



Proposed Actions

Education & Awareness

1. Develop and implement outreach programs with the goal of:
 - Increasing awareness and understanding of the rules of the road between different user types
 - Increasing awareness about transportation rule changes
 - Increasing awareness of alternative transportation options and benefits

Programs & Tools

1. Toolkits and Other Tools

- Develop apps for the following: (1)
 - Bike routes
 - Bike lane locations
 - Restroom locations
 - Walking routes
 - Transit options
 - Bike shops and bike resources

2. New Programs

- Establish better data collection programs for transit, car, bike, and pedestrian volumes around Bend for comparison and planning (3)
- Institute traffic calming programs (2)
- Develop and implement Bike Day programs at breweries (1)
- Facilitate development of more TMAs or parking districts with business associations and large employers (1)
- Develop and implement competitions between different neighborhoods for lower VMT
- Expand work from home programs
- Create a mobility on-demand program
- Develop “Safe Routes to School” programs
- Expand employer transit programs

Price Signals & Financial Incentives

- Incentivize shared rides through free shared ride promos on ride share apps (2)
- Create demand responsive parking fee structure (1)
- Implement downtown parking pricing
- Provide tax incentives to businesses who offer free delivery in alternative fuel vehicles
- Institute dynamic pricing and congestion pricing tactics
- Create incentives at small businesses for customers who bike instead of drive
- Put tolls on the parkway



- Create incentives targeted at employers for encouraging VMT reduction for its workers
- Create a tax incentive for employers to relocate to downtown core or existing employment centers

Public & Private Investments

1. Road and Vehicle Infrastructure

- Create separated bike lanes to improve safety (5)
- Improve connectivity between paths and bikeways with new connector projects
- Install bendable reflectors on bike lanes
- Implement a complete protected bike network (6)
- Implement the neighborhood bikeways/greenways program (1)
- Build dedicated transit and high occupancy vehicle lanes
- Install electric vehicle charging stations and other infrastructure deployment (1)
- Provide additional parking around the perimeter of downtown so people walk around in downtown more
- Create designated lanes and parking for electric vehicles

2. Other Facilities and Signage

- Install better wayfinding signage (4)
- Install better signage that helps users understand the rules of the road
- Improve signage in roundabouts
- Build public restroom facilities to make walking and biking more convenient
- Build a gondola between Old Mill and Downtown
- Create designated pick up and drop off locations for ride share companies to encourage ridesharing
- Implement a sidewalk infill and reconstruction program
- Build neighborhood transit hubs
- Build multimodal mobility hubs
- Build Park and Ride facilities in town
- Improve telecommunications infrastructure to improve work from home capabilities.
- Deploy highly visible bike and pedestrian counters in town

3. New Tools and Services

- Develop a community-wide electric vehicle charging infrastructure plan or needs assessment
- Create a city-wide bike share program (1)
- Provide free bike lights to low income residents
- Provide free bike locks to low income residents
- Deploy e-scooters and e-bikes in town (2)
- Provide a free shuttle during high congestion times
- Invest in technology based transit improvements
- Install technology to monitor and manage speeds
- Install lockable bike stations that allow you to lock your bike without carrying your own lock.
- Increase reach and frequency of bus service to large employers (1)



- Create private shuttle routes from Hawthorne Station to major employers
- Invest in an electric fleet for City vehicles
- Provide a free tourist shuttle between downtown and major hotels
- Build a commuter train between Madras and La Pine
- Develop bus rapid transit (BRT) programs

Regulations & Policies

- Require bike lights to improve safety
- Prioritize the low stress network in transportation planning
- Prioritize active transportation projects in transportation planning
- Enforce driving safety rules such as no cell phone use and speeding laws
- Create a VMT tax
- Make a policy to support rideshare companies that offset their carbon emissions
- Implement lower speed limits
- Obtain easements for public access in neighborhoods for trails
- Change parking space requirements for new construction
- Establish micro-mobility regulations
- Require or incentivize electric vehicle charging at multifamily buildings
- Require commercial or multifamily buildings are electric vehicle ready
- Make a policy to support ride share companies that use electric vehicles
- Define electric vehicle charging in local land use context
- List electric vehicle charging in zoning use tables
- Create zoning ordinances to ensure electric vehicle charging is permitted in logical locations

