

Note: Anyone wishing to speak at any Transportation Commission meeting is encouraged to do so. If you wish to speak, please rise and, after you have been recognized by the Chair, give your name and complete address for the record. You will then be allowed to speak. Please note the public testimony may be limited by the Chair.

**ASHLAND TRANSPORTATION COMMISSION**  
**February 25, 2016**  
**AGENDA**

- I. **CALL TO ORDER:** 6:00 PM, Civic Center Council Chambers, 1175 E. Main Street
- II. **ANNOUNCEMENTS**
- III. **CONSENT AGENDA**
  - A. Approval of Minutes: January 28, 2016
- IV. **PUBLIC FORUM**
- V. **NEW BUSINESS**
  - A. Transportation System Plan-Transit Prioritization (45 min.)
    - Discuss and prioritize existing transit projects within the TSP
- VI. **OLD BUSINESS**
  - A. Tolman Creek and Siskiyou Blvd. Stop Sign (5 min.)
    - Public hearing postponed to future meeting
- VII. **FOLLOW UP ITEMS**
  - A. Downtown Parking and Multi Modal Circulation Study Update-Improvement Projects
    - Discuss Project Status and Proposed Capital and Safety Improvements
- VIII. **INFORMATIONAL ITEMS**
  - A. TC-chair presentation to Council-February 16, 2016
  - B. Bike Share Expansion
  - C. Action Summary
  - D. Accident Report
  - E. Making and Impact Newsletter (February)
  - F. Grandview Shared Road Status
- IX. **COMMISSION OPEN DISCUSSION**
- X. **FUTURE AGENDA TOPICS**
  - A. Public Outreach/Education-Oregon Impact Programs
  - B. Traffic Control Resolution Update
  - C. Traffic Crash Summary PD letter
  - D. Car Share-Zip Car
- XI. **ADJOURNMENT:** 8:00 PM

**Next Meeting Date: March 24, 2016**

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



**CITY OF  
ASHLAND**  
**Transportation Commission**  
Contact List as of February 2016

<b>Name</b>	<b>Title</b>	<b>Telephone</b>	<b>Mailing Address</b>	<b>Email Address</b>	<b>Expiration of Term</b>
Dominic Barth	Commissioner	617-840-5425	586 ½ C Street	<a href="mailto:dofriesgowiththatshake@yahoo.com">dofriesgowiththatshake@yahoo.com</a>	4/30/2018
Danielle Amarotico	Commissioner	541-840-3770	265 Alta Avenue	<a href="mailto:Danielle@CommonBlockBrewing.com">Danielle@CommonBlockBrewing.com</a>	4/30/2017
Joe Graf	Commissioner	541-488-8429	1160 Fern Street	<a href="mailto:jlgtrans15@gmail.com">jlgtrans15@gmail.com</a>	4/30/2018
Alan Bender	Commissioner	541-488-4967	145 Almond Street	<a href="mailto:Alan.bender@erau.edu">Alan.bender@erau.edu</a>	4/30/2017
Corinne Vièville	Commissioner	541-488-9300 or 541-944-9600	805 Glendale Avenue	<a href="mailto:corinne@mind.net">corinne@mind.net</a>	4/30/2016
David Young	Commissioner	541-488-4188	747 Oak Street	<a href="mailto:dyoung@jeffnet.org">dyoung@jeffnet.org</a>	4/30/2018
Sue Newberry	Commissioner	775-720-2400	2271 Chitwood Lane	<a href="mailto:sue.j.newberry@gmail.com">sue.j.newberry@gmail.com</a>	4/30/2016

**Non-Voting Ex Officio Membership**

Mike Faught	Director of Public Works	541- 488-5587	20 E. Main Street	<a href="mailto:faughtm@ashland.or.us">faughtm@ashland.or.us</a>
Stefani Seffinger	Council Liaison	541-708-3665	20 E. Main Street	<a href="mailto:stefani@council.ashland.or.us">stefani@council.ashland.or.us</a>
Brandon Goldman	Planning Department	541- 488-5305	20 E. Main Street	<a href="mailto:goldmanb@ashland.or.us">goldmanb@ashland.or.us</a>
Steve MacLennan	Police Department	541- 552-2433	20 E. Main Street	<a href="mailto:maclenns@ashland.or.us">maclenns@ashland.or.us</a>
Scott Hollingsworth	Fire Department	541- 552-2932	20 E. Main Street	<a href="mailto:hollings@ashland.or.us">hollings@ashland.or.us</a>
Janelle Wilson	SOU Student Liaison	541-552-8328	1250 Siskiyou Blvd	<a href="mailto:wilsonjan@sou.edu">wilsonjan@sou.edu</a>
VACANT	Ashland Schools			
Dan Dorrell PE	ODOT	541- 774-6354	100 Antelope Rd WC 97503	<a href="mailto:Dan.w.dorrell@odot.state.or.us">Dan.w.dorrell@odot.state.or.us</a>
Paige Townsend	RVTD	541- 608-2411	3200 Crater Lake Av 97504	<a href="mailto:ptownsend@rvtd.org">ptownsend@rvtd.org</a>
VACANT	Ashland Parks		20 E. Main Street	
Jenna Stanke	Jackson County Roads	541- 774-6231	200 Antelope Rd WC 97503	<a href="mailto:stankeJS@jacksoncounty.org">stankeJS@jacksoncounty.org</a>
David Wolske	Airport Commission			<a href="mailto:david@davidwolske.com">david@davidwolske.com</a>

**Staff Support**

Scott Fleury	Eng. Service Manager	541-488-5347	20 E. Main Street	<a href="mailto:fleury@ashland.or.us">fleury@ashland.or.us</a>
Karl Johnson	Associate Engineer	541-552-2415	20 E. Main Street	<a href="mailto:johnsonk@ashland.or.us">johnsonk@ashland.or.us</a>
Kyndra Irigoyen	Administrative Assistant	541-552-2427	20 E. Main Street	<a href="mailto:irigoyenk@ashland.or.us">irigoyenk@ashland.or.us</a>

**ASHLAND TRANSPORTATION COMMISSION  
MINUTES  
January 28, 2016**

These minutes are pending approval from the Transportation Commission.

**CALL TO ORDER**

Graf called the meeting to order at 6:03pm

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

**Council Liaison Present:** Stef Seffinger

**Student Liaison Present:** Janelle Wilson

**Staff Present:** Mike Faught, Scott Fleury, and Kyndra Irigoyen

**ANNOUNCEMENTS**

New commission member Sue Newberry introduced herself to the commission. New Council liaison Steff Seffinger introduced herself to the Commission.

**APPROVAL OF MINUTES**

Approval of November 18, 2015 Minutes

Approval of December 10, 2015 Minutes

**The minutes were discussed and approved as amended.**

**ADDING OREGON SHAKESPEARE FESTIVAL LIAISON**

Bender asked about a past item pertaining to the addition of a liaison from Oregon Shakespeare Festival (OSF). Faught said that the Commission would need to propose an amendment to the current ordinance to the Council because it outlines specifically who the ex officio members are. Faught stated that staff should contact OSF to see if they are interested in joining the Commission before a recommendation is made to Council. Barth discussed general procedures and wondered if it would be a good general procedure to have an item dated with some way to reflect that it came up two meetings ago. Graf said it was reflected in the minutes in the open discussion portion, but it was not added as an agenda item to be voted on.

Bender/Viéville m/s the Ashland Transportation Commission to recommend staff to contact OSF for interest in having a liaison on the Commission. All in favor.

**ADJUSTMENTS TO THE AGENDA**

Move Transit System Study Session to the first agenda item.

**PUBLIC FORUM**

None

**OLD BUSINESS**

**Transit System Study Session**

Townsend stated there has been a significant amount of conversation in the community about the Rogue Valley Transportation District (RVTD). She informed the Commission that her presentation was open for discussion at any point and asked if the Commission had specific questions they wanted addressed during her presentation. Barth asked how essential is a transfer location, as it seems the need right now is rather modest. Townsend stated her presentation would answer that question.

She said the quality of life in most communities are dependent upon a transportation system. The United Way of Jackson County has done surveys over the years to identify community needs. Transportation is in the top three issues they are addressing along with housing and food sustainability. Since the recession, RVTD has gained a

deeper understanding of the need for transportation, especially in the valley. RVTD has several trips that are inter-city, not intra-city trips, such as Route 10 to Ashland where a large percentage of people commute to work or school. We come from a community paradigm where the mantra of reducing vehicle travel has shifted to providing greater mobility, knowing that eventually they will offset trips from the transportation system with an efficient transit system. A short sighted goal is getting to know the needs of every person in the community and understanding that there are people that live here, work here, have children, are in poverty, and do not own a car. They deserve to go grocery shopping, make appointments, etc. This shift in thinking has been happening with RVTD and the Oregon Department of Transportation (ODOT) over the years. Addressing mobility issues has been a goal for the last seven years while aiming to get people out of their cars, which is also important to RVTD.

Ridership depends on two primary factors: productivity and coverage. Townsend gave an overview of the statistics for Route 10. She said RVTD has gone from 30 minute service to 20 minute service for a short period of time and then recently had to cut back time due to the levy failing. Average capacity is about 75 people per bus and most of the time there are about 45-50 people with standing room only, making it difficult for people to board, de-board, or to ride comfortably. Productivity is a matter of looking at how many seats or buses are needed within a route to support the capacity.

Townsend stated that coverage for Ashland is an issue of equity and making sure there is access to neighborhoods such as Helman and Mountain Meadows. Such routes should be within a short walking distance, typically a quarter mile or less. On these types of routes you do not see high headways (15 minute or 30 minute), usually just one per hour. When timing or funding allows investing in these routes, RVTD would first look at what the ridership would be.

There is an underlying idea about convenience and inconvenience. She asked, when you are in Portland do you drive? She said she does not as it costs too much, parking is hard to come by, and there is too much congestion. For her, it is easier to use the Max to get around town. Here we do not have as much congestion, but we are dealing with parking management issues. The more inconvenient it is to park (financially or timing), the more people will not want to drive their car. Bender asked about routes that have long headways of 30-60 minutes. On the assumption that people have a cell phone with the capability to download applications on it, how is RVTD addressing that? Townsend stated they have implemented an app called One Bus a Way. There are GPS units on every bus, so the app users can track buses in route. She stated they have had great reviews of the app from customers. They also have a trip planner on Google maps with transit trip planning. Bender asked for example, if you are sitting in the doctor's office, you could see when the bus is going to arrive. She said yes.

Townsend said she is an advocate for making it a disincentive to park because that is something the city has in their control. Part of a Transportation Demand Management program is to create incentive based trip coordination. For example, you might have a driver decide to drive three days a week and take public transit the other two days. The two days they do not drive they could be offered some kind of credit towards a gift certificate or other incentive. She also noted it is important to have a completely built transit system for access and use.

RVTD is in the process of getting grants to hire a consultant to update their 10 year Long Range Plan. She said they currently serve seven cities and for the previous plan, they met with a public works representative and a Council liaison from each city. They discussed what transit enhancements were important to each jurisdiction. For the long range planning, it is important to find out what kind of long range developments and land use changes will be happening that RVTD should be aware of. On the top of their to do list is expanding the east side route in Medford, expanding hours, expanding White City routes, and adding back Saturday service.

Faught said when we did the Transportation System Plan (TSP) update there was a joint meeting with the RVTD board and the City Council. Our Council strongly supported the funding that would allow RVTD to have extended hours and was sad that the levy did not pass. Townsend said she always tells the people up north that the City of Ashland transit plan is exceptional.

There were eight proposed routes in the transit system for Ashland, which is more routes than what RVTD has in its entire system. It would have been very costly to have those routes in service. Townsend said they asked which ones were necessary. She displayed a map that shows density levels and proposed routes within the City of Ashland for

one hour and 30 minute services. She pointed out that the Helman and Mountain Meadows neighborhoods have enough density to support a transit route.

Bender said the use of transit by young people is at a record high. Millennials are not driving their own cars due to cost and restrictions associated with getting a license. The need to travel by car is not a necessity for this age group right now because everything they need is accessible by their digital device (watching movies, talking to friends, reading a book, etc.) however it is predicted that these habits are not expected to last and they will eventually use a car as they grow older. He also said there will be more seniors using transit and asked if the study considered that. Townsend said that this study does not look at demographics, just at people per acre. She agreed there is a growing senior population who will eventually rely on transit. She said they would like to have people exposed to using transit earlier so they are comfortable using it and one of the biggest fears for seniors in using transit is not knowing how.

Young talked about people who are making choices based on reducing their carbon footprint, who look forward to walking to the bus stop. The City of Ashland wants to have a service that provides shuttle within the city limits, an intra-city route. Since Ashland wants a shuttle service like this, does RVTD see it as a possibility in their model to contract for services like this with Ashland? He asked, could RVTD offer support of overall operations for this? Townsend said that Ashland identifies with reducing their carbon footprint more than any other city they serve. Ashland has both millennials and older adults and a genuine interest in reducing reliance on the automobile. She said that the City of Ashland has supported RVTD financially to improve service here. They had Route 5 and Route 15 for a number of years. The ridership plateaued after a certain time while the Council and leadership expected it to increase. Townsend said RVTD is up for discussing additional services back to Ashland again. She said the other thing to keep in mind is how many people come into Ashland and make the city function, such as food servers, hotel room attendants, library employees, etc. Having a service that would be convenient for them to get here would leverage and enhance the service through the entire system, but the City was not ready to embrace that. They wanted to have service just within the city and not look at who needs to come into the city. She said that Faught has voiced his opinion on the matter that people need to get in and out of city.

Townsend displayed a map. She said it illustrates that Ashland does not need eight routes within the city. She said they have a vested interest in expanding service into other neighborhoods. Mountain Meadows has also expressed interest in having service to their facility. Not only is funding an issue for this area, but there is nowhere to turn a bus around. They have also looked into servicing the northeast Helman neighborhood as it would serve a larger density area of lower income. The needed connection is the E. Nevada St. Bridge. That bridge is essential for RVTD to get a route into Mountain Meadows and the Helman area. This route would depend on the bridge being constructed. Bender asked if the areas where a bus is restricted because of size, could a van be used instead and if there were any regulations on what size of vehicles could be operated. Townsend said the only requirement is to have the vehicle equipped with a lift for a wheelchair bound passenger. If a van carries a wheelchair, the capacity is reduced from 13 passengers to 4 passengers. She said there are some in the RVTD fleet they use but the cost of fuel and the driver is about the same as other kinds of transportation vehicles, so they tend to use a bus instead.

Townsend explained transfer stations in town. There has been interest to do a circulator in town, high capacity transit or a bus rapid transit, which is a limited stop service and would be faster than the traditional Route 10 service. A transfer center is where two buses of different routes meet up at the same location for personal transfers to another route. An example of this is the transfer center at the South Medford Walmart, which can accommodate three different buses at the same time. A transfer station usually has off-road bus parking, like the station on Front Street in Medford. Usually a station has passenger amenities such as a vehicle and bicycle park and ride along with a place to buy tickets. Transfer station space needs to continue to grow. She said that adding a transit transfer center in downtown Ashland is not ideal, it would need to be moved somewhere else. Faught said the current TSP details a transfer station on Clear Creek Dr. on the railroad property and this location could accommodate for rail transit as well. Townsend said the Front Street location in Medford has the potential to be used for rail transit in the future because of its location. She said in the Croman Mill Comprehensive Plan there are plans for a park and ride, a passenger waiting area, and a docking station located on the rail. This was in anticipation that there may someday be passenger rail in this area. To accomplish this type of project she said it could take 10-15 years of planning.

Seffinger asked Townsend to explain more about the E. Nevada St Bridge connection. Townsend said it would help

them service the Helman area and would make an easier connection to the Mountain Meadows neighborhood.

Townsend said they are having a funding issue at RVTD right now with failed levies. They are now using their reserves to fund their services, about a million dollars a year. Route 2, Route 30, and Route 24 would be cut and Route 60 would go down to one hour frequency if they were not using their reserves to sustain these services. The reserves will be gone by 2018. Their board is looking at a new funding levy in 2016 to sustain service routes.

They had previously expanded services from 6:30-9:00 p.m. but it was too costly and there was not enough ridership during that time. Saturdays are the most productive day of the week. The RVTD board is discussing the future levy and what services to add. The services include: sustain current service, adding back Saturdays, 20 minute service on Route 10, increasing headways on the East Route to 30 minutes, and adding shuttles to the Rogue Community College Table Rock campus in White City.

Graf said none of the things we want in our TSP were mentioned in the presentation and do not seem to appear in RVTD's radar. He asked what the criteria is for RVTD to work with us to get the systems running that we want in Ashland. Townsend said they work on the limited resources they have and prioritize what the greater community needs are. Graf said this sounds fair and it is reasonable for us to know we cannot expect to receive resources from RVTD and will need to come up with a plan to excite RVTD. He also asked how much of the cost is covered by bus fare and how much is covered by subsidies or grants. Townsend said about 20% is from the passenger fare like Route 10, while Route 30 is closer to 8%. The federal grant is about a third of the budget and the property tax is another third of the budget, while the rest comes from small state funds.

## **NEW BUSINESS**

### **Siskiyou Blvd. – Tolman Creek Stop Sign**

Fleury said a petition letter was submitted regarding safety improvements at the intersection. He was contacted by ODOT about installing a 4-way stop at this intersection. Public Works asked for Kim Parducci, from Southern Oregon Transportation Engineering, to analyze the intersection and make a recommendation for installation of the 4-way stop. Her memo in the packet details the intersection analysis. She said that installing the 4-way stop would improve operations in the area. According to our internal database, there have been nine accidents at this location, while ODOT's database only specifies five. ODOT does not want to move forward with installation without our support. And Faught would like any recommendations for improvement to go before the City Council for final approval. Viéville asked if it would be a stop light or a stop sign. Fleury said this would be a 4-way stop control, which could lead to a signal at a future date. This is an identified location of concern within the TSP. Staff's plan is to advertise for a public hearing at a future TC meeting in order to obtain their opinions on the matter and also include ODOT at the meeting.

Graf said Parducci's memo does not say that the warrants absolutely demand a 4-way stop. It would be an improvement but not required. Fleury said that it meets certain warrants, but not all the warrants as specified in the MUTCD. It would be considered a safety improvement due to the intersection skew. Graf asked if it would be a blinking red light in all directions with signs and if the flasher would be removed?. Fleury said he does not know the plans for removing the flasher and ODOT would have to formulate a final design for installation of the 4-way stop.

Barth said based on the ODOT numbers, which does not clearly warrant a 4-way stop, what does Officer MacLennan think about adding more police enforcement? MacLennan said he believes this an education and enforcement issue, not a roadway issue. He said he went back through the crashes and they were mainly driver error. In 2011 a woman decided to pass a semi-truck that was turning and was side swiped; 2012 a hit and run was reported; 2013 a vehicle pulling out of the parking lot of a local business was hit; 2013 a car was southbound in the right turn lane and was rear ended; 2014 a right turn off of Tolman, a car was turning left into a local business and was hit; 2014 a man ran a stop sign; 2015 a vehicle ran into another vehicle who stated she could not see the other car; 2015 a teenager was speeding and slid into the curb. He believes this is more an issue of enforcement and education not a stop sign and speed issue. Speeds are lower here during the day. The main issue is getting cars to stop behind the stop bar on the northbound Tolman side. MacLennan also mentioned that employees who work at Bellview Elementary signed the petition letter.

Newberry asked is there a need for a stop sign if it is not warranted. She said as most studies show if we start adding

unwarranted stop signs people start running them. Officer MacLennan is not recommending putting stop signs there, but having more enforcement. Faught said he would like to look at the issue further.

### **Bridge St. Parking Restriction**

Fleury said he updated some information in the packet including a couple of parking lot counts at various times of the day. He spoke with one of the owners of one of the buildings, who said this is the slow time of year for that location as Mihama's closes for two weeks during the winter and SOU is out for winter break. He said it is up to the Commission to make a decision on the issue. The business owners want to have a one-hour parking restriction. Amarotico asked how many different time zones there are. Fleury said there are 10 minute, 15 minute, 30 minute, 1 hour, 2 hour, and 4 hour parking time zones. Most of the time zones are in the downtown core area. Viéville asked if this was to discourage students from parking there. Fleury said that the anecdotal evidence says that people arrive there early in the morning and park there all day because they do not want to buy a campus parking pass. Young said it is to benefit the customers and employees parking there. Graf asked who would enforce this. Enforcement will be on an on call basis as officer MacLennan stated they do not have time to check this area for parked cars. Faught said most people want to follow the rules if the signs are put there. MacLennan said if they see the same vehicle parked there repeatedly, they would take action on it. Young asked if this sets a precedence for other areas where businesses have issues with parking. He pointed out that the Commission will be looking at the Siskiyou Blvd. corridor as a major project. He thinks rather than do this on a complaint driven basis, they should wait to solve this with a more comprehensive plan. Graf said the Siskiyou Blvd. study stretches from Walker to Sherman. He asked if everyone agreed with Young's idea of waiting to solve this when the Siskiyou Blvd. corridor is studied. All agreed.

### **Accident Report**

Officer MacLennan reviewed the accident report. He said a few were reported after the accidents occurred. The first one he reviewed, on November 2<sup>nd</sup> was from an inexperienced driver who ran into a parked truck. Young asked about the last four accidents on the first page. MacLennan said he could not say much about these because they were not his. The one reported on November 19<sup>th</sup> was reported after the fact. Viéville asked what 'after the fact' means. MacLennan said someone will be in a crash and will not call until an hour or two; maybe a day or week later after the crash actually occurred. He said he did not issue a citation for the one on December 1<sup>st</sup> because both drivers in the accident could not see due to the sun. He said no citation was issued on December 14<sup>th</sup> for the pedestrian that was hit. The pedestrian was intoxicated, a local transient, and issuing a citation would not have done any good.

### **Election of Vice Chair**

Viéville nominated Barth to be vice chair. All were in agreement to appoint Barth to serve as the vice chair to the Ashland Transportation Commission.

### **FOLLOW UP ITEMS**

#### **City Source-Sidewalk Clearance**

None

### **INFORMATIONAL ITEMS**

#### **TC-chair presentation to Council-February 16, 2016**

Fleury said he would like to know if the Commission would like to present anything at the Council level. They decided to come up with something offline for this. Graf and staff will be meeting the following week to discuss.

### **Action Summary**

Fleury said deer signs were installed on N. Main, which were provided by ODOT.

### **Making and Impact Newsletter (January/December)**

Barth asked about the zig-zags on the road on page 1, where they approach the crosswalk and wondered if they could be used as a possible solution on Siskiyou and Tolman. He said it seemed cheap and easy. Faught said he has never seen that used before.

### **Grandview Shared Road Status**

Faught said this project is still in the surveying and engineering phase.

### **COMMISSION OPEN DISCUSSION**

Graf received an email from Zagster, a bike share company, who is interested in coming to Ashland. Faught said he received information that a bike share will be installed at the hospital. Graf asked if the Commission wanted to have Zagster speak with the Commission or continue working with United Way who is already doing this. Viéville asked if it would be a bad thing to hear from them. Graf said no, but they may not come if they know the city is considering United Way. Faught recommended they let them know City is working with United Way on this project.

Amarotico said she really enjoyed Townsend's presentation and that she is glad she came today.

Bender said he would like to discuss car share services at a future meeting.

Graf said now would be a good time to talk about future agenda items. Next time the commission will discuss Tolman Creek and then follow-up on transit.

The Commission discussed some plans for future meetings.

### **ADJOURNMENT**

Meeting was adjourned at 8:15pm.

*Respectfully submitted,  
Kyndra Irigoyen  
Public Works Administrative Assistant*

# Memo

CITY OF  
ASHLAND

Date: February 18, 2016  
From: Scott A. Fleury  
To: Transportation Commission  
RE: TSP Transit Prioritization

## **BACKGROUND:**

Previously Commission has reviewed discussed transit in general for the City of Ashland. These discussion included an overview of the transit section within the current Transportation System Plan (TSP) and an overview with Paige Townsend of RVTD regarding their long term plans.

The next step in the process is for the Commission to discuss and prioritize transit projects recommended in the TSP, reference attached transit section.

## **Projects:**

**1) Establish a Customized Bus Pass Program** – Establish a customized community bus pass program that will target groups such as high school students, seniors, public employees, and those in financial need. *The program should be crafted to provide passes to groups that are likely to have the most impact on ridership as well as those in financial need of assistance.*

**2) Extend Service Hours** – Extend service hours for Route 10 into the weekday evenings (e.g., 10:00 p.m.) and provide service on Saturday and Sunday. Encourage RVTDT to implement extended service hours on other key routes.

**3) Provide Express Bus Service to Medford and the Rogue Valley International Airport** – Continue to explore opportunities with RVTDT to establish express bus service to and from Medford and the Rogue Valley International Airport during the morning and evening commute hours and timed with flight arrivals and departures. *Express bus service could be provided via additional service on Route 10 with limited to no stops between downtown Ashland, downtown Medford, and the Rogue Valley International Airport.*

**4) Expand Service Area** – Work with RVTDT to expand the transit service area as additional areas within the City become capable of supporting transit services. Areas capable of supporting transit service that are not currently being provided transit service are shown in red in Figure 9-2.

**5) Central Hub** – Identify a location for a future transit hub to serve as a multi-modal transfer center for bus routes and Express Service operating in and to Ashland. Potential locations could include the long term park-and-ride locations shown on Figure 9-1.

**6) Increase Service Frequency** – Use the thresholds documented in Table 9-2 to coordinate and program with RVTDT increased transit service frequency in the future.

**7) Support Private Transit Circulator** – Work with Chamber of Commerce and existing businesses and hotels to provide a privately run circulator service (trolley or other type) to operate on a fixed route or on demand to help shuttle tourists from hotels to destinations throughout Ashland and potentially to the Rogue Valley International Airport. *Some hotels already provide some limited shuttle service and there could be benefit to consolidating these efforts to provide more robust service to all tourists. This service could be operated seasonally.*

**8) Support SOU Transit** – Work with Southern Oregon University (SOU) to provide a privately run circulator that targets SOU students' needs including service to the Medford campus.

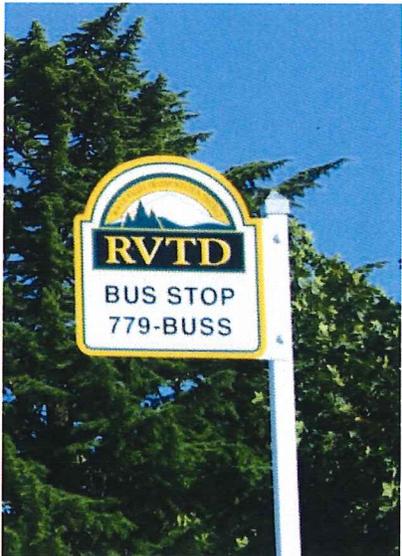
**9) Support Fare Free Transit in Ashland** – Work with RVTB to continue to explore the feasibility of fare free transit within Ashland.

**10) Establish Rubber Tire Trolley Circulator** – The City should explore opportunities to establish a circulator within Ashland as a means to facilitate non-auto travel by visitors, students, and residents making shorter trips. Figure 9-4 illustrates a potential circulator route and stop locations.

**CONCLUSION:**

This item is for formal Commission discussion to include recommendations on prioritizing transit projects.

Section 9 Transit Plan



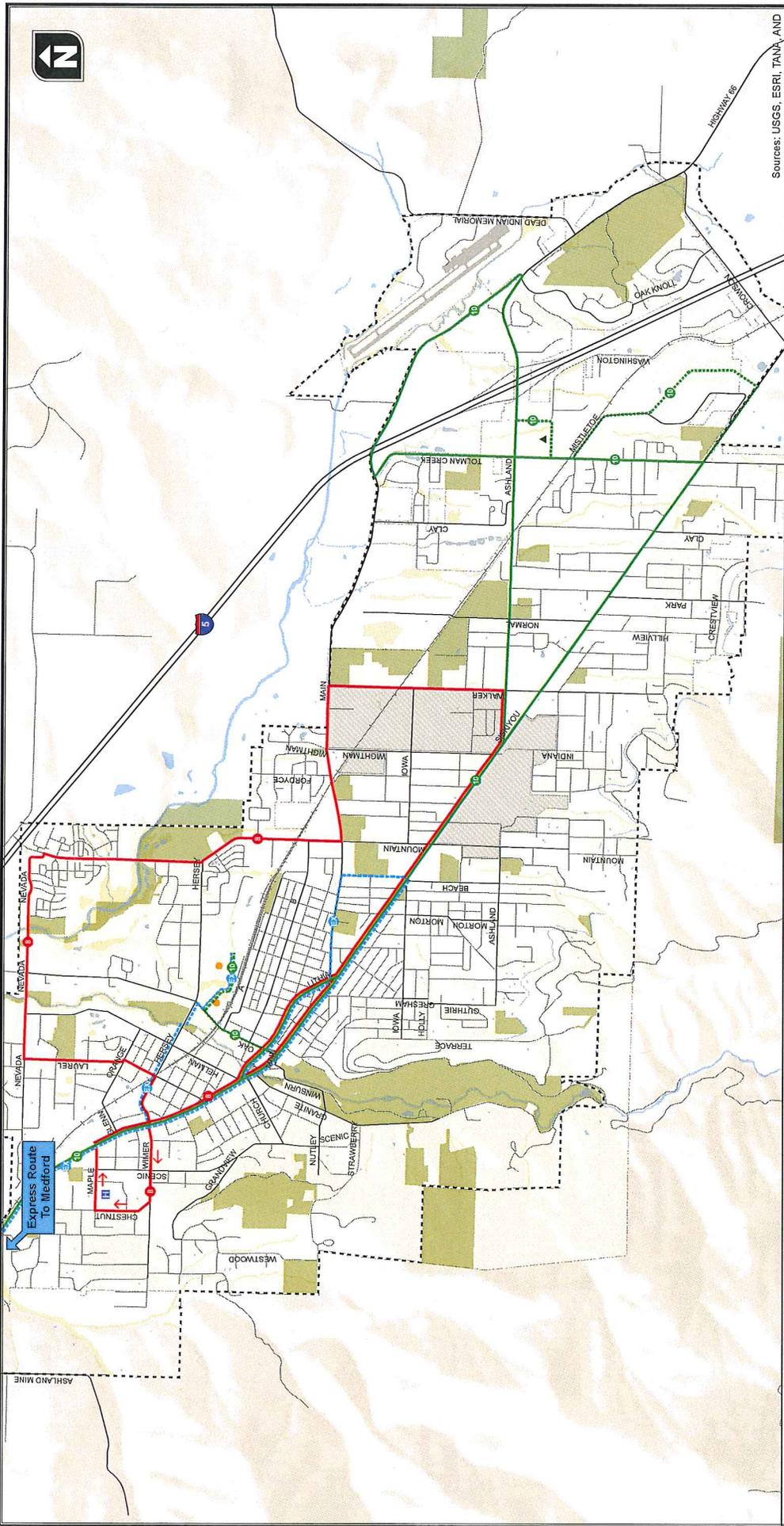
## TRANSIT PLAN

The transit plan presents policies and programs focused on improving transit service within and to/from Ashland. Figure 9-1 illustrates the existing and planned transit routes in the City of Ashland based on the City's transit priorities. The planned routes and service improvements are discussed below in the subsection: Program #5 (O5) Transit Service Program.

### Policy #14-19 (L14 through L19) Transit Enhancement Policies

The following transit enhancement policies improve access to transit, land uses surrounding transit, and/or physical elements or attributes which the City has the direct ability to influence.

- **Policy #14 (L14) Encourage Greater Concentrations of Housing** – Establish policies and/or incentives to encourage a greater concentration of housing along transit corridors and within urban renewal districts as a means to increase transit ridership and establish transit attractive destinations (*Goal 3 and 4*).
- **Policy #15 (L15) Upgrade Sidewalk Facilities** – As project opportunities arise through Capital Improvement Program (CIP) investments or development, upgrade sidewalk facilities to ADA compliance on streets where transit service is provided and/or planned (*Goals 2 and 4*).
- **Policy #16 (L16) Provide Street Lighting** – As project opportunities arise through CIP investments or development, install and/or improve street lighting at transit stops and along streets leading to transit stops (*Goals 2 and 4*).
- **Policy #17 (L17) Provide Bicycle Storage** – As project opportunities arise through CIP investments or development, incorporate bicycle storage at major transit stops, including the downtown core, Southern Oregon University (SOU), and the Ashland Street (OR 66)/Tolman Creek Road intersection (*Goals 3 and 4*).
- **Policy #18 (L18) Increase and Improve Pedestrian Crossing Opportunities** – As project opportunities arise through CIP investments or development, improve pedestrian crossing opportunities across major roadways to facilitate access to transit stops (*Goals 2 and 4*).



Sources: USGS, ESRI, TANA, AND

Figure 9-1

### Existing and Planned Transit Service

- Existing Route 10
- Potential Long-Term Route 10 Modification
- Potential Long-Term Express Route
- Modified Route 8B
- Potential Long-Term Park & Ride
- Potential Croman Mill Site Park & Ride

- **Policy #19 (L19) Work with RVTD to Monitor and Improve Transit Stop Amenities** – As opportunities arise, upgrade transit stop amenities based on ridership thresholds (*Goals 2 and 4*). Ridership thresholds and amenities include:
  - Level 1 (stops with 0 to 19 riders/day) -  
Bus stop sign with route information and attached bench
  - Level 2 (stops with 20 to 49 riders/day) –  
Level 1 amenities plus separate bench and ADA landing pad
  - Level 3 (stops with 50 or more riders/day) –  
Level 2 amenities plus covered, lit shelter and  
secure bicycle parking (e.g., bicycle lockers)

Policies related to other critical transit service elements such as hours of service, service frequency, fare, and service coverage are included below under “Programs”; these require coordination with the Rogue Valley Transportation District (RVTD), the regional transit provider.

#### Program #5 (O5) Transit Service Program

The Transit Service Program provides funds and guidance on how to allocate funds to improve transit service (and increase transit ridership) in Ashland in collaboration with RVTD. *Improving transit service to, from, and within the City of Ashland is an important element to help the City move toward its goals of creating a green template (Goal 1), supporting economic prosperity (Goal 3), and creating system-wide balance (Goal 4).*

#### ***Brief History of Transit Service in Ashland***

The City of Ashland has a history of subsidizing transit in the form of reducing fares for trips within Ashland and paying for an additional transit route in Ashland. These investments were made with the goal of increasing transit ridership.

In approximately January of 2003, the City of Ashland began subsidizing fares for transit trips within Ashland such that transit use was free to riders. Completely subsidized fare continued until approximately June 2006 at which time the City reduced the amount of the subsidy such that trips within Ashland were \$0.50 for riders. From 2009-2011, the City of Ashland has continued to subsidize fares for transit trips within Ashland (although at a rate less than in 2006) and paid for additional service within Ashland (Route 15) to increase the frequency of bus service to approximately 15-minute headways on weekdays. The addition of Route 15 did not have the level of impact on ridership desired by the City and in 2011, RVTD decided to increase service frequency on Route 10 to 20-minute headways. Route 10 provides service within Ashland and to Medford. As a result, the City of Ashland has ended its subsidy to fund Route 15 and is not currently subsidizing fares.

Subsidies to RVTB for reduced fares and 15-minute service in Ashland were approximately \$200,000 per year after the Business Energy Tax Credit (BETC) credit. Any future subsidized program should have the outcome of increased ridership.

**Transit Service Priorities**

Transit service priorities for RVTB and the City are discussed below. The priorities identified by RVTB in their long range plan are relevant to the City, because RVTB is currently the City’s public transportation provider. The City’s priorities discussed below are the specific transit service enhancements the Transit Service Program will use to fund.

*RVTB’s Transit Service Priorities*

RVTB’s Long-Range Plan for transit service expansions includes three tiers of transit service expansion priorities based on three potential funding scenarios. Tier 1 includes the highest priorities for service expansion and primarily includes extended hours on existing transit service with some minor service expansion. Tier 2, which is based on a higher funding scenario, includes Tier 1 service expansions in addition to a second level service expansion priorities which include additional routes, express routes, and peak service. Tier 3 expansions, although still a priority, are lower in priority than the Tier 1 and Tier 2 expansions and include additional routes and the formation of a transit grid system.

The Tier 1, 2, and 3 projects identified in RVTB’s long-range plan that would enhance transit service to, from and in Ashland are described in Table 9-1.

**Table 9-1 RVTB’s Transit Service Enhancement Tiers**

Transit Service Enhancement Tiers	Transit Service Expansions
Tier 1	Expanded service hours on weekdays (4 a.m. to 10 p.m.) and provide Saturday service (8 a.m. to 6 p.m.)
Tier 2	Provide Circulator Service in Ashland on the east side of OR 99, Four Hour Peak Service, and Express Route (15 minute service) from Medford to Ashland Plaza.
Tier 3	Provide additional transit routes in South Ashland.

*The City of Ashland’s Transit Service Priorities*

The City of Ashland’s priorities for expanded transit service are compatible with RVTB’s priorities although slightly different and are described in more detail below.

- 1) **Establish a Customized Bus Pass Program** – Establish a customized community bus pass program that will target groups such as high school students, seniors, public employees, and those in financial need. *The program should be crafted to provide passes to groups that are likely to have the most impact on ridership as well as those in financial need of assistance.*

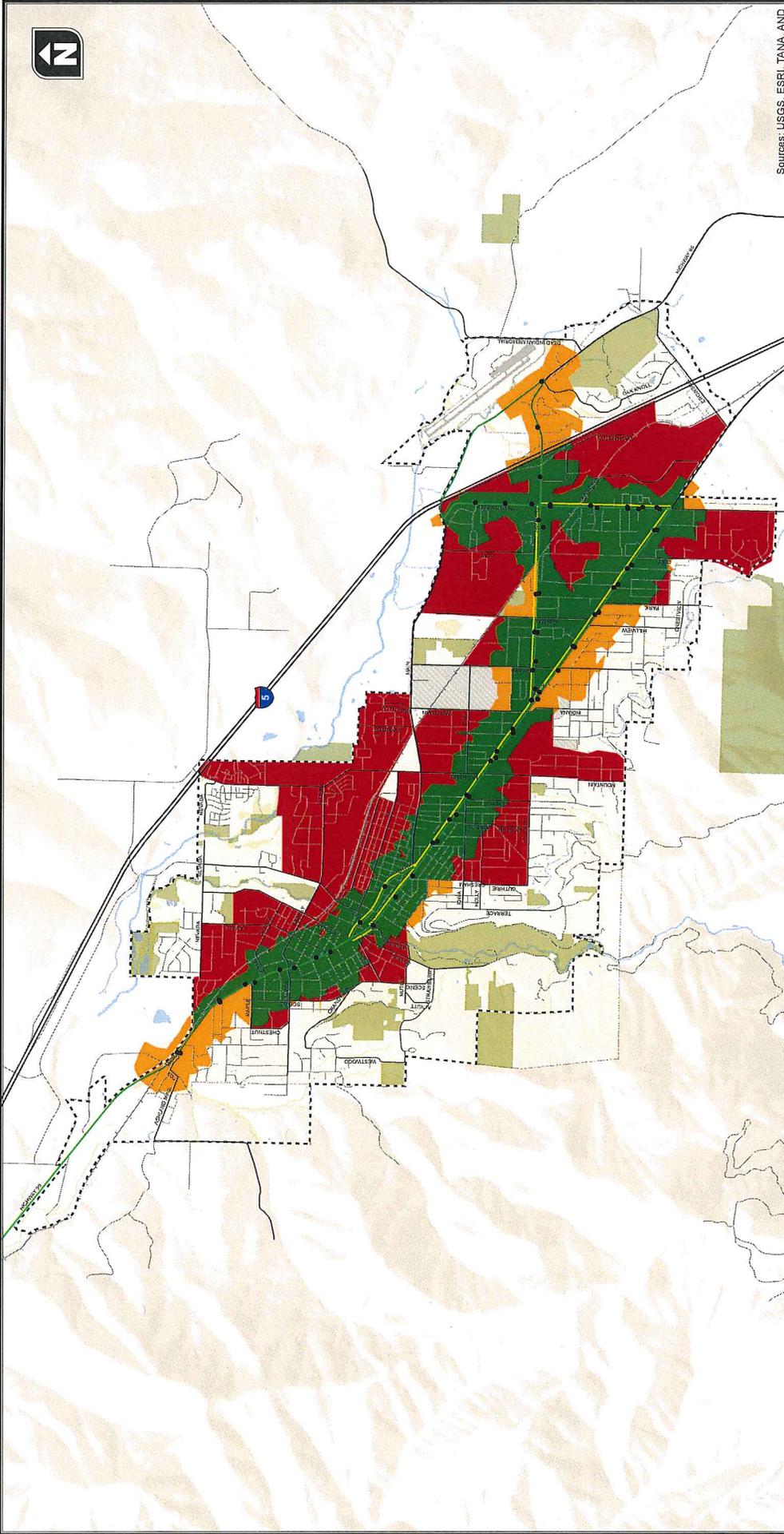
- 2) **Extend Service Hours** – Extend service hours for Route 10 into the weekday evenings (e.g., 10:00 p.m.) and provide service on Saturday and Sunday. Encourage RVDT to implement extended service hours on other key routes.

*2012 RVTD extended service hours on Route 10 to 10:00 p.m. on weekdays and provides Saturday service. The benefit of extended service hours is somewhat limited to local trips as not all routes that connect to Route 10 in Medford have extended service hours. However, the extended service hours on Route 10 serve a need between SOU and SOU's Medford campus; however, this need may also potentially be served by a shuttle service operated by SOU.*

- 3) **Provide Express Bus Service to Medford and the Rogue Valley International Airport** – Continue to explore opportunities with RVTD to establish express bus service to and from Medford and the Rogue Valley International Airport during the morning and evening commute hours and timed with flight arrivals and departures.

*Express bus service could be provided via additional service on Route 10 with limited to no stops between downtown Ashland, downtown Medford, and the Rogue Valley International Airport. Figure 9-1 illustrates the potential express bus service route including two long-term park-and-ride locations within the City of Ashland. The two long-term locations are: 1) Railroad District adjacent to Hersey Street and 2) the Croman Mill Site. The Railroad District location preserves the opportunity establish a transit hub near downtown that would be well served by future commuter or passenger rail service. The Croman Mill Site provides the opportunity to operate a two-hub system, if the site and surrounding area develops to such a density to warrant a second hub.*

- 4) **Expand Service Area** – Work with RVTD to expand the transit service area as additional areas within the City become capable of supporting transit services. Areas capable of supporting transit service that are not currently being provided transit service are shown in red in Figure 9-2.



Sources: USGS, ESRI, TANA, AND

**Transit Supportive Areas  
Based on Existing Service  
(Based on 2034 Household and Employment Forecasts)**

- Bus Stops
- Bus Route 10
- Bus Route 15
- Transit Supportive Areas Served
- Current Service Coverage Area
- Transit Supportive Areas Unserved

**Figure 9-2**

As documented in the Supplemental Transit Information Memorandum (dated May 16, 2011), certain areas of Ashland not currently served by transit are forecasted to be capable of supporting transit by the year 2034 based on their population and/or employment densities. Areas within ¼ mile walk of a transit stop are considered to be served by transit as indicated by the green and yellow areas on Figure 9-2. The areas shown in red are based on the Transportation Analysis Zones (TAZs) in the regional travel demand model and do not necessarily warrant transit service within a ¼ mile. Rather, the areas in red help identify key corridors where future densities will be supportive of transit service (such as Hersey, Mountain, East Main, and Mistletoe). The City should work with RVTD to identify and fund new routes and/or modify existing routes to best serve these corridors when they develop to a point that transit service becomes feasible.

Figure 9-1 illustrates the additional transit route, Route 8, identified to serve the unserved transit supportive area along Mountain Avenue. Route 8 is shown circulating via Nevada Street after the Nevada Street extension is complete (see project R17). The estimated cost to operate Route 8 is approximately \$580,000 per year. This assumes two buses operating on 30-minute headways for 10 hours per weekday.

The need for an additional route in the south end of Ashland is likely longer-term than the proposed Route 8. The route to serve south Ashland would be dependent upon the development pattern but it could potentially travel within the Croman Mill development (as opposed to only along Tolman Creek Road) and serve the portion of E Main Street that is served less frequently by Route 10.

- 5) **Central Hub** – Identify a location for a future transit hub to serve as a multi-modal transfer center for bus routes and Express Service operating in and to Ashland. Potential locations could include the long term park-and-ride locations shown on Figure 9-1.

A typical early step for a city where transfers need to occur between routes is to have them occur on-street, perhaps at an enhanced stop (e.g., one with a larger, decorative shelter). Once the system grows to a size where multiple routes are meeting to transfer passengers, then an off-street center begins to make sense. As discussed as part of the Priority 3, two potential long-term transit hubs are: 1) Railroad District adjacent to Hersey Street; and 2) Croman Mill Site. The timing and extent to which these are developed will depend on the development occurring adjacent to the sites. The potential long-term Croman Mill Site could either be served by extending the express route or tied into the Railroad District hub via Route #10.

Another instance where an off-street center makes sense is when it serves intermodal transfers multiple times a day (e.g., intercity bus to local bus, commuter rail to local bus). A commuter express route to Medford could still pass through downtown to capture transfers from other routes while still serving the long-term park-and-ride site. Diverting existing routes should be avoided or minimized, because it increases travel time for the majority of passengers and risks increasing the costs of operating the route. The development of a central hub is estimated to

cost approximately \$1,300,000. The preferred plan includes \$300,000 as local match for potential grant funds.

- 6) **Increase Service Frequency** – Use the thresholds documented in Table 9-2 to coordinate and program with RVTD increased transit service frequency in the future. *The current 20-minute headways on Route 10 are sufficient for Ashland given the existing and forecasted future residential densities.*

**Table 9-2 Transit Service Frequency and Residential Housing Densities**

Transit Service Frequency	Residential Density Threshold
Local Bus Service (1 bus per hour)	4-5 dwelling units/net acre <sup>1</sup>
Intermediate Bus Service (1 bus every 30 minutes)	7-8 dwelling units/net acre <sup>1</sup>
Frequent Bus Service (1 bus every 10 minutes)	12-15 dwelling units/net acre <sup>1</sup>
High Capacity Transit Systems (e.g., Streetcar, Light Rail)	25-50 dwelling units/net acre <sup>1,2</sup>

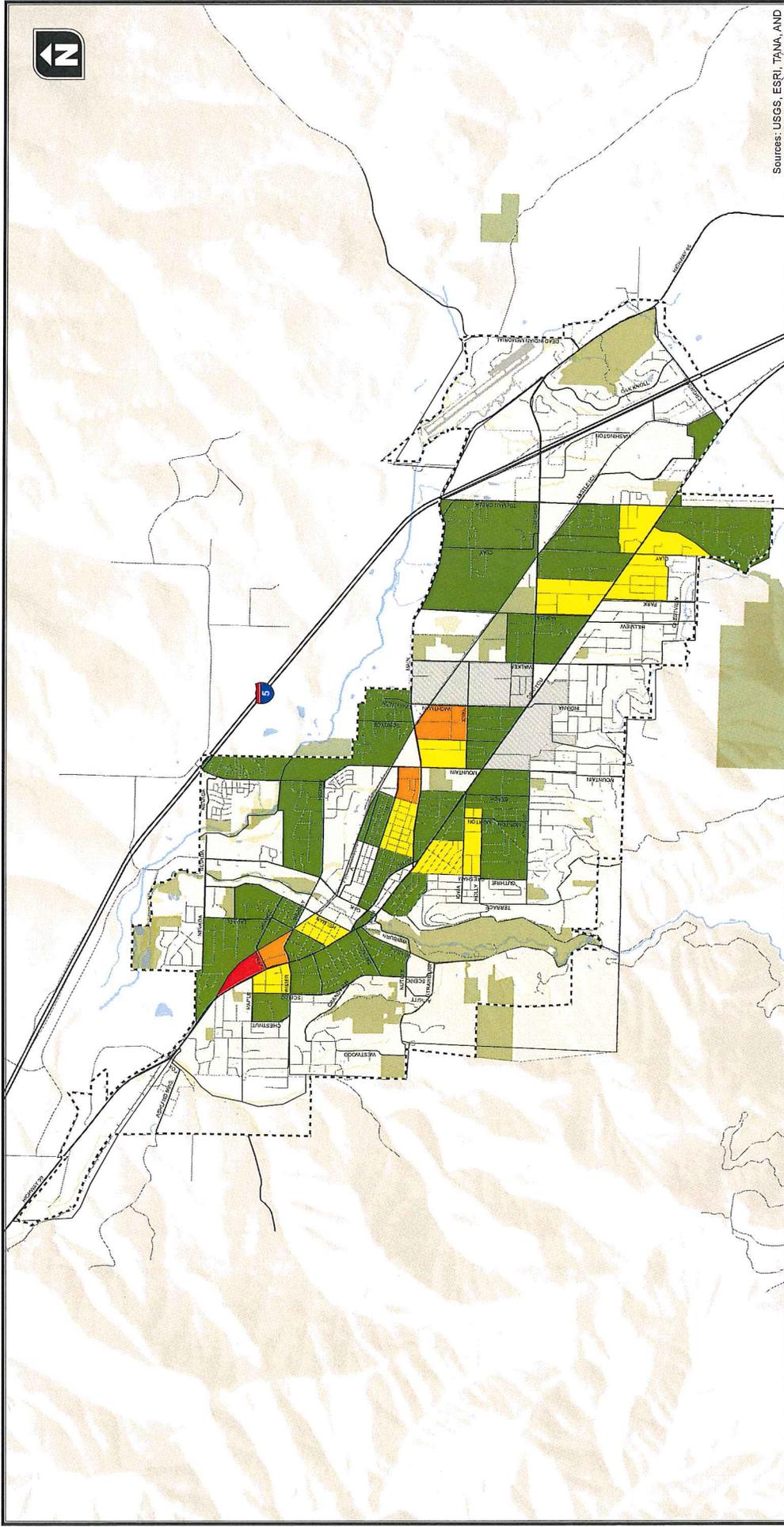
<sup>1</sup>Net acres are developed land not including streets, parks, etc.

<sup>2</sup>This density applies to station areas.

Figure 9-3 illustrates the 2034 forecasted household densities (densities shown in Figure 9-3 are based on gross acres) and the corresponding transit service frequency.

- 7) **Support Private Transit Circulator** – Work with Chamber of Commerce and existing businesses and hotels to provide a privately run circulator service (trolley or other type) to operate on a fixed route or on demand to help shuttle tourists from hotels to destinations throughout Ashland and potentially to the Rogue Valley International Airport. *Some hotels already provide some limited shuttle service and there could be benefit to consolidating these efforts to provide more robust service to all tourists. This service could be operated seasonally.*
- 8) **Support SOU Transit** – Work with Southern Oregon University (SOU) to provide a privately run circulator that targets SOU students' needs including service to the Medford campus.

*Exhibit 9-1 illustrates the cities in which SOU students are living with approximately 45% living outside of Ashland some of whom it may be feasible to serve to via a circulator between SOU's campuses in Ashland and Medford. Exhibit 9-2 illustrates of the 55% of students living Ashland, the percentage of those students living within a 1/2 mile, mile and 2 miles of campus. This information illustrates a well routed local circulator may be able to efficiently serve most of the students within Ashland.*



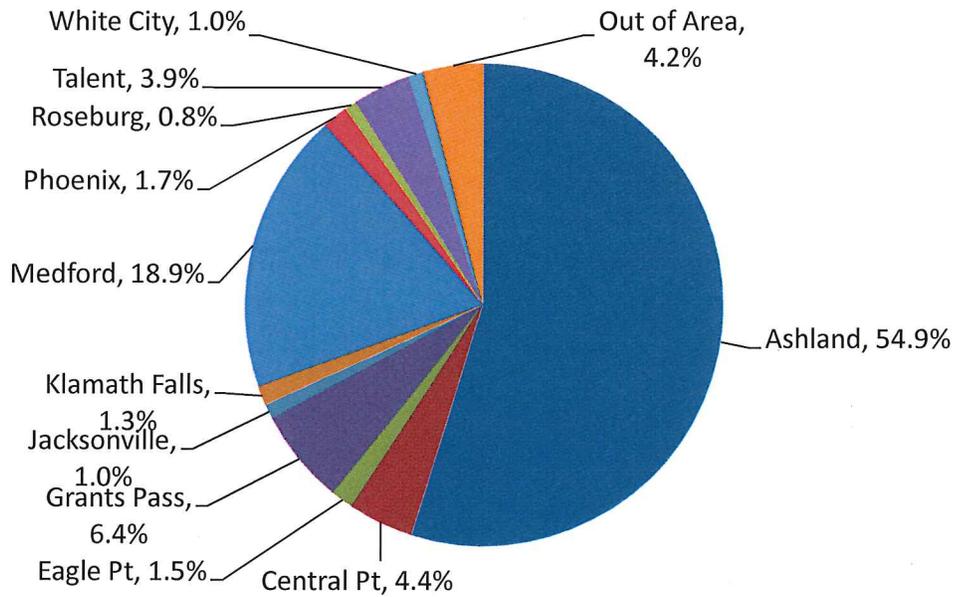
Sources: USGS, ESRI, TAMA, AND

Figure 9-3

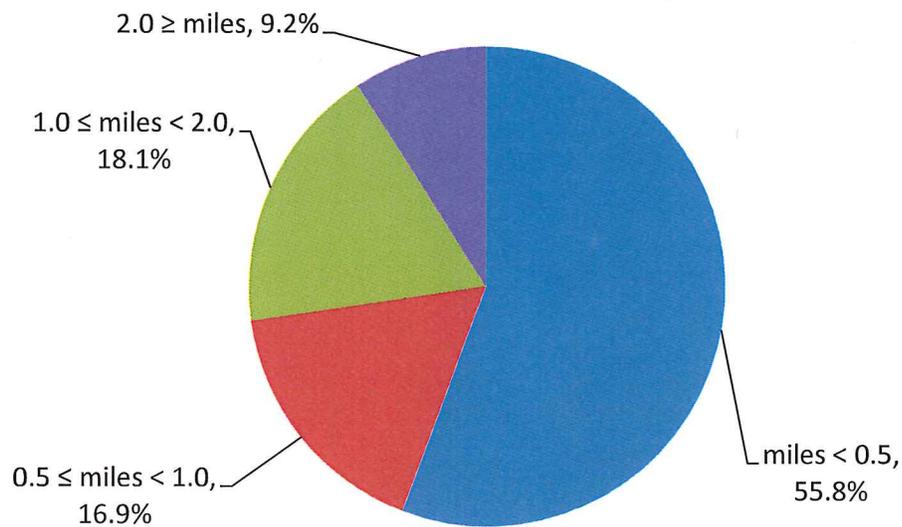
### 2034 Forecasted Household Densities and Transit Service Frequency

	< 3 HH/Acre (Unsupportive)
	3 - 6 HH/Acre (1-Hr Service)
	6 - 8 HH/Acre (30-Min Service)
	8 - 12 HH/Acre (15-Min Service)
	12+ HH/Acre (10-Min Service)

**Exhibit 9-1 Percent of Students in Nearby Cities**



**Exhibit 9-2 Percent of Ashland Students Distance from Campus**



- 8) **Support Fare Free Transit in Ashland** – Work with RVRTD to continue to explore the feasibility of fare free transit within Ashland.

*As documented in the Supplemental Transit Information Memorandum (dated May 16, 2011), a 2002 synthesis of fareless transit service policies concluded fareless policies may be appropriate for smaller transit systems in communities where some of the primary disadvantages of fareless service (e.g., overcrowding, security, and problem riders) may not be significant concerns. See the Supplemental Transit Information Memorandum (dated May 16, 2011) for more details.*

**10) Establish Rubber Tire Trolley Circulator** – The City should explore opportunities to establish a rubber tire trolley circulator within Ashland as a means to facilitate non-auto travel by visitors, students, and residents making shorter trips. Figure 9-4 illustrates a potential circulator route and stop locations. *The conceptual level cost of establishing a circulator is estimated to be \$2,800,000 to \$4,500,000. This estimate assumes 15 stops along the circulator route (stops on Siskiyou Boulevard and Ashland Street would be located on the outbound and inbound direction of travel) and five trolley vehicles to provide 15 to 20 minute headways. The stops are estimated to cost \$20,000/each to \$50,000/each (depending on the amenities provided) and the vehicles are estimated to cost \$500,000/each to \$750,000/each (depending on quality and type).*

The City may choose to implement lower priority transit service improvements before higher priority transit service improvements based on the opportunities that arise in discussions with RVTB (e.g., in the near-term, it may be more feasible to implement Priority 3 than Priority 1).

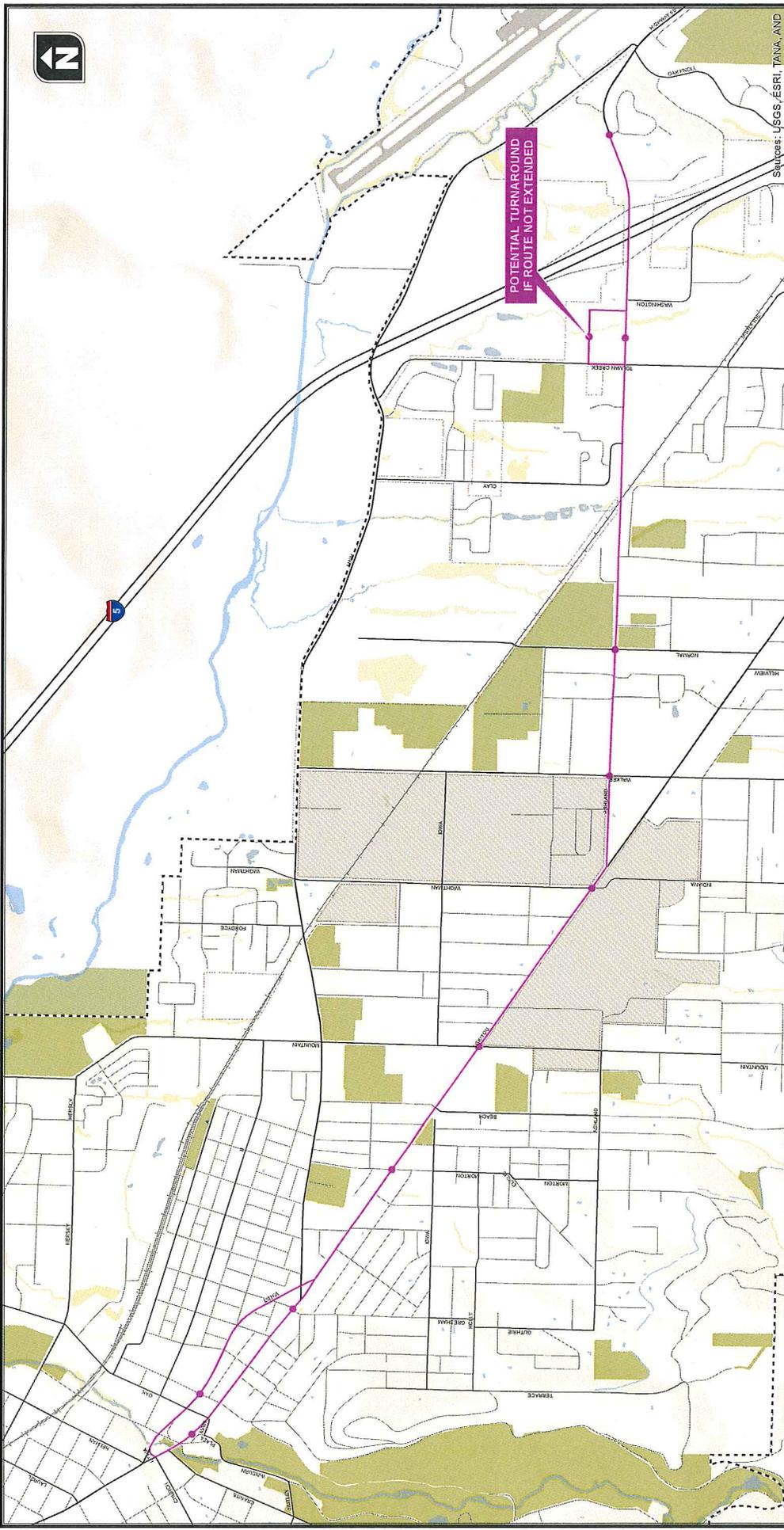
#### **Transit Service Program Funds**

The Transit Service Program funding approach is outlined below. The City will use the funds to support policies L14 through L19 and priorities 1 through 9 discussed above. This includes establishing transit hubs, supporting circulator service to serve visitors, and supporting service to SOU students.

- Years 0 to 5 - \$200,000/year
- Years 5 to 10 – \$250,000/year
- Years 10 to 15 – \$300,000/year
- Years 15 to 25 - \$350,000/year

To the extent the City uses these funds to support service provided by RVTB, the City will work with RVTB to establish a common set of performance measures to help guide decisions on whether changes to transit service have been cost effective investments for the City. The performance measures will help the City decide if incremental increased investment in transit service changes is financially sound. The performance measures may also indicate benefits to RVTB as well as the City, which may provide the basis to establishing a matching funds agreement, where RVTB invests a certain amount of money for every dollar invested by the City.

At some point in the future, the City may choose to alter the funding allocated to the Transit Service Program based on the effectiveness of their investments with RVTB. The City may also choose to use their Transit Service Program funds to hire a private transportation company to provide some or all of their public transit service.



Sources: USGS, ESRI, TANA, AND

Rubber Tire Circulation Routes and Stops

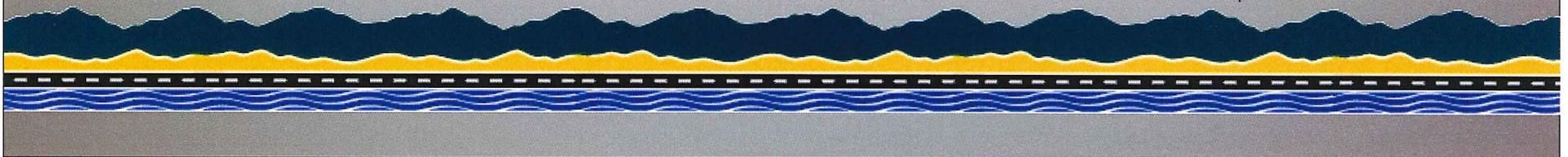
Figure 9-4

### Rubber Tire Trolley Route and Stops



*Providing and Promoting Efficient Transportation*

# Transit System Study Session



1. **Access to Jobs**
2. **Access to Higher Education**
3. **Improve Commerce**
4. **Increase Mobility**
5. **Improve Community Vitality**
6. **Improve Safety**
7. **Mitigate VMT and emissions**



# Ridership relies on two primary factors: Level of Service and Land Use

**Productivity-** Maximizing efficiency by serving densely populated corridors

**versus**

**Coverage-** providing transit to all areas of a community including low densities.

---

**Incentives** to use transit could include:

- Safe pedestrian network
- The availability and cost of Parking
- Congestion and time in traffic
- Subsidizing fares for Choice users

## ***RVTD 10-Year Long Range Plan***

### **Tier One. Extended Hours and Minor Service Expansion**

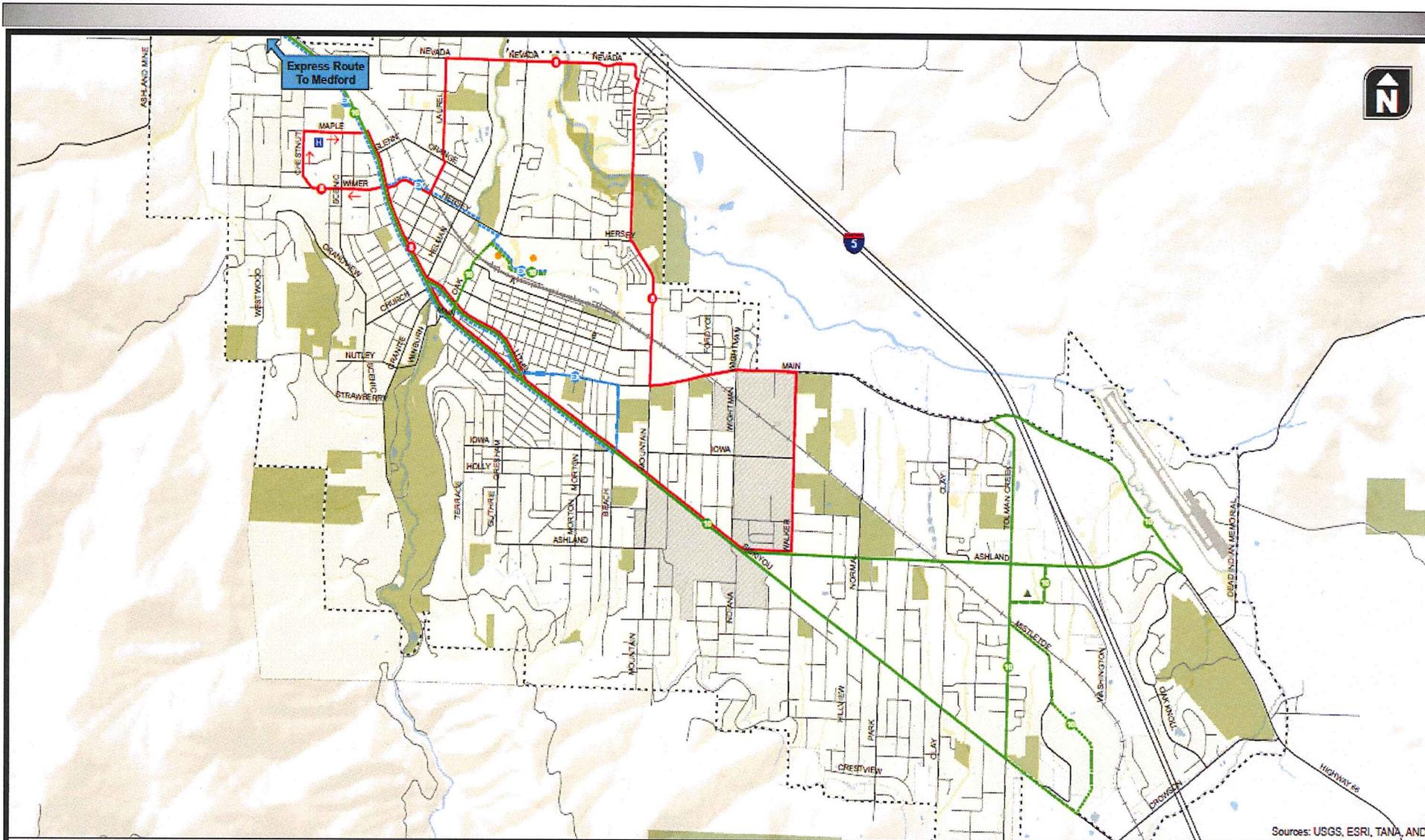
<b>Region</b>	<b>Major Destination</b>
Southeast Medford	Barnett Rd. x N. Phoenix Rd./ RVMC
Expand service hours~4am 10 pm	All Routes except low productivity routes
West White City	Table Rock Rd. x Antelope Rd.
Saturday Service	Base service from 8am to 6pm

### **Tier Two. Tier One, Additional Routes, Express Routes, Peak Service**

<b>Region</b>	<b>Major Destination</b>
West and southwest Central Point	Twin Creeks TOD.
East Medford	McAndrews Rd. x Foothill Rd.
Ashland Talent Phoenix Circulators	West of Hwy 99 in Talent and Phoenix/ East of Hwy 99 in Ashland
4 Hour Peak Service	All Routes except low productivity routes
Southwest Medford/ Jacksonville Express Routes (15 min.) to Ashland and White City	Stewart Ave. x Lozier Rd. Front St. to Ashland Plaza and Front St. to Cascade Shopping Ctr.
Northwest Medford	Sage Rd. x Rossanley Dr. (North Gate Centre)

### **Tier Three. Tier Two, Additional Routes/ Grid System**

<b>Region</b>	<b>Major Destination</b>
Foothills Rd.	Corridor from Barnett to Coker Butte
Table Rock Rd.	Corridor from Midway Rd. to Antelope Rd.
Hwy 99	Corridor from Table Rock Rd. to Scenic Ave.
Delta Waters TOD	Region not yet defined
South Ashland	Region not yet defined



Sources: USGS, ESRI, TANA, AND

- Existing Route 10
- Potential Long-Term Route 10 Modification
- Potential Long-Term Express Route
- Modified Route 8B
- Potential Long-Term Park & Ride
- ▲ Potential Croman Mill Sits Park & Ride

## Existing and Planned Transit Service

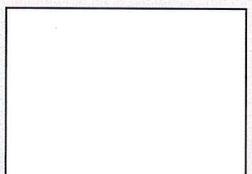
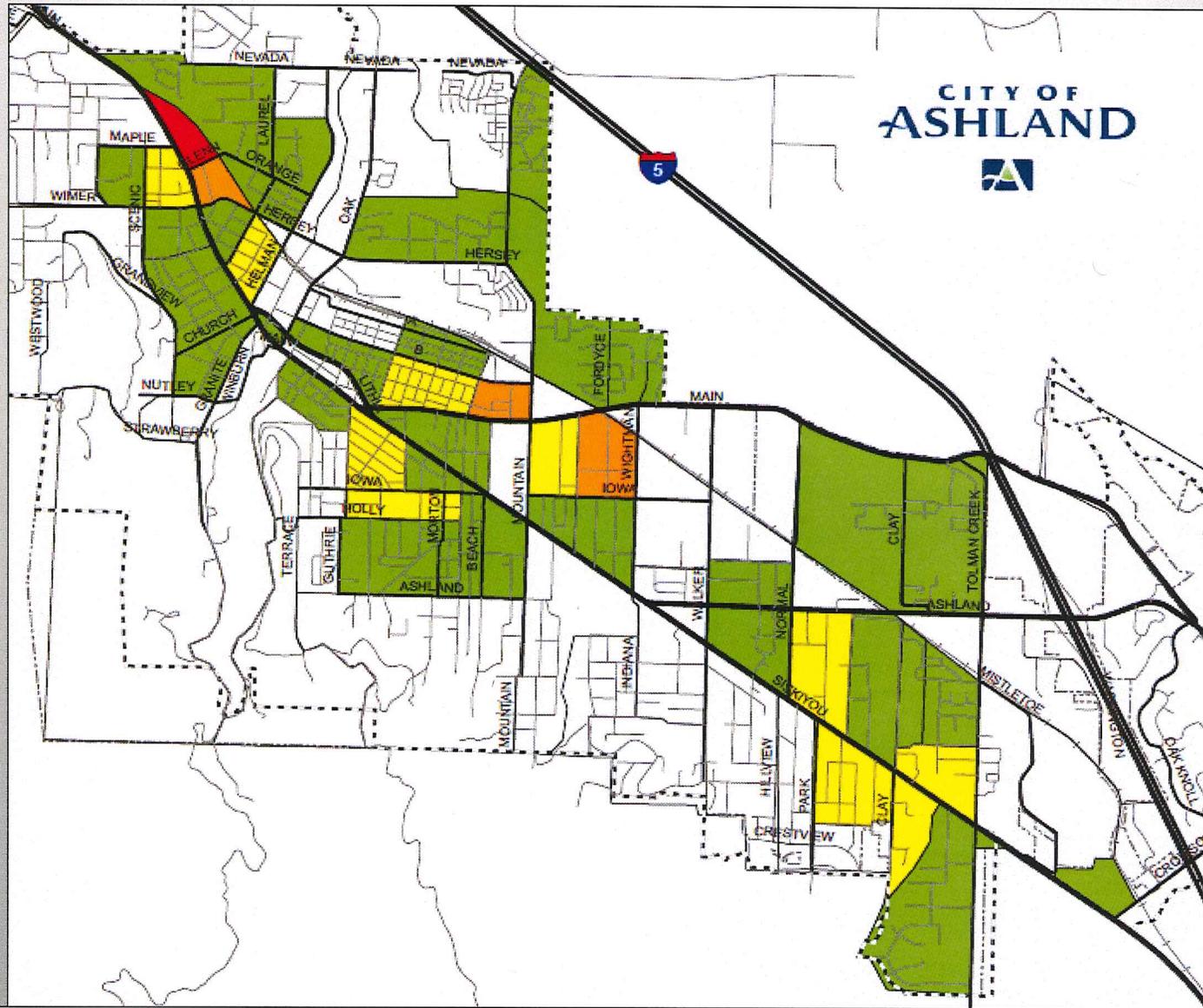


Figure  
9-1

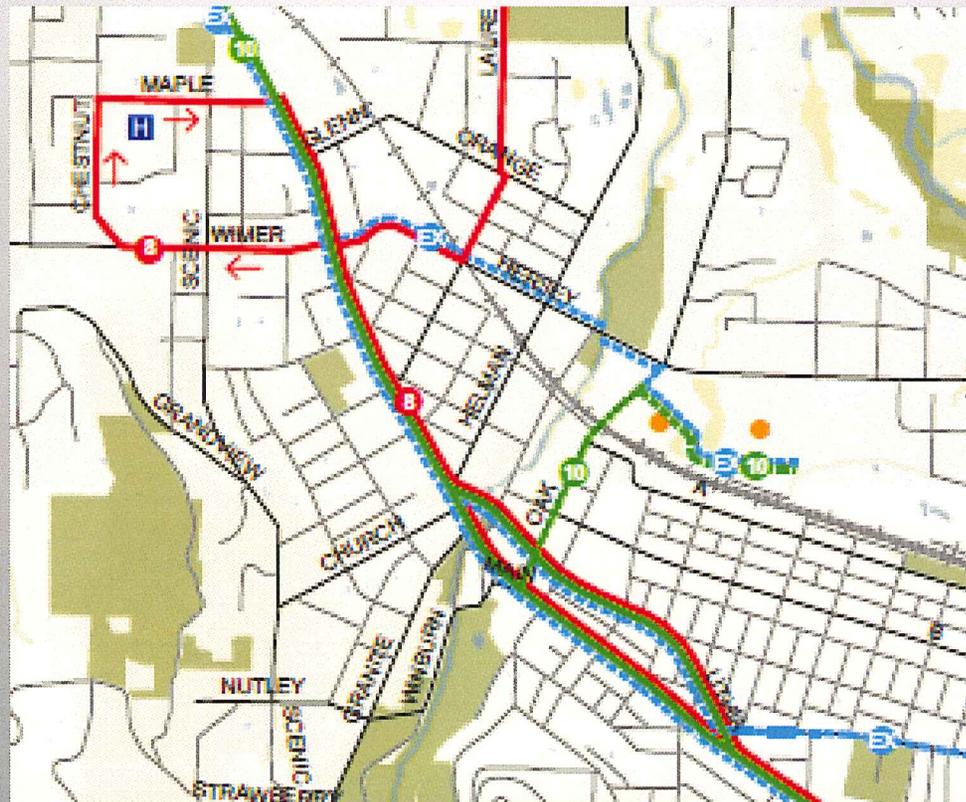
# CITY OF ASHLAND



- |   |                                 |   |             |
|---|---------------------------------|---|-------------|
|  | < 3 HH/Acre (Unsupportive)      |  | City Limits |
|  | 3 - 6 HH/Acre (1-Hr Service)    |  | City UGB    |
|  | 6 - 8 HH/Acre (30-Min Service)  |   |             |
|  | 8 - 12 HH/Acre (15-Min Service) |   |             |
|  | 12+ HH/Acre (10-Min Service)    |   |             |

**Projected 2034 Households Per Acre  
(Supported Transit Frequency)**

- 5) **Central Hub** – Identify a location for a future transit hub to serve as a multi-modal transfer center for bus routes and Express Service operating in and to Ashland. Potential locations could include the long term park-and-ride locations shown on Figure 9-1.



# NEXT STEPS AND RVTD'S PLANS



## May 2016 Levy

Proposed Service Type	Consistent With Transit Plan	Approx. Levy Amount
Sustaining Current Service	LRP	\$0.080
Saturday Service	LRP	\$0.015
Route 24 30 min. frequency	LRP	\$0.005
Route 10 20 min. frequency	Title VI	\$0.015
Southwest Medford	Title VI	\$0.0125
Old East Medford	LRP	\$0.015
White City RCC Campus	LRP	\$0.0125
Central Point	LRP	\$0.0125
Express Service on Hwy 99	LRP	\$0.250
Evening Service	LRP	\$0.015

The Board met on January 7<sup>th</sup> to review the analysis of the proposed service enhancements.

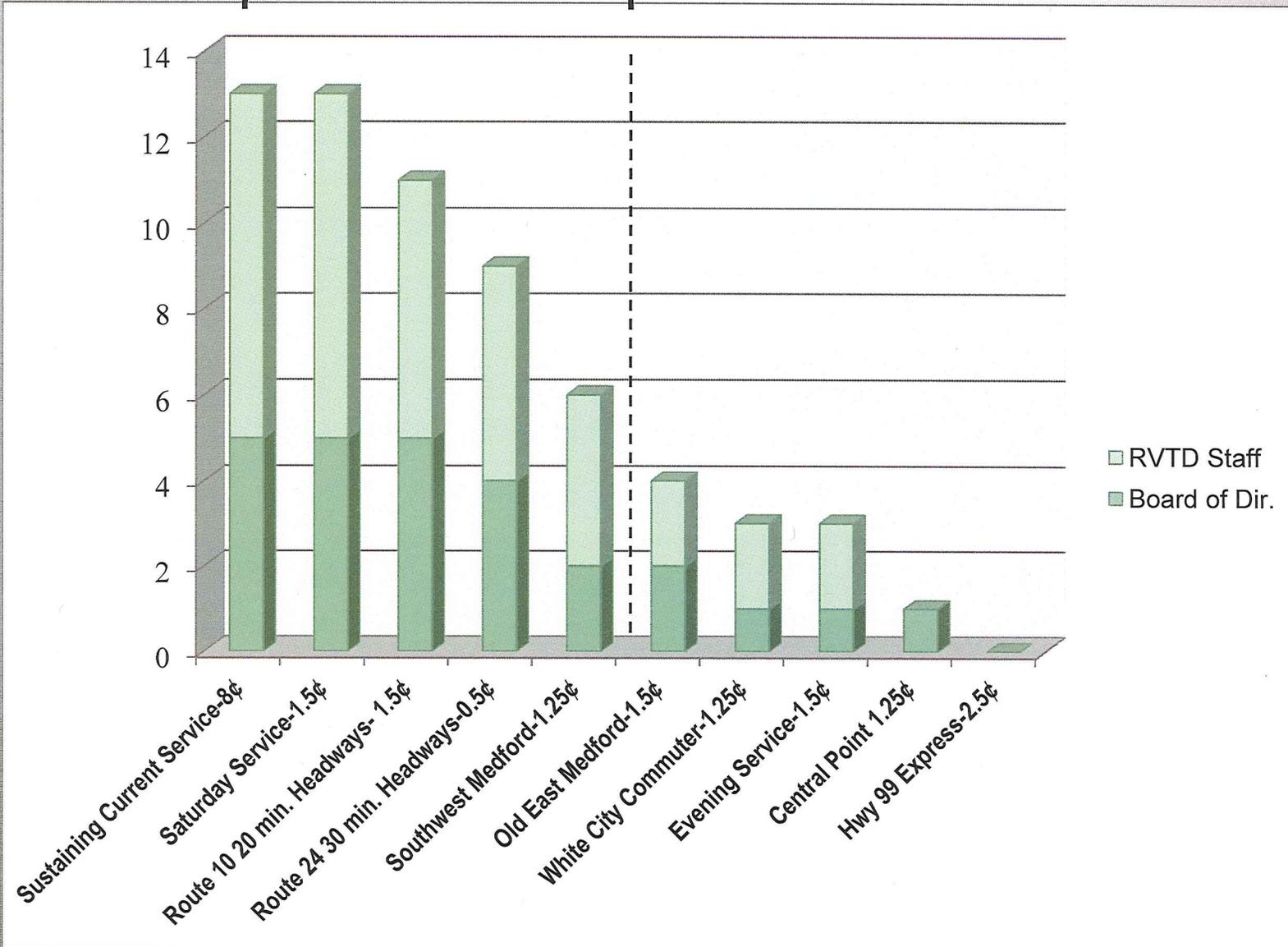
The analysis included:

- Peak Load instances on routes
- Title VI considerations
- Ridership seen on Saturdays, evenings and routes

Board members and Staff completed a straw vote exercise to reach consensus.

12.75¢

# RESULTS



# Oregon Transit Development Fund- HB 4078

Provides funding for 41 transit providers throughout the state, including RVTD

Matches federal operating dollars (RVTD- \$2.4 M)

Total state request \$22 M

Relies on a Transit Development Plan being submitted to ODOT with performance measures

If General Funds are used requires approval each biennium

# “Actionable” Items

Utilize TDM strategies to make the parking management efforts successful:

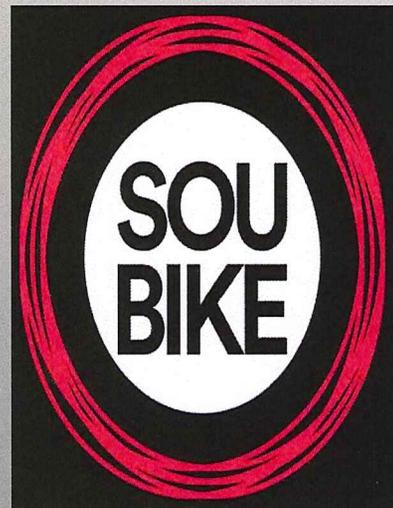
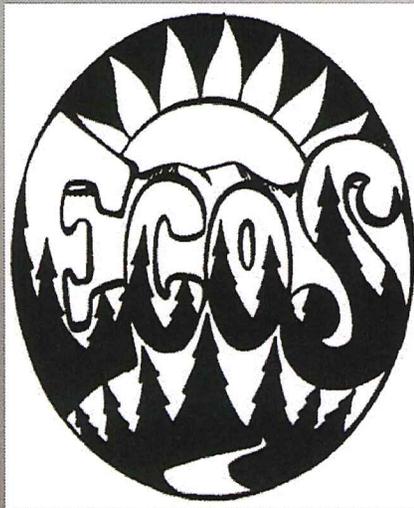
- Bus Pass program for City employees
- Bus Pass program for downtown employees
- Appoint an Employee Transportation Coordinator (ETC)
- Incentive program for people not driving alone to downtown

# Drive Less Connect: SOU

- Target Population: Entire SOU Student Body (~5,000)
- Year Long Program
- Using existing resources
- Creating long term partnerships.



# Program Partners



DRIVE LESS CONNECT: SOU

# 3,000 MILE CHALLENGE

## Events





# Results

## Drive Less Connect: SOU helped

- Reduce drive-alone trips by 3.9%
- Increased carpool and public transit trips by 7.0% and 1.2%, respectively
- Bicycling, walking, and skateboarding decreased by small amounts (1.3%, 2.9%, and 0.1%, respectively)

A total of 641,781 student vehicle miles were saved annually due to the reduction of drive-alone trips.

# Memo

CITY OF  
ASHLAND

---

Date: February 17, 2016  
From: Scott A. Fleury  
To: Transportation Commission  
RE: Downtown Projects

**BACKGROUND:**

Staff is providing the Commission with an informational update regarding the current status of the Downtown Parking and Multi-modal Circulation Committees activities.

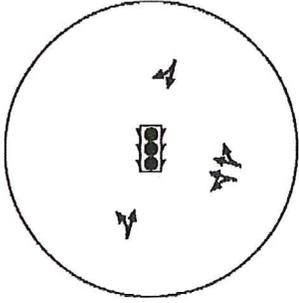
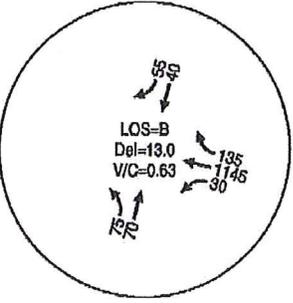
The group has moved on to discuss improvements and safety projects in the downtown corridor. Capital projects defined in the Transportation System Plan include, signal installation, intersection realignment at Sherman and Siskiyou, at grade pedestrian crossing at 4<sup>th</sup> St. over rail tracks and various other improvements, reference attachment. The group is also discussing the options of a three lane to two lane configuration change in downtown with the addition of a continuous bike lane connecting N. Main to Siskiyou Blvd.

Safety improvements include a potential roundabout at the Pioneer, Fork and Hargadine intersection, closing the Beaver Slide and making it a pedestrian path, pedestrian crossing improvements at 3<sup>rd</sup> and Lithia and corridor improvements along A and B Streets.

**CONCLUSION:**

No action is required by Commission, this is an informational update only.

<b>Project #:</b> R5		<b>Lithia Way (OR99 NB)/E Main Street Intersection Improvements</b>	
<b>Description:</b> Improve visibility of signal heads. Identify and install treatments to slow vehicles on northbound approach. See the National Cooperative Highway Research Program (NCHRP) Report 613 Guidelines for the Selection of Speed Reduction Treatments at High Speed Intersections for guidance and potential treatments.			
<b>Category:</b> Roadway	<b>Functional Classification:</b> Boulevard/Avenue	<b>Time Frame:</b> 0-5 years	<b>Engineering and Construction Cost:</b> \$50,000
<b>Project Goals Met:</b>			
Create a Green Template <input type="checkbox"/>	Improve Safety <input checked="" type="checkbox"/>	Facilitate Economic Growth and Maintain Small Town Character <input type="checkbox"/>	Balance Mobility and Access <input type="checkbox"/>
<b>Project Location:</b>			
<p>Sources: USGS, ESRI, TANA, AND</p>			
<b>Project Image:</b>			

<b>Project #:</b> R11		<b>Lithia Way (OR 99 NB)/Oak Street Intersection Improvements</b>	
<b>Description:</b> Install a traffic signal.			
<b>Category:</b> Roadway	<b>Functional Classification:</b> Boulevard/Avenue	<b>Time Frame:</b> 15-25 years	<b>Engineering and Construction Cost:</b> \$200,000
<b>Project Goals Met:</b>			
Create a Green Template <input type="checkbox"/>	Improve Safety <input type="checkbox"/>	Facilitate Economic Growth and Maintain Small Town Character <input type="checkbox"/>	Balance Mobility and Access <input checked="" type="checkbox"/>
<b>Project Location:</b>			
			
<b>Project Image:</b>			
<b>PROPOSED LANE CONFIGURATIONS</b>		<b>ESTIMATED TRAFFIC OPERATIONS</b>	
			

<b>Project #:</b> R12		<b>Siskiyou Boulevard (OR 99)/Sherman Street Intersection Improvements</b>	
<b>Description:</b> Realign Sherman Street approach to eliminate offset. Right-of-way costs are not included in the cost estimate.			
<b>Category:</b> Roadway	<b>Functional Classification:</b> Boulevard/Neighborhood	<b>Time Frame:</b> Development Driven	<b>Engineering and Construction Cost:</b> \$391,000
<b>Project Goals Met:</b>			
Create a Green Template <input type="checkbox"/>	Improve Safety <input checked="" type="checkbox"/>	Facilitate Economic Growth and Maintain Small Town Character <input type="checkbox"/>	Balance Mobility and Access <input checked="" type="checkbox"/>
<b>Project Location:</b>			
<b>Project Image:</b>			

<b>Project #:</b> R24	<b>Clear Creek Drive Extension</b>
-----------------------	------------------------------------

**Description:** Construct a new roadway to connect the two existing segments of Clear Creek Drive providing a continuous east - west roadway between Oak Street and N Mountain Avenue. Right-of-way costs are not included in the cost estimate.

<b>Category:</b> Roadway	<b>Functional Classification:</b> Neighborhood Collector	<b>Time Frame:</b> Development & Access Management Driven	<b>Engineering and Construction Cost:</b> \$2,505,000
-----------------------------	---	--	--

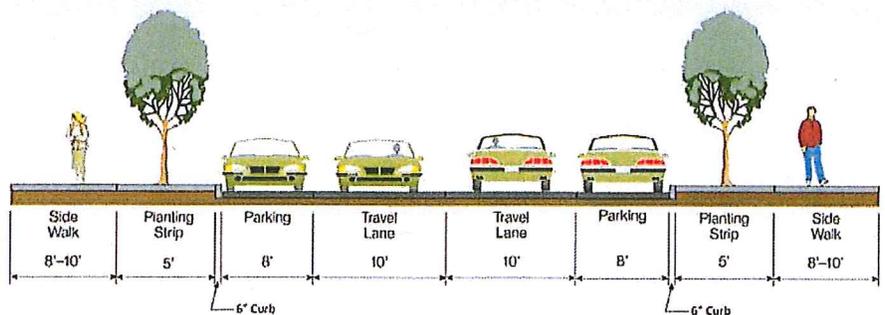
**Project Goals Met:**

Create a Green Template <input type="checkbox"/>	Improve Safety <input type="checkbox"/>	Facilitate Economic Growth and Maintain Small Town Character <input checked="" type="checkbox"/>	Balance Mobility and Access <input checked="" type="checkbox"/>
---	--	---	--

**Project Location:**



**Project Image:**



Neighborhood Collector, Commercial - ROW 63' - 67'  
 (Parallel Parking on Both Sides)

<b>Project #:</b> X1		<b>4th Street At-Grade Railroad Crossing</b>	
<b>Description:</b> Pursue a new at-grade ped/bike railroad crossing at 4th Street. Coordinate with 4th Street Multi-Use Path Project (TR4). Right-of-way costs are not included in the cost estimate.			
<b>Category:</b> Railroad	<b>Functional Classification:</b> NA	<b>Time Frame:</b> Development Driven	<b>Engineering and Construction Cost:</b> \$275,000
<b>Project Goals Met:</b>			
Create a Green Template <input type="checkbox"/>	Improve Safety <input type="checkbox"/>	Facilitate Economic Growth and Maintain Small Town Character <input type="checkbox"/>	Balance Mobility and Access <input checked="" type="checkbox"/>
<b>Project Location:</b>			
<b>Project Image:</b>			

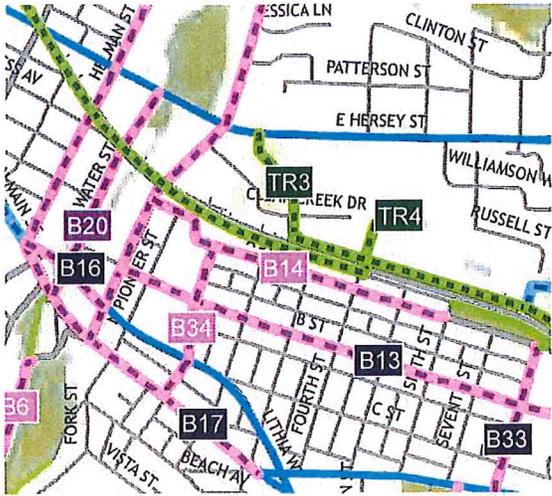
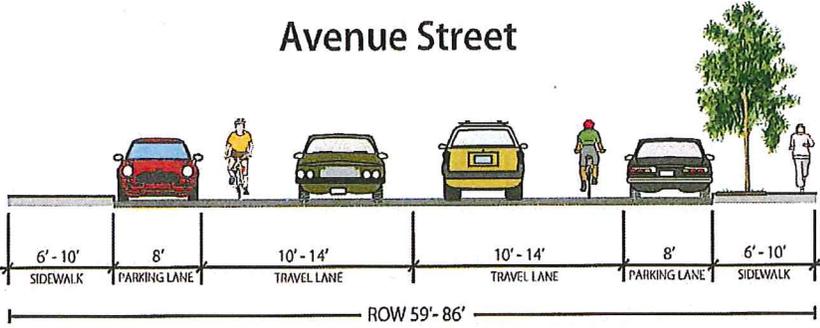
<b>Project #:</b> P17		<b>Beaver Slide Sidewalk Infill</b>	
<b>Description:</b> Construct new sidewalks from Water Street to Lithia Way on south-side only.			
<b>Category:</b> Sidewalk	<b>Functional Classification:</b> Local	<b>Priority:</b> High	<b>Total Cost:</b> \$50,000
<b>Project Goals Met:</b>			
Create a Green Template <input checked="" type="checkbox"/>	Improve Safety <input checked="" type="checkbox"/>	Facilitate Economic Growth and Maintain Small Town Character <input checked="" type="checkbox"/>	Balance Mobility and Access <input checked="" type="checkbox"/>
<b>Project Location:</b>			Safe Routes to School <input type="checkbox"/>
<b>Project Image:</b>			
<h3>Local Street</h3>			

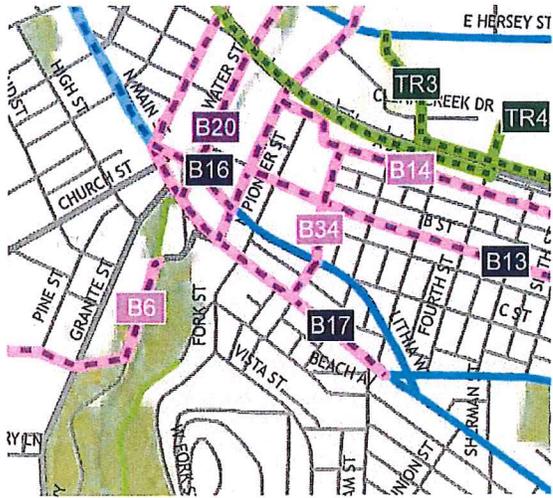
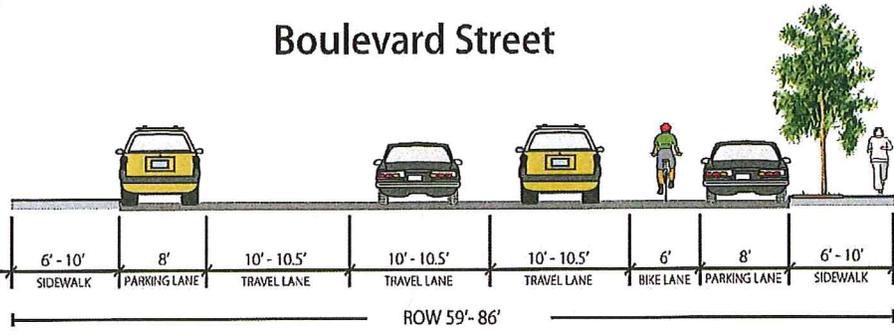
<b>Project #:</b> P18		<b>A Street Sidewalk Infill</b>			
<b>Description:</b> Construct new sidewalks from N 3rd Street to 4th Street. Needs very little to complete sidewalk for entire distance. Complete on both sides from Oak to 1st Street.					
<b>Category:</b> Sidewalk	<b>Functional Classification:</b> Avenue	<b>Priority:</b> High		<b>Total Cost:</b> \$250,000	
<b>Project Goals Met:</b>					
Create a Green Template <input checked="" type="checkbox"/>	Improve Safety <input checked="" type="checkbox"/>	Facilitate Economic Growth and Maintain Small Town Character <input checked="" type="checkbox"/>		Balance Mobility and Access <input checked="" type="checkbox"/>	
<b>Project Location:</b>					Safe Routes to School <input type="checkbox"/>
<b>Project Image:</b>					
<h3>Avenue Street</h3>					

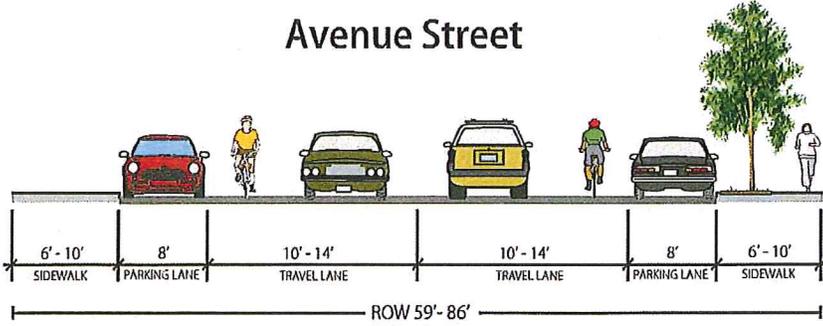
<b>Project #:</b> P64		<b>Water Street Sidewalk Infill</b>	
<b>Description:</b> Construct new sidewalks from Van Ness to B St on both sides.			
<b>Category:</b> Sidewalk	<b>Functional Classification:</b> Local	<b>Priority</b> Medium	<b>Total Cost:</b> \$250,000
<b>Project Goals Met:</b>			
Create a Green Template <input checked="" type="checkbox"/>	Improve Safety <input checked="" type="checkbox"/>	Facilitate Economic Growth and Maintain Small Town Character <input checked="" type="checkbox"/>	Balance Mobility and Access <input checked="" type="checkbox"/>
<b>Project Location:</b>			Safe Routes to School <input checked="" type="checkbox"/>
<b>Project Image:</b>			
<h3>Avenue Street</h3>			

<b>Project #:</b> P72		<b>C Street Sidewalk Infill</b>	
<b>Description:</b> Construct new sidewalks from Fourth St to Fifth St on one side only.			
<b>Category:</b> Sidewalk	<b>Functional Classification:</b> Local	<b>Priority:</b> Medium	<b>Total Cost:</b> \$100,000
<b>Project Goals Met:</b>			
Create a Green Template <input checked="" type="checkbox"/>	Improve Safety <input checked="" type="checkbox"/>	Facilitate Economic Growth and Maintain Small Town Character <input checked="" type="checkbox"/>	Balance Mobility and Access <input checked="" type="checkbox"/>
<b>Project Location:</b>			Safe Routes to School <input type="checkbox"/>
<b>Project Image:</b>			
<h3>Local Street</h3>			

<b>Project #:</b> B13		<b>B Street Bicycle Boulevard</b>	
<b>Description:</b> Construct a Bicycle Boulevard from Oak Street to N Mountain Avenue.			
<b>Category:</b> Bicycle Blvd	<b>Functional Classification:</b> Avenue	<b>Priority:</b> High	<b>Total Cost:</b> \$80,000
<b>Project Goals Met:</b>			
Create a Green Template <input checked="" type="checkbox"/>	Improve Safety <input checked="" type="checkbox"/>	Facilitate Economic Growth and Maintain Small Town Character <input checked="" type="checkbox"/>	Balance Mobility and Access <input checked="" type="checkbox"/>
<b>Project Location:</b>			Safe Routes to School <input checked="" type="checkbox"/>
<b>Project Image:</b>			
<h3>Avenue Street</h3>			

<b>Project #:</b> B14		<b>A Street Bicycle Boulevard</b>	
<b>Description:</b> Construct a Bicycle Boulevard from Oak Street to 6th Street.			
<b>Category:</b> Bicycle Blvd	<b>Functional Classification:</b> Avenue	<b>Priority:</b> Low	<b>Total Cost:</b> \$50,000
<b>Project Goals Met:</b>			
Create a Green Template <input checked="" type="checkbox"/>	Improve Safety <input checked="" type="checkbox"/>	Facilitate Economic Growth and Maintain Small Town Character <input checked="" type="checkbox"/>	Balance Mobility and Access <input checked="" type="checkbox"/>
<b>Project Location:</b>			Safe Routes to School <input type="checkbox"/>
			
<b>Project Image:</b>			
<h3>Avenue Street</h3> 			

<b>Project #:</b> B17		<b>Main Street Bicycle Boulevard</b>		
<b>Description:</b> Construct a Bicycle Boulevard from Helman Street to Siskiyou Boulevard.				
<b>Category:</b> Bicycle Blvd	<b>Functional Classification:</b> Boulevard	<b>Priority:</b> High	<b>Total Cost:</b> \$50,000	
<b>Project Goals Met:</b>				
Create a Green Template <input checked="" type="checkbox"/>	Improve Safety <input checked="" type="checkbox"/>	Facilitate Economic Growth and Maintain Small Town Character <input checked="" type="checkbox"/>		Balance Mobility and Access <input checked="" type="checkbox"/>
<b>Project Location:</b> 				Safe Routes to School <input checked="" type="checkbox"/>
<b>Project Image:</b> <h3 style="text-align: center;">Boulevard Street</h3> 				

<b>Project #:</b> B21		<b>Oak Street Bicycle Boulevard</b>	
<b>Description:</b> Construct a Bicycle Boulevard from Nevada Street to E Main Street.			
<b>Category:</b> Bicycle Blvd	<b>Functional Classification:</b> Avenue	<b>Priority:</b> Low	<b>Total Cost:</b> \$100,000
<b>Project Goals Met:</b>			
Create a Green Template <input checked="" type="checkbox"/>	Improve Safety <input checked="" type="checkbox"/>	Facilitate Economic Growth and Maintain Small Town Character <input checked="" type="checkbox"/>	Balance Mobility and Access <input checked="" type="checkbox"/>
<b>Project Location:</b> 			Safe Routes to School <input type="checkbox"/>
<b>Project Image:</b> <div style="text-align: center;"> <h3>Avenue Street</h3>  </div>			

<b>Project #:</b> B34		<b>1st Street Bicycle Boulevard</b>	
<b>Description:</b> Construct a Bicycle Boulevard from A Street to E Main Street.			
<b>Category:</b> Bicycle Blvd	<b>Functional Classification:</b> Local	<b>Priority:</b> Low	<b>Total Cost:</b> \$20,000
<b>Project Goals Met:</b>			
Create a Green Template <input checked="" type="checkbox"/>	Improve Safety <input checked="" type="checkbox"/>	Facilitate Economic Growth and Maintain Small Town Character <input checked="" type="checkbox"/>	Balance Mobility and Access <input checked="" type="checkbox"/>
<b>Project Location:</b>			Safe Routes to School <input type="checkbox"/>
<b>Project Image:</b>			
<h3>Local/Neighborhood Street</h3>			

<b>Project #:</b> TR3		<b>New Trail</b>	
<b>Description:</b> Develop a multi-use path between Hersey Street and proposed bike path. This project is development driven.			
<b>Category:</b> Bicycle Boulevard	<b>Functional Classification:</b> N/A	<b>Priority</b> Development driven	<b>Total Cost:</b> \$220,000
<b>Project Goals Met:</b>			
Create a Green Template <input checked="" type="checkbox"/>	Improve Safety <input checked="" type="checkbox"/>	Facilitate Economic Growth and Maintain Small Town Character <input checked="" type="checkbox"/>	Balance Mobility and Access <input checked="" type="checkbox"/>
<b>Project Location:</b>			Safe Routes to School <input type="checkbox"/>
<b>Project Image:</b>			

---

BEAVER SLIDE

---

BEAVER SLIDE AERIAL



WATER STREET LOOKING SOUTH AT BEAVER SLIDE

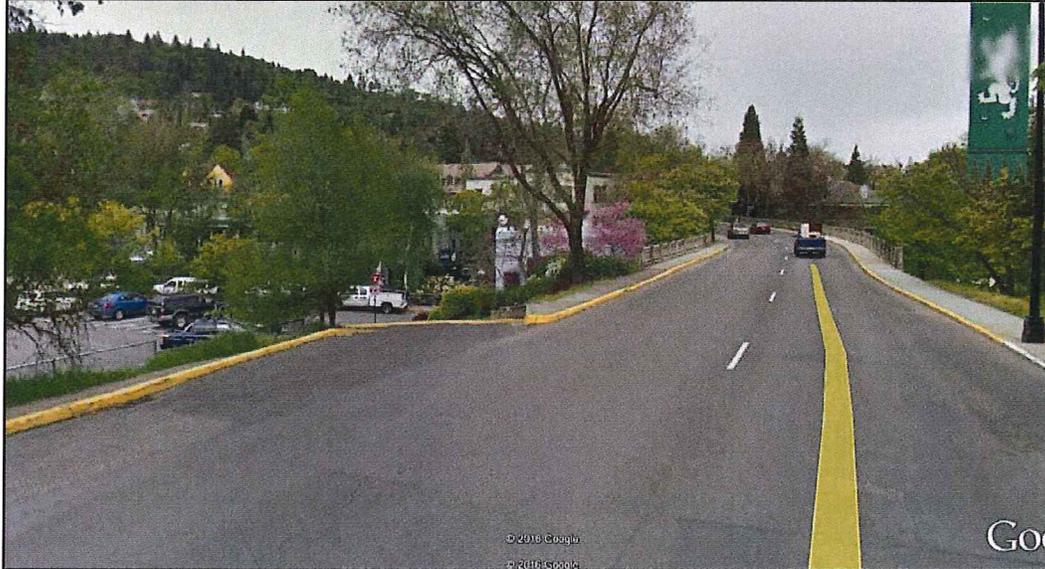


WATER STREET LOOKING NORTH AT BEAVER SLIDE

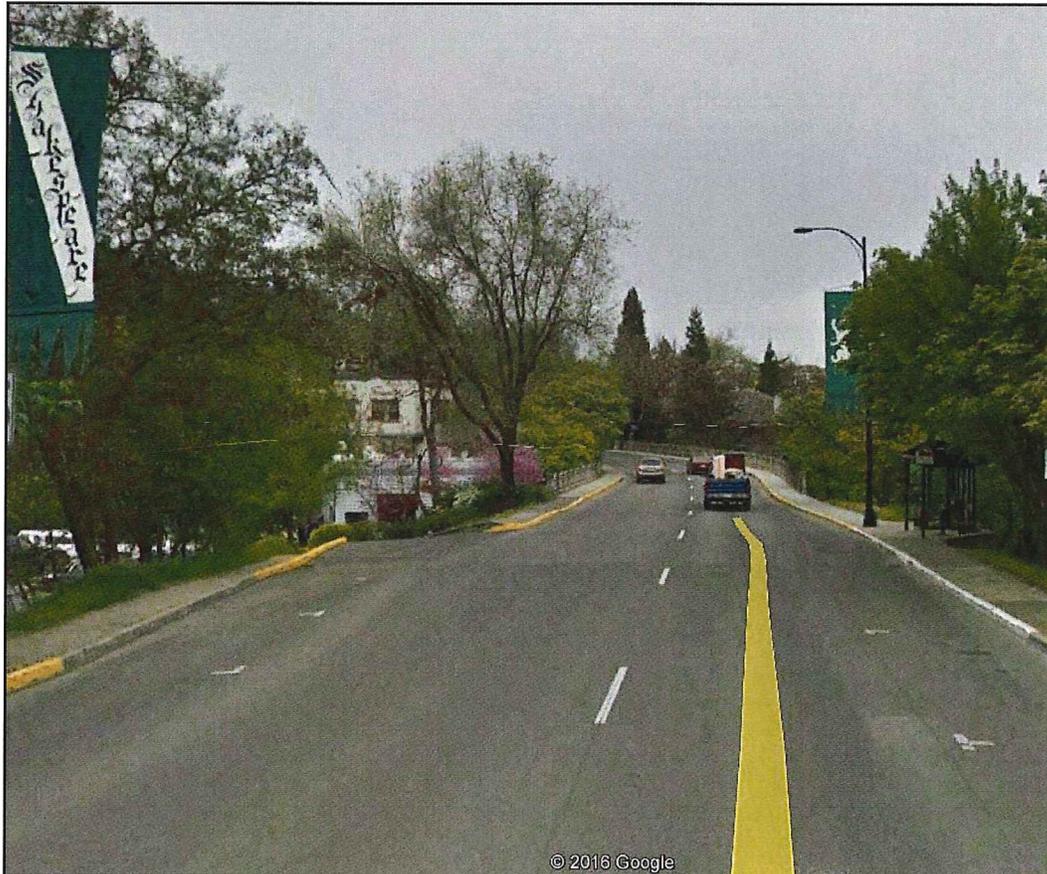


---

LITHIA WAY LOOKING EAST AT BEAVER SLIDE



LITHIA WAY LOOKING WEST



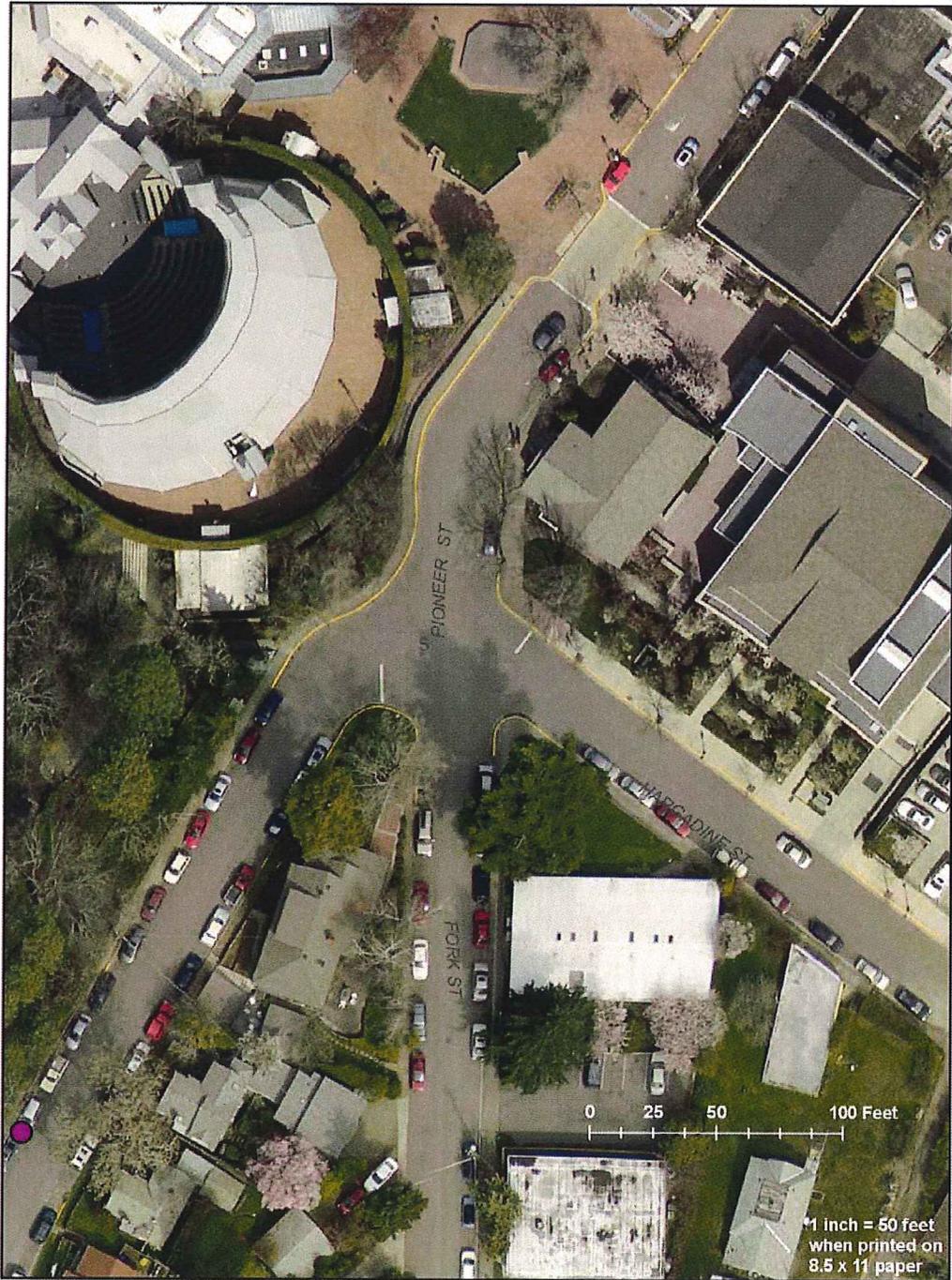
---

PIONEER/FORK/HARGADINE  
MINI-ROUNDAABOUT CONCEPT

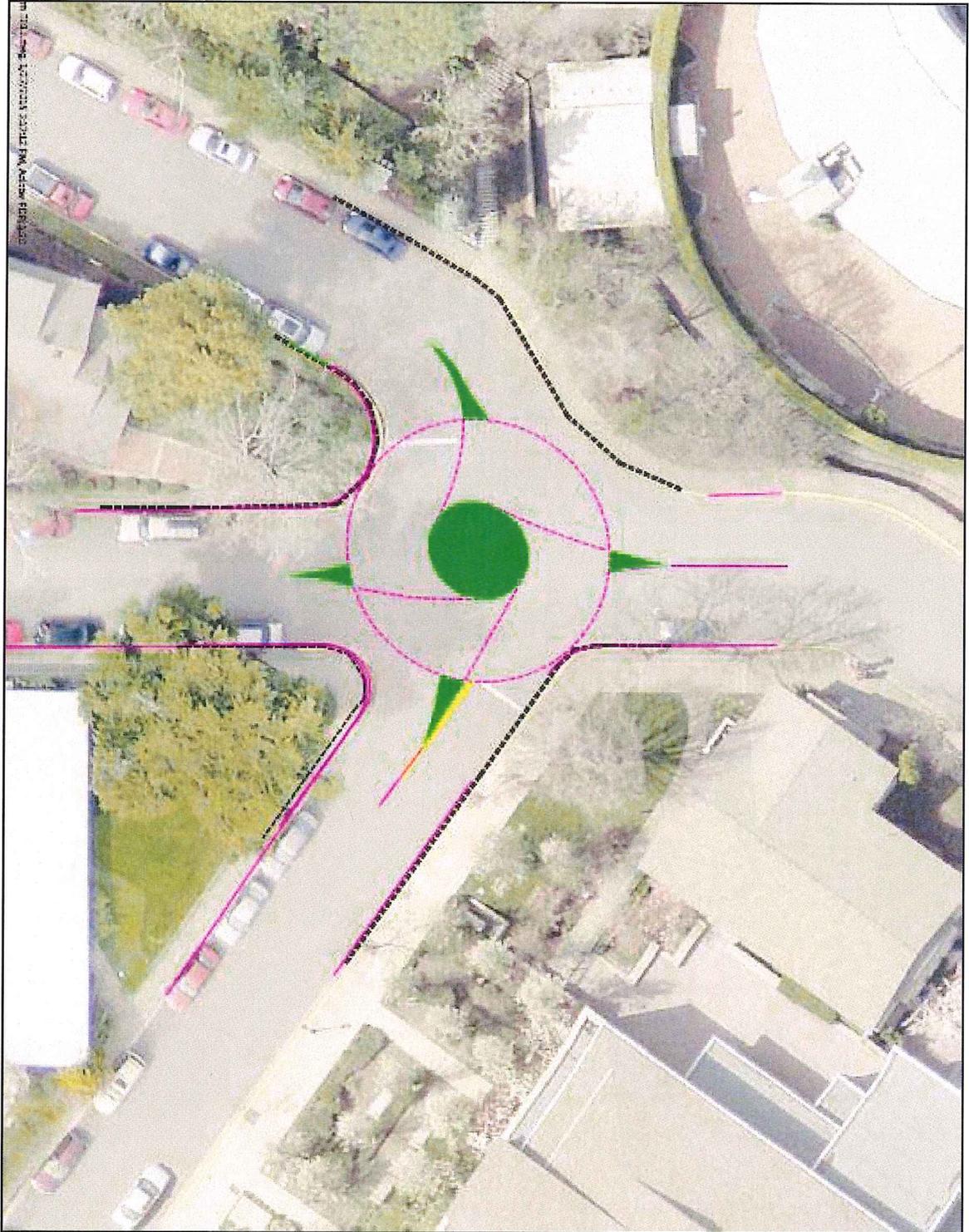
---

---

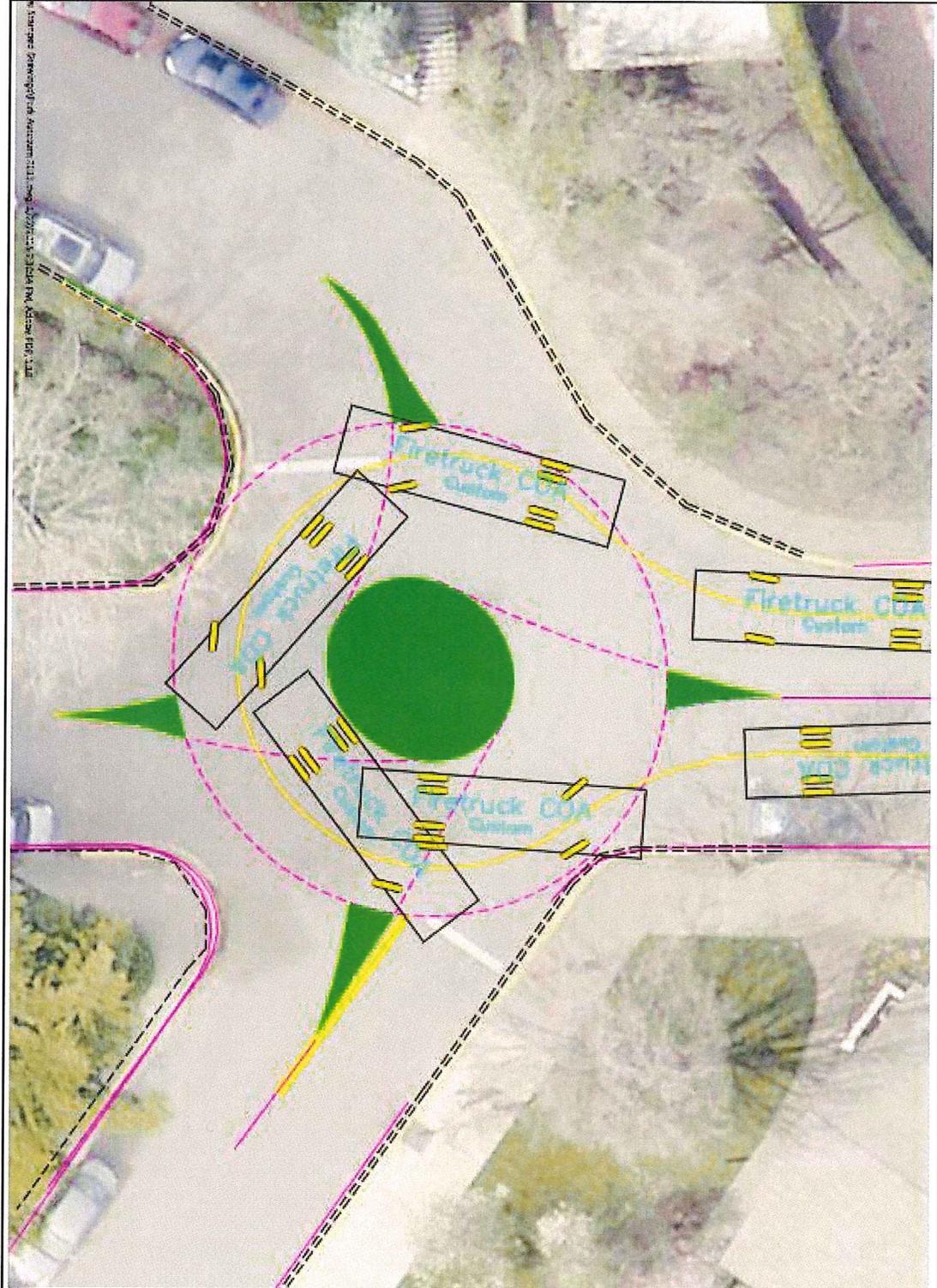
PIONEER / FORK / HARGADINE INTERSECTION AERIAL



MINI-ROUNDAABOUT



# MINI-ROUNDAABOUT WITH FIRETRUCK



---

“A” STREET  
SIDEWALK & STREETScape  
IMPROVEMENTS

---

“A” STREET AERIAL

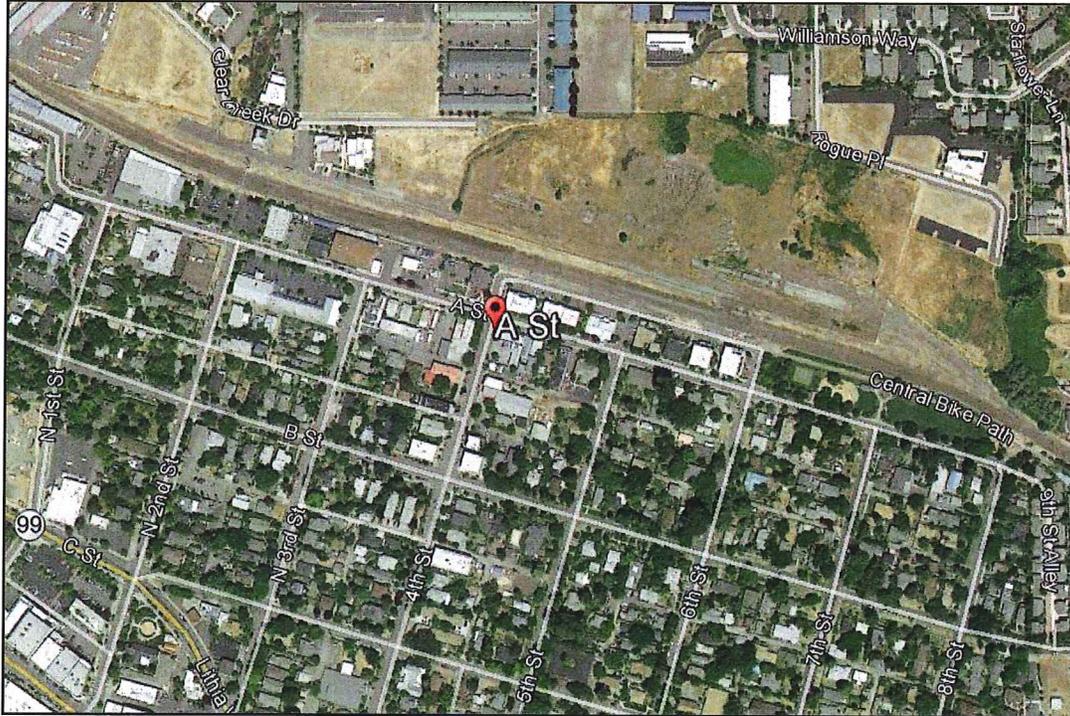


Exhibit 6-1 – Shared Street Example



---

“A” STREET AT 1<sup>ST</sup> STREET LOOKING EAST



“A” STREET AT 4<sup>TH</sup> STREET LOOKING WEST

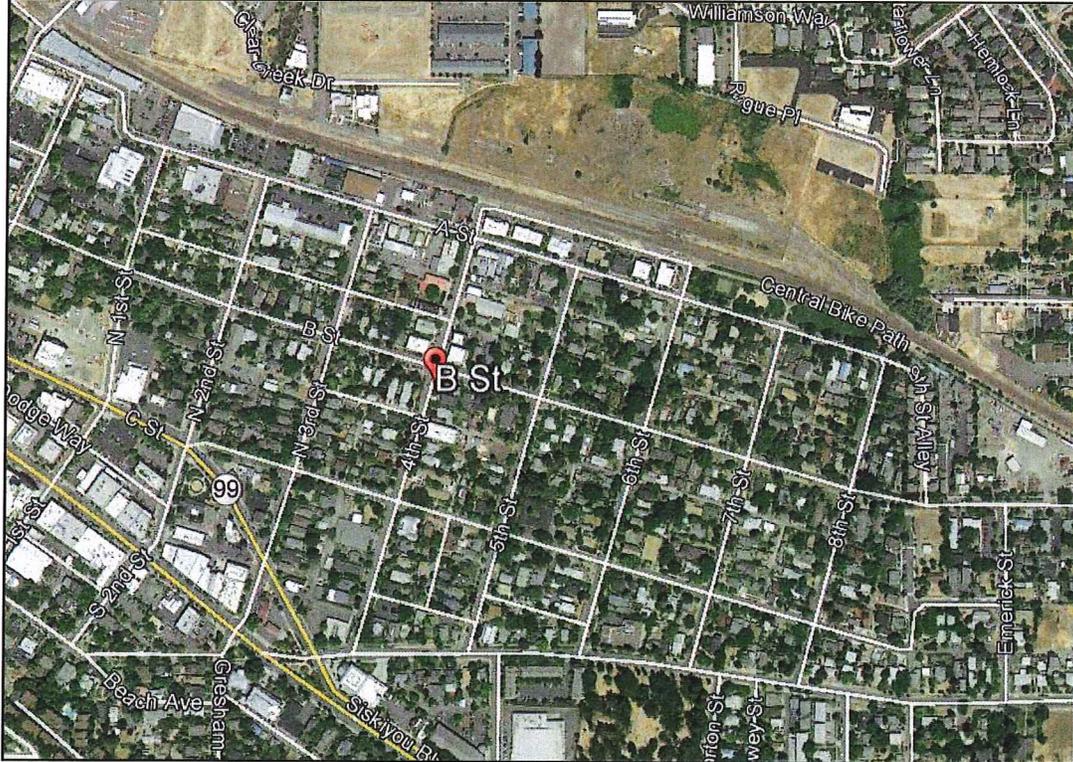




“B” STREET  
STRIPING/TRAFFIC CONTROL CONSISTENCY  
AND BICYCLE BOULEVARD CONFORMANCE



“B” STREET AERIAL



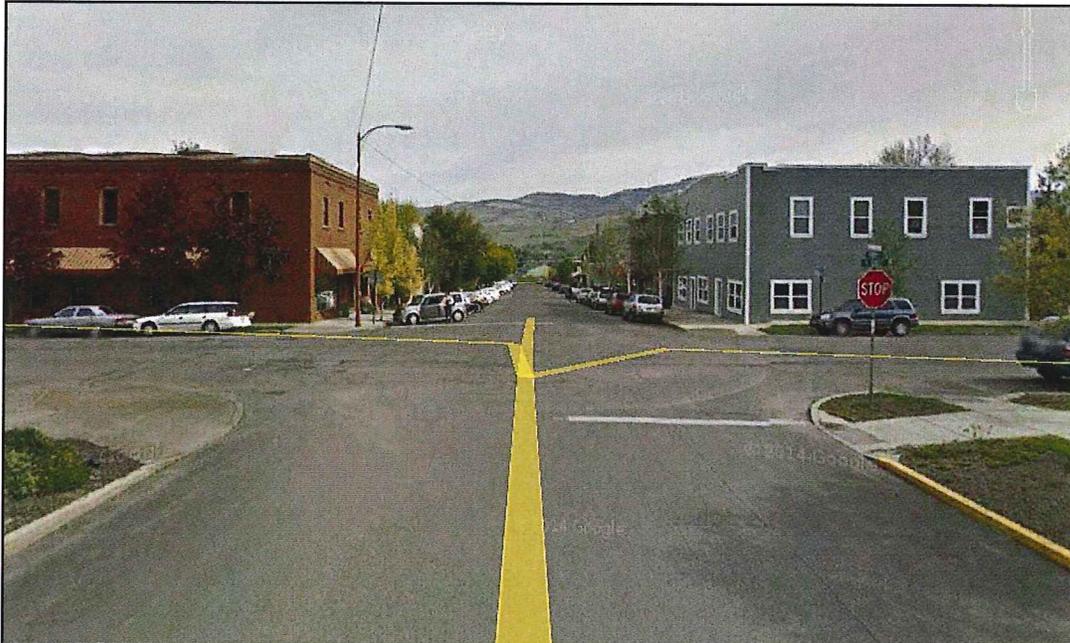
EXAMPLE BIKE BOULEVARD



4<sup>TH</sup> STREET & "B" STREET



4<sup>TH</sup> STREET AT "B" STREET LOOKING NORTH

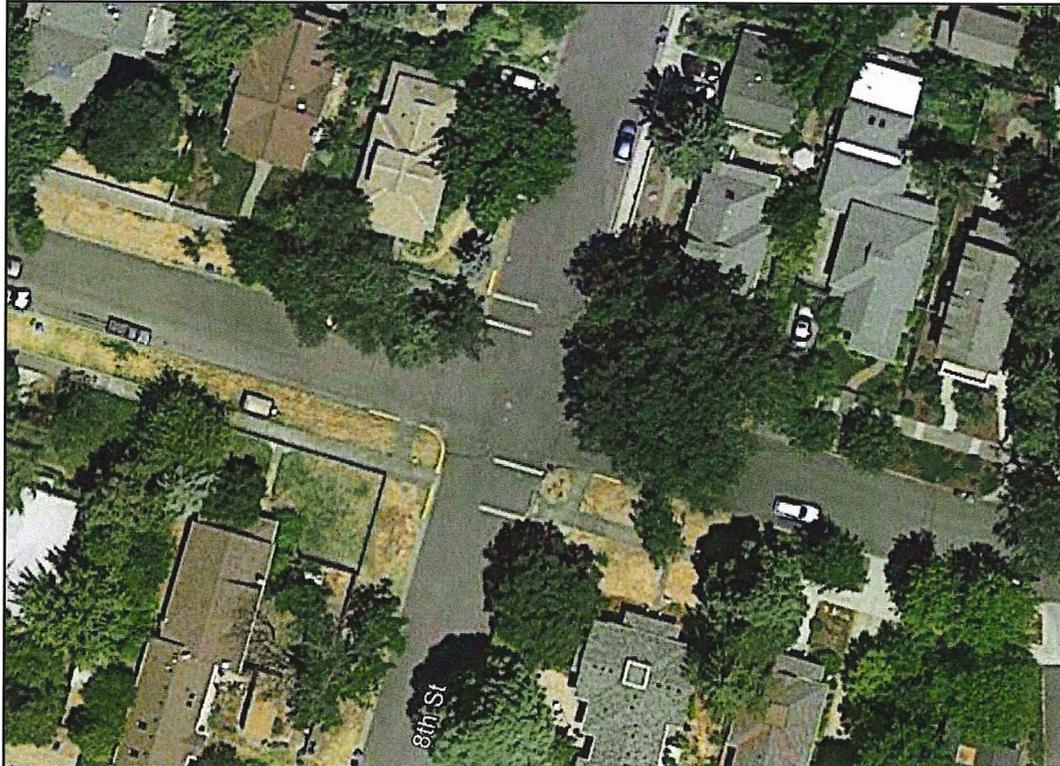


---

"B" STREET AT 4<sup>TH</sup> STREET LOOKING EAST



8TH STREET & "B" STREET AERIAL



---

8<sup>TH</sup> STREET AT "B" STREET LOOKING NORTH



"B" STREET AT 8<sup>TH</sup> STREET LOOKING EAST



---

“LITHIA & 3<sup>RD</sup> STREET  
INTERSECTION IMPROVEMENTS

---

LITHIA WAY & 3<sup>RD</sup> STREET INTERSECTION AERIAL



ZOOMED IN



3<sup>RD</sup> STREET LOOKING NORTH



**Transportation Commission  
Action Summary  
as of February**

Month Year	Item Description	Status	Date Complete
October 22 TC	N. Main Deer Signs	ODOT	12/15
June 25 TC	88 N. Main Loading Zone	TR15-02	
December 19 TC	Orange Ave. Bike Boulevard	TR13-14	11/14
October 24 TC	Faith Ave. Sharrows/Signs	TR14-2	11/14
August 26 TC	N. Mountain Ave Improvements	TR13-12	
May 23 TC	Bike Path Signage	Approved TR13-08	
May 23 TC	Plaza Parking Prohibition	Approved TR13-09	6/13
February 28 TC	Main St. Parking Restriction	Approved TR13-07	4/13
February 28 TC	Fair Oaks No Parking Restriction	Approved TR13-03	4/13
February 28 TC	East Main Crosswalk Signage	Approved TR 13-04	4/13
October 12 TC	B St. and Eighth St. sight distance	Approved, TR 2012-04	
October 12 TC	B St. and Second crosswalk sight distance	Approved, TR 2012-05	
September 12 TC	B St. and Second sight distance analysis	Staff report complete	
September 12 TC	Lithia/First Intesection Analysis	Traffic Engineer under contract to perform services	
August 12 TC	Centerline marking on Takelma Way	Approved, TR 2012-03	9/12
March 12	Sharrow markings on Maple St.	approved, TR 2012-01	10/12
March 12	Centerline marking on Crispin St.	approved, TR 2012-02	10/12
March 12	Loading zone on Lithia Way	not approved	
November 11 TC	Parking prohibitions on Highwood Dr.	approved, TR 2011-09	2/26/12
October 11 TC	Crosswalk on A Street	approved TR 2011-08	12/1/11
August 11 TC	Parking prohibitions on Almond	approved TR 2011-07	✓
August 11 TC	Stop sign at 4th and A Streets	not approved	
Jul 11 TC	Parking Prohibitions on E. Nevada	approved;TR 2011-04	3/6/12
Jul 11 TC	Stop Sign at Starflower	approved yield; TR 2011-05	11/17/11
Jul 11 TC	A' Shared Road	approved; TR 2011-06	10/28/11
June 11 TC	N. Main Road Diet	TC recommend implementation asap, approved 8/2/11	
June 11 TC	Parking prohibition on Central	TR 2011-03, install painted centerline, only	✓
May 11 TC	Stop sign on Homes	Stop sign not approved, other improvements implemented.	
May 11 TC	Stop sign on Pinecrest	not approved	
May 11 TC	Left turn signal at Wightman	recommended review by traffic engineer	
May 11 TC	Memorial Sign Request	recommended development of a policy, approved by Legal/Planning. Approved by Council	1/27/12
Apr 11 TC	N. Main Road Diet Pilot	Approved by Council 8/2/11	
Feb 11 TC	Parking Prohibitions Meadowbrook	TR 2011-02 order sent to Street Div.	✓
Feb 11 TC	Parking Prohibitions on Liberty St	TR 2011-01 order sent to Street Div.	✓
Feb 11 TC	Bike Corral on Third Street	Completed & installed	✓
Dec 10 TC	Petition for ped. rail crossing	referred to TSP process	
Dec 10 TC	Siskiyou Blvd x-walk at Frances	no action required	12/16/10
Nov 10 TC	S Mountain Mid Block Crosswalk	Approved to be installed in cooperation with SOU	
Nov 10 TC	E Main @ RR Crosswalk Review	Commission asked stop sign replaced	
Oct 10 TC	A St Sharrow Designation	Commission asked for Kittleson review	
Oct 10 TSC	Safety Sleeve for Bollard @ RR Park	replaced	✓
Oct 10 TSC	Storm Drain on Bike Path @ N Mtn	staff is researching	
Oct 10 TSC	Additional Vehicle Parking Downtown	Contacted ODOT	
Oct 10 TSC	Crosswalk at Lithia and E Main	TR 2010-06, order sent to Street Division	✓
Oct 10 TSC	Stop Sign at Helman & Nevada	not approved	✓
Oct 10 TSC	Stop Sign on 'B' @ Third	not approved	✓
Oct 10 TSC	Crosswalk on Siskiyou @ Morton	not approved	✓
Aug 10 TSC	Grandview/Sunnyview/Orchard/ Wrights	vegetation clearance referred to street dept for	
Aug 10 TSC	15 Minute Parking on A Street	TR 2010-05, order sent to Street Division	
Aug 10 TSC	First St Parking Prohibition Change	TR 2010-04, order sent to Street Division	
Aug 10 TSC	Granite St Parking Prohibition Change	not approved, Swales will resubmit request	✓
Aug 10 TSC	Hargadine St Parking Prohibition Change	review as part of TSP update	
Aug 10 TC	Bridge Street Parking Prohibition Change	Memo received from Fire Dept recommending against change	✓
Jul 10 TSC	Truck Route Ordinance Review	Staff researching, Nov 2010 agenda item	
Jun 10 TC	2 Year Project List Goal Setting	3 goals selected	✓
Jul 10 TC	Audible Crosswalk Signals for Downtown	Viewille working w/staff to develop priority list for \$27K budget	
Jul 10 TC	Shared Road Policy	review as part of TSP update	
Mar 10 TSC	Yield Sign at Terrace @ Holly	TR 2010-02	✓
Mar 10 TSC	Ashland St @ YMCA Crosswalk	not approved by ODOT	✓
Mar 10 TSC	Oak St Crosswalk at A St	included in Misc Concrete Project; bids due 11/17/10	
Jul 09 TC	Additional Downtown Bike Parking	Implementation list complete, will be installed as budget permits	
Nov 09 TC & TSC	Crosswalk for East Main @ Campus Way	Staff applying for funding through grant application	
Nov 09 TC & TSC	Grandview Shared Road Improvements	TR 2010-03, other improvements likely in future	
Aug 09 TC	Oak Street Sharrows	TR 2010-01	✓
Jul 09 TC	Will Dodge Way Improvements	Complete	9/2010
Apr 09 TC	Siskiyou Bv Pedestrian Improvements	complete	✓
Aug 09 TSC	Union/Allison and Fairview Intersection	not approved	✓
Nov 09 TSC	Yield Sign at Palmer Rd	not approved	✓
Nov 09 TSC	Stop Sign at Indiana St	not approved	✓
Dec 09 TSC	Terrace St Traffic Calming	not approved	✓
Dec 09 TSC	Ashland Village Traffic Calming	not approved	✓

# MOTOR VEHICLE CRASH SUMMARY

MONTH: DECEMBER, 2015

NO. OF ACCIDENTS: 16

DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUII	CITED	PROP DAM.	HIT/RUN	CITY VEH.	CAUSE - DRIVER ERROR
1	07:42	Tues	Siskiyou Bl at Faith Av	2	N	N	Y	N	N	Y	N	N	Dv1 stopped waiting for traffic to clear to execute left turn when v2 crashed into the back of v1. Both drivers had possible injuries, dv2 transported. No citation.
4	14:53	Fri	Siskiyou Bl at E Main St	2	N	N	N	Y	Y	Y	Y	N	Dv2 was stopped at a red light when rear-ended by dv1. V1 left scene and ended up crashing into another v. Arrested for DUII, reckless driving, reckless endanger, crim mischief, H&R.
4	20:30	Fri	201 S Mountain Av (AHS)	2	N	N	N	U	N	Y	Y	N	Dv2 parked in fire lane while unloading and discovered that v2 had been backed into creating extensive damage. No leads.
5	14:15	Sat	E Main St at Oak St	2	N	N	N	N	N	N	N	N	Dv1 reported being backed into while dv2 was trying to back into a parking space. No citation, minor damage. Documentation only.
5	18:13	Sat	N Main St at N Laurel St	2	N	N	N	N	Y	Y	N	N	Driver cited for dangerous left turn, driving uninsured and failing to register vehicle in Oregon. No other details given.
8	10:00	Tues	N Main St at Maple St	2	N	N	N	N	N	Y	N	N	Dv1 stopped at red light was rear-ended by V2. Damage over \$1500. No citation, documentation only.
9	11:37	Wed	Ashland St near Tolman Creek Rd	2	N	N	P	N	N	Y	N	N	As Dv1 approached intersection, suddenly v2 attempted to cross lane in front. v1 struck v2, totaling it. No citation, report only.
10	12:00	Thur	parking lot near Pioneer St and B St	2	N	N	N	N	Y	U	Y	N	Dv2 ran into the left rear of parked v1 while attempting to park and Dv2 left scene. Dv2 later found and cited for Hit and Run.
14	18:43	Mon	Walker Av at Ashland St	1	Y	N	Y	N	N	N	N	N	Ped was walking in the street at night, supposedly to avoid the snow, and was struck by a driver who did not see the ped. Ped was injured. Ped was found at fault but not cited.

# MOTOR VEHICLE CRASH SUMMARY

MONTH: DECEMBER, 2015

NO. OF ACCIDENTS: 16

DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUII	CITED	PROP DAM.	HIT/RUN	CITY VEH.	CAUSE - DRIVER ERROR
16	10:41	Wed	AM/PM parking lot and Ashland St	2	N	N	N	N	N	Y	N	N	Dv1 began to pull out of gas station onto street, and then suddenly backed up, backing into v2. Information exchange.
16	20:46	Wed	Siskiyou Blvd near Garfield St	1	N	N	Y	N	N	Y	N	N	Driver hit curb while turning, damaging right wheel. Car slid down driveway and struck metal pole which cause air bag deployment. Driver injured, vehicle towed.
19	17:00	Sat	S Mountain Av at E Main St	2	N	N	N	N	N	Y	N	N	Dv1 traveling straight through intersection was struck by dv2 who made a left turn from across intersection directly in front of veh.
24	14:13	Thur	E Main St near First St	2	N	N	N	N	N	Y	N	N	Dv1 attempted to make a lane change and did not see v2 on left. Dv1 struck v2 on passenger side.
24	16:10	Thur	Ashland St at S Mountain Av	1	N	N	N	N	N	Y	N	N	Driver lost control of vehicle and struck tree while attempting a right turn. There were cinders on the road due to the inclement weather which caused vehicle to lose traction.
27	17:09	Sun	1644 Ashland St	2	N	N	N	N	N	N	N	N	Driver Veh 1 pulled forward, and then switched directions backing into V2. non-reportable.
27	18:11	Sun	Morton St near Ashland St	2	N	N	N	Y	Y	Y	N	N	Parked vehicle was struck. Dv1 arrested for DUII, reckless driving, criminal mischief. No further details.

# MOTOR VEHICLE CRASH SUMMARY

MONTH: JANUARY, 2016

NO. OF ACCIDENTS: 13

DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUII	CITED	PROP DAM.	HIT/RUN	CITY VEH.	CAUSE - DRIVER ERROR
2	14:55	Sat	S Pioneer St near E Main St	1	N	N	N	N	N	Y	N	N	Driver ran over pedestrian bump out and into a 3 foot tall pole. Non-injury. No Citation. Over \$1500 damage.
3	12:25	Sun	E Main St near Sherman St	2	N	N	N	N	Y	Y	N	N	Dv1 stopped behind another vehicle that had stopped at a crosswalk. While stopped, v1 was rear-ended by Dv2. Dv2 cited for following too close, driving uninsured.
4	18:10	Mon	N Main St at W Hersey St	2	N	N	N	N	Y	Y	N	N	Dv1 crossing N Main from Wimer to W Hersey was struck by V2 which was driving north on N Main St. Dv1 cited for Failure to Obey traffic control device.
6	07:39	Wed	Siskiyou Blvd near 1475 Siskiyou	1	N	Y	Y	N	Y	N	N	N	Dv1 turned right into parking lot in front of bicycle in bike lane, causing bike to crash into v1. Dv1 cited failure to yield to bike in bike lane.
8	17:23	Fri	N Mountain Av near Nepenthe Rd	1	N	N	Y	N	Y	Y	N	N	Dv1 fell asleep and crashed into a hazard/warning sign and a tree. Driver cited for careless driving, driving uninsured and no operators license.
12	14:00	Tues	59 Winburn Way	2	N	N	N	N	N	Y	N	Y	Dv1 backed into a City vehicle causing minor damage. No citation, insurance info received for claim processing only.
13	08:20	Wed	Siskiyou Blvd near Sherman St	2	N	N	Y	N	Y	Y	N	N	Dv1 stopped at red light was rear-ended by v2. Dv2 cited for following too close.
17	23:50	Sun	Terra Av near Nezla St	1	N	N	N	Y	Y	Y	N	N	Dv1 backed into mailbox. Arrested for DUII.

DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUII	CITED	PROP DAM.	HIT/RUN	CITY VEH.	CAUSE - DRIVER ERROR
19	19:49	Tues	Oak St near Van Ness Av	1	N	Y	Y	N	Y	N	N	N	Dv1 turning left struck a bicycle traveling straight through in the oncoming lane. Dv1 cited for dangerous left turn.
21	18:00	Thurs	Tolman Creek Rd near Ashland St	2	N	N	U	U	N	Y	Y	N	v1 was struck and damaged while parked in a parking lot. No suspects nor leads.
22	10:04	Fri	B St near Water St	2	N	N	N	N	N	Y	N	N	Dv2 was backing out of driveway when struck by dv1 continuing up the street. Severe damage to vehicles, no citations.
23	01:50	Sat	N Main St at Manzanita St	1	N	N	N	Y	Y	Y	N	N	Driver ran into fire hydrant. Found to be DUII, arrested.
30	18:30	Sat	Creek Stone Way near River Rock Rd	1	N	N	N	N	N	Y	N	N	Dv1 jumped the curb and struck landscaping tree. No citation. Damage to vehicle over \$1500.

# M a k i n g   a n   I m p a c t

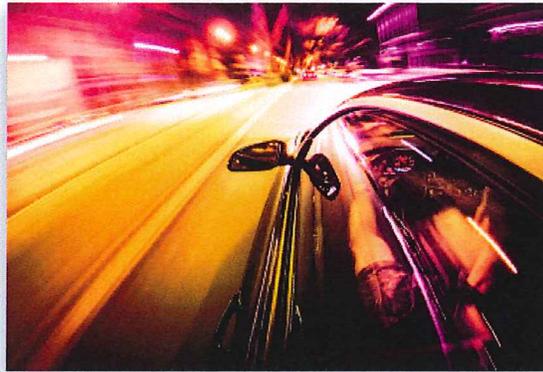
February 2016 - Volume 3, Issue 5

## Drivers Unfazed and Confused on Drugged Driving

With the recent legalization of recreational marijuana in several states, safety advocates are increasingly concerned that drugged drivers pose a very serious threat to the safety of U.S. road users.

New research from the AAA Foundation for Traffic Safety found that nearly half of Americans share this concern and report feeling that drug-impaired drivers are a bigger problem today compared to 3 years ago. With 85% of Americans supporting marijuana-impairment laws, the survey reveals that while there's awareness of this serious issue, Americans are unclear on impairment thresholds, safety implications and legal ramifications.

The Foundation's survey found that while two-thirds feel that those who drive after drinking alcohol pose a "very serious" threat to their personal safety, just over half feel the same way about drug use. In fact, 1-in-6 Americans report that, where they live, most people feel it's



acceptable to drive 1 hour after using marijuana.

When it comes to prescription drug use and driving, Americans report feeling even less concerned, with just over a quarter reporting feeling the same "very serious" threat to their personal safety. However, many of these drugs, along with over-the-counter medications, can impair a driver in similar ways as alcohol. Previous studies have found

that a single dose of some cold and allergy medications can have the same effect on driving as being above the legal limit for blood alcohol concentration, and certain antidepressants have been shown to increase crash risk by up to 41%.

To educate drivers on the impact that prescription and over-the-counter drugs can have on safe driving ability, the Foundation developed Roadwise RX - a free, interactive tool that allows users to input various medications and check for side effects and interactions that can lead to driver impairment.

After registration, be sure to order your free incentives, including: stickers, temporary tattoos, prize ribbons, and helmets. Check out the Resources page for tips, curriculum, and coordinator packet.

Tracking can be done on a weekly basis or for the entire month. Weekly prize drawings will be held for schools that log trips each week. Registered schools will automatically be entered for *Fire Up Your Feet*, which offers additional cash awards and program support.

## Register Your School for Walk + Bike Challenge Month in May

The Walk + Bike Challenge is a friendly competition aimed at encouraging more kids and families to walk and bike to and from school and throughout their neighborhoods. The Challenge is hosted by the Bicycle Transportation Alliance (BTA) with support from ODOT and other partners.



## Safe Cars Save Lives: New NHTSA Recall Campaign

*The campaign urges consumers to check for open recalls at least twice a year.*

NHTSA has launched a new public awareness campaign called [Safe Cars Save Lives](#) that urges consumers to check for open recalls at least twice a year and to get their vehicles fixed as soon as parts are available. Last year, there were close to 900 recalls affecting 51 million vehicles nationwide. Every year, on average, 25% of recalled vehicles are left unrepaired.

The *Safe Cars Save Lives* campaign features [online banner ads](#) illustrating that safety should never take a back seat and that checking for a recall could help save a life. Consumers are urged to get into the habit of checking their vehicle identification number (VIN) twice a year at a minimum using NHTSA's free [VIN look-up tool](#).

To remember to check, NHTSA

suggests timing it with day light savings – every November when setting clocks back and every March when setting clocks forward. If there is an open recall, the safety agency advises owners to contact their local dealer to schedule an appointment and bring their vehicle in for repair as soon as possible.

The recall awareness campaign also includes a suite of [safety videos](#) to help inform consumers on how to check their VINs, how recalls and investigations work, and information on what every car owner should know.

Last April, NHTSA convened a [Retooling Recalls workshop](#) comprised of leading transportation officials, automotive industry

representatives, safety advocates and researchers to examine the reasons for low recall repair rates, and options for improving the process.

NHTSA also issued an Advance Notice of Proposed Rulemaking (ANPRM). The ANPRM seeks to identify additional ways to

notify vehicle owners, purchasers and dealers of safety-related defects and noncompliances. Members of the public can read the ANPRM and provide feedback by [clicking here](#).

NHTSA's announcement builds on current efforts to provide consumers with information to

help them make informed vehicle safety decisions, including the [VIN Lookup tool](#), [5-Star Safety Ratings System](#), and mobile apps for Apple and Android devices that provide on-the-spot information on crash protection features, advanced safety features, and recalls on new vehicles and many older models.



Janelle Lawrence  
Executive Director

Contact Us



Funded through  
a grant from  
ODOT Transportation  
Safety Division

## Mark Your Calendars for our Annual Business Lunch!

Join Oregon Impact for our **10th Annual Business Lunch** held **Wednesday, March 16th** at the Abernethy Center in Oregon City.

Hear engaging guest speakers while enjoying a delicious meal.

Take a break from your busy workday to relax with us and

support a great cause. Network with others who are passionate

about helping to keep Oregon's roadways safer. And be sure to enter our raffle for your chance to win a prize!

This year's topic focus is: *Cannabis in the Workplace*. More information and [online sign up here](#).

*We hope to see you there!*

## IIHS Naturalistic Driving Study Provides New Window on Driver Distraction

Figuring out the role cellphone use and other distracting behaviors play in crashes is a challenge for researchers. While things like driver age and alcohol impairment are fairly easy to establish after a serious crash, distraction is harder to pin down. In most cases, there is no reliable record of what a driver was doing in the moments leading up to a collision.

IIHS researchers recently conducted a naturalistic [driving study](#) in which a group of drivers are continuously monitored over an extended time period. The study provides new evidence that using cellphones, eating or drinking, and interacting with an in-vehicle system all increase the odds of a crash.

Of the crashes recorded, 42% were low-risk tire strikes, which include things like a tire hitting a curb. Most drivers likely wouldn't even consider these to be crashes and in some cases might not even notice

them. Another 41% were classified as minor, while 10% include sufficient damage to be police-reportable, and 7% were classified as "most severe."

Researchers looked for the presence of "secondary behaviors" — activities performed by drivers in addition to driving, which allowed scientists to calculate the odds of crashing while so engaged.



The odds ratios went up for every category of secondary behavior that was examined, and all were significant. Of all activities analyzed, manipulating a cellphone was associated with the biggest crash risk — about 5 times the odds of crashing while driving without any secondary behavior.

A new finding is that simply talking

on a cellphone also significantly increases the odds of a crash when tire strikes are excluded.

The study doesn't address what policies might reduce the types of distraction that lead to crashes. Earlier research has found that cellphone bans reduce phone use, but not crashes. The researchers hypothesized that drivers who refrained from using their phones manually may have switched to hands-free systems, which also can be distracting, or may have been distracted by something else

"Although this study shows that manipulating a cellphone is more risky than some other secondary behaviors, it's important to remember that

drivers are distracted in many other ways, and putting down the phone does not mean a driver is paying attention to the road," says Anne McCartt, IIHS Sr. VP for research and co-author of the new study. "An approach that addresses all kinds of distraction, instead of focusing specifically on cellphones, will be most successful in improving safety."

## Transportation Safety Workshops

**TREC Events**  
TREC Workshops are typically held at PSU.

**UP Highway Safety Workshops**

**OSU Kiewit Center**

Topic	Date	Time	Registration
<b>TREC Workshop &amp; Livestream:</b> An Analysis of Cyclist Path Choices Through Shared Space Intersections in England	2/12	12 pm	<a href="#">More Info</a>
<b>TREC Webinar:</b> Development of a Pedestrian Demand Estimation Tool	2/18	10 am	<a href="#">Register</a>
<b>TREC Workshop &amp; Livestream:</b> Size Variables in Recursive Logit Route Choice Models	2/19	12 pm	<a href="#">More Info</a>
<b>TREC Workshop &amp; Livestream:</b> Transportation Life Cycle Assessment	2/26	12 pm	<a href="#">More Info</a>
<b>UP:</b> Free Transportation Safety Workshop in Happy Valley	2/16	9 am - 4 pm	<a href="#">Register</a>
<b>Kiewit Center Workshop:</b> Highway Safety Manual	3/22 - 3/26	All Day	<a href="#">Register</a>

## Car Seat Check-Up Events and Fitting Stations

Date	City	Location	Address	Time
2/13	Hillsboro	Tuality Health Edu Ctr	334 SE 8th Ave	9 am - 11:30 am
2/17	Redmond	Redmond Fire	341 NW Dogwood Ave	2 pm - 4 pm
2/20	Vancouver*	Peace Health*	92nd Ave Entrance	8:45 am - 2 pm*
2/20	Beaverton	Park Place Center	4915 SW Griffith Dr	9 am - 12 pm
2/25	Forest Grove	Forest Grove Fire	1919 Ash St	3 pm - 5 pm
2/25	Eugene	Eugene Fire	1725 W 2nd Ave	4 pm - 6 pm
2/27	Keizer	Keizer Fire	661 Chemawa Rd	12:30 pm - 2 pm
2/27	Portland	Providence St. Vincent's	9205 SW Barnes Rd	10 am - 12:30 pm
3/3	Redmond	Redmond Fire	341 NW Dogwood Ave	11 am - 2 pm
3/3	Island City	La Grande Rural Fire	10200 S McAlister Rd	2 pm - 4 pm

Events are tentative due to weather.

For all event listings, appointment options, best practice information, visit the [Child Safety Seat Resource Center](#).



\*Peace Health Event: Registration required by 8:45 am for 9-10 am class. First come, first served. Must attend class to participate in the clinic, which is held from 10 am - 2 pm.

## Remembering Daisy

from [SafeKids.org](#)

My name is Jamie and I am the mother of 4 beautiful children. In 2014 I experienced a tragic loss when my 3-year-old daughter, Daisy, died in a car accident.



Daisy was the most loving baby. She constantly showed her affection and love for others. Although she adored everyone, Daisy was particularly attached to me. I couldn't bathe, eat or sleep without my little girl right by my side.

I was driving on the highway with my children when the tread came off my back tire. I lost control and the van rolled 25 feet down the bank. With none of us wearing seat belts, we were tossed around the car. My 5-year-old daughter was thrown face first into the window. My 1-year-old daughter and 7-year-old son were luckier – they had no serious abrasions. Unfortunately, Daisy was trapped in the car and I couldn't get her out. I watched her take her last breath. It was the most terrible thing you could ever imagine; a mother trying to save her daughter, but unable to.

Losing Daisy that day was absolutely heartbreaking. One of the most upsetting things about the crash is knowing that her death

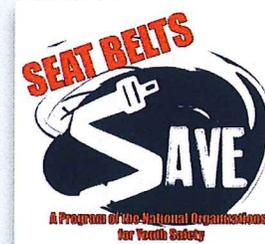
could have been prevented. Because I had been so tired, I didn't take the time to buckle up my children. If I had spent those 5 minutes strapping them into their car seats, Daisy might still be here with me today.

I hope my story encourages parents to always buckle up their kids regardless of the situation. You don't want to feel the pain or grief I am going through. The sadness is overwhelming, even after a year.

I understand that some people, when they read my story, might get angry with me and say some bad things. That's OK. As long as that anger reminds them to put their children in the proper car seats and to buckle up every ride, every time. There is nothing that can be said or written that makes me feel worse than I already do every day.

If my daughter passing away can save at least one child's life, then at least something good can come out of it. Next time you're thinking of leaving your child unbuckled, think of me and my family and what we are going through. It's not worth it and remember that one minute to buckle up your child could make all the difference.

## Register Your High School for the Seat Belts Save Challenge



The 2016 National Organizations for Youth Safety (NOYS) Seat Belts Save Challenge is a four-week campaign open to all U.S. high school students. It is designed to educate teen drivers about the dangers of riding in a car without wearing a seat belt, and increase the number of teens who regularly wear a seat belt while driving or riding in a car. Participating schools can win recognition from the U.S. Secretary of Transportation and coverage in national media.

To participate, register by March 1, 2016. Challenge activities can take place between March 1 and May 26, 2016. Your school can conduct the four-week challenge at any time during that period. The final report must be submitted to NOYS on or before June 10, 2016.

For Rules and Guidelines, Challenge Materials (including an Implementation Guide), State-specific Fact Sheets, and the "Challenge Calendar" visit the [SeatBeltsSave](#) website.