with addressing transportation-related visitor impacts
1.4 Preserve the function of US 101 for regional traffic, while enhancing the function and safety of connections between the City and the highway

Goal 2. Balance the needs of different transportation system users throughout the community

2.1 Manage parking to make the best use of existing and potential parking capacity before considering new parking areas
2.2 Enhance safety and comfort for people walking and cycling from one neighborhood to the next
2.3 Ensure that the system continues to serve local freight needs

Goal 3. Enhance safety and emergency preparedness

3.1 Develop a connected network of cycling and walking routes and enhance access to transit
3.2 Address known safety problems

3.3 Limit points of access and respect the scenic corridor along US 101
3.4 Continue to build resiliency, linking coast to range, by maintaining lifeline links and evacuation routes

Goal 4. Foster a sustainable transportation system

4.1 Coordinate transportation improvements with City land use planning and new development
4.2 Preserve and maintain the existing system, and manage demands on the system before making new investments
4.3 Maintain acceptable traffic flow and minimize delay city-wide
4.4 Avoid transportation impacts to Ecola Creek, the shoreline, wetlands, and other natural features
4.5 Prioritize projects that can be funded by grants and look for partnership opportunities with other agencies and groups

EVALUATION FRAMEWORK

Evaluation criteria in Table 1 are based on the goals and objectives and will be used to evaluate and prioritize transportation system investments. Each criterion will be evaluated using a "Consumer Reports" scale as follows:

■ Project meets or fully addresses the criterion

◖ Project partially meets or addresses the criterion

□ Project does not meet or has negative impacts with respect to the criterion

N/A Not applicable

Table 1. Project and Program Evaluation Criteria

Objective	Criteria	How will we measure?
Goal 1. Preserve Cannon Beach's coastal village charm		
1.1 Develop transportation projects and programs that complement the natural & cultural setting of Cannon Beach	Project complements natural features of the City through streetscape, landscape, or design choices	Qualitative assessment of effects on streetscape, landscape, etc.
1.2 Scale the transportation system appropriately to the village context	Project is scaled appropriately for the small-city setting in terms of the level of investment and scale of physical improvements	Qualitative assessment of the scale and appropriateness of investment
1.3 Balance maintaining the City's vibrant tourism economy with addressing transportation-related visitor impacts	Project directly addresses a transportation impact caused by visitors	• Effects on parking, v/c ratio, LOS, etc. • Qualitative assessment for other kinds of impacts
1.4 Preserve US 101 for regional traffic, while enhancing the function and safety of	Project improves traffic operations or safety for all users at intersections/interchanges with US 101	• Effects on intersection operations • Qualitative assessment of effects on crossing safety, aesthetics, etc.

Objective	Criteria	How will we measure?
connections between the City and the highway		
Goal 2. Balance the needs of different transportation system users throughout the community		
2.1 Manage parking to make the best use of existing and potential parking capacity before considering new parking areas	Project or strategy would enhance capacity or manage demand through improved use and management of the existing system	• Periodic parking occupancy counts • Change in available parking supply (inventory) • Qualitative assessment of parking management strategies
2.2 Enhance safety and comfort for people walking and cycling from one neighborhood to the next	Project increases separation between cyclists/pedestrians and car traffic or improves crossings or on connecting routes	Change in number of marked or enhanced crossings, or amount of separated cycling or walking facilities (of any type)
2.3 Ensure that the system continues to serve local freight needs	Project maintains curb radii, adequate lane width, and other considerations to preserve freight mobility	Qualitative assessment of effects on freight mobility
Goal 3. Enhance safety and emergency preparedness		
3.1 Develop a connected network of cycling and walking routes and enhance access to transit	Project increases connections for cyclists/pedestrians, improves access to transit, and/or increases safety and comfort	• Change in number of marked or enhanced crossings, or amount of separated cycling or walking facilities • Qualitative assessment of improvement to cycling/walking network connectivity • Qualitative assessment of improvements to transit access and to transit service
3.2 Address known safety problems	Project directly addresses an existing safety issue (e.g., known collision hot spot, etc.)	Project does/does not include safety countermeasure
3.3 Limit points of access and respect the scenic corridor along US 101	Project maintains the scenic corridor along the US 101 corridor	Qualitative & quantitative assessment of effects on US 101
3.4Continue to build resiliency, linking coast to range, by maintaining lifeline links and evacuation routes	Project would create new lifeline/evacuation routes or enhance existing	Qualitative assessment of effects on lifeline/evacuation routes
Goal 4. Foster a sustainable transportation system		
4.1 Coordinate transportation improvements with City land use planning and new development	Project is consistent with the Comprehensive Plan and land use plans of the City	Assessment of whether project is or is not consistent.
4.2 Preserve and maintain the existing system, and manage demands on the system before making new investments	Project is a transportation demand management (TDM) investment or preserves/maintains existing infrastructure	Known TDM intervention that will address a given issue or project does/does not maintain or preserve the existing system
4.3 Maintain acceptable traffic flow and minimize delay city-wide	Project would improve LOS or v/c	Effect on v/c ratio or LOS

Objective	Criteria	How will we measure?
4.4 Avoid transportation impacts to Ecola Creek, the shoreline, wetlands, and other natural features	Project is unlikely to directly or indirectly (e.g., through increase in pollution-generating impervious surface) affect natural resources	Qualitative assessment based on proximity to important natural resources
4.5 Prioritize projects that can be funded by grants and look for partnership opportunities with other agencies and groups	Project is likely eligible for at least one grant funding program or has an opportunity to leverage partner resources	Qualitative assessment based on existing funding programs, partnership opportunities
4.6. Ensure the transportation system meets the needs of communities of concern benefit from transportation investments and are not disproportionately harmed by projects	Project is likely to directly benefit communities of concern and/or would not disproportionately impact these communities; or project was identified specifically by communities of concern	Qualitative assessment based on project's proximity to communities of concern (based on census data), or project is known to benefit/impact communities of concern.

ROW = right of way

v/c = volume to capacity ratio, a measure of traffic congestion. The higher the v/c ratio, the greater the vehicle congestion and associated delay

LOS = Level of Service, a measure of vehicle delay. Graded "A" through "F," with "A" being free-flow conditions and "F" being gridlock.

"Communities of concern" include people who are racial or ethnic minorities, have low incomes, have limited or no access to a personal vehicle, are younger (<18) or older (>65), or have limited English proficiency.