



Chapter 4: Policies and Action Measures



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Introduction

This chapter provides policies and action measures that together will guide Gresham's transportation decisions towards achievement of the Transportation System's Plan's Vision. to "support the growth and development of Gresham as an economically vital and livable community by providing its residents and visitors with pleasant and convenient access and travel to and throughout the city."

The policies and action measures are a basis for assessing the transportation needs of the community as it develops. Volume 2 of the City's Community Development Plan defines Policies and Action Measures as:

- **Policy** - A policy is a statement identifying Gresham's position and a definitive course of action. Policies are more specific than goals. They often identify the City's position in regard to implementing goals. However, they are not the only actions the City can take to accomplish goals.
- **Action Measure** - An action measure is a statement that outlines a specific City project or standard, which if executed, would implement goals and policies. Action measures also refer to specific projects, standards, or courses of action the City desires other jurisdictions to take in regard to specific issues. These statements can also define the relationship the City desires to have with other jurisdictions and agencies in implementing Comprehensive Plan goals and policies.

The policies and action measures are grouped into specific categories:

- Transportation System
- Street System
- Pedestrian System
- Bicycle System
- Transit System
- Travel Demand Management
- Parking Management
- Truck and Rail Freight System
- Passenger Rail
- Air Transportation System
- Pipeline System

Chapters 5 and 6 identify specific projects, programs, and other actions to implement these policies.



Hogan Drive - a major arterial - includes rain gardens, bike lanes, and planted medians.

Transportation System

The Transportation System policies are the broadest set of policies, impacting the transportation system as a whole and therefore all parts of the system and experience of all users. They address transportation within and beyond the public right-of-way.

POLICY 1: DEVELOP AND PROMOTE A BALANCED TRANSPORTATION SYSTEM THAT PROVIDES A VARIETY OF TRAVEL OPTIONS AND REDUCES THE NEED TO RELY ON AUTOMOBILES.

Action Measures:

- Develop a multimodal transportation system that enables people walking, biking taking transit, and driving to feel equally safe and comfortable.
- Provide and promote a range of viable transportation options that respond to all communities' needs for access, mobility, safety, comfort, and convenience.
- Provide transportation facilities near transit and in Gresham's commercial centers that support bicycle, pedestrian and transit travel options and provide for a mix of land uses.
- Adopt and monitor targets for Gresham that address safety, vehicle miles travelled per capita, freight, congestion, and walking/biking/transit mode share.
- Promote travel demand management strategies aimed at reducing the number and length of single occupant vehicle trips, including incentives and commute trip reduction programs, bicycling, walking, taking transit, ridesharing, carpooling, telecommuting, parking management, and flexible work hours.
- Support the Metro region's 2040 Growth Concept, which manages growth, protects natural resources, and makes improvements to facilities and infrastructure while maintaining the region's quality of life (2040 Growth Concept adopted 1995).
- Demonstrate that transportation projects will make progress towards the regional Non-Single-Occupancy Vehicle mode share targets per the Regional Transportation Framework Plan (RTFP) Table 3.08-1 for 2040 areas.
- Demonstrate that transportation projects will make progress toward the Metro region's modal targets (RTFP Table 3.08-2).

POLICY 2: PLAN, IMPLEMENT, AND MAINTAIN THE TRANSPORTATION SYSTEM.

Action Measures:

- Coordinate transportation capital improvement plans, street design standards, the functional classification of streets, transportation system management actions, review of development with significant transportation impacts, and transportation planning activities with local and regional transportation plans, and with affected agencies, jurisdictions and special districts, such as TriMet.

***All communities'** include people of color, people experiencing poverty, people with disabilities, and people who experience language barriers.*

***Gresham's Centers:** Per Metro's 2040 Growth Concept Map, Gresham as one Regional Center and one Town Center. The Regional Center's boundary includes the Downtown and Civic Neighborhood plan district. The Town Center boundary is all of Rockwood plan district. Additionally, the Pleasant Valley Plan Area has a planned Town Center.*

***A single occupant vehicle** is a motor vehicle occupied by the driver only.*

***2040 areas** include Gresham Regional Center (Downtown and Civic Neighborhood), Rockwood Town Center, station areas, corridors, main streets, industrial areas, employment areas and neighborhoods*

***Modal targets** are targets intended to increase walking, biking, transit, shared ride and other non-drive alone trips as percentages of all trips. (RTP Glossary)*

- Require new development to provide multimodal street design and to extend the logical continuation of the City's street systems through Future Street Plans.
- Coordinate transportation projects, programs, and investment strategies with Oregon Statewide Planning Goal 5 policies aimed at protecting and preserving natural resources, scenic and historic areas, and open spaces.
- Ensure the 5-year capital improvement program (CIP) prioritizes projects that meet the goals of the TSP.

POLICY 3: PROVIDE A TRANSPORTATION SYSTEM THAT MAXIMIZES ACCESSIBILITY TO AND WITHIN REGIONAL CENTERS, TOWN CENTERS, TRANSIT CORRIDORS, STATION AREAS, AND EMPLOYMENT CENTERS.

Action Measures:

- Protect existing and planned transportation corridors from conflicts with adjacent land uses by the adoption of:
 - Street design standards and classifications that reflect adjacent land use designations;
 - Access management standards;
 - Appropriate land use designations;
 - Future Street Plans; and
 - Development requirements including setbacks, buffering and landscaping standards, building orientation, density transfer provisions, easements, and right-of-way dedication.
- Design and build transportation facilities that are safe and consistent with the scale and character of planned land uses.

POLICY 4: PROVIDE A SAFE TRANSPORTATION SYSTEM THAT CONSIDERS THE NEEDS OF ALL PEOPLE AND ALL MODES, ELIMINATING TRANSPORTATION-RELATED FATALITIES AND SERIOUS INJURIES BY 2045.

Action Measures:

- Focus on design, operation, maintenance, education, and enforcement activities that are known to increase safety, including separating different modes of transportation, improving visibility, and reducing motor vehicle travel speeds.
- Protect local streets from through-traffic, high volumes, and high speeds using appropriate neighborhood street design as well as neighborhood traffic control devices and strategies.
- Monitor high crash locations and types and develop appropriate programs and projects to address problems.
- Seek implementation of the East Multnomah County Transportation Safety Action Plan and monitor the need for a Gresham-specific plan.
- Identify, prioritize, and/or allocate funding for projects and programs identified in the Transportation Safety Action Plan.
- Appoint a Vision Zero/Transportation Safety task force or subfocus of the Transportation Subcommittee and advisory group to guide implementation of the Transportation Safety Action Plan.

- Incorporate safe bike and pedestrian-friendly infrastructure into the City's Code and Standards and specifications.
- Plan for, design, construct, and/or reconstruct streets to achieve consistency between actual travel speeds and target speed limits; prioritize enforcement programs for speeding and reckless driving on problematic routes.
- Develop a comprehensive education program that promotes safe behavior by all roadway users by applying an interdisciplinary approach to adjust community norms regarding crash causation factors including, but not limited to, speeding, DUII, crosswalk yielding, red-light running, and distracted driving.
- Establish Safe Routes to School programs and partnerships, as well as safety education programs geared toward students who are new drivers and parents.
- Use pilot programs to test safety enhancement features and collect data and information about their effectiveness.
- Seek interagency coordination opportunities for safety programs within and beyond the City of Gresham.
- Include consideration of emergency response time goals in transportation planning, design, and maintenance activities, including the design of roads and intersections, traffic calming devices, and installation of traffic signals that allow preemption for emergency vehicles.
- Revise Street Standards to ensure that infrastructure for all modes is safely and equally incorporated into street design, including through lighting and visibility features.
- Incorporate personal safety in infrastructure design and programs, such as sufficient lighting and safe transit access.
- Promote safer modes, like transit, that also benefit equity and climate goals.

POLICY 5: ENSURE EQUITABLE ACCESS TO SAFE, RELIABLE, AND AFFORDABLE TRANSPORTATION FOR ALL COMMUNITY MEMBERS, REGARDLESS OF ECONOMIC STATUS, RACE, AGE, OR ABILITY, WHILE MINIMIZING TRANSPORTATION-RELATED BURDENS AND ENVIRONMENTAL IMPACTS ON VULNERABLE POPULATIONS.

Action Measures:

- Establish a robust, flexible, and transparent public outreach process to provide individuals and communities with a voice in transportation decisions, with special efforts made to reach underserved and overburdened populations.
- Increase the social and economic opportunities for disadvantaged and underserved communities by providing the full range of multimodal transportation options close to affordable housing, employment centers, and services.
- Develop and fund programs and projects, both capital and maintenance, that reduce or repair transportation-related disparities faced by populations that have historically had significant unmet transportation needs or who have experienced disproportionately negative impacts from the existing transportation system.
- Regularly collect data to identify underserved and overburdened populations in order to better understand their changing transportation needs and to target projects and programs to improve transportation-related conditions for these community members.
- Avoid, minimize, and mitigate disproportionately high and adverse impacts of transportation projects and programs on those who have been historically underserved or overburdened.

POLICY 6: REDUCE TRANSPORTATION-RELATED GREENHOUSE GAS EMISSIONS BY PROMOTING MIXED-USE, HIGHER DENSITY DEVELOPMENT, EXPANDING INFRASTRUCTURE FOR SUSTAINABLE TRANSPORTATION MODES, SUPPORTING THE TRANSITION TO CLEANER FUELS, AND ENSURING CLIMATE EQUITY THROUGH URBAN DESIGN THAT MITIGATES CLIMATE IMPACTS.

Action Measures:

- Promote the use of energy-efficient or low- and zero-emission vehicles and bicycling, transit and pedestrian travel modes.
- Support dense, mixed-use developments near frequent transit routes through provision of sidewalks and bicycle infrastructure.
- Review public works standards to support climate resilience in the development of new infrastructure and capital improvement projects.
 - Complete a Low Stress Network for bicycles and expand the concept to pedestrians.
 - Support urban planning practices that prioritize walking and access to public transit options, particularly in areas with underserved populations.
 - Evaluate a transportation planning hierarchy framework that prioritizes active transportation and transit in all land use and transportation planning.
- Develop community engagement campaigns and programs to support active transportation and transit options as solutions to transportation-based climate impacts.
- Support the use of electric vehicles and easy access to charging stations in the right of way and at City owned locations.
- Support the development of EV charging hubs in high-traffic community destinations.
 - Amend the code to set a minimum number (ex. 10%) of parking spots as EV-ready for new commercial and industrial development.
 - Provide physical access to on-street charging stations following the US Access Board's [Design Recommendations for Accessible Electric Vehicle Charging Stations](#).
- Incorporate climate-friendly treatments into street designs
 - Use permeable pavement treatments where feasible to control runoff from surface parking lots.
 - Incorporate rain gardens or similar designs to manage runoff from streets.
 - Require shade-producing street trees, particularly along high-use pedestrian corridors.

POLICY 7: LEVERAGE EMERGING TRANSPORTATION TECHNOLOGIES TO INCREASE THE LOCAL AND REGIONAL ENVIRONMENTAL, ECONOMIC, AND SOCIAL BENEFITS, WHILE REGULARLY REVIEWING AND INTEGRATING NEW TOOLS INTO CITY PLANS AND PROCESSES.

Action Measures:

- Address the increasing importance of micromobility devices (e.g., small-wheeled vehicles such as bikes, e-bikes, e-scooters, etc.) by developing clear guidelines to govern the management of micromobility vehicles in the right-of-way.
- Ensure micromobility options are affordable; promote walking, biking, and shared rides; and are interoperable with other micromobility programs in the region.
- Develop mobility hub guidelines to connect people to variety of transportation technologies and support use of personal and shared-mobility active transportation.
- Replace City fleet vehicles with EVs as opportunities occur.
- Create guidelines for curb management using adjacent land use characteristics, building type, and other physical attributes to determine the appropriate curb use (e.g., on-street parking, pick-up/drop-off of passengers or freight, shared active transportation facilities, bikeways, high-capacity transit stations and enhanced transit stops).
- Develop and implement autonomous vehicle strategies to ensure safety, equity, travel time reliability, and system efficiency.
- Partner with public and private sectors to coordinate new transportation technologies and determine which will best support and advance City goals, with a prioritized focus on Intelligent Transportation Systems (ITS), micromobility guidelines, electric vehicle fleet and infrastructure, and curb management guidelines and infrastructure (see Figure x).
- Partner with public and private sectors to test new mobility technologies and consider demonstration projects to better understand their impacts, costs, and opportunities. Develop the capability for collecting, managing, integrating, and analyzing transportation data to inform City decision-making on transportation.
- Establish a centralized transportation data system and provide transportation-related data to the public to increase transparency and accountability in meeting identified transportation performance measures.

Street System

The Street System policies are multimodal and specific to the public right-of-way.

POLICY 1: PROVIDE A STREET SYSTEM THAT ACCOMMODATES A VARIETY OF TRAVEL OPTIONS.

Action Measures:

- Maintain street design standards that support a variety of modes and reduces barriers for people walking, biking, and taking transit.

- Retain designation of Pedestrian Districts in the Gresham Regional Center (Downtown and Civic Neighborhood), the Rockwood Town Center, transit corridors, and MAX station areas.
- Consider new and retain the existing pedestrian oriented boulevard designs along designated major streets within the Regional Center, Rockwood Town Center, and on transit corridors.

“Context sensitive solutions (CSS) is a collaborative, interdisciplinary approach that involves all stakeholders to develop a transportation facility that fits its physical setting and preserves scenic, aesthetic, historic and environmental resources, while maintaining safety and mobility. CSS is an approach that considers the total context within which a transportation improvement project will exist.” -- Federal Highway Administration (FHWA)

POLICY 2: DEVELOP A STREET SYSTEM THAT MEETS CURRENT NEEDS AND ANTICIPATED FUTURE POPULATION GROWTH AND DEVELOPMENT.

Action Measures:

- Maintain a functional classification system that supports local and regional land use plans and is context-sensitive with adjacent land uses.
- Work with affected local jurisdictions, Metro, and the Oregon Department of Transportation to maintain a coordinated and regionally consistent multimodal functional classification plan.
- Coordinate with the City’s Public Works Standards to specify street design standards.
- Favor system improvements that: consider using existing roadway capacity, signals, and access more efficiently; reduce and manage single occupant vehicle travel demand or control travel demand growth through transportation-efficient land use and pricing incentives prior to adding roadway capacity in lanes and new facilities; provide safe and convenient travel options. Consider new roadway construction only where it would provide a complete network, enhance system efficiency, or where improvements to the existing street system are not feasible.
- Preserve and maximize the capacity of existing arterials and other major streets (especially in the vicinity of state highway interchanges) by: access management techniques such as minimizing the number of curb cuts; controlling turn movements with raised medians; requiring adequate right-of-way and setbacks as part of the development process; signal coordination and synchronization; and other appropriate transportation system management and operations (TSMO).
- Regularly maintain an adequate condition of street pavement on municipal streets by implementing a pavement management system and other cost-effective measures.
- Identify, adopt and develop acceptable alternatives to address the traffic and transportation needs along primary north-south and east-west corridors; work with Metro, the Oregon Department of Transportation, affected local jurisdictions, TriMet, bicycle and pedestrian groups, development stakeholders, and citizens.

POLICY 3: PROVIDE A STREET SYSTEM THAT MAXIMIZES ACCESSIBILITY AND MOBILITY WITHIN THE COMMUNITY.

Action Measures:

- Locate major activity centers, such as community centers, health and human service resources, and high-density developments, in areas that are accessible by all transportation modes and focus bicycle and pedestrian facilities investments near these areas.

- Develop solutions to special traffic problems created around major activity centers that minimize non-local traffic through residential neighborhoods
- Implement adopted City code standards for public street and land division that reinforce the public street system as the City's essential framework for safe, convenient, and efficient neighborhood circulation, property access, emergency response, public facilities, and utilities for all properties.
- Develop a well-connected public street system while minimizing motor vehicle traffic impacts within residential areas and maximizing bicycle and pedestrian connectivity.
- Ensure that all residential development will be served by a connected local public street system and provide street frontage and access for all residential parcels.
- Implement the Future Street Plan and street connectivity standards to ensure the development and completion of logical and continuous local street patterns within residential and mixed-use areas as development occurs.
- In new plan areas establish a hierarchy of connected arterial and collector streets that provide multi-directional access to the collector-arterial system, reduce non-local traffic on local streets, and ensure optimal emergency response.

POLICY 4: ENSURE A SAFE STREET SYSTEM THAT SUPPORTS HEALTHY, ACTIVE LIVING.

Action Measures:

- Develop and manage a multimodal street system that meets local, regional, state and federal vehicular emissions and noise level standards.
- Require adequate street lighting for both motor and non-motor vehicles with street capital improvement projects and private development projects. Additionally, implement a program to provide street lighting in areas where lighting is inadequate or non-existent.
- Use traffic calming techniques in neighborhood traffic control projects and update street standards to include traffic calming devices.
- Design and build safe street crossings, bicycle lanes, and sidewalks, prioritizing areas with high pedestrian and bicycle traffic.
- Review national best practices in resources such as the National Association of City Transportation Official's design guides and Metro's Creating Livable Streets and Trails Guide for updated bicycle and pedestrian treatments that should be integrated into street designs.
- Adopt specific access management strategies for each roadway classification to separate vehicle conflicts (e.g., reduce the number of driveways, increase the spacing between driveways and intersections, and remove turning vehicles from through lanes). Require greater access control for higher classification streets and less access control for lower classification streets.

Work with the United States Postal Service to adopt and implement a uniform street naming and addressing system. Develop logical and convenient solutions to resolve problems associated with the present dual address grids and multiple City postal service designations within Gresham.

Pedestrian System

POLICY 1: PROVIDE A PEDESTRIAN NETWORK THAT IS EASY TO USE, ACCESSIBLE, CONTINUOUS, CONNECTED, AND EQUITABLE.

Action Measures:

Equity

- Ensure pedestrian infrastructure is accessible and addresses the needs of everyone who uses it, including people of all ages, abilities, races, ethnicities, and incomes.
- Increase mobility and accessibility for underserved communities by ensuring the pedestrian network is improved through equitable investments in infrastructure and programs.
- Design and build sidewalks, pathways, and crossings that are free of hazards and minimize conflicts with external factors such as noise, vehicular traffic, and protruding architectural elements.

Infrastructure

- Prioritize sidewalk infill and safe street crossings close to transit, schools, healthy food stores, local centers, and locations with high numbers of pedestrians. Identify and prioritize these projects in the Transportation and Footpaths sections of the Capital Improvement Program.
- Prioritize pedestrian access to multi-use paths
- Develop a program for interim and alternative pedestrian facilities on substandard arterial and collector streets not scheduled for construction.
- Implement design options that reduce traffic speed, while providing pedestrian facilities as part of local street improvement and neighborhood traffic control projects.
- Develop consistent design standards for pedestrian crossings on arterial and collector streets.
- Design pedestrian facilities using regional and national best practice guidance, such as Metro's Designing Livable Streets and Trails and NACTO's Urban Street Design Guide.

Coordination

- Develop pedestrian facilities that connect to the City of Gresham Parks and Recreation Trails and Natural Areas Master Plan.
- Work with utility and other agencies to remove obstructions to clear walk zones.
- Ensure that the needs of pedestrians are considered in the timing plans of all traffic signals.
- Implement projects in a cost-effective manner, for example leveraging grant funds or partnering with existing development activity.

POLICY 2: IMPROVE PEDESTRIAN ACCESS TO KEY DESTINATIONS, SUCH AS TRANSIT STOPS, JOBS, SCHOOLS, PARKS, NATURAL AREAS, COMMERCIAL AREAS, AND STORES THAT SELL HEALTHY FOOD.

Action Measures:

- Prioritize pedestrian projects that improve access to and within the Gresham Regional Center and Rockwood Town Center.
- Require pedestrian connections and facilities in areas with planned high levels of pedestrian activity such as mixed-use, high-density districts, school zones, commercial districts, and areas adjacent to transit corridors.
- Adopt site design and street standards supporting internal and external pedestrian circulation and transit accessibility for residential, commercial, industrial, and institutional developments.
- Identify needed connections for direct walking routes. Require dedication of right-of-way and pedestrian/bicycle access way improvements with development of adjoining property.

POLICY 3: INCREASE PEDESTRIAN SAFETY ON THE PEDESTRIAN NETWORK THROUGH INFRASTRUCTURE IMPROVEMENTS AND SAFETY PROGRAMS.

Action Measures:

Infrastructure

- Prioritize safety improvements on arterials and collectors where the most crashes involving pedestrians occur. Identify and prioritize these projects in the Transportation and Footpaths Capital Improvement Programs.
- Facilitate safe crossings of arterial and collector streets by constructing enhanced crossings that make pedestrians more visible to vehicles.
- Coordinate with public and private utilities to remove obstacles from sidewalks and to provide an alternative location for utilities within the right-of-way or easements.

Programs

- Coordinate with Metro and non-profit partners to develop pedestrian-focused educational programs and events for Gresham residents.
- Work with partner jurisdictions and School Districts to increase Safe Routes to School infrastructure installations and programming at schools, including pedestrian safety programs and other local events that promote pedestrian safety.

POLICY 4: CREATE A WALKING NETWORK THAT ENCOURAGES PHYSICAL AND MENTAL HEALTH.

Action Measures:

- Promote health through connections to healthy food stores and programmatic opportunities for physical activity, social connections, and positive interactions among people.
- Educate all users of Gresham's transportation systems about the health benefits of walking.
- Coordinate with the Parks department to identify and incorporate in the path and trail system any special or unique sites for nature trails, scenic walkways, exercise circuits, or other special purpose trails.

Bicycle System

POLICY 1: DEVELOP A BICYCLE NETWORK THAT IS EASY TO USE, CONTINUOUS, CONNECTED, SAFE, AND EQUITABLE.

Action Measures:

Equity

- Increase mobility and accessibility for underserved communities by improving the bicycle network through equitable investments in infrastructure and programs.
- Ensure bicycle infrastructure is accessible and addresses the needs of everyone who uses it, including youth, seniors, and people of all abilities, races, ethnicities and incomes.

Connections

- Prioritize network connections to key destinations, such as stores that sell healthy food, jobs, schools, parks, natural areas, commercial areas and transit stops.
- Integrate on-street bike lanes and facilities with multi-use paths and other bicycle facilities into a complete network.
- Acquire access easements along major utility corridors and abandoned railroad rights-of-way for the expansion of the bicycle network.

Coordination

- Support the Metro Regional Active Transportation Plan and implement the adopted regional bicycle network.
- Coordinate with state, regional, and local agencies as well as community-based organizations, nonprofit organizations and other groups in planning and developing the regional trail and greenway segments within Gresham.

Parking

- Require preferential parking and accessibility for bicycles for all multi-family, commercial, industrial, and community service uses.
- Require secure bicycle parking that meets Gresham bicycle parking code standards.

Programs

- Promote TriMet's "Bicycles on Transit," and similar programs that have the intent of increasing the number of bicyclists using transit.
- Maintain and continue to promote the City-owned bicycle fleet for official employee use.
- Continue the City's bicycle count program and work with Metro and Portland State University to stream data into PSU's PORTAL for archiving, visualization and public access.

Infrastructure

- Design bicycle facilities using regional and national best practice guidance, such as Metro's Designing Livable Streets and Trails and NACTO's Urban Street Design Guide.
- Implement design options that reduce traffic speed, while providing bicycle facilities as part of the local street improvements and neighborhood traffic control projects.
- Stripe bicycle lanes with street resurfacing projects or improvements.
- Install detector loops and other technologies that allow bicyclists to trigger traffic lights while traveling on the road.
- Implement projects in a cost-effective manner, for example leveraging grant funds or partnering with existing development activity.
- Require bicycle accessibility within residential, commercial, industrial, and institutional use (particularly schools) development proposals submitted to the City.

POLICY 2: INCREASE BICYCLE SAFETY ON THE BICYCLE NETWORK THROUGH INFRASTRUCTURE IMPROVEMENTS AND SAFETY PROGRAMS.

Action Measures:

Infrastructure

- Prioritize safety improvements on arterials and collectors where the most bicycle crashes occur. Identify and prioritize these projects in the Transportation and Footpaths Capital Improvement Programs.
- Complete Gresham's network of multi-use paths to provide a safe place for bicyclists separated from vehicles.
- Construct the Gresham Greenways network of low-speed shared streets to provide an alternative to travel on high-speed arterial and collector streets.
- Work with the appropriate jurisdiction to remove and prevent barriers, obstructions and hazards from bicycle facilities.
- Establish a bicycle facility maintenance schedule and a procedure for quick response to bicycle facility maintenance and safety problems.

Programs

- Work with partner jurisdictions and School Districts to increase Safe Routes to School infrastructure installations and programming at schools, including bicycle safety programs, bicycle “rodeos,” and other local events that promote bicycle safety.
- Work with partner jurisdictions and non-profit organizations to promote bicycle encouragement events, such as the Get There Challenge each year.
- Distribute and periodically update the Gresham Bicycle Map and coordinate with Multnomah County to update the County bicycle map.

POLICY 3. CREATE A BICYCLE NETWORK TO ENCOURAGE AND SUPPORT PHYSICAL AND MENTAL HEALTH.

Action Measures:

- Promote health through connections to healthy food stores and programmatic opportunities for physical activity, social connections, and positive interactions among people.
- Coordinate with partners to educate all users of Gresham’s transportation systems about the health benefits of bicycling.

Transit System

POLICY 1: ADVOCATE FOR CONVENIENT, EXPANDED TRANSIT SERVICE WITHIN GRESHAM AND THE EAST MULTNOMAH COUNTY AREA.

Action Measures:

- Support TriMet’s Forward Together service concept to create a grid of service to serve the most areas with potential high ridership and people with low incomes.
- Encourage TriMet to provide transit service for Gresham that improves frequency of service on all routes, and improves route coverage for north-south routes.
- Partner with regional agencies, and transit providers to improve bus travel times by prioritizing bus movements through congested areas.
- Encourage the public to utilize mass transit to reduce single occupant automobile use, efficiently use of the road system, improve air quality, and improve public health.
- Promote logical extensions of the transit system to key destinations, such as a Gresham loop to Mount Hood Community College.

POLICY 2: ENCOURAGE FIRST/LAST-MILE SERVICES SUPPLEMENTING FIXED-ROUTE TRANSIT TO MEET THE CURRENT AND PROJECTED TRANSPORTATION NEEDS OF GRESHAM.

Action Measures:

- Advocate and support cost-effective and flexible transit service for the Gresham area, such as:
 - Small vehicle bus service on some feeder bus routes;
 - Paratransit and demand-responsive services such as bus pools, shared-ride taxis, carpools and van pools as an alternative to fixed route, large bus service and single occupant automobile use; and
 - Contracted, demand-responsive bus service provided by local providers using small vehicles where large bus, fixed route service is not yet justified by existing population and employment.
- Advocate for and support frequent and connected transit service to and within Gresham, including limited need for transfers between key employment, residential and inter-modal transfer areas.
- Advocate for enhanced transit service serving primary residential, employment, and commercial areas.

Feeder bus service:

Bus service between MAX stations and bus stops.

Paratransit: A shared-ride public transportation service for people who are unable to use regular buses or trains due to a disability or disabling health condition (TriMet).

POLICY 3: PROMOTE THE DEVELOPMENT OF A TRANSIT SYSTEM THAT MAXIMIZES ACCESSIBILITY, ESPECIALLY FOR PEOPLE WITH LOW INCOMES.

Action Measures:

- Encourage development of a local and regional transit system that improves Gresham's regional accessibility and access to jobs.
- Work with transit providers to extend transit service to areas of the city that do not have adequate transit service and have a higher concentration of people with low-incomes.
- Work with transit providers to encourage transit service that addresses the special needs of the transit dependent e.g., the elderly and people without a car, people with disabilities and/or people experiencing poverty.
- Encourage safe and convenient access to transit via bicycle and pedestrian modes.
- Encourage development patterns that provide access to transit services.
- Work with TriMet to provide secure and convenient bicycle parking at light rail stations and transit centers, considering TriMet's Bicycle Parking Guidelines.
- Encourage intensive development in the transit corridors and transit station areas, especially near light rail stations that create high levels of pedestrian activity. Implement Community Development Plan policies, land use patterns, standards, capital improvement plans, and specific strategies that support increased transit ridership and are compatible with light rail station area design. Provide safe, direct, and attractive pedestrian circulation between stations and adjacent commercial and residential areas; reduce the number and length of vehicular trips, and minimize the amount of land used for private off-street parking.

POLICY 4: ASSIST IN THE DEVELOPMENT OF A SAFE TRANSIT SYSTEM.

Action Measures:

- Design and build sidewalks, pathways and crossings to transit that are free of hazards and minimize conflicts with external factors such as noise, vehicular traffic, and protruding architectural elements.
- Work with TriMet to identify and implement safety features (including shelters, lighting, real-time information, and emergency or pay telephones) and enforcement at bus stops, transit centers, and MAX stations.

Transportation Demand Management

POLICY: IMPLEMENT TRANSPORTATION DEMAND MANAGEMENT PROGRAMS AND STRATEGIES THAT REDUCE THE NEED FOR SINGLE-OCCUPANT VEHICLE (SOV) TRAVEL AND MAKE WALKING, BICYCLING, AND TAKING TRANSIT MORE CONVENIENT FOR ALL TRIPS TO AND WITHIN GRESHAM.

Action Measures:

- Support public/private partnerships between regional partners, local agencies, and local businesses such as Transportation Management Associations.
- Develop and implement a citywide parking strategy and investigate other measures that reduce parking demand. Ensure these strategies are equitably employed to ensure people experiencing poverty are not disproportionately impacted.
 - Measures may include market-based strategies such as parking pricing, parking meters, and congestion pricing to promote more compact land use development, increase bicycle, transit and pedestrian mode share, reduce vehicle miles traveled (VMT), and encourage more efficient use of resources.
- Adopt transit supportive design standards for developments in districts near transit station areas and along designated transit corridors.
- Continue the City's Employee Commute Program to reduce the number of auto trips made by City employees.
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- Work with local employers, especially those affected by the DEQ Employee Commute Option Rules, to promote telecommuting, flexible work hours and compressed work weeks, the regional carpool matching database, the statewide carpool, employee SmartTrips program, and other transportation demand management strategies.

- Update and maintain traveler information, including wayfinding signage for users of the bicycle and pedestrian systems.
- Support the installation of end-of-trip facilities such as short- and long-term bicycle parking and showers for commuters using active forms of transportation.
- Support efforts to reach residents with travel options information through such opportunities as new resident outreach and individualized marketing campaigns.
- Support and participate in state and regional programs aimed at reducing greenhouse gases and other harmful emissions.

Parking Management

POLICY: MANAGE THE ON- AND OFF-STREET PARKING SUPPLY TO ENSURE THERE IS AN ADEQUATE BUT NOT EXCESSIVE AMOUNT OF PARKING AVAILABLE FOR ALL LAND USES.

Action Measures:

- Implement the Climate Friendly and Equitable Communities requirements by the State to either price 10% of all public parking or remove all required private parking.
- Manage the public parking supply per the principles as outlined in the Parking Management Manual and agreed upon with the Parking Work Group.
- Encourage construction of structured parking in Transit Districts, Civic Neighborhood, Downtown, and Central Rockwood areas to support transit use and encourage high-density development. If feasible, provide incentives in other districts of the city to encourage developers to provide decked or underground parking to reduce land devoted to parking lots.
- Encourage the development of joint-use parking agreements where one or more users share the same pool of parking. Identify existing sites with excess parking that could be shared with new users as an alternative to building new parking spaces. Ensure that Community Development Code regulations are sufficiently flexible to allow joint-use parking agreements.
- Provide encouragement and, where appropriate, technical support to employers with more than 100 employees who are, therefore, required to participate in DEQ's Employee Commute Option (ECO) Program designed to reduce the number of cars driven to work.
- Manage the curb zone area of the right-of-way to ensure flexibility and adaptability as parking and mobility technologies change.
- Use adjacent land use characteristics, building type, and other physical attributes to determine the appropriate curb use (e.g., on-street parking, pick-up/drop-off of passengers or freight, shared active transportation facilities, bikeways, transit stops, and enhanced transit stops).

Truck And Rail Freight System

POLICY: PROVIDE FOR THE SAFE AND EFFICIENT MOVEMENT OF TRUCK AND RAIL FREIGHT THROUGH AND WITHIN GRESHAM.

Action Measures:

- Provide for efficient and safe movement of freight when conducting traffic analyses and adopting multimodal street design standards.
- Require adequate on-site loading facilities and ensure the Gresham Regional Center and Rockwood Town Center have adequate access for street loading facilities.
- Ensure adequate accessibility and mobility to and between regional freight routes from commercial and industrial districts.
- Identify and correct safety problems on the freight network including roadway geometry and traffic control deficiencies, at-grade rail crossings, truck-infiltration into neighborhoods, congestion on grades, and the movement of hazardous materials.
- Cooperate with railroads to provide an adequate level of rail freight service.
- Preserve the rails to trails conversion of the Portland Traction line to the Springwater Trail as a “railbanked corridor,” in accordance with the Federal Rails to Trails Act, ensuring that the integrity of this corridor is maintained for possible return to rail use.

Passenger Rail

POLICY: SUPPORT FEDERAL, STATE, REGIONAL, AND PRIVATE INVESTMENTS IN PASSENGER RAIL SERVICE TO THE METROPOLITAN AREA.

Action Measures:

- Support cost-effective commuter and inter-city passenger rail projects that serve a demonstrated need.
- Support connections that make commuter and inter-city service accessible to Gresham residents by a variety of modes.

Passenger rail: Amtrak’s high-speed, inter-state and inter-national rail system.

Air Transportation System

POLICY: ENSURE THAT LAND USES IN GRESHAM ARE COMPATIBLE WITH AIRCRAFT NOISE EXPOSURE AND AIRCRAFT SAFETY.

Action Measures:

- Work with Port of Portland officials to identify and resolve land use compatibility issues.
- Participate in noise abatement activities with the Noise Abatement Advisory Committee and PDX staff.
- Ensure that the location and use of helicopter landing facilities are compatible with surrounding land uses.

Pipeline System

POLICY: ENSURE THAT LAND USES IN GRESHAM ARE COMPATIBLE WITH ESTABLISHED AND PLANNED PIPELINE CORRIDORS.

Action Measures:

- Identify and provide appropriate inter-modal access along pipeline corridors.
- Protect established and planned pipeline corridors from conflicts with incompatible land use development.
- Support the development of a regional pipeline system.