



**Meeting:** Ashland Downtown Parking and Multi-Modal Circulation PAC Meeting  
**Date:** March 5, 2013  
**Time:** 3:30 PM – 5:30 PM  
**Location:** Pioneer Hall

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- I. Administration (CPW/Chair) (5 minutes)**
  - a. Welcome from the Chair
  - b. Minutes approval
  
- II. Public Comment (Public) (5 minutes)**

*Note: Written comments may be submitted*
  
- III. Project Status Update (CPW) (10 minutes)**
  - a. Timeline Review
  - b. TSP White Papers/Downtown Plan
  - c. Other work
  
- IV. First Tier Survey (CPW) (35 minutes)**
  - a. Results
  - b. Discussion/Feedback
  
- V. Guiding Principles (All) (35 minutes)**
  - a. Framework
  - b. Discussion/Feedback
  - c. Group Summary
  
- VI. Accessibility (Staff) (20 minutes)**
  
- VII. Closing/Next Steps (CPW) (10 minutes)**
  - a. CPW Monitoring
  - b. 2<sup>nd</sup> Survey
  - c. Next Meeting April 2



ASHLAND DOWNTOWN PARKING MANAGEMENT & CIRCULATION AD HOC ADVISORY COMMITTEE  
MINUTES

February 5, 2014

These minutes are pending approval by the Committee

**CALL TO ORDER** The meeting was called to order at 3:30 p.m. in Pioneer Hall, 73 Winburn Way.

**Regular members present:** Lisa Beam, Michael Dawkins, Rich Kaplan, Dave Young, Craig Anderson, John Williams, Emile Amarotico, Joe Collonge, Cynthia Rider, Marie Donovan

**Regular members absent:** Pam Hammond, John Fields and Liz Murphy

**Ex officio (non-voting) members present:** Katharine Flanagan, Bill Molnar, Mike Faught, Lee Tuneberg, Rich Rosenthal, Dave Kanner (arrived at 4:00 pm), Mike Gardiner

**Ex officio (non-voting) members absent:** Dennis Slattery and Sandra Slattery

**University of Oregon members present:** Bob Parker, Nicholas Meltzer and Amanda D'Souza, Andrew Dutterer, Taylor Eidt, Nestor Guevara and Eli Tome (graduate student team)

**City of Ashland Staff members present:** Tami De Mille-Campos

**INTRODUCTIONS**

The committee & the University of Oregon members went around and introduced themselves.

**CHAIR ELECTIONS**

Kaplan/Williams m/s to nominate David Young as Chair.

All Ayes.

Kaplan m/s to nominate Michael Dawkins as Vice Chair.

All Ayes.

Chair Young read an email from Colin Swales into record (see attached).

**APPROVAL OF MINUTES**

Minutes of December 5, 2013 were approved by unanimous consent.

**PUBLIC FORUM**

None

**PROJECT STATUS UPDATE**

**Schedule of upcoming meetings:**

February 5<sup>th</sup>- Short term strategies and examples will be presented. Discussion will include issues and opportunities of implementing strategies in Ashland.

March 2<sup>nd</sup>- First phase survey results and accessibility improvements will be presented. Discussion will include response to survey results in relation to short term strategies.

April- Proposed mid-week monitoring.

May 7<sup>th</sup>- Second phase survey results and long term strategies will be presented. Discussion will include strategy implementation and funding.

June 4<sup>th</sup>- Packages of policy/program options and community opinions will be presented. Discussion will include additional project needs.

Additional- Evening monitoring, public open house, additional presentations

**Survey:**

\*Decided a two-tiered survey would be best

\*First tier gathers public perceptions regarding downtown use

\*Second tier gathers opinions on policy options

\*Allows for committee discussion and then public input

\*Reviewed, proofed and tested in-house for expediency

Anderson stated he was wondering if visual cues could be added to the second survey to aid the person taking the

survey.

### **MUNICIPAL PARKING PROGRAMS OVERVIEW**

#### **The historical background used includes:**

- \*2001 Downtown Plan Phase II
  - \*1988 Downtown Plan
  - \*Ashland in Action 2000
  - \*Ashland Downtown Parking Analysis 1999/2000
  - \*Nelson/Nygaard Downtown Peer Review
- \*Phase II Study "Key Issues"
  - \*Informed this study

Liz Murphy asked if there are any long term City expectations that the committee should keep in mind.

Michael Dawkins would like the white papers to be made available to the committee. He feels that they have a lot of really good information. Faught stated that we would do that.

#### **Downtown Plan Recommendations:**

- \*Divided downtown into different zones
- \*Zones have different "Guiding Principles"
  - \*Revisit these at the next meeting
- \*Strategies include:
  - \*Wayfinding
  - \*Marketing & Communications
  - \*Residential Permit Program
  - \*Pricing/Structure Design Principles

#### **Solutions:**

- \*Increase Capacity through:
  - \*Education
  - \*Enforcement
  - \*Regulation
  - \*Supply
- \*Manage Demand through:
  - \*Transportation Demand Management (TDM)
  - \*Wayfinding
  - \*Accessibility Improvements

#### **Enforcement/Regulation solutions:**

- \*Efficiently manage parking demand
- \*Regulation is a low cost alternative that utilizes existing supply
- \*Enforcement further dis-incentivizes undesired behaviors
- \*Various levels and combinations of enforcement and regulation

#### **Transportation Demand Management solutions:**

- \*Specifically talking about:
  - \*Incentive programs, also known as Transportation Options programs
  - \*Accessibility improvements
- \*Transportation demand management (TDM) programs work to reduce the need for single occupancy vehicles
- \*Accessibility improvements in the form of bicycle infrastructure

#### **Education/Wayfinding solutions:**

- \*Education and Outreach
  - \*Educate users of the transportation system on both the availability and value of parking
  - \*Aid in redistributing existing demand

**\*Wayfinding**

\*Direct users where to park during times of high demand, and subsequently how to access areas of interest on foot

\*Lower cost option to redistribute demand and improve customer experience

**Interactive Conversation**

The committee broke up into five groups and moved throughout the five stations. The groups were asked to identify issues/opportunities for Ashland in relation to programmatic options and offer any ideas. See the attached summary pages for further information related to the interactive conversations.

**CLOSING/NEXT STEPS**

\*Survey analysis

\*Gathering more data

\*OSF patrons

\*Ticketers

\*Employees

\*Calculate demand

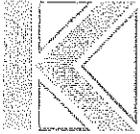
**ADJOURNMENT**

Meeting adjourned at 5:30 pm

*Respectfully submitted,*

*Tami De Mille-Campos, Administrative Assistant*





## KITTELSON & ASSOCIATES, INC.

TRANSPORTATION ENGINEERING / PLANNING

610 SW Alder Street, Suite 700, Portland, OR 97205 ☎ 503.228.5230 ✉ 503.273.8169

# STREETSCAPE PATIOS – WHITE PAPER

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**Date:** January 11, 2011 **Project #:** 10663.7  
**To:** Jim Olson, City of Ashland  
**Cc:** Project Management Team  
**From:** Marc Butorac, PE and Erin Ferguson  
**Project:** City of Ashland Transportation System Plan Update  
**Subject:** Streetscape Patios

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## **DIRECTION TO THE PLANNING COMMISSION AND TRANSPORTATION COMMISSION**

Five sets of white papers are being produced to present information on tools, opportunities, and potential strategies that could help Ashland become a nationwide leader as a green transportation community. Each white paper will present general information regarding a topic and then provide ideas on where and how that tool, strategy, and/or policy could be used within Ashland.

You will have the opportunity to review the content of each white paper and share your thoughts, concerns, questions, and ideas in a joint Planning Commission/Transportation Commission meeting. Based on discussions at the meeting, the material in the white paper will be: 1) Revised and incorporated into the alternatives analysis for the draft TSP; or 2) Eliminated from consideration and excluded from the alternatives analysis. The overall intent of the white paper series is to explore opportunities for Ashland and increase the opportunities to discuss the many possibilities for Ashland.

## **STREETSCAPE PATIOS WHITE PAPER INTRODUCTION**

The purpose of this memorandum is to discuss an innovative approach in using street patios to temporarily and/or permanently narrow the existing cross-section of a street and enhance pedestrians' experience on the street.

## **STREETSCAPE PATIOS**

A consistent vision for the City of Ashland expressed by City staff, Planning Commissioners, Transportation Commissioners, and community members is a desire to improve the experience of traveling as a pedestrian, bicyclist and/or transit rider in the City of Ashland. Part of improving that experience is enhancing the streetscape and creating a sense of place for pedestrians and human-scale activities (as opposed to infrastructure scaled for automobiles). One opportunity to

enhance Ashland's streetscape is in the downtown core with temporary and/or permanent streetscape patios.

The downtown core already has a strong existing base of restaurants, businesses, and greenspace. Adding to it will help continue economic prosperity for downtown businesses while maintaining the small town charm and character that helps attract visitors to Ashland. Streetscape patios are patios that extend the width of sidewalk to provide space for restaurants to provide outdoor seating and boutiques or other businesses to set-up small displays similar to what might be seen at an open air marketplace. Downtown business owners in the City of Louisville, Colorado initiated a five month trial of streetscape patios to enhance downtown restaurants. The City of Louisville agreed to the temporary project allowing restaurants and business owners to apply for temporary patios that would be placed in front of their restaurant or business in the parking spaces adjacent to the sidewalk. The restaurants chose to exchange on-street parking for store front patios. Exhibits 1 and 2 are photos of street patios from Louisville, CO. Attached is an example of the applications businesses were required to complete.

#### **Exhibit 1 Streetscape Patios in Louisville, CO**



## Exhibit 2 Streetscape Patios in Louisville, CO



The temporary project ran from June 1<sup>st</sup> to November 1<sup>st</sup> and was widely popular among community members as well as downtown business and restaurant owners. The patios created more pedestrian activity on the downtown streets creating a stronger sense of place and leading to a community driven Pedestrian Action Plan to build on the success of the patios. The temporary patios were constructed from lumber donated by Lowe's hardware store; they are 8 feet in depth (the same dimension as an on-street parallel parking space). The City estimates they will be able to use the temporary patios for two more seasons. During that time the downtown restaurants and business owners are organizing themselves to create a Business Improvement District for funding the permanent streetscape patios as well as other improvements they identify through their Pedestrian Action Plan.

Information regarding the streetscape patio project was obtained from Troy Russ, Director of Planning and Building Safety, at the City of Louisville, Colorado.

### **BENEFITS OF A TEMPORARY PROGRAM**

The City of Louisville, CO has found the temporary approach to the streetscape patios beneficial for several reasons.

**Low Cost** – Implementing the temporary street patios is a low cost investment. In the Louisville, CO, the lumber was donated by Lowes and local high school students volunteered to help construct the patios. City staff did invest time to process the applications businesses filled out to apply for patios; however, the process was kept as streamlined and efficient as possible.

**Low Maintenance** – Temporary patios can be removed during winter months helping to eliminate maintenance issues. The current temporary patios being used in Louisville, CO are sufficient for three seasons (June 1<sup>st</sup> to November 1<sup>st</sup>). The City plans to permanently extend the sidewalk after the third season.

**Ease of Adjustments** – Using a temporary approach provides time to test the concept and make adjustments relatively easily. In Louisville, CO, the patios were initially built too small for their use and popularity. The City and community was able to make the patios larger (8 feet in depth) relatively easily and quickly.

**Provides Time to Generate Discussion and Address Concerns** – Temporary installation creates the opportunity for business owners and community members to provide feedback and discuss the attributes they like and dislike with regards to the patios. One initial concern expressed about the street patios was the loss of on-street parking in the downtown area and the potential negative impact on local businesses. However, during the street patio time period, businesses and restaurants had higher revenues than summer seasons without the patios.

**Easy to Return to Business as Usual** – If the temporary installation is not well received and/or there are community concerns that cannot be adequately addressed, then the concept can be set aside once the temporary program ends.

**Builds Momentum and Excitement of Permanent Installation** – Temporary installation provides time for momentum and excitement about the concept to build and organize. In Louisville, the patios were so well received, the discussion generated consensus for permanently installing them and created a community based movement to develop a Pedestrian Action Plan.

**Provides Time to Consider Funding Options for Permanent Patios** – Assuming the concept is well received during its temporary installation, having the temporary program can provide time to explore funding options to construct the street patios permanently. In Louisville, downtown businesses are organizing themselves into a Business Improvement District

Using a temporary program in Ashland would provide similar benefits allowing community members and the City to “try out” the concept for a relatively low cost and tailor it to Ashland. There is no large investment in or long-term commitment to the concept until the community has had the opportunity to see it, touch it, use it, and see its impacts.

## **OPPORTUNITIES FOR TEMPORARY STREETScape PATIOS IN ASHLAND**

The following locations were identified as potential candidates in the City of Ashland for streetscape patios. The sites below are organized into near term opportunities and longer term opportunities.

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### **Near to Moderate Term Sites**

The near term sites currently have urban, pedestrian friendly character with businesses and restaurants fronting the street, which make them better suited for street patios.

- East Main Street (OR 99 SB) from Helman Street to Gresham Street
- Lithia Way (OR 99 NB) from East Main Street to Helman Street
- A Street (in the vicinity of Lela's and Palace Café)
- Downtown Plaza Area (including portions of Winburn Way)

### **Longer Term Sites**

The longer term sites include areas currently being planned as future pedestrian places. It is anticipated as those pedestrian places further develop opportunities for streetscape patios will emerge on adjacent streets as the urban, pedestrian character takes hold in those areas.

- East Main Street/S Mountain Avenue Area
- Walker Avenue/Ashland Street (OR 66) Area
- Tolman Creek Road/Ashland Street (OR 66) Area

## REVOCABLE LICENSE AGREEMENT

THIS REVOCABLE LICENSE AGREEMENT (hereinafter "Agreement") is made and entered into this 13<sup>th</sup> day of April, 2010, by and between the City of Louisville, Colorado, a home rule municipal corporation (hereinafter "City") and The Atley Court Project (Legal), LLC [name of licensee], a Co. LLC [type of entity: e.g., "a Colorado limited liability company"] (hereinafter "Licensee").

WHEREAS, Licensee desires to obtain a revocable and non-exclusive license from the City to use and occupy a portion of the Main Street right-of-way for temporary patio improvements for food and beverage service; and

WHEREAS, the City is willing to grant Licensee a revocable license for such purpose, upon the terms and conditions of this Agreement.

NOW, THEREFORE, the City and Licensee agree as follows:

1. Licensed Premises. The City hereby grants to Licensee a revocable and non-exclusive license to occupy and use, subject to all of the terms and conditions of this Agreement, the following described premises (the "Premises"): that portion of the Main Street right-of-way and sidewalk lying within the Main Street right-of-way that is located adjacent to 817 Main Street [insert Licensee's adjacent business address], as more particularly described and depicted in Exhibit "A", attached hereto and incorporated herein by reference.

2. Term: Payment. The license herein granted shall be effective upon the date of City execution hereof and shall continue until October 1, 2010 unless this Agreement is sooner terminated as provided herein. Licensee shall pay for the license granted herein a non-refundable license fee of \$ 0; which fee shall be paid by Licensee within 15 days of receipt of a City invoice for same.

3. Purpose and Conduct of Use. The Premises may be occupied and used by Licensee during the term of this Agreement for the sole purpose of constructing, installing, operating, maintaining and repairing a temporary patio for food and beverage service, such patio to consist of decking, fencing, tables, chairs and other necessary facilities as described and depicted in Exhibit "B," attached hereto and incorporated herein by reference. Except as specifically allowed by this Agreement, Licensee shall not place, build, expand, or add to any structures or other items on the Premises. In its use and occupancy of the Premises, Licensee shall strictly comply with the following standards and requirements:

a) Patio service shall commence no earlier than 11 a.m. and end no later than

12 a.m.

b) Alcohol service on the patio shall be limited to retail sales of alcohol beverages by the drink. No alcohol tastings or private parties with alcohol service shall be permitted on the patio. Alcohol service requires and is subject to appropriate State

of Colorado and Local Licensing Authority permits and/or licenses. Licensee acknowledges that any such permit or license requiring approval by the City is subject to the jurisdiction of the Louisville Local Licensing Authority, and no assurance of any such approval has been made or relied upon.

- (c) No chairs, tables or any other Licensee improvements, equipment or facilities shall be placed within the sidewalk corridor depicted on Exhibit "A," which corridor shall remain open at all times for pedestrian passage.
- (d) No amplified sound shall be permitted on the patio area.
- (e) Licensee shall not place or permit any signs or banners on the Premises.
- (f) No utility connections shall be installed on the Premises.
- (g) Licensee shall not place or permit any hazardous materials in or about the Premises.
- (h) Licensee shall at its sole expense promptly remove from the Premises and any adjacent areas all trash generated by its operation of the patio facilities.

4. Patio Improvements. A. Licensee shall have the right to install on the Premises patio improvements consist of decking, fencing, tables, chairs and other necessary facilities as described and depicted in Exhibit "B." Licensee shall be responsible at its sole expense for the construction, installation, operation, maintenance, repair and removal of the improvements to be undertaken by it. All improvements installed Licensee shall be completed in accordance with plans and specifications approved in advance by the City. Any changes shall require additional advance approval by the City. All work shall be completed in compliance with all codes, ordinances, rules and regulations of the City. Except for the improvements specifically authorized by the City, Licensee shall not place, build, expand, or add to any structures or other items on the Premises.

5. General Use and Care of Premises. Licensee agrees to take such actions as are necessary to maintain the patio improvements and Premises in good and safe condition at all times. Licensee further agrees to comply at all times with the ordinances, resolutions, rules, and regulations of the City in Licensee's use and occupancy of the Premises.

6. No Estate in Premises. Licensee agrees that it does not have or claim, and shall not at any time in the future have or claim, any ownership interest or estate in the Premises, or any other interest in real property included in the Premises, by virtue of this Agreement or by virtue of Licensee's occupancy or use of the Premises.

7. Compliance. If Licensee fails to comply with its obligations under this Agreement, the City may at its sole option terminate this Agreement as provided herein or take such measures as it determines necessary to bring the Premises into compliance with the terms hereof, and the cost of any such measures shall be paid by Licensee.

8. Acknowledgment of General Condition. Licensee acknowledges that its use and occupancy hereunder is of the Premises in its present, as-is condition with all faults, whether patent or latent, and without warranties or covenants, express or implied. Licensee

acknowledges the City shall have no obligation to repair, replace or improve any portion of the Premises in order to make such Premises suitable for Licensee's intended uses.

9. Acknowledgment and Acceptance of Specific Matters. Licensee specifically acknowledges that the Premises may not currently meet standards under federal, state or local law for Licensee's intended use, including but not limited to accessibility standards under the Americans with Disabilities Act and Uniform Building Code and adopted and in force in the City of Louisville. Compliance with such standards, if required for Licensee's use, shall be at the sole cost and expense of Licensee. If Licensee determines that compliance with such standards for Licensee's use is not feasible or economical, then Licensee may terminate this Agreement and the parties shall be released from any further obligations hereunder.

10. Taxes. The Premises are presently exempt from any real property taxation. In the event the County Assessor determines that the Premises is subject to the lien of general property taxes due to Licensee's use or occupancy, Licensee shall be responsible for the payment of taxes.

11. Liens. Licensee shall be solely responsible for and shall promptly pay for all services, labor or materials furnished to the Premises at the instance of Licensee. The City may at Licensee's expense discharge any liens or claims arising from the same.

12. Licensee and City's Property. The City shall have no responsibility, liability, or obligation with respect to the safety or security of any personal property of Licensee placed or located on, at, or in the Premises, it being acknowledged and understood by Licensee that the safety and security of any such property is the sole responsibility and risk of Licensee.

13. Right of Entry. Notwithstanding any other provisions of this Agreement to the contrary, the City shall at all times have the right to enter the Premises to inspect, improve, maintain, alter or utilize the Premises in any manner authorized to the City. If such entry requires disturbance of any items placed upon the Premises under this Agreement, the City shall not be required to repair or replace any such disturbance. In the exercise of its rights pursuant to this Agreement, Licensee shall avoid any damage or interference with any City installations, structures, utilities, or improvements on, under, or adjacent to the Premises.

14. Indemnity and Release. Licensee shall be solely responsible for any damages suffered by the City or others as a result of Licensee's use and occupancy of the Premises. Licensee agrees to indemnify and hold harmless the City, its elected and appointed officers, agents, employees and insurers harmless from and against all liability, claims, damages, losses, and expenses, including but not limited to attorneys' fees, arising out of, resulting from, or in any way connected with (a) Licensee's use and occupancy of the Premises; (b) the conduct of Licensee's operations or activities on the Premises; (c) any liens or other claims made, asserted or recorded against the Premises as a result of Licensee's use or occupancy thereof; or (d) the rights and obligations of Licensee under this Agreement. Licensee hereby further expressly releases and discharges the City, its elected and appointed officers, agents, employees and insurers, from any and all liabilities for any loss, injury, death or damages or any person or

property that may be sustained by reason of the use or occupancy of the Premises under this Agreement, excepting only those arising solely from willful and wanton conduct of the City's officer's or employees.

15. Insurance. Licensee shall at its expense obtain, carry and maintain at all times, and shall require each contractor or subcontractor of Licensee performing work on the Premises to obtain, carry and maintain, a policy of comprehensive general liability insurance insuring the City and Licensee against any liability arising out of or in connection with Licensee's use, occupancy or maintenance of the Premises or the condition thereof. Such insurance shall be at all times in an amount of not less than \$1,000,000 combined single limit for bodily injury and property damage per occurrence. Licensee shall also at its expense obtain, carry and maintain at all times host and general liquor liability insurance in the same amount. Such policies shall include coverage for liquor liability and such other endorsements and coverages as the City may reasonably require. The City, its elected and appointed officers, agents and employees shall be named as additional insureds on such policies. The policies required above shall be primary insurance, and any insurance carried by the City shall be excess and not contributory insurance. Such policies shall contain a severability of interests provision. Licensee shall be solely responsible for any deductible losses under each of the policies required above. A certificate of insurance shall be completed by Licensee's insurance agent(s) as evidence that a policy or policies providing the coverages, conditions, and minimum limits required herein are in full force and effect, and shall be subject to review and approval by the City prior to commencement of Licensee's occupancy of the Premises. As between the parties hereto, the limits of such insurance shall not limit the liability of Licensee. No required coverage shall be cancelled, terminated or materially changed until at least 30 days prior written notice has been given to the City. The City reserves the right to request and receive a certified copy of any policy and any endorsement thereto. Failure on the part of Licensee to procure or maintain policies providing the required coverages, conditions, and minimum limits shall constitute a material breach hereof upon which the City may immediately terminate this Agreement.

16. No Waiver of Immunity or Impairment of Other Obligations. The City is relying on and does not waive or intend to waive by any provision of this Agreement the monetary limitations (presently \$150,000 per person and \$600,000 per occurrence) or any other rights, immunities, and protections provided by the Colorado Governmental Immunity Act, C.R.S. §24-10-101 et seq., as from time to time amended, or otherwise available to the City, and its officers and employees

17. Termination for Breach. At the City's option, it shall be deemed a breach of this Agreement if Licensee defaults in the performance of any term or condition of this Agreement. In the event the City elects to declare a breach of this Agreement, the City shall have the right to give Licensee 15 days written notice requiring compliance with the terms and conditions of this Agreement, or delivery and cessation of further use of the Premises. In the event any default remains uncorrected after 15 days written notice, the City, at City's option, may declare the license granted herein terminated and revoke permission for any further Licensee use of the Premises without prejudice to any other remedies to which the City may be entitled.

Additionally, the City in the event of default may, but shall not be obligated to, correct or remedy Licensee's default at Licensee's expense.

18. Termination for Convenience. The City shall also have the right at its option to terminate this Agreement for its convenience and without any cause of any nature by giving written notice at least 45 days in advance of the termination date.

19. Restoration of Premises. At the termination of this Agreement by lapse of time or otherwise, Licensee shall deliver up the Premises in as good a condition as when Licensee took possession, excepting only ordinary wear and tear. At the time of such termination, Licensee at its sole expense shall remove from the Premises all patio improvements and other items placed on the Premises. If any such improvements or items are not removed at the termination of this Agreement, the City may remove them at Licensee's sole expense, and Licensee shall reimburse the City for all costs incurred, including but not limited to staff time and administrative overhead, within 15 days of receipt of a City invoice for same.

20. Notices. Any notices or communication required or permitted hereunder shall be given in writing and shall be personally delivered, or sent by facsimile transmission or by United States mail, postage prepaid, registered or certified mail, return receipt requested, addressed as follows:

City:

City of Louisville  
Attn: City Manager  
749 Main Street  
Louisville, CO 80027

LICENSEE:

The Alley Cat Bar + Grill, LLC  
817 Main St  
Louisville, CO 80027

or to such other address or the attention of such other person(s) as hereafter designated in writing by the parties. Notices given in the manner described above shall be effective, respectively, upon personal delivery, upon facsimile receipt, or upon mailing.

21. Existing Rights. Licensee understands that the license granted hereunder is granted subject to prior franchise agreements and subject to all easements and other interests of record applicable to the Premises. Licensee shall be solely responsible for coordinating its activities hereunder with the holders of such franchise agreements or of such easements or other interests of record, and for obtaining any required permission for such activities from such holders if required by the terms of such franchises or easements or other interests.

22. No Waiver. Waiver by the City of any breach of any term of this Agreement shall not be deemed a waiver of any subsequent breach of the same or any other term or provision thereof.

23. Agreement Personal. This Agreement is personal to the parties hereto. Licensee shall not transfer or assign any rights hereunder without the prior written approval of the City, which approval shall be at the City's sole option and discretion.

24. Entire Agreement: Authority. This Agreement is the entire agreement between the City and Licensee and may be amended only by written instrument subsequently executed by the City and Licensee. The undersigned signatory of Licensee represents that he or she has been duly authorized to execute this Agreement on behalf of Licensee and has full power and authority to bind Licensee to the terms and conditions hereof.

25. Survival. All of the terms and conditions of this Agreement concerning release, indemnification, termination, remedies and enforcement shall survive termination of this Agreement.

26. No Third Party Beneficiaries. The Parties expressly agree that enforcement of the terms and conditions of this Agreement, and all rights of action relating to such enforcement, shall be strictly reserved to the Parties. The Parties expressly intend that any person other than the Parties who receives services or benefits under this Agreement shall be deemed to be an incidental beneficiary only.

IN WITNESS WHEREOF, the parties have entered into this Agreement on the date first above written.



Nancy Varra  
Nancy Varra, City Clerk

CITY OF LOUISVILLE

By: Malcolm Fleming  
Charles L. Sisk, Mayor  
Malcolm Fleming, City Manager

LICENSEE: [Signature]

By: Jacques Blanchard  
Title: Owner

ACKNOWLEDGEMENT

STATE OF COLORADO )  
 ) SS  
COUNTY OF BOULDER )

The above and foregoing signature of Jacques Blanchard as owner of The Alley Cat, was subscribed and sworn to before me this 13<sup>th</sup> day of April, 2010

Witness my hand and official seal.

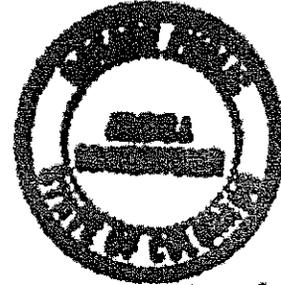
My commission expires on: May 7, 2013

(SEAL)

Julene J. Schwerdtfeger  
Notary Public

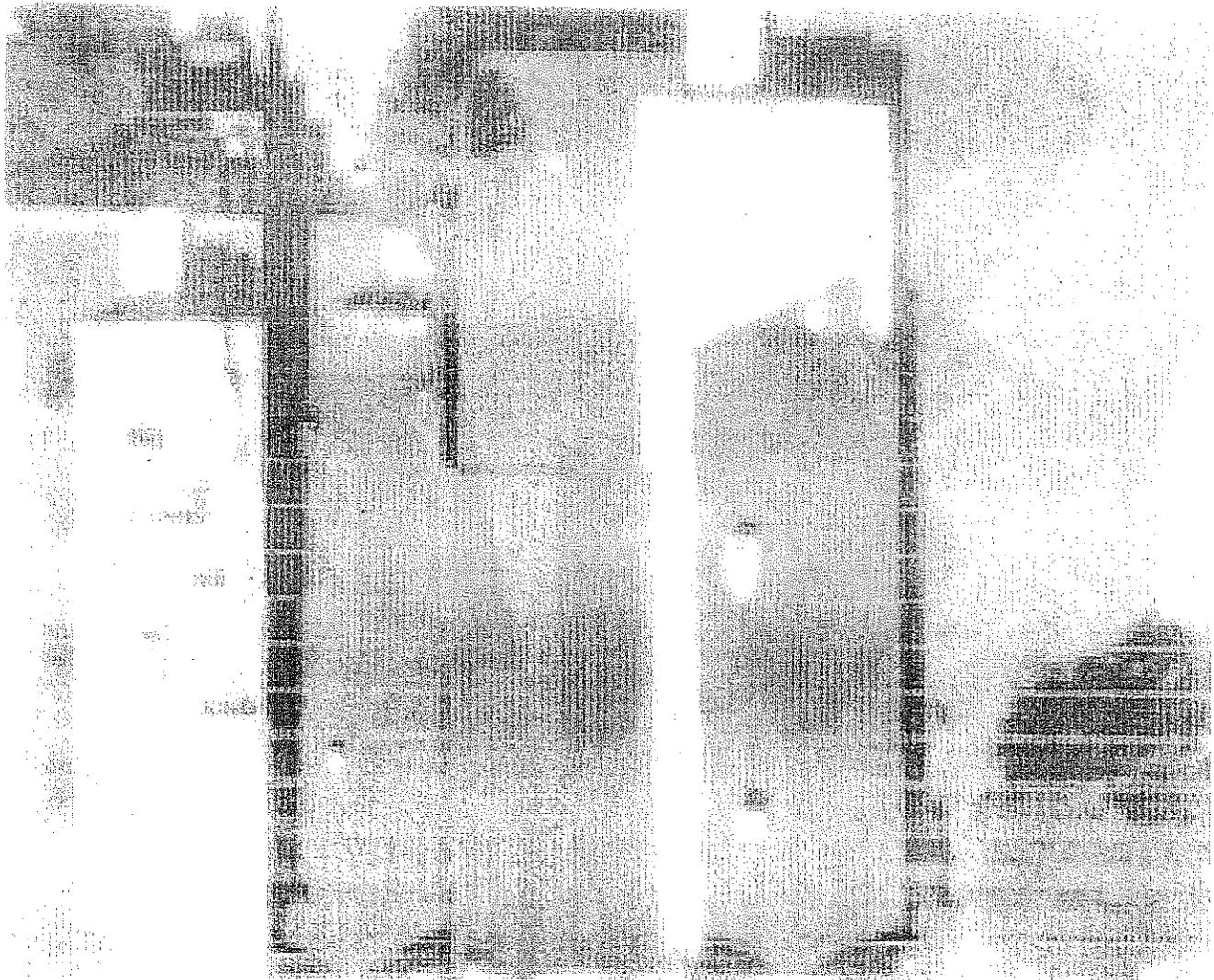
List of Exhibits:

- Exhibit A: Description and Depiction of Licensed Premises
- Exhibit B: Detailed description of Patio Improvements

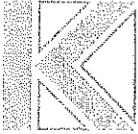


May 7, 2013

Exhibit A







# KITTELSON & ASSOCIATES, INC.

TRANSPORTATION ENGINEERING / PLANNING

610 SW Alder Street, Suite 700, Portland, OR 97205 F 503.228.5230 F 503.273.8169

## STREETCARS — WHITE PAPER

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**Date:** March 2, 2011

Project #: 10633.07

**To:** Jim Olson, City of Ashland

**From:** Paul Ryus, P.E. and Tom Litster, Otak

**cc:** Project Management Team, Planning Commission, Transportation Commission

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### **DIRECTION TO THE PLANNING COMMISSION AND TRANSPORTATION COMMISSION**

Five sets of white papers are being produced to present information on tools, opportunities, and potential strategies that could help Ashland become a nationwide leader as a green transportation community. Each white paper will present general information regarding a topic and then provide ideas on where and how that tool, strategy, and/or policy could be used within Ashland. You will have the opportunity to review the content of each white paper and share your thoughts, concerns, questions, and ideas in a joint Planning Commission/Transportation Commission meeting. Based on discussions at the meeting, the material in the white paper will be: (1) revised and incorporated into the alternatives analysis for the draft TSP; or (2) eliminated from consideration and excluded from the alternatives analysis. The overall intent of the white paper series is to explore opportunities for Ashland and increase the opportunities to discuss the many possibilities for Ashland.

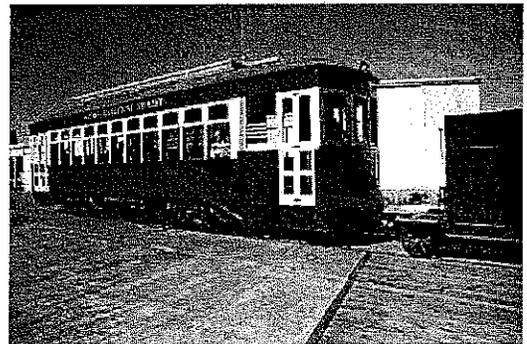
### **STREETCARS WHITE PAPER INTRODUCTION**

This white paper describes the types of streetcar services in use in the U.S., including where they are located, the reasons they were built or retained, and the costs of constructing and operating them. The white paper also provides examples of other types of downtown circulators.

## WHAT IS A STREETCAR?

A streetcar is an electrically powered rail car that is operated singly or in short trains in mixed traffic on track in city streets.<sup>1</sup> There are three main types of streetcar lines operated in the U.S.:

- *Modern streetcar* lines use streetcars based on European designs that provide near-level boarding in the middle of the vehicle. A bridgeplate can extend from the side of the vehicle to allow wheelchairs, strollers, and similar items to be rolled directly into the streetcar. Portland (pictured to the right) opened the first modern streetcar system in the U.S. in 2001 and lines also operate in Tacoma and Seattle. Washington, D.C. is constructing a modern streetcar system and others are in the planning stages, generally in larger cities.
- *Historic streetcar* lines are operated with vehicles constructed 60 years or more ago in cities that never fully abandoned their original streetcar lines: Boston, New Orleans, Philadelphia, and San Francisco (pictured to the right). These streetcars have high floors, requiring passengers to climb steps to board the vehicle, and are not always wheelchair-accessible. As vehicles are refurbished or placed in service on new lines, provisions are made for accommodating wheelchairs to satisfy Americans with Disabilities Act (ADA) requirements—for example, by retrofitting wheelchair lifts or by constructing high-level boarding platforms at stations.
- *Vintage streetcar* lines are operated using historic vehicles from other cities or using new streetcars designed to resemble historic vehicles. The streetcars have been outfitted or retrofitted with wheelchair lifts. These can be found in mid-size and smaller cities; the streetcars in smaller cities, such as Astoria (pictured to the right) are often powered by generators that are towed with the vehicle, rather than from overhead electrical



<sup>1</sup> Kittelson & Associates, Inc., et al., *TCRP Report 100: Transit Capacity and Quality of Service Manual*, Transportation Research Board of the National Academies, Washington, D.C., 2003.

lines. Many vintage streetcar lines, particularly those primarily catering to tourists, operate reduced hours compared to typical transit routes.

The streetcar mode differs from the light rail mode (such as Portland's MAX system) in that streetcars are narrower and shorter than light rail vehicles, to better fit into an urban street setting. (In particular, this allows streetcars to turn tighter corners than light rail vehicles.) With the exception of downtown areas, light rail tends to operate in a separated right-of-way either within a street or in an off-street right-of-way, while streetcars mostly operate in mixed traffic along urban streets. Streetcar systems are typically designed with relatively frequent stop spacing (similar to bus stop spacing, every few blocks), while light rail typically provides ½ mile or greater stop spacing outside of downtown areas. The combination of a shared right-of-way and frequent stops results in average speeds for streetcars that are relatively low.

## REASONS FOR BUILDING STREETCARS

### *Modern Streetcars*

A key objective of all of the modern streetcar systems constructed to date in the U.S. has been to serve as a catalyst for the redevelopment of an area. A secondary objective has been to serve a transportation function—the need to move passengers from one point to another, particularly in areas where car ownership is low by choice (e.g., a desire to live in the city center, with limited and high-cost parking), design (e.g., high-rise residential), and/or circumstances (e.g., low income). The transportation need might just as well have been served by another transit mode (for example, a bus circulator), but the civic investment in fixed streetcar infrastructure was felt to better signal to potential developers the community's seriousness about redevelopment. Streetcars also were felt to be more attractive than buses to potential higher-income residents of redevelopment. Finally, streetcars' use of electricity as their power source results in quieter operations and no point-source emissions, compared to typical diesel-powered buses, helping them to better integrate into a dense urban setting.

### Portland Streetcar

The Portland Streetcar opened in July 2001. Owned by the City of Portland, it was originally designed primarily as a catalyst for the redevelopment of old railyards (now the Pearl District), it provided a circulation function, connecting the Pearl District (5,000+ residential units) to Portland State University (enrollment 27,000), downtown Portland (83,000 jobs), and the retail district in Northwest Portland. The 4-mile (end-to-end) line has been expanded twice since opening, first to the existing Riverfront office and retail district, and then to the South Waterfront



redevelopment area. A new streetcar line is being constructed to areas across the Willamette River from Downtown Portland and plans are being made to extend the original line south as an interurban streetcar line to the suburb of Lake Oswego. The streetcar also serves a distribution function, taking light rail passengers to their final destinations and connecting with the aerial tram to Oregon Health and Sciences University. Its daily ridership has grown from 4,500 after its first year of operation to 12,400 in spring 2010. Rides are free within the downtown free-rail zone and cost \$2.05 outside that zone (good all day). Passengers with an aerial tram ticket, or a bus or light rail transfer from TriMet (the regional transit provider), issued at any time during the day, can also ride the streetcar for free. Service is provided every 13 minutes on weekdays. Current operating costs of \$5.5 million per year are covered by a combination of TriMet (\$3.2 million, in exchange for Portland providing traffic signal priority for buses), City transportation funds (\$1.8 million), and fares and sponsorships (\$0.5 million).<sup>2</sup> The original line (2.4 miles one-way) cost \$57 million to construct.

### Tacoma LINK

Tacoma LINK, operated by Sound Transit, the regional transit provider for the Seattle area, is a 1.6-mile line that connects a commuter rail station and parking garage south of downtown Tacoma to a bus transfer center in downtown Tacoma (23,000 jobs). The line also serves several museums, the convention center, and the Tacoma campus of the University of Washington (enrollment 3,300) along the way. Tacoma and Sound Transit are in the early stages of planning extensions to the line, which opened in 2003. Daily ridership has grown slowly from 2,400 in the first year of operation to 3,100 in 2009. Service is provided every 10 minutes on weekdays, and rides are free. Current operating costs of \$3.3 million per year are covered from Sound Transit's operating revenue.<sup>3</sup> The line cost \$78 million to construct.



### South Lake Union Streetcar (Seattle)

The South Lake Union Streetcar is a 1.3-mile line that connects Westlake Center in downtown Seattle (light rail, regional bus, and monorail connections) to the Fred Hutchinson Cancer Research Center (2,300 jobs), passing by recreation and retail areas along Lake Union and through a corridor planned for future



<sup>2</sup> Portland Streetcar website, [www.portlandstreetcar.org](http://www.portlandstreetcar.org)

<sup>3</sup> National Transit Database.

high-density office and residential development. The line opened in December 2007 and carried an average of 1,400 passengers per day in 2009. The one-way fare is \$2.25, or a valid King County Metro bus transfer or ORCA card (regional farecard); Sound Transit light rail and regional bus transfers are not accepted. Service is provided every 15 minutes. The line is owned by the City of Seattle and operated by King County Metro. Current operating costs of \$2.4 million per year are covered 75% by King County Metro and 25% by the City of Seattle, after farebox recovery.<sup>4</sup> The line cost \$56 million to construct. Plans are underway for a second streetcar line serving the First Hill area.

## DC Streetcar

Washington, D.C. is currently constructing two streetcar lines as the initial lines in what is eventually planned to be a system that reaches most corners of the city. The first line is expected to open in late 2012. Unlike the other modern streetcar lines described above, Washington's lines are intended as line-haul routes, providing a transit capacity and image upgrade on streets currently served by buses. The initial lines are also focused on lower-income neighborhoods in the city, with a goal of spurring new economic activity in those neighborhoods. A unique challenge being faced in the development of the city's streetcar system are city ordinances protecting view corridors that prohibit overhead wires in those corridors. Although the city has already purchased the same streetcar model used in the three cities described above, it is investigating technology that would allow the streetcars to travel under their own power for short distances across the view corridors. Phase 1 of the H Street–Benning Road line (2 miles) is currently budgeted at \$50 million to construct.

## Historic Streetcars

While most U.S. cities tore up their streetcar lines by the 1950s, they survived in a few cities. In three cases, tunnels—either downtown or through hills—gave streetcars a competitive time advantage over buses and automobiles and allowed the systems to survive. In San Francisco, light rail has replaced streetcar on most surviving routes, but historic streetcars operate on Market Street downtown and along the waterfront to the Fisherman's Wharf area, serving both commuters and tourists (18,500 per day in 2007). Philadelphia operates five streetcar lines into downtown via a tunnel and two more that connect to the city's rapid transit system west of downtown. Philadelphia also re-introduced streetcars on an eighth route (Girard Avenue) in 2005 after a 13-year absence. Boston operates four streetcar lines (collectively referred to as the Green Line) that take advantage of a downtown tunnel, plus one suburban line that connects to rapid transit. In the fourth city, New Orleans, the historic St. Charles streetcar line has served residents and tourists alike since the 1800s, and the city has constructed two new vintage streetcar lines.

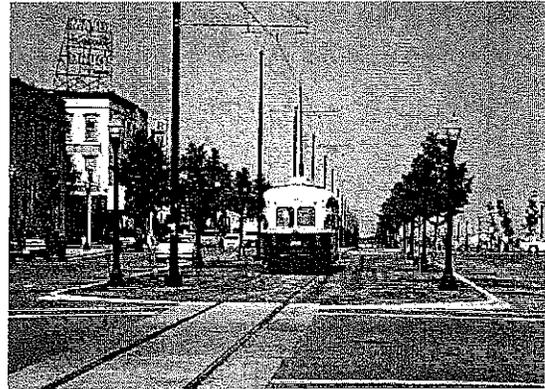
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<sup>4</sup> City of Seattle Office of Policy and Management, *South Lake Union Streetcar: Capital Financing and Operating and Maintenance Plan*, April 13, 2005, and National Transit Database.

## Vintage Streetcars

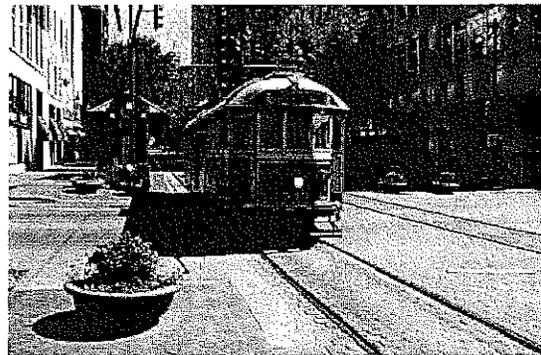
### Kenosha Streetcar

Kenosha, Wisconsin (population 98,000) constructed a 1-mile (one-way) vintage streetcar line in 2000 to connect a new commuter rail station with a bus transfer center and a lakefront location slated for residential and recreational redevelopment. The line is operated with streetcars acquired from Toronto. Average daily ridership in 2009 was 124, with annual operating costs of \$300,000. The fare is \$1, or a valid bus transfer. The streetcar operates weekends only from 10 am to 5:30 pm in January and February, 10 am to 2 pm weekdays and 10 am to 5:30 pm weekends in March, and 10 am to 6:30 pm weekdays and 10 am to 5:30 pm weekends the rest of the year. Service is usually operated every 30 minutes; more frequently for holidays and special events. The line cost \$5.2 million to construct.



### Memphis Trolley

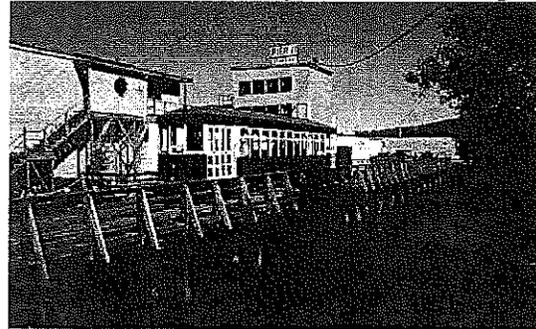
Memphis, Tennessee (population 676,000) operates a downtown circulator with vintage streetcars imported from Australia and Portugal. The line was first developed in 1993 as a 1.25-mile line as part of the redevelopment of the downtown's Main Street pedestrian mall. A 2-mile one-way loop along the Mississippi riverfront was added in 1997, and an additional 1.25-mile extension was added in 2005 to connect downtown Memphis (27,000 jobs) with the Memphis Medical Center (29,000 jobs).<sup>5</sup> Average daily ridership in 2009 was 3,100, with an annual operating cost of \$4.1 million. The fare is \$1 (50 cents at lunchtime) and service is operated every 10 minutes on Main Street, 13 minutes along the riverfront, and 16 minutes to the medical center. Capital costs for the system (including extensions) total \$104 million.



<sup>5</sup> <http://www.railwaypreservation.com/vintagetrolley/memphis.htm>

## Astoria Riverfront Trolley

A volunteer group in Astoria, Oregon (population 9,700) operates a vintage streetcar along the Columbia riverfront, using existing railroad tracks. Aimed primarily at tourists, the streetcar operates hourly between noon and 7 p.m. every day during the summer and hourly between noon and 6 p.m. on Fridays, Saturdays, and Sundays the rest of the year. The fare is \$1. As the line is not electrified, the streetcar tows a generator that provides power.



## Lowell National Historical Park

The National Park Service operates a trolley service over 1.2 miles of existing track that transports visitors between the various mill sites and museums within Lowell National Historical Park in Lowell, Massachusetts. The trolley operates daily March through November, with schedules varying based on visitor levels to the park. The trolley is free. Average daily summer ridership (4 months) in 2000 was about 650 passengers per day, with park visitation of 392,000 during that time.<sup>6</sup>



## Other Systems

- Savannah, Georgia (population 135,000) started a streetcar along a 1-mile stretch of River Street (a popular restaurant and entertainment district) in February 2009, using existing track and a refurbished streetcar from Melbourne, Australia. It operates Thursday through Sunday and is fare-free. Chatham Area Transit operates the streetcar for the city. The streetcar was retrofitted with a hybrid biodiesel-electric propulsion system in lieu of installing overhead wires on River Street.
- Tampa, Florida (population 343,000) opened the 2.4-mile Teco Line Streetcar in 2002. It connects the convention center on the south edge of downtown to the cruise ship dock, an aquarium, and the Ybor City entertainment district. A 0.3-mile extension that opened in December 2010 extended the line to a parking garage closer to the middle of downtown. The line operates from 11 a.m. to 10 p.m. (Monday-Thursday), 2 a.m. (Friday and Saturday), and 8 p.m. (Sunday), with service every 10–15 minutes. A \$2.50 one-way fare is charged. In 2009, the line had an average weekday ridership of 1,100 and annual operating costs of \$2.4 million.

<sup>6</sup> Volpe National Transportation Systems Center, *Lowell National Historical Park: Alternative Transportation System—Historic Trolley Planning Study, Final Report*, Cambridge, Mass., December 2002.

- Little Rock, Arkansas (population 252,000) opened the River Rail Streetcar in 2004. One route (“South”) circulates through downtown Little Rock, while a second line (“North”) connects and circulates through the downtowns of Little Rock and North Little Rock, and also serves the Clinton Presidential Library. The South route operates every 15 minutes from 11 a.m. to 7 p.m., while the North route operates every 25 minutes from 8:30 a.m. to 10 p.m. (to midnight Thursday-Saturday), with service to the Clinton library ending just before 6 p.m. In 2004, the line had an average weekday ridership of 700, but this has declined every year to just 275 in 2009. Annual operating costs were \$900,000 in 2009. The fare is \$1.
- Tucson, Arizona (population 544,000) has the Old Pueblo Trolley, which is a volunteer-run streetcar that runs as a museum and tourist attraction from the edge of downtown to the University of Arizona on Friday nights and weekends. An upgrade and extension of the line into downtown as a modern streetcar has been funded.

## CONSTRUCTION COSTS AND CONSIDERATIONS

The following sub-sections present costs and considerations related to street capital as well as operations and maintenance costs. Track length, number of streetcars (i.e., desired headway of service), and maintenance facilities are the most significant contributors to initial capital costs.

### **Track and Power**

The cost of constructing track and power systems for a modern streetcar has varied widely from city to city. Costs vary because the characteristics of streetcar lines vary and the street and underground utility conditions vary. In some cases, a streetcar route may require bridge or overpass construction, escalating the cost significantly. If building a streetcar line is part of a larger project then identifying the separate construction cost of the streetcar infrastructure may be difficult.

As a general predictor of cost, \$10 million per mile is a useful benchmark for modern streetcars, including track on-grade, track power, overhead poles, signals and modest passenger loading platforms. Some systems can be constructed for slightly less and some systems have cost much more, especially when built for joint use with light rail. When premium station design is desired, that component of the system can become a significant cost factor. Examples of modern street system costs are:

- **San Francisco** — The F line, a double-track line built to light rail standards for joint use, cost approximately \$30 million per mile. The project included extensive visual enhancements.
- **Tampa, Florida** — A 2.3-mile line that includes some heritage streetcars, cost \$13.7 million per mile.
- **Portland, Oregon** — The first 4.6-mile loop of Portland’s modern streetcar system cost \$12.4 million per mile to construct. The eastside extension of the system, currently under

construction is costing approximately \$10 million per mile according to Stacey Whitbeck, the general contractor for construction.

- **Little Rock, Arkansas** — A 2.1-mile line was constructed for \$7.1 million per mile.
- **Kenosha, Wisconsin** — This heritage streetcar cost approximately \$2 million per mile to build.

## **Vehicles**

Modern street car vehicles typically cost between \$3.5 and \$4.5 million each to purchase, depending on manufacturer and features. Portland's eastside streetcar extension will purchase 6 additional vehicles for \$20 million. Heritage or replica streetcars are considerably less expensive, typically costing between \$600,000 and \$900,000 per vehicle.

## **Stops/Stations**

The baseline passenger loading facility of streetcar is usually referred to as a platform rather than a station. It is elevated to match the low-floor characteristic of the streetcar vehicle and provides little in amenities beyond a shelter and schedule. The schedule information may include a real time display for the arrival of the next streetcar. When premium quality stations are desired to meet larger objectives of system identity or urban design with a given context, the costs go up significantly. These costs can be \$150,000–\$200,000 per station, including station platform, curb and sidewalk work, custom designed shelters, additional passenger amenities, landscaping and public art.

## **Maintenance Facility**

Maintenance facility costs, like track and power costs, will vary greatly. A typical cost range is \$3 million to \$5 million, with the upper end of costs incurred with wheel truing equipment is included.

## **Potential Costs for an Ashland Streetcar**

This subsection outlines a rough planning level cost estimate for a potential streetcar route in Ashland. To generate a cost estimate, an approximate route was identified, as well as an assumed headway between streetcars.

A streetcar route that exactly duplicates the current transit routes in Ashland would be difficult to construct because of the at-grade crossing of the Central Oregon and Pacific Railroad tracks on Tolman Creek Road (between Siskiyou Boulevard and Ashland Street). Although two examples of streetcar-railroad grade crossings exist (Tampa and Philadelphia), such crossings are normally grade-separated for safety reasons. A double-tracked route that ran from downtown Ashland to just west of the Ashland Street/Tolman Creek Road intersection would total approximately 5 track miles (2.5 miles one-way). At a 10-mph average speed, 4 streetcars would be required to

operate the route at 15-minute headways (one spare would also be required). Three stops are assumed for downtown Ashland, three stops are assumed for Siskiyou Boulevard and three stops are assumed for Ashland Street. A site for a maintenance facility would also be required near the line in an appropriately zoned area; there might be additional track required to run to the maintenance facility.

Capital costs are roughly estimated as:

- Track: \$50 million (\$10 million per mile with 5 miles of track)
- Stops: \$1.4 million to \$1.8 million (\$150,000 to \$200,000 per stop with 9 stops total)
- Vehicles: \$17.5 million to \$22.5 million (\$3.5 million to \$4.5 million per vehicle with 5 vehicles)
- Maintenance facility: \$3 million to \$5 million
- Estimated Total Capital Costs: \$71.9 million to \$79.3 million

Operating costs would be expected to be similar to the South Lake Union Streetcar in Seattle, around \$2.5 million per year.

The following section discusses other kinds of downtown circulators that are rubber-tire and as a result have substantially lower capital costs.

## **OTHER KINDS OF DOWNTOWN CIRCULATORS**

Many cities operate bus circulators in their downtown area and/or to major trip generators (e.g., universities) or tourist attractions. Service is frequent and often free.

- Chattanooga, Tennessee (population 171,000) operates battery-powered electric buses in its downtown area, connecting to the convention center, parking garages, and nearby tourist attractions. Service is free and operates every five minutes. The batteries do not last the entire day; the buses need to swap their batteries out for fresh ones in the middle of the day. Service operates until 11:30 p.m.
- Denver, Colorado (population 610,000) operates hybrid electric/compressed natural gas buses along its 16<sup>th</sup> Street Mall, connecting light rail and bus stations to retail and employment locations located in the corridor. Service is free and operates as frequently as every 2 minutes. Service operates until 1:30 in the morning.
- Orlando, Florida (population 235,000) operates the LYMMO shuttle, connecting a remote parking garage to downtown office buildings and retail. Buses travel in dedicated lanes and receive priority at traffic signals. Service is free and operates as frequently as every 5 minutes. Service operates until midnight.
- Boulder, Colorado (population 100,000) operates the HOP shuttle, connecting downtown to the University of Colorado. The fare is \$2.25 (the same as other local bus routes); however, university-affiliated riders ride free as part of a university pass program. Service operates as frequently as every 7 minutes and as late as midnight.

Capital costs for a standard bus are approximately \$500,000 each, but special-purpose vehicles and hybrid vehicles will cost more. As discussed in the transit white paper, operations costs per revenue hour vary widely between transit agencies; however, \$100 per revenue hour per bus is normally at the high end of costs for bus service. Total operations costs for a route will depend on (1) the number of vehicles operated (which in turn depends on the route length, service frequency, and bus speeds) and (2) the hours of the day and week that service is provided.

## **NEXT STEPS**

Recommended steps for pursuing streetcar are as follows:

- A key first step is identifying the purpose(s) of the streetcar: as a catalyst for development, as a downtown circulator, or both.
  - If intended as a catalyst for development, Ashland should identify corridors or districts where high-density development is appropriate and feasible. The route would then connect the new developments (as they are built over time) to services and trip attractors of interest to those living and/or working in the developments.
  - If intended as a downtown circulator, the route would likely serve the same destinations as the current bus circulator, plus any planned future transit center or station (to serve transfers to and from longer-distance routes).
  - If both, development would need to be focused along the downtown circulator route, as winding the route around the city to try to serve both functions would result in slow travel times that would be unattractive to potential riders.
- Once the purpose of the streetcar was established, a planning study would then establish routing, potential stop locations, operating characteristics, ridership and cost forecasts, potential funding sources for capital and operating costs, and (if intended to serve as a development catalyst) needed comprehensive plan and zoning changes.
- Streetcar projects are eligible for competitive capital grant funding through the FTA Small Starts and Very Small Starts programs, but do need to demonstrate cost-effectiveness, along with other criteria. If the planning study establishes that streetcar is viable, continue with preliminary and final engineering and construction, as funding becomes available. If not (or as an interim measure until streetcar is constructed), consider improvements to the existing downtown bus circulator (e.g., more frequent service, expanded service hours).



# Memorandum



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**To:** Jim Olson, City of Ashland  
**From:** Tom Litster, Otak  
**Copies:** Project Management Team  
**Date:** February 16, 2011  
**Subject:** Will Dodge Way — White Paper  
**Project No.:** 15702: City of Ashland Transportation System Plan Update

## Direction to the Planning Commission and Transportation Commission

Five sets of white papers are being produced to present information on tools, opportunities, and potential strategies that could help Ashland become a nationwide leader as a green transportation community. Each white paper will present general information regarding a topic and then provide ideas on where and how that tool, strategy, and/or policy could be used within Ashland.

You will have the opportunity to review the content of each white paper and share your thoughts, concerns, questions, and ideas in a joint Planning Commission/Transportation Commission meeting. Based on discussions at the meeting, the material in the white paper will be: 1) Revised and incorporated into the alternatives analysis for the draft TSP; or 2) Eliminated from consideration and excluded from the alternatives analysis. The overall intent of the white paper series is to explore opportunities for Ashland and increase the opportunities to discuss the many possibilities for Ashland.

## Introduction

Will Dodge Way, between Pioneer Street and 2nd Avenue, is an Ashland example of the urbanism of the downtown alleyway. The white paper on Shared Streets and Alleyways identified it as an opportunity to undertake a commercial alley retrofit. Will Dodge Way is also identified in the TSP scope of work as an area of interest for enhanced pedestrian and bicycle access to downtown. The purpose of this white paper is to present potential enhancements for Will Dodge Way. Input from the various project stakeholders will determine whether or not enhancing Will Dodge Way is pursued. The initial general consensus from the consultant project team, is Will Dodge Way has the potential to be a pedestrian boulevard; however, due to restricted sight distances on approach to many of the cross streets, it is not ideal as a bicycle-way or bicycle boulevard.

## Will Dodge Way Today

Running parallel to E. Main Street and Lithia Way, Will Dodge Way is already considered the front door address for some retail businesses and housing. For other businesses, whose addresses are on E. Main Street and Lithia Way, breezeways and formal rear entrances link the pedestrian movements along Will Dodge Way to the sidewalks of the streets. The alley also provides for parking near building entrances, access to parking lots and many of the traditional service functions of an alley.

Will Dodge Way meets several of character criteria developed in the Shared Streets and Alleyways White Paper. It has proximity to commercial establishments, storefronts that face the alley, light- and low-speed traffic conditions, relatively good pavement conditions, few obstructions to pedestrian or bicycle through movements, and it seems reasonably clean and well-maintained. It is already a useful place in downtown and can provide some relief for any pedestrian congestion that may occur on the main shopping streets.

Intersections with the side streets of Pioneer Place, N. 1<sup>st</sup> Street and N. 2<sup>nd</sup> Street provide short sight distances when approaching from the alleyway. In other words, the corners are blind. That suggests the slower movement of pedestrians is the most amenable use of Will Dodge Way. However, that doesn't imply that bike or vehicle use should be precluded. The storefronts with display windows, entrances, short-term parking, and existing levels of pedestrian activity provide good natural surveillance for segments of the alley. An important consideration moving forward is the potential need for Will Dodge Way to continue to serve delivery vehicles; this particularly true given recent conversations regarding a potential road diet on E Main Street through downtown.

## The Will Dodge Way Enhancements

A comprehensive strategy to enhance Will Dodge Way should focus on the "Ps" (listed below) that can be learned from other cities that have transformed their downtown alleys.

**Pilot Your Project.** Pull it out of normal street reconstruction projects and don't try to create city-wide standards and programs right away. This will allow you the greatest latitude in addressing specific concerns and capturing unique opportunities.

**People Power.** Don't make it just a city project. Try to make it a people project that engages the businesses and other key downtown stakeholders.

**Promote, Promote, Promote.** Set forth a clear statement of objectives and benefits. If it involves anything new and potentially complex, such as Green Alleys as part of an innovative stormwater

management program, use the community outreach process and City website to help demystify the topic.

Program it. Once the pilot project is complete and winning public confidence in its benefits, develop a program to identify and address similar opportunities throughout the city.

With those overall strategies in mind, the City might identify some specific physical improvements and develop preliminary plans and budgetary costs for each bundle of improvements. Based on plans and costs, funding sources can be sought through some of the potential funding programs suggested in the Funding Programs white paper or through state or federal grant programs focused on pedestrian facility and streetscape improvements.

### Improved Security

Will Dodge Way will make its greatest contribution to downtown Ashland by being an attractive and useable place both night and day. Security may come up as one of the biggest concerns surrounding an intensification of use or investment of monies assuming more use. Make sure that lighting is even and continuous throughout the alleyway and work to eliminate potential hiding places created by service utilities, loading facilities, or architectural elements of buildings. Maintain a clean and litter free environment.

If citizen concerns are high, consider doing a full Crime Prevention Through Environment Design (CPTED) analysis. CPTED is an approach to crime prevention based on the theory that decisions about the design and use of the built environment can reduce the fear and incidence of crime.

Applicable guidelines are:

**Natural Surveillance.** "See and be seen" is the overall goal of natural surveillance. Create plenty of opportunities to observe the space around them. Visibility will discourage potential illegitimate activities and offenders. Landscaping and lighting play important roles.

**Territorial Reinforcement.** Create clearly visible boundaries between public and private space. This creates a strong sense of ownership and extends the 'sphere of influence' in ways that discourage intrusions and keep activities within the intended spaces. Designated parking, paving treatments, landscaping, and signage are examples of design elements for territory.

**Natural Access Control.** Create attractive 'gateways' at each intersection with the side streets to announce and subtly control the movements and access into this uniquely public and private space. This helps distinguish between legitimate access and intrusion. Access control is most effective in conjunction with natural surveillance. Walkways, fencing, landscaping, lighting, and signage are examples of design measures for access control.

### Improve the Pedestrian Environment

Pedestrian amenities might include special pavers, bollards, pedestrian-scale lighting as either stand-alone fixtures or exterior architectural lighting, hanging baskets and foundation planters, quality street furniture, and working with building owners to find effective screening of trash enclosures. Make sure that any drainage problems are corrected so that standing water does not discourage or impede walking.

### A Green Alley

Will Dodge Way is part of Ashland's transportation infrastructure. Given the high interest in establishing a Green Streets program, consideration should be given to extending that to include Green Alleys. Will Dodge Way could be a good pilot project, assessing the feasibility and functional compatibility of introducing stormwater treatments such as permeable paving and a variety of bio-retention facilities. As with Green Streets, these facilities are not transportation facilities so much as they are stormwater facilities and should be coordinated with any updates of the stormwater management master plan.

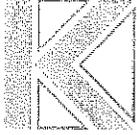
### Fill in the Gaps

Encourage new development to fill in some of the gaps between the existing buildings. As the redevelopment occurs, the uses and building design should meet at least the following objectives:

- Maintain a mix of uses with one or more entrances onto Will Dodge Way, including residential. Residences provide the best 24/7 natural surveillance and "eyes on the street" security.
- Encourage the use of breezeways to maintain the sense of inter-connection between the alleyway and the sidewalks and storefronts of E. Main Street and Lithia Way.
- Minimize the amount of blank walls along the alleyway.
- Develop a comprehensive exterior lighting style and provide incentives for outdoor planters and seating areas.

### Bibliography and References

The white paper on Shared Streets and Alleyways provided a list of references along with specific examples of alley redesign projects from four cities. Those references and examples provide useful ideas and guidance for a potential remaking of Will Dodge Way.



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# DOWNTOWN PLAN — WHITE PAPER

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**Date:** March 2, 2011

Project #: 10633.07

**To:** Jim Olson, City of Ashland

**From:** Marc Butorac, P.E., Susan Wright, P.E. and Erin Ferguson

**cc:** Project Management Team, Planning Commission, Transportation Commission

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## **DIRECTION TO THE PLANNING COMMISSION AND TRANSPORTATION COMMISSION**

Five sets of white papers are being produced to present information on tools, opportunities, and potential strategies that could help Ashland become a nationwide leader as a green transportation community. Each white paper will present general information regarding a topic and then provide ideas on where and how that tool, strategy, and/or policy could be used within Ashland. You will have the opportunity to review the content of each white paper and share your thoughts, concerns, questions, and ideas in a joint Planning Commission/Transportation Commission meeting. Based on discussions at the meeting, the material in the white paper will be: (1) revised and incorporated into the alternatives analysis for the draft TSP; or (2) eliminated from consideration and excluded from the alternatives analysis. The overall intent of the white paper series is to explore opportunities for Ashland and increase the opportunities to discuss the many possibilities for Ashland.

## **ASHLAND DOWNTOWN PLAN**

This white paper presents general information on the previously prepared Ashland Downtown Plan and proposed changes and/or modifications to that plan prior to its incorporation by reference into the Transportation System Plan (TSP) update. The goals of the current Ashland Downtown Plan are still applicable and supported by the city and its residences. The proposed changes and/or modifications aim to build upon those goals and maintain alignment with the other elements of the transportation system plan.

## **PROPOSED AMENDMENTS**

The current Ashland Downtown Plan (see Appendix A) was updated last in 2001. The primary goals of the 2001 update were to:

- Improve conditions for pedestrians and bicyclists;
- Manage parking supplies;
- Improve the street scape; and
- Promote appropriate infill development.

The goals and suggestions are still relevant and supported by City staff. They are also consistent with the general input and comments the TSP project team has heard to-date from the Planning and Transportation Commissioners. Finally, the 2001 Ashland Downtown Plan goals listed above coincide with the goals and objectives of the TSP update. Many of the improvements identified in the plan have yet to be implemented in Ashland and therefore, are still relevant projects to work towards implementing. The TSP update proposes to maintain the 2001 Ashland Downtown Plan objectives and integrate the treatments and strategies the Planning Commission, Transportation Commission and City staff have supported during the TSP update process.

Proposed changes and/or modifications to the plan presented in this white paper are:

- Improve pedestrian facilities;
- Incorporating green street treatments; and
- Provide bicycle facilities to make travelling through downtown more bicycle friendly.

Each of these items is discussed in more detail below and many are subjects of white papers reviewed and commented on by TSP project stakeholders (i.e., Planning Commission, Transportation Commission, Technical Advisory Committee, City staff, and the community).

Alleyway enhancements and shared streets are two topics discussed previously by the Planning and Transportation Commissions that were initially identified as potential downtown projects but are not incorporated into this white paper as amendments to the downtown plan. Input and discussions at the Joint Planning and Transportation Commission meeting on February 24, 2011 indicated Commissioners feel the alleyway enhancement projects in the downtown area are best left to the business and property owners along the alleys to initiate. The Planning and Transportation Commission plan to craft a policy or statement supporting enhancements to alleys to convert them to more of a pedestrian and bicycle place. However, due to the complications with accommodating delivery trucks and parking, they decided the actual implementation of alley enhancement projects is best left to the business owners and property owners to initiate given they will be most impacted by any changes. Therefore, alleyway enhancement projects are not identified as amendments to the downtown plan. Also, at the Joint Planning and Transportation Commission meeting on February 24, 2011, Commissioners indicated they had misunderstood the "Shared Street" term and upon realizing it is the concept that creates a single shared space for all modes (e.g., no sidewalks, etc.) they indicated there are not any streets in the downtown area on which they support implementing the shared street concept. Therefore, shared street projects are not identified as amendments to the downtown plan.

## **Pedestrian Facilities**

The proposed changes and/or modifications related to pedestrian facilities are to incorporate wider sidewalks and some specific pedestrian treatments identified by the TSP project stakeholders as part of a previous white paper discussion and review.

### **Wider Sidewalks**

In the 2001 Downtown Plan, about 80% of the sidewalks along East Main Street and approximately all of the sidewalks along Lithia Way were identified as less than 10 feet in width. Today, East Main Street has approximately 10-foot wide sidewalks from Oak Street to Gresham Street. The sidewalks along Lithia Way tend to be less than 10 feet in width. While 10 feet in sidewalk width provides space for pedestrian travel as well as some landscaping, even wider sidewalks to accommodate additional pedestrian activity would enhance the character and charm of downtown. Therefore, looking for opportunities to widen existing sidewalks to 15 feet is a suggested change to the 2001 Downtown Plan. The additional sidewalk space would provide an opportunity for storefront restaurant seating as well as additional amenities such as benches, landscaping, bicycle parking and others. A 15 foot sidewalk width that includes a five foot tree well is consistent with existing Ashland Street Standards. Temporary or demonstration projects through the use of street patios (see the Streetscape Patio white paper for more information) or similar concepts can be used to assess the removal of on-street parking for certain blocks in exchange for more pedestrian space. If the community supports the additional pedestrian space at the end of the trial period, the sidewalk could be permanently expanded.

### **Additional Treatments to Facilitate Pedestrian Travel**

As part of the Other Modes (Active Modes) Transportation white paper, TSP projects stakeholders indicated the pedestrian treatments they were most interested in having implemented in Ashland are:

- Pedestrian countdown signals;
- Landscape buffers between the sidewalk and roadway;
- Filling existing sidewalk gaps;
- Pedestrian refuge islands; and
- Benches at transit stops.

Based on the interest to apply the treatments above in Ashland (or in some instances continue to apply them), the proposed change to the 2001 Downtown Plan is to integrate these treatments into the currently planned projects where possible and applicable.

## **Green Street Treatments**

Recent discussions regarding green street treatments indicated strong support for actively incorporating green treatments into transportation related projects. In fact, 100% of those who provided input regarding the Green Streets Standards white paper strongly agreed or agreed such treatments should be explored in Ashland. Additionally, there is a need in Ashland to improve stormwater management and water quality through the use of green street treatments. Based on these considerations, the proposed changes to the 2001 Downtown Plan are, when possible:

- Integrate bioswales and/or similar treatments into the planning, design and construction of new roadway medians and/or reconstruction of existing medians;
- Incorporate Bioretention planters and basins into the planning, design, construction of new, and/or reconstruction of existing landscape buffers, curb extensions and other similar aesthetic vegetation treatments within downtown; and
- Integrate permeable paving into new paving, repaving and/or reconstruction projects of sidewalks, alleys and lower volume streets in downtown.

If these changes are agreeable to the TSP project stakeholders, the City would identify which projects currently identified in the 2001 Downtown Plan can incorporate the identified green street treatments.

## **Providing Bicycle Parking and Facilities in the Downtown Area**

Suggested modifications regarding bicycle parking and facilities in the downtown area are discussed below. The modifications are based on input received from TSP project stakeholders.

### **Bicycle Parking**

A key amenity for serving bicycle trips to downtown Ashland is providing bicycle parking. In the Other Modes (Active Modes) of Transportation white paper, different bicycle parking treatments were identified. Input from TSP project stakeholders identified additional bicycle racks and bicycle corrals as the most desired forms of bicycle parking for the City to expand in Ashland. As a result, the proposed modification to the 2001 Downtown Plan includes:

- Establish a citizens task force to recommend locations where bicycle parking is needed based on local input and first-hand knowledge; and
- Integrate bicycle parking into currently planned projects that overlap with the locations identified by the task force.

Rather than a citizen's task force to recommend locations for bicycle parking – this task could be a joint effort between the Planning and Transportation Commissions.

## Bicycle Facilities

The 2001 Downtown Plan identified on-street bicycle lanes as additions to the cross-sections of East Main Street and Lithia Way. Since 2001, a bicycle lane has been added to Lithia Way. Discussions with TSP project stakeholders indicate there is strong interest in adding a bicycle facility to East Main Street through downtown and possibly improving the facility on Lithia Way to eliminate or reduce conflicts with right-turning vehicles and doors opening from parked vehicles.

The Bicycle Route and Connectivity white paper recently reviewed by TSP project stakeholders, suggests upgrading the Lithia Way bicycle lane to a protected bikeway and adding a protected bikeway to East Main Street through the downtown area. Additional enhancements identified for streets within the downtown area identified in the white paper include:

- Oak Street north of East Main Street (Bicycle Boulevard Lane)
- Pioneer Street south of East Main Street (Bicycle Boulevard)
- 1<sup>st</sup> Street north of East Main Street (Bicycle Boulevard)
- Gresham Street south of East Main Street (Bicycle Boulevard)
- B Street east of Oak Street (Bicycle Boulevard)
- Hargadine Street / Beach Avenue (Bicycle Boulevard)

Input received from TSP project stakeholders regarding the previous white paper proposals are summarized below in Table 1.

**Table 1 – Summary of TSP Stakeholder Input on Suggestions for Downtown Bicycle Network**

Street	Bicycle Network White Paper Suggestion	Definitely Explore	Modify and Explore	Eliminate
Lithia Way	Protected Bicycle Way	33%	50%	17%
East Main Street	Protected Bicycle Way	42%	42%	16%
Oak Street	Bicycle Boulevard	38%	31%	31%
Pioneer Street	Bicycle Boulevard	25%	44%	31%
1st Street	Bicycle Boulevard	50%	25%	25%
Gresham Street	Bicycle Boulevard	18%	18%	64%
B Street	Bicycle Boulevard	57%	36%	7%
Hargadine Street – Beach Avenue	Bicycle Boulevard	23%	33%	44%

It is clear from the input summarized in Table 1 that there is interest in improving and providing bicycle facilities in downtown on Lithia Way and East Main Street; however, there is also clear hesitancy in moving forward with a protected bicycle facility on those two streets (Gresham Street and Hargadine Street-Beach Avenue). Similarly, the majority of the bicycle boulevards suggested for streets that provide connections to and/or are parallel routes to the downtown area indicate a general desire for bicycle facility, but hesitancy in terms of whether or not that facility is

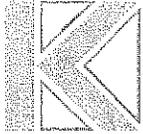
a bicycle boulevard. Based on the input, the proposed changes and/or modification to the 2001 Downtown Plan include:

- Add a striped buffer space to the bicycle lane on Lithia Way to create additional separation between automobiles and bicyclists;
- Add a bicycle lane to East Main Street with a striped buffer space to create additional separation between automobiles and bicyclists;
- Identify 1<sup>st</sup> Street as a potential bicycle boulevard; and
- Identify B Street as a potential bicycle boulevard.

Due to the lack of clear consensus regarding the suggested proposed bicycle facilities on streets in the downtown area, no additional changes and/or modifications are suggested. Preliminary feasibility studies regarding the striped buffered bicycle lanes on Lithia Way and East Main Street would be necessary to determine what impacts those would have on the existing cross-section. To fit a striped buffered bicycle lane on Lithia Way existing travel lanes and/or on-street parking may need to be narrowed. To fit a striped buffered bicycle lane on East Main Street one of the three southbound travel lanes would need to be removed.

## **NEXT STEPS**

A series of proposed changes and/or modifications to the 2001 Ashland Downtown Plan are presented above. Based on input from the TSP project stakeholders, the proposed changes and/or modifications above will either be adopted as part of the 2001 Downtown Plan's incorporation into the Transportation System Plan or eliminated from consideration. This input will be solicited through the white paper review/scorecard process. TSP project stakeholder input will also be solicited regarding the 2001 downtown plan and if there are any projects or ideas within the plan are no longer relevant or are no longer consistent with the goals and objectives for Ashland. Finally, input on any additional ideas/desires for amendments to the downtown will also be solicited.



## KITTELSON & ASSOCIATES, INC.

TRANSPORTATION ENGINEERING / PLANNING

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# FREIGHT — WHITE PAPER

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**Date:** March 8, 2011 Project #: 10633.07  
**To:** Jim Olson, City of Ashland  
**From:** Marc Butorac, P.E., Susan Wright, P.E. and Matt Bell  
**cc:** Project Management Team, Planning Commission, Transportation Commission

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## **INTRODUCTION**

The majority of the information included in this memorandum is based on a report prepared by the Rogue Valley Metropolitan Planning Organization (RVMPO) that pulled together several years of study on freight movement in the Rogue Valley area. This memorandum includes a brief summary of the commodity flow analysis included in the report as well as the strengths and weaknesses of the freight system and recommended improvements to specific modal elements, such as designated freight routes for the trucking industry, rail, and air.

## **FREIGHT TRAFFIC**

Based on a recent study conducted by Cambridge Systematics on behalf of the RVMPO, roughly 40 million tons of freight valued at over \$50 billion, moves in and out of the Medford-Ashland metropolitan area annually. According to Cambridge Systematics, trucks moved most of the

freight in terms of both weight (99 percent) and value (98 percent). The decision to move freight by truck, rail, or air is based on several factors relating to the weight and value of the freight as well as the distance the freight is to be hauled. For example, air freight tends to carry smaller loads with higher value than truck or freight rail and over greater distances, while freight rail tends to carry heavier loads of moderate to lower value than air freight or trucks.

## **ROGUE VALLEY FREIGHT SYSTEM STRENGTHS AND WEAKNESSES**

The strengths and weaknesses summarized below represent the findings from a study conducted by the RVMPO in 2002 to assess regional freight movement in the Rogue Valley, as well as identify current and forecasted mobility deficiencies and develop long-range freight mobility solutions and strategies. Although many of the strengths and weaknesses are not specific to Ashland, they highlight regional issues that could be addressed to improve freight access and circulation. Several issues related to truck circulation and access in Ashland, primarily based on stakeholder interviews, were identified in the report and listed below.

### **Regional Strengths**

- There are a significant number of freight and freight-related companies in the Rogue Valley that offer high paying jobs to local residents.
- The Rogue Valley's central location provides an intermediate stopping point on the west coast for long distance shipping.
- Local rail companies serve several local manufactures, especially the timber industry and plants in the White City industrial area.
- The Rogue Valley International-Medford Airport is the largest local intermodal facility in the area.
- There is a strong manufacturing base in the Rogue Valley with expected growth in the next several years.
- Air freight carriers who serve the Rogue Valley International-Medford Airport have shown an increase in activity over the last several years.

### **Regional Weaknesses**

- Some designated truck routes require daily out-of-direction travel to avoid bottlenecks and congestion.
- Low volumes of freight traffic at the Rogue Valley International-Medford Airport results in low usage by freight carriers.
- Roadway restrictions that prevent the movement of oversized freight at certain times create logistical issues for many carriers.
- Lack of viable alternative routes for trucks when regular routes are blocked during construction.

- Lack of direct routes for trucks to industrial sites.
- Lack of north-south routes parallel to Interstate 5 that do not pass through town centers.
- The Rogue Valley area lacks the necessary intermodal connections to get products and raw materials from and to national and international locations directly.
- The portion of the rail line south from Ashland to Black Butte, California has no weight restrictions but has dimensional restrictions in the Siskiyou Mountains.
- The length of time it takes to move freight by rail and concerns for the reliability of delivery times contribute to low use of rail to move freight.
- Telecommunications could be improved
- Some manufacturers are unable to contract with an adequate number of refrigerated trucks for inbound raw materials or for outbound product.
- Travel through the Siskiyou Mountains on I-5 is challenging in the winter.

#### Ashland Specific Issues

- Safety and difficulty turning at the OR 99/Hersey Street intersection (Hersey Street is the main access to one of Ashland's industrial areas)
- Lack of truck loading and parking zones for retail businesses in Downtown.

#### Regional Improvements

Potential regional system improvements identified in the strengths and weaknesses section of the RVMPO freight study include:

- Additional reloading facilities to help facilitate movement between modes.
- Additional warehousing for short- and long-term storage of freight.
- Additional freight capacity at the Rogue Valley International-Medford Airport.
- As larger railroads increase the size of their rail cars, rail system improvements will be needed to allow short line railroads to continue serving the larger railroad companies.
- Designated freight routes that separate trucks from non-commercial vehicles.

#### **Freight Routes**

The 1999 Oregon Highway Plan established a Statewide Highway Freight System based on freight volume, connectivity, and linkages to major intermodal facilities. The OHP designates Interstate 5 as an Interstate Highway and a designated freight route and Ashland Street (OR66) and Main Street-Siskiyou Boulevard (OR 99) as a District Highways and not designated freight routes.

When the RVMPO study was initiated, all collector and arterial streets within the RVMPO were categorized as designated freight routes by the RVMPO. Through the efforts of the study and guidance from the Freight Advisory Council, route designation was refined to reflect actual use and anticipated need. The freight routes located within the City of Ashland as defined by the RVMPO are listed below:

- Interstate 5
- North Main Street (OR99)
- Siskiyou Boulevard (OR99)
- Ashland Street (OR66)
- Mistletoe Road

Currently the City of Ashland identifies all of the above roadways as local freight routes with the exception of Mistletoe Road. The City of Ashland's two main industrial areas are located along Hersey Street and Mistletoe Road. Tolman Creek Road connects Mistletoe Road to Ashland Street (OR 66). Trucks that are traveling to or from I-5 north of Ashland need to use the OR 66 interchange with I-5 as the OR 99 interchange only serves movements to and from the south. The City of Ashland should consider identifying Hersey Street and Tolman Creek Road from Mistletoe Road to Ashland Street (OR 66) as local freight routes.

The RVMPO freight study identified several projects to improve conditions along the designated freight routes within the Rogue Valley, including one within the City of Ashland. The freight study recommended the reconfiguration of the North Main Street/Hersey Street intersection to accommodate truck traffic.

## **Freight Rail**

The Central Oregon & Pacific Railroad (CORP) provides rail service within the City of Ashland. CORP owns the line extending from Coos Bay to Eugene and then south through the Rogue Valley to Black Butte near Weed, California, stretching a distance of 449 miles. The line's volume has grown from 30,000 carloads per year to 50,000 carloads. On a daily basis, 30 carloads are sent out of the Rogue Valley and 15 carloads arrive from out of the region. CORP delivers sand and gravel from Gold Hill to Certainteed in White City, veneer to various mills, feed and fertilizer to Grange Co-op, and a nearly even volume of asphalt and propane. Outgoing products include lumber and plywood, oriented strand board, products from Certainteed, and particle board. Nearly 90 percent of transfers are rail to rail, typically switching full carloads from one train to another.

Poor track conditions and inadequately sized tunnels to both the south and north hinder an expanded role for rail in the Rogue Valley. The tunnels are adequate for current rail transport, but existing diameters are too small to accommodate a growing market in piggyback containers. CORP is investigating the cost/benefits of enlarging tunnels to the south to improve access to California markets. At this time, the cost of enlarging tunnels between the Rogue Valley and Roseburg reduces the viability of making similar improvements to the north.

As indicated previously, there is a need for additional reloading facilities in the Rogue Valley area to help facilitate the movement of freight between modes. Based on information in the RVMPO freight study, these types of facilities are typically located in industrial areas where access to and from the rail line can be easily accommodated by large trucks and can serve an area of up to 50 miles.

Public funding for rail improvements trails public funding for highway improvements. The 2001 State Legislature passed a bill that provides grant funds for shortline track improvements. Congress is also considering federal legislation that would provide funds for shortline railroads to make system changes allowing them to handle larger cars.

## **Air Freight**

The nearest air freight service is provided by the Rogue Valley International-Medford Airport, which also serves as one of the primary commercial service airports for southwest Oregon. Its service area extends into northwest California. Rogue Valley International-Medford Airport is one of ten airports in Oregon with scheduled freight service exceeding 50 tons per year. Recently extended runways and other improvements allow larger planes, such as 747s, to land, improving cargo capabilities.

## **NEXT STEPS**

Depending on input from the Project Management Team, Technical Advisory Committee, Planning Commission and Transportation Commission, the potential freight projects listed below will be identified as: 1) projects to evaluate further and potentially include in the TSP update; or 2) projects to remove from further consideration.

The potential projects to improve freight movement to/from and in Ashland include:

- Establish a network of designated freight routes that provide a designated freight route from Interstate 5 to the Hersey Street and Mistletoe Road industrial areas.
- Develop policies that apply to designated freight routes related to operational and design standards.
- Explore opportunities to establish reloading or transfer facilities within Ashland.
- Work with local rail operators to increase rail freight service to local businesses in Ashland's industrial areas.
- Identify a safety and/or capacity improvement for the OR 99/Hersey Street intersection (see Safety Focus Intersections White Paper) such as signalizing the intersection, adding turn lanes, or restricting some movements at this or surrounding intersections.
- Adopt policies related to maintain or increasing truck loading zones in the downtown area.



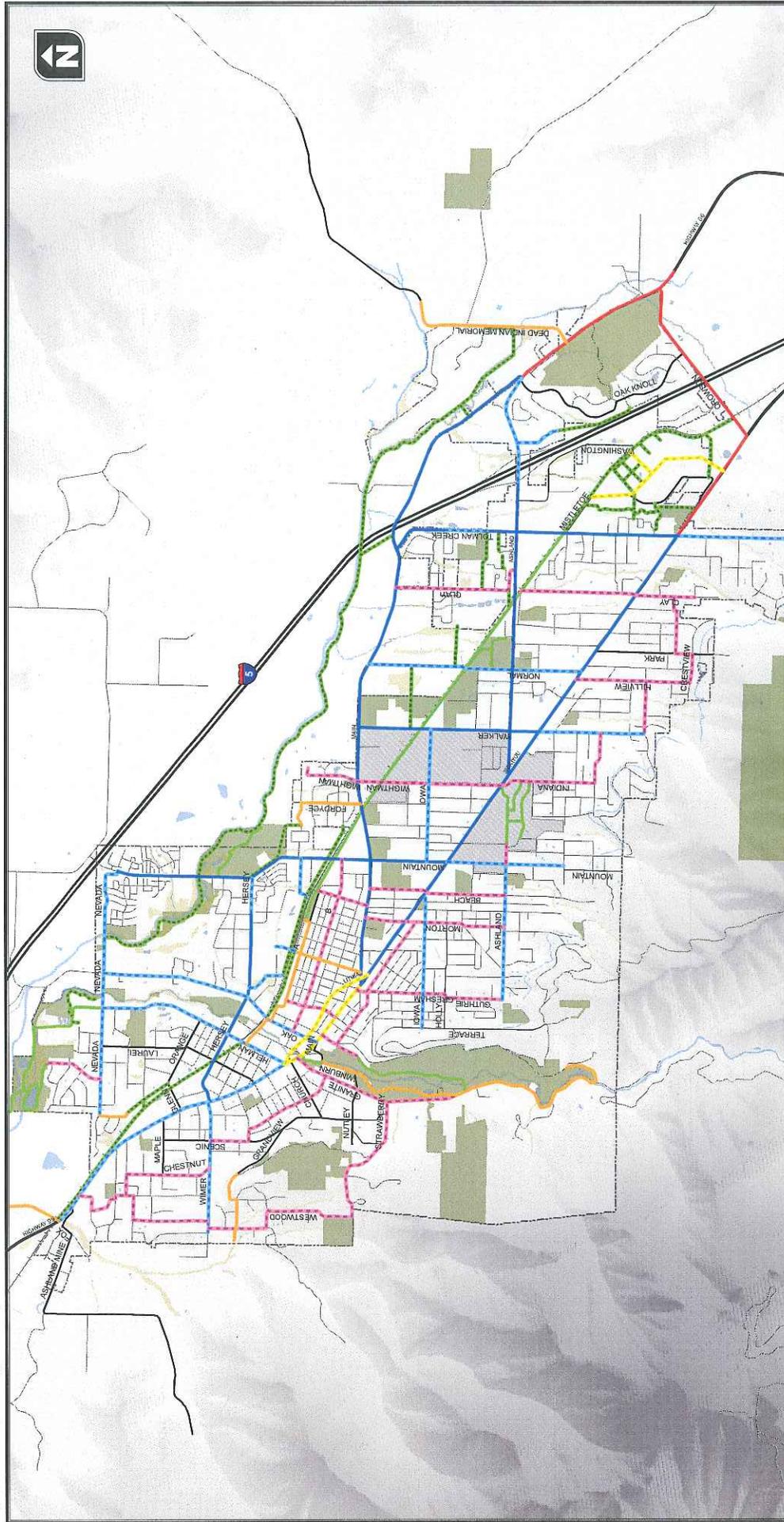


Figure 4



### DRAFT - Existing and Proposed Bikeway Network

- On-Street Bikeways**
  - Existing Bike Lane
  - Existing Shared Roadway
  - Existing Shoulder Lane
  - Proposed Bike Lane
  - Proposed Protected Bikeway
  - Proposed Bicycle Boulevard
- Off-Street Trails**
  - Existing Bike Path/Greenway
  - Proposed Bike Path/Greenway
- Rivers
- Parks
- Wetlands
- City Limits



February 26, 2014

To Ashland Downtown Parking Advisory Committee  
CC Michael Faught and Bill Molnar, City of Ashland  
From Robert Parker, Nick Meltzer, and CPW Team  
SUBJECT FIRST TIER SURVEY RESULTS

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## SUMMARY

Community Planning Workshop is working with the City of Ashland to conduct a downtown parking and multimodal circulation study. The study is intended to evaluate the effectiveness of existing downtown parking management, truck loading zones, and travel demand management strategies in order to improve the overall accessibility of downtown for all visitors.

To better understand public perceptions of downtown parking and access, CPW administered an online survey to downtown visitors and employees. Note that the survey was not a random sample survey and should not be interpreted to represent the viewpoints of every downtown visitor. Moreover, the survey does not represent the views of visitors from outside the community. CPW received a total of 761 responses to the survey.

## Key Findings

- **Automobiles are a preferred mode for accessing downtown.** Ninety-two percent of survey respondents drive downtown, and 31 percent said they visit downtown daily.
- **Parking capacity is an issue during peak periods.** While a large majority of respondents reported visiting downtown frequently (86% indicate they visit two or more times per week), 39% of respondents indicated that difficulty in locating downtown parking deters them from visiting, and 44% indicated they have trouble finding parking on more than 40% of their visits. Moreover, 65% of respondents report it takes longer than 5 minutes to find a parking space.
- **Downtown visitors alter their parking habits during the Oregon Shakespeare Festival.** Seventy-one percent of respondents indicate their parking habits vary with the OSF season.
- **Business owners frequently get complaints from downtown patrons.** Over 70 percent of business owners surveyed said that their patrons have complained about parking. Moreover, half of the responding business owners indicate that availability of parking has negative effects on their business during peak periods.
- **Many patrons are willing to park further from their destination where more parking is available.** Nearly two-thirds (64%) of survey respondents indicate they usually park further away where parking is more available when visiting downtown for extended periods.

- **Many downtown employees use on-street parking.** Seventy-one percent of the 172 downtown employees that responded indicated they most frequently drive alone to work, while about 55% indicated that they park in unlimited (non-time restricted) spaces, primarily in nearby residential areas, while 26% indicate they park in private off-street spaces. Notably, 18% reported that they park in time-limited spaces downtown and move their vehicles during the day.
- **Downtown wayfinding could be improved.** Survey respondents felt there was potential to better direct and inform users about parking in the downtown area. Seventy-four percent felt that street signage could be improved, while 76% felt that resources such as websites and brochures could be improved.
- **Business deliveries continue to present challenges.** More than one-third of business owners indicated they receive deliveries once or more a day. About 37% indicated that these deliveries occur in curbside loading zones, and 25% indicate they occur in active travel lanes.
- **Most respondents think pedestrian facilities are safe and adequate, however, downtown bicycle facilities are perceived as inadequate.** A small minority (11%) of respondents indicated pedestrian facilities could be improved. Moreover, About 77% of the 290 respondents that indicated they cycle downtown responded that bike facilities were inadequate or could be better for getting around downtown.

## Implications

The survey results confirm that many previously identified issues continue to be issues (i.e., employee parking, wayfinding, deliveries, etc.). As intended, the survey results also provide clues with respect to where CPW and the Committee might focus our attention in the coming months:

- **Focus on incremental short-term strategies.** The survey results suggest several strategies could be effective in the short term to partially address some of the issues. These include better wayfinding and signage, education and informational materials, and better use of off-street and private parking.
- **Peak periods will continue to present a challenge.** Parking access and availability becomes more of a challenge during OSF and tourist peak season. While this in itself is not a surprising conclusion, it does suggest that the City should explore additional strategies to manage parking during peak periods.
- **Seek better strategies to meet the parking needs of downtown workers.** Employee parking was raised as an issue in previous studies; the survey results appear to confirm that employees are using valuable on-street parking. Managing employee parking is a complicated issue that deserves further attention.
- **Explore additional transportation / parking demand management strategies.** Many visitors report using alternative means of accessing downtown. While this may not be viable for tourists, the results suggest that it could have benefits for Ashland residents.

## SURVEY RESULTS

A summary of the methods, including distribution, can be found in Appendix A. A full report of the survey results is included in Appendix B. The remainder of this memorandum summarizes key findings and implications of the survey, characteristics of the survey respondents, and survey results.

The survey was designed to gather information from several populations that use downtown: downtown visitors and patrons, people that work downtown, and business owners/managers. Note that business owners/managers and downtown workers can also be patrons. Thus, the survey asked questions pertaining to each group and included logic sequences that skipped sections that did not apply to individual respondents. For example, the survey asked respondents to indicate if they worked downtown. If they responded “no,” then the survey logic skipped questions pertaining to how downtown employees get to work.

Because the survey addresses downtown parking use and perceptions of several populations, not all respondents answered all of the questions. Thus, we report the number of responses to each question to provide context for the size of individual populations.

### Characteristics of Respondents

Table 1 summarizes the 761 survey responses by type of respondent. Of the 761 responses, 99 percent (753) indicated they visit downtown Ashland. Two-hundred and seventy-four of the respondents work downtown, while 56 of the respondents own a downtown business.

**Table 1: Survey Respondents by Type**

Survey Respondent Type	Number	Percent
Downtown Visitors	753	99%
Downtown Employees	274	36%
Business Owners	56	7%
<b>Total Respondents</b>	<b>761</b>	<b>100%</b>

Figure 1 shows annual income as reported survey respondents. Forty-four percent of the respondents earn between \$35,000 and \$74,999 in annual income, while 14 percent earn \$75,000 to \$99,000. Fifteen percent of respondents had an annual income of \$24,999 or less.

Fifty-six percent of survey respondents are female, while 40 percent are male. The remaining three percent fall under the “Prefer not to Answer” category.

**Figure 1: Annual Income of Respondents (605 Respondents)**

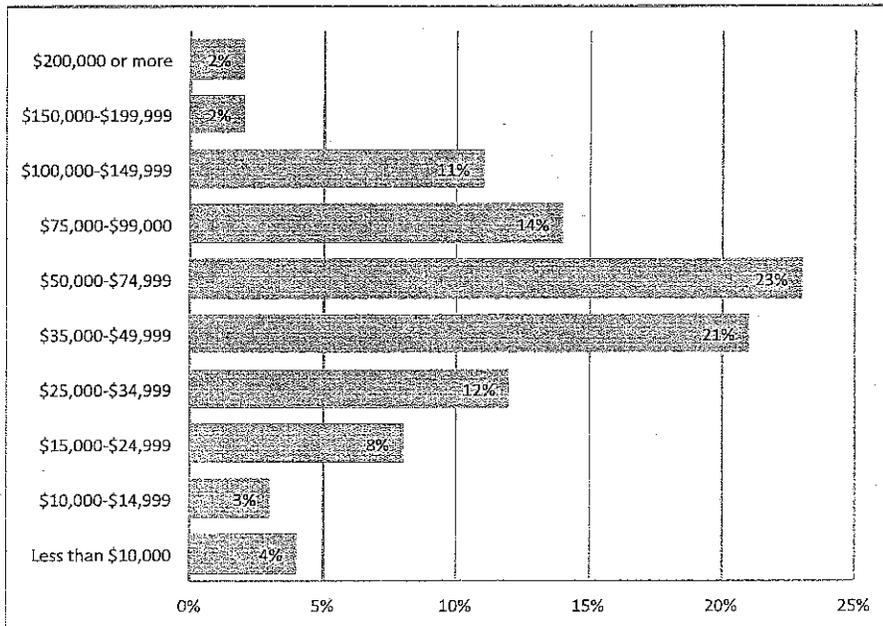
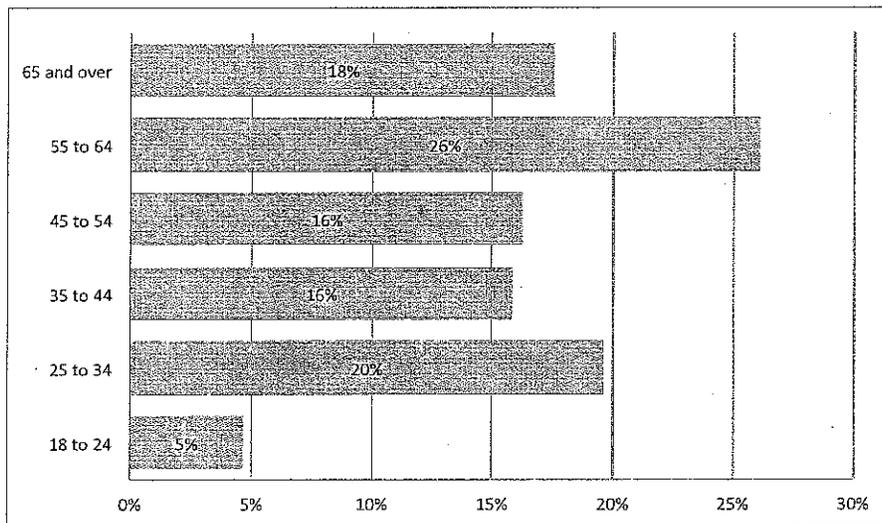


Figure 2 shows the age of survey respondents. The age distribution among respondents ranged from 18 to 100. The highest percentage of responses among the age groups was 55 to 64, while the lowest percentage was for the 18 to 24 group.

**Figure 2: Age of Respondents (449 Respondents)**



## Downtown Visits

Figure 3 shows how frequently respondents visit downtown Ashland. Over 99 percent of survey respondents reported visiting downtown Ashland with eight respondents reporting they do not visit downtown. Those respondents who don't visit downtown mainly cited the tourist-centered nature of the downtown area as a deterrent. In addition, 92 percent of respondents said they

drive to the downtown area. When asked how frequently respondents visit the downtown area 31 percent said they visit downtown at least once a day.

**Figure 3: Frequency of Downtown Visits (737 Respondents)**

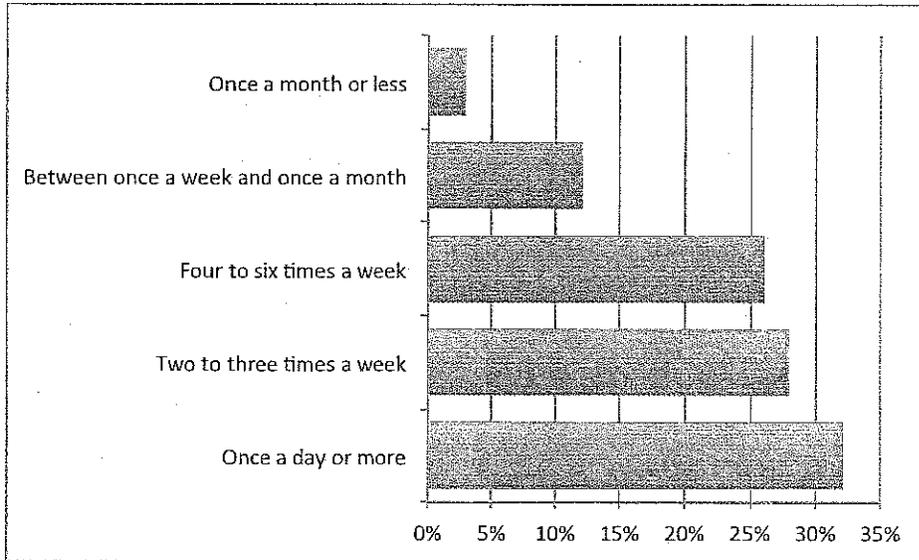
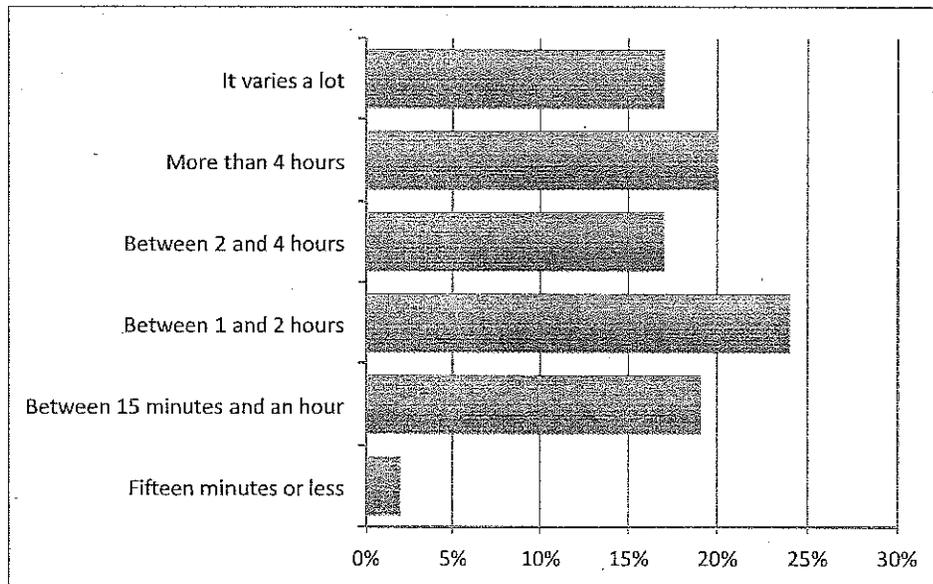


Figure 4 displays the duration of downtown visits. Most respondents' trips, 62 percent, to the downtown area last longer than one hour, while 37 percent of the trips last greater than two hours. If visiting downtown for longer than two hours, 64 percent of respondents stated that they park further away from their destination in order to find a parking space.

**Figure 4: Duration of Downtown Visits (726 Respondents)**



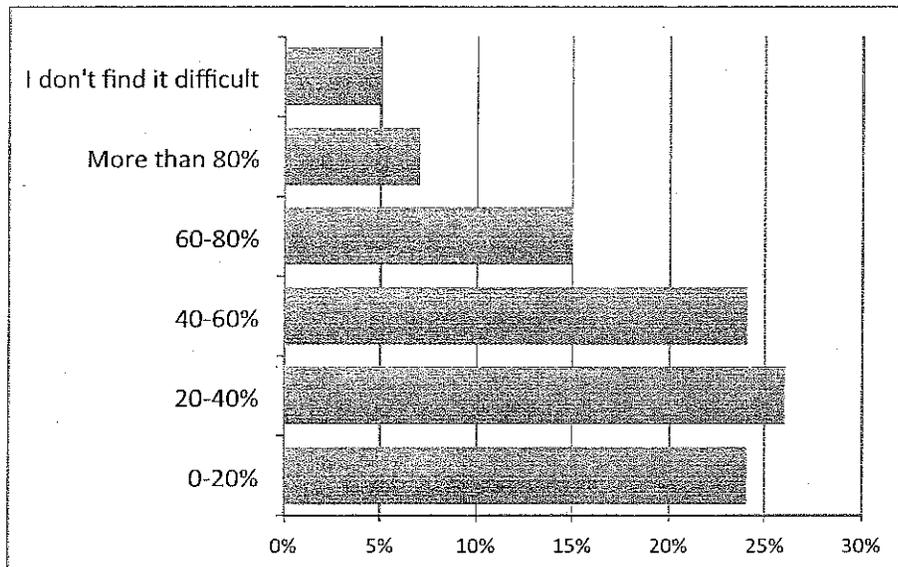
## Finding a Parking Space

To determine the difference in amount of time it takes to find a parking space, respondents were asked about their experience with parking both during the Oregon Shakespeare Festival and during the off-season. Some major findings from the survey pertaining finding a parking space include:

- Sixty-four percent of respondents said it takes longer than five minutes to find a parking spot during the festival season; and 21 percent report it takes longer than ten minutes.
- During the Festival, when the limited duration parking is in effect, 38 percent of respondents use the two-hour parking and 27 percent find unlimited duration parking.
- In the off-season, 83 percent of respondents report spending less than five minutes to find a parking space.
- Seventy-one percent of respondents report that the Festival creates a change in their parking habits.

Downtown visitors were asked what percentage of the time they find it difficult to find a parking spot, to which there was a significant amount of variability as seen in Figure 5. While many respondents find parking spaces hard to locate, 39 percent indicated that difficulty in finding parking in the downtown deters them from visiting.

**Figure 5: What percentage of the time do you find it difficult to find a parking spot? (640 Respondents)**



## Employee Parking

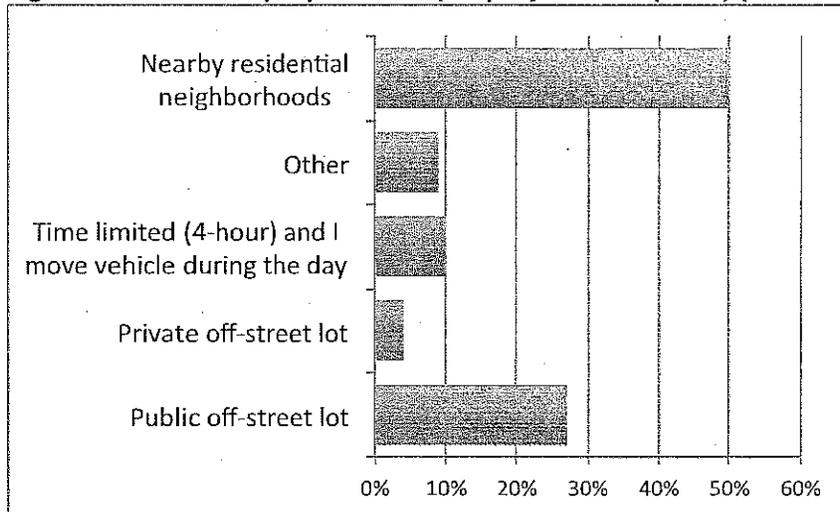
Two hundred seventy-four individuals reported that they work in downtown Ashland. The majority of these respondents (71 percent) drive alone to work, park in the downtown area, and do not have parking provided by their employer, shown in Table 2.

The majority (64 percent) of downtown business owners that provide employee parking do so in privately owned lots. However, most employees driving to work park in nearby residential neighborhoods, as shown in Figure 6, and spend over four hours at their place of employment per work shift.

**Table 2: Downtown Employee Parking Patterns**

Survey Question	Response	Percent	Number	Total Responses
Do you work downtown?	Yes	39%	274	695
How do you most frequently get to work?	Drive alone	71%	194	275
If you drive, do you park in the downtown area during the day?	Yes	76%	163	215
If you drive, does your employer provide parking?	No	83%	177	214
How long is your typical workday shift?	More than 4 hours	80%	215	268

**Figure 6: Where Employees Park (Employee Perception) (172 Respondents)**



## Business Owner Perspectives

Fifty-six respondents reported owning businesses in downtown Ashland. Table 3 summarizes how respondents classified their business, with 57 percent identifying as Retail Trade. Over 70 percent of business owners reported having a staff of 0-5 employees.

Half of those who own businesses believed that the availability of parking during the Oregon Shakespeare Festival had a negative effect on their business. Over 70 percent of business owners said that their patrons have complained about parking.

**Table 3: Business Classification (54 Respondents)**

Sector	Number	Percent
Retail Trade	31	57%
Wholesale Trade	1	2%
Information	0	0%
Finance and Insurance	0	0%
Real Estate and Rental and Leasing	2	4%
Professional, Scientific and Technical Services	4	7%
Management of Companies and Enterprises	0	0%
Social Services (Education, Health Care, or Social Assistance)	4	7%
Arts, Entertainment, and Recreation	5	9%
Public Administration	0	0%
Other:	7	13%
<b>Total</b>	<b>54</b>	<b>100%</b>

When asked about parking and alternative transportation in regards to their employees, business owners had the following response:

- Thirty percent of business owners reported that they had no dedicated off-street parking for their customers or employees.
- Fifty eight percent said they encourage employees to use non-auto modes of transportation.
- With regards to which programs they encourage employees to use, about half said providing bike storage, while the rest indicated a combination of car pools, walking and taking public transit.
- When asked where their employees generally parked, there was quite a variation in responses, though over half reported their employees used non-limited parking spots or alternative modes of transportation.

### **Deliveries**

Previous studies identified deliveries as a parking issues. Only four percent of downtown business owners indicated they receive no deliveries other than the U.S. mail. Thirty-four percent of business owners reported that their business received deliveries once or more per day.

Figure 7 shows that of those that received deliveries, only 37 percent of delivery vehicles utilized curbside loading zones. Notably, 25% of respondents reported that deliveries occur in active travel lanes.

**Figure 7: Where Delivery Vehicles Park (52 Respondents)**

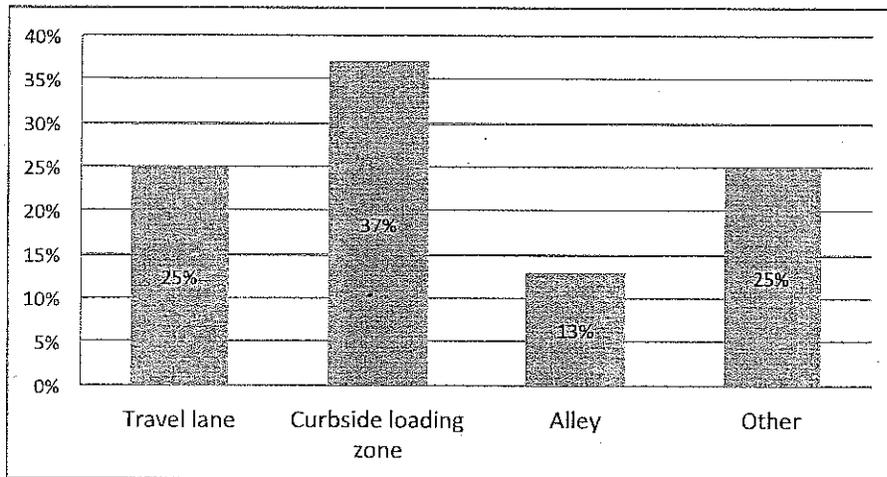
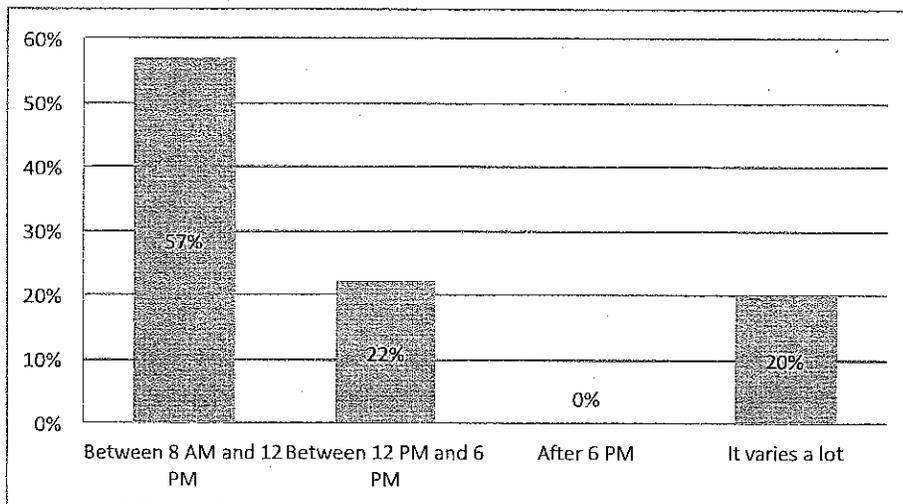


Figure 8 shows when respondents indicated they receive deliveries. Most (57%) business owners reported that their deliveries most often occurred between 8 AM and 12 PM, while 20 percent reported that their delivery time varies a lot.

**Figure 8: When Deliveries Arrives (51 Respondents)**



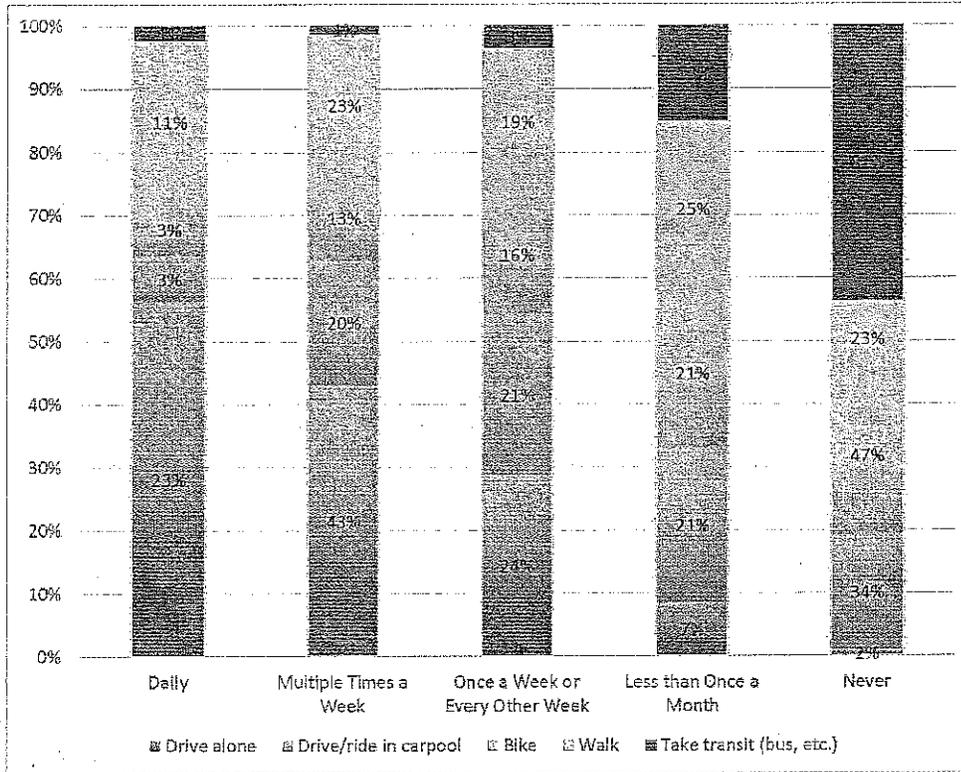
## Transportation and Accessibility

Survey respondents access Downtown Ashland through a combination of modes: driving, carpooling, biking, walking and taking transit. Figure 9 shows the percentage of respondents that reported using various transportation modes. Following are key findings related to how respondents reported accessing downtown:

- Sixty six percent of survey respondents drive alone multiple times a week.
- By contrast, 66 percent of respondents indicated that they never use public transportation

- Thirty-one percent of respondents access downtown on foot multiple times a week. When combined with bicycle transport, 45 percent of respondents access downtown via alternative modes multiple times per week.

**Figure 10: Downtown Access Mode, by Frequency**



### Bicycle Access

While a significant number of respondents drive downtown, nearly 42 percent have travelled to the downtown area by bicycle in the past. Fifty six percent of respondents believe bicycle facilities to access downtown could be improved (Figure 11), while 76 percent of respondents feel the quality of facilities downtown should be improved (Figure 12).

**Figure 11: Quality of Bicycle Facilities for Accessing Downtown (289 Respondents)**

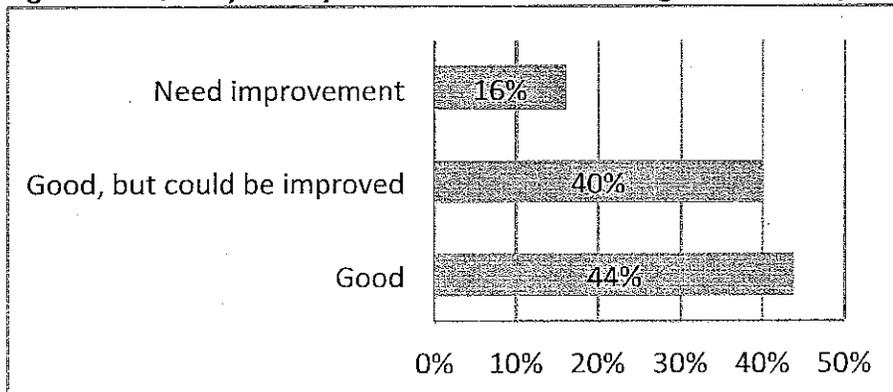
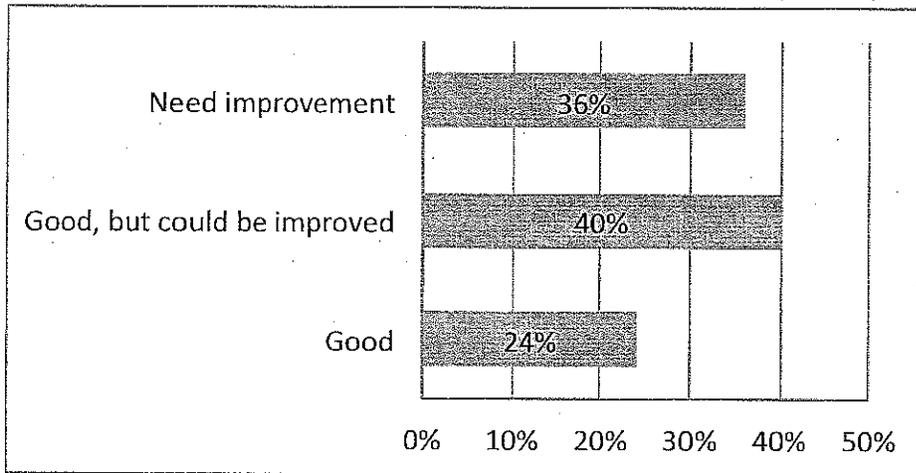
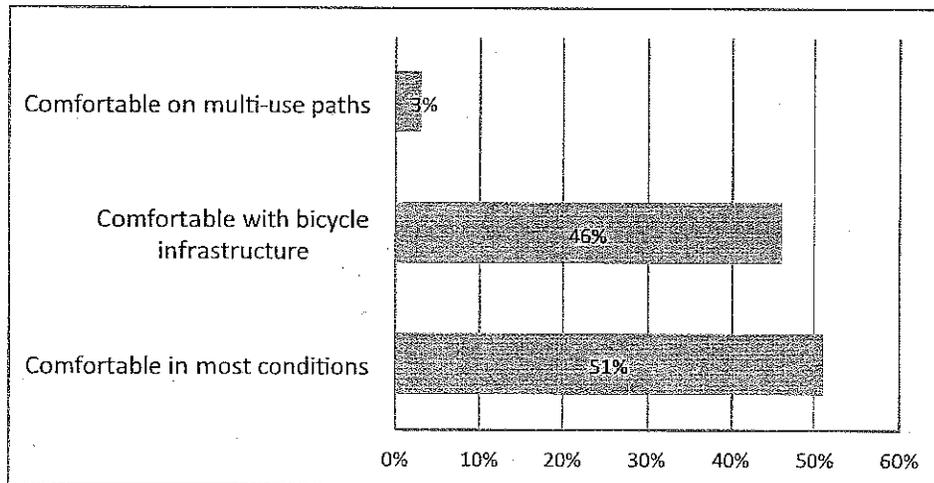


Figure 12: Quality of Bike Facilities within Downtown (290 Respondents)



As shown in Figure 13, fifty-one percent of respondents declared themselves very confident riders that will ride in almost all situations. Forty-six percent labeled themselves comfortable riders that look to use streets that feel safer for bicycle traffic, and three percent answered that they will only bicycle on multi-use paths or sidewalks.

Figure 13: Bicycle Comfort Level (289 Respondents)



### Pedestrian Access

Opinions about Ashland's pedestrian facilities in the downtown area are much higher, where 89 percent of respondents feel that Ashland's pedestrian facilities are adequate for travelling to downtown, and 93 percent feel they are adequate within the downtown area. While most respondents feel that pedestrian facilities in the downtown area are adequate, they are less comfortable crossing streets safely. Sixteen percent of respondents do not feel safe crossing streets in downtown Ashland.

## **Additional Respondent Comments**

At the end of the survey respondents were given the opportunity to leave feedback for the committee, and some general themes developed.

- Respondents suggested that lighting needs to be improved to connect areas outside of the downtown with periphery areas which may have more parking.
- Several respondents suggested providing more incentives to ride the use public transit and carpool.
- Several respondents suggested buses need to run more frequently for people to use them.
- Respondents provided a considerable amount of comments regarding disabled parking, and ease of transportation in the downtown, in particular respondents mentioned that sidewalks and crosswalks need improved for wheelchairs.
- Respondents are weary of promoting bicycle use for residents who may perceive themselves as being “too old to ride a bicycle.” This concern could be addressed through education efforts regarding seniors and bicycle use.

## **CONCLUSION/NEXT STEPS**

The PAC will consider survey results as it creates and reviews policy options for downtown Ashland regarding parking management and multi-modal circulation. Many of the respondents in this survey frequently visit the downtown Ashland area, and their opinions on ease of use are very important when considering how we proceed from here. The survey informed the CPW team when creating a set of guiding principles that will direct the policies that will ultimately be suggested for downtown Ashland. These guiding principles will be introduced to the PAC in the beginning of March, and will inform the CPW team about future survey questions to clarify ideas further.

## APPENDIX A: METHODS

The CPW Team is using a two-phase survey process designed to engage the business owners and community members of Ashland. The first phase gathered opinions and perceptions about the current climate of downtown parking and activity. After the results are analyzed and there is more discussion with the PAC, the second phase will focus on policy options for the issues identified in the first survey.

The first survey started with broad questions regarding downtown, and subsequently narrowed down depending on the respondent. CPW wanted to specifically obtain answers from employees, business managers/owners, and patrons that park downtown. The survey used a logic flow that only displays questions to individuals based on their status. For example, the survey could ask individuals if they ever bicycle downtown. If their response is no, the survey would not display any questions regarding cycling.

CPW used the “convenience survey” method. This method is used to target both specific groups and the general public. The survey included both an introductory email and an introduction to the overall project goals. To orient respondents, we included an aerial map of the study area. The introduction also included how the survey data will be used, and a description of the two-tiered approach. The survey was limited to a timed length of less than 15 minutes and included an area for comment at the end.

The survey was made available in two fashions. It was distributed via email through the Ashland Chamber of Commerce’s member list, to all City employees, and to the Oregon Shakespeare Festival mailing list. It was also posted on the City’s website, and subsequently announced at city council and other public meetings, by staff.

Using a two-tiered survey approach required an expedited process for the first tier, to keep the project process efficient. The survey was developed, reviewed, and tested in house by CPW staff. Starting with a broad list of questions, based on objectives of the survey, the questions were then narrowed on an iterative basis. Due to the overlapping categories of downtown users, each question was intentionally selected to get the most information in the easiest manner for respondents. Questions were proof read for grammar, punctuation and clarity. Utilizing Qualtrics survey software provided by the University of Oregon, the questions were input using a logic sequence to meet the needs of respondents.

**APPENDIX B**  
**Raw Survey Results**  
(44 pages)

# My Report

Last Modified: 02/24/2014

## 1. Do you visit downtown Ashland?

#	Answer	Response	%
1	Yes	753	99%
2	No	8	1%
	Total	761	100%

## 2. If no, why not?

### Text Response

I don't like tourists and visitors  
 limited parking.  
 too busy, limited parking  
 I hate Ashland  
 It's for tourists. Cutesy.  
 Only work in ashland and won't return to "visit."

Statistic	Value
Total Responses	6

## 3. How frequently do you visit downtown? (Choose one)

#	Answer	Response	%
1	Once a day or more	232	31%
2	Two to three times a week	213	29%
3	Four to six times a week	190	26%
4	Between once a week and once a month	83	11%
5	Once a month or less	19	3%
	Total	737	100%

**4. How long do you typically spend in downtown Ashland?  
(select the category that best matches your typical visit)**

#	Answer	Response	%
1	Fifteen minutes or less	20	3%
2	Between 15 minutes and an hour	132	18%
3	Between 1 and 2 hours	178	25%
4	Between 2 and 4 hours	127	17%
5	More than 4 hours	144	20%
6	It varies a lot	125	17%
	Total	726	100%

**5. Do you drive downtown?**

#	Answer	Response	%
1	Yes	670	92%
2	No	61	8%
	Total	731	100%

**6. During the Oregon Shakespeare Festival Season (mid-February through October/early November), how long does it take you, on average, to find a parking spot downtown?**

#	Answer	Response	%
1	Less than 2 minutes	54	8%
2	Between 2 and 5 minutes	176	27%
3	Between 5 and 10 minutes	276	43%
4	More than 10 minutes	138	21%
	Total	644	100%

**7. During the off-season of the Oregon Shakespeare Festival Season (October/early November through mid-February),**

**how long does it take you, on average, to find a parking spot downtown?**

#	Answer	Response	%
1	Less than 2 minutes	272	42%
2	Between 2 and 5 minutes	261	41%
3	Between 5 and 10 minutes	99	15%
4	More than 10 minutes	12	2%
	Total	644	100%

**8. When the limited duration parking is in effect (during the Shakespeare Festival Season), which time limited parking do you use most often?**

#	Answer	Response	%
1	Fifteen minute	14	2%
2	One hour	29	4%
3	Two hour	243	38%
4	Four hour	84	13%
5	I park in unlimited spots on street	175	27%
6	I park in surface lots (off-street)	40	6%
7	I park in parking garages	60	9%
	Total	645	100%

**9. If you visit downtown for an extended amount of time (i.e. more than two hours), are you more likely to search for a parking spot closer to your destination, or park farther away where you know there are available spaces?**

#	Answer	Response	%
1	Closer to destination	234	36%
2	Farther away, where there's more availability	409	64%
	Total	643	100%

**10. What percentage of the time do you find it difficult to find a parking spot?**

#	Answer	Response	%
3	0-20%	154	24%
4	20-40%	167	26%
5	40-60%	146	23%
6	60-80%	93	15%
7	More than 80%	45	7%
8	I don't find it difficult	35	5%
	Total	640	100%

**11. Does this deter you from visiting downtown?**

#	Answer	Response	%
1	Yes	234	39%
2	No	370	61%
	Total	604	100%

**12. Do your parking habits vary with the Oregon Shakespeare Festival season?**

#	Answer	Response	%
1	Yes	453	71%
2	No	185	29%
	Total	638	100%

**13. Do you feel there is adequate on street signage directing people where to park?**

#	Answer	Response	%
1	Yes	164	26%
2	It's adequate, but could be better	286	45%
3	No	182	29%
	Total	632	100%

**14. Do you feel there are adequate resources (brochures, websites, etc.) informing the public about parking?**

#	Answer	Response	%
1	Yes	144	24%
2	They are adequate, but could be better	214	35%
3	No	251	41%
	Total	609	100%

**15. Do you work downtown?**

#	Answer	Response	%
1	Yes	274	39%
2	No	421	61%
	Total	695	100%

**16. How do you most frequently get to work?**

#	Answer	Response	%
1	Drive alone	194	71%
2	Bike	22	8%
3	Walk	36	13%
4	Take transit (bus, etc.)	1	0%
5	Drive with others (i.e. carpool)	22	8%
	Total	275	100%

**17. If you drive, do you park in the downtown area during the day?**

#	Answer	Response	%
1	Yes	163	76%
2	No	20	9%
3	It varies	32	15%
	Total	215	100%

**18. If you drive, does your employer provide parking?**

#	Answer	Response	%
1	Yes, at a cost	1	0%
2	Yes, for free	36	17%
3	No	177	83%
4	I don't drive	0	0%
	Total	214	100%

**19. If your employer does not provide parking, where do you generally park?**

#	Answer	Response	%
1	Public off-street lot	44	26%
2	Private off-street lot	8	5%
3	Time limited (4-hour) and I move vehicle during the day	18	10%
4	Other	14	8%
5	Nearby residential neighborhoods	88	51%
	Total	172	100%

## 20. How long does it take you to walk to your place of work?

#	Answer	Response	%
1	5 minutes or less	131	63%
2	Between 5 and 10 minutes	38	18%
3	Between 10 and 20 minutes	14	7%
4	More than 20 minutes	25	12%
	Total	208	100%

21. What do you think is a reasonable amount of time it should take to walk between a parking space and your place of work, if you drive? (in minutes)

Text Response

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Statistic	Value
Total Responses	222

**22. How long is your typical workday shift?**

#	Answer	Response	%
1	Less than or equal to four hours	53	20%
2	More than four hours	215	80%
Total		268	100%

**23. Are you aware that on average, a minimum of \$30,000 in retail sales is generated annually by the users of each available parking space?**

#	Answer	Response	%
1	Yes	43	16%
2	No	224	84%
Total		267	100%

**24. Based on your answer above, would you be willing to park somewhere else or use a different mode (bike, transit, walk) to get to work?**

#	Answer	Response	%
1	Yes	35	16%
2	No	81	36%
3	Maybe	58	26%
4	I already use a different mode	50	22%
Total		224	100%

**25. Do you own a business in downtown Ashland?**

#	Answer	Response	%
1	Yes	56	8%
2	No	638	92%
Total		694	100%

## 26. How long has your business operated downtown? (in years)

Text Response

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Statistic	Value
Total Responses	51

**27. In the last five years, do you think downtown is becoming a better or worse place to do business?**

#	Answer	Response	%
1	Much worse	2	4%
2	Somewhat Worse	12	21%
3	About the Same	26	46%
4	Somewhat Better	8	14%
5	Better	6	11%
6	Much Better	3	5%
	Total	57	100%

**28. Does the availability of parking during peak periods have positive or negative effects on your business?**

#	Answer	Response	%
1	Positive effect	12	21%
2	Negative effect	28	50%
3	No effect	16	29%
	Total	56	100%

## 29. Please explain your response to the previous question:

### Text Response

During peak periods, patrons must search farther away for parking because our small lot is already full.

Lack of parking does deter some shoppers.

The lot on Lithia Way was great for parking--then the big building has been going up. Clients are getting parking tickets.

I am on the outskirts of downtown in railroad district with parking spots usually available on side streets.

I don't see an acute parking problem in Ashland that deters anyone from using the downtown. I would hate to see the intensification of commercial development compromised to allow more parking. For instance, Lithia Way needs more commercial development and less surface parking to stimulate economical vitality of that area of downtown. I believe many in our business community who advocate for parking are naive to what creates urban vitality. I also find the assertion within this survey that there is a unequivocal association between parking spaces and economic benefits, with an exact figure, questionable. It creates a predetermined bias in those taking the survey and will inevitably distort the outcome. There are unique circumstances in Ashland that do not necessarily make this rigid linear equation accurate. The walking proximity and density of the downtown in relation to the destination theater in association with the fact that most businesses are tourist oriented, probably make this equation completely inaccurate.

Travelers accommodation we have our own parking

People have told me they do not come downtown when it is difficult to park.

We have a large parking lot devoted to our building, so parking has never been an issue except on 4th of July.

If you mean that by availability that more space will be available that the effect is positive

Our A Street location has a parking area.

obvious

If customers can park close, they will show up. Many who can not find a space in front of your business, will feel that they parked far away, even if it is less than a block.

providing enough parking while not blocking the hundreds of crucial deliveries downtown is a fine balance

Customers get frustrated trying to find parking. We offer classes, they need to bring equipment for classes, it is heavy, they don't like to have to walk several blocks with it.

I own a consulting business so my customers will come to meet with me for a long period of time. If they can not park close by they get frustrated. a lot of the available parking is too short term.

we have our own parking lot... my answers reflect my ability to utilize downtown for taking clients out to meals

We have issues with guests not being able to find parking. We are on a steep hill and many of our clientele are elderly.

Customers prefer convenient parking

My guests/customers have off-street parking

It is difficult to find parking near the plaza that is more than 2 hours

Older people need better proximity to businesses and Ashland serves a somewhat older clientele

We own a business on Ashland street, but travel through all of Ashland daily.

Parking is a battle when all untimed spots are filled by other business employees before 8 am and the two hour spots are sed by uemployees moving the cars every two hours.

Customers complain about the difficulty of finding parking spots so I would assume that if they can't find a place in front of our business that they may go to another business closer to where

they find parking. The positive side of parking for our business is that we have several residential streets right by our business so we are more likely to have customers find parking in close proximity.

If parking is available, more people would come downtown. We are looking for customers who would drive a car rather than pedestrian or biking. Our product is probably too heavy to carry or bike with after purchase.

Easier for customers to find our business

People visit ashland primarily by car, as you probably know. They should be able to park it relatively easily. If they cannot, they may spend less time downtown and more time at their hotel (not spending their Californian dollars)

Customers complain on a daily basis about the lack of parking. Locals state that they DO NOT come downtown during the season due to lack of parking.

we have a parking lot for our complex which is not impacted by surrounding parking scenarios

Clients find it hard to park for consultations during the summer

When parking options are limited, it means there are more shoppers likely spending more

I have only a handful of clients each day, parking is not a big issue, especially being several blocks away from OSF.

I own a restaurant on the Plaza. Parking is so limited on the plaza, would-be patrons park elsewhere and eat more adjacent to their parking spot.

My patients have to find a place to park.

Clearly if no parking were available, shoppers could not access businesses nearly as easily.

Too much parking appears as a blight on a downtown.

when customers can not find a place to park they don,t come.

we have customers tell us if there is a spot, they will come in.

My customers have indicated that 2 hours is not enough time to see a movie and eat lunch, OR walk in the park and go out for a happy hour OR shop and have a meal, etc.

Although our business is in the downtown area, the city requires "downtown" employees to park on streets that surround our business

Tourists walk by to shop in my business, and although locals complain about the lack of parking, they always seem able to ultimately find it.

customers have told my staff that they tried to park downtown but couldn't find a close parking place so left.

Some customers don't make the effort to come downtown if they think they can't find a close parking space.

Being located on a street corner, there is always limited parking directly in front of the store.

most of my clients work with me through phone or email and not in person.

I don't have a retail business so this question is moot for me. I do contracting, residential work.

Statistic	Value
Total Responses	45

### 30. Besides the U.S. Mail, how often are deliveries made to your business?

#	Answer	Response	%
1	Never	2	4%
2	More than once a day	16	29%
3	Once a day	3	5%
4	2-3 times a week	14	25%
5	4-6 times a week	4	7%
6	Once a week	6	11%
7	Less than once a week but more than once a month	4	7%
8	Once a month or less	6	11%
	Total	55	100%

### 31. Where does the delivery vehicle usually park?

#	Answer	Response	%
1	Travel lane	13	25%
2	Curbside loading zone	19	37%
3	Alley	7	13%
4	Other:	13	25%
	Total	52	100%

### 32. What time of day do your deliveries most often occur?

#	Answer	Response	%
1	Before 8 AM	1	2%
2	Between 8 AM and 12 PM	29	57%
3	Between 12 PM and 6 PM	11	22%
4	After 6 PM	0	0%
5	It varies a lot	10	20%
	Total	51	100%

**33. Do you have dedicated off street parking for your patrons?**

#	Answer	Response	%
1	Yes	16	30%
2	No	37	70%
	Total	53	100%

**34. Do you have dedicated off street parking for your employees?**

#	Answer	Response	%
1	Yes	16	30%
2	No	36	68%
3	Same lot as for patrons	1	2%
	Total	53	100%

**35. When are your busiest times of business?**

#	Answer	Response	%
1	Before 10 AM	2	4%
2	Between 10 AM and 2 PM	26	48%
3	Between 2 PM and 6 PM	21	39%
4	After 6 PM	5	9%
	Total	54	100%

**36. Do your patrons ever complain about parking?**

#	Answer	Response	%
1	Yes	39	71%
2	No	16	29%
	Total	55	100%

### 37. What do they say?

#### Text Response

"You have a terrible parking problem." "When are you going to solve your parking problem."

"Your parking lot is always full." "People are so rude in your parking lot." "I can never find parking so I just go to another store."

Need more and it's dangerous out there.

It's hard to find a parking spot for more than 4 hours.

General conversation about lack of parking during tourist season.

many local customers only stop in if they can get parking within one block. many tourists ask if they can park on the street for more than 2 hours. local customers are not willing to walk more than 2 blocks from parking. tourists are usually walking around for more than an hour so are more willing to park farther away.

They are concerned that they will get a ticket if in the 15 minute spaces. They are surprised that the parking monitors will ticket if they have moved their car, but stayed in the same block. sometimes parking a problem for customers ,but really folks, downtown ashland is much better than any other popular city

"It took a while to find parking"

They had to circle the block several times to find a spot

It was hard to find parking

Parking is a pain

They don't want to come to town and if they do they don't travel to go to everywhere they want, they only go near where they have found parking.

Just that finding parking was difficult. I more often hear from locals that they don't come downtown because parking is difficult. In general I think that parking isn't difficult to find if you are willing to walk several blocks but that becomes a problem when I have things to pick up and drop off at work or when I have customers who are older and can't easily walk all over town for parking.

Hard to find parking. Many choose not to come downtown because it is hectic and parking is hard to find.

It's hard to find long term parking

"you got a busy little town here". "I'm an Ashland Resident and it really takes a lot to get me downtown. It's such a madhouse!" "I would come to your store more often if you were someplace else." "We'll be back!"

They complain about how long it took to find a parking space and often wonder why all the city staff have prime parking available except weekends.

It's difficult to park during the summer.

This would be when they are late and complaining about how long it took them to find a space. Not enough. Dangerous. (Note: the next question indicates that w should check all that apply, but is only set to take a single response!)

hard to find places and time is too short.

It took a while to find somewhere to park.

That parking is worse than their last visit.

They would rather not come to our store by car. Not a problem unless they are bringing a large item to the store for repair.

Hard to find a space and where can I park and I got a ticket. Medford gives warning tickets for parking in alleys. That seems a good way to teach new parking habits.

Statistic	Value
Total Responses	25

**38. Where do your employees generally park? (check all that apply)**

#	Answer	Response	%
1	Private lot (that I own)	7	14%
2	Private lot (that I share)	2	4%
3	Private lot (owned by others)	2	4%
4	Time limited (4 hour, etc)	5	10%
5	Non-limited	14	27%
6	They use alternate modes (bus, walk, bike)	13	25%
7	I do not know	8	16%
	Total	51	100%

**39. Do you encourage your employees to use non-auto modes to get to work?**

#	Answer	Response	%
1	Yes	30	58%
2	No	22	42%
	Total	52	100%

**40. If yes, please indicate which programs you encourage:**

#	Answer	Response	%
1	Provide bus passes	0	0%
2	Provide dry, secure, bike storage	12	50%
3	Set up carpools	1	4%
4	Provide vehicles for work trips	1	4%
5	Other:	10	42%
	Total	24	100%

**Other**  
 walk or bike  
 employees who live out of town must drive. employees who live in town ride bicycles or walk to work.  
 Walk  
 flexible scheduling  
 walking  
 My employees car pool, walk, bike and take the bus  
 Encourage ride share / bus / bike  
 some walk or bike  
 We offer pay incentives for riding a bicycle to work, dropping them off at the bus stop.

**41. Which of the following categories would you use to classify your business? (select one)**

#	Answer	Response	%
1	Retail Trade	31	57%
2	Wholesale Trade	1	2%
3	Information	0	0%
4	Finance and Insurance	0	0%
5	Real Estate and Rental and Leasing	2	4%
6	Professional, Scientific and Technical Services	4	7%
7	Management of Companies and Enterprises	0	0%
8	Social Services (Education, Health Care, or Social Assistance)	4	7%
9	Arts, Entertainment, and Recreation	5	9%
10	Public Administration	0	0%
11	Other	7	13%
	<b>Total</b>	<b>54</b>	<b>100%</b>

<b>Other</b>
Whitewater Rafting
Hospitality
Hospitality
Restaurant
Restaurant
restaurant
tradesman

**42. How many employees work at your business?**

#	Answer	Response	%
1	0-5	39	72%
2	6-10	5	9%
3	11-20	3	6%
4	21-50	4	7%
5	51-100	0	0%
6	Over 100	3	6%
	Total	54	100%

**43. How many patrons do you have on an average day?**

#	Answer	Response	%
1	0-5	11	20%
2	6-10	3	6%
3	11-20	9	17%
4	21-50	10	19%
5	51-100	12	22%
6	Over 100	9	17%
	Total	54	100%

**44. Do you ever travel by bicycle to access downtown Ashland?**

#	Answer	Response	%
1	Yes	288	42%
2	No	402	58%
	Total	690	100%

## 45. If no, why not?

### Text Response

I don't go downtown

Need my car for work-related appointments and meetings

I don't have a bicycle.

Don't own a bike.

Do not long climbs to get home.

Prefer to walk

I live at the top of Guthrie St. It would be very steep uphill to get home.

I don't ride a bike

i prefer to drive

Limited mobility, don't bike

I walk

I need to wear clothing appropriate to greet the public - not suitable for bike riding. Also, my age, or the weather - including and very especially heat.

I walk. I live very close and have issues with people parking on South Pioneer, in front of my house. If I move my car, I usually can't get that spot back for the rest of the day, sometimes late at night. South Pioneer Street should have resident parking. It's horrible here. People park so closely together sometimes others can't get their car out easily. And then there's the walkers, dog folk and such who park and walk up the road.

I enjoy riding my bicycle in traffic and there are not enough places to park my bike

Can't ride a bicycle!

I learned to ride a bike very late in life and I am terribly clumsy, so it wouldn't be safe for me to ride anywhere that I might encounter a car.

I don't have a bike!

I don't ride a bicycle

I don't bicycle but I do walk downtown almost half the time

Cannot ride a bicycle because of age

I prefer to drive.

Live on the border of downtown and almost always walk there (drive on rare occasions).

Too old to ride up steep hill to my house.

Don't own a bicycle

don't have one

it is not safe.

walk

I don't own a bicycle, and I walk a lot. Live close enough to town so no wheels are necessary. usually walk Instead

The return trip home would require riding UP a STEEP hill.

I do not own a bike

I live up a big hill. Who wants to push their bike up a hill every day?

I live on S Pioneer so walking is very easy.

It's too dangerous

I don't own a bike and don't like to ride a bike. I walk downtown often because I live on Clear Creek Dr.

no bike

It's too far and hilly, I'm too old.

no bike rack on my car

I either drive or walk. Do not own a bicycle.

I live to far from town.

I prefer to walk or drive.

I'm too lazy  
I do not own a bicycle... I could walk but I live further away than is comfortable to walk  
too far from Beaverton  
Hill, often walk rom home  
I couldn't ride a bicycle when I was a kid. I'm now 78 years old and probably still couldn't  
manage to do so.  
I don't ride a bike  
I walk more often than bike.  
Too far from home  
Not convenient, usually with someone  
Prefer using a car for carrying purchases, etc.  
I have no time to ride a bike. I'm not a 1%er wealthy person with nothing better to do than ride a  
bike with stupid pants on. Lance Armstrong cheated, drive a car  
Don't have a bike  
I commute to Ashland from Medford, and have my 2 small children with me.  
Safety  
Bicyclist rarely obey the rules of the roads and I find bicyclist a danger to the road in general.  
I live too far away  
Too far from my origin (Medford)  
Time & work constraints  
mobility issues  
I do not own a bicycle at this time.  
I live much further than biking distance to work... 20+ miles one-way. I tried biking in the  
summer and there is not a safe place to store my bike and the Green Way is not a safe route for  
a single woman to bike to and from work.  
I live too far away  
Commute from too far away to bike  
work requires on-demand location changes requiring automobile for distances.  
It's dangerous downtown between pedestrians, vehicles and bikes, so I'll take my chances in  
my car.  
i can not carry up to 1500 lbs on a bike  
Live downtown, don't have bicycle  
I live more than 6 miles away and work in a professional position that would not be convenient  
to ride a bike.  
I live 20 miles away  
too complicated, not realistic, too far from bike path, one way traffic makes it fussy so it's easier  
to walk or drive.  
I live in Medford, work in Ashland  
I do not have time. May days are very busy.  
walk with dogs...  
I don't stay downtown all day and need to travel farther in a timely manner than a bike would  
afford.  
I live 20 minutes away and do not want to arrive to work not ready to work  
I don't own a bicycle.  
Driving into town for business purposes then leaving as quick as I can.  
Don't want to get hit by a car  
Don't have a working bike.  
I drive from Medford and I have a baby I have to take to daycare on my way to work. I used to  
ride bike often.  
i prefer to walk  
Because of this neat invention called the automobile.

I am on my way from California to shop at big box stores. No time for biking or room. Only time to walk dine and stroll

I live out of town and travel with small children

I live on a steep hill, would not bike up it. Also, had a bad bike accident many years ago, and do not bike.

i'm a klutz

I don't care for bike riding.

just don't ride my bike much these days

I walk everywhere

My son is usually with me. He is in a power wheelchair.

Need car for work.

Both my employees and myself live outside Ashland city limits. Driving is necessary.

Physically unable....but if I could I would find it scary in traffic

i live too far to bike

Disabled - BTW you need more spots for the disabled on in the downtown core.

Automobile traffic; seasonal weather.

too crowded , dangerous, Id rather walk. The out of control pedestrians are more of a problem than parking!!!

No bike racks near work, bike theft in Ashland, live too far out of town to ride in everyday, need car for picking up supplies, etc.

Don't have one. Don't want one. We walk everywhere.

there is no place to safely park and lock your bike that will not interfere with sidewalk traffic and bicycles on Main street are dangerous

Statistic	Value
Total Responses	365

#### 46. Do you feel the bike facilities are adequate for getting to downtown Ashland

#	Answer	Response	%
1	Yes	126	44%
2	They are adequate, but could be better	118	41%
3	No	45	16%
	Total	289	100%

**47. Do you feel the bike facilities are adequate for getting around downtown Ashland?**

#	Answer	Response	%
1	Yes	68	23%
2	They are adequate, but could be better	116	40%
3	No	106	37%
	Total	290	100%

**48. Are the bike parking facilities adequate (enough space, secure, easy to lock to, etc.) in downtown Ashland?**

#	Answer	Response	%
1	Yes	65	22%
2	They are adequate, but could be better	110	38%
3	No	115	40%
	Total	290	100%

**49. Are the bike parking facilities in the appropriate locations in downtown Ashland?**

#	Answer	Response	%
1	Yes	64	22%
2	Some are, but some are not	185	64%
3	No	41	14%
	Total	290	100%

## 50. Where else should bike parking facilities be located?

### Text Response

Near Lithia Park.

many in the same locations but bigger, all it takes is a couple of bikes especially if one has a trailer attached for children, and there is no more room. Many are located on crowded sidewalks which cannot accommodate as many bikes as could be there. I don't feel safe leaving my bike not in plain sight as my family has had numerous locked up bikes stolen from downtown ashland

In the blocks between Starbucks and the Library

On each side of every block along Main Street there should be a bike rack.

i have not seen bike parking facilities.

I believe there should be more bike parking and more visible bike parking. Demonstration by the City of being a bike friendly and a bike enthusiast city will promote more bicycle use.

More along the Plaza area

Creative bike racks should be provided BY the business community for THEIR customers, outside their business. The "parklets" such as Standing Stone and Outdoor Store are a good idea, but ugly. see e.g. <http://is.gd/EO95rc>. Sidewalks should be wider to accommodate some bike parking

Te racks in front of stores are inadequate. Racks by ost are inadequate...to small. No racks on a st

The addition of dedicated bike parking in the middle of downtown would be nice. There are a few spots to lock up your bike but they are not very secure.

On the plaza

Bike facilities should be located safely away from curbs. I don't want to be run over by a car when dismounting from my bicycle and chaining it to a bike rack.

Darn, I can't think of where I've needed one and couldn't find one. Not often anyway, usually there's a bike rack.

Bike parking on the sidewalks are sparce in a lot of areas, where bikes are often locked/tied to trees, posts, etc...

plaza

Sidewalks

I don't know where the bike parking facilities are located. I park where it is convenient to my shopping or where I'm doing business.

I have the most trouble along Main Street further uptown. For example, in the block where Bloomsbury and Pangea are. Often the few bike spots are taken and I stuggle about parking around a lamp post or tree.

It's ridiculous for ashland to be called a bike friendly city and then be ticketed for locking a bike to a tree or traffic sign when there are no facilities to lock a bike to that keep it safe on a sidewalk and not in the way of a parked or parking car. More bike parking like in front of standing stone are necessary around town so that it's convenient to park one's bike. Although I drive downtown in the off Shakespeare season, i never drive downtown expecting to find space in the summer when tourist season is at it's peak.

Intervals of the park, between the plaza & the library.

Around Lithia Park, by the Post Office

From 3rd to Oak. B Street to Main.

More along A and B st's and on pioneer thru gresham both above main st and below lithia way

Generally where bikes are being locked to trees and street lights because of insufficient rack space (i.e. near the plaza, and downtown on the Bloomsbury Books block, among others).

Wells Fargo Bank, east end of plaza (patch of lawn across from city hall)

In front of more stores, less distant between each location.

Need some near Bloombury Books. Some near Lithia park.

More near OSF. And as many other bike racks as space allows. More safe storage areas would attract more bikes. I liked the lockers that used to be in the parking garage.

close to the Varsity  
plaza

Near the movie theatres

Ashland Public Library

Would like to see more in-street bike parking as in front of Standing Stone. I often have trouble finding a good spot to lock my bike when not going to the main plaza (i.e. further up the downtown blocks where there is not much bike parking). Having additional in street bike parking, say, in front of Bloomsbury and the Movie Theatre, would be great. Bike parking at the Public Library is also inadequate, it's almost always full in the right hand bay, and most people don't have locks that can utilize the two large poles in the left hand bay. The library bike parking areas could be used much more efficiently so that more bikes could fit in there.

1: On Main near the library (near 3rd street); on "A" Street somewhere between Oak and 3rd street  
2: near the bandshell

I use lamp posts a lot.

Fix and stabilize the OSF rack. There are never enough places at the library and there are very few racks around the Varsity and Mix.

Paddington Station

Along windburn way & more racks along lithia way and oak st.

Every block or so

more on N main around the coffee shop and post office area, more around the shakespeare festival!

more on every block

At the entrance to the park, in any car parking space, any sidewalk - doesn't need to be fancy... just a bar bolted to something... that's it!

three per block, more at frequented stores

Well, supposedly you are suppose to park your bike at one of the green metal structures and if you don't (like stand it up against a tree) you will get pulled aside by someone in a uniform to tell you to park it where it is suppose to be parked. Since I don't care where I park my bike, I don't really know...but if you are going to require parking a bike at a green metal structure, then you ought to put a lot more them around town.

More around the beginning of Lithia Park and the Plaza

more of them everywhere!

Every block could use bike parking places on the Main Street

Not sure at this time.

More racks at Lithia Park entrance

on East Main street, throughout B street and more visible (not OSF alley way)

not on hidden corners or dark corners. should be well lit

Plaza, around the park, near the theaters, mid way from plaza to the library.

Along Main St. and Lithia Way, in front of Varsity Theater, by downtown Police station, by post office

I'm a regular rider and am not aware of the bike parking facilities. Obviously that means they are not visible or well known to the community. I also teach bike safety classes so these facilities should be on my radar, but are not.

On plaza near Optical Expressions

Racks are often full. More of them throughout downtown needed.

More on street bike corrals like the ones in front of Standing Stone and Ashland Outdoor Store scattered in locations all around downtown.

On main street

A percentage of all vehicle parking should be reserved for bike parking. For example, 5% of all public parking spaces should be converted to bike racks. The bike rack in front of Standing Stone is a well implemented example of this. It would be nice if there were dedicated bike lanes on all major routes to encourage growth of non-car transportation. Nearly all sophisticated metropolitan areas are moving in that direction, it would be great if Ashland could join that movement.

parking lot behind Ashland Springs Hotel

Everywhere available

By the front of the park

More staple racks throughout downtown

More bike staple parking dispersed along Lithia Way and Main St would be helpful. I really appreciate the on-street bike corrals on Oak St., Pioneer St. and N. 3rd St.

Increased locks by the library, varsity theatre, Starbucks, armory, and Bloomsbury.

Oak Street by the Armory.

Larger amounts of bike parking/lock up space should be provided at the bus stops. There is not always room on the bus for all the bikes.

Mid block E. Main.... As in front of Standing Stone.

This is Eli taking the Survey so don't use this entry! so far I don't see any spelling mistakes or glitches!

My employer (OSF) provides secure, covered bike parking.

in front of stores along the walk way

There are a minimum of bike racks around town. Just increasing those would help. They should be spotted around the traffic areas and the plaza. That way, people would not have to lock up to trees and street lights.

Parking Lot Corners

inside at place of work; in front of every restaurant and pub.

I would like to be able to park my bike within site of whatever business I'm visiting that day.

That's not currently possible.

In the four-hour lots and the plaza area opposite Martolli's/city offices. Take away a few parking spaces there and install bike racks.

more noticable, downtown locations on each block

At more intersections & popular businesses...and at park entrances (especially in and around Lithia Park)

Just more. Plaza. OSF. Main St. near Ashland Springs etc

Midtown

the bike racks are in good locations, they just need to be more often along the main and side streets

At the Ashland Springs Hotel

A couple on every block.

In front of businesses and in visible areas. Never tucked around the sides or backs of buildings where thieves and vandals have time to work un-viewed.

side streets between N Main & Lithia, with some covered spaces. bike racks on N Main, especially in front of stores, can get congested with pedestrians.

That's the city planning commission's job. Earn the bucks!

Near Agave/Liquid Assets.

At least two on each block - one on either end.

On winburn Way, by Upper Duck Pond, in all parking lots, on Hargadine, on B Street. Basically all over downtown.

Near the Ace Hardware on A Street. On several occasions I've found the bike racks obstructed by Ace Hardware "stuff". On a more positive note, the Ashland Food Co-op probably has the best bike parking ever.

Multiple locations by Lithia park.

There needs to be more especially on N. Main downtown blocks between 2nd and Pioneer Streets, and also at the library.

Not sure

Every block on Main and Lithia way and on each side street as well

Along a strip in line with the parking spaces so bikes and cars park side by side.

There should be more along the sides of businesses, especially on Main st. and Lithia way.

Most of the bike parking facilities only have space for two bikes, which often times is not enough.

Statistic	Value
Total Responses	96

### 51. Please choose the category that best describes the type of bicycle rider you identify with:

#	Answer	Response	%
1	I feel comfortable riding under most traffic conditions, including major streets with busy traffic and higher speeds.	149	52%
2	I only feel comfortable riding on streets with less traffic and lower speeds, or on streets with dedicated bike infrastructure (bike lanes, etc.)	131	45%
3	I only feel comfortable riding on multi-use paths or sidewalks	9	3%
	Total	289	100%

**52. Do you feel the pedestrian facilities (sidewalks, crosswalks, etc.) are adequate for getting to downtown Ashland?**

#	Answer	Response	%
1	Yes	607	89%
2	No	77	11%
	Total	684	100%

**53. Do you feel the pedestrian facilities (sidewalks, crosswalks, etc.) are adequate for getting around downtown Ashland?**

#	Answer	Response	%
1	Yes	637	93%
2	No	45	7%
	Total	682	100%

**54. Do you feel safe crossing streets in downtown Ashland?**

#	Answer	Response	%
1	Yes	576	84%
2	No	106	16%
	Total	682	100%

**55. How do you access downtown Ashland? (please indicate how frequently you use each mode)**

#	Question	Daily	Multiple times a week	Once a week or every other week	Less than once a month	Never	Total Responses	Mean
1	Drive alone	151	280	154	48	13	646	2.21
2	Drive/ride in carpool	17	106	112	112	177	524	3.62
3	Bike	19	76	84	111	253	543	3.93
4	Walk	62	135	114	143	131	585	3.25
5	Take transit (bus, etc.)	5	7	15	67	423	517	4.73

## 56. What is your age?

### Text Response

23

60

59

48

69

61

42

41

54

64

63

56

42

63

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68  
69

Statistic	Value
Total Responses	449

### 57. What is your gender?

#	Answer	Response	%
1	Male	272	40%
2	Female	378	56%
3	Prefer not to identify	22	3%
Total		672	100%

### 58. What is your annual income?

#	Answer	Response	%
1	Less than \$10,000	22	4%
2	\$10,000-\$14,999	21	3%
3	\$15,000-\$24,999	47	8%
4	\$25,000-\$34,999	71	12%
5	\$35,000-\$49,999	125	21%
6	\$50,000-\$74,999	139	23%
7	\$75,000-\$99,000	85	14%
8	\$100,000-\$149,999	69	11%
9	\$150,000-\$199,999	13	2%
10	\$200,000 or more	13	2%
Total		605	100%





97520  
97501

Statistic	Value
Total Responses	651

**60. Thank you for your time! Your results will be used in our analysis. If there's anything else you'd like to share, please do so below. Otherwise, click "Next >>," your results will be tabulated, and you will be directed to the project website. Thanks again!**

#### Text Response

I didn't see any errors

Regarding the question about feeling safe while crossing the street: I did answer yes but it totally depends on the season. When OSF is in full swing and the town is full of visitors, pedestrians must be extra careful because tourists will almost run you down in the crosswalk. Since the majority of the time I feel safe, during the summer months I do not feel safe and have been nearly hit even after making eye contact with the driver before stepping into a clearly marked crosswalk.

The corner of Hersey / Wimer and Main Street should have a marked pedestrian walkway to cross Main St, as it is frequently crossed by pedestrians

I don't work downtown, but I volunteer frequently at Tudor Guild. I usually park easily on Fork St.

there's not enough parking. I understand that we wish we were all more ecologically minded and walked more or biked more, but the truth is we drive. And we want to be able to park when we arrive. I come less to downtown Ashland because I get fed up with the hassle of parking. A parking structure would be nice. Evening can be as tough as daytime, maybe worse. During the Green Show and Shakespeare Festivals, cars are driving around, waiting for someone to leave. People park in the Dead End Turnaround on South Pioneer. People park in front of my driveway if a car isn't in the driveway. The employees of Shakespeare probably park on this block more than anyone. Can they get a stipend to park elsewhere? It's obviously people who are employed downtown parking on this one block. Have a great day.

I answered no to the question of feeling safe crossing streets downtown. The place that is the most dangerous is the crossing in front of the library. At night pedestrians are not well lighted and cars often make quick starts from the light at Gresham. I would recommend crosswalk aids such as those down by SOU.

I am a retired truck driver. Driving skills of the public are poor in general. With spare time I sometimes watch driving/parking drama unfold in downtown Ashland. 99% of drivers lack skills to properly park their vehicles and I very rarely see anyone parallel park by reversing into the available space. I've seen bumpers and tires ripped to shreds, vehicles parked outside parking boundaries by 10 inches or more and all by people who are oblivious to anything happening outside the attention of their smartphones. 20% of my observations are of people using handheld devices while driving. The parking is available but most are unaware of it.

Ashland's emphasis on bicycles as preferred transportation is strange, considering the prevalence of older citizens, many of which are not able to ride bikes now or are approaching the age they cannot.

I've had to use a power chair to get to downtown Ashland. Along Oak Street on the Ashland Christian Fellowship side it is vvery hard to get off the sidewalk, across the tracks. The newer, nice supposedly handicap friendly sidewalks have deep expansion joints, my chair goes bump bump on each joint, making it hard on my back, there are many other problems, garbage cans, damaged driveway exits, tree roots, damage, etc. that make it hard to use a power chair on the sidewalks. It is much easier to use the streets, which isn't safe.

More signage and a OSF extension for the bear creek bike path

Ashland needs more and better public transit! How about a shuttle bus that operates during the tourist season, that has a regular schedule to bring tourists to/from their hotels and the downtown area? It could be cute and a tourist attraction in itself--see Ogunquit, Maine's shuttle for an example. Very convenient for tourists; helps ease congestion and fun! I don't bike much in the off-season, but use my bike to do errands several times per week during the summer. Despite the much-touted road diet, biking to the downtown area was never really a problem. Once in the downtown area, though, biking is hazardous. The bike lane is too narrow downtown and too close to parked cars. If you can avoid the moving cars, good luck avoiding getting slammed by a car door being opened by an inattentive driver or passenger! Sidewalks approaching the downtown area (North Main, from hospital area to Bard's Inn) are cracked, uneven and poorly lit. And the lack of a crosswalk for NEARLY A MILE of our main street, from Maple Ave. to Laurel St., further deters pedestrians. I hope it doesn't take another traffic fatality to get a crosswalk somewhere in that area!

How about coordinating or turning off some of the traffic lights? I'm tired of sitting for 1/2 minute to 2 minutes waiting for the light to change with no cross-traffic (or very sparse cross-traffic). Either turn them off completely, or at least at certain times of day. They've done this in various cities, even getting rid of stop signs:

<http://www.minds.com/blog/view/248215469679448064/german-town-abolishes-traffic-lights-and-codes-accidents-are-now-almost-non-existent>

<http://www.spiegel.de/international/spiegel/controlled-chaos-european-cities-do-away-with-traffic-signs-a-448747.html> <http://thecityfix.com/blog/naked-streets-without-traffic-lights-improve-flow-and-safety/>

The flashing crosswalk lights by SOU are a huge improvement. I appreciate them as a driver and as a walker. I would love to have them downtown on Main and Lithia. I feel nervous crossing the street in downtown Ashland on Main and Lithia, and try to cross at intersections with lights. Although I try to look out for pedestrians in crosswalks, there have been times when I have not seen people trying to cross and the flashing lights would have helped. The narrow section on Lithia over the bridge is very dangerous for bike riders. Cars speed up there, and the road doesn't accommodate bikes. In terms of parking my car, I rarely have trouble finding a space because I'm happy to walk a block or two. I drop off my elderly mother and/or husband with bad knees and almost always easily find parking in an area without time restrictions. I would love to see downtown become more bike and foot friendly by eliminating cars on the plaza and parts of Main. I enjoy dining outside and it would be much more pleasant if there were no cars, or fewer cars, in that area, and wider sidewalks.

Sidewalks are plentiful but many are in disrepair. Street lighting could be improved.

We keep taking parking spots, example motorcycle space only (by Nimbus). Do not do what Eugene did to their downtown, then changed back. Remember the historic and flavor of our downtown as well as the need for deliveries.

Yeah - driving almost ANYWHERE on main roads, but ESPECIALLY in the survey area, the greatest problem I encounter is BRAIN\_DEAD drivers and pedestrians! I can't begin to enumerate how many times I have almost struck a car or pedestrian, because the driver of a car almost NEVER looks out the window when opening the door to exit and peds simple dash out into the roadway from between parked cars! Note - I have NEVER seen any of these supremely careless people being ticketed or admonished by an officer of the law. Why don't you route University traffic down Ashland Street to the freeway instead of having all that traffic slog thru town? there is a road running parallel to the freeway from exit 19 halfway into Ashland - why not get traffic onto that road by improving access at both ends and get rid of those damn "bumps" in the road? Anyways, good luck - you'll need it to "fix " anything in this burg in the next 50 years!

Ashland has modest parking problem and relative to most cities, problems are nonexistent. Putting these issues forward will inevitably bring out the zealots who will be very vocal in their

claims of the extreme need for parking. I strongly encourage the City and consultants to temper their response to these claims and emphasize multi-modal solutions.

The money spent on the plaza renovation was IMO a complete waste of time and money. Too bad it wasn't used to address parking and biking.

Downtown is relatively safe but needs (a) traffic lights on First and Main, First and Lithia, and Oak and Lithia; (b) more marked crosswalks where foot traffic is appreciable, and (c) more street lights on B Street and on First, Second, Third, and Fourth between A Street and Lithia Way. Walking at night can be hazardous because of darkness and (in some places) uneven sidewalks. You didn't ask about homeless street people, but they can be a problem where they cluster in gangs.

Satellite parking lots and shuttles will reduce downtown parking needs and keep the air where many people are walking a bit cleaner.

Hard to turn left from streets such as Oak, Pioneer, First onto one way East Main. Don't tell Chase bank, but I often go through their parking lot to turn left because I am past the intersection and all the waiting traffic and pedestrians.

Not enough parking spaces in Downtown Ashland, you need to find more dirt!!! Thanks

Truck delivery needs to be before 10 a.m. when there is plenty of curbside vacancies. Business owners need to help this process. Why is Granite Street parking only on one side? Being so close to Downtown one would think that they should also take their share of overflow parking from Downtown - like on "B" St. Ashland should limit SIZE of trucks allowed to access Downtown.

Lithia Way should be looked at as a 2-way "by-pass" - as is shown in the 1988 Downtown Plan. East Main should not be a through route for commuter traffic. 3 lanes are not needed for the amount of traffic. They make ped-crossing dangerous and has caused fatalities in the past. All traffic signal should be removed and Downtown used as a Shared Space. see [https://en.wikipedia.org/wiki/Shared\\_space](https://en.wikipedia.org/wiki/Shared_space). Plaza should be closed to traffic at least once a week, either on a Sunday, or when OSF is black on a Monday. see e.g.

<http://www.bristol.gov.uk/page/leisure-and-culture/make-sunday-special>

The #10 bus service is excellent.

Folks are speeding on Nevada and Cambridge sts. Folks do not stop at stop signs. The south exit to I 5 is dangerous when exiting the gas stations there, ridiculous. We need a sign at entrances to Ash that say pedest. Has right of way (No racks at the Grove, are there? Or at police station or the area where the ice rink is)

It is vital that Ashland move away from the increased car and truck traffic which makes our city difficult and unsafe to get around in for bikers and walkers. Many of the times I ride my bike downtown, especially in the morning, I am fighting with delivery trucks who park in the far right lanes. This forces an unsafe transition to the other lanes which is dangerous on the uphill portion of a southbound commute (for a biker). In addition, walking downtown is a nightmare because of the heavy traffic flows. Often it is safer for me to use the bus to transition from one portion of the downtown to another because it is hit or miss if car drivers will yield in crosswalks.

My interest is parking on my street. Residents get no preference.

the walkways along Siskiyou are dangerous at night,,,no lights Also, no real sidewalks either No cars allowed in plaza 8am-6pm

It would have been helpful to have additional answers for many of these questions. For example, regarding parking and brochures -- I needed to check "I don't know." Similarly, many of the questions aren't just yes or no -- gradations would have been useful.

Many of the answers were too black and white. I often wanted to say "It depends." You might consider a more thorough survey that dials into the circumstances of when someone drives vs. bikes vs. walks. Or what particular times it is easier or more difficult to find a parking space. While finding a space is more challenging during Shakespeare season, the season encompasses 9 months where the challenge varies depending on month. Time of day also

matters.

I have lived in Ashland for 8 years, and during this time parking has become more and more difficult. It seems there is a need for more parking lots and/or another parking garage.

I think the experience of visiting or residing in Ashland could be improved – and the Ashland economy enhanced – if Main Street were closed to vehicular traffic between the Plaza and First Street and that traffic diverted to Lithia Way (which would become 2-way). Obviously, additional parking would be needed to the north of downtown. A wide pedestrian mall would encourage people to stroll, linger, and explore our downtown. Theatergoers would be more likely to dine, shop, and have a glass of wine before or after a performance and less likely to head back to their cars and leave Ashland for out of town attractions. It would help to fill Ashland's downtown hotels. More restaurants, coffee shops and bars could take advantage of the former street space for outside seating without traffic noise and exhaust. The Saturday market could expand. Ashland is the perfect place for visitors and locals to spend time and money in our shops, restaurants, galleries and other businesses as they enjoy our beautiful downtown park.

There is new development on going and proposed on Lithia Way. I hope adequate parking has been planned. The ongoing development is where many people used to park and the planned development is on a private parking lot. In an area where retail traffic is increasing it appears parking is decreasing.

First, thank you for providing this survey! I basically feel that the Parking and Pedestrian pathways are very good as they are. The solution to increased parking pressure is to reduce the amount of cars that come through or need to park. Perhaps a rule or incentive could be used to get more people to carpool or ride the bus? The Buses may need to be more frequent in this case. I would also like to add that traffic has gotten worse on N. Main St. since the "Road Diet" went into effect. Not enough bicyclists use that road to justify bottle-necking all the cars that move through. Plus it makes it much more difficult to turn from or onto N. Main St. I sometimes have to wait 3 or 4 minutes just to turn from or onto Wimer St.! I would also advise that the City create a building regulation in which all new buildings should include underground parking for its residents or customers. Simple measures like these will save the City and its residents a lot of money. I know that past "free" bike programs have been difficult to keep up, but there is a growing group at SOU that is trying to figure a good system out. I do not know what they are called, or if the City is aware of them, but both entities should discuss the matter at some point. I am sure that some secure system could be established. That is all I have to say. Thank you. -Rik-

I would like to see north main in the downtown area closed and make Lithia Way a two lane street. This could turn the downtown area into a walking area similar to downtown Denver. It is great! We should try it. No new parking garage! We need to get the trucks off the streets during rush hour. They need to be smaller so that they can use the alleys.

The plaza is ugly and needs character and a complete overhaul!

The downtown gridlock could be greatly reduced if you would install roundabouts leading into/out of Lithia Park and the downtown parking area and again at the crossing onto Lithia Way. I also don't feel safe riding a bicycle within downtown because there is no bike lane on East Main Street and the dedicated bike lane is one-way travel on Lithia. I find that I must either walk my bike to the library or travel on parallel streets to safely leave the downtown.

Although we could use more parking downtown I don't know where it would come from. I do feel that the area is viable for all my needs and the needs of tourists.

I've lived here my whole life and its gotten way out of hand .. parking downtown has been an issue for probably 15 years... getting round downtown about the same... i think in a perfect world, between the plaza and third st would just be car free... or maybe just up to first or second st... not to say i have a solution for driving around to bypass that area... In general i must say that i'm dissatisfied in most of the modifications done to the streets in ashland... particularly the main drag, siskiyou blvd... each time u change it its worse...for example, how there is no

through way on many of the cross streets between safeway and the highschool... stuff like that... glad i can submit a few opinions... Thanx a lot Your Ashland Local of 33 years... I think there are a lot of painted curbs prohibiting parking or limiting parking that should be reviewed. Why are there so many green 15 minute zones? Oak Street between Lithia Way and A Street has a number of green zones. Seems they were put in place for the individual businesses.

I think access TO downtown is daunting, the easiest ways often involve going the wrong way on certian streets, or crossing large auto lanes, etc.

Too many crosswalks. Can't drive from one end to the other without stopping for 10-20 pedestrians at 5-6 croswalks. Perhaps requiring pedestrians to cross at 3-4 main crosswalks and get rid of the others to allow more traffic flow. At E. Main St and First Street, there are two crosswalks at the intersection for peds to cross E. Main St. So you have to stop not only for the north side crosswalk, but then you get held up at the south one too. Make everyone cross at one. There are sooo many businesses and concerts, and parades and events held downtown and soooo little parking spots. Need another parking structure for sure. Parking downtown is like trying to find a spot at Costco that doesn't require a quarter mile hike. You have three cars all fighting for one backing up vehicle, only to find out it is a 15 minute spot. Please do not eliminate a lane of traffic through downtown. We need all three lanes - especially when delivery trucks are stopped in one or more lanes for deliveries.

Stop using these obvious surveys to extract whatever numbers you feel you need to garner to then push bike lanes. This town is what 80-90 over 50 years old. School enrollment is down. Who's riding these bikes? No one. Older residents and all the seniors going to OSF drive cars not ride bikes. Screw up this town further by choking off automobile lanes and your downtown business viability is going down the tubes. Two major restaurants just closed down. Don't blame the car for that! Ha. BTW: I never take N Main anymore after the stupid road diet. I'm going to start a campaign for a third I-5 exit on Mountain Avenue as these bike crazy people of influence are driving all the cars to I-5 bypassing downtown entirely. Vehicles will need another off ramp. To the FEW bike riders with apparently nothing else to do with their rich selfish time, stop ruining things. There are no problems. You won't be able to ride your bikes in 5 years cause you're too old.

It would be good to leave the ice rink cover up in the summer and provide parking on Nutley. Parking after 11am is problematic. Parking after 5pm, or on weekends, is nearly impossible. would like to see more handicap parking and more information posted about where those spots are. would be good to have one handicap parking spot in front of Ashland Drug.

As far as parking and getting around downtown Ashland, I think the city does a fabulous job given all of the challenges presented with having so many tourists - people in vehicles and on foot who are clueless and not paying attention much of the time - wandering out in front of traffic, double-parking if they are so inclined, etc. We all just have to be alert and patient. You should have included a Not Applicable option for some of your questions and other questions were poorly worded.

Time of day is an important factor in finding a parking space. It is virtually impossible during the Festival season to find a space after 12:30 p.m.

I own a scooter and use it as often as possible, mostly summer. It's more environmentally friendly, and is VERY easy to park during crowded/packed summer months. I can usually squeeze between two cars on streets without designated parking spots. But I do wish the City would encourage more scooter/motorcycle use by providing more designated parking specifically for scooters/motorcycles. And bicycles!!!

The questions about infrastructure being adequate, and which give you the additional option of answering "adequate, but could be improved", are confusing because by stating that facilities are adequate, it is NOT implied that they are as good as they can possibly be (it only implies that they are as good as the NEED to be)... which makes any answer other than "no"

redundant. Either they are adequate or they are not. There is always room for improvement depending on how much time and money you want to spend. The real question is: do you feel that facilities need to be improved to provide the level of service you expect as a member of the public?

I strongly believe the downtown area needs designated bike lanes and preferably less car lanes. Limiting cars through Main St. could be beneficial for business. Some of the most vibrant downtowns I've ever been have limited or no downtown traffic.

The other ongoing event that impacts parking is First Friday Art Walk. When it's First Friday AND OSF is in season, forget about finding parking downtown. As a driver, I find the pedestrian traffic in downtown Ashland to be my biggest challenge. While they may have the right of way, they still need to pay attention and many don't. This is especially true around the downtown plaza area and up to OSF. It's like a free for all during OSF season and very frustrating to try and drive through downtown Ashland during that time. I work at the north end of Ashland and will often take the freeway to the south exit just to avoid having to drive through downtown.

I live on Pioneer near Lithia Way and work on E. Main. No problems getting around or parking. IT is my opinion that we need another multi level parking garage in downtown Ashland. The parking lot on Water Street that is below the overpass would be one location. Also to change the parking lot on Lithia Way/Pioneer Street into a multi level parking garage. Both with a level below street grade and two above.

I think that there is a feeling that there is not enough parking in downtown. I do not agree. In fact, it seems that we bend over backwards to accommodate the almighty automobile. Ashland should be a leader in providing alternate ways of accessing our community instead of obsessing over the number of parking spaces per business. Just look at the Road Diet: It was criticized numerous times in the media and people complain all the time, but just look at us now: it is working great and other communities want to emulate it.

If you want vibrant downtown with businesses that we will frequent daily, make parking available. Crafting policy that forces people "out of their cars" will not work. I support bike and ped improvements to share the opportunity to be downtown but please don't promote the erroneous belief that you can social engineer people out of their cars. Some of us with real jobs and busy lives just don't have the time to ride or walk around most days. But we want to bank, have lunch, check in at city hall, meet other biz owners for a meeting, go to po box, etc.. and we need to do that efficiently and then head out easily to cross town meetings, picking up kids, etc....

There needs to be more enforcement of bicycle and pedestrian laws in Ashland. Careless pedestrians and cyclists cause a much greater hazard to themselves and others than motorists do. It can often take more than 20 minutes to get across a 2 mile town due to the extreme number of crosswalks. People trickle across one at a time in a steady flow and stop traffic for extended periods rather than waiting to cross in a group. This is especially an issue in the SOU area of Siskiyou. They should have to wait for a light and cross in a group so that traffic can continue to move. Bicyclists need to obey traffic laws, and they should receive a traffic violation fine if they do not. I often see cyclists on the wrong side of the road at night with no lights or helmet, and they also frequently run stop signs and lights. I was rear-ended last year because the driver behind me was distracted by an unsafe cyclist. The accident should have been covered by the cyclist who caused the dangerous environment, but instead it was blamed on that driver.

Crosswalks are dangerous in downtown ashland. Finally SOU placed blinking lights warning drivers that peds were walking. downtown needs the same thing. Because downtown Ashland is uniquely quaint place the blinking lights in the road every 3 feet not attached to poles that stick out. Drivers will see the lights better, too. Remove the cross walk in front of Mix Sweet Shop that crosses over to plaza square. Peds don't look to their left and inadvertently walk out in front of traffic turning right. And these drivers don't see these peds. I have seen many close calls

there.

I try to find easier ways to get around Ashland than going downtown. The single lane going into and out of Ashland is a nightmare if wanting to turn left off the highway or turning right trying to get back on and get the heck out of there.

I don't like to go downtown because it is scary crossing the streets. Also driving a car is scary too because pedestrians just walk across the street without looking for cars coming.

thanks

Undo the road diet. Streets are for cars. The four people who bike into Ashland will get over it.

I am visiting Ashland and walking is part of why I am there so when I know parking is a problem I park farther away - but usually I will find a spot at the top of Lithia park lot... but getting harder.

From the plaza to library is roughly the same distance as from one end of the mall to the other.

No one would drive from JCPenny to Kolhs would they? Maybe they would...

You shouldn't require people to share their annual income.

If I can't park in town, I just go to the outskirts of town. I live too far from downtown to walk or I would. I do not go into town much, if ever during the weekend of summer.

I think the main parking issue in Ashland is that we are spoiled and consider having to park more than a block away from our destination an inconvenience, which is ridiculous. However, when there are popular events in town (eg First Friday), it can be a challenge to find a spot anywhere - that's when it can be an issue.

Just wondering what the goal of the survey is? And what plans or ideas are being considered around this information?

When my son, who is in a power wheelchair, would like to go downtown, this is where parking is particularly difficult to find. The construction next to the post office has taken away valuable parking spots if you have a disabled placard. The disabled spots directly in front of the businesses on the plaza we feel are at too much of a slant that makes him feel he is tipping or going to roll off the van's lift as I lower it. We avoid those spots. Also, some of the handicap spots have very narrow unloading areas adjacent to the spot to park. The spots at the bandshell are very good ones. Lithia Park, other than having too few parking spots in general, does have good accessible spots when they are available. The parking garage is above a very steep sidewalk/area and so we do not use it.

I would like to see more proactive education and accountability on the street for all manner of transport. When I am driving, it is very stressful because of pedestrians not paying attention, particularly with the boulevard where one car can see the pedestrian, but other cars in other lanes cannot. Also dangerous for pedestrians when bicycles are on the sidewalk. I would like some proactive work on the street to help people stick to the safety rules for each type of transport so that everyone is safe and less stressed. Pedestrians still need to stop and look both ways, bikes not on the sidewalk and go with traffic, cars slow down and drive defensively to be prepared for the times when someone varies from the standard rule.

I think the long term free parking downtown, that is 4 hours is wonderful. The street parking is adequate, though sometimes full. Losing the huge parking lot across from the post office is a loss. If I come to Ashland to spend time, I generally park in a long-term spot and walk around. Otherwise, I come in to work and there is ample parking to park for the day. I often work all day from 10 or 10:30 until 6:30. I carry numerous things to and from work so parking nearby is essential.

We need flashing lights for the crosswalk at First and Main....like the ones by SOU.

There should be some N/A's or "don't know" in this survey, ie the question about brochures. I realize it would be nice if everyone would take mass transit, walk, bike ect, but this is not a reality for many of our aging population. This includes me. :-) There really is not enough designated parking for disabled close in to the downtown core. Also all new constuction should be required to have off street parking. When the heavy part of the summer season begins, I take exit 14 rather than exit 19 to get to my home when coming or going from the Medford area.

The new configuration of the cross walk on Siskiyou and Indiana is a god-send. So happy you put up the flashing lights by SOU. More and more students seem to be suing them. Thanks! I support the road diet.

I believe there needs to be better pedestrian control. They are unruly and think they can cross without waiting for the car to stop, they're distracted on phones etc. There are a lot of J walkers and people crossing when it says don't walk, holding up traffic. Also sometimes the delivery trucks are a problem.

It would be great if you would close the area around the plaza to traffic. The cafe's could extend their outdoor seating and create a lovely experience.

Interesting that there were no questions here about local (intracity) public transportation services. Ashland has reacted well to the growth in visitors, it can always get better and my suggestion would be to try to improve worker access via public transit. Thanks

Great town to live in! I will ride my bike more in the warmer weather. Been here less than 2 years, so still learning the bike routes, but really want to do more of that. Have you considered encouraging us to drive our car to the perimeter and rent a bike from there to get around? Have you seen the Elf - very cool way to bike with electric assist and a roof!!

Too many handicapped spaces...they aren't used. Too much yellow-lined space. It appears that the city's intent is to reduce available parking.

THE ROAD DIET IS USELESS. IT SLOWS DOWN THE FLOW OF TRAFFIC. I HARDLY EVER SEE CYCLIST EVEN RIDING ALONG THAT PART OF THE ROAD. PLEASE CHANGE IT BACK TO THE WAY IT WAS.

I live near 3rd and C streets and walk my dog downtown most every day. I also walk downtown to the movies and retail businesses on a regular basis

Ashland has changed a lot in the 15 years since I moved here. I find it becoming busier with a denser population - but accessible parking has not been added to accommodate the growth in population. I don't mind walking a few blocks after parking but there are very few lots and I had to leave the Plaza several times lately when I drove in for dinner and there were no spots. This is always the problem. Cities only plan for growth to a certain extent and older folks don't want to walk 3 or 4 blocks only to have to enter some four or five-tiered parking garage. Then it just becomes not worth it. I was saddened when I saw they had to erect another building on Lithia Way when they could have added an extra parking lot. And what's with that awful owner next to the police bungalow? Those spaces are just going to waste each evening. If the owner doesn't want folks to park there the owner could charge them. No trolleys to get around town either. Or horse-drawn buggies like ten years ago. Might need to go the way of Westwood near UCLA. No parking. Might work. Bus people in on trolleys from further out of town. Isn't that what they do in Jacksonville? I don't know. It is only going to become more congested over time.

I think we need a parking garage where employers pay a small fee based on number of employees for part of the lot and then let everyone else pay for parking over 2 hours.

Need more motorcycle parking downtown. Current areas fill quickly, and they are unlimited time, so people park all day in them.

Thank you for keeping the road diet

Sometimes during the OSF festival I drive around D.T. looking for a parking place then just give up, drive home and walk.

The loss of the additional spaces in the lot between 1st Street and Pioneer has severely impacted downtown parking. With the start of Shakespeare season, this is going to be a real problem. We need some creative thinking to come up with some additional spaces. I'm sure the city must have explored the possibility of accessing the Elks parking lot, but it may be time to revisit that. Converting that to metered parking and sharing the revenue with the Elks? And what about the small lot south of Yogurt Hut? It has been blocked off for over a year. Such wastefully off-limits spaces do not create a good impression of our town. Can't a negotiation be conducted with the owners to open up those spaces until the owners complete (or begin...)

whatever project led them to block the area?

I've lived in Ashland for nearly 25 years and only rarely have trouble parking. It is about using common sense.

The road diet coming in to Ashland was a huge mistake. Bring back 2 lanes, please!

The frequencies for your question on how often I visit downtown didn't make any sense. There was no option for twice a week

Like many residents of Ashland, I am disabled. Adequate parking is a necessity. Parking for visiting downtown is woefully inadequate. Because of my disability I cannot use a bicycle, walk to downtown or access the bus system. I find no difference in accessing parking between on and off seasons with OSF. I would shop and dine more frequently downtown if there was better parking. It is the single biggest factor keeping me out of the downtown area.

provide electric vehicle charging stations. shuttle bus for OSF patrons to off site parking. parking passes for local residents.

I live in Talent, especially in the Summer, the parking is often limited to 2 or 4 hour spots. I work downtown. I usually end up parking in the park.

As nice as it is to be pedestrian friendly, I would really like more controlled crossings so people aren't just walking out into the street like they are in Disneyland! It is frustrating as a driver to have been stopped two cars back for a pedestrian, then a car or two manages to continue on before yet another person walks out in the road. People on vacation here obviously become oblivious to traffic or common courtesy in allowing traffic to flow. If traffic was just stopped prior to you reaching the corner, just because you are now at the corner doesn't mean it is necessarily your turn to cross! Apparently folks need some guidance in this regard, so the only solution I can come up with is less unregulated crossings along main street and more light regulated crossings like the currently controlled intersections have. As unpractical as it sounds it's the only thing short of a welcome sign that reads " Welcome to Ashland, this is not Disneyland. Look before crossing the street and allow traffic to flow if it appears to be backed up (due to you narcissistic tourists!) or some sort of helpful hints for not making the locals hate you.

Tourists could be told more clearly about (perhaps posting notices in all b&b's, hotels, motels) Ashland's cross-walk policies. Sometimes scary crossing streets in high tourist season.

Many people join Elks club just for parking! Comfortable distance from parking to work varies with weather and need to schlepp stuff

Really, really need more parking downtown during the season. The loss of the parking at the old Copeland site has really hurt. A two-story garage at Pioneer and Lithia or a three-story garage at First and Lithia (with the Post Office parking on the lower level and public parking above) would be a tremendous boost. Fundamentally, people want to park near where they are doing whatever they are doing downtown, and while we'd like to encourage biking and walking, it can't be at the expense of what keeps the city running.

Statistic	Value
Total Responses	282

## Ashland Downtown Parking Management and Multi-Modal Circulation Guiding Principles

*"We're focusing on users instead of parking"*

1. Balance the needs of all downtown users now and in the future.
2. Support low cost options that can be easily implemented in the short term but yield long term benefits.
3. Develop long-term progressive strategies that accommodate growth while maintaining an active and vibrant downtown.
4. Promote ease of access for the efficient operation of downtown businesses.
5. Restructure parking regulations to enhance turnover and generate an optimal occupancy rate.
6. Maximize utilization of existing parking supply through public/private partnerships.
7. Improve alternative transportation options (i.e. incentive programs) for employees downtown.
8. Increase development of multi modal (i.e. bike, pedestrian, transit) opportunities.
9. Provide a welcoming environment that efficiently directs and informs visitors and community members in the downtown area.

