

# Transportation

## Aspiration

Provide a safe, accessible, well-connected and resilient transportation system that connects people and places, supports economic vitality, aligns with regional land use goals, minimizes environmental impacts and promotes equitable, healthy, and sustainable mobility alternatives.

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## Goals, Strategies and Policies

### **Goal 1. Evolve the regional transportation system through innovation, technology and data.**

#### **Strategies:**

- 1.1. Identify:
  - a) transportation technologies that can improve efficiency, safety, and sustainability; and
  - b) emerging trends in autonomous vehicles, electric mobility and shared mobility.
- 1.2. Advance regional coordination through shared data platforms and performance metrics.
- 1.3. Provide technical assistance to municipalities to:
  - a) collect, analyze and interpret transportation data to inform municipal planning and project development; and
  - b) monitor infrastructure conditions using data-driven systems.
- 1.4. Prioritize:
  - a) technology solutions that benefit underserved or rural communities; and
  - b) cybersecurity and privacy while deploying technology solutions.
- 1.5. Partner with municipalities and transit providers to pilot innovative transportation solutions and determine their effectiveness and scalability across the region.
- 1.6. Promote:
  - a) real-time traveler information platforms to improve trip planning and system reliability; and
  - b) the integration of digital platforms with existing transportation infrastructure.
- 1.7. Discourage adoption of technologies that increase inequities or environmental harm.

#### **Policies:**

- 1.1. Support:
  - a) the integration of emerging technologies that improve efficiency, safety and sustainability into municipal and regional planning processes;
  - b) transportation innovation pilot programs (e.g. adaptive signal control, smart street lighting, low-cost sensors for road condition monitoring) to determine scalability and effectiveness across the region;
  - c) partnerships between state agencies, municipalities, transit providers and private technology vendors to advance innovation;
  - d) the collection, analysis, interpretation and distribution of transportation data to support investment decisions;
  - e) the use of geographic information systems and asset management systems in transportation decision-making;

- f) electric and alternative-fuel vehicles for municipal fleets, public transit, and regional services; and
  - g) research initiatives that test rural transportation technology applications in the Central Vermont region.
- 1.2. Employ:
- a) consistent data standards to promote interoperability among local, regional and state transportation datasets; and
  - b) technology in public engagement, including online mapping tools, surveys, and visualizations to broaden participation in transportation planning.
- 1.3. Oppose:
- a) transportation projects that do not demonstrate long-term adaptability or measurable public benefit;
  - b) the adoption of technologies that increase inequities for rural or underserved communities or have negative environmental impacts; and
  - c) pilot programs that do not include clear performance metrics.

## **Goal 2. Diversify regional coordination in transportation planning.**

### **Strategies:**

- 2.1. Identify stakeholders across municipalities, community organizations, transit providers and state agencies.
- 2.2. Implement regular coordination meetings and stakeholder planning workshops to align regional priorities.
- 2.3. Integrate diverse perspectives, including equity, environmental and economic considerations, into planning.
- 2.4. Evaluate the effectiveness of coordination mechanisms and update strategies as needed.
- 2.5. Partner with municipalities, regional planning commissions and state agencies to share best practices.
- 2.6. Provide:
  - a) technical assistance, tools and resources to municipalities to facilitate coordinated, regional transportation planning; and
  - b) workshops and shared planning sessions to align transportation goals across municipal boundaries.
- 2.7. Promote:
  - a) cross-jurisdictional project prioritization to maximize regional benefits; and
  - b) regional land use and transportation alignment through joint planning initiatives.
- 2.8. Prioritize:
  - a) partnerships that support long-term resilience and system sustainability; and
  - b) engagement strategies that include rural, low-income, elderly, underserved and historically marginalized communities in transportation decision-making.

### **Policies:**

- 2.1. Support:
  - a) the integration of transportation equity considerations into all municipal and regional planning initiatives and capital investment programs;

- b) collaboration among municipalities, community organizations, transit providers, state agencies and regional partners in regional transportation planning;
- c) municipal participation in regional transportation advisory committees, data and resource-sharing initiatives, corridor studies and project development efforts;
- d) the creation of intermunicipal agreements that formalize coordination on road maintenance, transit planning and shared equipment;
- e) partnerships with transit providers, employers and advocacy organizations to develop coordinated mobility management programs;
- f) public outreach approaches that include multilingual communication and accessible meeting formats;
- g) engagement efforts that include low-income, elderly and disabled residents in transportation decision-making;
- h) rural, underserved and historically marginalized communities in public engagement and planning processes.

2.2. Employ:

- a) inclusive engagement practices that center the voices of historically underserved communities; and
- b) municipal and regional coordination to align transportation investments with land use, economic development and climate mitigation goals.

2.3. Require:

- a) regionally significant transportation proposals demonstrate consultation with affected municipalities and alignment with regional land use goals before Regional Planning Commission support is granted;
- b) municipal transportation project funding proposals demonstrate alignment with regional planning goals before Regional Planning Commission support is granted; and
- c) regional plan updates reflect coordinated strategies and equity considerations.

2.4. Oppose:

- a) transportation projects developed without municipal engagement and planning approaches that exclude marginalized or underserved communities from decision-making; and
- b) transportation projects that lack alignment with municipal or regional plans.

### **Goal 3. Reduce transportation-related greenhouse gas emissions.**

#### **Strategies:**

3.1. Identify high-emission transportation corridors.

3.2. Promote:

- a) sustainable transportation behaviors and low-carbon commuting options through public education campaigns;
- b) local adoption of anti-idling ordinances;
- c) shared mobility, carpooling and transit ridership;
- d) integrated land use and transportation planning to reduce trip distances and single-occupancy vehicle reliance; and
- e) electric vehicle adoption through charging infrastructure and incentive programs.

3.3. Provide technical assistance to municipalities to:

- a) preserve greenspace and natural areas while planning transportation improvements;
  - b) assess and reduce transportation emissions through fleet management, land use planning and local policy tools;
  - c) identify and implement projects that promote EV adoption, idle-reduction and low-carbon travel options; and
  - d) integrate greenhouse gas inventories and emission reduction targets and strategies into municipal transportation, energy and capital improvement plans.
- 3.4. Evaluate:
- a) emission reductions from projects, programs and policies; and
  - b) the effectiveness of transportation projects, programs and policies greenhouse gas reductions.
- 3.5. Prioritize:
- a) infrastructure and programmatic strategies that support transit, biking and walking;
  - b) interventions in high-emission transportation corridors;
  - c) investment in projects that have measurable greenhouse gas reduction benefits; and
  - d) funding for multi-modal infrastructure that reduces reliance on fossil fuels.
- 3.6. Align transportation projects with state climate action and clean energy goals.
- 3.7. Discourage investments that increase emissions or lock in high-carbon travel patterns.
- 3.8. Participate in state and national initiatives tracking transportation emissions.

### **Policies:**

- 3.1. Support investments in:
- a) electric vehicle charging infrastructure;
  - b) transit, biking and walking infrastructure in high-volume corridors; and
  - c) multimodal infrastructure that reduces reliance on single-occupancy vehicles and enhances options for walking, biking and transit.
- 3.2. Support:
- a) fleet electrification and alternative-fuel adoption for municipal fleets;
  - b) investments in park-and-ride facilities and mobility hubs that connect rural residents to transit and rideshare services;
  - c) partnerships with utilities, municipalities and private providers to advance clean energy transportation solutions; and
  - d) municipal transportation planning that aligns with state climate and clean energy initiatives.
- 3.3. Before Regional Planning Commission support is granted, require:
- a) municipal energy and transportation plans to align with the state's greenhouse gas reduction targets; and
  - b) municipal projects to demonstrate alignment with regional and state climate action goals.
- 3.4. Employ:
- a) greenhouse gas emissions data as a performance metric for project selection and regional prioritization; and

- b) scenario planning to evaluate the greenhouse gas implications of alternative growth and transportation investment strategies.

3.5. Oppose:

- a) transportation projects that would result in significant increases in greenhouse gas emissions or reduce opportunities for mode shift;
- b) new roadway capacity projects that induce additional vehicle travel unless clear mitigation measures are demonstrated;
- c) investments in transportation infrastructure that undermine climate action goals, increase emissions or perpetuate high-carbon travel patterns; and
- d) municipal policies or projects that increase reliance on single-occupancy vehicle travel.

## **Goal 4. Increase the safety of the transportation system for all users.**

### **Strategies:**

4.1. Promote:

- a) awareness of vulnerable road users;
- b) Complete Streets policies to integrate safety for all modes and users;
- c) design standards that protect pedestrians, cyclists and transit users;
- d) traffic calming measures in villages and neighborhoods to improve pedestrian safety;
- e) the preservation and maintenance of signage, markings and lighting to improve visibility and help travelers orient themselves; and
- f) the integration of safety audits into all phases of project development and maintenance.

4.2. Evaluate crash data to guide project planning.

4.3. Prioritize transportation infrastructure investments:

- a) in corridors with a history of safety concerns; and
- b) that reduce fatalities and serious injuries.

4.4. Partner with law enforcement and public health agencies to advance education and outreach programs that promote safe travel behaviors.

4.5. Provide technical assistance to municipalities to:

- a) develop local road safety plans that include traffic calming, crosswalk upgrades and pedestrian / bicycle improvements;
- b) improve road and intersection design; and
- c) conduct road safety audits and identify high-crash locations and high-risk corridors.

4.6. Align regional safety goals with the national Vision Zero framework.

### **Policies:**

4.1. Support:

- a) roadway and intersection designs that reduce crashes and protect pedestrians, cyclists and transit riders;
- b) investments in traffic calming measures, crosswalks and bike lanes;
- c) educational campaigns promoting safe travel behaviors for all users;
- d) accessibility improvements to reduce elderly and disabled road user risk;
- e) funding requests for the maintenance of signs, markings and lighting to improve traveler safety;

- f) local and regional safety audits for high-risk corridors; and
- g) regional sharing of best practices for roadway safety improvements.
- 4.2. Require proposals for transportation infrastructure development consider pedestrian and bicycle safety before granting Regional Planning Commission support.
- 4.3. Oppose:
  - a) roadway designs that prioritize vehicle speed over safety; and
  - b) design and construction practices that create unsafe travel conditions.
- 4.4. Employ technology solutions to enhance real-time safety monitoring.

## **Goal 5. Evolve regional transportation infrastructure and services toward a resilient network capable of withstanding extreme weather events with minimal disruption.**

### **Strategies:**

- 5.1. Promote:
  - a) asset management systems for monitoring and assessing infrastructure condition;
  - b) redundancy in the network to ensure alternate routes during disruptions;
  - c) maintenance and reinvestment in critical and high-use corridors; and
  - d) the integration of hazard mapping and climate projections into infrastructure design and construction practices to improve long-term resilience.
- 5.2. Provide technical assistance to municipalities to:
  - a) identify transportation assets most vulnerable to flooding, erosion, climate change and extreme weather and integrate risk data and maps into transportation planning and emergency response;
  - b) prioritize transportation network upgrades through hazard mitigation and capital planning;
  - c) implement climate adaptation strategies for transportation infrastructure;
  - d) evaluate the cost-effectiveness of resilience measures;
  - e) access state and federal resilience funding; and
  - f) complete road, bridge and culvert inventories.
- 5.3. Advance nature-based solutions to reduce infrastructure damage and improve stormwater management.
- 5.4. Preserve and restore natural systems that buffer transportation assets from climate impacts.
- 5.5. Prioritize investments that maintain access to essential services during emergencies.

### **Policies:**

- 5.1. Require funding proposals to increase network resilience consider the equitable distribution of benefits before Regional Planning Commission support is granted.
- 5.2. Support:
  - a) infrastructure upgrade priorities that enhance resilience in critical corridors;
  - b) municipal climate adaptation planning for roads, bridges and culverts;
  - c) nature-based solutions to manage stormwater and reduce transportation infrastructure damage;
  - d) infrastructure redundancy to ensure alternative routes during disruptions;
  - e) municipal access to state and federal resilience funding programs; and

- f) municipal training on climate-resilient construction practices.
- 5.3. Employ:
  - a) monitoring and evaluation to measure the effectiveness of resilience investments; and
  - b) asset management systems to monitor infrastructure condition and risks.
- 5.4. Oppose construction of transportation infrastructure in high-risk flood or erosion zones without appropriate mitigation.

**Goal 6. Maintain and enhance the performance of existing transportation assets to provide efficient, reliable, and cost-effective mobility for people, goods and freight.**

**Strategies:**

- 6.1. Identify municipal transportation infrastructure in poor or critical condition.
- 6.2. Provide technical assistance to municipalities to:
  - a) align maintenance and upgrade priorities with regional land use and economic development goals;
  - b) implement asset management programs to guide maintenance and capital planning;
  - c) integrate multimodal considerations in infrastructure maintenance planning;
  - d) advance operational strategies that enhance traffic flow and reduce delays;
  - e) conduct cost-benefit analyses to guide investment decisions for existing assets;
  - f) leverage state and federal funding for system preservation; and
  - g) develop and implement cost-effective repair and rehabilitation practices.
- 6.3. Promote:
  - a) the preservation of existing roads and bridges through timely preventative maintenance;
  - b) innovative materials and construction methods to extend asset life;
  - c) municipal coordination on transportation infrastructure maintenance;
  - d) municipal transportation infrastructure maintenance plan alignment with regional land use and economic development priorities;
  - e) investment in economically vital freight routes and high-use corridors;
  - f) efficient freight movement through improved infrastructure and logistics coordination; and
  - g) investment in high-use corridors and economically vital freight routes.
- 6.4. Discourage deferred maintenance practices that increase long-term costs, compromises safety or reduces network efficiency.

**Policies:**

- 6.1. Support:
  - a) funding requests for maintenance and rehabilitation projects;
  - b) projects that improve system reliability and reduce lifecycle costs;
  - c) municipal asset inventories to identify critical infrastructure in need of maintenance and guide capital planning; and
  - d) municipal access to federal and state funding for infrastructure preservation.
- 6.2. Require major rehabilitation projects demonstrate alignment with regional priorities before Regional Planning Commission support is granted.
- 6.3. Employ technology to improve maintenance scheduling and resource allocation.

## **Goal 7. Expand affordable and accessible transportation options that connect all residents to jobs, housing, education and essential services.**

### **Strategies:**

- 7.1. Advance programs that reduce transportation costs for low-income households.
- 7.2. Provide technical assistance to municipalities to:
  - a) plan accessible infrastructure such as sidewalks, bus shelters and mobility hubs;
  - b) integrate housing, employment and transportation access for underserved populations;
  - c) identify opportunities for service expansion or coordination;
  - d) assess transit ridership and service coverage to guide future improvements;
  - e) identify underserved populations and areas with limited transportation access.
- 7.3. Promote:
  - a) equitable investment in transportation infrastructure throughout the region;
  - b) mobility improvements in areas with high concentrations of zero-car households;
  - c) the integration of public transit, paratransit and human service transportation networks;
  - d) the alignment of transit routes and schedules with regional housing, education and employment centers; and
  - e) demand-responsive and shared-ride services to fill rural transportation gaps.
- 7.4. Prioritize the preservation of existing transit services for vulnerable populations.
- 7.5. Participate in partnerships that coordinate regional mobility management and funding.

### **Policies:**

- 7.1. Support funding requests:
  - a) for accessible infrastructure such as curb ramps, bus shelters and wayfinding systems; and
  - b) services that connect rural residents to regional destinations.
- 7.2. Support:
  - a) municipal planning for accessible sidewalks, bus shelters and mobility hubs;
  - b) programs that reduce transportation costs for low-income households;
  - c) municipal expansion or coordination of services for people with disabilities;
  - d) coordination among transit providers to maximize regional mobility; and
  - e) investments in zero-car household mobility improvements.
- 7.3. Require:
  - a) equitable distribution of transportation investments across communities;
  - b) identification of underserved populations and areas with limited transportation access; and
  - c) alignment of municipal and regional plans to ensure connected service coverage.
- 7.4. Oppose service reductions that disproportionately affect vulnerable populations.

## **Goal 8. Incentivize healthy, active and sustainable travel.**



**Strategies:**

- 8.1. Identify gaps in pedestrian and bicycle infrastructure.
- 8.2. Provide technical assistance to municipalities to:
  - a) implement Complete Streets, Safe Routes to School and active transportation initiatives;
  - b) update municipal plans, zoning bylaws and subdivision regulations to support the development of walkable, mixed-use areas;
  - c) develop walking and biking master plans;
  - d) integrate active transportation design standards into municipal bylaws and the development review process;
  - e) integrate active transportation standards into the development review process; and
  - f) align transportation planning initiatives with regional air quality goals.
- 8.3. Promote:
  - a) public awareness of the benefits of active and sustainable travel;
  - b) public investment in sidewalks, crosswalks and bike lanes where, especially safety risks are greatest;
  - c) the preservation of right-of-way corridors for future active transportation and transit expansion; and
  - d) regional trail connections that link towns, schools and recreational areas.
- 8.4. Partner with public health organizations to:
  - a) align transportation and wellness goals; and
  - b) promote active mobility and sustainable commuting.
- 8.5. Evaluate the health impacts of transportation projects during the planning and design phases.
- 8.6. Prioritize active transportation improvements that benefit underserved populations.
- 8.7. Discourage roadway expansions that increase vehicle dependence.

**Policies:**

- 8.1. Support:
  - a) new development in walkable areas served by transit;
  - b) municipal implementation of Complete Streets and Safe Routes to School programs;
  - c) the development of walking and biking master plans;
  - d) municipal grant applications for sidewalks, crosswalks and bike lanes;
  - e) regional trail connections linking villages and downtowns to schools and recreation areas;
  - f) education campaigns promoting the benefits of active travel; and
  - g) municipal grant applications for bike-share and pedestrian infrastructure.
- 8.2. Require municipal plans, zoning bylaws and subdivision regulations accommodate walkable, mixed-use areas.
- 8.3. Oppose:
  - a) roadway expansions that increase vehicle dependence; and
  - b) barriers to non-motorized travel in public rights-of-way.

## **Goal 9. Transform regional connectivity by improving links between all modes of transportation to create a seamless, equitable and inclusive network for all users.**

### **Strategies:**

- 9.1. Identify:
  - a) key multimodal hubs and corridors for infrastructure improvement; and
  - b) barriers to mode integration in the transportation network.
- 9.2. Provide technical assistance to municipalities to:
  - a) plan park-and-ride lots, transit hubs and trail linkages; and
  - b) implement design standards that support smooth transfers between modes.
- 9.3. Promote:
  - a) the alignment of multimodal infrastructure with land use planning;
  - b) the integration of regional transit, trail and road planning to improve system efficiency;
  - c) improved coordination among transit providers, freight operators and municipalities;
  - d) wayfinding and signage improvements to simplify multimodal navigation; and
  - e) public-private partnerships to expand intercity and regional transportation options.
- 9.4. Prioritize equity considerations in connectivity improvements to ensure benefits reach rural and underserved communities.
- 9.5. Participate in regional coordination efforts to advance integrated mobility planning.

### **Policies:**

- 9.1. Support funding requests for:
  - a) funding requests for intermodal infrastructure upgrades;
  - b) multimodal nodes that serve multiple communities; and
  - c) wayfinding and signage improvements to simplify navigation.
- 9.2. Support:
  - a) partnerships among transit providers, freight operators, and municipalities;
  - b) municipal coordination to optimize system efficiency; and
  - c) public engagement in multimodal network planning.
- 9.3. Require equity considerations in connectivity improvements to benefit rural and underserved communities.
- 9.4. Employ design standards that support smooth transfers between transportation modes.
- 9.5. Oppose infrastructure projects that reduce the potential for seamless travel between modes.

## **Goal 10. Incentivize transportation investments to reinforce compact land use patterns, support planned growth areas and strengthen regional economic vitality.**

### **Strategies:**

- 10.1. Identify priority growth centers where transportation investment can support compact development.
- 10.2. Promote:

- a) transportation improvements that strengthen downtowns and village centers;
- b) infill development and the redevelopment of areas with existing services; and
- c) multimodal infrastructure in designated growth centers.

10.3. Provide technical assistance to municipalities to:

- a) integrate land use and transportation planning;
- b) implement corridor planning to connect growth areas to employment and housing centers;
- c) integrate freight and logistics planning into economic development initiatives;
- d) align transportation funding decisions with municipal and regional plans;
- e) update zoning bylaws and subdivision regulations to align development incentives with multimodal access; and
- f) coordinate capital planning and infrastructure investments.

10.4. Evaluate the return on investment of major transportation infrastructure projects based on long-term land use and economic outcomes.

10.5. Participate in regional coordination efforts to align funding and policy priorities across economic development and transportation agencies.

**Policies:**

10.1. Support:

- a) regional coordination of funding and policy priorities across municipalities;
- b) state and regional investment in projects that promote compact, walkable communities; and
- c) the evaluation of long-term land use and economic impacts of major transportation projects.

10.2. Require:

- a) the integration of land use and transportation planning in municipal project proposals; and
- b) the alignment of funding proposals with municipal and regional plans for Regional Planning Commission support to be granted.

10.3. Employ:

- a) corridor planning to connect growth areas to employment and housing centers; and
- b) scenario analysis to assess transportation–land use interactions under future conditions.

10.4. Oppose investments that encourage sprawl or undermine compact growth goals.

**Goal 11. Limit adverse visual, cultural and environmental impacts of the transportation network.**

**Strategies:**

11.1. Identify and map scenic, cultural and environmentally sensitive areas along existing and planned transportation corridors.

11.2. Promote:

- a) landscaping and restoration practices that improve the appearance of transportation facilities;
- b) design solutions that respect historic and cultural landscapes;
- c) the preservation of roadside vegetation, tree canopies, scenic vistas and historic routes that contribute to community character;

- d) low-impact materials and construction methods in the project design process; and
- e) coordination with state agencies and local stakeholders to mitigate transportation project impacts on historic and natural resources.
- 11.3. Provide technical assistance to municipalities to:
  - a) implement context-sensitive design principles in roadway and infrastructure projects;
  - b) integrate visual impact assessments into the transportation planning process;
  - c) update zoning bylaws to limit the impacts of signage and lighting on scenic resources; and
  - d) prioritize mitigation efforts where transportation impacts are unavoidable.
- 11.4. Evaluate transportation projects for noise, light pollution and environmental and cultural resource impacts.
- 11.5. Participate in collaborative initiatives to protect and enhance Vermont's scenic byways.

#### **Policies:**

- 11.1. Support funding requests for:
  - a) landscaping and restoration practices that improve infrastructure appearance;
  - b) design solutions that respect historic, cultural and scenic landscapes;
  - c) municipal technical assistance for context-sensitive design implementation;
  - d) mitigation measures where impacts are unavoidable;
  - e) the evaluation of noise, light pollution and environmental impacts from transportation improvements; and
  - f) initiatives to protect scenic byways.
- 11.2. Employ low-impact materials and construction methods in project design.
- 11.3. Require:
  - a) visual impact assessments in transportation project planning; and
  - b) compliance with local and state scenic corridor standards for Regional Planning Commission support to be granted.
- 11.4. Oppose infrastructure designs that degrade historic or cultural resources.

### **Goal 12. Increase transportation equity by ensuring all residents benefit fairly from transportation investments, infrastructure improvements and mobility services.**

#### **Strategies:**

- 12.1. Identify transportation barriers faced by disadvantaged populations.
- 12.2. Advance inclusive community engagement practices in all planning efforts.
- 12.3. Provide technical assistance to municipalities to integrate equity and accessibility analyses into project selection, design and evaluation.
- 12.4. Promote:
  - a) the collection and use of demographic data to guide equitable decision-making;
  - b) training for municipalities on inclusive transportation planning; and
  - c) outreach and education for limited-English-proficiency residents.
- 12.5. Participate in statewide initiatives that:

- a) integrate equity into transportation funding and governance;
- b) preserve existing mobility services critical to seniors and people with disabilities; and
- c) aim to improve transportation access for vulnerable groups.

**Policies:**

- 12.1. Support:
  - a) investment in communities with limited transportation options;
  - b) inclusive community engagement practices in transportation planning;
  - c) municipal integration of equity and accessibility analyses into project selection and design;
  - d) equitable access to emerging transportation technologies;
  - e) language access and outreach for limited-English-proficiency residents;
  - f) participation in statewide initiatives integrating equity into transportation funding and governance;
  - g) coordination of regional mobility programs to ensure equitable service coverage.
- 12.2. Require:
  - a) preservation of mobility services critical to seniors and people with disabilities;
  - b) transportation projects to demonstrate fair distribution of benefits; and
  - c) evaluation of equity outcomes for major investments.
- 12.3. Employ:
  - a) demographic data to guide equitable decision-making;
  - b) equity considerations in transit and active transportation planning.
- 12.4. Limit investments that disproportionately favor higher-income or better-served communities.
- 12.5. Oppose decisions that create new disparities in transportation access.

**Goal 13. Expand transportation access to recreation and tourism destinations to enhance visitor experiences and support local economies.**

**Strategies:**

- 13.1. Identify key recreation and tourism destinations that would benefit from improved access.
- 13.2. Provide technical assistance to municipalities to:
  - a) plan and implement multimodal connections to parks, trails, and downtowns;
  - b) integrate transportation improvements with municipal recreation and tourism plans;
  - c) coordinate signage, wayfinding and parking strategies for tourism corridors;
  - d) plan visitor infrastructure in areas with sufficient services and parking;
  - e) employ data to understand visitor travel behavior and guide investment decisions; and
  - f) prioritize maintenance of roads and trails that serve key recreational corridors.
- 13.3. Promote:
  - a) marketing and outreach for sustainable travel to recreation areas;
  - b) shuttle and park-and-ride systems serving major recreation areas;

- c) safe pedestrian and bicycle routes linking towns to nearby recreation sites;
  - d) the alignment of seasonal transportation services with major tourism events and peak travel periods; and
  - e) coordination between tourism organizations and transportation providers.
- 13.4. Evaluate transportation investments for their potential to expand local tourism economies.

**Policies:**

- 13.1. Require integration of transportation improvements with municipal recreation and tourism plans to receive Regional Planning Commission support.
- 13.2. Support funding requests to implement:
- a) coordinated signage, wayfinding and parking strategies;
  - b) shuttle and park-and-ride systems serving major recreation areas; and
  - c) safe pedestrian and bicycle routes connecting towns to recreation sites;
- 13.2. Support:
- a) marketing and outreach for sustainable travel to recreation areas;
  - b) municipal planning of multimodal connections to parks, trails, and downtowns; and
  - c) municipal technical assistance for multimodal recreational planning.
- 13.3. Employ data to guide investment decisions based on visitor travel behavior.
- 13.4. Oppose development that limits safe and accessible travel to recreation destinations.