EXECUTIVE SUMMARY

PLAN CONTEXT
This Integrated Transportation Plan (ITP) is based on the multimodal transportation vision set forth in the 2012 Update to the Town and County Comprehensive Plan and implements policies, goals and objectives developed in Chapter 3 of Section 7 of said plan:

“Residents and visitors will safely, efficiently, and economically move within our community and throughout the region using alternative transportation.”

GUIDING PRINCIPLES FROM THE COMPREHENSIVE PLAN
- Meet future transportation demand through the use of alternative modes
- Create a safe, efficient, interconnected, multi-modal transportation network
- Coordinate land use and transportation planning

PLAN DEVELOPMENT
A Technical Advisory Committee (TAC) made up of staff of the Town, County and Wyoming Department of Transportation (WYDOT) guided the planning process throughout 2014. Extensive public outreach included interviews with community leaders and two public workshops attended by more than 190 people.

PLAN HORIZONS
The Integrated Transportation Plan will be implemented over a twenty-year period. The plan is divided into three time frames as illustrated in Figure ES-1. These include: immediate actions to be implemented in the three years after Plan adoption; high priority actions to be implemented in the first ten years; and a benchmarking system to guide long range actions through 2035. A technical update will occur in 2019 with a full update of the ITP to occur in 2024.
PLAN SCENARIO

The Plan Scenario is a quantitative and qualitative description of the overall program direction and primary outcomes intended by this Integrated Transportation Plan (ITP). Achievement of the Plan Scenario would represent a significant change in trajectory from the Baseline Scenario. Key indicators for both Scenarios are shown in Table ES-1 for the horizon years of 2024 and 2035.

The Baseline Scenario shows what would happen if recent trends in Jackson Hole continue into the future, combined with no change in current travel behavior. The Plan Scenario summarizes how this Integrated Transportation Plan is intended to shape and mitigate ongoing trends, leading to a more desirable set of outcomes. These are intended to be quantitative guidelines.

The Town and County will use a performance monitoring and reporting system to track performance of its transportation programs, projects and actions over time to determine whether the Action Plan, combined with ongoing trends, is leading to the intended outcomes. If not, the Action Plan will be adjusted to bring the regional transportation system back in line with intended outcomes.

Table ES-1. Key indicators under the Baseline and Plan Scenario (Teton County).

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Base Year</th>
<th>Baseline Scenario</th>
<th>Plan Scenario</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mode Share</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOV (single occupant vehicle)</td>
<td>54%</td>
<td>54%</td>
<td>51%</td>
</tr>
<tr>
<td>MOA (multiple occupant auto)</td>
<td>29%</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>Walk</td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Transit</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Annual vehicle miles traveled (VMT)</td>
<td>480 million</td>
<td>550 million</td>
<td>525 million</td>
</tr>
<tr>
<td>% Growth in VMT from 2013</td>
<td>-</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Annual transit ridership</td>
<td>0.9 million</td>
<td>1.1 million</td>
<td>1.8 million</td>
</tr>
</tbody>
</table>
IMPLEMENTATION OF THIS PLAN WILL ENABLE US TO . . .

Make Transit a Viable Choice

Fifteen years ago Jackson and Teton County embarked on development of a fixed-route, scheduled-service transit system, including a new town circulator and new commuter routes to bring workers in from outside the county. Over those years, ridership on START bus routes has grown exponentially – much faster than vehicular traffic has grown – and transit has become an essential piece of the regional economic framework.

The next step in the development of START facilities and services will be to broaden transit market penetration beyond those who need to ride transit to include those who choose to ride. The plan is to increase service levels (frequency, hours of service and connectivity) on local routes, bringing much better service to South Park and the West Bank as well as within Town. The number of daily runs on commuter routes will increase, the town circulator will become more convenient, and the potential for service to Grand Teton Park will be tested. The intended outcome for these investments is not traffic alleviation – traffic grows to fill whatever space is provided for it. Rather, the intent is to make transit a viable choice for all travelers (residents, in-commuters and tourists) for all types of trips, to all major destinations in Teton County.

Provide a Destination Environment that Promotes Health and Safety

The development of an extensive pathways network has made Jackson Hole a more desirable destination for visitors and a healthier, more enjoyable place to live. This largely rural network will pay economic and quality of life dividends for decades to come. Now, this Plan will lead the Town and County to take the next steps toward making our neighborhoods and commercial districts safe and convenient for bicycling and walking. The benefits of these investments will include a healthier population (all ages), continued competitiveness as a national and international destination, higher quality of life, and improved economic viability for our existing commercial districts.

Leverage Our Investment in Transportation Facilities and Services

Continued progress in improving our transportation system will accelerate if we have confidence that our investments are well-spent. This will require ongoing management of transportation assets as well as responsible monitoring and reporting of outcomes. The Town and County will implement a regional transportation demand management program to ensure that residents, commuters and visitors have access to information about travel options and to improve utilization of transit services. A transportation indicators dashboard and supporting data system will provide Town and County management – as well as the public – with accurate information about system performance and progress toward intended outcomes.
Develop and Build Capital Projects Strategically

The entities with responsibility for implementing this Plan – Town of Jackson, Teton County and Wyoming DOT – will develop major capital projects through a strategic process that:

• takes a network approach to planning and design;
• relies on close interagency coordination and cooperation;
• pays attention to the multimodal function of all transportation facilities; and,
• schedules project development based on a data-driven benchmarking system.

In addition, the partners will implement an ongoing public consultation and involvement process for major project development to ensure that individuals and neighborhoods are aware of what projects are in the works and have an opportunity to shape project planning and design.

Put In Place a Continuing, Cooperative and Comprehensive Transportation Program

The entities with responsibility for implementing this Plan – Town of Jackson, Teton County and Wyoming DOT – will work together to form a Regional Transportation Planning Organization. During the first stage of implementation, the RTPO will provide transportation planning and coordination services to the Town and County. During the second stage of implementation, the role of the RTPO will be expanded to include development and implementation of a regional transportation program funded from new revenue sources.

Prioritize Projects and Programs Strategically and With Accountability

This Integrated Transportation Plan is designed to lead directly to implementation, with an Action Plan identifying specific projects and programs scheduled for immediate action (by 2018), and other high priority actions scheduled for completion by 2024. Additional funding will be required for full implementation, but the amount of funding required is consistent with revenue sources available to the Town and County, including a potential sales tax increase. An early action item identified in The Plan is developing a funding proposal for consideration by voters. Because affordable housing and transportation are highly interrelated challenges, the funding proposal will embrace both needs.

WHAT THIS PLAN MEANS FOR THE TOWN AND COUNTY

This ITP is designed as a blueprint for Town and County priorities and timing. Local staff will work on implementation and future budget requests will include the costs of implementing Action Plan elements. Future capital improvement plans will include capital projects identified in the ITP. Coordination with WyDOT will be guided by the ITP. Finally, START system development – capital and operations – will be guided by the ITP. However, throughout the implementation process the elected boards will continue to have control over specific project decisions and budgets through an open, transparent process that supports public involvement and consultation.