

**ASHLAND TRANSPORTATION COMMISSION  
MINUTES  
September 24, 2015**

**CALL TO ORDER**

Chair Joseph Graf called the meeting to order at 6:00 p.m. in the Civic Center Council Chambers, 1175 E. Main Street.

**Commissioners Present:** David Young, Joe Graf, Alan Bender, Danielle Amarotico, and Dominic Barth

**Commissioners Absent:** Corinne Viéville

**Staff Present:** Scott Fleury, Tami De Mille-Campos

**Council Liaison Present:** Michael Morris

**ANNOUNCEMENTS**

Graf asked for a volunteer to represent the Transportation Commission at the Mayor's brown bag lunch on Friday, the 25<sup>th</sup> at noon. Amarotico said she would be able to go but she would only be able to stay for 30 minutes.

**CONSENT AGENDA**

Approval of Minutes: None

**PUBLIC FORUM**

Louise Shawkat, 870 Cambridge

Read letter (see attached)

Jeff Sharp, 553 Fordyce

He gave kudos to council. He said he has been around to most of the commissions and the Transportation Commission is one of the few that not only allow public input at the beginning of the meetings but dialogue is also encouraged. He thinks this is a good thing that council can really learn from. He stated he supports the e-shuttle concept and he suggested there may be a good collaboration with the Ashland School district. They are doing some work with them right now and the school district is looking at switching to propane or possibly hybrid busses. And he hopes the city might consider a connector for the bike path from the road diet down to the corner of Valley View. That one piece is missing from connecting Ashland to Medford. He said he realizes it is out of the city's jurisdiction but it would be nice if we could keep it striped and swept.

Tom Fink, 1176 N. Main

He is a recent arrival in Ashland. He moved here from the bay area (San Jose) 6 months ago. He was visiting that area last week and said it reaffirmed his decision to move up here. He spoke about how traffic is a major issue down there and most people who have retired and left the area did so because it had become unlivable. He doesn't want to see that happen to Ashland and he can see how the accommodation of the automobile is becoming a problem. He added that he worked for the Santa Clara Valley Transportation Authority for 40 years.

**NEW BUSINESS**

**Bike Share**

Connie Wilkerson, United Way

Connie gave a presentation updating the commission on the Bike Share for the People of Jackson County (see pages 28-50 of attachment).

Young remarked he was surprised to see these bikes when they first showed up in town. The bike share program is an element of the recently updated Transportation System Plan and there is a fair amount of community support for it. There are many other cities, especially tourist cities that have these except Ashland. While he is in favor of this program he pointed out that the last time she came to the commission she was requesting bike lockers at which point the commission gave some feedback that the city has a bunch of rusting unused bike lockers around. She then came back to the commission and proposed a bike rack. He has mixed feelings about this. He thinks it is incredible that they completely went under the radar and did something that probably would have taken them a couple of years and a lot of money to do but it was shocking in a way but on the other hand they approved a bike rack and there was never any mention of a bike share program. While he understands that she went through the planning department and this is on ODOT land he feels there would have been an advantage to her coming before the commission to discuss some joint planning efforts; such as location choice. He feels there could have been better location choices especially if they're trying to connect to transit. He added it's very important for SOU to be a part of this system. He applauded their vision and effort but he would like to see them look at what location works best for this model (the Plaza, SOU, near Bi Mart/Shop N Kart, Science Works etc.). Connie responded saying she hopes they weren't viewed as being deceitful. She thought they were very clear with what they were doing in all of their emails with the city. She apologized if it came across that they were not because that was never their intent. Regarding locations, they have looked for other land in Ashland but the land has to be donated to them because they don't have the money in the grant to purchase land. She also pointed out that she had informed Bill Molnar that the docks could be removed at anytime if it becomes problematic in the long range planning.

Bender wondered if Zagster has any performance measures in place for them to follow. Connie said they haven't received them just yet because shortly after installation is when the Valley got hit with the wildfires which affected the bike usage.

Amarotico asked which stations are most successful so far. Connie answered all of the Medford locations have had really good usage and Ashland's usage has been increasing.

Graf asked how much the cost would be if they didn't get the grant. Connie said the current contract with Zagster is for \$92,000 (bikes, mechanic, and insurance) for 2 years. Each bike costs \$1,440 per year and each station costs \$4,000 per year.

Graf asked if they had contacted SOU yet. Connie said she had contacted the students that run their own bike share program but they were pretty adamant about what they were doing and felt like that met a need but she said she needs to follow that up further with Administration.

### **Various Ashland Transportation System Concerns**

Fleury shared with the commission his plan to provide routine updates to them regarding things that staff is working on behind the scenes before they're actually brought to the table. Some of the things would include transportation concerns, project updates etc. He went on to share some updates with them:

The Walker Avenue sidewalk project is almost complete.

Oak Street will be closed Friday night through Monday morning while Railworks installs concrete panels at the rail crossing. Once they're done Kogap will come in and complete the sidewalk work. The pedestrian improvement piece should be completed by the end of October.

The city received \$88,000 from ODOT to do handicap ramp improvements in the downtown corridor. Lithia Street between 3<sup>rd</sup> and Oak and on Main Street between Oak and 3<sup>rd</sup> there are 5 ramps on each that

currently do not meet ADA standards. ODOT received money from the federal government for the project and the city entered into an Intergovernmental agreement with them to engineer and construct those ramp improvements.

Council approved the Downtown Beautification project at the plaza loop where the cedar tree is. A curb bump out was designed at that location which would extend the handicap ramp out so when a pedestrian is standing at that corner a driver can see them and they can see the driver before they cross the street to the park.

He has received a couple of citizen requests for looking at RRFB's (rectangular rapid flashing beacons) on East Main at Wightman. Kim Parducci will be looking at that crossing for pedestrian improvements.

There have been a couple of complaints about the crosswalk at Albertsons & YMCA Way on Tolman Creek. Kim is also going to take a look at that one. He said it could end up that the crosswalk is moved to a safer location.

With the extra help from summer temp. employees our street crews managed to paint quite a few curb returns (the painted yellow around corners). They didn't get to all of them but they were able to get the boulevards and main arterials. Hopefully over the next couple of years they'll be able to get all of the corners striped and create appropriate vision clearance at all of the intersections.

Graf asked what was happening with the parking lot at Pioneer and Lithia. Fleury said it was one of the projects that were recommended for improvement by the Downtown Beautification Committee to Council and Council approved that recommendation. Keri KenCairn, Landscape Architect has the design for the landscaping and irrigation but that has yet to be approved by Council. He thinks it is going before them on October 20<sup>th</sup>. Graf added he feels that is something the Downtown Parking Committee should look at since that is one of the lots that is important to downtown. Fleury pointed out that she isn't proposing any circulation changes or anything like that. It is just a landscape improvement.

Barth wondered where things were at with the Grandview shared road item that was discussed at the last meeting. Fleury said he was going to provide an update later in the meeting during the Normal Avenue discussion.

Morris inquired about whether bump outs are automatic when adding a crosswalk. There was a crosswalk put in near SOU a while ago and parking was left next to it so you can't see the curb and the crosswalk. Fleury said crosswalks should have 20 feet of no parking directly adjacent to them on both sides. He added there are various requirements for meeting ADA grade. ODOT's typical standard is to do the bump out. Morris said he was curious about the midblock crossings. Fleury said a Traffic Engineer would need to look at those to see if there were sight issues to warrant a bump out.

## **OLD BUSINESS**

### **Ashland Shuttle**

Amarotico mentioned she was at the Livability Forum in Medford the previous day and one of the main things that the area appeared to be lacking for livability was transportation. With that, she does have a few concerns.

The route (exit 14 to 19) that is proposed includes areas that are currently served by RVTD from 5:30am to 8:00pm.

She is concerned we aren't trying to reinvent the transportation wheel. She feels like it could put our public transportation in a worse position than it is currently in.

Her second major concern is who is going to pay for the shuttle. When the bus service was free ridership was up and when that went away ridership went down. One of the things that was mentioned was to have the hotels help pay for it but she pointed out the Windsor has a shuttle. They said it is highly used for the plays (approximately 8:00-11:30 pm) but that it is only run seasonally. This tells her the private sector doesn't have a big incentive to run it year round.

If this is what the citizens of Ashland want she would like to see where we can get the money for an electric shuttle and how we can invest and enhance what is already going with RVTB, rather than starting our own transportation system.

Young thanked Amarotico for putting a lot of thought into this. He doesn't feel this is the Transportation Commission's place to worry about fiscal and other aspects of it. In 22 years he has watched it dismissed because of concern regarding who is going to pay for it. His sense is there are enough people out there to form a well represented group of people who have the desire to do the research necessary to move this forward. He feels like we'll stop all innovation by them being the ones to voice what it's going to cost. The bike share was one idea that languished because the committee thought there was no money. He said it feels like we'll stop any and all innovation by them being the ones to voice what it is going to cost. There is a tremendous amount of citizen energy. The SOCAN group gave a great presentation at the prior commission meeting. They show a tremendous amount of energy, they are not fiscally irresponsible people, and they demonstrate an ability to work together. As far as the RVTB conflict, the reason ridership is down locally is who is going to spend the money on a bus that only comes every thirty minutes as opposed to something that is just serving Ashland? He added he spoke to Paige Townsend at RVTB and she wants them to know they are willing to work with the city at the appropriate time. As far as seasonality, he thinks that is something this group would determine. He thinks their role is really to support the formation of an ad hoc committee that is carefully selected, willing to do the work and includes as many players as possible.

Barth said he is sort of a hybrid of both points. He would like to see RVTB blend seamlessly with whatever solution Ashland comes up with. He also appreciates the RVTB experiment that did work when it was free to ride.

Bender agreed with Young and thinks this will become one of the attractive things about Ashland for tourists and residents. He agrees with establishing an ad hoc committee.

Graf essentially agrees with everything everyone said about the benefit of having a shuttle. He worries that at one end they are thinking too big and on the other hand they are thinking too small. If the city is truly going to be served they really need to think about the circuit down E Main and not just run the shuttle side by side with RVTB down route ten.

Morris asked to comment before the motion was made. He said he wasn't at the last meeting when the presentation was made but his view on RVTB in the past twenty five or thirty years is they like their busses the way they are. The busses don't cover a lot of town and people up on the hills have no access to the bus unless they can get down to the main streets. So if a shuttle was created it would need to cover more than just route ten. It also would have to go somewhere where RVTB could transfer them to other parts of the valley. He said there is a whole group of people that this isn't going to fit. He pointed out that the group present in the audience is older and he wonders where the younger segment of the population is. He feels that is the energy needed to drive the project. He thinks if they want to form a subcommittee there are a lot of things that need to be looked at before financing. He mentioned Dave Chapman had once said at a council meeting that the biggest problem with transportation is we always want to get

people that can't pay for it to ride it and in order for it to work you have to get people that can and will pay for it. He said this is only his personal opinion and not a council opinion. He will support a subcommittee to explore this but it needs to be defined as to what they're trying to do (ridership, funding etc.).

Graf said those are all of the things a subcommittee would need to do and he thinks what Young has been saying is everybody sees all of these issues and just throws their hands up and walks away because they think nothing can be done. This commission is saying they don't quite want to do that but there are a lot of devils in the details that have to be worked out as a part of the plan.

Young responded saying Graf covered most of his thoughts but he disagrees with the assumptions about routes, ridership and what was said about RVTD. He believes RVTD is an important player in this envisioned planning group. He added this is about forming a group to look at everything, leaving no stone unturned.

Graf added that what he has seen done in the past is this sort of back of the envelope calculations with different assumptions and people quit because they aren't that exciting. We may need to throw all of that away and start at a new place by designing a system that really works for Ashland.

Bender shared there is a revolution going on in the U.S. with regard to public transportation. Currently they are seeing the highest ridership in public transportation since the 1950's and a lot of it is young people.

Young/Bender m/s the Transportation Commission issue a statement of support for an Ashland shuttle and request the Mayor and City Council, in consultation with the Transportation Commission, develop a process to further explore this.

Young said he is nervous about the composition of the subcommittee. He would like to see something similar to the Siskiyou Boulevard ad hoc committee that he was on fifteen years or so ago. His hope is that the Transportation Commission oversees this committee.

**Motion withdrawn.**

Young/Bender m/s the Ashland Transportation Commission supports the further study of an Ashland shuttle and requests that the Mayor and City Council, in consultation with the Transportation Commission, appoints an ad hoc committee to this end.

**Motion withdrawn.**

Young/Barth m/s the Ashland Transportation Commission requests the Mayor and City Council, in consultation with the Transportation Commission, to form a committee to explore the viability of a shuttle in Ashland.

**All in favor. Motion passes unanimously.**

**FOLLOW UP ITEMS**

**Downtown Parking and Multi-Modal Circulation Study Update**

Graf and Young gave a brief update. Graf shared there will be no meeting in October and he also added the guiding principles and the proposed eighteen month timeline are up on the city's website as well as the other committee documents.

## **N. Main Bus Stop locations**

Fleury said the Chair had sent him an email about this issue and he spoke to Paige Townsend about it. She said to send her the bus stop id number and potential relocation spots. Both of the stops if they were pushed one to two hundred feet south would be in ideal locations which wouldn't interfere with any driveways or access points. Paige said they would go out next week and determine if the potential locations meet all of the requirements to be moved there. Fleury said this would open it up for cars to safely pass the busses when they are stopped.

## **Normal Ave. Neighborhood Plan Status Update**

Fleury provided an update. He said the ordinances and plan are at council. As far as the shared road, the ordinance still has to go through first reading and then it has to go to second reading. Once the second reading is complete it becomes codified and the shared road can actually be enacted.

## **INFORMATIONAL ITEMS**

### **Action Summary**

### **Traffic Crash Summary**

MacLennan shared with the Commission he had received a copy of a letter sent to ODOT (see attached).

Further discussion was had regarding the crash summary. Amarotico stated the bike accident in August involved one of her daughter's close friends and it was her fault (riding on the sidewalk, against traffic etc.). She wondered what resources kids have for learning how to ride properly. Young said Egon is a really good resource but Amarotico pointed out that she attends Willow Wind which may have refused the Egon's program. Young said Bellview refused it but they weren't sure about whether Willow Wind did.

### **Oregon Impact September Newsletter**

### **Encroachment Guidelines**

## **COMMISSION OPEN DISCUSSION**

Young asked who is responsible for keeping sidewalks free of obstructions. Fleury said it falls under the nuisance ordinance which regulates that the abutting property owner must maintain the sidewalk. The nuisance ordinance is managed by Kevin Flynn, Code Compliance Officer with the Community Development department. Young said he would like to see a future agenda item where they make a statement to council to direct somebody to do a sweep of our sidewalks throughout the city.

Graf is concerned with how they can be sure that all of the various commission talk to one another. He said he heard about the public art piece that is going in by the fire station at the Mayor's brown bag. He added it is kind of like the bike rack thing where it would be nice if they knew about these things before they happen. He trusts that staff is looking at some of this stuff but it would be nice to have it as an informational item. Young said maybe they need to seek out a way to stay informed because sometimes there are also firewalls between the departments. Fleury responded saying the open discussion is sort of a way to stay on top of things and also by him providing routine updates to the commission as previously discussed during this meeting.

## **FUTURE AGENDA TOPICS**

### **Public Outreach/Education-Oregon Impact Programs**

### **Traffic Control Resolution Update**

### **Deer Signage**

### **Traffic Crash Summary PD letter**

**ADJOURNMENT**

Meeting adjourned at 8:10 pm

*Respectfully submitted,*

*Tami De Mille-Campos, Permit Technician*

We, SOCAN @ MTN MEADOWS have observed and met with the Parking and Transportation consultant, Rick Williams.

We appreciate his experience, his excellent plan; including funding and his varied approach with the Ad Hoc parking committee members.

The City of Ashland has adopted a plan to reduce green house emissions. The concentration of heat trapping green house gases continues to increase. The transportation sector is one of the largest contributors to Ashland's ghg emissions. Each Ashland Commission must look at ways to reduce GHG in its particular area of oversight.

We have a wonderful consultant, we support him, and when it comes time for you, the transportation commission, to develop your action plan, we want to help.

Please remember to ask us as we support methods that reduce GHG, including shuttles.

## Tami DeMille-Campos

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**From:** Donna Swanson [donaswan41@gmail.com]  
**Sent:** Thursday, September 24, 2015 11:23 AM  
**To:** Joseph Graf; David Young; Tami DeMille-Campos  
**Subject:** Information for tonight's meeting - Transportation Commission  
**Attachments:** 000 #1 of 5 - 200 People Can Commute In .doc; 000 #2 of 5 - 177 Cars.doc; 000 #3 of 5 - 3 Buses.doc; 000 #4 of 5 - One Light Rail Train.doc; 000 #5 of 5 - Their Bikes.doc

**Importance:** High

Greetings!

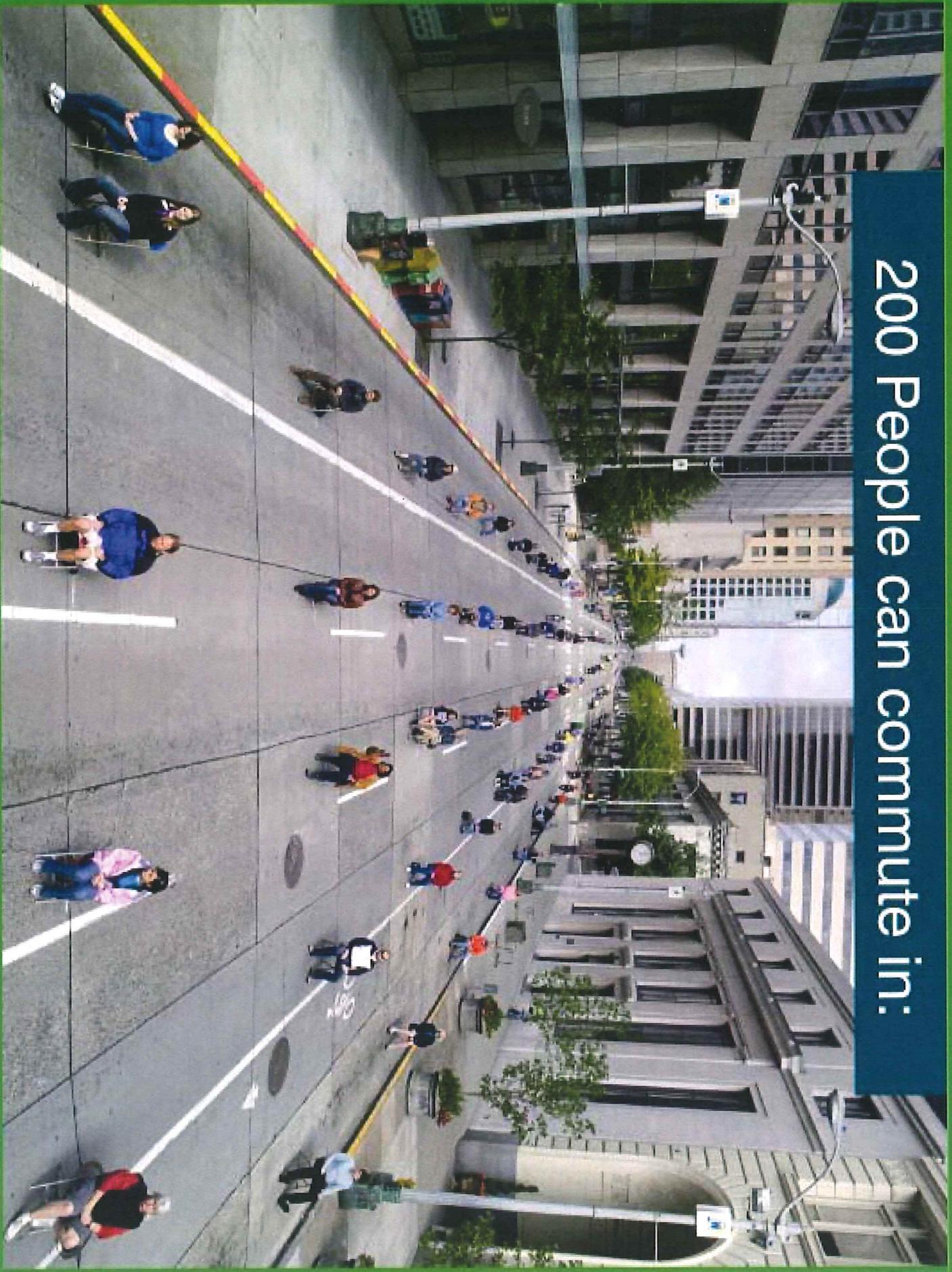
The attached photos are being submitted as a visual exhibit to demonstrate the effectiveness of various transportation elements. Please include them in the Minutes for tonight's Transportation Commission meeting. The photos will be handed to the Commissioners prior to the meeting.

Message to Tami: We are assuming you are the Administrative Assistant for the Transportation Commission and ask that these photos be submitted as part of Agenda Item #6 - Old Business for tonight's meeting. If this is the responsibility of someone else, please forward the information to that person.

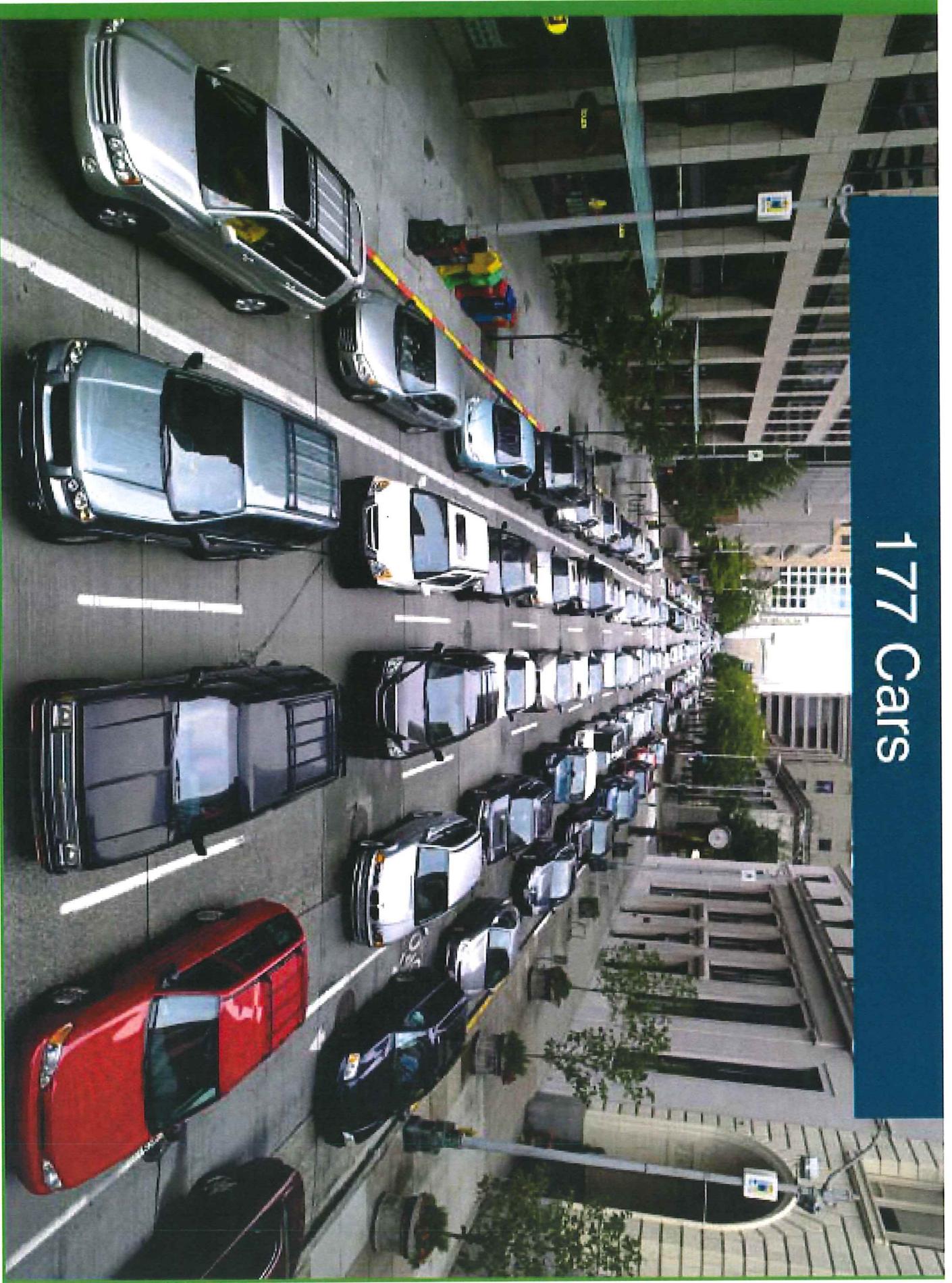
Thank you, Tami.

Donna Swanson  
863 Plum Ridge Drive  
Ashland

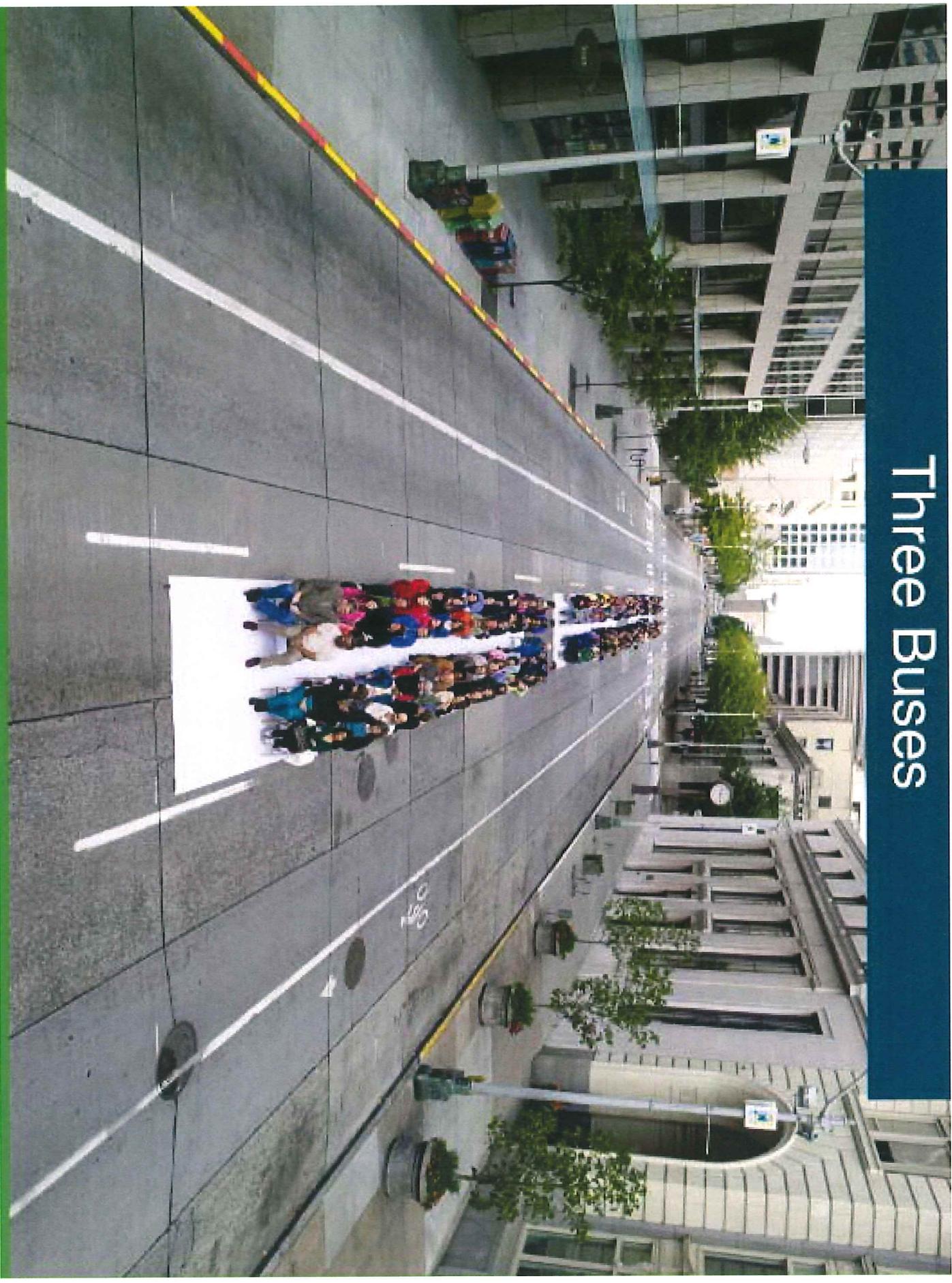
200 People can commute in:



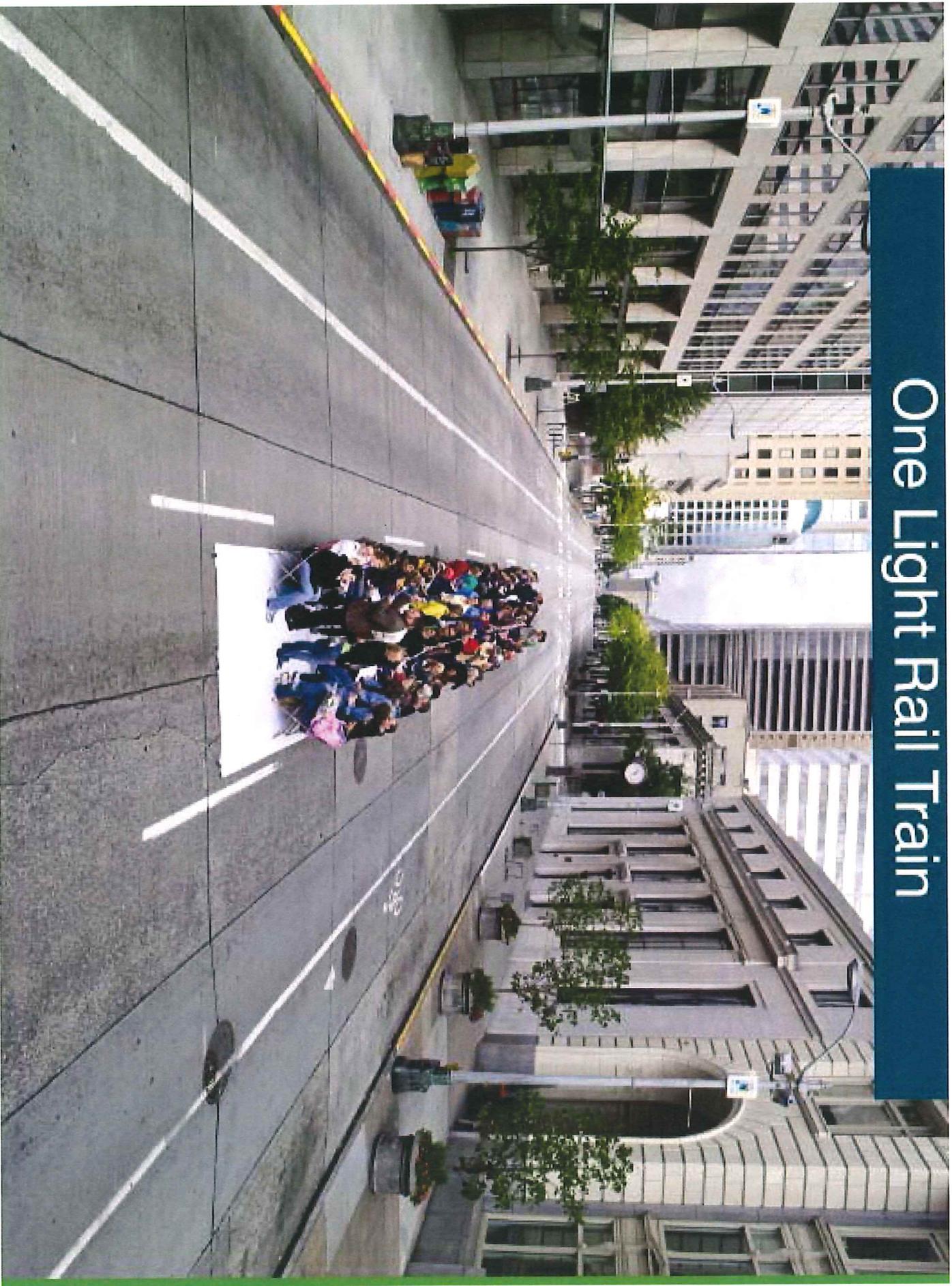
# 177 Cars



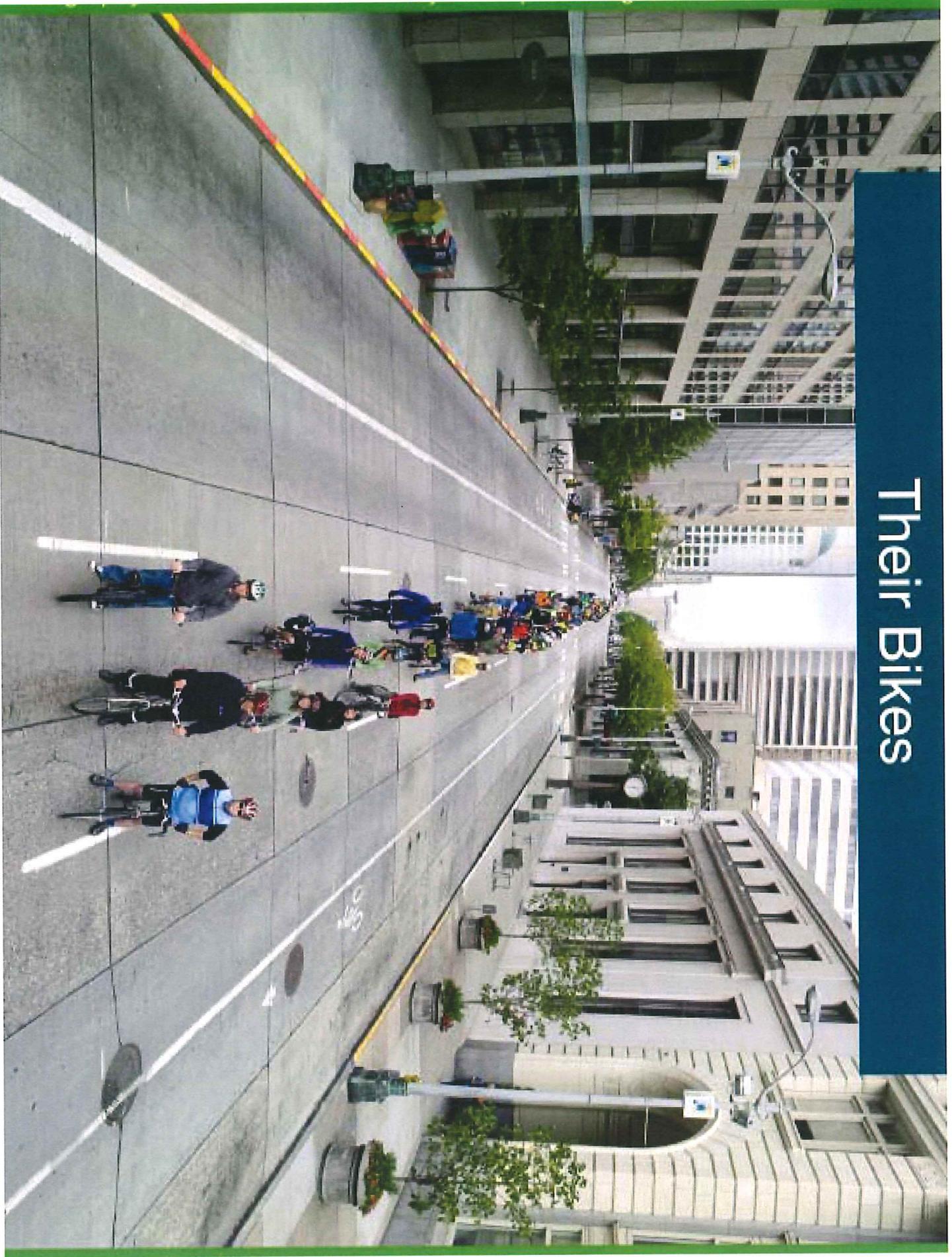
# Three Buses



# One Light Rail Train



# Their Bikes



E-SHUTTLE GROUP REPORT  
PREPARED FOR ASHLAND TRANSPORTATION COMMISSION  
August 27, 2015

EXECUTIVE SUMMARY:

WHO WE ARE

We are residents who care about Ashland and its future. We march in parades, we speak to fellow residents and visitors who share our enthusiasm for electric shuttles in Ashland. We attend City Council, Transportation Commission, Downtown Parking Management and Circulation Ad Hoc Advisory Committee meetings to advocate for the environment and a plan of action that moves us toward Ashland's stated vision. The studies have been done. We are here to urge you to move ahead on the e-Shuttle/Trolley project. The time is now.

OUR VISION

Our vision for the Ashland of today and tomorrow is experiencing the joy of riding in a snappy red DART (Downtown Ashland Rapid Transit) electric bus, meeting new people and enjoying the unique character of our town. DART realizes Ashland's vision to "...reduce the presence and pressure of cars downtown and adjacent neighborhoods while improving the pedestrian environment and linking the entire town with frequent public transport..." and the Transportation Commission's goal aligned with Ashland's vision "...to maintain our small town character even as we grow." DART service honors Ashland's goals to reduce our carbon footprint and work to provide a healthy environment. We must be proactive as we look to the future.

NEXT STEPS

IMAGINE WITH US

...Imagine "...a Downtown no longer dominated by cars, with visitors and locals mingling, strolling, congregating, shopping, dining and enjoying entertainment... and everyone moving around town with ease on the City trolley." *Mayor Stromberg, 2015* (See Appendix A)

...Imagine riding in a silent, safe, attractive electric vehicle that picks you up and drops you off.

...Imagine no parking hassle and a quieter Ashland street with many fewer cars.

...Imagine riding in a quiet safe attractive vehicle hosted by Ashland's best that picked you up and dropped you off wherever you wanted to go. You avoid the hassle of parking.

...Imagine DART is silent because it is powered by electric energy, preferably eventually solar and therefore doesn't add to Ashland's air pollution. Think about the difference between this and fossil fueled vehicles.

...Imagine DART, hosted by Ashland's best, like the Monterey California transit with the Monterey Jazz Festival: for example, the Shakespeare Festival costume-makers talking about and demonstrating their craft.

...Imagine that this works so well it is expanded to other Ashland events: gallery talks, fashion shows, music performances. Ashland is an artistic community and the opportunities are here to be enjoyed by all.

## PURPOSE:

- A. Address Parking and Traffic Flow Concerns
  - 1. To provide transportation for tourists
  - 2. To reduce downtown traffic flow
  - 3. To decrease pressure on neighborhood parking
  - 4. To provide transportation for residents and employees
  - 5. To mitigate parking congestion
  - 6. To help, rather than disrupt, the existing traffic plan and future traffic plans
- B. Reduce Urban Green House Gas Emissions
- C. Enhance the Ashland Experience and Image
  - 1. To support downtown ambiance
  - 2. To foster tourists' enjoyment
  - 3. To intensify Ashland's sustainable image
    - In April 2015, Ashland City Council approved an oversight committee to develop a plan for the reduction of GHG. If the Transportation Commission develops a plan to have a shuttle, you would be supporting the Council, the Conservation Commission and the State of Oregon in their goal to reduce greenhouse gas emissions.
  - 4. To benefit businesses that depend upon tourism
  - 5. To provide an attractive people mover

## OUR ASK:

- 1. **Develop a Pilot Project.** Develop a shuttle pilot project similar to the process around the Road Diet that was very successful. It is important to have public input along the way. RVTD must be a partner to help this be successful.
- 2. **Start Small.** This could be a phased in incremental program starting with the route proposed by Figure 1 of the Community Planning Workshop Study ("Downtown Trolley White Paper" – See Appendix D).  
A similar map can be found as Figure 9.4 ("Rubber Tire Trolley Route and Stops") in the slide presentation during the TSP Forum on October 24, 2012. <http://www.ashland.or.us/Page.asp?NavID=15187>. Additional routes would be added as warranted by ridership and funding. The initial project should be small enough to gather data but large enough to work well. Eventually five buses might be needed to serve neighborhoods with reasonable headways.
- 3. **Build on Ashland's Previous Findings.** Some of the components that would contribute to a successful e-circulator would be:
  - a. A circulator that is convenient, quiet, direct, attractive, fun, cost competitive, safe, and ADA accessible. "Convenient" means reasonable headways, convenient locations, appropriate signage, and good communication with riders, perhaps electronically (like the Portland system)
  - b. An electric vehicle or vehicles that have the rider appeal of the Portland Streetcar (without the noise)
  - c. An electric charging system that could use existing or readily built charging stations ultimately and preferably solar which is particularly feasible in Ashland. While the initial vehicle cost is higher, the ongoing operating vehicle cost is dramatically less. (See Appendix E)
  - d. An exploration of the feasibility of leasing and/or buying the vehicle and/or batteries

- e. An understanding of the relationship between parking availability, paid parking, free ridership, and fee ridership despite the understandable lack of support for metered parking
- f. An exploration of the feasibility of flexibility for Ashland events such as:
  - First Friday Art Walks
  - Culinary events (Taste of Ashland)
  - Commercial openings
  - Ashland Independent Film Festival
  - Craft and food markets
  - School sports and events
  - Other entertainment and educational events,
  - Organizational events such as ScienceWorks
- g. An uniquely Ashland onboard experience for such events, hosted by the relevant organization, gallery, restaurant, winery (e.g. OSF costume makers)
- h. Seasonal flexibility
- i. Consideration of rental by private individuals and/or organizations beyond the regular schedule
- j. An air-conditioned, heated, clean-air-on-board environment
- k. Secure sources for operational funding identified and developed (see Appendix B for examples) including LONG TERM COSTS:
  - Drivers
  - Insurance
  - Vehicle housing and maintenance
  - Electric charging
  - Management and management software
  - Some signage
- l. Continuing data gathering, monitoring, and evaluation of the actual rider experience and potential outreach
- m. Answering the questions raised by the CWP White Paper
- n. Integrating with RVRTD and its resources and experience
- o. Coordinating with on demand taxi services and other transit systems such as the Jacksonville Trolley
- p. Coordinating with economic development projects, existing or proposed, i.e., identifying any opportunities to stimulate Ashland economy
- q. Identifying of needs for community services access: nutritional, medical, and social services.

ADDITIONAL COMMENTS:

1. Our group, Stephan Boutenko, in particular, researched electric buses and recommended the BYD K74 30 foot Mid-e Bus. It would cost \$275,000 without the batteries that could be leased. The cost includes maintenance help and driver training. We had hoped it would be available for Ashland's Fourth of July Parade. Pictures are attached so this possibility can be visualized. (See Appendix C)
2. A small data-gathering project to inform further development should evaluate this option and others.
3. We informally canvassed City Council members and the community and found good support.

APPENDIX A:

From the Ashland Transportation Commission  
<http://www.ashland.or.us/CCBIndex.asp?CCBID=225>

"Ashland has a vision - to retain our small-town character even while we grow. To achieve this vision, we must proactively plan for a transportation system that is integrated into the community and enhances Ashland's livability, character and natural environment...The focus must be on people being able to move easily through the city in all modes of travel, Modal equity then is more than just a phase. It is a planning concept that does not necessarily imply equal financial commitment or equal percentage use of each mode, but rather ensures that we will have the opportunity to conveniently and safely use the transportation mode of our choice, and allow us to move toward a less auto-dependent community."

APPENDIX B:

From the Rockefeller funded study  
<http://reconnectingamerica.org/assets/PDFs/201205ruralfinal.pdf>

"Putting Mass Transit to Work in Main Street America: How Smaller Cities and Rural Places Are Using Transit and Mobility Investments to Strengthen Their Economies and Communities"

BOZEMAN, MONTANA

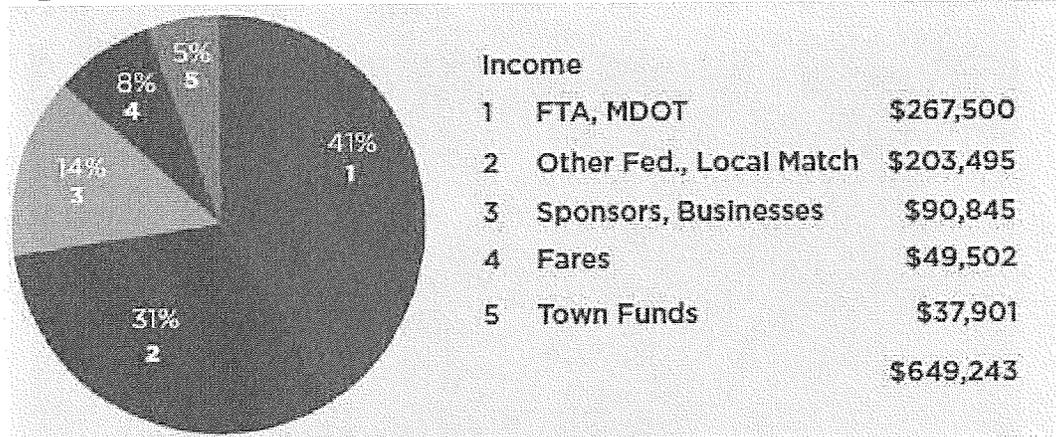
p. 23

**Table 6: HRDC Annual Funding (includes circulators, demand response)**

FTA Section 5311	\$ 548,000
Local Match	\$380,000
Montana State University	\$ 90,000
City of Bozeman	\$ 60,000
Gallatin County	\$ 40,000
United Way	\$ 28,000
Belgrade County	\$ 8,000
Other (Contracts for Service)	\$ 154,000

Source: Kack, Headwaters Recycle Conference

**Figure 2: Shoreline Explorer Funding**



Source: Shoreline Explorer Annual Report <http://bit.ly/HsQAGq>

APPENDIX C:

## BYD K7M 30' Mid-e Bus





APPENDIX D:

(Continues on the next page)

Downtown Trolley White Paper – City of Ashland

[www.ashland.or.us/SIB/files/TrolleyWhitePaper%20Final.pdf](http://www.ashland.or.us/SIB/files/TrolleyWhitePaper%20Final.pdf)

August 7, 2014

**To** | Ashland Downtown Parking Advisory Committee  
**CC** | Mike Faught and Bill Molnar, City of Ashland  
**From** | Robert Parker, Nick Meltzer, and Amanda D'Souza  
**SUBJECT** | DOWNTOWN TROLLEY WHITE PAPER

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## INTRODUCTION

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

As requested by the Downtown Parking and Multi Modal Circulation Advisory Committee (PAC), the following memorandum details research on select rubber tired trolley systems around the country. Most trolley or streetcar systems CPW identified operate on tracks or via overhead electric lines, which made identifying comparable systems challenging. While CPW identified several examples of rubber-tired systems, many of the cities are not “comparable” to Ashland (e.g., they do not have a state university or have a much larger population). Despite these limitations, CPW evaluated four rubber tire systems. Additionally, CPW prepared preliminary cost and ridership estimates to determine if it is worthwhile for Ashland to complete a full feasibility study.

## BACKGROUND

Ashland has been discussing options for a circulator shuttle system for at least 15 years. The Downtown Plan (2001), the Community Economic Vision Implementation Plan (2007), and the recently updated Transportation System Plan (TSP, 2013), all highlight the desire to complete a feasibility study evaluating a downtown circulator shuttle. The 2013 TSP outlined a potential fixed route, and estimated capital (i.e. start up) costs ranging between \$2.8 and \$4.5 million.

With an estimated 350,000 visitors annually, Ashland could be well served by a circulator shuttle. As conceived in the TSP, the shuttle would serve downtown in combination with hotels, some of the residential areas and Southern Oregon University. A key objective of the system would be to provide access options other than the automobile for visitors, residents and employees, thereby freeing up parking spaces and reducing congestion. As with other forms of transit, a circulator shuttle must be convenient, reliable and cost effective in order to encourage extensive use. The following case studies outline how other cities across the country have implemented rubber tired trolleys, and the section after that highlights questions for Ashland to consider when/if they choose to implement a circulator trolley.

## CASE STUDIES

To better understand the costs, route frequency, and ridership of rubber tired trolleys, CPW reviewed rubber wheel trolley systems in select cities. The four cities are Coral Gables, Florida; West Palm Beach, Florida; Scottsdale, Arizona; and Roanoke, Virginia. Details of capital construction financing, operational funding, and governance structure can aid the discussion of the applicability of a rubber tired trolley in Ashland. We concede these cities have little in common with Ashland, but CPW did not identify any communities with rubber wheel trolley systems that could be considered true comparators.

### Coral Gables, Florida

With an estimated 46,780 residents in 2010, Coral Gables is home to the University of Miami and located 4 miles from the Miami Airport. In addition to the home of the Baptist Hospital of Miami, which is the second largest employer, Coral Gables hosts close to 10 offices of major American companies. It currently serves approximately 4,000 riders a day (equating to a million riders a year) on a fare-free service. The trolley travels a straightaway length of 5.5 miles (11 miles round trip), with stops every one to two blocks in the Central Business District, and two to three blocks outside the Central Business District. Collectively there are four to six trolleys that sit 25 riders, with room for another 15 standing, at a frequency of 10 to 15 minutes.<sup>1</sup>

Capital investment for the system was approximately \$2.5 million, which came from county and state grants. Operational funding comes from a percentage of the county sales tax, and totals approximately \$1.3 million dollars annually. The system is operated privately, by Florida Limousine Services, the largest private taxi and operator service in southern Florida. The trolley operates longer hours during monthly art gallery shows and has been proven to both reduce auto trips to downtown by 20% and reduce the need for 750 parking spaces.

### West Palm Beach, Florida

West Palm Beach is the county seat of Palm Beach County, and also the largest city in the county, with 102,000 residents. Their downtown area has a population of 11,000 residents, but sees an average daytime population of 140,000 people. Started in May of 2012, their Downtown Circulator Route is a free and sees a monthly ridership of 8,400 (approximately 280 riders per day). There are between 10 and 15 stops on the two routes, which have a headway of 10-12 minutes. Operating seven days a week, the trolley serves both daytime visitors and employees, as it hosts a number of large employers in the media and aeronautical industry.<sup>2</sup>

The trolleys are owned and operated privately by Molly's Trolleys for a fee of \$65 an hour. Molly's Trolley primarily runs a private charter service with their trolleys, for weddings and corporate events. Based on the hourly rate, the trolley service costs \$598,260 annually, which accounts for two vehicles, one for each route. This is paid through two sources: a Federal Transit Authority (FTA) Job Access Reverse Commute (JARC) grant, and a 50% local match

<sup>1</sup> <http://www.coralgables.com/index.aspx?page=325>

<sup>2</sup> [http://www.sfrta.fl.gov/docs/Grants/City\\_of\\_West\\_Palm\\_Beach-JARC.pdf](http://www.sfrta.fl.gov/docs/Grants/City_of_West_Palm_Beach-JARC.pdf)

provided by the City of West Palm Beach Community Redevelopment Agency. The service conducts user rider studies, and ascertained that 50% of riders have an annual income of less than \$20,000. Serving both visitors and low-income residents certainly helps support the subsidizing of the system, as well as keeping it fare free.

## **Scottsdale, Arizona**

Scottsdale is a suburb of the Phoenix Metropolitan Area, with a population of about 225,000 residents living in the city. Scottsdale's major economic draw is its tourism industry, attracting over 7.5 million visitors every year with its high density of resort spas, high-end shopping, and strong artistic community. The City operates three year-round and three seasonal routes to meet the needs of both residents and visitors. One year-round trolley operates just around the downtown area, while two Neighborhood Trolleys are dedicated to offering transportation for local residents, stopping at schools, parks, medical facilities, and other facilities. Scottsdale's seasonal routes operate during the winter, their peak visitor season. The Hospitality Trolley offers services for guests staying at various local resorts while the Spring Training Trolley offers services specifically for visitors in the area for baseball games.

Scottsdale's trolley program sees a ridership of about 600,000 boardings per year. The program is operated through a contract with a local private vendor, Dunn Transportation, and the contract is managed by the City's Transportation Department. The program costs \$2.8 to \$3.3 million per year, which includes the contract, fuel, personnel, and depreciation costs. All transit programs are funded by the Transportation Special Revenue Fund, which receives revenue from the City's 0.2% transportation sales tax and state lottery funds. Additionally, all resorts served by the Hospitality Trolley contribute funds to its operations, covering about 50% of its operating costs.<sup>3</sup>

Several issues have arisen as a result of the contracting process. City staff have not effectively managed the terms of the contract, with several instances of over- and under-payments and difficulty maintaining communication with the company's management. The vendor has not efficiently tracked data, often misreporting ridership numbers to the City. Additionally, City staff have found it difficult to manage the quality of trolley service, specifically regarding timeliness.

## **Roanoke, Virginia**

Roanoke serves as the major commercial hub of southwestern Virginia, and has a population of about 95,000 residents. Originally an industrial town, its economy has seen a growth of its healthcare and commercial sector. The city offers a number of cultural attraction as well as serves as a gateway to the Blue Ridge Parkway, which sees over 15 million visitors every year. Roanoke's Starline Trolley is a free service offered to downtown visitors and employees offered by the city's Public Transit Agency. The trolley operates on a single 1.5 mile fixed route with 13 stops throughout the downtown area. The service runs Monday to Friday, with stops every 10 to 15 minutes, depending on the time of the day.

<sup>3</sup> <http://www.experiencescottsdale.com/plan-your-trip/transportation/the-scottsdale-trolley/>

The service is operated by Roanoke's Public Transit Agency, which manages all public transportation in the area. Not including the initial purchase of the vehicles, the program costs about \$100,000 per year. It is partially funded by Carilion Roanoke Memorial Hospital, whose employees and patrons utilize the service. The other half is funded by Downtown Roanoke Incorporated and the City of Roanoke, with \$26,000 provided from tax revenues.<sup>4</sup>

The trolley launched in 2008, and initially was more successful than expected, averaging about 500 boardings per day. However, more recently, the trolley saw a 26 percent drop in ridership between 2010 and 2012. To address this, the City evaluated their system and made changes to improve the customer service experience. They reduced the frequency of stops allowing the trolley to offer more reliability of service. Upon making these changes, they saw an increase of about 100 more riders every day, a 25 percent increase.

## CONSIDERATIONS FOR ASHLAND

While the trolley programs implemented in each of the cities are not directly applicable to Ashland's concept, they do highlight certain considerations the PAC will need to take in deciding whether or not to pursue a trolley system.

### Operations

*What is the target population(s)? How do we meet their needs?* As a first step, the city will need to determine which population(s) the trolley is intended to serve, i.e. visitors, college students, residents, etc. This will influence discussions about routes, frequency, and possible pricing as well as any other infrastructure needs that may arise.

*Where will the route run?* Ashland's Transportation System Plan outlines a possible route along Siskiyou Blvd., running through downtown Ashland on the north end, and ending along Ashland Street on the south end. This route may not meet the needs of the target population(s). If the program is designed to consider the needs of Ashland residents, the trolley will likely need to make several stops in residential neighborhoods. If serving the needs of visitors, the route will need to provide transportation to local hotels.

*How often will the route run?* The frequency of services will have a major effect on the operating costs for the program. The Committee will need to consider how many days of the week the service will run, hours of operation, frequency of service, and if the trolley service will be offered year round.

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<sup>4</sup> <http://www.valleymetro.com/trolley.htm>

## Finances

*How will the initial capital costs for vehicles and start-up be funded?* The development of a new trolley system will require the purchase of multiple vehicles in order to run a reliable service. The case studies above demonstrate a variety of strategies to acquire funding for a trolley service including tax revenue, federal or state grants, and special funds.

*What kind of vehicle will be used?* This decision is influenced by the discussion of cost and target population. Some cities preferred the use of trolleys that run on tracks as opposed to rubber tires, as a strategy to attract users and providing a unique experience. However, these vehicles tend to cost over \$200,000. A bus with a 'trolley style' would cost about \$100,000 less, though it may be less of an 'experience' for riders. If the City should choose to target services for residents or employees, there would be less of a need to focus on developing an 'experience' for users.

*Is there a cost for riding the trolley?* The PAC should consider the consequences of pricing or not pricing trolley service, especially regarding possible effects on reducing the demand for parking in the downtown area. Implementing a fee for trolley service may discourage ridership, though it could generate revenue for maintenance of the service. A key consideration is whether the current parking situation in downtown provides enough incentive to encourage people to ride a trolley. If not, then the trolley will need to provide a unique experience, or convenient access to key locations.

*How will operating costs be funded?* Operating costs for a trolley service include personnel, maintenance, and fuel costs, as well as marketing and promotional efforts. Most other cities utilize public funds for program operations, often a mix of local, state, and federal revenue. Some services have developed contracts with companies who benefit from the development of a trolley service (e.g. hotels, major employers on the service route).

## Governance

*Who will manage the program?* The PAC, in combination with Ashland City Staff, and Rogue Valley Transportation District, need to consider the best system for governing the trolley program. The service could be managed by a public agency, Rogue Valley Transportation District (who manages the transit services in Ashland), or the City could choose to contract service management out to a private agency.

## TROLLEY SYSTEM PRELIMINARY COST AND REVENUE ESTIMATES

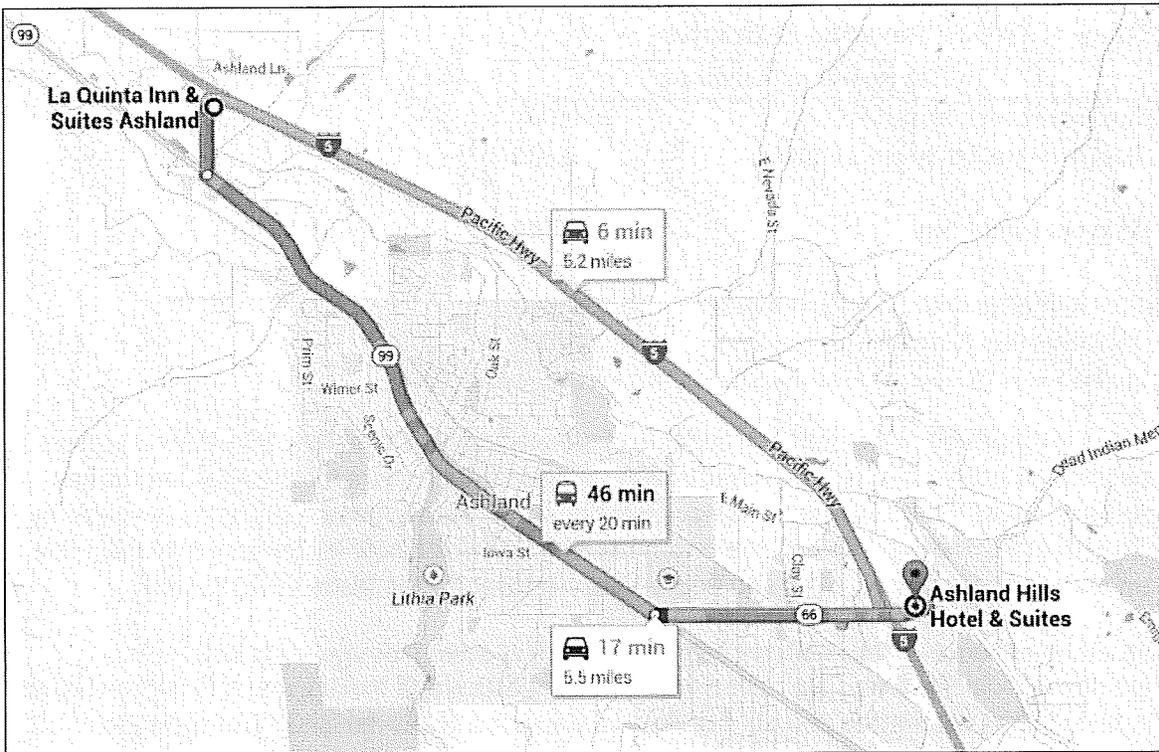
As a preliminary step, CPW prepared order of magnitude cost and ridership estimates using information gathered from the Policy Options Survey and case study research. A number of assumptions were required to inform the estimates, and it should be understood these are *only back of the envelope estimates*. **This information is not intended to serve as a feasibility study for a rubber tired trolley.**

The development of a rubber tired trolley system in Ashland requires both capital funding and operating funding. The capital funding is required to purchase the vehicles and start up the program, while the operational funding pays for annual labor, maintenance, marketing, etc. While other sources are possible, CPW assumed the trolleys would be purchased through bond measures or grants, and therefore those sources of funds are not discussed in this section. Operating costs were assumed to be between \$1 million and \$1.2 million, based on case study research. While Roanoke's system is closer to the estimated ridership for Ashland, the Coral Gables system is a better representative of the route length, operating hours, and in our estimates, operating costs.

For a trolley system to be effective, it must provide frequent and reliable service. In areas with traffic and multiple destinations, this probably requires multiple trolley vehicles. With total operating costs in the range of \$1 million, CPW developed scenarios to generate equal amounts of revenue solely from rider fares. The targeted riders obviously affect the route length, so both a route for visitors/employees, and a route for residents were created. While the case studies indicate total residents and visitors, the information was not detailed enough for CPW to determine the resident/visitor ridership split. As such, we developed multiple estimates for the different user groups in estimating ridership.

Due to Ashland's street grid, a resident shuttle circulating through all of the neighborhoods would be more time consuming, longer, and more expensive than a trolley designed for visitors and employees. With a route only for residents, it would also require more frequent ridership (for example, once a week by  $\frac{3}{4}$  of the residents) for revenues to cover costs. This is further discussed below.

The Ashland street grid *does* cater to developing a trolley for visitors and employees. A system that ran from Exit 19 to Exit 14 on I-5 could serve the majority of the hotels, as well as accommodate the building of satellite lots for employees. Shown below in Figure 1, the route would have a round trip distance of 11 miles and could have up to 11 stops (approximately every half mile). This route differs from the route described in the TSP. While the previously outlined route traveled to the south side of town, it did not include visits to any of the hotels or destinations north of town. Subsequently, CPW chose to extend the route.



**Figure 1. Suggested Trolley Route (Source: Google Maps)**

With a much larger base ridership, fares could more easily cover costs with a trolley system designed for visitors and employees.

The Policy Options survey asked residents, employees and some visitors how much they would pay to ride the trolley. The average answer \$0.75, for the purpose of this exercise, CPW used \$1.00 (or \$2 for a round trip). With a combined employee and visitor population of approximately 353,000 people, only half that many people would need to ride the trolley 3 days a year to generate revenues of \$1 million dollars. Similarly, 75% of visitors/employees would need to ride the trolley just twice a year (so two trips in 365 days) to generate the same amount of revenue, Table 1. Put another way, the trolley would require 500,000 rides a year to generate enough revenue.

More than 80% of employees and resident visitors indicated they would use the trolley, so while these are estimates, they are made with informed judgment. While the survey results suggest a high potential ridership, the details of the system would have a big impact on actual ridership. We expect the percentage of resident visitors to downtown would be somewhat lower than the survey results suggest because the system would not provide service to most residential areas in Ashland. Therefore, a mode shift (e.g., from auto to trolley) would not create the type of convenience that would be conducive to ridership for residents.

**Table 1. Trolley Revenue Estimates.**

<b>Trolley Revenue Estimates</b>	
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

These revenues do not include the addition of advertising, which many trolley systems across the country utilize. Also not discussed is the management structure for the proposed trolley. Systems across the US vary from management by non-profits to private contracts overseen by cities directly. Moving forward, the committee should discuss how it proposes to manage the trolley, in conjunction with city and Rogue Valley Transportation District (RVTD) staff.

Based on our *back of the envelope estimates*, a trolley system designed for visitors and employees could be a feasible option to reduce congestion and parking demand for downtown Ashland. If the committee decides a trolley is a viable option for Ashland's transportation issues, a complete feasibility study and/or market analysis should be conducted as part of recommendations to city council.

## **CONCLUSION**

The Downtown Parking and Multi-Modal Circulation Committee prioritized the discussion of a circulator trolley for moving forward with recommendations to improve transportation in downtown Ashland. As such, four case studies of rubber tired trolley systems from around the country are presented within this memorandum. Also included is a series of questions the committee should answer if a trolley system is to be implemented, as well as CPW's estimates of ridership and fare revenues.

## APPENDIX E:

### Case Study:

Electric Buses Energize Downtown Chattanooga from the U.S. Department of Energy: [http://www.afdc.energy.gov/pdfs/chatt\\_cs.pdf](http://www.afdc.energy.gov/pdfs/chatt_cs.pdf) especially p. 5 "By the Numbers" (Purchase, Fuel, and Maintenance Costs, Fuel Economy, Vehicle Range, and Top Speed) (less expensive than the bus above)

### **By the Numbers**

**Purchase Cost:** \$160,000 to 180,000 for  
22- and 31- ft electric buses

**Fuel Cost:** \$0.04 to 0.05/mile for electric;  
\$0.16/mile for diesel

**Maintenance Cost:** \$0.045 to 0.075/mile for electric;  
\$0.185/mile for diesel

**Fuel Economy:** 1.2-1.8 kWh/mile for electric;  
4 mpg for diesel

**Vehicle Range:** 45-60 miles for electric

**Top Speed:** 40 mph for electric

Page 3

### **Fleet Facts**

**Fleet Type:** Public mass transit

**Fleet Size:** 81 vehicles, of which  
16 are alternative-fuel

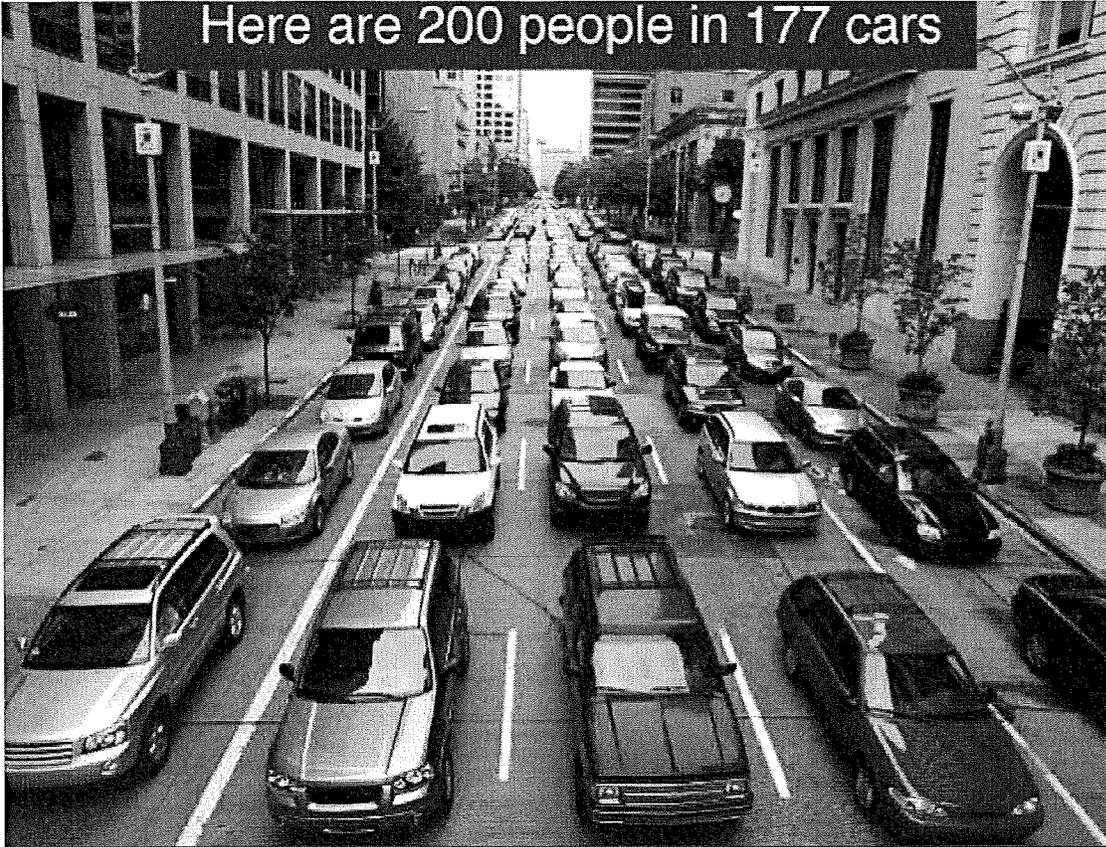
**Alternative Fuel:** Electricity

**Vehicle Type:** 22- and 31-ft passenger buses

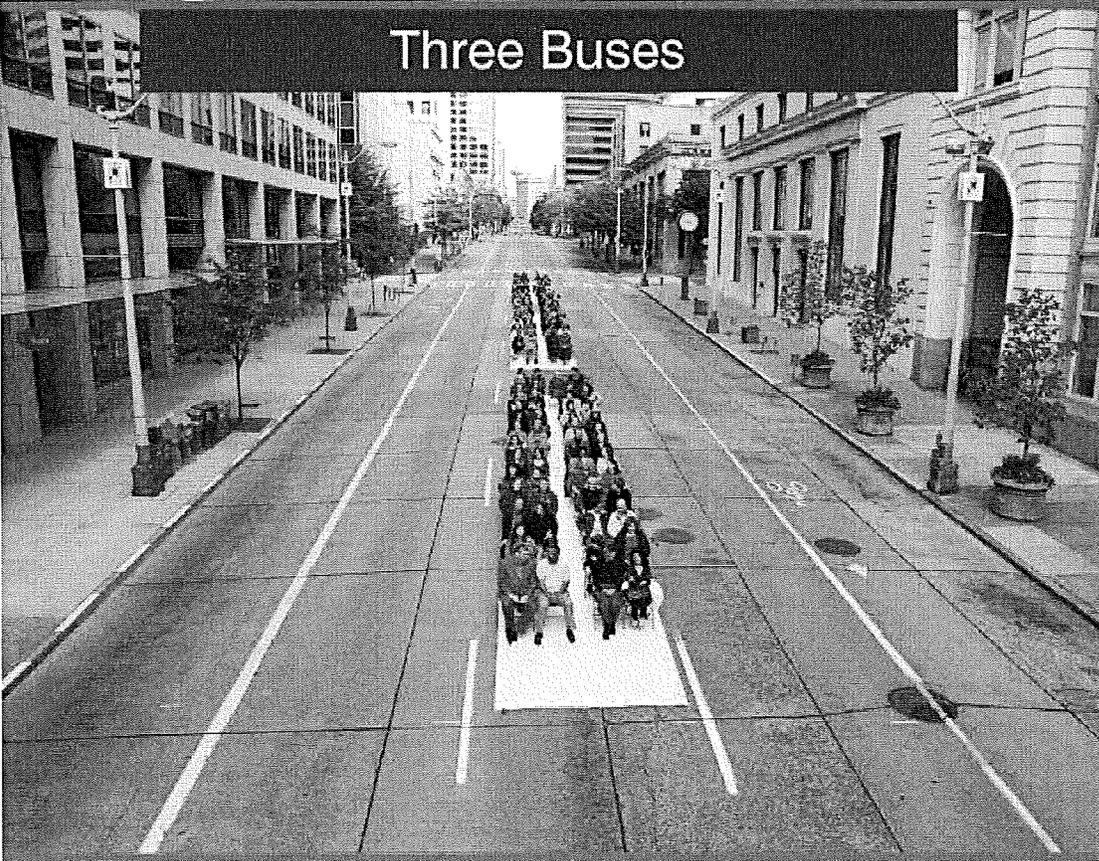
**Location:** Chattanooga, Tennessee

APPENDIX F

Here are 200 people in 177 cars

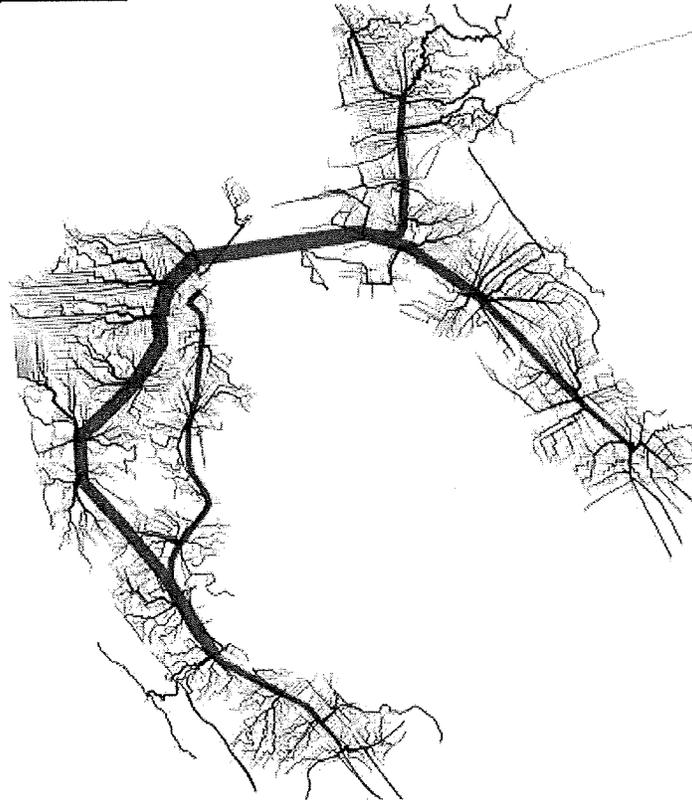


Three Buses



# Public Transit Is Worth Way More to a City Than You Might Think

Share on facebook Share on twitter Share on linkedin Share on google\_plusone\_share More Sharing Services <http://ced.berkeley.edu/events-media/news/public-transit-is-worth-way-more-to-a-city-than-you-might-think0>



## Public Transit Is Worth Way More to a City Than You Might Think

*The Atlantic Cities*

14 August 2013

Ph: *Graphserver*

In a new paper set for publication in *Urban Studies*, Daniel Chatman, Assistant Professor of City and Regional Planning at the College of Environmental Design, UC Berkeley and fellow planner Robert Noland of Rutgers University use concrete numbers to make the case that transit produces agglomeration.

Entitled "Transit Service, Physical Agglomeration, and Productivity in US Metropolitan Areas," the report surmises that this hidden economic value of transit could be worth anywhere from \$1.5 million to \$1.8 billion a year, depending on the size of the city. And the bigger the city, they find, the bigger the agglomeration benefit of expanding transit.

"These results could be dropped directly into a cost-benefit analysis," says Chatman. "It would show a higher benefits-cost ratio for rail investments, particularly rail investments in large cities with existing transit networks."

Any transportation mode that brings people to a certain place could promote agglomeration, but public transit makes it especially possible because it moves so many people within such a confined space. If workers can only get to a budding job center by car, for instance, eventually traffic will become so bad as to hinder growth. But if transit is also established in the same job

center, then far more people will be able to access the area, and clustering there can advance accordingly.

"Whatever does happen in response to a transit investment is going to be concentrated," says Chatman. "You're going to have a different kind of urban form that springs up due to transit than due to the auto."

But with so many variables in play — from job density to population growth to transit development — studying agglomeration has been extremely difficult. So Chatman and Noland ran a number of statistical models that took into account all these factors, as well as economic productivity measures like average wage, for more than 300 metropolitan areas across the United States. ("It really is a new kind of thing we did here," says Chatman.) The numbers were so complex that many of the models failed to pass statistical muster. Those that did revealed a pretty clear line from transit expansion to economic growth via agglomeration.

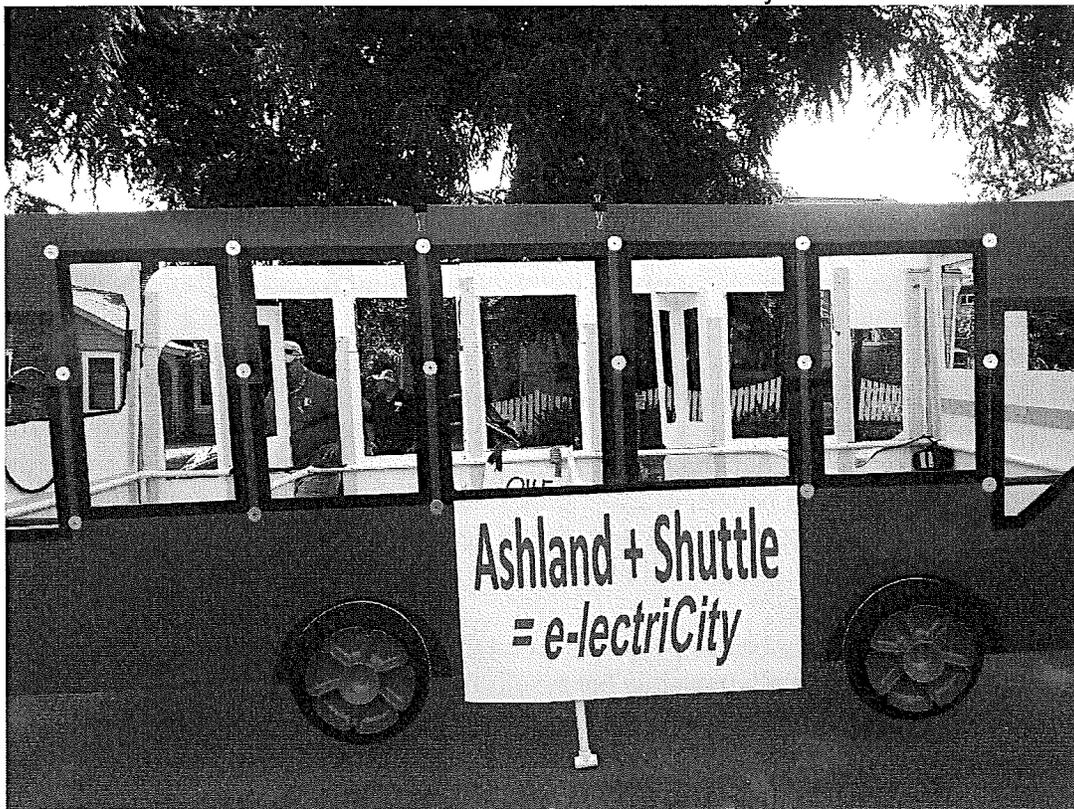
Chatman stresses that because his method is so new, the results must be replicated before they're accepted. He also knows that some people will question the causality of the data: How can the researchers know, for instance, that transit alone is responsible for agglomeration? In response, Chatman points to the controls he and Noland installed in their statistical models — and to the fact that he's been critical of rail as an economic investment strategy in the past.

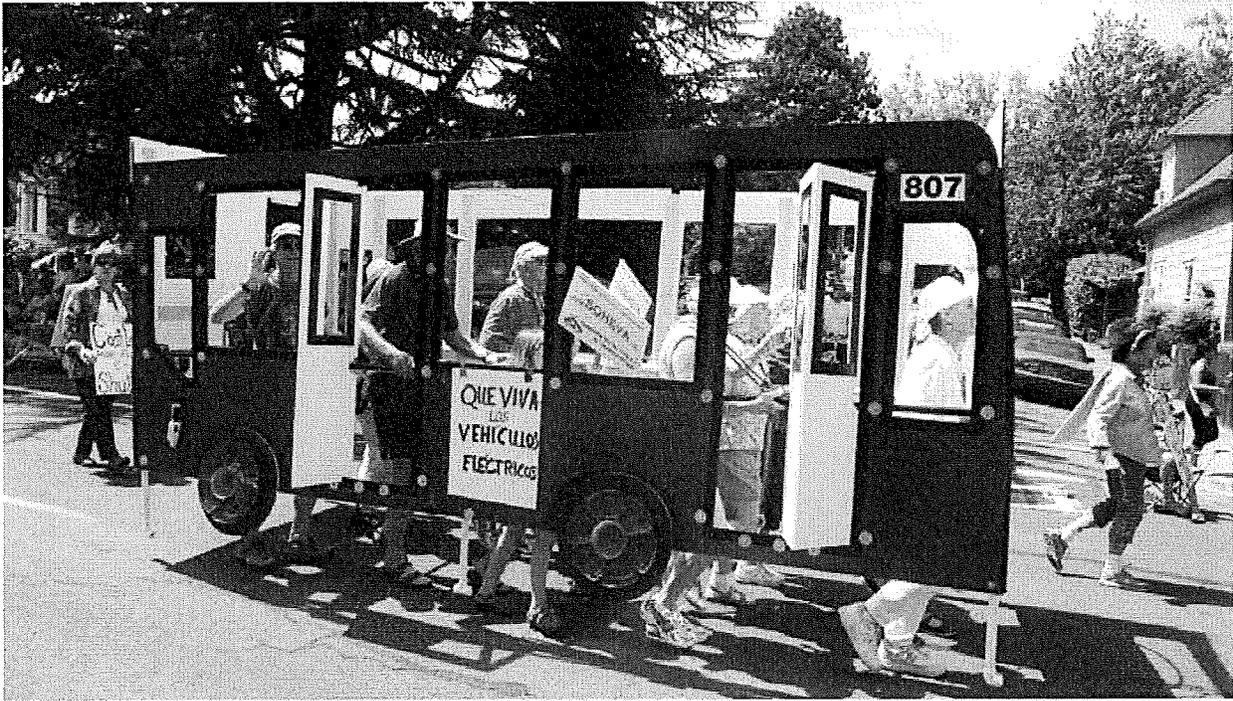
"Put it this way: I'm a skeptic on this stuff, and I was surprised to see these results so robust," he says.

If the findings do hold true, they mean that cities and transit agencies are underestimating the true benefits of public transportation. From there it's reasonable to expect all cities — though especially big ones — to base future requests for transit funding on the idea that agglomeration leads to economic productivity. If showing that system expansion leads to more riders and less congestion is good, and showing that it reduces pollution and improves public safety is great, then showing in big numbers how much economic growth will occur should be gold.

#### APPENDIX H

##### Who We Are with e-Shuttle in the Fourth of July Parade 2015







# Bike Share for the People of Jackson County



# Community Bike Share Launch

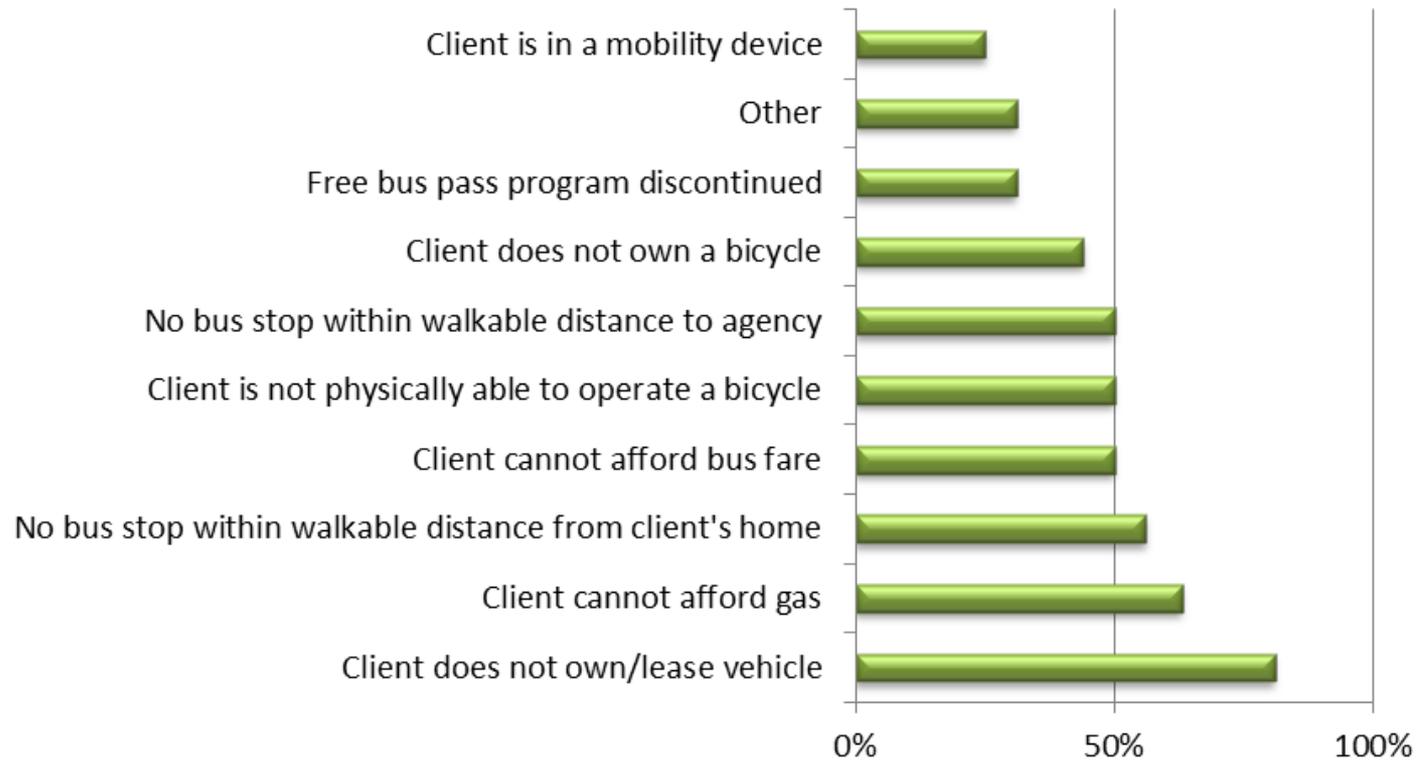


# Why a Bike Share?

- Community Health Benefit
- Easy, Cheap & Reliable Access to Employment, Education & Services
- Multimodal Tie-in to RVTD: Allowing Access to Locations off of the Fixed Routes
- Economic Development

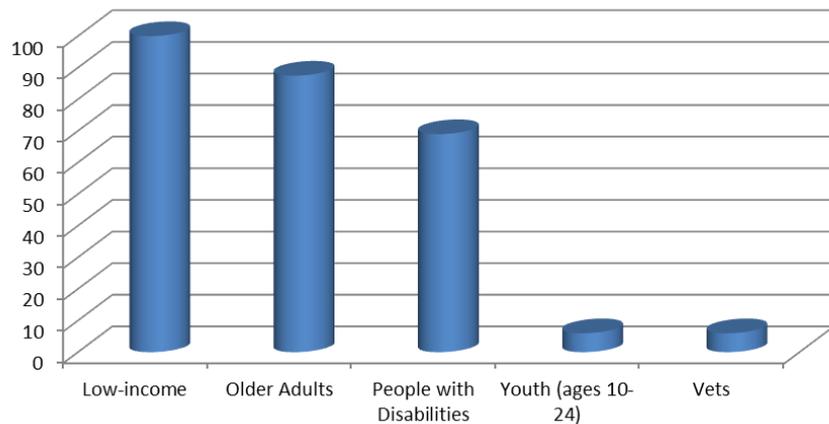
# Transportation Survey

## Greatest Barriers to Transportation

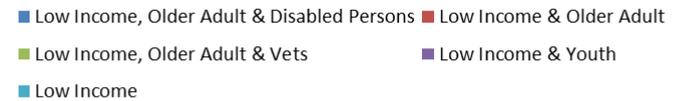


# Demographics

### Percentage of Clients by Category



### Population Groupings Served by Agencies



Results from Mobility Management Survey 4/2015

# Target Audiences

- Low-income Individuals
- Students
- Older Adults
- General Population

**Goal: Access to Employment, Education & Services**

# Funding

- Funding for 2015-2016 and 2016-2017 from Jackson Care Connect, a Coordinated Care Organization
- Additional Revenue from Bike Fees (The fees are intentionally low to benefit the financial needs of the target audience. )
- Additional Community Partners

# Why Zagster?



Zagster  
is a full-  
service,  
turnkey bike  
sharing  
system.



# Meet the Bike



- Adjustable seat height fits adult riders
- Activate front & rear lights at night
- Keep the U-lock in the basket while you ride
- 7 Gears of shifting lets you ride anywhere
- Fenders & chain guard keep you clean

# Easy Access to Biking

## Bikes & Docks & Locks



28 bikes currently are available for rent. More will be added this fall!



Each dock has 3 points of contact including a wheel well & a U-lock comes with every rental

## Apps or Text Message



Riders can unlock, ride and return the bike using the Zagster app or a text message.

# Additional Services



Local Mechanics  
provide routine &  
emergency  
maintenance



Insurance  
Coverage:  
\$2M general  
liability policy



24/7 Rider Support



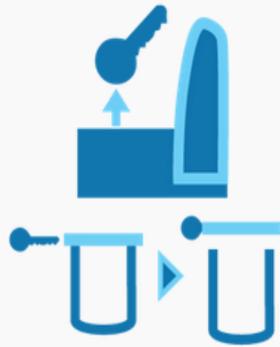
Network  
Management:  
Ride share data  
posted to online  
dashboard

# How It Works



## 1. BORROW

Enter your bike's number into the app and tap "START RIDE". You'll get a code to open and close the lockbox.



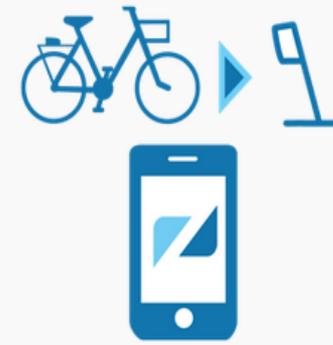
## 2. UNLOCK

Use the key from inside the lockbox to operate the U-lock that attaches the bike to its station. Close the lockbox before you ride.



## 3. RIDE

Have fun and stay safe! Use the U-lock to keep the bike secure if you make stops along the way. Your lockbox code will continue to work during your ride.



## 4. RETURN

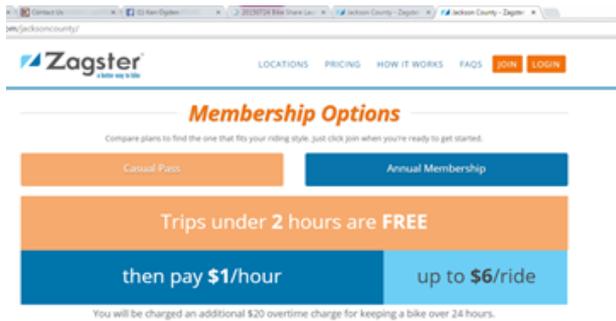
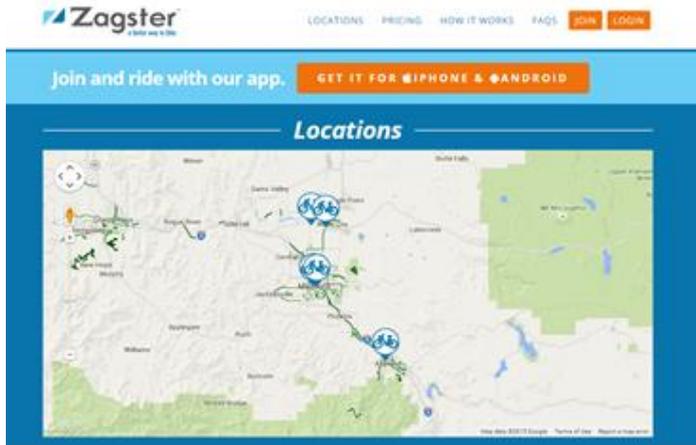
When you're done, lock the bike back to a Jackson County Zagster station and close the lockbox. Then go to the app and tap "END RIDE".

# Zagster App



# Website Help

## Location & Fee Information



**Membership Options**

Compare plans to find the one that fits your riding style, just click join when you're ready to get started.

Casual Pass      Annual Membership

Trips under 2 hours are **FREE**

then pay **\$1/hour**      up to **\$6/ride**

You will be charged an additional \$20 overtime charge for keeping a bike over 24 hours.

## FAQ's



**FAQs**

- + Who is eligible to join the Jackson County bike share?
- + Where can my Zagster bike go?
- + I ride Zagster all the time, can I just keep a bike?
- + Can I get an extra bike for my friend?
- + What do I do if my bike breaks down?
- + What do I do if I think my Zagster bike has been lost or stolen?
- + Do I have to wear a helmet?
- + Where can I get a helmet?

# Membership & Fees

**Annual Membership:** \$20 -- allows you to ride a bike any time one is available.

## **Daily rate:**

First 2 hours/free

Each hour thereafter is \$1

Maximum Daily Rate of \$6

Late Fee (for bikes not returned within 24 hours) is \$20

# Docks: Easy Installation



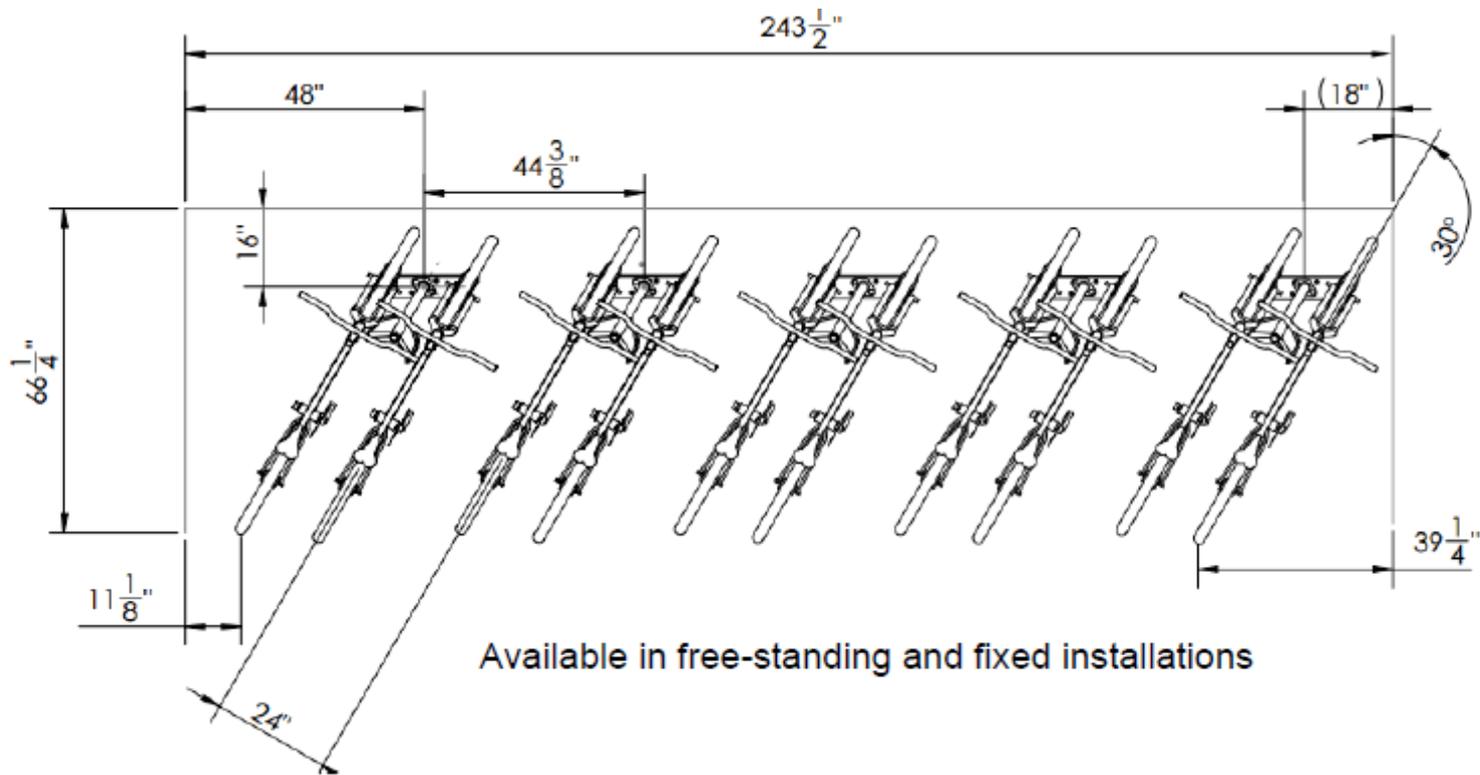
## Tech Notes:

- Drill hole diameter:  $\frac{3}{8}$ "
- Minimum embedment 1  $\frac{1}{2}$ "
- Pull out strength (2000 PSI concrete) 3229#
- Work load strength (2000 PSI concrete) 807#
- Shear strength (2000 PSI concrete) 4318#
- Tightening torque 10-15 FtLBs

Wedge Anchor-  $\frac{3}{8}$ " x 16UNC x 3- $\frac{3}{4}$ "



# Space Requirements



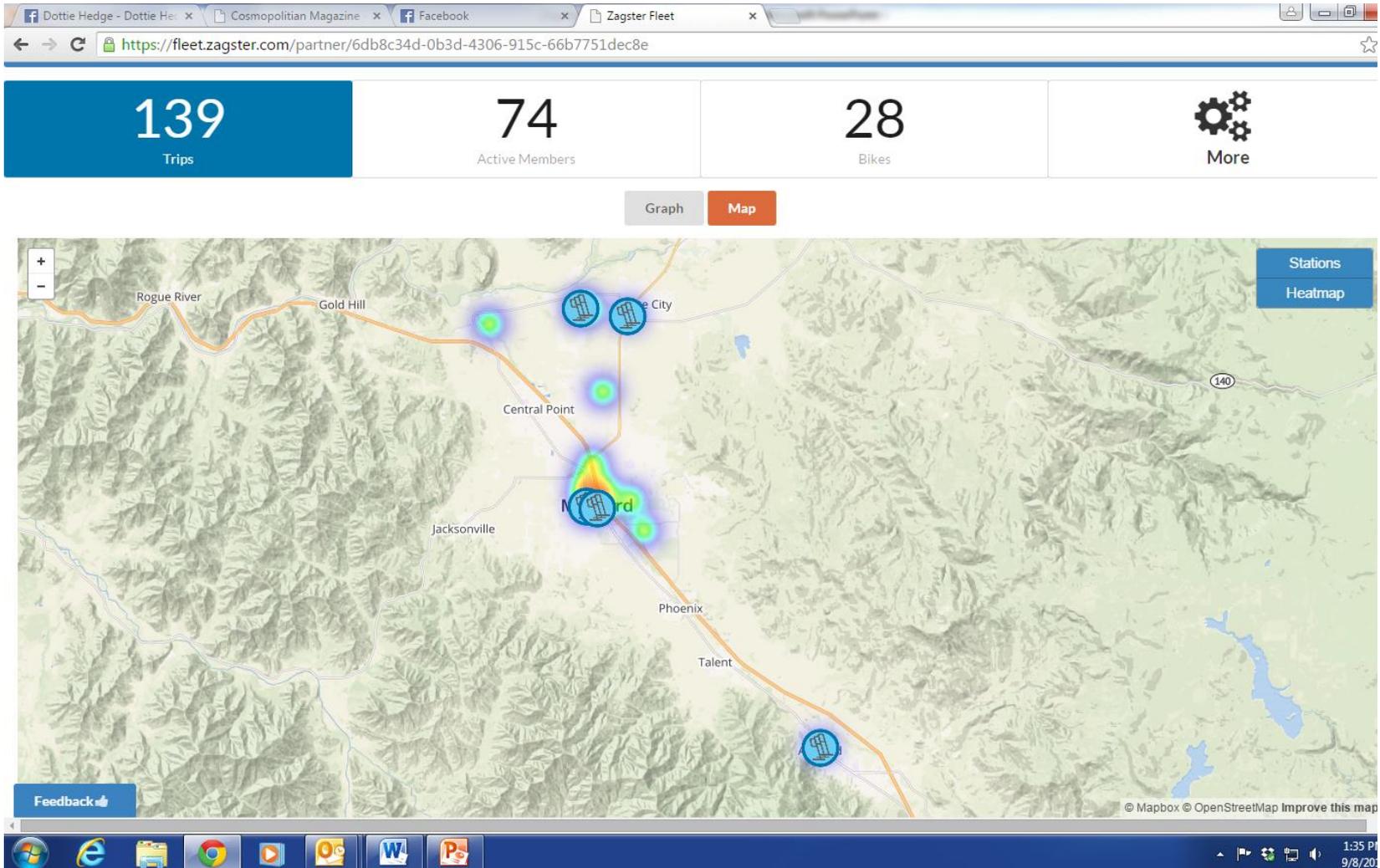
# Bike Share Locations

- **Medford:** Front Street Station (across from Greyhound & RVTB), Oakdale near West 5<sup>th</sup> Street
- **White City:** RCC/Table Rock Campus & Highway 62 at Avenue A (in front of Cascades Shopping Center)
- **Ashland:** Under the Lithia Way Overpass

# Stations



# Usage



# Interested in Expanding the Bike Share?

- Hop On! We have a grant for 9 more stations!
- Donate land/give permission for a station
- Fund additional bikes for the bike share
- Promote the bike share through a First Friday event
- Or . . . ?

Questions? Contact Connie Wilkerson  
Connie@UnitedWayofJacksonCounty.org  
541-773-5339



# United Way of Jackson County

[UnitedWayofJacksonCounty.org](http://UnitedWayofJacksonCounty.org)

# LIVE UNITED



August 22, 2015

Dear ODOT,

As the start of a new school year is approaching, neighborhood safety has become a concern and especially for the children who walk, ride bikes and cross the street to attend Bellview Elementary School (Tolman / Siskiyou Blvd).

As a group, we would like to formally document and report our safety concerns for the excessive speeding (i.e. semi trucks/cars) traffic that zooms by the 2500 block of Siskiyou Blvd in Ashland. Many semi trucks barrel pass the school, like they were still on the I-5 freeway. Knowing that semis are not capable of stopping quickly for perhaps a small child, deer or recent bear sighting darting out into on-coming traffic, could pose a disastrous consequence.

Another concern is the difficulty to safely cross at the intersection of Tolman/Siskiyou Blvd. The speed in which vehicles zoom past this intersection, pose a threat to not only school children but also crossing guard. On Tolman, drivers must pull out on to oncoming traffic, due overgrown shrubs, and are forced to jet into speeding traffic to get across. The amount of vehicular traffic has increased immensely in the last year. The frequent sounds of honking horns and braking of tires have come the norm. Several accidents have occurred in the last six-month, including a young boy on a skateboard at the beginning of the summer break, and another accident violently flipping a van (cause of accident = speed).

Between these two issues we are proposing some ideas to solve them both in a very feasible way:

- 1) A four-way stop at the intersection of Tolman and Siskiyou Blvd. This will force traffic to slow down, and make this intersection safer.
- 2) Speed tables (flat-topped speed humps). Twelve-foot-long humps have been shown to reduce speeds by 22% in a study of 179 sites conducted by Fehr & Peers Transportation Consultants.
- 3) More police presence (all year round).

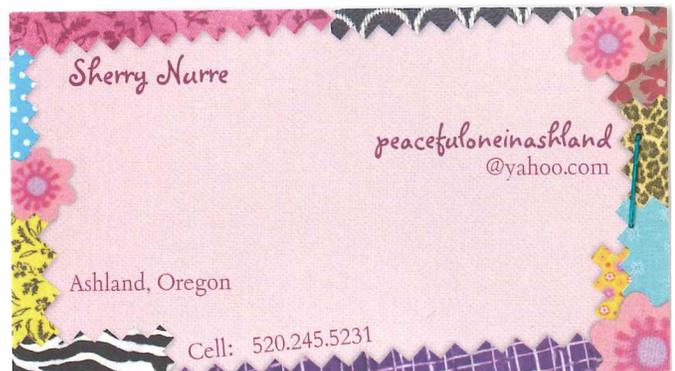
Thank you for your urgent attention and response on this issue.

Concerned citizens,

CC: City of Ashland Police

8  
12/14  
3123

<u>Ruby A. Soukey</u>	<u>Ruby A. Soukey</u>	<u>August 22, 2015</u>
Print Name	Signature	Date
<u>CONNIE RAINWATER</u>	<u>Connie Rainwater</u>	<u>August 23, 2015</u>
Print Name	Signature	Date
<u>Catherine Carne</u>	<u>Cathy Carne</u>	<u>8-23-15</u>
Print Name	Signature	Date



Print Name	Signature	Date
Jesselyn Deckelmann		8/24/2015
Print Name	Signature	Date
Meg Wright		8-24-2015
Print Name	Signature	Date
Christine McCollom		8/24/15
Print Name	Signature	Date
JOLEEN NAGAREDA		8/24/15
Print Name	Signature	Date
Candace L. Palmesano		8/24/15
Print Name	Signature	Date
Joyce R. Gardener		8/26/15
Print Name	Signature	Date
Mike Hogan		8/26/15
Print Name	Signature	Date
Kim Hosford		8/26/15
Print Name	Signature	Date
Donna LaDua		8/26/15
Print Name	Signature	Date
Ingrid Hansen		8/26/15
Print Name	Signature	Date
Pam Eddington		8/26/15
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Milly Shenandoah		8/26/15
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Lindsay Gates		8/26/15
Print Name	Signature	Date
Baylee Thompson		8/26/15
Print Name	Signature	Date
Caitlyn Olson		8/26/15
Print Name	Signature	Date
Rebekkah McAlvage		8/26/15
Print Name	Signature	Date
Erin Van Dyke		8/26/15
Print Name	Signature	Date
Jeffrey Mann		8-26-15
Print Name	Signature	Date
Angela Johnson		8/26/15
Print Name	Signature	Date
Shawn Grimmesey		8/26/15
Print Name	Signature	Date
ANTONLETTA MINNITI		8/27/15
Print Name	Signature	Date
Sherry Lurre		8.27.15
Print Name	Signature	Date

# Bike Share for the People of Jackson County



# Community Bike Share Launch

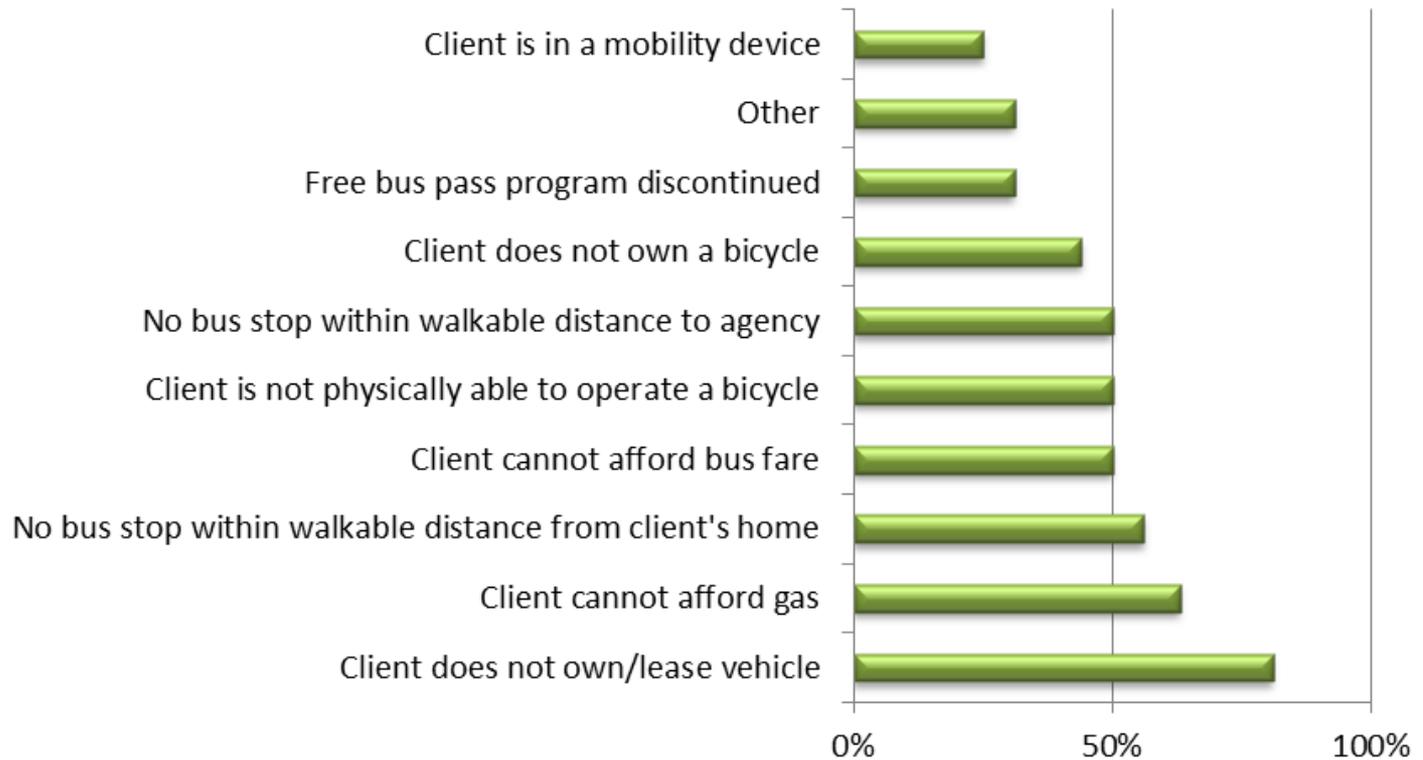


# Why a Bike Share?

- Community Health Benefit
- Easy, Cheap & Reliable Access to Employment, Education & Services
- Multimodal Tie-in to RVTD: Allowing Access to Locations off of the Fixed Routes
- Economic Development

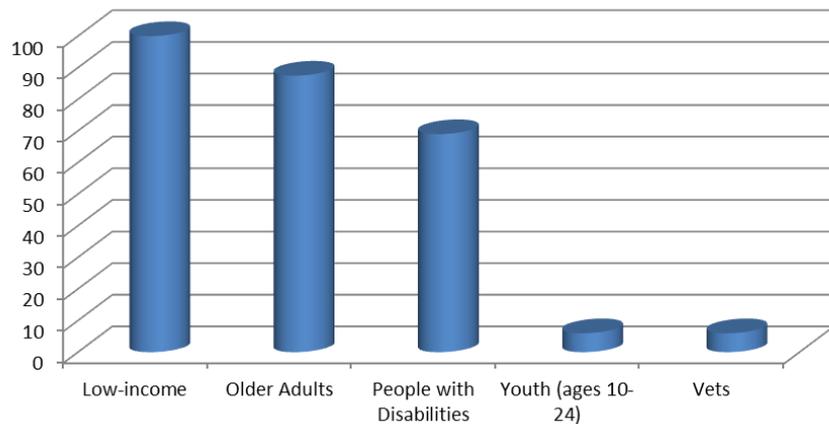
# Transportation Survey

## Greatest Barriers to Transportation



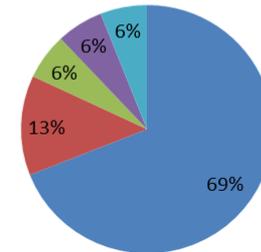
# Demographics

### Percentage of Clients by Category



### Population Groupings Served by Agencies

- Low Income, Older Adult & Disabled Persons
- Low Income & Older Adult
- Low Income, Older Adult & Vets
- Low Income & Youth
- Low Income



Results from Mobility Management Survey 4/2015

# Target Audiences

- Low-income Individuals
- Students
- Older Adults
- General Population

**Goal: Access to Employment, Education & Services**

# Funding

- Funding for 2015-2016 and 2016-2017 from Jackson Care Connect, a Coordinated Care Organization
- Additional Revenue from Bike Fees (The fees are intentionally low to benefit the financial needs of the target audience. )
- Additional Community Partners

# Why Zagster?



Zagster  
is a full-  
service,  
turnkey bike  
sharing  
system.



# Meet the Bike



- Adjustable seat height fits adult riders
- Activate front & rear lights at night
- Keep the U-lock in the basket while you ride
- 7 Gears of shifting lets you ride anywhere
- Fenders & chain guard keep you clean

# Easy Access to Biking

## Bikes & Docks & Locks



28 bikes currently are available for rent. More will be added this fall!



Each dock has 3 points of contact including a wheel well & a U-lock comes with every rental

## Apps or Text Message



Riders can unlock, ride and return the bike using the Zagster app or a text message.

# Additional Services



Local Mechanics provide routine & emergency maintenance



Insurance Coverage: \$2M general liability policy



24/7 Rider Support



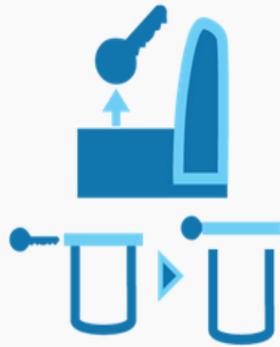
Network Management: Ride share data posted to online dashboard

# How It Works



## 1. BORROW

Enter your bike's number into the app and tap "START RIDE". You'll get a code to open and close the lockbox.



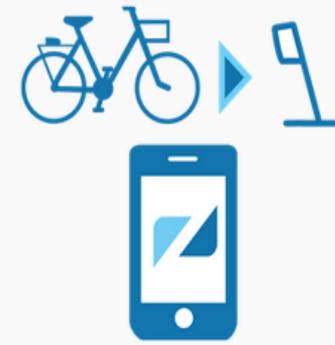
## 2. UNLOCK

Use the key from inside the lockbox to operate the U-lock that attaches the bike to its station. Close the lockbox before you ride.



## 3. RIDE

Have fun and stay safe! Use the U-lock to keep the bike secure if you make stops along the way. Your lockbox code will continue to work during your ride.



## 4. RETURN

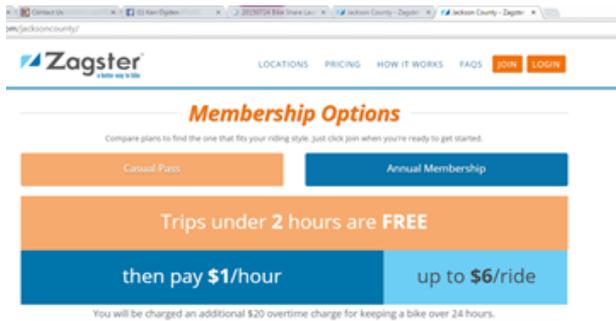
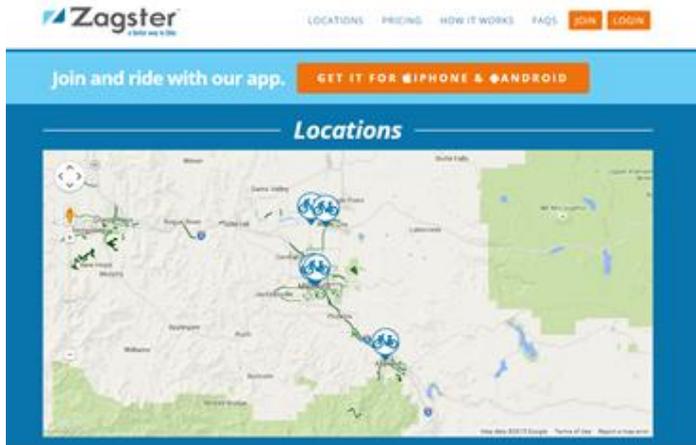
When you're done, lock the bike back to a Jackson County Zagster station and close the lockbox. Then go to the app and tap "END RIDE".

# Zagster App



# Website Help

## Location & Fee Information



## FAQ's



# Membership & Fees

**Annual Membership:** \$20 -- allows you to ride a bike any time one is available.

## **Daily rate:**

First 2 hours/free

Each hour thereafter is \$1

Maximum Daily Rate of \$6

Late Fee (for bikes not returned within 24 hours) is \$20

# Docks: Easy Installation



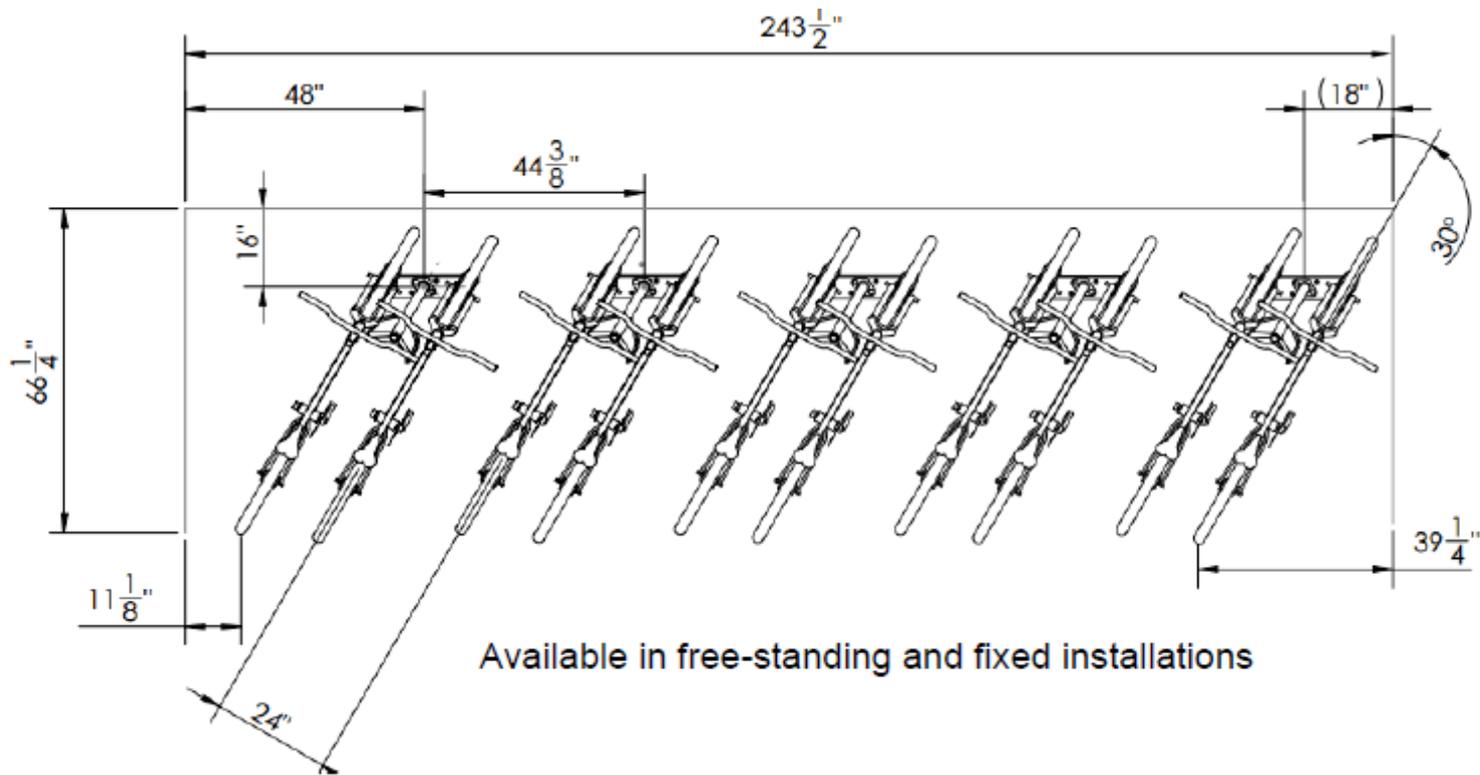
## Tech Notes:

- Drill hole diameter:  $\frac{3}{8}$ "
- Minimum embedment 1  $\frac{1}{2}$ "
- Pull out strength (2000 PSI concrete) 3229#
- Work load strength (2000 PSI concrete) 807#
- Shear strength (2000 PSI concrete) 4318#
- Tightening torque 10-15 FtLBs

Wedge Anchor-  $\frac{3}{8}$ " x 16UNC x 3- $\frac{3}{4}$ "



# Space Requirements



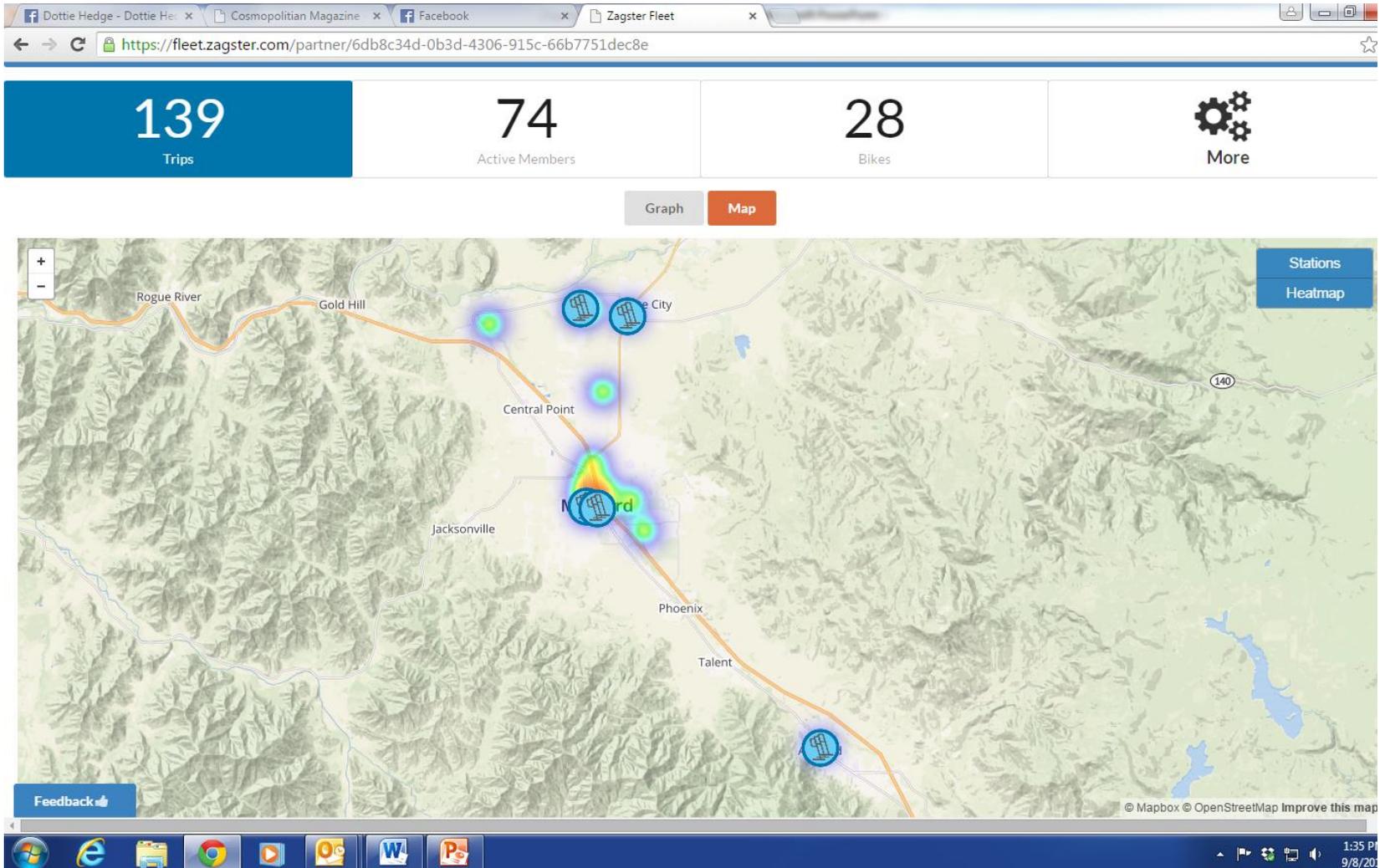
# Bike Share Locations

- **Medford:** Front Street Station (across from Greyhound & RVTB), Oakdale near West 5<sup>th</sup> Street
- **White City:** RCC/Table Rock Campus & Highway 62 at Avenue A (in front of Cascades Shopping Center)
- **Ashland:** Under the Lithia Way Overpass

# Stations



# Usage



# Interested in Expanding the Bike Share?

- Hop On! We have a grant for 9 more stations!
- Donate land/give permission for a station
- Fund additional bikes for the bike share
- Promote the bike share through a First Friday event
- Or . . . ?

Questions? Contact Connie Wilkerson  
Connie@UnitedWayofJacksonCounty.org  
541-773-5339



# United Way of Jackson County

[UnitedWayofJacksonCounty.org](http://UnitedWayofJacksonCounty.org)

# LIVE UNITED

