



Ashland Transit Expansion Study

City Council March 4, 2018

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PRESENTATION OBJECTIVES

- Project overview
- Existing conditions and needs
- Recommended opportunities
 - Near term
 - Long term



PROJECT SUMMARY

Purpose

Understand how public transportation can best support local mobility needs and advance the City's long-range goals.



PROJECT OBJECTIVES

- Flexible “menu” of public transportation strategies
- Operational feasibility
- Quick wins and long-term actions
- Partners
- Estimated costs



PROJECT SCHEDULE



MEETINGS



● Mobile Workshops

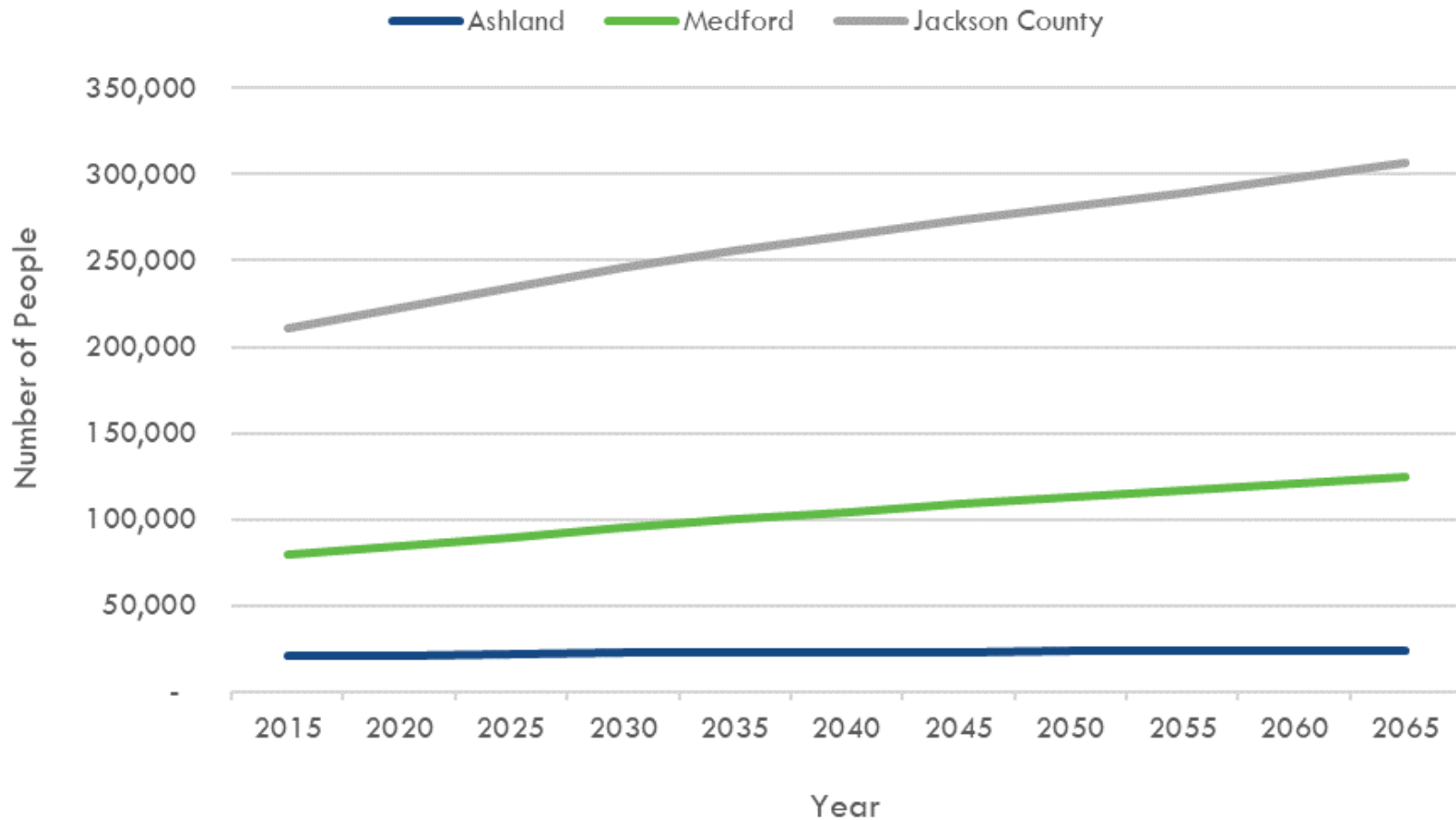
● Technical Advisory Committee

● Transportation Commission

● City Council

Existing Conditions and Needs Assessment

Population

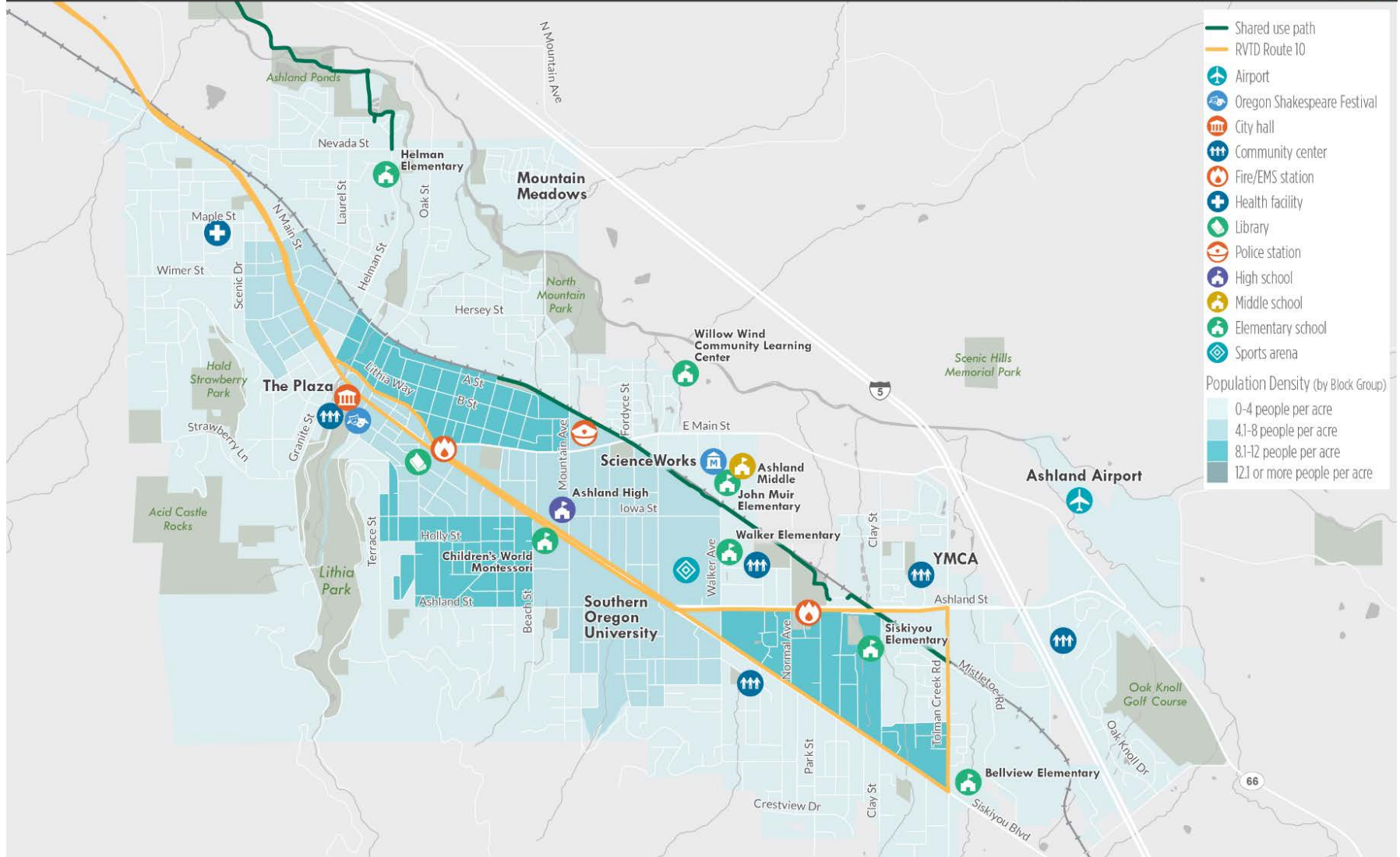


Population

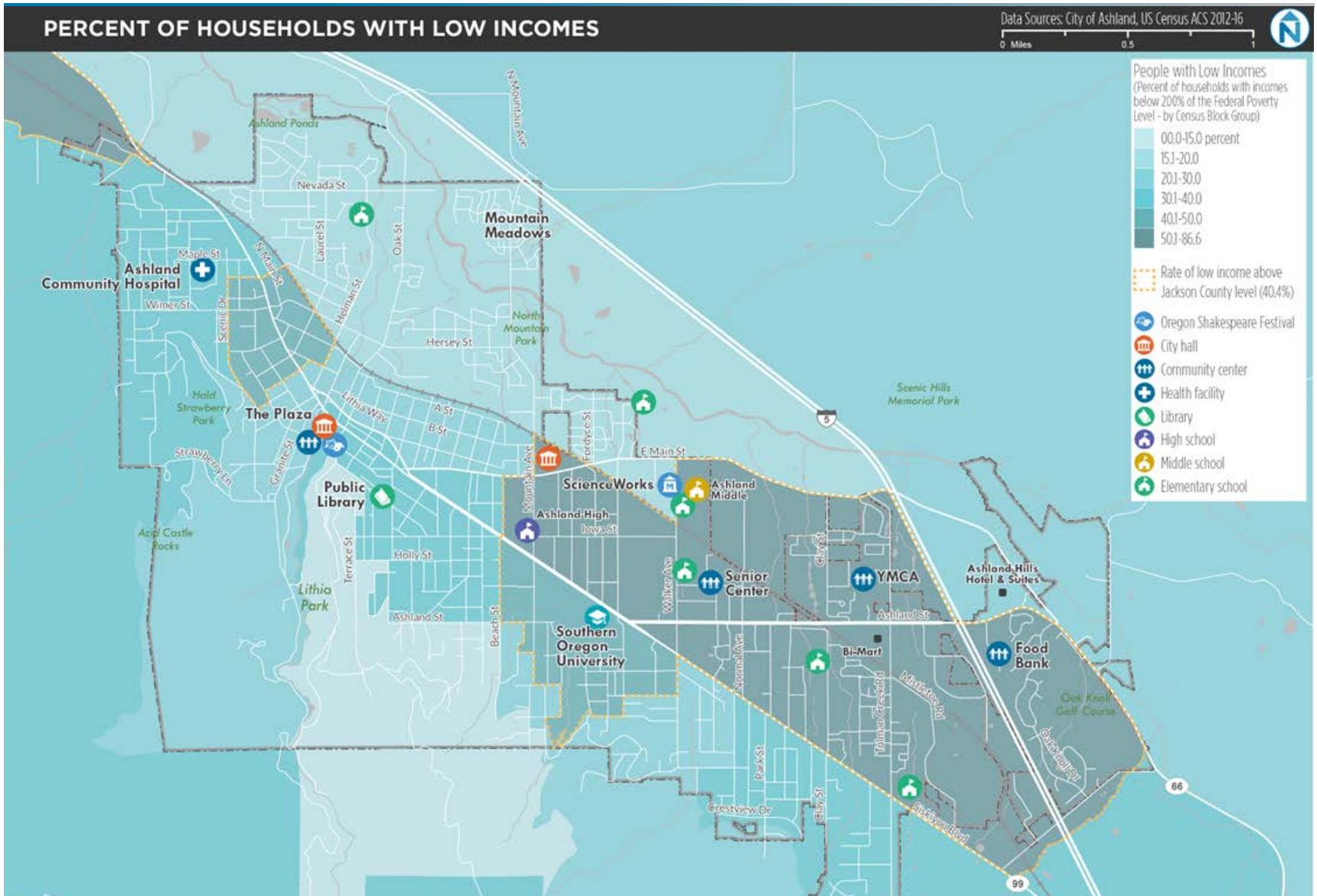
ASHLAND POPULATION DENSITY

Data Sources: ACS 2012-2016

0 Miles 0.5 1



Low Income Households



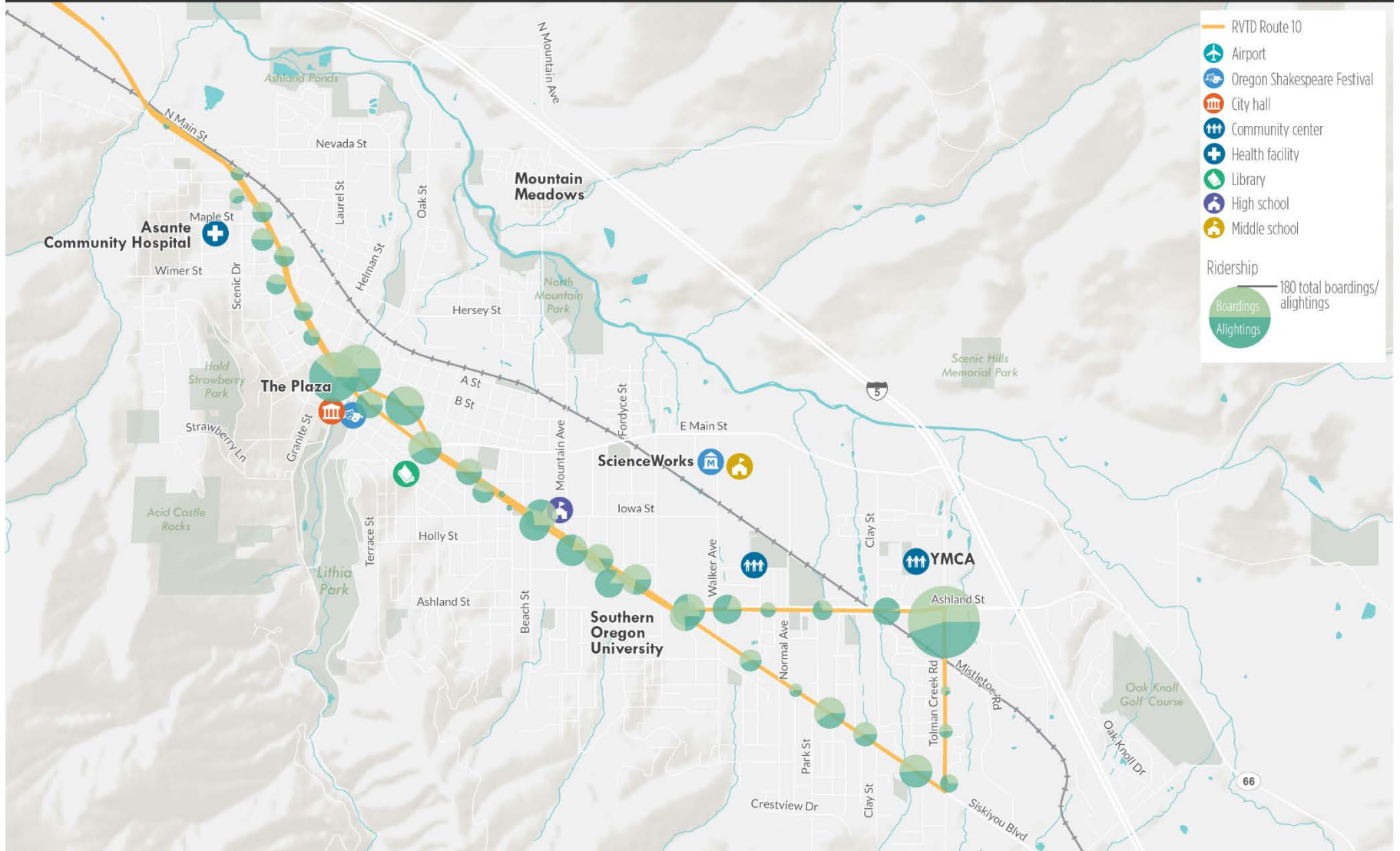
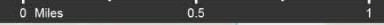
Commuting



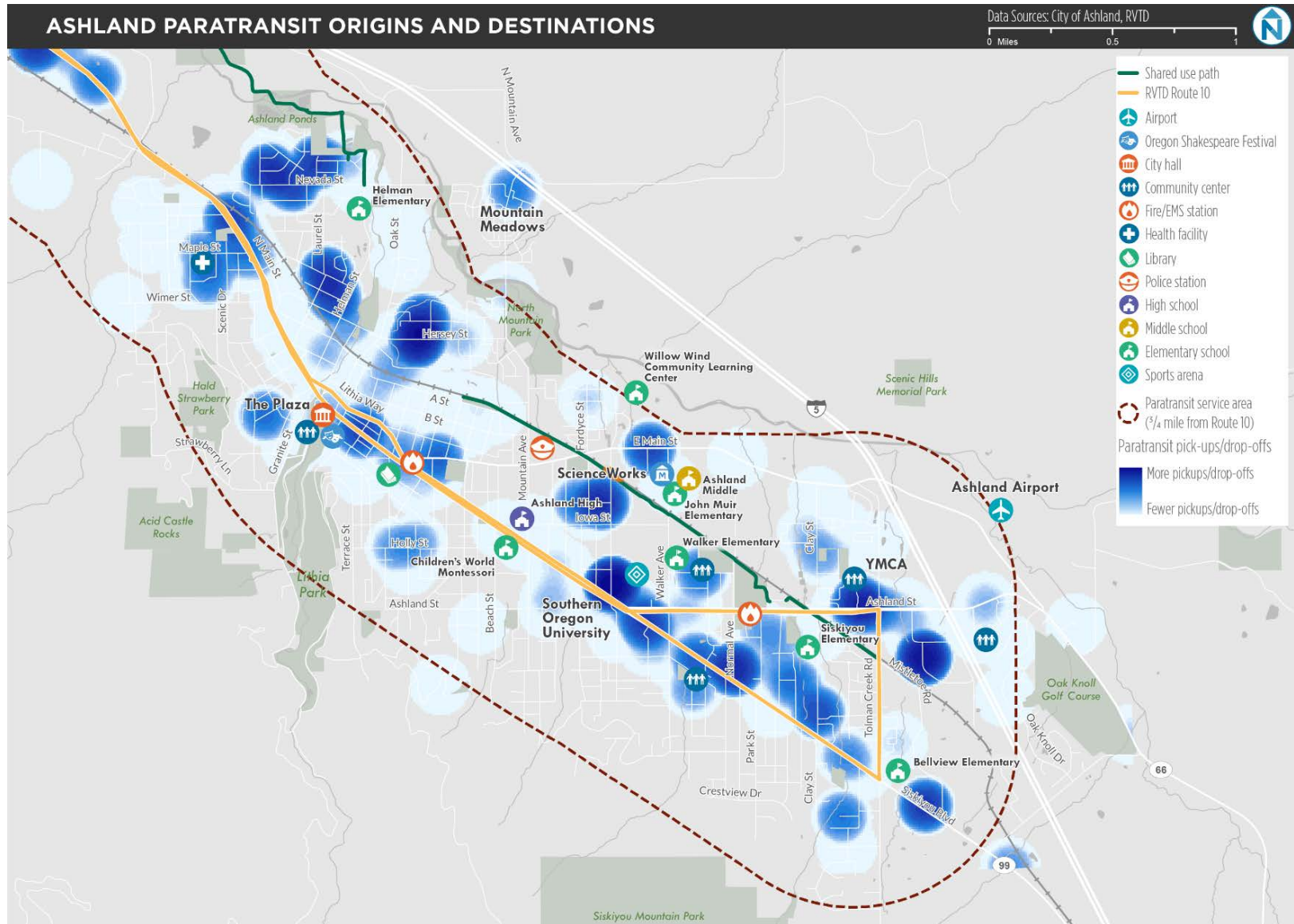
Transit Ridership

ACTIVITY BY STOP

Data Sources: City of Ashland, RVTD, Jackson County



Demand Response (Paratransit) Rides



Mobility Trends

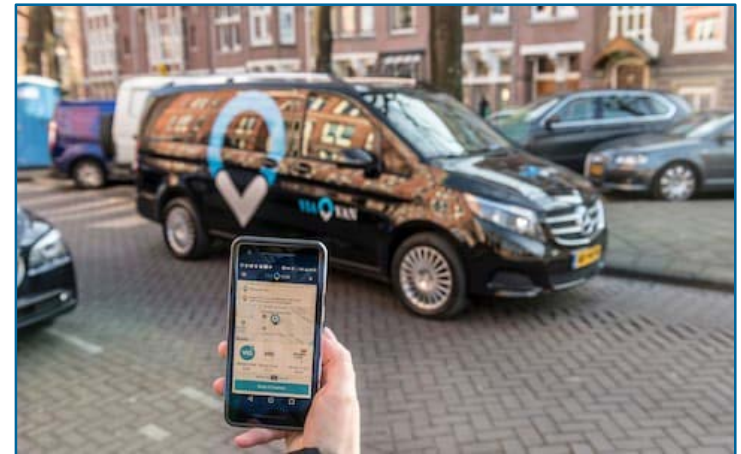
Technology and service models

Traveler / customer information

On demand scheduling

Electronic payment systems

Purchased service and contracting



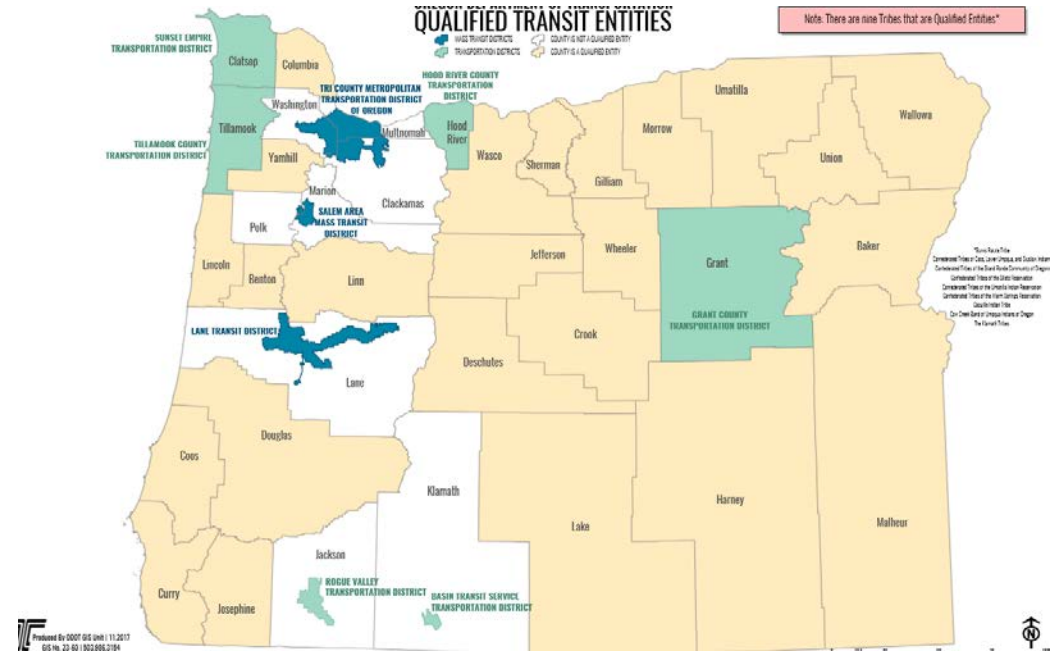
Funding Trends



Statewide Transportation Improvement Fund (HB 2017)



Regional transit revenues



Needs and Opportunities

- Reduce single-occupancy vehicle trips
- Expand transit coverage
- Enhance multimodal transportation options
- Frequent, reliable, and affordable transportation services
- Expand hours for existing service
- Shorter travel times to Medford by bus
- Safe and comfortable transit access
- Easy-to-find information

Strategy Review

STRATEGIES

- General public demand response
- Fixed routes
 - Local coverage
 - Central corridor
 - Medford-Ashland Express
- Bicycle and pedestrian infrastructure improvements
- Transportation demand management
- Electric buses



GENERAL PUBLIC DEMAND RESPONSE

- Flexible service model
- Connect to regional routes
- Enhanced reservation system
- Operator flexibility
- \$100,000 - \$300,000 (limited - full day with 2 drivers)



GENERAL PUBLIC DEMAND RESPONSE

ACTIONS

- Service planning
 - Goals
 - Measuring performance
 - Supporting programs
 - Long-range funding
- Funding applications
- Implement, monitor, improve



LOCAL COVERAGE ROUTE

- Expand coverage to off central corridor
- Expand paratransit area to new areas
- Connect to regional routes
- Builds on past plans
- \$200,000 with 1 bus at 1-hour headway



LOCAL COVERAGE ROUTE

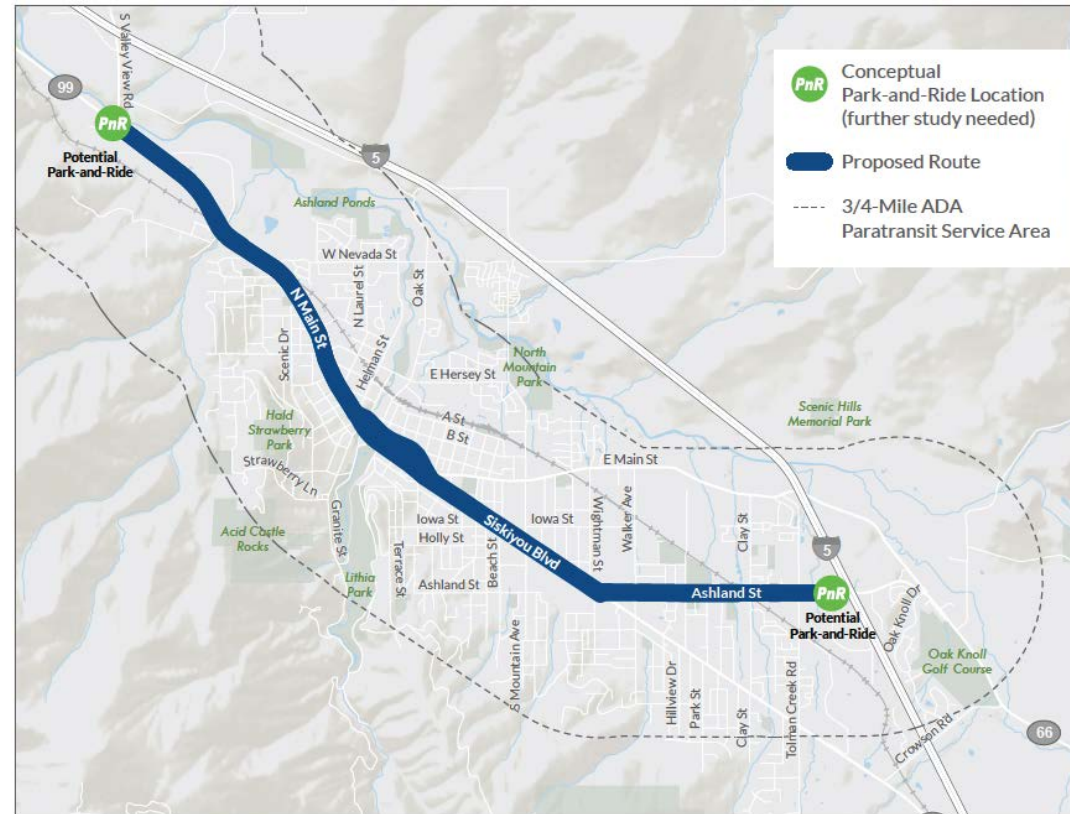
ACTIONS

- Operations and capital plan
- Sidewalk and crossing improvements
- Marketing and TDM
- Secure funding
- Implement, monitor and improve



CENTRAL CORRIDOR ROUTE

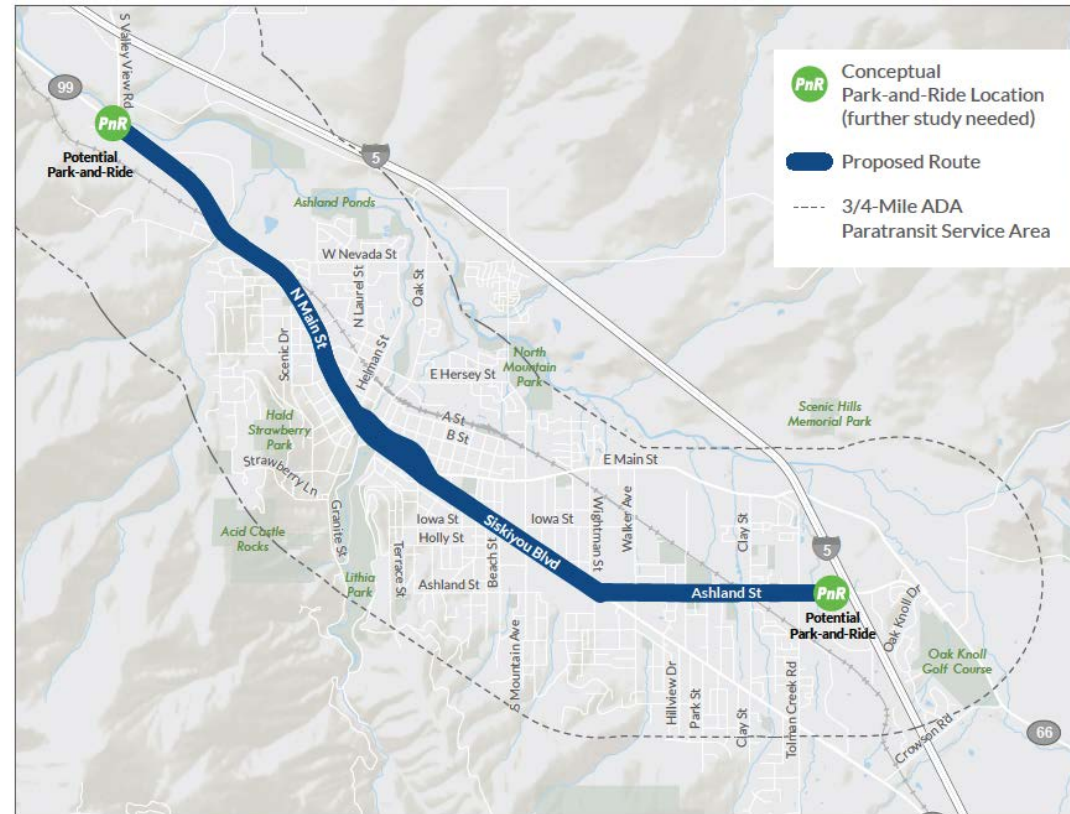
- Expand capacity on productive transit corridor
- Link to parking program to incentivize transit use
- Builds on transportation, climate plans
- \$400,000 and 2 buses at 90 minute headway



CENTRAL CORRIDOR ROUTE

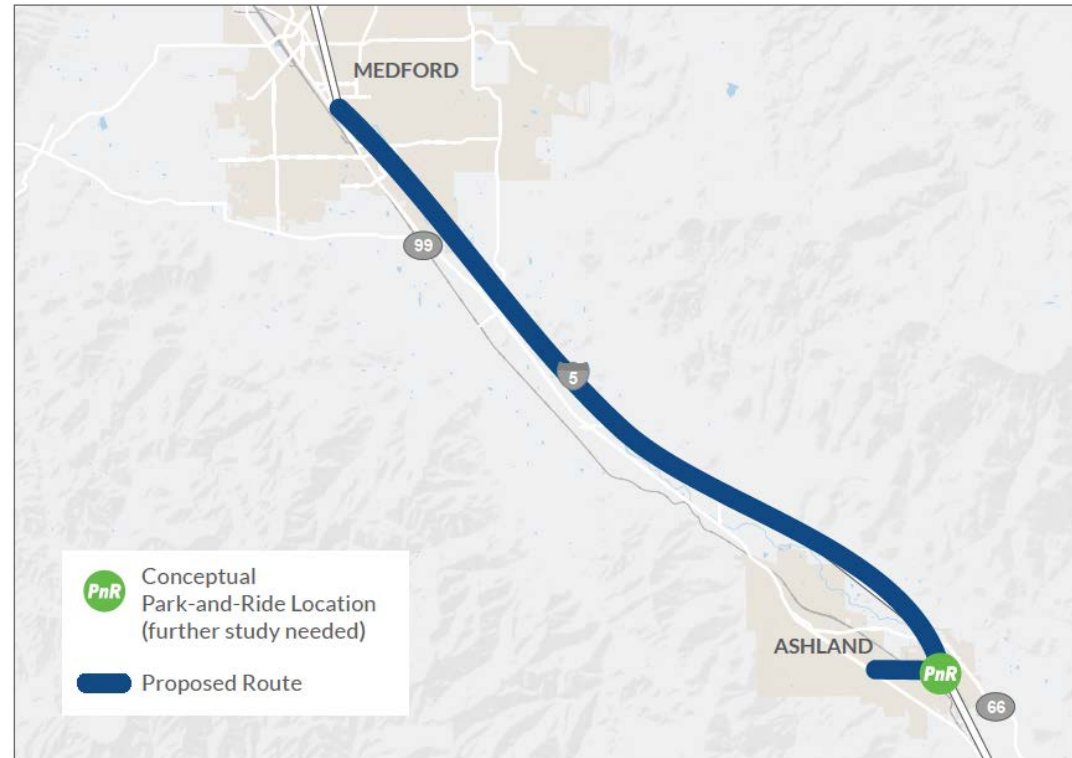
ACTIONS

- Operations + capital plan
- Managed parking
- Design, construct parking facilities
- Transit vehicle storage and fueling facility
- Bus stop and sidewalk improvements
- Implement and monitor transit service



MEDFORD-ASHLAND EXPRESS

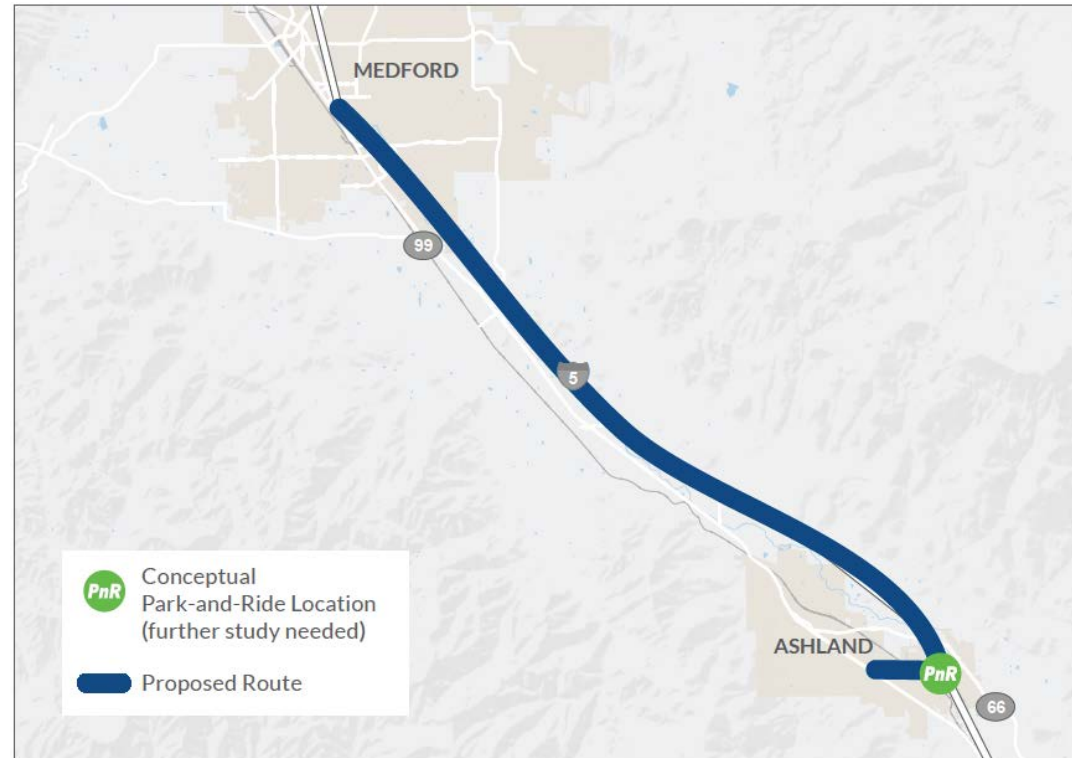
- Increase convenience and access for regional trips
- Augment Route 10 service on Highway 99
- Builds on past local and regional transit plans
- \$140,000 +1 vehicle at 90 minute headway



MEDFORD-ASHLAND EXPRESS

ACTIONS

- Operations and capital plan
- Support regional marketing and information
- Integrate with parking programs and policies
- Support bike-ped infrastructure
- Ongoing monitoring and improvements



ELECTRIC VEHICLES

- Common are large, 30-40 feet – smaller vehicles emerging
- Charge time and scheduling
- Wheelchair access, other compliance requirements
- Combine with local route or demand response
- \$50,000 - \$1,000,000



ELECTRIC VEHICLES

ACTIONS

- Match vehicle to service
- Request for information
- Vehicle storage and charging facility
- Vehicle specifications and procurement
- Monitor and improve



BICYCLE - PEDESTRIAN INFRASTRUCTURE

- Access improvements
 - comfort, convenience, safety
- Bus stop improvements
 - Amenities, maintenance, access
- \$5,000 to \$100,000+



BICYCLE - PEDESTRIAN INFRASTRUCTURE

ACTIONS

- Prioritize and implement active transportation projects
- Bike share expansion study
- Review / align land use code



TRANSPORTATION DEMAND MANAGEMENT

- Actively promote public transportation information
- Support transportation options
- Support carpool program; explore vanpool options
- \$20,000 - \$80,000



TRANSPORTATION DEMAND MANAGEMENT

ACTIONS

- Create Ashland-specific marketing material
- Create a local transportation management association or program
- Provide staff support to RVTD and other partners



NEXT STEPS

Near term opportunities

- Active transportation improvements
- Information and marketing
- Demand response transit pilot project



NEXT STEPS

Statewide transportation Improvement Fund – Discretionary

- Every 2 years

Statewide transportation Improvement Fund – Formula

- RVTD solicitation process
- Plan every 2 years

Federal formula funding

- Existing services





Questions and comments

Thank You!

