TRANSPORTATION

VISION: Corvallis is a hub in a regional transportation system that includes sustainable transportation modes for people and goods.

Goal 1: By 2015, efficient alternatives for transportation to destinations beyond Corvallis will be increased.

Strategy 1: Increase the use of existing transit system options, such as CTS and Amtrak.
  Action 1: Advertise existing transit system connections.
  Action 2: Promote maps showing points of connection between transit systems.
  Action 3: Make transit systems easier to use by decreasing wait times and coordinating fares.

Strategy 2: Strengthen transit system connections to other communities.
  Action 1: Encourage collaboration among local and regional transportation organizations.
  Action 2: Coordinate regional transit system schedules.
  Action 3: Increase transit system routes and runs throughout the region.

Strategy 3: Provide transportation to recreation areas.
  Action 1: Promote recreation transportation services, such as Peak Ski Bus, Coast to Valley Express, and Valley Retriever.
  Action 2: Promote Parks and Recreation outings with shared or provided transportation.

Goal 2: By 2020, community members will reduce per-capita gasoline consumption to 90 gallons annually, 50% below 2008 levels.

Strategy 1: Offer public and private incentives to encourage employees, shoppers, and students to walk, cycle, or use mass transit.
  Action 1: Expand hours, frequency, and range of city buses, and continue to offer fareless transit.
  Action 2: Provide incentives to walk, cycle, or bus to businesses, such as discounts and covered bike parking.
  Action 3: Provide free audits of transportation energy use so that people learn to meet their transportation needs more efficiently.

Strategy 2: Foster a culture of cycling in the community.
  Action 1: Assist people in overcoming barriers to cycling, such as physical ability, safety, wet weather, darkness, and carrying other people and goods.
  Action 2: Sponsor an annual World Car Free Day in Corvallis event.
  Action 3: Promote multigenerational cycling activities.

Strategy 3: Encourage the use of fuel-efficient and renewable energy vehicles.
  Action 1: Purchase fuel-efficient and renewable energy vehicles for fleets, such as at the City and OSU.
  Action 2: Promote fuel-efficient and renewable energy carshares.
  Action 3: Encourage people to use fuel-efficient and renewable energy vehicles, when owning or renting a personal vehicle is necessary.
Goal 3: By 2020, single occupancy motor vehicle trips will be reduced by 20% below 2008 levels.

**Strategy 1:** Encourage people to make long-term decisions that reduce or eliminate the need to own motor vehicles.
- **Action 1:** Assist people in setting personal annual goals for sustainable transportation.
- **Action 2:** Encourage people to live near their jobs, schools, shops, and places of recreation.

**Strategy 2:** Encourage organization members and employees to walk, bike, use mass transit, or carpool.
- **Action 1:** Encourage organizations to arrange carpooling to meetings and events.
- **Action 2:** Provide incentives for employees to commute sustainably.
- **Action 3:** Implement Transportation Demand Management (TDM) and support Employee Transportation Coordinators (ETC) at businesses and institutions.

**Strategy 3:** Implement land use strategies that encourage sustainable modes of transportation.
- **Action 1:** Support land use planning policies that result in walkable, bikeable, mixed-use neighborhoods.
- **Action 2:** Educate the public about “Healthy Streets,” which promote cycling and walking, in collaboration with the City of Corvallis.
- **Action 3:** Expand the network of multimodal paths and public transit to connect all community members to neighborhood centers and downtown.