

**ASHLAND DOWNTOWN PARKING MANAGEMENT & CIRCULATION AD HOC ADVISORY COMMITTEE  
MINUTES  
August 13, 2014**

**CALL TO ORDER** The meeting was called to order at 3:30 p.m. in Pioneer Hall, 73 Winburn Way  
**Regular members present:** Pam Hammond, Michael Dawkins, Rich Kaplan, Dave Young, Craig Anderson, John Williams, Emile Amarotico (left at 4:55), Joe Collonge, Lisa Beam, Marie Donovan, Liz Murphy and John Fields (arrived at 3:42)

**Regular members absent:** Cynthia Rider

**Ex officio (non-voting) members present:** Sandra Slattery, Bill Molnar, Rich Rosenthal, and Lee Tuneberg

**Ex officio (non-voting) members absent:** Mike Gardiner, Katharine Flanagan, Mike Faught and Dennis Slattery

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

**APPROVAL OF MINUTES**

Minutes of July 2, 2014

**Minutes approved by unanimous consent.**

**PUBLIC FORUM**

Email dated 8/6/2014 from Barb Barasa (included as attachment to minutes)

**POLICY OPTIONS SURVEY RESULTS**

Note: Detailed survey results may be found on the City's website under City Commissions "Downtown Parking Management and Circulation Ad Hoc Advisory Committee"

Survey Context:

Evaluated community support for various policy options

Administered May-June 2014

Distributed via e-mail, City's website, and through City Source newsletter (utility bill)

239 Total Respondents

Characteristics of Respondents:

<b>Survey Respondent Type</b>	<b>Number</b>	<b>Percent</b>
Employee	79	35%
Business Owner	43	19%
Resident	147	64%
Visitor	32	14%
Other	11	5%
<b>Total Respondents</b>	<b>228</b>	

Implications:

#1 Focus on incremental short-term strategies

- Respondents supported increases and improvements in wayfinding signage
- Respondents did not express clear support for one type of wayfinding signage
- Informational campaign should be coordinated and available through a variety of mediums
- Respondents support outreach programs to educate downtown employees about the value of parking

# 2 Effective Transportation Demand Management strategies will need to integrate a number of approaches

- Incentive programs are supported but responses suggest they may not be effective

- Majority supported satellite parking lots with trolley service
- Respondents did not express strong support for pedestrian infrastructure improvements

#3 Respondents think multi-modal infrastructure improvements should be focused on bicycles

- Bicycle infrastructure improvements are the preferred method for encouraging bicycling
- Many respondents indicated they would not use bicycle infrastructure improvements

#4 Regulatory, enforcement, and pricing strategies will be controversial

- Respondents were not supportive of increased regulation and enforcement
- Respondents supported changes to loading zone restrictions
- Respondents supported the development of another parking garage, though with varying support for time frames
- Metered parking strategies are not supported; many respondents said it would deter them from visiting downtown

Discussion: John Williams stated he wasn't surprised by the responses. They seemed somewhat unrealistic in several cases. Such as, having visitors pay for the shuttle, educating employers to get their employees to not drive to work etc. Rich said he was interested in the responses to the paid parking; specifically that paid parking would deter some people from actually visiting downtown.

### **CIRCULATOR TROLLEY (see attached trolley white paper for details)**

Trolley Context:

- Discussions of trolley feasibility studies since 2001 Downtown Plan
- Initial route and cost estimates outlined in the 2012 Transportation System Plan (TSP)
- CPW conducted their own analysis of case studies and back of the envelope estimates based on survey data

Questions for Consideration:

- Who will the trolley serve?
  - Residents, visitors, employees, students
- With what frequency and where will the route run?
  - Dependent on riders
- How will the trolley be financed?
  - Initial (capital) costs
  - Operating Costs
  - Cost of ridership
- Who will oversee the operation of the trolley?

Needed New Route:

- Examined possibility of neighborhood circulator
  - Too many stops, too much distance to travel, and not enough riders for cost effectiveness
- Decided straight line from Exit 14 to Exit 19 is the best "bang for the buck"

Proposed Route Details:

- Would serve employee commuters, visitors, students and some residents
- Could serve the construction of satellite parking lots
- 11 mile round trip, frequency of 15 minutes
- Similar to Coral Gables and West Palm Beach trolley lines

Annual Costs:

- Didn't examine initial start up (capital) costs
- Operating costs estimated at \$1 million
  - Based on route length and number of stops from case studies

- Calculated how many riders are needed for a specific fare to cover operating costs

Revenue Estimates:

Approximate Ashland visitors	350,000
Approximate Ashland employees	2,839
Fare per round trip	\$2.00
50% Ridership taking 3 trips per year	\$1,050,000
75% ridership taking 2 trips per year	\$1,050,000

Sources: Ashland Chamber of Commerce, Oregon QCEW, CPW Policy Options Survey

CPW Recommendation:

- Is it a feasible option?
  - Yes
- Does the math pencil out?
  - Maybe
- Recommend a full feasibility analysis be conducted

Creative Funding Strategies:

- Revenue from naming rights goes to endowment to pay annual operating costs
- Employers whom benefit help offset operating costs
- Saving money through trolley rentals instead of ownership
- Charter services can be used to help offset costs if trolleys are purchased

Discussion: Question was raised regarding how this might interfere with RVTD's bus route and it was stressed that it isn't intended to have any effect on RVTD; hopefully it would complement RVTD and provide another mode of transportation. The committee also raised concern regarding the trolley being able to handle, at times, approximately 2,000 attendees coming out of the Shakespeare shows around 11:00 pm. It was pointed out the trolley doesn't have to be designed to handle shuttling 2,000 people at a time. Many of the festival goers walk to their hotel/bed & breakfast. It is designed to provide another mode of transportation. There was some concern with the capital cost of the trolleys which the Transportation System Plan (TSP) estimated at close to three quarters of a million dollars each. Emphasis was given that the trolleys could be designed however they see fit. The Committee questioned whether a subcommittee might be necessary to vet the trolley details. A comment was made that this trolley idea keeps coming up and then it ends up fizzling out for a variety of reasons; Ashland doesn't seem to really support mass transit. If the City moves forward with the feasibility study there is hope that some research would be done to see why that is & why RVTD hasn't been very successful even when it was free. Also, what evidence is there that there is a tangible return on the investment to purchase and operate a trolley system. CPW remarked the feasibility study would get to that level. Chair Young pointed out the intent behind this trolley wasn't to be cute and fun. He said the committee hasn't even looked at the public/private partnerships which he had hoped they would. There may be hotels interested in participating in a partnership in lieu of running their own shuttles. Joe stated he would ride the trolley everyday if it were an option. Members of the committee are open to the idea of having an alternative mode of transportation but are concerned with cost, ridership etc. Michael added that during the Transportation System Plan (TSP) process there were a number of them that felt that what Ashland needed its own separate circulation system and use the bigger bus system to get people to the outlying cities. The committee would like to see data on how many fewer cars would be parking downtown if the trolley was implemented. CPW said they hadn't explored the impacts, but they can. The committee questioned what CPW thought about doing a pilot study in order to measure the success. CPW

stated the challenge of doing a pilot study for something like this is the capital cost involved. Lee pointed out that when we looked for comparatives, we didn't find any. He said it doesn't mean there aren't any out there but if nobody our size can afford one of these then we are already started up a hill. He also pointed out that when the City was spending a few hundred thousand dollars a year subsidizing RVTD it didn't make the parking problems go away. He said if you want to do a feasibility study that is great but he doesn't think it is going to be financially viable here with all of the conditions Ashland has. Rich Kaplan hopes that nobody will think the can is being kicked down the street. It is more about trying the low hanging fruit first (incremental changes) and then move on to the other options, if the low hanging fruit isn't sufficient. Craig is supportive of what the committee has been talking about but he would like to see employee parking incorporated; such as creating districts, where employees pay a monthly fee for parking.

**Lisa/Marie direct CPW to move forward with strategies related to informational resources, wayfinding and regulation (this also includes creating benchmarks for measuring success) and defer the trolley and pricing (paid parking).**

**Pam, Rich, Dave, Craig, John Williams, Emile, Joe, Lisa, Marie, Liz and John Fields YES; Michael NO.**

**Motion passes.**

Michael stated he voted no because he is a strong proponent of paid parking.

CPW explained they will come back in September to discuss informational resources and hopefully wayfinding in October. Lee added in order for the upcoming biennial budget to include any budget implications associated with these changes they would need to be included when the budget discussions take place around March, 2015. CPW added that by the end of the year they are hoping to have the finished report to present to the committee by November/December with the hope that it could be presented to the Council January/February, in time for the budget process.

#### **ADJOURNMENT**

Meeting adjourned at 5:30 pm

*Respectfully submitted,*

*Tami De Mille-Campos, Administrative Assistant*

**From:** [Mike Faught](#)  
**To:** ["Tami DeMille-Campos"](#)  
**Subject:** FW: 3 ideas from Chicago about bike ridership  
**Date:** Wednesday, August 06, 2014 3:48:12 PM

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Hey Tami... Let's include this in the next downtown committee meeting...

Michael R. Faught  
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This email is official business of the City of Ashland, and it is subject to Oregon public records law for disclosure and retention. If you have received this message in error, please let me know.

-----Original Message-----

From: Barb Barasa [<mailto:barb@websitings.net>]  
Sent: Wednesday, August 06, 2014 12:38 PM  
To: barb@websitings.net  
Subject: 3 ideas from Chicago about bike ridership

I can't say I'm a real bike rider. I'm trying to motivate myself to ride my bike more. When I do ride, it's as a "commuter" - I don't mountain bike or go on long rides for fun. I ride my bike to get somewhere.

It has bothered me for a long time that Ashland wants to be trendy and cool in all ways, and being "bike friendly" seems to be one of the latest things Ashland wants to be. Yet to me, it is not bike friendly at all. I don't feel I can safely ride down Main St. downtown. When I need to go thru that part of town, I ride in the alleys, even tho it's not all that convenient. Altho there's a "bike lane" on Siskiyou, I would never ride in it because I feel the cars zipping by are too close, so I ride on the sidewalks there.

Protected bike lanes:

I'm originally from Chicago. A friend of mine who has switched from mostly running to mostly biking sent me a link to an article about a new bike lane in downtown Chicago, which has been named the best bike lane in the country.

<http://www.chicagonow.com/show-me-chicago/2013/12/chicago-bike-lanes-dearborn-st-lane-named-best-in-the-country/>

The protected lane on Dearborn in Chicago has plastic posts separating the bike lanes from motor vehicles. THAT's what I would call bike friendly.

It seems to me that if the City of Chicago can risk alienating motor vehicles by converting one whole lane of traffic into a two-way bike lane with its own signals for over a mile in the most congested downtown area, maybe Ashland could look into a similar option for the few blocks of

downtown.

This other article he sent is about a study of how effective some protected bike lanes are in Chicago in increasing bike traffic.

<http://www.redeyechicago.com/news/local/redeye-study-praises-protected-bike-lanes-20140603,0,6015518.story>

"Ridership on Dearborn Street in the Loop increased 171 percent in the year after the protected bike lane was installed"

Bike rental:

Chicago also has a Divvy Bike business in operation, which my friend has also used.

<https://www.divvybikes.com/>

The valley probably does not have a population that could support this kind of business, but I don't know. Ashland tried the green bike program but the bikes were stolen or trashed. Divvy Bikes seems to have solved the problem of "responsibility" because you can't pick up a bike unless they "know where to find you". If this business has survived in Chicago as far as not having bikes disappear or be broken, I'm sure that aspect would work anywhere. The bikes are stored in locked "holders" at stations all around the city. You join, get a keycard, and can use any bike for half an hour. By traveling from station to station, you can get pretty much anywhere you want. I'm not sure how it could be scaled down to work in a very small town, but there must be a way. This would be great for tourists who want to get around town without a car!

Bike storage and repair (mainly for commuters):

I also have 3 photos I took when I went back to Chicago 10 years ago of the commuter bike parking and repair center that was put in under Grant Park where there was already motor vehicle parking. I'm afraid the email might get blocked if I attach the photos, but if you are interested, just let me know. This facility has secure double level bike storage, lockers, showers and changing area, and a bike repair shop!

I realize Ashland does not have the population to support something quite that sophisticated.

It took forever just to get a few bike racks over by OSF. But on the other hand, maybe more people would use their bikes for commuting from farther away if they knew they could safely and conveniently store their bikes and clean up before work, especially in bad weather. This could also greatly appeal to tourists who bring their bikes with them, and "long haul" bikers might be more likely to come thru Ashland if they knew there was a safe place to store their bikes while they stopped here.

Just a few ideas from the big city. Now if I can just ride my own bike more ...

Barb Barasa