

**CITY OF
ASHLAND**
TRANSPORTATION COMMISSION
Thursday, October 15, 2009
****Council Chambers, 1175 East Main Street****
Agenda

- I. CALL TO ORDER: 6:00 PM
- II. APPROVAL OF MINUTES: August 20, 2009 and September 17, 2009
- III. PUBLIC FORUM
- IV. ADJUSTMENTS TO THE AGENDA
- V. ACTION ITEMS
 - A. Oak Street Traffic Islands (30 minutes)
 - B. Consultant Selection for TSP (10 minutes)
 - C. Bike Swap Sponsorship (Egon Dubois) (15 minutes)
 - D. Transportation Budget (10 minutes)
 - E. Joint November and December Meetings (5 minutes)
- VI. NON ACTION ITEMS
 - A. RVTD Briefing (Nathan Broom) (10 minutes)
 - B. Planning Commission Update (John Gaffey) (5 minutes)
 - B. Oak Street Shared Road Update (5 minutes)
 - C. SOU Master Plan Update (Larry Blake) (10 minutes)
 - D. Croman Master Plan Update (Matt Warshawsky) (10 minutes)
 - E. Car Free Day (Colin Swales) (5 minutes)
 - E. Bicycle Friendly Community Designation (5 minutes)
- VII. INFORMATIONAL ITEMS
 - A. ACTS Oregon Mini-Grant Final Report
 - B. ACTS Oregon: Leadership in Community Traffic Safety Award
 - C. Traffic Safety Connection
 - D. RVTD Presentation from July 21, 2009
- VII. NEXT MEETING/SUGGESTED AGENDA TOPICS
 - A. ODOT Presentation on Exit 14 Interchange
- VIII. COMMISSIONER COMMENTS
- IX. ADJOURN: 8:00 PM

Next meeting: November 19, 2009 @ 6:00 pm

Note for Commissioners: **Change in venue**

Please call Nancy Slocum at 552-2420 or slocumn@ashland.or.us if you can not attend the meeting.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Public Works Office at 488-5587 (TTY phone number 1 800 735 2900). Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I).

CITY OF ASHLAND

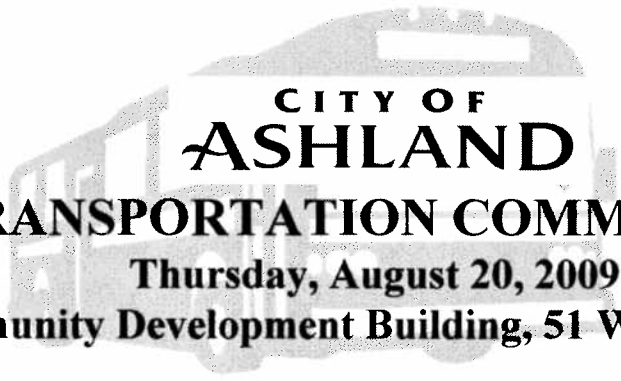
Transportation Commission

Contact List as of August 19, 2009

Name	Title	Telephone	Mailing Address	E-mail Address	Expiration of Term
Tom Burrham	Commissioner	482-4467	1344 Apple Way	ntburnham@gmail.com	4/30/2010
John Gaffey	Commissioner	482-2935	637 Oak Street	gaffey@charter.net	4/30/2010
Brent Thompson	Commissioner	488-0407	582 Allison	brenttho@mind.net	4/30/2011
Julia Sommer	Commissioner	552-1942	1158 Village Square Drive	juliasommer@yahoo.com	4/30/2011
Colin Swales	Commissioner	488-0939	143 8 th Street	colinswales@gmail.com	4/30/2011
Matt Warshawsky	Commissioner	488-0917	821 Indiana Street	ashland@azcotech.com	4/30/2012
Eric Heesacker	Commissioner	482-6034	2360 Ranch Road	eric.heesacker@gmail.com	4/30/2012
David Young	Commissioner	488-4188	747 Oak Street	dyoung@jeffnet.org	4/30/2012

Non Voting Ex Officio Membership

Mike Faught	Director of Public Works Commission Secretary	488-5587	20 E. Main Street	faughtm@ashland.or.us	
David Chapman	council liaison	488-0152	390 Orchard Street	david@council.ashland.or.us	
Brandon Goldman	Planning	488-5305	20 E. Main Street	goldmanb@ashland.or.us	
Steve MacLennan	Police	552-2809	20 E. Main Street	macleanns@ashland.or.us	
Scott Hollingsworth	Fire	552-2932	20 E. Main Street	Hollings@ashland.or.us	
Larry Blake	Southern Oregon University Ashland Schools	482-2564	1250 Siskiyou Bv	blakel@sou.edu	
Dan Dorrell PE	ODOT	774-6354	100 Antelope Rd WC 97503	Dan.w.dorrell@odot.state.or.us	
Nathan Broom	RVTD	608-2411	3200 Crater Lake Av - 04 20 E. Main Street	n.broom@rvtd.org	
Jenna Stanke	Ashland Parks Jackson County Roads		200 Antelope Rd WC 97503 920 W 11 th Street #3 Medford OR 97501	stankeJS@jacksoncounty.org	
Eve Woods	Student Liaison	773-8515		Eve_woods@hotmail.com	
Staff Support					
Nancy Slocum	Public Works Clerk	552-2420	20 E Main Street	slocumn@ashland.or.us	
Jim Olson	Engineering Services Manager	488-5347	20 E. Main Street	olsonj@ashland.or.us	
Karl Johnson	Assistant Engineer	552-2415	20 E Main Street	johnsonk@ashland.or.us	



**CITY OF
ASHLAND**
TRANSPORTATION COMMISSION
Thursday, August 20, 2009
Community Development Building, 51 Winburn Way

Minutes

Attendees: Tom Burnham, John Gaffey, Eric Heesacker, Julia Sommer (Acting Chair),
Matt Warshawsky, David Young

Absent: Brent Thompson, Colin Swales

Ex Officio Members: Brandon Goldman, Nathan Broom, Eve Woods, Steve MacLennan,
Scott Hollingsworth, David Chapman

Staff Present: Mike Faught, Nancy Slocum

I. CALL TO ORDER: 6:02 PM

II. APPROVAL OF MINUTES:

Sommer made spelling corrections to the minutes of July 21, 2009. She noted that Danielle Mancuso presented Mountain Meadows' Transit Needs. Burnham moved to approve the minutes as amended, Young seconded the motion and it passed unanimously.

III. PUBLIC FORUM

Egon Dubois thanked the Public Works Department for the installation of the bike parking stations.

Warshawsky thanked Faught and staff for the construction of the Siskiyou / Garfield pedestrian safety improvements.

IV. ADJUSTMENTS TO THE AGENDA:

The order of the agenda was changed as follows to accommodate guests.

V. BUSINESS

A. Establish agreement on public forum protocol

In order to get through future agendas, Sommers recommended the Public Forum section be limited to 5 minutes per person or 15 minutes total. This time limit would not include discussion by the Commission; however, the Commission would have the opportunity to put an item on a future agenda.

Young moved to use 5 minutes per person and/or 15 minutes total for the Public Forum portion of the agenda. The Commission would then have the option to place a presented item on the present agenda or reconsider it as a future agenda item. Heesacker seconded the motion and it passed unanimously.

Egon Dubois recommended a sign up sheet as is done at City Council meetings.

B. Will Dodge Way neighborhood meeting, August 26, 2009

Staff distributed copied of Resolution No. 90-51 whereby the City Council designated Will Dodge Way in a Southbound Direction from Pioneer Street to First Street. Faught noted that Will Dodge Way's traffic count averaged 66 trips per day. Long term goals for bicyclists, pedestrians, etc. would be addressed in the Transportation System Plan (TSP) update. He would direct the Street Department to reinstall one-way signage. Scott Hollingsworth from the Fire Department also supported the one-way designation. The Commission supported the resolution through consensus.

C. Subcommittee meeting of August 10, 2009

Sommers noted that the first subcommittee meeting was held on August 10th. The minutes were included in the packet. She suggested the subcommittee have a regular meeting schedule such as the first Thursday of each month. She asked the Commission for their opinion. The consensus was that a regular subcommittee date and time could be set, but if there were no agenda items the meeting would be cancelled.

D. Council Goals

Councilor Chapman reported that the City Council prepared a new vision and values statement every ten years. Draft goals were included in the packet and Chapman asked for feedback using the forms included in the packet. Some of the comments included: will the language stop progress?; are they legally binding?; too vague?; too long?; ADA language should be included; multimodal ideas are shut down, never implemented; establishing bike lanes should be added as a separate box as should mass transit.

Faught noted that the City implemented transportation-related goals through the work of the Transportation Commission whose charge was to generate the details of the TSP. Chapman noted that the Commission was formed as an offshoot of the Traffic Safety Commission and the Bike and Pedestrian Commission. He does not want the community values of those commissions to be ignored.

Sommers wondered why the MPO study and presentation to the Planning Commission was not then presented to the Transportation Commission.

Chapman noted the rail service goal related to the moving of freight between jurisdictions in order to avoid an increase in tractor trailer traffic and adding a third lane to I5. Ashland may have the option of leasing or purchasing right-of-way. A second goal is the addition of a commuter rail to Central Point or Grants Pass. Burnham related a recent Newsweek article stating that commuter rail was less ecologically efficient compared to the automobile.

Commission was satisfied with the goal regarding the TSP.

E. Draft Transportation System Plan (TSP) Update regarding Request for Proposals (RFP)

Faught was currently drafting the RFP for the comprehensive rewrite of the TSP. He will email a draft next week and invited Commissioners to submit additions/comments within a stated deadline period.

F. Vacant Transportation Commission Position

Sommers called Mayor Stromberg regarding the current vacancy on the commission. Mayor had not found a qualified applicant. She encouraged the commissioners to publicize the current vacancy.

G. Cowman area bike lanes

Warshawsky reported that the Croman master plan included a separate bike lane on one side of future streets. He disagreed with this idea because of the increased number of bicyclist/driver conflicts. He recommended that bike boulevards not be mandated and asked the Commission to defer discussion until the TSP update.

H. Share the road on Oak Street

Burnham proposed a "share the road" pavement markings on Oak Street. He distributed example markings and recommended Oak Street be used as a trial.

Young moved to assign staff to research "share the road" markings and notice (if necessary) Oak Street residents. Heesacker seconded the motion and it passed unanimously.

I. Car Free Day

Steve Ryan reminded the Commission that Car Free Day would be held on September 22, 2009 from 4:00 pm to 7:00 pm on Oak Street. The event is in conjunction with Commuter Challenge and RVTD's Transit Week. Ryan invited the Commission to participate by hosting a table.

J. PC/TC workshop August 25, 2009

Staff will email the agenda. The goal is for both commissions to become acquainted with each other.

V. INFORMATIONAL ITEMS & COMMISSIONER COMMENTS:

Chapman asked that the centerline on Grandview not be repainted.

Faught reported that the Siskiyou / Garfield pedestrian safety improvements were nearly complete, but there was some electrical work to be done. Faught guaranteed that the work would be complete by the beginning of SOU's fall term.

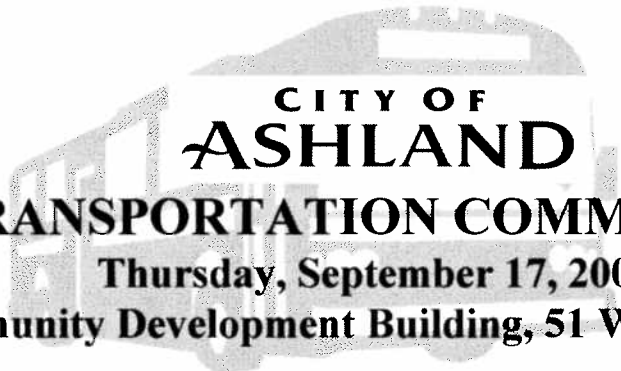
Faught announced he would be on vacation during the next meeting. Jim Olson will staff the meeting.

Nathan Broom noted an 8% increase in ridership for the fiscal year. The new Ashland route and increase rates will begin September 8, 2009. A recent City of Medford employee survey showed many employees were willing to use alternative transportation. He suggested the City of Ashland, as a top employer in Ashland, conduct its own survey.

Eve Woods, SOU Student Liaison, asked for volunteers to help her table SOU's annual scavenger hunt; 2500 students are expected. Volunteers are also needed for Tuesday, September 29th Club Fair.

VI. ADJOURN: 8:15 PM

Respectfully submitted,
Nancy Slocum, Accounting Clerk I



**CITY OF
ASHLAND**
TRANSPORTATION COMMISSION
Thursday, September 17, 2009
Community Development Building, 51 Winburn Way

Minutes

Attendees: Tom Burnham, John Gaffey, Eric Heesacker, Julia Sommer,
Colin Swales (Chair), Brent Thompson, Matt Warshawsky, David Young

Absent: Eric Heesacker

Ex Officio Members: Brandon Goldman, Larry Blake, Nathan Broom, Eve Woods, Steve MacLennan,
Scott Hollingsworth, David Chapman

Staff Present: Jim Olson, Nancy Slocum

I. CALL TO ORDER: 6:02 PM

II. APPROVAL OF MINUTES:

Commission noted that Page 2 of 3 of the August minutes was missing from the packet. Two name changes were corrected. Commission will approve both August's and September's minutes in October. Nathan Broom noted that the expansion of Paige Townsend's presentation to the Commission in July, 2009 was not noted in August corrections. Slocum did not take minutes at that meeting, but would put something together on this for October's packet.

III. PUBLIC FORUM:

Egon Dubois asked the Commission to consider sponsoring the annual bike swap in the coming years as the now defunct Bicycle and Pedestrian Commission can no longer do it. He noted that there was not too much work involved: volunteers were in place; the Finance Department handled the money and checks collected; the Parks Department offered the use of a sound system, and the Police Department provided barricades. All funds collected go to the Bicycle Transportation Alliance for bike safety classes at Ashland's elementary and middle school. Although Commission volunteers would be welcomed, they would not be required for the running of the bike swap.

Burnham noted that last year the Bike Swap had to hire staff from the Parks Department to handle money and they would like to eliminate that expense next year. Debois said that although a paid coordinator was not ideal, Tracy Harding was too "burnt out" to do it for free. The bike sway traditionally happens in May, but August was being considered. Debois asked that it be placed on the October agenda. Commission agreed.

IV. ADJUSTMENTS TO THE AGENDA:

No changes were suggested.

V. ACTION ITEMS:

A. Oak Street "Share the Road" Request

This issue was discussed at the February, 2008 meeting of the former Traffic Safety Commission. The TSC ultimately determined that the establishment of bike lanes was not practical because of inadequate street width on Oak Street and that alternate methods of bike safety should be researched. At last month's Commission meeting Tom Burnham presented an option to designate Oak Street as a shared roadway and asked staff to recommend the best options.

A shared roadway is an approved MUTCD bike route designation open to motor vehicle travel and carrying no bicycle lane designation. According to research shared roads function best when the travel lanes are wider than the minimum standards and when vehicle speeds are 25 mph or lower. Shared roadways seem to function well on local streets, minor collectors and on low volume rural roads and highways. Mile per mile, shared roadways are the most common bikeway type. Because of all the traffic calming construction that took place on Oak Street in 1999, the current average speeds are close to the posted speed of 25 mph and the street meets the minimum criteria for a shared roadway.

There are two levels to which the shared facility can be designated: signage only (the standard) or signage plus pavement marking. The signs are MUTCD approved and are readily available. Standard pavement markings have been initiated, but are not yet standardized. Their markings include a 4 inch white stripe approximately 11' from curb along the parking lane and a thermoplastic appliqué of a bicycle with two chevrons called a "Sharrow." Due to the location of the Sharrow within the traffic lane, it is important that thermoplastic be used as paint would only last a few months. The estimated costs for the designation of a shared roadway along with staff's recommendations follows:

1. Signs: 10 each @ \$200 each = \$2,000
2. Lane Striping (not recommended): 2600 SF @ \$0.75 / SF = \$1,450
3. Sharrows (not recommended): 12 each @ \$150 each = \$1,800 (Portland-set standard spacing)

Staff also questions which sections of Oak Street to designate as shared roadways

If cost was a concern, Burnham would prefer paint rather than nothing. Green paint was ruled out as too costly.

Public Testimony

Rick Berlet, 197 Timberlake, was formally from Chicago where Sharrows are common and effective in alerting cars to cyclists. He noted Ashland's desire to be bike friendly yet it is currently lacking in the number of miles of bike lanes. Signs can make a difference and recommends their installation as soon as possible.

Mike Smith, 566 Hodson, Gold Hill, liked the yellow painted bike lanes on Siskiyou and agreed with Mr. Berlet.

Mary Pritchard, P O Box 3475, Ashland, favored making roads safer and preferred pavement markings.

Don Parker, 1538 Lilac, was an avid cyclist and also preferred pavement markings over signage.

Motion

Young moved to install signs, lane stripping and thermoplastic pavement markings on Oak Street between Lithia Way and Nevada Street. Burnham seconded the motion.

Discussion

Young thought it very important to test the effectiveness of shared roadways. He thought this was a small investment in time and money and answered an important missing connection in Ashland.

Gaffey lived on Oak Street and was not in favor of more signs blocking visibility; he preferred Sharrows. Olson noted that legally signs must be posted. He was concerned about cost, but noted that the Transportation Commission had a \$4,000 budget that could be used toward the motion.

Amended Motion

Young amended his motion to earmark \$2,000 of the Commission's budget to be used toward this \$5,250 project. He also volunteered to organize a fundraiser to help with expenses. Thompson seconded the

motion.

Discussion

Sommers recommended decreasing the number of signs. She would like to see the Sharrows used exclusively for a test case. Woods thought it appropriate to use \$2,000, but not \$4,000 as other important expenses may arise. She has seen the effectiveness of Sharrows in Washington. Broom thought Ashland could be a leader for the valley. Chapman suggested building a stencil to save money.

Warshawsky often bikes Oak Street. He noted that from the railroad tracks to Lithia Way was narrow; however, he thought the section from the railroad tracks to Nevada Street seemed unnecessary as it was wide. In order to save money, other areas in the city (e.g. A Street) could make better use of Sharrows.

Burnham thought it embarrassing that the money for this project could not come from a City account. Sommers agreed. Olson said no extra money was available and support from the Commission would be helpful.

Young thought this project would affect more people for each dollar spent.

Vote on the Amendment

Motion passed 4 to 3.

Vote on Original Motion

Motion passed 6 to 1.

B. Will Dodge Way Update

Staff's memo in the packet was for information only. After staff and alley users agreed to prohibit vehicle stopping for approximately 100 feet from each end of the alley, further study resulted in a new staff recommendation that the easterly no stopping area (from First Street) be broken into two segments to accommodate existing loading and access points. From First Street the first 50 feet to be signed as no stopping followed by 50 feet of permitted loading zone followed by another 60 feet of no stopping area in front of the garages. After the Fire Department reviewed the proposed changes, it was determined fire code prohibited this configuration. The alley will stay as originally proposed.

Thompson attempted find other options, but was unsuccessful.

C. Adoption of the Transportation System Plan Update Chapters 4, 6 and 9

Olson reported that a partial update of the City's 1998 TSP was completed in 2008 by HDR Engineers, but was never formally adopted by the City Council. The update was only for Chapter 4 (Existing Conditions and Constraints), Chapter 6 (Identification of System Problems) and Chapter 9 (Needed Transportation Improvements) and an update to the transportation system development charges (SDC).

Under the direction of the City Council, the Public Works Department is currently soliciting proposals from a transportation engineering firm to facilitate presentations to this Commission, the Planning Commission and finally to the City Council (following Measure 56 requirements). A copy of the request for proposal (RFP) document was enclosed in the packet which further outlines the actions to be taken. Staff will keep the Commission updated.

A majority of the Commission thought a partial update was a waste of time and resources. Olson noted that although there were few new CIP projects added, the costs for all the projects needed to be updated. Gaffey and Swales thought the City Council should reconsider adopting two TSPs. Chapman said it was up to Mike Faught to ask the Council to reconsider their original decision.

D. Upcoming Amendment Chapter 2.04 Commissions, Committees and Boards

Councilor Chapman requested the City Council create a template that would unify the Council rules relating to commissions and liaisons. He asked the Commissioners to read the information provided in the packet and forward any comments to Diana Shippet, the City Council and City Attorney, Richard Appicello. (Examples include: Should the Chair vote? Should a commissioner be removed without cause? Should Council Liaisons be a voting member?)

The Commission had questions specific to the Transportation Commission ordinance:

2.13.050 (B.) Membership - the Commission prefers that "Public Works Director shall determine what matters warrant SubCommittee involvement and meetings shall be convened on an as needed basis." be changed to that "Public Works and/or Transportation Commission shall determine what matters warrant..."

2.13.050 (C) Duties (1) at the end of the first (and last) paragraph the words "and safety concerns" be added to the end of the sentence.

Commission asked Slocum to forward suggestions for changes to the Transportation Commission to Diana Shippet and Richard Appicello.

E. Discussion of Transportation Commission Meeting Length

Sommers requested the Commission consider starting the meeting time at 5:30 pm ending at 7:30 pm. She also suggested a break during the meeting. She thought it would be easier on staff to begin earlier and that if the agenda did run over, the meeting would still end earlier. Warshawsky, Gaffey and Burnham agreed with Sommers. Woods thought 5:30 pm was too early to allow her to attend.

Swales suggested keeping the time the same and revisit the issue if the need arose.

F. Volunteer Request for SOU New Student Events

Eve Woods, SOU Student Liaison, announced upcoming events that were in need of volunteers or were just events the Commission was invited to:

- New Student Orientation – over 5500 students expected
- Siskiyou Boulevard Crosswalks Sept 25th 1:30 pm -3:30 pm for Scavenger Hunt and escort students across the street
- Salmon Bake BBQ, Sept 25th 5:15 pm-7 pm, cost is free
- Football Game, Home Game, Sept 26th 4:45 pm tailgate party begins

V. **INFORMATIONAL ITEMS & COMMISSIONER COMMENTS:**


- A. Swales noted that Larry Blake is the Planning Commission Liaison to the Commission. He asked for a volunteer commissioner to be a liaison to the Planning Commission. John Gaffey volunteered.
- B. I-5 Exits 14 and 19 Reconstruction – Tim Fletcher will give a presentation on the reconstruction of these two Ashland exits perhaps in October. David Young was on the aesthetic committee.
- C. David Chapman announced that Mike Faught, Art Anderson for ODOT road bikes during a recent rush hour to test current conditions and look at what might be needed for the reconstruction planning.
- D. Nathan Broom, RVTD, announced all the events for “Try Transit Week” September 18-25, 2009. He also noted that the new service route and fees were now in effect.
- E. Woods asked the Transportation Commission to host a table at “Car Free Day” on Tuesday, September 22nd. Chapman and Burnham volunteered. Slocum would help collect maps, ODOT materials, etc.
- F. Commission would like to discuss whether to combine November and December meetings as the meetings occur close to the holidays.
- G. Gaffey asked staff to devise a way to track the effectiveness of the Commission’s decisions.
- H. Chapman reported that he taught a two hour bike handling class to Standing Stone employees.

VI. ADJOURN: 7:55 PM

Respectfully submitted,
Nancy Slocum, Accounting Clerk I

Memo

CITY OF
ASHLAND

Date: October 7, 2009
From: James Olson 
To: Transportation Commission
Re: TRAFFIC ISLANDS AT THE OAK / HERSEY STREET INTERSECTION

ACTION REQUESTED

Will the Transportation Commission support the recommendation of JRH Engineers to remove the three traffic islands located at the intersection of Oak and Hersey Streets?

STAFF RECOMMENDATION

Staff concurs with the findings listed in the September 29, 2009 JRH Engineering report and recommends that the Transportation Commission endorse the removal of the islands.

BACKGROUND

In 1999, as part of the Oak Street Sidewalk and Traffic Calming Construction Project, three pedestrian refuge islands were constructed at the four-way intersection of Oak and Hersey Streets.

The intersection is unusual for a four-way intersection in that the midpoint defines an angle in each approach leg. Additionally, there are no 90° angles at this intersection and each approach leg offers its own independent set of conditions and potential problems: because of the acute angles, the turning radii required for this intersection are longer than normal. During the initial design of the intersection the islands were introduced as pedestrian refuge islands, but because of the unusual angles and the required turning radii, it was not possible to put the islands in the traditional location between opposing directions of travel. The islands were placed between the same direction traffic lanes to separate the turn movements. This arrangement provides very minimal pedestrian protection as the island is not located in the center of the street nor is it in a position where the pedestrian can pause to view opposing directions of travel.

The islands have been broken numerous times by traffic impact and are continually overrun by truck traffic. A current storm drain project on Hersey Street east of Oak Street will require removal of one of the islands, and staff would like to remove the remaining two islands at the same time.

On September 9th, our contract Traffic Engineer, JRH Engineering was asked to review the intersection and make recommendations regarding those islands. Following a site visit and research into the traffic history of the intersection, JRH provided the attached report. The report recommends removal of all three islands. Staff concurs with all elements of the report and also recommends removal of the islands.

ENGINEERING DIVISION Tel: 541/488-5347
20 E. Main Street Fax: 541/488-6006
Ashland OR 97520 TTY: 800/735-2900
www.ashland.or.us



POTENTIAL MOTIONS

1. Transportation Commission moves to concur with Staff's recommendation to remove the existing islands at the intersection of Oak and Hersey Streets.
2. Transportation Commission moves to recommend that Staff retain the existing islands at the intersection of Oak and Hersey Streets.



CITY OF ASHLAND

September 9, 2009

James Hanks
JRH Engineering
4765 Village Plaza Loop, Ste 201
Eugene OR 97401

RE: REVIEW OF THE INTERSECTION OF HERSEY STREET AND OAK STREET

Dear Jim:

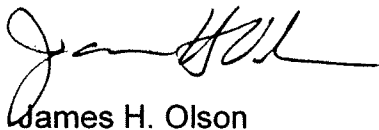
Thank you for taking time to meet with Mike and me last week. It was good to put a face with the voice. We have a couple of projects in need of your assistance and hope that you might find time in the near future to visit with us.

The first and most critical is a review of the operation of the intersection of Oak and Hersey Streets. In 1999, as part of a traffic calming project, three pedestrian refuge islands were constructed at this four-way intersection. A copy of Sheet 1 of the project plans is enclosed showing the location and configuration of the islands. Also enclosed are photos and a vehicle crash report. By last count Hersey Street has an ADT of 5400 vehicles per day (2005) and Oak Street has 5550 vehicles per day (2004). The intersection has an unusual alignment and some grade issues on the west approach of Hersey Street. We hope that you or your staff can make a site visit to view the intersection in operation and offer some suggestions for improvement.

We would also like you to look at the intersection of Faith Avenue and Ashland Street. While this intersection is less urgent than the Oak / Hersey intersection, it has some major site problems. I did not include any advance information on this intersection, but it will be available for your visit.

Please contact me at 541 488-5347 or at olsonj@ashland.or.us to schedule a time to visit both of these intersections.

Sincerely,



James H. Olson
Engineering Services Manager

cc: Karl Johnson
Mike Faught

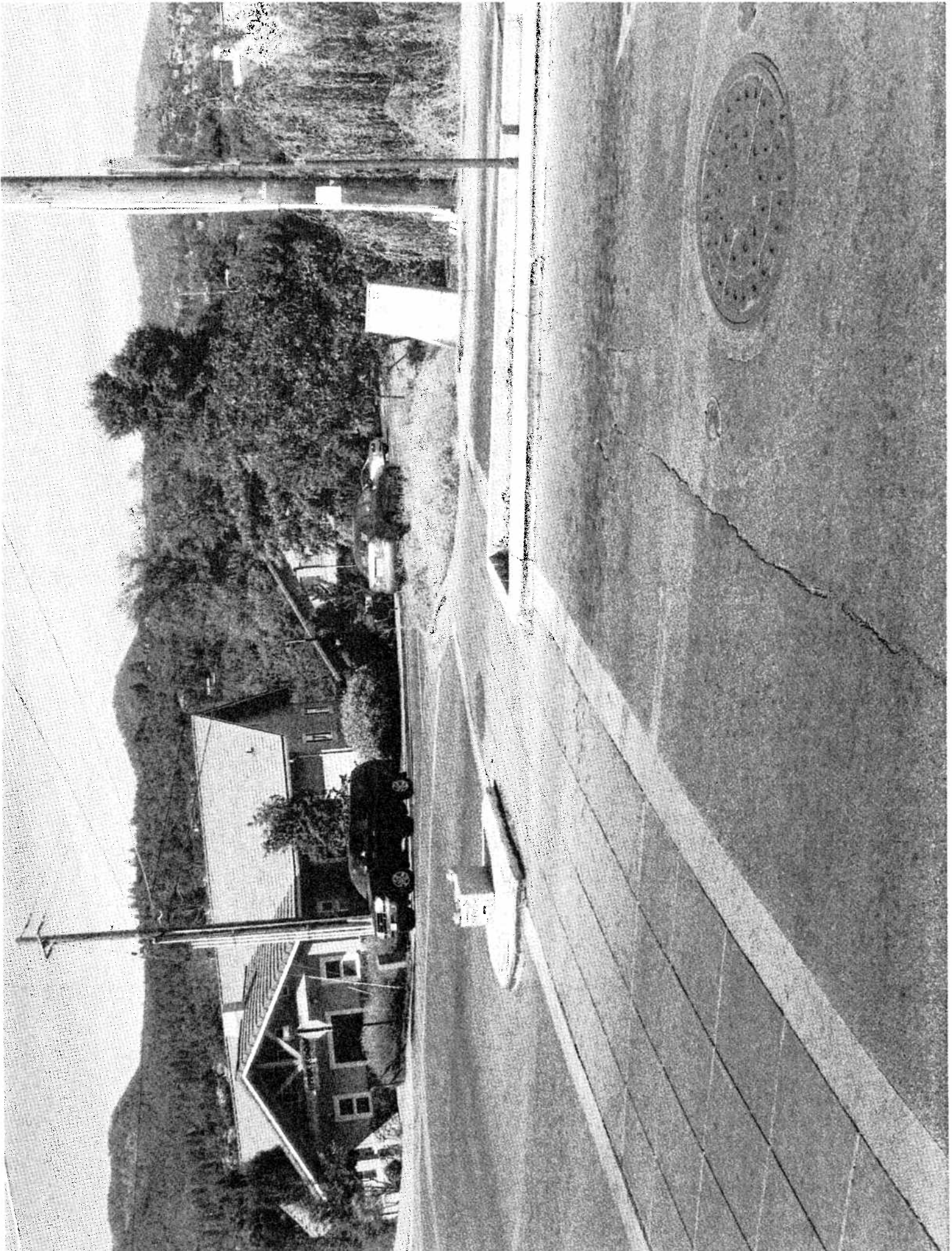
Engineering Tel: 541/488-5347
20 E. Main Street Fax: 541-/488-6006
Ashland, Oregon 97520 TTY: 800/735-2900
www.ashland.or.us

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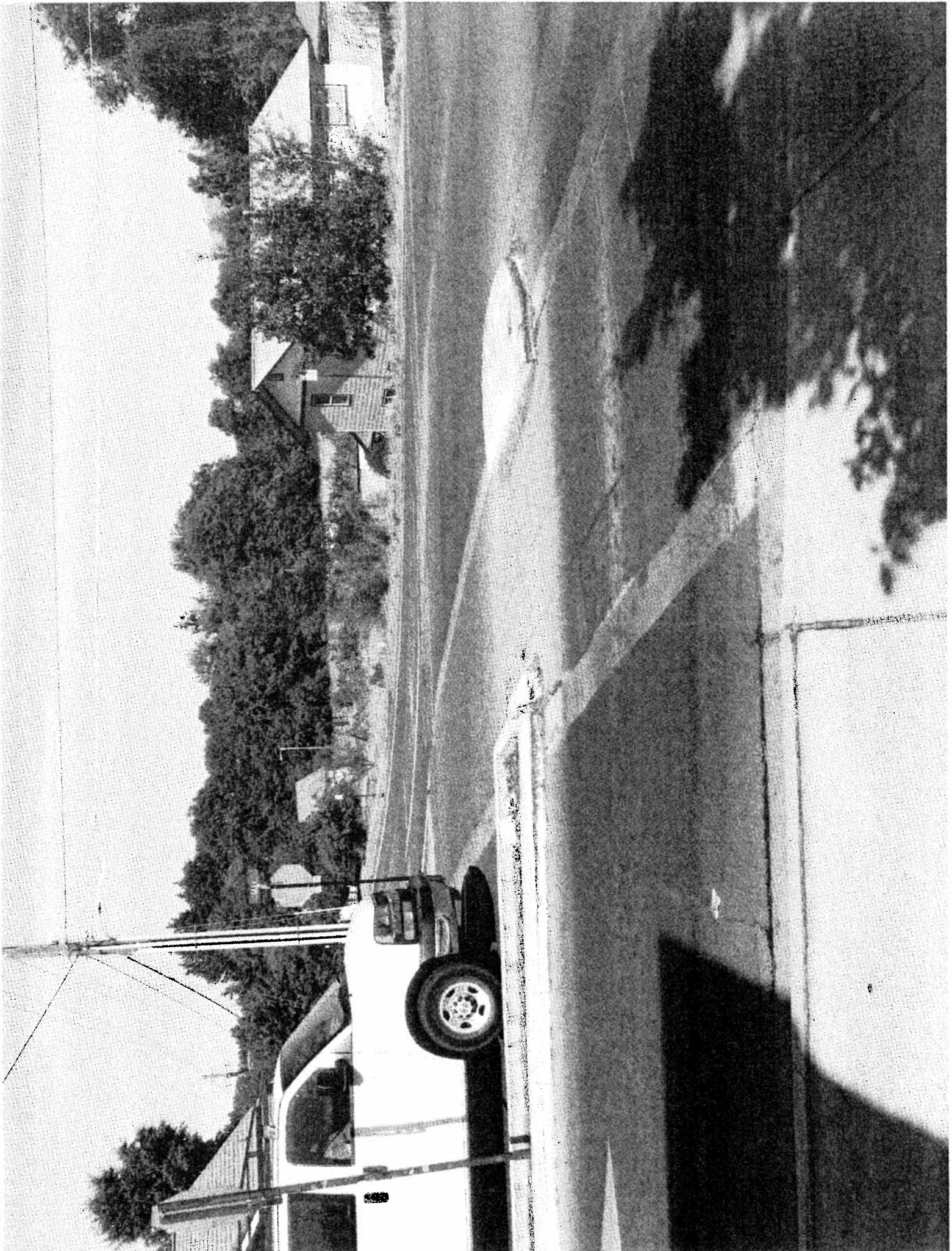
Accidents at the intersection of East Hersey and Oak St, Jan 1998- July 2009

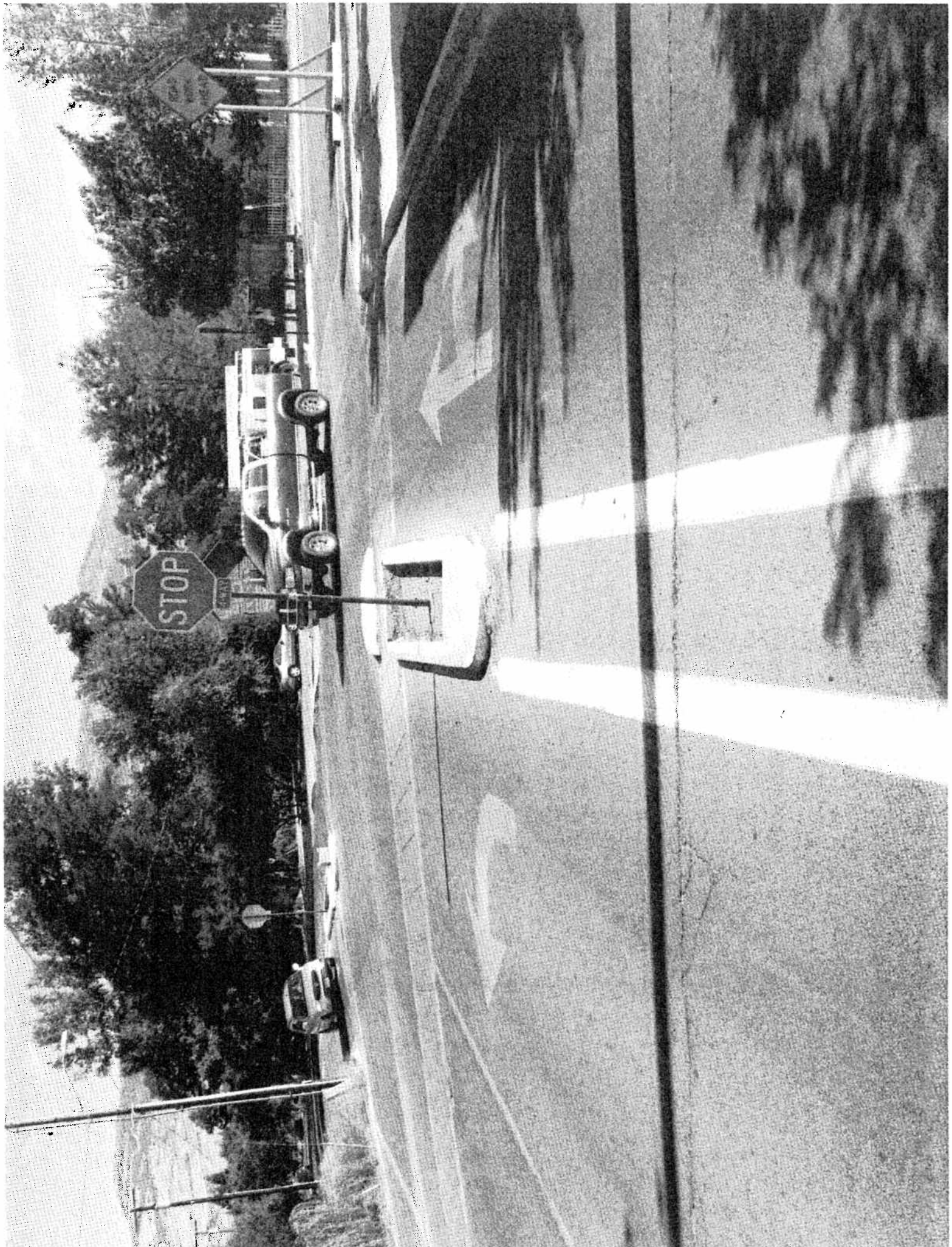
Year	Month	Date	Day	Time	DUII	VehicleInv	CrashType	Hit_Run	Injury	NonVDUII	NonVInv	NonVInvIJ	Notes
1998	5	7	Thr	17:19	N	MV	ACR	N	Y				
1998	5	12	Tue	19:15	N	MV	ACR	N	N				
1998	7	14	Tue	12:11	N	MV	RCR	N	Y				
1998	10	19	Mon	15:40	N	MV	ACR	N	N				
1999	3	27	Sat	14:28	N	MV	ACR	N	N				
2003	2	9	Sat	00:10	N	MV	RCR	N	N				
2006	11	27	Wed	11:54	N	SV	CR	N	N		B	N	bike at fault
2007	3	26	Mon	07:36	N	MV	ACR	N	N				
2008	12	9	Tue	09:22	N	SV	FO	N	N				hit stop sign













September 29, 2009

James H. Olson, Engineering Services Manager
City of Ashland
20 East Main Street
Ashland, OR 97520

SUBJECT: REVIEW OF THE INTERSECTION OF HERSEY STREET
AND OAK STREET

Dear Jim,

At your request, I made a site visit to the intersection of Hersey Street and Oak Street on September 21, 2009. Karl Johnson accompanied me on that visit. This letter outlines my observations and recommendations to improve the intersection.

BACKGROUND

The intersection of Hersey Street and Oak Street is a four-way stop controlled intersection. Hersey Street runs north/south, while Oak Street is generally east/west. All four legs of the intersection have two approach lanes (one, a left turn only, the other designated for through and right turns) and one departure lane. Bike lanes are striped along Hersey Street, while there are no special provisions for bicyclists along Oak Street.

All legs of the intersection except for the south leg on Hersey Street have a combination pedestrian refuge/planter island between the through-right and left-turn approach lanes.

FIELD REVIEW

During the field review, I observed several non-standard traffic control device installations.

Island Location

Under the Manual and Uniform Traffic Control Devices, islands are included as a traffic control device. (Oregon law also establishes islands as traffic control devices.) . When seeing islands, drivers generally expect them to be located

between traffic flows in opposite direction, rather than for traffic flows in the same direction. This could be a particular problem for turning vehicles. The Oregon vehicle code requires turning vehicles to turn into the closest available lane. At intersections with a island in a standard location, left-turning vehicles turn into the lane immediately adjacent to the island. At Hersey and Oak, turning to the lane immediately adjacent to the island would place the driver in a head-on approach to the opposing directions left-turn lane.

Stop Sign Location

On the three island legs of the intersection, STOP signs are located in the island itself. The “Manual on Uniform Traffic Control Devices” (MUTCD) requires the primary STOP sign location on the far right hand side of the roadway. The island installation places the stop sign on the left, rather than the right of through traffic. This violates driver expectancy because of its similarity to “pork chop” free-right turn islands. These often have a stop sign in an island to the right of the through movement with right turn movement on the other side of the island allowed to move free. Because of the similarity with the typical configuration for a free-right right turn, this sign location may cause confusion to drivers.

Planter Design

The planters are designed with mountable curbs along their exterior perimeter. There is a planter bed in the interior of the island. This planter bed is approximately 6” below the elevation of the curb. The interior walls of the planter are vertical concrete. A vehicle hitting the mountable curb will continue to move forward and the car’s wheel may fall into the planter area and then be stopped abruptly when it hits the vertical interior planter wall. This can make what would otherwise be a minor crash into a more substantial collision. The islands themselves have numerous discolorations from tires and chips apparently from vehicle impacts.

Office Investigation

During the site visit, it was pointed out that there were numerous complaints from drivers, especially truck drivers, concerning the tight radius required to turn as a result of the islands. We reviewed the street layout using Auto-Turns, a program that plots the wheel path and overhangs of turning vehicles. For this analysis, we used a standard WB-50 truck. WB-50 is a medium-sized, tractor-trailer rig. It is not nearly the largest legal truck, which might be expected at the intersection. The results of our review are shown on the attached drawing. As you can see by the drawing, it is virtually impossible to turn at the intersection without driving directly over one of the islands. Given the

Proposal from Kelly Sandow EIT
RE: City of Lincoln City –TMP Revisions
July 9, 2009
Page 3

grade differential in the planter and the non-mountable inside curbs, it is quite possible that if a truck got its wheels caught in the planter they may have to take special actions to get out.

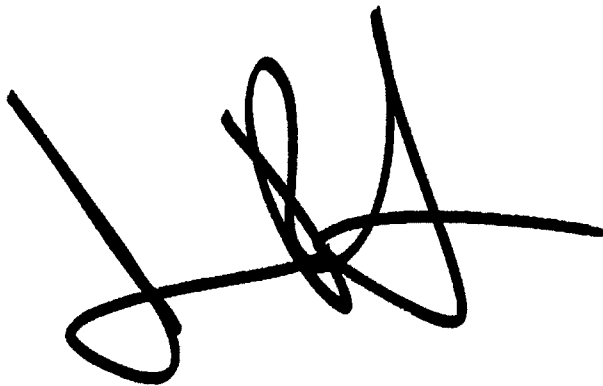
RECOMMENDATIONS

Based on these observations, we have a series of recommendations:

1. Remove islands on all legs.
2. Place stop signs (now in islands) on right hand curb. The existing stop signs may remain until the island removal, if a supplementary sign is placed on the far right corner.
3. If there is lengthy delay in removal of the islands, fill the planter area with gravel or other suitable material to at least 1 inch from the top of curb.

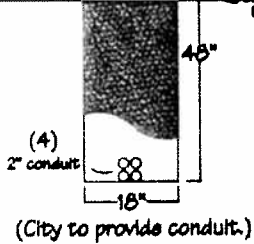
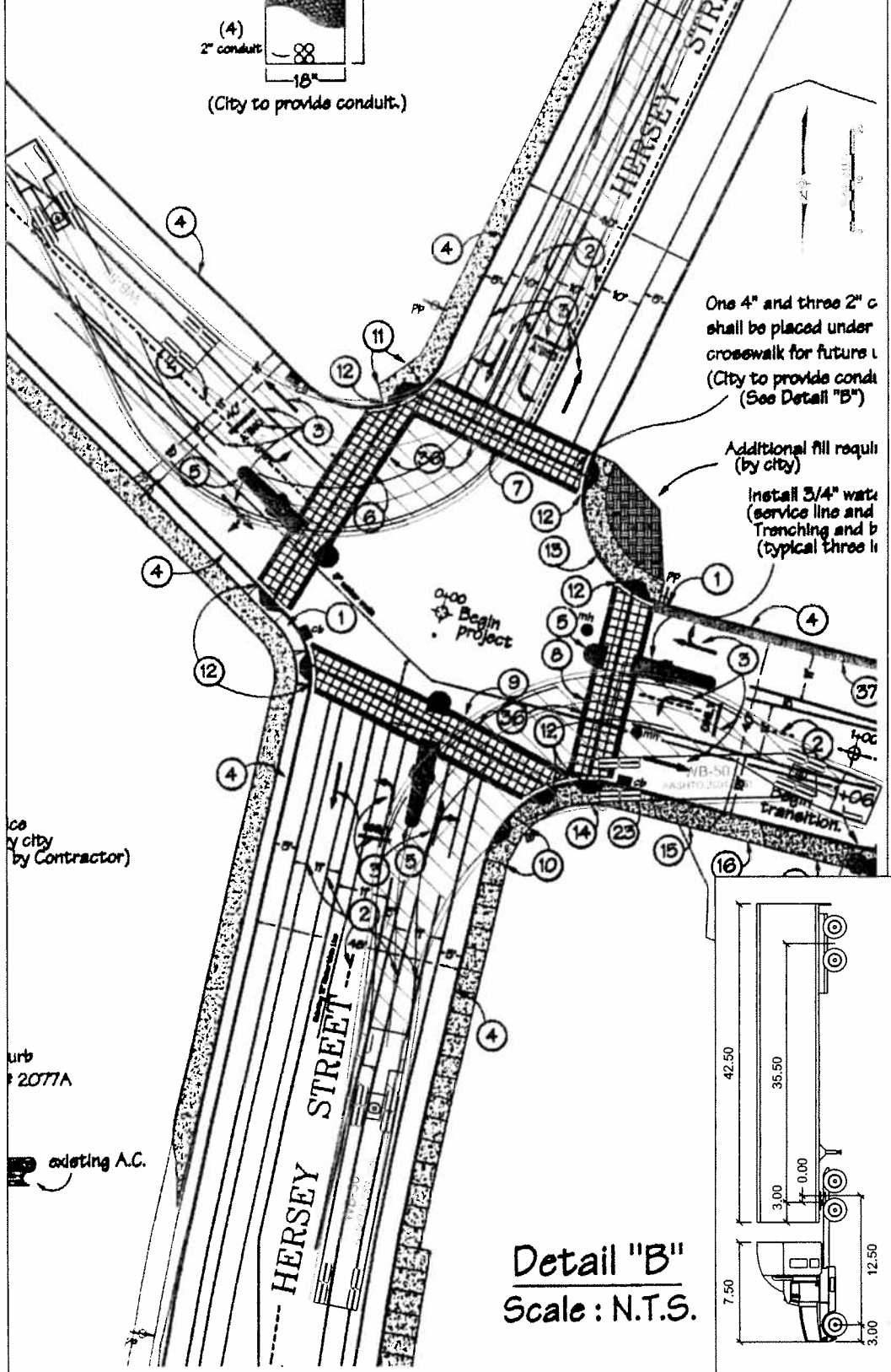
Please let me know if you have any questions. I would be happy to discuss this further if you desire.

Very truly yours,

A handwritten signature in black ink, appearing to be 'JRH', written in a cursive style.

James R. Hanks, PE
President, JRH

Detail "C"
Scale : N.T.S.



One 4" and three 2" c shall be placed under crosswalk for future (City to provide condi (See Detail "B")

Additional fill requi (by city) Install 3/4" water service line and Trenching and b (typical three li

0.00 Begin project

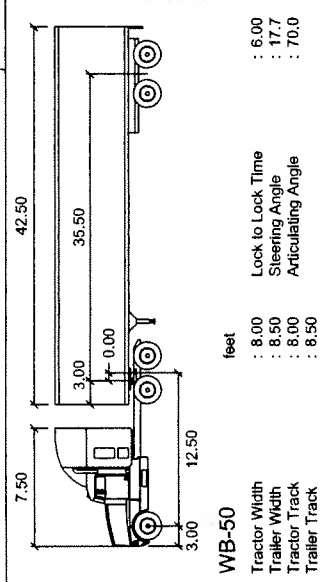
WB-50 HAUGHTY 2018
Begin transition.

ice by city by Contractor)

urb 2077A

existing A.C.

Detail "B"
Scale : N.T.S.




JSH TRANSPORTATION ENGINEERING
800-561-6622
1000 S. W. 10th Ave. Suite 100
Portland, OR 97205

RIGHT TURNS
WB-50
HERSEY
ASHLAND, OREGON

Memo

CITY OF
ASHLAND

Date: October 7, 2009
From: James Olson 
To: Transportation Commission
Re: CONSULTANT SELECTION FOR THE TRANSPORTATION SYSTEM
PLAN (TSP) DEVELOPMENT

ACTION REQUESTED

Will the Commission appoint a member to serve on the proposal review team to help select a professional consultant to prepare the City's comprehensive TSP?

STAFF RECOMMENDATION

Staff recommends that a Commission member be appointed to serve on the proposal review team which will ultimately choose a number one ranked consultant for the development of the TSP.

BACKGROUND

At last month's meeting, the Commission reviewed a draft scope of services to be included in the request for proposals for development of the TSP. Once the details of the proposal and the scope of services are approved by ODOT, official requests for proposals will be solicited from qualified engineering firms. The proposal document contains five or six criteria that must be addressed and the final submitted proposals are scored on how well the proposer meets each criteria. Common criteria include such things as:

1. Understanding of requested service
2. Capabilities of the proposer
3. Qualifications of the project team.
4. Resources
5. Response Time
6. Cost (not always)

A review team is assembled to score each of the proposals submitted after the deadline. The team must contain at least three persons and commonly includes five persons. Each team member independently reviews and evaluates each proposal and assigns a score for how well the proposer addressed each of the criteria. The proposer with the highest score is then invited to negotiate a final scope of services and cost.

Since this TSP effort is supported through a Transportation Growth Management (TGM) grant, ODOT will take the lead in the RFP process, but the City will assistance in the consultant selection process. It is important that the proposal review team contain members who can represent differing views and interests and a Transportation Commissioner would be most welcome on this team.

ENGINEERING DIVISION Tel: 541/488-5347
20 E. Main Street Fax: 541/488-6006
Ashland OR 97520 TTY: 800/735-2900
www.ashland.or.us




POTENTIAL MOTIONS

1. Transportation Commission moves to appoint _____ to the Transportation System Plan request for proposal review team.
2. Transportation Commission moves to decline to appoint a Commissioner to the Transportation System Plan request for proposal review team.



Memo

CITY OF
ASHLAND

Date: October 7, 2009
From: James Olson 
To: Transportation Commission
Re: TRANSPORTATION BUDGET

ACTION REQUESTED

Will the Transportation Commission provide direction for the management and utilization of the remaining \$1,723.00 of the FY 09-10 annual budget?

STAFF RECOMMENDATION

Staff recommends that the Commission earmark a specific purpose(s) and/or event(s) for the budget.

BACKGROUND

The Transportation Commission is granted a \$4,000 budget line within the Street Department's overall budget. Unless the Commission specifies a particular use for their line item, it will be used by the Street Division for traffic and bicycle related maintenance.

In previous years both the Traffic Safety Commission and the Bicycle and Pedestrian Commission were granted a budget of approximately \$4,000 and \$2,500 respectively. These funds were intended to provide for commission-related training costs and for special activities. In past years examples of expenditures have been:

1. Commission member attendance at the annual Transportation Safety Conference.
2. Bicycle education program through BTA.
3. Purchase of bicycle helmets for give-aways at local schools.
4. Purchase of rumble strips for Siskiyou Boulevard adjacent to SOU.
5. Signage and maintenance for the Central Ashland Bike Path.

With the cutbacks experienced during this fiscal year, the budget was reduced to \$3,000 for traffic safety and \$2,000 for bicycle / pedestrian issues. Some funds have already been used for bikeway maintenance and the available budget to date is \$2,900 and \$823.00 for their respective uses. After the Oak Street sharrow purchases, the total remaining budget is \$1,723.00. The Commission may wish to earmark these remaining funds for a special purchase.

POTENTIAL MOTIONS

1. Transportation Commission moves to recommend to Staff no special budget earmarks at this time and to allow the Public Works Director to disburse the remaining budget monies.
2. Transportation Commission moves to recommend that Staff earmark specific budget items for the remaining \$1,723.00.



Budget Preparation Document Edit List
City of Ashland

Reference : 3959
Date : 09/04/2009

Description : Street Operations
Fiscal Year : 2010

Document No : 3960
Group : PW

Account Mask : 260.08.12
Account Class :

Column 1 : Content : 2010 Adopted
Formula :

Account Number & Title	Column 1	Column 2	Column 3	Column 4	Column 5	Column 6	Column 7
260.08.12.00.510000 Salaries & Wages:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.510100 Regular Employees	338,590.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.510110 Premium Pay Out:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.510111 Holiday	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.510112 Sick Leave	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.510113 Vacation	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.510114 Compensatory Time	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.510200 Temporary Employees	24,960.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.510300 Overtime:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.510310 Scheduled Overtime	5,700.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.510320 Emergency Overtime	1,500.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.510330 Duty Pay	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.520000 Employee Benefits:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.520100 FICA/MEDICARE Contribi	37,110.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.520200 Retirement Contributions	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.520210 Employer's Share	32,490.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.520220 Employee's Share (Pd by	22,250.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.520223 HRAVEBA	3,710.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.520300 Group Health Insurance	90,340.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.520400 Worker's Compensation	19,250.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.520500 Unemployment Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.601000 Supplies:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.601100 Office	1,486.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.601200 Small Tools	2,200.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.601300 Uniforms - Clothing	2,134.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.601350 Uniforms - Other	3,900.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.601400 Technical	6,200.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.601500 Chemicals	700.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.601600 Food & related items:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.601610 Meetings	0.00	0.00	0.00	0.00	0.00	0.00	0.00

* = View-only field != Formula does not apply

Budget Preparation Document Edit List
City of Ashland

Reference : 3959
Date : 09/04/2009

Description : Street Operations
Fiscal Year : 2010

Document No : 3960
Group : PW
(Continued)

Account Number & Title	Column 1	Column 2	Column 3	Column 4	Column 5	Column 6	Column 7
260.08.12.00.601620 Emergency work	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.601630 County Services	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.601640 Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.601700 Books & Periodicals	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602000 Rental, Repair, Maintenan	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602100 Equipment-Internal:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602110 Fleet Maintenance	114,100.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602120 Fuel	45,000.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602130 Replacement	71,500.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602200 Equipment-External:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602210 Rental Charges	1,750.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602220 Building Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602300 Physical Plant:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602310 Rental Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602320 Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602330 Utilities:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602331 Natural Gas	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602332 Electricity	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602333 Water	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602334 Wastewater & Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602350 Cleaning Services:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602351 Disposal	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602352 Custodial	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602353 Grounds Care	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.602400 Infrastructure	143,500.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.603000 Communications:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.603100 Telephone:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.603110 Local	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.603120 Long Distance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.603140 Cellular	3,810.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.603200 Computers	3,050.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.603300 Pagers	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.603400 Postage	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.603500 Radios	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.604000 Contractual Services:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.604100 Professional Services	13,000.00	0.00	0.00	0.00	0.00	0.00	0.00

* = View-only field ! = Formula does not apply

Budget Preparation Document Edit List
City of Ashland

Reference : 3959
Date : 09/04/2009

Description : Street Operations
Fiscal Year : 2010

Document No : 3960
Group : PW

(Continued)

Account Number & Title	Column 1	Column 2	Column 3	Column 4	Column 5	Column 6	Column 7
260.08.12.00.604130 Engineers	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.604140 Legal	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.604150 Physician/Health	800.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.604160 Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.604200 Bus Fare	262,000.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.605000 Miscellaneous Charges &	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.605200 Internal Service Charges:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.605210 Central Service	456,125.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.605220 Insurance Service	9,205.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.605225 Technology Debt	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.605230 Use of Facilities	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.605240 Blvd. Maintenance Fee	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.605400 Bad Debt Expense	3,300.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.605600 Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.606000 Other Purchased Services	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.606100 Advertising	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.606200 Printing & Binding	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.606300 Travel:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.606310 Transportation:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.606311 Air	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.606312 Rental car	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.606313 Personal vehicle mileage	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.606320 Lodging	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.606330 Meals	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.606340 Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.606400 Training	2,930.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.606500 Dues	2,000.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.606600 Medical & Laboratory	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.608000 Commissions:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.608100 Public Works:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.608130 Traffic Safety	3,000.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.608250 Bicycle/Pedestrian	2,000.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.701000 Land:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.703000 Equipment	5,500.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.704000 Improvements Other than	0.00	0.00	0.00	0.00	0.00	0.00	0.00
260.08.12.00.704100 Internal Projects	75,000.00	0.00	0.00	0.00	0.00	0.00	0.00

* = View-only field != Formula does not apply

Memo

CITY OF
ASHLAND

Date: October 7, 2009
From: James Olson 
To: Transportation Commission
Re: UPDATE ON OAK STREET SHARED ROAD DESIGNATION
UPDATE ONLY – NO ACTION REQUIRED

At last month's meeting this Commission recommended that staff work within available budgets to acquire and install the signage necessary to designate Oak Street, from Lithia Way to Nevada Street, a shared roadway.

Working with the City Street Division, it was determined that a minimum number of pavement markings could be placed on the street and that a fewer number of signs should be erected to reinforce the concept. It was determined that 10 signs and 18 pavement markings (sharrows) could be installed. The street division was able to purchase the materials through ODOT's Local Agency Purchasing Agreement at a reduced price. The final costs were:

- 10 signs @ \$153.00 each = \$1,530.00
- 18 sharrows @ \$126.30 each = \$2,273.40
\$3,803.40

By using \$2,000 from the Commission budget and \$1,803.40 from the street maintenance budget, we were able to immediately order the materials for this project. The estimated delivery time for materials is two to three weeks with a one to two week installation time after that.





**2008-2009
BUILDING SAFER COMMUNITIES MINI-GRANTS**

Mini-Grant Final Evaluation

Report Date: October 5, 2009

Agency: City of Ashland Public Works

Project Title: Siskiyou Boulevard Pedestrian Safety Education

Reimbursement Request: \$ \$2,629.41

Match Amount: \$ 560.00

Period of Report: Start to September 30, 2009

Status of Objectives:

OBJECTIVES:	Progress/Date Completed:
1. Hire graphic designer to develop pedestrian safety campaign identity, based on NHTSA and/or Transportation Safety Division media.	May 16, 2009
2. Purchase supplies to include pens, stickers, flashlights, and blinking lights with campaign identity on them.	April 24, 2009 & September 2, 2009
3. Host a minimum of two outreach presentations during events such as student orientation, residential hall meetings, and on-campus health fair.	September 29, 2009
4. Submit data on how many events held and attendance at events.	September 29, 2009

Breakdown of Requested Reimbursement and Reported Match:

Mini-Grant Funds		Local Matching	
Personnel*		Volunteer Time**	\$240.00
Equipment		In Kind Staff	\$320.00
Supplies		Equipment	
Printing	\$2,629.41	Printing	
Other		Other	
Total	\$2,929.41	Total	\$560.00

OVERALL PROJECT STATUS:

- In Progress (explain below)
- Scheduled to begin _____(date)
- Problem with completion because (explain below)
- Support documentation attached

- Support documentation will be submitted by (date) _____
- Spending on track as planned
- Spending not on track (explain below)

Explanation/Detail on Project Status:

On agency letterhead, if available, please provide an overall evaluation of the project. What were highlights? What was learned? How was this grant helpful? These are just examples of what could be included in this final report. Please include any additional information you would like to share.

See attached letter and exhibits

Authorizing Official: Martha J. Bennett: Signature: _____

ACTS Oregon approval _____ Date: _____
(OFFICE USE ONLY)

CITY OF ASHLAND

October 5, 2009

Kate Murphy
Safety Program Coordinator
Community Traffic
8059 SW Cirrus Drive
Beaverton OR 97008

RE: 2008-2009 BUILDING SAFER COMMUNITY MINI-GRANTS
FINAL EVALUATION EVALUTATION

Dear Kate:

In February 2008, 22 year old student Gladys Jimenex was talking on her cell phone and the driver of the oncoming vehicle was not paying attention. It was dusk and the crosswalk was un signaled and crossed five lanes of traffic. Gladys died a week later. Understandably the citizens, City and Southern Oregon University took up the duty to do everything in their power to prevent a tragedy like that from ever happening again. I've enclosed a brochure regarding all the safety improvements that have happened since them.

When the ACTS Oregon grant opportunity became available last October, there was not a doubt as to the project to be applied for – pedestrian safety education for college students. It has been my pleasure to work with you and your agency again this year. I worked very closely with Eve Woods, Student Liaison with Southern Oregon University who is very passionate about student safety and who made my job much easier.

I consider the program a success because it very closely followed the grant application (which you know probably doesn't happen all that often). The grant monies exclusively focused on the education of college students through the use of educational outreach materials. We contracted with an excellent graphic artist who came up with two vastly different campaign designs. I reported on the controversy on the first design extensively in Mini-Grant Report No. 1. The second design was more favorably accepted with comments such as: "I think this design is a very safe choice. It shouldn't offend anyone." "It is a cute picture." "We get free stuff at orientation, yes!" "I appreciate the city working hard to make the streets safe for students."

In total we spent \$4,999.55 for the design and 2419 promotional items and every single item was given away along with brochures from the Ashland Police Department and Oregon Department of Transportation. These items were distributed at six different events:

Engineering Tel: 541/488-5347
20 E. Main Street Fax: 541-/488-6006
Ashland, Oregon 97520 TTY: 800/735-2900
www.ashland.or.us



- Raider Registration, August 15th (See enclosed photos)
- New Student Orientation – 250 parent packets and 1100 student packets
- Community Resource Center re: commuter conundrums, September 24th
- Siskiyou Boulevard Crosswalks Sept 25th 1-3 pm for Scavenger Hunt
- Salmon Bake BBQ, Sept 25th 5-7 pm
- Club Fair, Sept 29th 10 am – 2 pm

The match was all local volunteer matching. Conservatively Mini-Grant No.1 reported \$160 volunteer time (\$20/hour) and \$400 In Kind Staff. During the second reporting phase of the grant time Ashland matched another \$240 volunteer time and \$320 In Kind Staff. Anything that has been purchased since the start of the grant, and was received and distributed is submitted with financial documentation (i.e. receipts, invoices, time cards).

The Mini-Grant Final Evaluation Form and reimbursement invoices are attached. Thank you again for the opportunity to make a difference for our college students.

Please let me know if you have any questions.

Sincerely,

Nancy Slocum
Public Works Clerk
slocumn@ashland.or.us
541.552.2420





Alliance for Community Traffic Safety in Oregon

8059 S.W. Cirrus Dr., Beaverton, OR 97008
phone: 503 643-5680 fax: 503 643-5680
*Community Traffic Safety Program
Oregon Child Safety Seat Resource Center
Annual Oregon Transportation Safety Conference*

September 18, 2009

James H. Olson
Ashland Transportation Commission
20 E. Main Street
Ashland, OR 97520

Dear James Olson:

Congratulations for being nominated to receive a 2009 Oregon Transportation Safety Award. The Awards Committee was very impressed by your many years of solid leadership for the Ashland Traffic Safety Commission. The committee has chosen to recognize you with an award for

Leadership in Community Traffic Safety

On behalf of the Awards Committee, I would like to extend to you an invitation to receive your award during the Awards Luncheon at the Oregon Transportation Safety Conference on Wednesday October 28th at Best Western Hood River Inn, Hood River, OR. The luncheon will be held from 12:00pm – 1:30pm in the Gorge Room. You may each also bring one guest.

For those attending the conference, the meal ticket for the luncheon will be included in your Conference Registration Packet. An additional meal ticket will also be available for a guest.

If you are only planning to attend the luncheon, please check in at the Conference Registration Table in the Gorge Room. We will have your meal ticket available as well as a meal ticket for your guest.

We are asking award winners and guests to sit near the front at the reserved tables. Please plan to have a photo taken with the award immediately following the presentation.

To confirm seating and meal tickets, please call 800-772-1315 or 503-643-5620 or fax us the following information by September 25th. If you wish to invite more than one guest, you can purchase additional guest meal tickets for \$19.00.

Thank you and congratulations!

Sincerely,

Ruth Harshfield
ACTS Oregon Executive Director

Cc: Rosalee Senger, ODOT – TSD; Mike Faught, Director of Public Works

The logo features a stylized bicycle with the words "Bicycle Friendly Community" written across it. The word "Friendly" is in a larger, bold font. To the right of the bicycle is the "League of American Bicyclists" logo, which consists of a circular emblem with a bicycle inside and the text "League of American Bicyclists" around it.

Bicycle **Friendly** Community

LEAGUE OF AMERICAN BICYCLISTS
1612 K St., NW, Suite 800
Washington, DC 20006-2850
WEBSITE www.bicyclefriendlycommunity.org
EMAIL bikeleague@bikeleague.org
PHONE 202.822.1333
FAX 202.822.1334

May 8, 2008

Derek Severson
Associate Planner
51 Winburn Way
Ashland, OR 97520

Dear Derek:

Congratulations to Ashland on receiving the Bicycle Friendly Community designation at the Bronze level. As a renewing BFC you know, the award is presented only to communities with remarkable commitments to bicycling.

I have enclosed your award certificate. You will be receiving the feedback compiled from the review of the application as well as a new BFC sign shortly. The award will be current for four years so your designation will be up for renewal in May of 2012. At that point your community will be reevaluated so we urge you to make as many improvements as possible in the meantime! We will be sending a request to you next year for an update on progress in the community as well.

If you would like to order additional Bicycle Friendly Community road signs, please complete the enclosed order form and return it to the League.

Once again, congratulations on your efforts to create a community that is truly bicycle-friendly.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill", with a long horizontal line extending to the right.

Bill Nesper
Director, Bicycle Friendly Community Program
League of American Bicyclists
P: 202-621-5444
bill@bikeleague.org

Enclosures:
Sign order form
BFC Award Certificate



Bicycle **Friendly** Community

THE LEAGUE OF AMERICAN BICYCLISTS

is pleased to present

ASHLAND, OREGON

with the

BICYCLE FRIENDLY COMMUNITY AWARD

Bronze Award
May 2008– May 2012

in recognition of your outstanding efforts
to encourage bicycling in your community

President

Executive Director

TRAFFIC SAFETY *Connection*



September 2009

Connecting Oregon's Community Traffic Safety Advocates

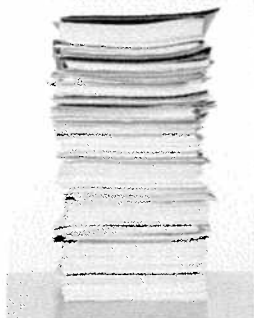
Volume 7, Number 9

Building Safer Communities and Bicycle Safety Mini Grants

It is year end and Kate Murphy the Community Traffic Safety Coordinator is working hard to review and process current grantee final evaluations. Congratulations to all 2008/2009 grantees, your projects are wonderful assets to your communities.

With one cycle ending another is beginning; 2009-2010 Building Safer Communities and Bicycle Safety Mini Grant applications are in. Kate Murphy is feverishly reviewing, revising, and compiling all this wonderful project information. She is hoping to have packets prepped for review committees by the end of the month, contracts drafted by mid October, and final approval by November.

If you have any questions about Mini Grant Programs for next year or about your current application feel free to contact Kate: 503-643-5620, 800-772-1315, katem@actsoregon.org.



Distracted Drivers in School Zones

Background and Related Research:

Cell phones, music devices and fast food have all become a major part of American culture. For example, cell phone use has rapidly increased from 38 million users in the 1980s to 210 million

users in the late 1990s thus demonstrating the dependence people have on these devices. However, safety concerns related to talking or texting on cell phones, using global positioning devices (GPS) for navigation, and listening to music while driving continue to be documented.

The main issue deals with the inability of the human brain to effectively perform multiple tasks while driving at the same time. During every moment of the "Driving Task," vehicle operators are constantly being challenged by a changing environment and road conditions; by the actions of other drivers, bicyclists, and pedestrians; and by the actions and behavior of passengers and objects in the car. Many drivers also operate their vehicles under less than ideal conditions such as being tired or being physically/emotionally stressed. The sum effect of all these factors makes driving an extremely complex task even under the best of conditions.

While it is very hard to measure the actual number of crashes caused by cell phones, it is estimated that drivers are at far greater risk when talking or texting on phones, according to the recent study by the Virginia Tech Transportation Institute. In this study they documented an almost six times greater risk when dialing a phone and 23 times greater risk when texting. Similarly, other studies show that automobile drivers using a phone are four times more likely to crash than drivers not using a phone. This is comparable to drivers with blood-alcohol content of .08.

The National Highway Traffic Safety Administration estimates that in 2003, 240,000 car



crashes and 955 deaths occurred due to cell phone use. This may be an underestimation of the true number since it is particularly challenging for police and crash investigators to identify cell phone use as a factor contributing to a crash or death. Knowing this, the Harvard Center for Risk Analysis estimated that cell phone use was a factor in 6% of crashes in 2003. That estimation translated to 636,000 crashes involving 12,000 major injuries and 2,600 deaths.

Distractions, however, are caused by more than just cell phones and texting devices. In 2001, the University of North Carolina's Highway Safety Research Center conducted a "naturalistic" study where they video recorded 70 drivers for 10 hours in a week and observed the types of activities drivers engaged in while operating their vehicles. They reported that 15% of the time the vehicles were moving drivers were in an active conversation with passengers; 5% of the time they were preparing, eating or spilling food; 4% of the time they were reaching or leaning; 2% of the time they were smoking; 1% of the time they were using a cell phone; and 1% they were adjusting the radio/CD/music device controls.

A recent Canadian study used spatial analysis to show that the 150 meter area around schools had the highest proportion of child-car collisions and proportion of fatalities as compared to areas 300 meters or more away from schools. Moreover, this study showed that 50% of these collisions occurred in months and times-of-day when children were most likely to be walking to or away from school. While this study is important in establishing that excessive risk exists in school zones, it does not describe factors that are associated with this risk. Previous studies have shown that factors associated with child pedestrians and car collisions include school density, population density, traffic volume, rush hour time periods, socioeconomic status, season, and the spatial relationship between schools, streets, and parking areas. To date, no studies have addressed the issue of distracted drivers in school zones.

Continued on Page 2

ACTS Oregon

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Graphic Design by Melissa Gannon

Edited by Kate Murphy



Board Member Feature

Ralph Browning has worked as the Traffic Engineering Technician for the City of Medford for over 23 years. His work includes all facets of designing safe roadways with proper lighting and appropriate traffic control devices, as well as pedestrian and bicycle facilities for each varying situation.



Ralph enjoys dealing with the traffic safety concerns of the citizens of Medford through his role as staff liaison to the Medford Traffic Coordinating Commission.

After attending ACTS Oregon conferences for years and gleaning a myriad of great information to take back to his job, it was only natural that he would jump at the chance to bring his traffic engineering expertise to the ACTS Oregon Board when the opportunity arose.

Ralph is one of the newest members of the Board, just completing his first year of service. He looks forward to many years of involvement in working to reduce fatalities, injuries and crashes throughout Oregon.

Distracted Drivers in School Zones

Continued from Page 1

Methods:

In order to better understand the magnitude and characteristics of distracted drivers in active school zones, the study's coordinators used road-side observations of drivers in active school zones. Observations were made by trained observers at 20 middle schools located in 15 states.

Each study site had a SAFE KIDS coalition member serving as a study coordinator who was trained on data collection protocols. Each data collector was stationed approximately at the middle of the school zone road segment, assigned a lane of traffic and instructed to face traffic and record observations by looking through the front windshield of an approaching car as to avoid any obstruction from side window tinting. A paper data collection form was designed to simplify rapid documentation of driver and vehicle characteristics such as gender, seat belt use, type of vehicle (car or pickup/SUV/Minivan), vehicle classification (private or commercial). Each study site made multiple observations on three different days of the week during a normal school session. Driver distraction rates were calculated as the number of drivers engaging in a distraction divided by the total number of vehicles observed.

Results:

Of the 41,426 cars that were observed traveling through an active school zone, one in six drivers were distracted. Both male and female drivers had high distraction rates. It was calculated that for every 1,000 female drivers 187 were distracted and for every 1,000 male drivers 154 were distracted. Cell phone/electronics was the leading distracter, followed by eating/drinking/smoking, reaching/looking behind, grooming, and reading. Female drivers were more distracted by cell phones and grooming activities than men; however, males and females were distracted by



eating, reaching behind, and reading about equally.

The majority of distracted drivers were observed during the afternoon school zone hours as compared to the morning hours. Distracted drivers appeared more frequently in school zones without flashing lights and in school zones that had a daily

traffic volume of 10,000 or more cars. School zones that have an associated decrease in speed limit showed a higher distracted driver rate than school zones that did not change the speed limit. Drivers of larger vehicles such as sports utility vehicles, pickup trucks, and minivans were more distracted than car drivers. Females in commercial vehicles were significantly less distracted than females in private vehicles whereas males had the opposite trend where they were more distracted in commercial vehicles as compared to private vehicles. Regardless of gender, if the driver was not wearing their seatbelts then they were 35% more likely to be distracted as compared to drivers using seatbelts. Likewise, drivers in states that restrict the use of handheld electronics for all drivers (regardless of age) were 13% less likely to be distracted as compared to drivers in states that have no restrictions.

It was observed that unbelted female drivers were 40% more likely to be distracted as compared to belted female drivers and that female drivers observed in the afternoon school zone times were 29% more likely than female morning drivers to be distracted. When analyzing the distracted driving behaviors among males in school zones it was observed that unbelted males were 38% more likely to be distracted than belted males and that males on high traffic volume roads were 17% more likely to be distracted than male drivers on low volume roads. Likewise, males driving large vehicles (SUVs/pickup trucks/minivans) were 17% more likely to be distracted than males in cars.

For the entirety of this article visit, www.usa.safekids.org/tier3_cd.cfm?content_item_id=27371&folder_id=301.



Technician Renewal Course

July 14th, ACTS Oregon offered a CPS certification renewal course at their office in Beaverton. This one day course is for technicians whose certification has expired. Seven former technicians attended this class and are now certified once again.

Welcome back! Chris Macom—**Canby Police Department**, Tracy Biery—**Confederated Tribes of Grande Ronde**, Ryan Humphrey—**Lincoln City Police Department**, Michael Mohny & Dan Dennis—**Segals for Children**, Elana Bandel—**The Dalles Traffic and Safety Commission** and Ron Pearson—**Western Lane Ambulance**.

Thanks to the instructor team who pulled it all together! Bret Barnum & Bill Balzer—**Portland Police Bureau** and Sandy Holt—**ACTS Oregon**.

Child Pedestrians: Factors Associated With Ability to Cross Roads Safely and Development of a Training Package

This November 2008 research report by Monash University in Sweden reveals interesting results and shows progress toward developing better skill-based pedestrian safety programs for young children. Traditionally, education programs for young children have focused more on knowledge and attitudes than the actual skills a child needs to be safe while operating in traffic. As a result, most traditional pedestrian safety programs have demonstrated limited knowledge and skill improvements.

Part of this research project involved developing and evaluating a training program for children age 6 to 10 which stressed how to select safe gaps in traffic to allow them to cross the road safely. Randomly selected children were asked to respond to simulated road crossing environments involving a range of gap times and traffic speeds, by responding whether or not it was safe to cross



the road. The children were also given a battery of tests to assess their functional skills, and their parents were interviewed to assess information such as the child's physical activity levels and exposure to traffic and traffic education. The

Executive Summary concludes:

The results suggest that children primarily use distance rather than the speed of approaching vehicles when making judgment about safe crossing gaps. The study further found that younger children are more likely to make incorrect gap assessments, but that it is important to let children walk independently as they mature and are able to make these assessments.

Age was a strong predictor of critically incorrect decisions, with six year olds almost 12 times more likely than ten year olds to make a critically incorrect decision. Children who walked independently more frequently were less likely to make incorrect crossing decisions compared with children who walk independently less frequently. This suggests that age-appropriate traffic exposure is beneficial for acquiring road skills.

The Executive Summary describes the detailed skills training course, which involved simulated

cars and the children crossing simulated roadways, accompanied by feedback on their performance and later, distractions.

The Executive summary concludes:

The current findings suggest that tailored and practical programs have a beneficial effect on children's road-crossing decisions.

Children made 56% fewer critically incorrect responses immediately after training, and 47% fewer when re-tested one month later, which is an excellent retention rate. The authors plan to continue researching this topic and developing a more refined training course for child pedestrians.

To read at least the Executive Summary (pages 11–15) or the full report: <http://www.monash.edu.au/muarc/reports/muarc283.pdf>.

School Bus Training

School may be out for summer, but not for the school bus drivers! On July 30th, ACTS Oregon partnered with Oregon Child Development Coalition (OCDC) and offered the National Child Passenger Safety (CPS) School Bus Training. This one day training was held at OCDC where 23 CPS Technicians, CPS Instructors and members of Oregon Department of Education attended.



The curriculum is available to certified CPS technicians and instructors. For a copy, contact Sandy Holt at sandyh@actsoregon.org.

Adolescent Sleep, School Start Times, and Teen Motor Vehicle Crashes.

STUDY OBJECTIVES: To assess the effects of delayed high-school start times on sleep and motor vehicle crashes.

METHODS: The sleep habits and motor vehicle crash rates of adolescents from a single, large, county-wide, school district were assessed by questionnaire before and after a 1-hour delay in school start times.

RESULTS: Average hours of nightly sleep increased and catch-up sleep on weekends decreased. Average crash rates for teen drivers in the study county in the 2 years after the change in school start time dropped 16.5%, compared with the 2 years prior to the change, whereas teen crash rates for the rest of the state increased 7.8% over the same time period.

CONCLUSIONS: Later school start times may both increase the sleep of adolescents and decrease their risk of motor vehicle crashes.



Visit www.safetylit.org/week/journalpage.php?jid=7118 for journal details and additional article content.



Check Up Clinics and Fitting Stations

Please check www.childsafetyseat.org under Child Passenger

Safety/Calendar for current list, specific dates, locations and times.

Date	City	Location	Address	Time
09/25/09	North Bend	Pony Village Mall	1611 Virginia Avenue	10:00 A.M. to 2:00 P.M.
09/26/09	Beaverton	City Hall	4755 SW Griffith Drive	9:00 A.M. to 12:00 P.M.
09/26/09	Hillsboro	Tuality Healthcare	334 SE 8th Avenue	10:00 A.M. to 1:00 P.M.
09/26/09	Tigard	Babies R US	7805 SE Dartmouth	10:00 A.M. to 1:00 P.M.
09/30/09	Forest Grove	Fire & Rescue	1919 Ash Street	1:00 P.M. to 3:00 P.M.
10/01/09	Redmond	Fire Department	341 Dogwood Avenue	10:00 A.M. to 1:00 P.M.
10/03/09	Tualatin	Legacy Meridian Park Medical Center	19300 SW 65th Avenue	10:00 A.M. to 2:00 P.M.
10/03/09	Boring	Fire Department	28655 SE Hwy 212	11:00 A.M. to 2:00 P.M.
10/07/09	Madras	Jefferson County Fire Department	765 Adams Drive	10:00 A.M. to 1:00 P.M.
10/08/09	Ontario	Fire Department	444 NW 4th Street	4:00 P.M. to 6:00 P.M.
10/08/09	Vernonia	Fire Department	555 E Bridge Street	4:00 P.M. to 6:00 P.M.
10/10/09	La Grande	Goss Motors	1415 Adams Avenue	10:00 A.M. to 2:00 P.M.
10/15/09	Redmond	Fire Department	Call 541-504-5000 for Appointment	
10/17/09	Albany	Fire Department Station #12	120 SE 34th Street	8:00 A.M. to 10:00 A.M.

Oregon Employers Conference

On September 29, 2009 Evergreen Safety Council will be hosting the Oregon Employers Traffic Safety Conference. The conference will be held at the NECA IBEW Electrical Training Center 16021 NE Airport Way, Portland, OR 97230. Hours of the conference are 8:00 A.M. to 4:00 P.M. Vendors and continental breakfast begin at 7:30 A.M. There is no cost to attend this conference, simply register at: www.esc.org/093008_OETS_conf.php.

2009 Oregon Transportation SAFETY CONFERENCE

Facing the Challenge of Change

The program for the 2009 Oregon Transportation Safety Conference is finalized and posted at www.actsoregon.org/conference.html. Speakers are traveling from Alabama, Florida, Virginia, and all over Oregon! Legislators are prepared for a discussion of the 2009 legislative session and its impact on transportation issues. Oregon Transportation Safety and Looking Beyond the Traffic Ticket Award winners have been notified. Scholarships have been awarded. The Tuesday evening dinner reception is shaping up to be a fun filled evening! Hotel rooms are going quickly. Register today at www.actsoregon.org/conferenceRegistration.html.

2009 Oregon Transportation SAFETY CONFERENCE

Facing the Challenge of Change

Join ODOT—Transportation Safety Division and ACTS Oregon,

October 27 to 29

at the Best Western Hood River Inn

Memo

CITY OF
ASHLAND

Date: October 6, 2009
From: Nancy Slocum
To: Transportation Commission
Re: Follow-up Information on RVTD Paige Townshend's July 21, 2009 Presentation

Julia Sommers and Nathan Broom asked for additional information from Paige Townshend's 5-Year Strategic Business and Operations Plan Long Range presentation at the July 21st Transportation Commission meeting.

As a follow-up to the RVTD 10-Year Long Range Plan, RVTD has completed a Tier One Strategic Business and Operations Plan. As I was not at the meeting, I've included the chapter on Long Range Planning for your information.

ENGINEERING DIVISION Tel: 541/488-5347
20 E. Main Street Fax: 541/488-6006
Ashland OR 97520 TTY: 800/735-2900
www.ashland.or.us



IX. Long Range Planning



The natural progression of transit agencies often includes a change in organizational structure within the existing laws to meet the escalating service needs of the community. This transition can allow the collection of a new revenue source to support the addition of service and can provide different types of regulatory abilities. RVTD hopes to make this transition or a similar change before 2009 that would provide the stepping stones for expanding service. Below is a discussion of the different types of organizational structures allowed under Oregon State Statute. A table summarizing the below structures is provided in Figure 9.2.

Statutory context for Revenue

ORS & OAR Relevant to Transit District Structures and Authority

Rogue Valley Transportation is one of several transit agencies in Oregon. Each agency falls under one of four statutory guidelines listed below:

- Transportation District (ORS 267.510)
- Metropolitan Service District (ORS 268)
- Mass Transit District (ORS 267.085)
- Mass Transit District (ORS 267.107)

RVTD is currently organized under ORS 267.510 – *Transportation Districts*. This law defines the powers and obligations of the district. Under this formation, RVTD can collect property taxes, vehicle registration and business license fees and with voter approval, collect payroll and income taxes. RVTD has the authority to call elections, pass ordinances, review land development applications, plan independently (and with jurisdictions) and change district boundaries with voter approval. Transportation Districts must set permanent rate limits to the operating taxes they can assess at the time of their formation. A description of the different organizational structures, their revenue and authority abilities and the process by which they govern is provided in Appendix I.

Revenue Discussion

Some of the revenue options for the differing districts are much more valuable in some areas than others and are discussed further in Chapter IV. For instance, vehicle registration fees have no revenue potential in the Rogue Valley, since the maximum cumulative fee is already charged by other agencies.

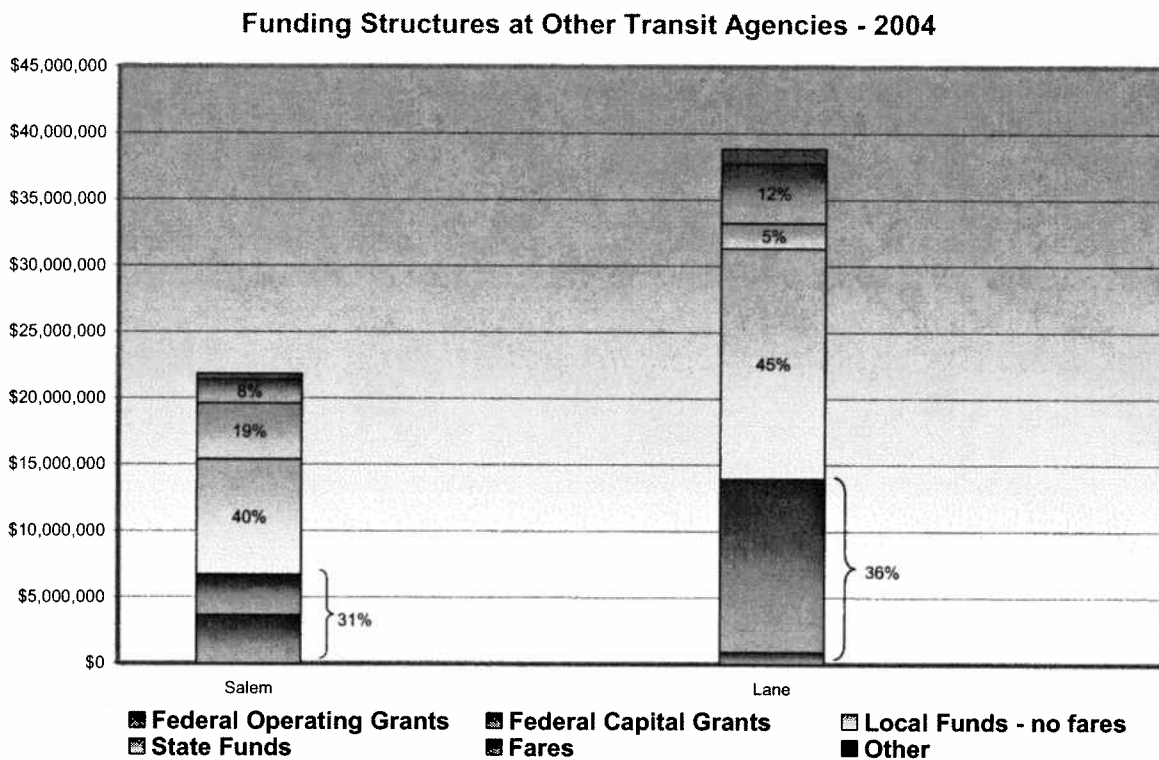


As will be shown in the Strategic Business and Operations Plan, the revenue potential from a payroll tax is high. Public support for a payroll tax may be strong as well, because of the linkage between the levy providing increased workforce transportation. The community may also support such a levy that increases transit access and therefore benefits land development that seeks to reduce automobile trip generation; minimizing the need for excessive parking.

It is important to understand the difference between a payroll tax and an income tax. A payroll tax assessed may not be passed directly to employees, so

no deduction would appear on employee paychecks. Income taxes are charged to employees (and companies), and are deducted from each paycheck. Transit agencies may assess income taxes under both ORS 267 and ORS 268. The revenue potential from an income tax was not modeled in this study because the political barriers to such a tax are thought to be very high. The graph in Figure 9.1 demonstrates the funding structures of Tri-Met in the Portland region and Lane Transit District serving the Willamette Valley.

Figure 9.1



A considerable amount of work and planning must be invested in the preparation for transitioning from one statutory authority to another. RVTD's Board will need to have a clear understanding of what each structure can provide, and cannot provide, for the long-term health of the district. Although the financial opportunities are currently the focus of most discussions, the authority of the district to implement changes and coordinate local land uses

should also be considered. A further discussion of these issues will be presented in the Strategic Business and Operations Plan.

Authority Discussion

The basic distinctions between Transportation Districts and ORS 267.107 Mass Transit Districts are (1) the Governing Board is elected at large rather than by sub-district, and (2) the tax authority of the initial Governing Board is not subject to voter approval.



Figure 9.2 – Summary of Organizational Options

	Authority	Transportation District	Metro politan Service District (ORS 268)	Mass Transit District (ORS 267.08 5)	Mass Transit District (ORS 267.107)
Finance	Ad valorem taxes (voter approval required)	√	√		√
	Ad valorem taxes (no voter approval required)			√	
	Vehicle registration fees	√	√	√	√
	Service charges and user fees	√	√	√	√
	Business license fees	√		√	√
	Income tax (voter approval required)	√	√		√
	Income tax (no voter approval required)			√	
	Employer payroll tax (voter approval required)	√			√

	Authority	Transportation District	Metro politan Service District (ORS 268)	Mass Transit District (ORS 267.08 5)	Mass Transit District (ORS 267.107)
	Employer payroll tax (no voter approval required)			√	
General Powers	Pass ordinances	√	√	√	√
	Call elections and referenda	√	√	√	√
	Acquire property by purchase or condemnation	√	√	√	√
	Enter into contracts and agreements with private and public parties	√	√	√	√
Land Use Powers	Engage in review of land development applications in overlapping jurisdictions	√	√	√	√
	Engage in planning and coordination independently or in conjunction with other jurisdictions	√	√	√	√
	Adopt land-use planning goals and objectives for the district (required for Mass Transit Districts)	√	√	√	√
	Review the comprehensive plans adopted by the cities and counties within the district and recommend that cities and counties make changes	√	√	√	√
	Adopt functional plans to control metropolitan area impact on transportation (required for MTD)	√	√	√	√

	Authority	Transportation District	Metro politan Service District (ORS 268)	Mass Transit District (ORS 267.08 5)	Mass Transit District (ORS 267.107)
	Require cities and counties to make changes in comprehensive plans		√		
Land Use Powers	Require local comprehensive plans and implementing regulations to comply with the [District's] regional framework plan within two years after compliance acknowledgment		√		
	Require adjudication and determination by the district of the consistency of local comprehensive plans with the regional framework plan.		√		
	Require each city and county making land use decisions within the district to make those decisions consistent with the regional framework plan.		√		
	Require changes in local land use standards and procedures if the district determines that changes are necessary for consistency with the regional framework plan.		√		
	Designate service areas	√	√	√	√
	Change district boundaries (with voter approval)	√		√	√

Funding Strategies and Grant Programs

RVTD is eligible to receive several types of funding. The majority of the operations and capital purchase dollars come from federal sources and require a local match. RVTD also applies for competitive sources of funding, has experience with “New Start” programs and also has an innovative education program and a marketing program that generates modest revenue. In recent years, the Board of Directors has been confronted with the reality that many agencies face: a lack of funding. Short of going to local stakeholders to directly solicit funds, RVTD staff have exhausted all known sources of funding that are both realistic and within the parameters for providing a local match. Below is a brief description of the funding RVTD receives or has received in the past.

RVTD’s revenue sources are:

- (a) Service charges and user fees collected under ORS 267.570 (1)(d).*
- (b) Levy ad valorem taxes under ORS 267.620.*
- (c) Use of a revolving fund as authorized for mass transit districts under ORS 267.310.*
- (d) Acceptance and use of any contributions or loans from the United States, without limitation by any other provision of ORS 267.510 to 267.650 requiring approval of indebtedness.*

RVTD receives three primary sources of funding from the Federal Government including:

- (a) 5303 Metropolitan Transit Planning funds distributed to the RVMPO based on urbanized area formula to address transit planning needs and requiring a 20% match provided through RVTD in-kind staff work.*
- (b) 5307 Operations funding based on an urbanized area formula for areas below 200,000 population and requiring a 50% local match.*
- (c) 5309 Capitalization funding earmarked by Congress requiring a local match between 10-20% depending on type of purchase.*

The *5307 Federal Operations* apportionment must be closely followed. RVTD and other transit agencies have had tenuous years when federal monies arrived 9-15 months after the expected award date. The apportionments are based on population from 50,000 to 200,000, and 200,000 and over.

When the population within RVTD's boundaries exceeds 200,000:

- Operating assistance will not be an eligible expense, but the funding will still be available for other uses through the capitalization process.
- At least one percent of the funding apportioned to each area must be used for transit enhancement activities.

The apportionment formula for areas with more than 200,000 in population are based on a combination of bus revenue vehicle miles, bus passenger miles, fixed guideway revenue vehicle miles, and fixed guideway route miles as well as population and population density.

The *5309 Capitalization* funding is not based on an apportionment but instead is based on discretionary, competitive, and earmarked funds. In 2004, RVTD received an earmark to purchase eleven CNG buses and in 2006 an earmark provided funding for a CNG refueling station.

RVTD applies for several discretionary funds each year through a competitive process with other regional and state jurisdictions and transit agencies. These funds are not guaranteed and cannot be considered a primary source of funding. RVTD's success rate has been low to average in leveraging funds through state-wide competitive processes.

The primary competitive funds RVTD applies for are:

- (a) Special Transportation Fund*
- (b) Congestion Mitigation and Air Quality Fund*
- (c) Job Access Reverse Commute*

RVTD has the statutory authority to implement the following *new* revenue sources with voter approval:

- (a) *Levy of business license fees as authorized for mass transit districts under ORS 267.360.*
- (b) *Levy of a tax measured by net income as authorized for mass transit districts under ORS 267.370.*
- (c) *Levy of a tax measured by employer payrolls as authorized for mass transit districts under ORS 267.380 and 267.385.*
- (d) *Sale of bonds under ORS 267.630 and 267.640.*

New tax levies, such as those described above, adjustments to the rates, and bond issues are all subject to voter approval. The District's governing board has limited jurisdiction over new revenue sources but has authority to determine service charges and fees, such as the passenger fare. RVTD's fare increases went into effect July 1, 2006, the first fare adjustment in over a decade.

Innovative Funding

Several of the nations most renowned programs and services started with an innovation grant. RVTD has applied for and received funds to improve service and to start a new kind of service. In 2002, RVTD and the City of Ashland started a program to create a fareless system and add Route 5, a circulator. In 2003 RVTD began the Senior Shopper program that provided trips for seniors to reach common commercial destinations for \$2 per trip. In the late 90's RVTD also provided Saturday service that generated 3,000 trips each Saturday. All of these programs relied solely on a limited time grant and a match from RVTD. With the exception of Ashland, all of these programs were discontinued because local funding could not be secured to maintain the service. The ramifications of discontinuing the service when the grant funding expires has led the agency to be hesitant in applying for these limited funds. RVTD would

be more willing to use this funding if a Memorandum of Understanding or similar promissory document could be committed to by local stakeholders for providing supplemental funding if the new service proved to be successful. After all, that is the purpose of the funding, to demonstrate a need and then leverage local dollars to maintain it.

Rolling Stock- Bus Advertising

RVTD employs one half-time staff person to manage the advertising on the buses. Marketing sales generate approximately \$200,000 each year. A portion goes toward trade advertising to air RVTD's TV and radio ads. Trade advertising has a tremendous value, RVTD would not be able to support this level of marketing with its general budget. The district sees approximately \$75,000 of trade in cash-value. The other half of this staff person's time is paid under the TDM program to conduct public outreach and education activities. A joint program that crosses both the general marketing and education activities is the Interactive Bus. One of RVTD's buses displays a full 'wrap' with several local and national sponsors such as McDonald's, Safe Kids Coalition and Umpqua Bank to name a few. The 'wrap' is essentially a sticker material that lasts several years

and has a theme intended for children. The current Interactive Bus is the Safe Kids Bus, which promotes safety and is seen at several community events throughout the year and used for



Interactive Safe Kids Bus

the Gus Rides the Bus classes.

Transit Theory

Ridership Strategies

The use of transit declined nationwide from 1960 until 1990. Only in 2000 did transit use regain the level of use that was reached in 1960. And as a percentage of the population, of jobs, or of the total transportation system, transit is still far below the 1960 levels.

RVTD's ridership experience has reflected national trends, if at a somewhat lower level. A principal objective of the federal, state, and local transportation policy is to increase transit ridership. This is intended to accomplish a large array of goals, including air quality improvement, congestion mitigation, fiscal sustainability of road networks, improved access to jobs and services by transportation-disadvantaged groups, and, increasingly, urban revitalization. From the perspective of a transit agency, increased ridership generally helps defray service costs and strengthen public support.



The level at which transit is used is driven by many factors, though they can be grouped into several principal categories:

1. Access: Are the places that people need to go served by transit? This factor has a complex inter-relationship with the intensity of land use, sprawl, and the geographic separation of the home from work and other activities. Measuring access by transit can involve extremely complex analysis.

2. Cost: When all the perceived costs of travel are considered – including time of travel, fuel and other vehicle costs, parking fees, etc. – how does the transit mode choice compare?

3. Convenience: How pleasant is the overall travel experience in comparison with other modes? This factor is influenced by the level of investment in facilities for different modes of transportation. Many of the suggestions made at the public workshops reflect a desire for increased convenience. These suggestions



include amenities, such as improved signage, schedule posting, and bus shelters. At the more expensive end of the scale, service frequency is also a measure of convenience.

4. Culture: Transit is a social activity when compared to driving, and although American culture has emphasized the private sphere over the public for the last half-century, many people report that they enjoy the transit experience.

Of course, these categories overlap to a high degree. But they show how RVTD service can be evaluated. Access, in particular, lends itself to quantifiable measurement. Through the use of mapping technology, we can see how many of the region's jobs are accessible by transit, and how many people can easily access transit from their homes.

Evaluating Transit Need

- Need as defined by local and regional transportation policy
- Need as defined by stakeholder input

Since the District's high level of ridership growth occurred over a period when RVTD operated at something close to the current level of service, one may

expect a similar rate of growth in the future if current levels of service¹ are maintained. Increased service can be expected to increase the rate of ridership growth. This expectation is reasonable given the experience of other transit agencies. Lane Transit District, with a service area population of about 272,000, has a per capita ridership of about 30 trips per year. Salem's Cherriots transit system (service area of about 207,000 people) delivers about 27 trips per person per year. RVTB, with a service area population of about 150,000, delivers about 9 trips per resident per year. While there are many differences among these regions, service levels are clearly a major factor. Thus, *transit need cannot be inferred from ridership trends*, since there is likely a latent need that would manifest if service levels, such as hours of operation, service frequency and service area were increased.

The region's transit need must therefore be determined by examining local and regional policies regarding transit, and through input from stakeholders. Both the Regional Transportation Plan (RTP) and Medford's Transportation System Plan (TSP) call for increased levels of transit use, and give some specifics about how that might be achieved. The state Transportation Planning Rule (TPR) requires that local and regional transportation plans be evaluated periodically for progress toward not relying on one principal transportation mode, and transit is an important strategy in these plans.

Who does transit benefit? Opportunity costs & parking

The Role of Transit in the Rogue Valley

In Southern Oregon's Rogue Valley, there is reason to feel optimistic that transit usage in this community can, and is about to, increase.

¹ "Level of service" is used here to refer to the passenger experience – available destinations, service frequency, etc.

- As the Rogue Valley continues to grow, so do our less-mobile populations, such the aged. And this segment of our populations is growing at a higher rate than our population as a whole.
- Many of the local government jurisdictions in the Rogue Valley are increasing their focus on development that is designed to integrate land-use and transportation planning. Transit Oriented Developments in Medford, Talent, and Central Point are prime examples of this.
- Many of these same jurisdictions are making the “walkability” of their downtown areas a priority.
- As the Rogue Valley’s economy grows, businesses face increased employment demands. Delivering qualified employees to the jobsite becomes an essential challenge for Rogue Valley businesses.
- There is a growing realization that an over-reliance on single-occupant vehicle transportation is inefficient. It is expensive in terms of both consumer costs and natural resources.

Addressing Transportation Issues in the Rogue Valley

A reliable, efficient, user-friendly transit system is not a silver bullet for any community. It can, however, alleviate many of the transportation-related problems within a community:

- Traffic congestion
- High parking demands
- Issues of traffic safety
- High transportation infrastructure costs
- Consumers’ high costs of driving
- Mobility issues for non-drivers
- High energy consumption
- Pollution emissions

Benefits to the User

Levels of economic opportunity are increased for people who have access to transit and paratransit. Transit and paratransit also increase access to other basic services, such as medical services. For dependent users, the primary benefit of transit is that it affords them a level of mobility they would not achieve without access to transit.

Choice users are defined as those for whom transit is a choice. Professionals, who could opt to drive to work but instead choose to ride transit, are discretionary users. For these users, transit is sometimes a choice motivated by economics. It is simply much less



expensive to ride transit than it is to drive. The expense of driving, in terms of fuel costs and maintenance costs, is offset by transit use. And if car ownership costs can be offset by transit access, the benefit to the user becomes much greater. Choice users cite an economic savings as their benefit. Some also say they avoid stress associated with driving when they ride transit.

Dependent users tend to cite mobility as the primary benefit they experience as a result of transit access. This mobility means access to jobs, health care, and other services. RVTD's 2005 Passenger Survey suggests that the majority of RVTD passengers are dependent users. For example, 65% of passengers surveyed said they did not have a valid driver's license at the time.

Benefits to the Transportation System

The extent to which transit decreases road traffic congestion in the Rogue Valley in 2007 is probably negligible compared to larger urbanized areas in the nation. Transit ridership of 1,000 passengers per hour on surface streets during peak hours equates to an extra lane of traffic in terms of reduction in congestion, according to transportation analyst Todd Litman. But RVTD does

not yet serve this volume of passengers on any route at any given time. And with the majority of RVTD users being dependent users, most trips taken on RVTD buses do not completely offset automobile trips.

As the Rogue Valley grows, RVTD ridership is expected to increase, particularly among choice riders. So there is at least the potential for transit to mitigate traffic congestion to a larger extent in the future. As it does so, transit can also diminish the need for capital improvements to the transportation system, such as adding travel lanes to roads for automobiles.

Demand for parking spaces is reduced in areas served by transit. As customers and employees are delivered by transit to commercial or retail areas, the need for parking diminishes. Transit-oriented developments being planned for the Rogue Valley, for instance, provide more transit service and less parking. It is a cost-effective trade-off.

Benefits to Business

A primary challenge to southern Oregon businesses, according to business advocacy and recruitment groups, is the lack of qualified, reliable workers to fill skilled positions. Delivering these workers to their job-sites is a priority at RVTD. In this way, transit benefits the business community, and the economic vitality of the Rogue Valley.

Many Rogue Valley businesses take advantage of RVTD's discounted group bus passes to transport employees to worksites. This is cost-effective for the business and for the employee, and can make scarce parking spaces available for customers and clients, as opposed to parking being used by employees.

And further, transit provides many employees with a means to get to work that they would not otherwise have. In essence, this increases the size of any business's pool of labor.

Benefits to the Community

In the Rogue Valley -- with the majority of transit and paratransit users relying on RVTD to access jobs, health care, and other basic services -- it is the community at large that experiences what is perhaps the most important benefits of transit. Transit access for reliant users can decrease rates of unemployment and, consequently, homelessness. Like access to health care, transit's ability to match up workers and jobs is very much in the public interest.

Pedestrian traffic adds to the vitality of a central business district, both economic and aesthetic. This is being realized by many Rogue Valley cities that are focused on improving pedestrian access and safety in their downtowns. Pedestrians are made possible, in part, by transit access. Transit can deliver residents, workers, and tourists to a central business district.

Transit can provide much more to Rogue Valley communities. Better transit access to our communities could attract more choice users and, in turn, add further to the livability of the Rogue Valley by transporting passengers in an environmentally sound, efficient manner.

Types of Public Transit

Internationally, advocates have worked to promote differing forms of public transportation. Over the past two decades some new advances have become mainstream and considered acceptable for cities built within this past century, like Seattle and Portland. The FTA has innovative grant funding for 'New Starts' that while funding only lasts for three years, can 'test' a new service to see if it's productive. Before the service can be implemented, several factors must be considered. Facilities needed for a particular vehicle type, the ability to operate several makes models and types of vehicles, and the geographic

demand when looking at origins and destination must be considered. A brief overview of the types of public transportation that could be seen in the Rogue Valley today, or in the near future is provided in Appendix K.

Transit Industry Variables

While RVTD seeks to keep costs and service manageable and to foresee factors that might impact operations and costs, there are several factors that are not within the agency's control. These are summarized below, although it is certain additional factors exist.

Economic factors

- Cost and availability of fuel.
- Cost of Health Care for employees.
- Predominance of 'dependent' population due to higher costs of living.
- Employers with swing and graveyard shifts.
- Locating large employment sites beyond walking distance of current route, or within a largely undeveloped area.

Seasonal factors

- Adverse weather conditions such as ice that will prohibit vehicles from servicing certain areas.
- Historically, ridership is higher during winter months; warmer weather permits walking and cycling trips to replace transit trips and ridership decreases during these months.
- RVTD is part of an emergency response team to provide evacuation during emergencies.

Technological factors

- Two-Way Radio Communication Failure – The two-way radio system is essential to district business. Transit operators rely on its function for communicating with the dispatch office. Issues include but are not limited to hardware / power failure to main radio equipment attached to radio tower, hardware / power failure to radio equipment housed at RVTD district offices, and any natural disaster causing communication between the two pieces of equipment to fail.
- Computer Network Failure – Loss of network communication due to power outage, hardware failure, or software issues preventing users from accessing work related files. Catastrophic loss of network data from a destructive virus or natural disaster could also severely impact RVTD district business.
- Telephone System Failure – Telecommunications plays a key role in district business. Although loss of the phone system would not shut down operations, communication between employees and the community would be strained immensely. Hardware failure, provider issues and power outages would be the most likely causes of the telephone system failing.

Regulatory issues

State of Oregon Funding

Special Transportation Funds

The STF Formula Program is a state-funded program, defined by Oregon Revised Statute (ORS) 391.800-.830 and Oregon Administrative Rule (OAR) Chapter 732. The funds are composed of cigarette tax and other state-source funds approved by the Legislature.

Many agencies use these funds for local match for federal transportation grants. STF Agencies are designated by statute. The program purpose is to provide an ongoing source of financial support to 42 designated counties, transit districts, and Indian tribes for transportation services benefiting elderly individuals and individuals with disabilities. The majority of STF funds (75 percent) are allocated on a population-based formula. ODOT Public Transit Division distributes the remaining funds, through a discretionary grant process.

All projects funded with STF funds must be derived from a “locally developed coordinated public transit-human service transportation plan.”

Last year RVTB and other Governing agencies received approximately 10% decrease in funding. The Governor is proposing a program called the Healthy Oregon Act and proposing an increase in the cigarette tax to fund. ODOT and STF agencies anticipate a drop in funds if the Governor funds this new program.

Federal Funding

Job Access and Reverse Commute Federal 5316

The purpose of JARC Program is to finance projects benefiting low-income individuals to access work and work-related opportunities. Oregon receives an annual apportionment by formula from Congress for 5316 programs in the small urban (populations greater than 50,000 and less than 200,000) and rural areas of the state. Since other state and federal funds are available for a similar purpose and at the same match rate, JARC funds will add flexibility in the discretionary grant process, especially where more funds are needed to finance qualified projects with merit.

All projects funded with 5316 must be derived from a “locally developed coordinated public transit-human service transportation plan.”

Once we reach 200,000 in population and are designated an urbanized area we will not be eligible under the small urban program. Funds are allocated on a discretionary basis as follows: 60 percent to areas over 200,000 population; 20 percent to areas of under 200,000 population; and 20 percent to non-urbanized areas. The Federal/local share is 50/50.

Elderly Individuals and Individuals with Disabilities 5310

The Elderly Individuals and Individuals with Disabilities Program provides funding for capital purchases benefiting elderly individuals and individuals with disabilities. Oregon receives an annual apportionment by formula from Congress for the 5310 program. Public Transit Division allocates the funds through a biennial discretionary grant process. Eligible sub-recipients are counties, mass transit districts, transportation districts, transportation service districts, Indian tribal governments, cities, councils of government and private nonprofit organizations. Private companies may participate through purchase of service agreements with an eligible sub-recipient. All projects funded with 5310 must be derived from a “locally developed coordinated public transit-human service transportation plan.”

The funds may be used in all areas of the state—urban, small urban and rural. Oregon is one of seven pilot project states that are being allowed to use up to 33 percent of each annual apportionment for operations at a 56.08/43.92 percent match rate. Funds are not based on population and are a pass through from the Federal government to the State. In Oregon, funds can be used in urban areas and there is no expectation of decrease in funding levels.

Large Urban Cities 5307

This program makes Federal resources available to areas and to Governors for transit capital, operating assistance and transportation related planning. For urbanized areas with 200,000 population and over, funds are apportioned and flow directly to a designated recipient selected locally to apply for and receive Federal funds. For urbanized areas under 200,000 in population, the funds are apportioned to the Governor of each state for distribution. RVTD has not been designated an urbanized area by the Department of Commerce, Bureau of the Census. A few areas under 200,000 in population have been designated as transportation management areas and receive apportionments directly.

For urbanized areas with populations of 200,000 or more, operating assistance is not an eligible expense. In these areas, at least one percent of the funding apportioned to each area must be used for transit enhancement activities such as historic preservation, landscaping, public art, pedestrian access, bicycle access, and enhanced access for persons with disabilities.

Safety and Security

There are limits to what the District can provide in response to a disaster. RVTD is not mandated to provide first defense or response to major disasters but could still have a role in emergency management. The following is a list of obstacles and opportunities. A detailed safety and security plan is part of RVTD's Unified Planning Work Program in 2008.



Response time will fluctuate depending on whether we are currently in service; if buses are in-service, a response could be generated within 15 minutes however response time during non-service hours would be up to two hours.

Bus Operators will likely place higher priority to ensure the safety of their own families before making an initiative to attend work. All maintenance staff as well as the Field Supervisor, Transportation Manager, and Operations Manager carry Commercial Drivers Licenses and can be used to respond to initial calls for help.

Depending on the level of emergency the District has a list of routes prioritized from which service would be suspended in order to respond to the situation. RVTD is included in the emergency preparedness plans of Jackson County, the Rogue Valley International Medford Airport, and Asante Hospitals in the Rogue Valley.

This chapter described the types of considerations for long range planning of public transportation. This can include land use, government coordination, regulatory tracking and understanding RVTD's revenue capabilities and authority. This chapter also described the benefits transit has to the greater Rogue Valley for the economy and quality of life.