

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

April 27, 2017

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: March 23, 2017
- IV. PUBLIC FORUM
- V. NEW BUSINESS
 - A. Draft letter to Mayor and Council regarding Nevada Bridge (15 min.)
 - Letter of Explanation from TC to Council regarding recommendation on Nevada Bridge Project
 - B. Proposed Pilot Residential Parking for Gresham Street (between Hargadine and Beach) (15 minutes)
- VI. TASK LIST
 - A. Discuss current action item list
- VII. OLD BUSINESS
 - A. Transportation System Plan Request for Proposal (RFP)
 - Discuss RFP and next steps (30 min.)
- VII. FOLLOW UP ITEMS
 - A. Street Mural Permit
- VIII. INFORMATIONAL ITEMS
 - A. 2018/2019 Street Improvement Capital Project List
 - Update Commission on Biennium Capital Project List (15 min.)
 - B. Action Summary
 - C. Accident Report
 - D. Making an Impact Newsletter (March)
- IX. COMMISSION OPEN DISCUSSION
- X. FUTURE AGENDA TOPICS
- XI. ADJOURNMENT: 8:00 PM

Next Meeting Date: May 25, 2017 Meeting Cancelled due to Budget Hearings

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).

**ASHLAND TRANSPORTATION COMMISSION
MINUTES
March 23, 2017**

These minutes are pending approval by this Commission

CALL TO ORDER

Graf called the meeting to order at 6:02 pm

Commissioners Present: Joe Graf, Danielle Amarotico, Dominic Barth, Sue Newberry, Corinne Viéville, and David Young (via Skype)

Council Liaison Present: Stef Seffinger

SOU Liaison Absent: Janelle Wilson

Staff Present: Scott Fleury, Mike Faught, and Tami De Mille-Campos

ANNOUNCEMENTS

None.

APPROVAL OF MINUTES

Approval of February 9, 2017 minutes

The minutes were approved as presented.

Approval of February 23, 2017 minutes

The minutes were put aside to the next meeting, pending corrections.

PUBLIC FORUM

Susan Hall, 210 East Nevada

She thanked the commission for the hard work that she has observed them doing for months now. She submitted documents from the 1998 and 2012 Transportation System Plans (TSP) and a copy of some comments that she spoke and gave to the Council on Monday night. She also included in the packet, a request asking that the 2012 TSP be amended to make Hersey Street a main alternate route for downtown.

Spike Breon, 295 East Nevada

He wanted to speak about remonstration. He expected more people but even though there are few, he knows applause disrupts the meeting so if they hear something they like they would like to raise or waive their hands, instead of applauding and if they hear something to which they disagree then they would keep completely silent. For example, should someone choose to read Craig Anderson's letter in the packet, you might expect him to wave his hands. *Chair Graf asked that they try to eliminate any actions that might be disruptive to people. He said they will try to watch the audience and if they see something, they agree with maybe a big smile would signify that.

Huelz Gutcheon, 2253 Hwy 99

He explained that the purpose of life is to have a car so we can have a life and he would really like to see everyone have a car because it is so much better in every way. The electricity is going to be solar panels because we need to have a car that's going to stay around for a while, which is why he has been announcing that he is going to run for Community Development Director. He would like to see solar panels on all the roofs, which is a big change that has to happen. Climate change is a priority.

NEW BUSINESS

Nevada St Bridge

Faught discussed the staff report, which includes options for how the commission may wish to proceed and the actions they would need to take going forward. He thanked Commissioner Newberry for the in depth questions that she submitted earlier.

Newberry said many of her questions were submitted in writing (see attached) and she thought it would be good to start with some of those questions and the responses that Faught provided to those questions.

Newberry stated there was one question that she did have that was not a part of her original questions. Her understanding is we have exchanged the Surface Transportation Program (STP) funds for local funds and she asked if that was correct. Faught explained that those funds are federal funds but they are allocated through the Rogue Valley Metropolitan Planning Organization (RVMPO). She asked for clarification on whether we would have to return to the policy committee to deviate in any way from the original grant as submitted. Faught said rather than answer the question himself he sent that question to them. Newberry said she spoke with Dan Moore and she thought he said that once you exchange the funds, a different set of rules apply. Faught said he wasn't sure about the conversation but he had sent her email to Dan and asked him to respond. Faught also explained that he led him to believe that the Independent Way project could possibly be a highly competitive project but he was also very clear that we would have to go back and submit the request to change projects. That project could be one that they approve or it could be that they decide to put the money back in the queue.

Newberry read question number four and the response, which was provided by Anne Sylvester of SCJ Alliance. Newberry asked Anne if it is correct that it was going to reduce traffic on Eagle Mill Road and if so, where would that traffic be going? Sylvester answered that some of that traffic would go to the new East Nevada Street crossing. Newberry stated the traffic that was going on Eagle Mill Road usually would be going to those homes, so she was confused and it did not appear to her when looking at the numbers that the traffic was actually reduced on Eagle Mill Road. Sylvester said the two graphics that they had, definitely shows a reduction. Newberry said she may have misunderstood but she thought that originally the whole idea was to get more people to use Eagle Mill Road so we would be siphoning traffic off the downtown. Barth shared that at the last meeting, Graf pointed out the Eagle Mill section (across I5, before making the right turn) had significantly different numbers and Barth asked for clarification on that. Sylvester said this is a different section than Newberry is talking about. Graf said there was no explanation, he had noted there was over 100 cars that crossed the freeway without the bridge and only 20 going across the freeway with a bridge, and it seems there would be more than 20 cars just going between the wineries and the homes off Pompador. Newberry said when she looked at the information it looked to her like the traffic that used to be going out on the east side, coming off of North Mountain, simply crossed the bridge and went out onto Eagle Mill Road on Oak Street. With that, it did not really seem to change the numbers, it just shifted the traffic. Sylvester said that is correct, the model looked at the two scenarios and what they saw was a very slight increase in traffic on that section of Eagle Mill (where Oak turns into Eagle Mill). Newberry referred back to her original question. She said she has a copy of the Ashland Street design handbook and the handbook says there are standards for developing a traditional neighborhood. She went on to explain that a traditional neighborhood is like what you would see closer to the downtown area. Particularly in the railroad district where you have short blocks, and more of a grid design and generally in a larger area when you build those you have things designated as a neighborhood street, a neighborhood collector, and then an avenue. She stated one of the problems we have here is that the older neighborhood on the west side of Nevada Street is not a traditional grid; it has very long blocks and was built suburban style (wide, long streets). Although normally in a traditional neighborhood if you have short blocks you would have fewer miles traveled, she thinks it is a stretch to show a reduction in vehicle miles traveled or in pollution in a neighborhood like that because we are not really increasing anything but one street. She also pointed out that when it comes to those standards in the handbook those standards are for new and reconstructed developments and when she measured the block lengths of the North Mountain neighborhood on Google maps many of those blocks exceed the 300-400 foot recommendation found in the traditional neighborhood guidelines. When she looks at a map, she doesn't see the North Mountain neighborhood as a traditional neighborhood, it may have some elements of it but it doesn't have a total adherence to those design standards. Sylvester responded that the information she provided relates to a whole community context. The way that she looked at this is that we are adding connectivity for all travel modes and every step that you take as you move towards increasing connectivity. She stated that traditionally they do not study Vehicle Miles Traveled (VMT) when they do this kind of traffic analysis because it is a broad picture and it's generally done at the regional level. She went on to say all she can really speak to is the value of connectivity and helping you incrementally achieve that broader goal. Newberry said the only reason she brought up VMT is that it was on the grant application.

Newberry went onto question number six, regarding objectives in the TSP under goal four. She said she thinks we have a little bit of a disagreement about how to interpret what sorts of functions are well achieved. Goal 4a reads, "Identify ways to improve street connectivity to provide additional travel routes to the state highways for bicyclists,

pedestrians, and autos". Her comment to Sylvester was that this does not provide any additional travel routes to the state highways because both sides of the creek can currently access the same routes to I5 that they would be able to if the bridge was in place. Objective 4b reads, "identify ways to provide sufficient levels of mobility and accessibility for autos, while making minimal investment in new automobile focused infrastructure". Her comment on that was that this is not a minimal investment in new automobile infrastructure; this is a huge investment to serve around 3,600 cars in 2038. She added that in the grant application the bridge was only given a 20-year lifespan. 3,600 cars is not too many to put on a neighborhood collector, it doesn't have to be categorized as an avenue to be accessible; we can put up to 5,000 cars on a neighborhood collector. Objective 4c reads, "upgrade pedestrian facilities to ADA compliance standards". The reason she brought this one up is the TSP includes about 6.7 million dollars worth of gaps in the sidewalk system, which haven't been addressed yet. Although this project would be ADA compliant because it has to be, it doesn't mean that's the best way to achieve a mobility goal. Objective 4d reads "develop alternative mobility standards that allow for planned congestion to help achieve multimodal and land use objectives". She stated the idea there is that, in the United States for many years, we have known that you cannot build faster than streets become congested. She doesn't feel it is unreasonable for a community plan like the TSP to suggest that we allow and in some cases encourage congestion because the idea is to discourage people from single occupancy use of their cars, consolidate their trips, to use trip chain, to use transit/bicycle/foot etc. Newberry pointed out that in Sylvester's response to this question she did say she felt that objective 4g created comprehensive transportation system by better integrating active transportation modes with transit and travel by auto was a compliant and Newberry doesn't disagree with that but she does think the others override it. Sylvester said she could only respond that she provided her opinion where she thought things were applicable. She said if you step back and ask what exactly is the language saying and what are the terms and conditions, sometimes it's a matter of degrees but in her opinion they are met and all she can say is the words speak for themselves.

One of the bullets states the auto bridge would provide vehicle access to and from and between neighborhoods, consistent with the long term and development plans in the area. Her question was if that is the case, why weren't developers required to pay for the bridge and included when they built the road. She said she has the minutes from that meeting and it turns out when the project was being negotiated and the terms were being worked out the attorney showed up and she read from the minutes "Dick Star Attorney for the owner said the bridge is just part of the avenue. They are glad to help build the connection and they are willing to negotiate with staff responsible SDC (System Development Charge) or some type of arrangement for reimbursement for part of the cost. They do not want an LID (Local Improvement District) as part of this approval because if the bridge goes across the creek it will benefit the whole city. Newberry said we have seen in the traffic impact analysis that it really doesn't benefit the whole city because it doesn't change traffic flows and if it benefited the city it would be reducing congestion substantially somewhere. She added apparently, the attorney got his way with the LID and when she looks at the map if that development at Mountain Meadows had never gone in we wouldn't need a bridge, which is why one wasn't there in the first place. Why the developer wasn't required to contribute to the costs is a bit of a mystery to her. Faught clarified that the condition of approval was to include creation of an LID. However, Planning didn't follow through with that condition and he isn't able to speak to why that is. Newberry asked if the bridge didn't go in now and there was new development there in the future that would forecast an increase in traffic then would the developer have to contribute towards the cost? Faught said he has asked Planning that question and they feel they can't go back on that. He said he would have to talk more about that with them.

Barth asked for clarification on the response to number 7, which stated the non-remonstrance requirement did actually get implemented. Faught clarified that was supposed to say "did *not*".

Newberry spoke regarding the issue of transit. She said Faught made a compelling argument about the TAZ (Traffic Analysis Zone); however, it is not a feasibility study. She would be eager to see a feasibility study and she thinks if there is feasibility for transit it is probably logical to think that it is going to be a small bus because it isn't going to have the density. Faught said when we went through the TSP update we had a professional transit element to this, it wasn't just the engineers working on it, and we actually had RVTD's input as well. He pointed out the part that we haven't talked about yet is the funding side of it. Al Densmore is currently working on a funding package for transit statewide and it seems to have support. Al Densmore, JWA Associates, introduced himself from the audience. He said trying to predict whether this legislation will pass and/or whether or not the voters will pass it, is problematic at this point. He can say the issue of Oregon needing to support public transportation across the state, the discussion

began roughly two years ago and for the first time he heard the word transformation used in the presentation to the legislative joint committee. If this payroll tax were to be approved at one tenth of one percent, it would amount to about .39/week for someone making minimum wage. What we are talking about here is a broad based, proportionate tax that would significantly improve the prospects for supporting transit across the state. He added that what Faught is referring to is that this measure is part of what may be as much as a 500-750 million dollar overall transportation package that would improve all modes of transportation. If he were looking at one piece of transportation, whether or not it would be referred to the voters, if it were just one mode of transportation it very likely would be defeated. He believes what is trying to be formed in the legislature now is a significant response to a key need within the state and it might be that this would cause people to think there would be something in it for them no matter what their mode of transit is. He closed by saying it is difficult to know whether this will happen but it is clearly a priority of a significant portion of the legislative assembly right now.

Newberry mentioned they had talked a little bit about widths of bridges because they were a little surprised when staff came back with a 24' bridge. Previously there was discussion about this being a pedestrian bridge that could accommodate emergency vehicles. She stated that in her notes, Faught had talked about Oregon Fire Code section 503.2.1 which she looked up and it applies to access roads, not bridges. She added if you look at section 503.2.6 (bridges and elevated surfaces) that refers you to ASHTO HB17, which does not include a minimum bridge width for firetrucks. Faught said he has a memo from Marguerite Hickman, City of Ashland Fire Marshall, and he wished she was here tonight because she was very clear that this applies to this road section. Barth asked about the Normal Avenue neighborhood project because that approved an eighteen foot width, which maintains full emergency vehicle access. Faught stated there are two different standards, one is a shared road and the other is a standard street. He does not think Normal Avenue is an eighteen-foot section, although there are shared sections within the approval but he doesn't have that with him.

Young mentioned Faught's response to Newberry's last question regarding sharrows. He doesn't feel that her question was addressed and further pointed out that a super sharrow is not a sharrow. Newberry said she didn't have time to pursue it since receiving the answer but she does think the commission should look for a study on this. Faught said he thought he had answered the question specifically and apologized if it didn't come across that way. Newberry pointed out for the audience that studies show sharrows do not invite more bicycling and they do not improve safety either.

Newberry brought up that we have \$5,040,000, in addition to the \$1,500,000 that we have a grant for, programmed for the Nevada Street Bridge. She asked if that was regular program funding. Faught said she is looking at the RVMPO information and that is a reflection of the project that is budgeted. There is \$1,000,000 in SDC's and \$1,500,000 in grants and the rest would come from bonding or other methods of payment, such as what Al Densmore is assisting with. Barth asked about the Oregon Department of Transportation (ODOT) estimate of over \$8,000,000 and asked why there is a difference. Faught said we keep hearing \$8,000,000 but he needs to clarify that. He said that was an estimate that ODOT did with a larger bridge, the bridge was going to be much longer and because we know the local circumstances, we knew we didn't need a longer bridge.

Viville asked if the proposed bridge includes a steep access to the bridge. Jaime Jordan, Oregon Bridge Engineering Company (OBEC) responded that they calculated the vertical grade of this project that meets ASHTO standards and roadway classification, and the main bridge part is a 2.5% grade and then it will have two vertical curves that will tie-in down to Kestrel Parkway.

Councilor Seffinger said she was curious about Kestrel and the map. She said it shows it connecting to Fair Oaks but Kestrel actually dead ends and does not connect all the way through. Faught said the full phase of the project would actually have Kestrel connecting all the way through. Seffinger said as she understands it, emergency vehicles can turn onto Kestrel but they can't go all the way through. David Shepherd, City of Ashland Interim Fire Chief, said he did check with Hickman on this and her explanation of whether or not a bridge was an access road, her quick answer to that was that it is up to the fire official to determine if it is an access road or not. She also said a lot of times it is hard when you are trying to interpret the language of the fire code.

Viville wondered why the developers aren't being required to pay for the bridge when there is development

planned? Faught explained that if you read the conditions of approval, they were going to pay a proportionate share through a LID but it doesn't look like the conditions of approval were followed but we can do that for all future development.

Newberry stated one of the reasons she is against the bridge as it is being proposed is the amount of money that is going into a bridge that is on one end of town and only serves a small group of people. She pointed out that currently in the high priority fiscally constrained section of the TSP, there are \$6,755,000 worth of projects that include filling gaps in our existing sidewalk network. Since the 2012 TSP was implemented we have completed four projects, two are in progress and one is programmed (funding has been identified). There is also \$3,100,000 worth of uncompleted bicycle projects. Between those two, that is over ten million dollars. Somehow, the development driven projects are becoming more important and she isn't sure why that is. She feels this project fails to meet the goals that it says it is going to and she thinks that a pedestrian/bicycle bridge with a maximum of fourteen feet would meet some of those goals. She also opposes it because she feels it is arbitrary for us to suddenly assign planning objectives to this area that has been there for many years and is not a traditional neighborhood.

Graf said this has been a very hard project for him because people on both sides of the issue have made good points and he finds himself agreeing with points from both sides. The other issue he has with this is that it is really easy to get into the weeds, but for him he tends to look at the larger picture. He thinks some kind of connection across Bear Creek has value but the question we are facing is what kind of connection should it be, when do we do it and where does that fit into the priority listing. He said he won't go through all of the rationale over having the connection but he did add a few things. He said he looked at that the school district map and the school district sends the students that live between Bear Creek and I5 or any students that live in Mountain Meadows to Helman school and not to Walker school. These students have to go all the way down Mountain, across Hersey and then back up again to Helman, which argues for some kind of connection to help those students get to school. He added he isn't excited about Eagle Mill as a major bypass due to the overpass being narrow. He further stated for those that were a part of the TSP process, which he was not a part of, he doesn't think it is unreasonable to have this as a high priority project due to all the development that has occurred in that area since 2004. This leads him to believe that some connection is an important step and it isn't unreasonable when you are going after a grant that you would add every possible rationale for your project. He said if we were asking ourselves today if we should build a bridge or if we should put a grant in for the bridge, knowing what we know today, he would say we are not ready. He doesn't think we have traffic counts that demonstrate who will be the users of the bridge and how it affects the city as a whole and we don't have our transit feasibility study finished. He agrees with Newberry that either the bridge would have been built when the development began or we would wait until we see the final development plan which will show whether a vehicle bridge is necessary to go over the creek. Unfortunately, we have this \$1,500,000 grant available to us and we don't quite know what to do with it. He isn't ready to conclude we either need or don't need a vehicle bridge. He can't support taking it permanently off the table because they haven't done the work yet to demonstrate the need. If we do have to use the \$1,500,000 grant right away, his recommendation would be to use it as phase one of the two bridge model and use the time to study whether or not we really do need a vehicle bridge. He feels all evidence shows that a bicycle/pedestrian bridge would serve the visitors and residents east of Bear Creek. He added if he had a \$1,500,000 grant to spend on bicycle/pedestrian, he isn't sure this is where he would spend it.

Barth said during this process it was wonderful to read Paula Brown's letter and it reminded him of her project on Siskiyou Blvd. He said he wishes he felt the same about this bridge as the Siskiyou project. There has been a lot of discussion about different options for this bridge and as best as he can see it, this bridge would benefit development that is yet to exist and unfortunately he feels the Mountain Meadows community has had their hopes built up in terms of a transit connection which is very far off. For all these reasons, he would be against this project as it currently stands.

Amarofico stated she has weighed both the opinions of the advocates and the opponents and the pros and cons of having a bridge. If the bridge project were to go through, she would feel for the affected property owners. She doesn't live in this area but she spends a fair amount of time in the area and has driven through that neighborhood many, many times. With the density in that area she doesn't know how we could move away from connecting it to the rest of the city. We have to remember to take into account that this is the Ashland Transportation Commission and we have to look at what is going to serve Ashland as a whole. She said it would be easy to say she is against this project but

ultimately she feels that connectivity is a benefit to the whole community and she feels this keeps our future transportation options open. Along with Graf and Newberry she also doesn't feel that right now we have anything broken but there has been a tremendous amount of time and thought put into thinking that ultimately this has been an important project for connectivity and she isn't ready to throw that completely out. She is fine kicking it down the road to the next TSP update.

Vieville feels this is a very expensive project and the financial piece is a bit of an unknown. She doesn't feel this will be an advantage for a large part of the population and there are other things that need to be addressed. She agrees with Graf that we haven't really done the homework to justify the need currently. She also worries about how this would tie into the Climate and Energy Action Plan. She added she doesn't think kicking it down the road to the upcoming TSP process is the right step because we still don't have the need at this time, possibly the following TSP process.

Young said he appreciates every commissioner's statements and points of view. For him this is very simple, there is no need now or in the near future for this project (R17). He stated he could spend a long time talking about the process of including this project in the 2012 TSP but he feels like they were slightly misled into approving it because it wasn't presented at this scale during that process. He further added that the TSP process was sort of a flawed process. The main selling point of this project during that time was using Eagle Mill/North Mountain as the alternative route but then Faught came back to them and shared that by putting the bridge over Bear Creek this would be a way to get Jackson County to maintain Eagle Mill Road since it is a county road. In addition, pricing was about a third of what it has become and it wasn't specifically going to be an auto bridge. It wasn't demonstrated nor received to be a high priority for Ashland. The commission at that time was led to believe they were making it a high priority to get Jackson County to go along with maintaining Eagle Mill. In the future, we need to have project priorities that from the very beginning have, a very informed public process and demonstrate a need that will benefit the entire city. This project failed that at the very beginning and now it seems like they are to feel like they are violating a previous decision that was made regarding prioritizing this project during the TSP process. He added he feels the gas tax and what is currently going on in the legislature is a huge stretch. He closed by saying there are more important projects that we can use SDC's for and potential use of the RVMPO grant. We have roads that are failing, unfunded multimodal and ADA projects and we need to step back and ask if this project is the best use of our funds.

Newberry wanted to clarify everyone's thoughts before she tries to put a motion together. She thinks the people in these neighborhoods need to recognize that when you buy a home where there is undeveloped land, things change over the years and even though we don't need a bridge there now there is no guarantee that there won't be a bridge there someday. Whatever motion is made shouldn't preclude the possibility that a bridge is needed in the future. She asked the commission if this is what she heard everyone say.

Newberry pointed out that initially the commission looked at two separate bridges, one strictly for bicycles and pedestrians and one to accommodate everyone. What she sees in the TSP and in the Comprehensive Plan is that a bicycle/pedestrian bridge would achieve a lot of the connectivity goals that have been discussed. Before giving a motion she would like to know whether there is support for attempting to move the \$1,500,000 grant to a bicycle/pedestrian only bridge, with a maximum width of 10-14 feet. Young thinks we should make a clean motion about this project and if the commission wants to recommend attempting to move the grant funds to a bicycle/pedestrian bridge then that is what he would recommend.

Discussion was had regarding potential motions. Amorotico would like the motion to include delaying the project. Newberry is very concerned about delaying or deferring the project to a later process. She feels it makes the commission look like they are unable to make a decision and the idea of a TSP is to identify where the needs are. Right now we can see there are some connectivity issues but it is difficult to identify a need for an auto bridge. Once the next TSP process begins this could be something that is revisited from the beginning. Amorotico feels that since this has been on the slate since 1998 she would hate to see the current Transportation Commission completely take the project off. She feels there are several reasons that we shouldn't be jumping on this project right away but she doesn't think it should be completely dismissed. Barth said there seemed to have been a lot of different opinions of what kind of bridge was proposed in 1998 and according to Paula Brown's letter it was a different bridge than presented in project R17. Vieville pointed out that if the motion is made it doesn't mean that the project can't come up

again on its own merits during a future TSP process. Faught pointed out that he had a conversation with the Mayor and Ted Hall and they reviewed the 1998 TSP appendixes and the bridge (road bridge, bicycle/pedestrian bridge and the sidewalk) is in all of the appendixes and ultimately when the TSP was finished the recommendation was a multimodal connection. Faught also added this isn't up to the Public Works Director to decide, if there was a need or desire to have that removed that should have gone to the City Council at that time to ask them to remove or change it to a bicycle/pedestrian bridge.

Newberry/Barth m/s recommend the City Council reject a motorized vehicle bridge as proposed in TSP project R17 (East Nevada Street bridge). This motion does not preclude the possibility of revisiting the need for a bridge in the future, if plans or conditions change.

Discussion: Young feels that this motion is being overqualified. He would like to be sure it is understood that this motion doesn't alter the TSP. This commission can only vote up or down on this project but the added verbiage can be seen by different people in the future as a different signal. It is basically understood that a future commission body could still decide to do the project or take it out of the TSP entirely. The TSP is a 22-25 year visioning statement and changing the priority of the project should be looked at during the next TSP update. Newberry clarified that the second part of the motion just states that the commission doesn't feel like the time to do this project is now, in the future if plans and conditions change, it could be revisited.

All ayes.

Motion passes unanimously.

Vieville asked about deciding what to do with the disposition of the grant money. Faught said staff would bring that back to the next meeting for further discussion. Newberry said she would like staff to look at some potential ADA and pedestrian improvement projects when looking at what to do with these funds. Faught said what he would like to do is attend the RVMPO meeting next Tuesday and he is going to talk to them a little bit about this and see what they think we will be most likely to get approved. He added that after previously talking to them he feels confident that they could successfully get the funds transferred over to the Independent Way project. Newberry would really like to look at other things first. Young said he would make a motion not to use these funds for the Independent Way connection and attempt to go for a bicycle/pedestrian bridge over Bear Creek, if that would be the simplest path for the RVMPO.

Newberry/Barth m/s a member of the Transportation Commission bring this decision and support for the decision to the City Council meeting (Newberry volunteered to do this).

All ayes.

Motion passes unanimously.

TASK LIST

Discuss current action item list

OLD BUSINESS

None.

FOLLOW UP ITEMS

None.

INFORMATIONAL ITEMS

Action Summary

Accident Report

None.

Making an Impact Newsletter (February)
None.

COMMISSION OPEN DISCUSSION

FUTURE AGENDA TOPICS

Transportation System Plan update process
CIP Budgeting

ADJOURNMENT

Meeting was adjourned at 8:06 p.m.

*Respectfully submitted,
Tami De Mille-Campos
Public Works Administrative Supervisor*

Tami Campos

From: Mike Faught
Sent: Thursday, March 23, 2017 2:37 PM
To: Sue Newberry; Tami Campos; Joseph Graf; dyoung@jeffnet.org; Dominic Barth; Scott Fleury; danielle@commonblockbrewing.com; corinne@mind.net; Stefani Seffinger
Cc: John Karns; David Shepherd; John Stromberg; Tami Campos
Subject: FW:
Attachments: ComprehensivePlan_Updated9.2016.pdf; AMC_Chpt_18_current.pdf; TSP Financially Constrained Project List Status.pdf; RVTD Proposed Program with Additional Funding.pdf

Hi Sue... My answers to your questions are highlighted in red below....

From: Tami Campos
Sent: Thursday, March 23, 2017 2:02 PM
To: Mike Faught
Subject: RE:

From: Sue Newberry [<mailto:sue.j.newberry@gmail.com>]
Sent: Sunday, March 19, 2017 4:21 PM
To: Tami Campos; Joseph Graf; dyoung@jeffnet.org; Dominic Barth; Scott Fleury; Mike Faught; danielle@commonblockbrewing.com; corinne@mind.net
Subject: Re: TC Packet 3-23-17

Mike:

Can you please clarify some items in your March 23, 2017 memo regarding the East Nevada Street Bridge prior to the upcoming meeting?

1. When references to city codes or comprehensive plan elements are made, could you please provide TC members with details? I spent a great deal of time finding, cutting, and pasting the referenced AMC so I could study them. I have attached that information for the convenience of the other TC members. In my opinion, these items need to be studied in the broader context of the documents in which they are included. The Comprehensive Plan and relevant municipal codes are not provided to new commissioners upon appointment. In fact, no training or introduction into city plans and processes is offered, with the exception of one meeting at which the city attorney explained our role. I recommend we all receive some detailed training prior to offering changes so that we can make informed decisions. Can we delay TC consideration of your proposed discussion questions? I do not think we need to address these issues before we make a decision about the bridge.

Your feedback on the need for additional training for the commission is valid and our staff will work on developing the information and a training plan for the future. As to your question about the AMC, Tami sent that information out to Sue on Tuesday and it is attached to this email for reference...

2. Your memo does not mention a bike/pedestrian only bridge. Is there some reason we can't consider that option? Benefits to emergency service are minimal. How much would it cost without adding emergency vehicle access? If we cannot consider a bike/ped only bridge, please explain why. Such a bridge clearly meets many of the goals and objectives of the Transportation System Plan and the Comprehensive Plan.

As you may recall the Commission asked staff to evaluate a bike/ped/emergency vehicle option, which has been provided for consideration. The Commission could consider this option, however I'm not sure that the grant funding or SDC funding would be eligible for this project.

If the Commission is inclined to look at a non-motorized option, a bike/ped/emergency vehicle and transit bridge (20' curb to curb) would potentially meet the funding requirements.

3. What are the options for disposition of the \$1.5 million grant? Can these funds be used for other high priority TSP projects? What happens to the funds if we do not use them? Is there a match required with this grant?

I attached a copy of the RVMPO policy on awards of discretionary funds for your information. I cut and pasted the policy that pertains to your questions.

This is the response from Dan Moore at RVCOG...

All awards are specific to a project, and must be spent on that project.

Funds that are not used on the project for which they were allocated will be addressed as follows:

a. RVMPO member jurisdictions

i. When RVMPO grant funds are not fully expended, unused funds go back to the RVMPO region for re-allocation.

ii. When a jurisdiction determines it will not implement a project, it may offer a substitute project(s). Substitute project(s) will be evaluated according to current RVMPO evaluation criteria. The Policy Committee will consider the evaluation of the substitute project, particularly its performance relative to the original project, and other information the committee agrees is appropriate. The Policy Committee will decide whether:

1. Funds should be awarded to the substitute project; or
2. Funds should go back to the region for re-allocation.

1. Would the project still be eligible for funding if the City decided to build a 20' bike/ped/emergency vehicle and transit bridge. This proposal would have hydraulic bollards included to prohibit vehicular access.
 - My reading of the policy is that the city would have to submit a substitute project request (see ii above).
2. Or if the Council decided not to build the project at all, would we be able to request reallocating the grant funds to the Independent Way project (a new connection between Washington Street and Toleman) which is a high priority project in our 2012 TSP...
 - My reading of the policy is that the city would have to submit a substitute project request (see ii above).

4. The original grant application states the bridge would improve Level of Service, reduce delay/idle time, reduce dependence on motor vehicles or Single occupied vehicles, and reduce Vehicle Miles Traveled. The analyses by SCJ shows none of these things occur. Why is the project still eligible for this funding? Has the Rogue Valley COG received a copy of the SCJ traffic analyses? If the project goes forward knowing it does not meet the stated goals, would the City be liable to return the funds?

Response from Anne Sylvester: As documented in the SCJ memo, traffic modeling shows that the E. Nevada Street connection would slightly reduce traffic volumes in the downtown core of Ashland, and more notably, on Hersey Street and Eagle Mill Road. This may result in a slight improvement in levels of service (which are measured on the basis of delay).

The added connectivity provided by the E Nevada Street extension will help to encourage the use of non-auto transportation modes for particularly for short trips such as to/from Helman Elementary school. Longer trips, such as those to/from various destinations along the Highway 99 or in downtown Ashland may also be encouraged since the travel distance is shorter via E. Nevada Street than via Hersey Street when measured from the neighborhood along Mountain Avenue near E Nevada Street.

While the reduction in Vehicle Miles Traveled (VMT) was not specifically addressed in the SCJ memo, current research into the relationship between connectivity and VMT reductions indicates that there is likely a strong correlation between the two. Academic research in this area indicates that VMT reductions have a strong relationship with Traditional Neighborhood Design which features higher intersection densities (and smaller block sizes), more connected (i.e., “grid – patterned”) streets, and generally improved access for active transportation and transit. One study identified a possible 57% reduction in VMT with well-connected traditional networks in comparison to traditional suburban networks.

5. Regarding Policies, Plans and Goals: Can you please tell us what criteria was used to establish project priorities in the TSP? There are 4 primary goals, plus SRTS in the TSP. Many other projects meet multiple goals, yet they have not advanced as far as this project. This project only shows as meeting Goal 4, Create a system-wide balance for serving and facilitating pedestrian, bicycle, rail air, transit, and vehicular traffic in terms of mobility and access within and through the City of Ashland.

Response from Kittelson & Associates: Project priorities were determined based on discussions with the various committees involved in the process as well as an assessment of the many projects through the white paper process.

The 2012 TSP has a list of high priority projects which are listed by mode (transit, bike, ped, roadway, etc.) from that list the Transportation Commission went through a prioritization process for those project not already in the queue (East Nevada and Independent Way).. The TC’s priority list is as follows:

Pedestrian Priority

- 1-Glenn St./Orange Ave. (P5)
- 2-Garfield St. from Iowa to Siskiyou Blvd. on one side of the street only (P59)
- 3-Park St. (Ashland St. to Siskiyou Blvd.) one side only (P70)
- 4-Faith Ave. (Ashland St. to Siskiyou Blvd.) one side only (P65)
- 5-Dianne St. (Jaquelyn to Tolman) (P66)
- 6-Beaver Slide (P17)
- 7-Ashland St. (S. Mountain to Morton) (28)

Bicycle Priority

- (O4) Retrofit Bicycle Program - keep
- (B7) Iowa St. Bike Lane - keep
- (B10) S. Mountain Ave. Bike Lane - keep
- (B11) Wightman St. Bicycle Boulevard - keep
- (B13) B St. Bicycle Boulevard - keep
- (B17) Main St. Bicycle Boulevard - keep
- (B19) Helman St. Bicycle Boulevard - keep
- (B29) Walker Ave. Bicycle Boulevard - remove
- (B31) Indiana St. Bicycle Boulevard - keep
- (B33) Eighth St. Bicycle Boulevard - keep

Roadway Priorities

- 1 - Siskiyou Boulevard (OR99)/Tolman Creek Road Intersection Improvements (R06)
- 2 - Lithia Way (OR99 NB)/E Main Street Intersection Improvements (R05)
- 3 - Ashland Street (OR 66)/Oak Knoll Drive-E Main Street Intersection Improvements (R08)
- 4 - Walker Avenue Festival Street (Siskiyou Boulevard to Ashland Street) (R40)

If the Commission wants to go thru a process to change these process and focus on transit route improvements staff would support that process.

6. Although this project shows in the TSP as complying with Goal 4, have you reviewed the objectives to that goal? Which objectives do you think match with the project? Here's what I observed:

Goal 4 Objectives:

4A. Identify ways to improve street connectivity to provide additional travel routes to the state highways for bicyclists, pedestrians, and autos.

The bridge does not improve access to state highways. That access currently exists on both sides of the creek.

4B. Identify ways to provide sufficient levels of mobility and accessibility for autos while making minimal investment in new automobile focused infrastructure. *This is NOT a MINIMAL investment. To serve autos, even just an occasional emergency vehicle, will cost MILLIONS more than serving just bicyclists and pedestrians.*

4C. Upgrade pedestrian facilities to ADA compliant standards. *I include this objective because millions of dollars of high priority pedestrian projects sit ignored in the fiscally constrained portion of the TSP. In the greater context of ALL of the goals in the TSP, AND the Comprehensive Plan, implementing those projects would serve more people, particularly those with disabilities.*

4D. Develop alternative mobility standards that allow for planned congestion to help achieve multimodal and land use objectives. *In other words, a bike/ped bridge only would better meet the stated goal, and several other goals, that a bridge that accommodates motorized travel.*

Response from Ann Sylvester: Under Goal 4, I believe that there are three objectives that speak to the E Nevada Street project – 4A, 4B and 4G. They all discuss the need for improved accessibility and mobility for all travel modes under a broad goal whose focus is on balance.

I believe that Goal 3 also speaks to this project – in particular Objectives 3B and 3D. 3B talks about providing travel options for system users. We often think of that as encouraging non-auto options, but nevertheless, the full range of options and the provision of choice does and should include all reasonable modes. 3D talks about identifying transportation projects or system adjustments that improve development potential and support increased missed use development within the current UGB. Street connectivity enhancements such as E. Nevada Street certainly fall into the category of improving development potential.

I also believe that Objective 2D might also be relevant if you incorporate the proposed change to the E. Nevada Street/Mountain Avenue intersection to relocate the connection to a location opposite Skylark Place. This objective talks about realigning highly skewed intersections where there is a notable potential to improve safety.

7. Your summary of Ann Sylvester's report omits the following facts:

- Only about one emergency vehicle trip is made per day. The bridge would save only 45 seconds in travel time.
- The bridge does not make any significant change in traffic flow or congestion through the year 2038, including all planned development. It does not fulfill the stated purpose of reducing downtown traffic.

Response from Ann Sylvester: My report doesn't speak to the one emergency trip per day as that information was introduced by the City Manager in the hearing. My reaction is that this is actually a significant number and I would question how many other facilities and/or streets in Ashland see this kind of need outside of the immediate vicinity of the Hospital and/or emergency service stations. The 45 second travel time saving is also significant in situations where every second matters to an ill or injured person.

While the changes in traffic volumes on other streets in the city of Ashland are only slightly affected by the E Nevada Street connection. My observation is that it does provide a significant reduction in traffic on Eagle Mill Road and that it offers improved accessibility and mobility for the entire North Ashland area. It provides route choice to enhance overall accessibility and system redundancy, particularly in the event of loss of roadway access or function on Highway 99 and/or Hersey Street.

One of the bullets states the auto bridge would provide vehicle access to/from and between neighborhoods consistent with the long term land development plans in the area. If that is the case, why weren't developers required to pay for the bridge and include it when they built the road? I would appreciate an explanation of this, because it may point out other areas in the Comp Plan and/or AMC that need review and update.

I believe the reason that it wasn't specifically a requirement for the developer is that the project benefits more than just the developer. That is why one of the conditions of approval for the project was for all property owners to sign a letter of non-remonstrance in favor of the bridge project. Having said that, I had my staff do a random title search on a few

properties in the area and none of them had the requirement on their title. Apparently this requirement did actually get implemented.

8. Regarding transit service, RVTD made it clear they have no plans to provide transit to the area that could be accessed by the bridge. Do you have a feasibility study to show that service to the area would be justified? Are you aware that many of the current RVTD service areas lack sidewalk links to origins and destinations, appropriate crossing areas, bike racks, and shelters? If transit is a priority, why aren't we making it a priority to better serve current riders?

Response from Kittelson & Associates: The TSP identifies population and employment growth assumptions within the City by Transportation Analysis Zone (TAZ). Per Figures 5-1 and 5-2, the TAZs located along Mountain Avenue and Nevada Street are expected to experience significant growth in population and minor growth in employment. The population and employment growth assumptions were used to determine which TAZ would support transit service. Figure 9-2 illustrates the TAZs that would support transit service as well as the portions of the TAZs that are currently served by transit. Figure 9-3 illustrates the transit service frequencies that are appropriate based on the population and employment densities within each TAZ. Per Figures 9-2 and 9-3, Several of the TAZ along Mountain Avenue, Nevada Street, Laurel Street, and other would support 1-hour service. The information provided in the figures reflects year 2034 conditions. RVTD participated in the preparation of the TSP update, and while they may currently not have plans to provide service in the area, the potential for future service along Nevada Street by RVTD is justified based on population and employment projections.

Response from RVTD: Yes transit is a priority, AI has information about the potential service additions if the statewide transit improvement fund is successful, which on our list does include additional service in Ashland. I have stated this before at the Commission. We will have about 18-24 months to submit a service proposal to ODOT describing in more detail what the service package will be. So in terms of what Ashland would receive, that's a conversation RVTD and the City will have later this year and next. We also have our 2040 Transit Master Plan work that can help guide us on these decisions.

RVTD has been clear about our intentions to provide greater service within and to Ashland. The Route 8, which assumes connection from Mt. Meadows neighborhood to the Helman neighborhood would be available is our first design but it likely needs refinement.

I think the question about first/last mile issues is a valid point. This is something our passengers struggle in each city we serve including Ashland. We would be happy to work with the City to identify areas to improve. I just attended a seminar about first last mile issues and one of the consultants said, "What do our passengers need the most when getting off the bus?" This could be a bikeshare option, carshare, sidewalk, etc. The point being that we shouldn't focus solely on infrastructure gaps but instead understand what the passenger intends to do once off the bus.

Additional input: The proposed additional published programs for Ashland states that if the new statewide payroll tax is approved RVTD would add the following two programs Highway 99 Express Route and Ashland Circulator (see transit attachment).

9. Regarding the proposed transportation tax increase, what types of projects would be eligible for funding? What sort of criteria would be used to prioritize expenditures? Would the bridge be the highest priority, despite the fact it does not meet as many of our goals as some of the other projects?

The East Nevada Street is still listed as a high priority project, so yes it would still be considered unless the Council ultimately were to change that priority. As priority for additional project, the current plan was to follow the TC recommended prioritization for project listed in the TSP.

10. Regarding the funds available through the Food and Beverage tax, the TC has not been included in developing priorities for this funding. Will we be included in establishing that criteria in the future? If so, when will that come before the commission? Can we see a list of needs, along with available funding?

Staff can update the Commission on the maintenance prioritization process, but the prioritization process will be based on the how well an overlay projects corresponds with utility (water/sewer/storm/etc.) projects. The goal is to make sure we don't complete an overlay then in a short time frame have to did that road up for a utility repair...

11. Could you please provide a list showing which high priority TSP projects are complete, in progress, or have had no action? If we are to assist in determine disposition of any funds we need to know the dollar value of outstanding projects.

See the attached list of Financially Constrained projects in the TSP... If the Commission is inclined to recommend a different project, I would recommend the R25 the new connection between Washington and Toleman.

12. Regarding street grades, we live in an area with hills, so grades are necessary in some cases. Are these the streets likely to invite multimodal use? I think so. Do you think it likely that people who have to climb a 11 to 15 percent grade getting to and from their home are going to use their bike to pick up groceries or go to work? Yes there are a lot of electric bikes out there now and it is a short distance. I would have thought streets with grades like this would be a low priority so that funds could be used where conditions are more suited to average bicyclists and where sidewalks could be easily used by people in wheelchairs.

There are a lot of hills in Ashland and bike connectivity will require bike routes of streets with grade. Please note the both Mountain at Hersey and Hersey at North Mountain both have existing bike lanes. What do AASHTO guidelines for bicycle facilities recommend for maximum grade for a bicycle?

Response from OBEC: Guide for the Planning, Design, and Operation of Pedestrian Facilities, Section 3.2.7 For bicycle facilitates on the roadway (adjacent to public Right of Way), AASHTO states that the bike lane (and also sidewalk) must be less than or equal to the roadway grade. There is no limit if it follows the grade of the street.

13. I don't recall the question about sharrows, but I would like to point out studies show sharrows do not invite more bicyclists to use a facility and they do not improve safety. Sharrows are a nod to the idea that something should be done to accommodate bicycling, but that the community isn't willing or able to provide dedicated space for bicyclists. See the link below for more information.

I appreciate you feedback on Sharrows, that may generate the need to have another conversation about the recently approved supper sharrows on East Main. However, in this particular case, we are recommending installing sharrows on East Nevada as a temporary solution until the other side of East Nevada is improved or when Kestrel is extended to North Mountain Street.

<http://usa.streetsblog.org/2016/01/14/study-sharrows-dont-make-streets-safer-for-cycling/>

I would appreciate your response prior to the meeting. Thank you.

Sue Newberry

18.4.6.040.D

6.Connectivity. Streets should be interconnected. Cul-de-sacs and other dead-end streets are not typical of grid street networks except in areas where topographic, wetland, and other physical features preclude connection. Where extreme conditions prevent a street connection, a continuous nonautomotive connection in the form of a multi-use path or trail shall be provided. See subsection 18.4.6.040.E Connectivity Standards

8. Pedestrians, Bicyclists, and Public Transportation Users. Pedestrians, bicyclists, and bus riders are considered primary users of all streets. Design streets to meet the needs of pedestrians and bicyclists, thus encouraging walking, bicycling, and riding the bus as transportation modes. Integrate pedestrian, bicycle, and public transportation considerations from the beginning of the design process.

10. Access to Activity Centers. Provide convenient access to and from activity centers such as schools, commercial areas, parks, employment centers, and other major attractors.

21. Transit Routes and Stops. Design streets identified as future transit routes to safely and efficiently accommodate transit vehicles. Transit stops should include amenities, such as but not limited to a bench, shelter from the elements, a posted schedule, bicycle parking, and water fountains. Such amenities encourage combination trips such as walking or bicycling to the bus stop and vice-versa at the destination.

18.4.6.040.E.1

E. Connectivity Standards. **New and reconstructed streets**, alleys, and pathways shall conform to the following connectivity standards, and the Street Dedication Map.

1. Interconnection. Streets shall be interconnected to reduce travel distance, promote the use of alternative modes, provide for efficient provision of utilities and emergency services, and provide multiple travel routes. In certain situations where the physical features of the land create severe constraints, or natural features should be preserved, exceptions may be made. Such conditions may include, but are not limited to, topography, wetlands, mature trees, creeks, drainages, and rock outcroppings. See also, subsection 18.4.6.040.I Hillside Streets and Natural Areas

COMPREHENSIVE PLAN

10.9. Street System Goals and Policies

10.09.1 Goal: To provide all citizens with safe and convenient transportation while reinforcing the recognition of public right as critical public spaces

Policies

10.9.32 Interconnections between residential neighborhoods shall be encouraged for automobile pedestrian, and bicycle traffic, but non-local traffic shall be discouraged through street design, except for boulevards, avenues, and neighborhood collectors. Cul-de-sac or dead-end street designs shall be discouraged whenever an interconnection alternative exists. Development or a modified grid street pattern shall be encouraged for connecting new and existing neighborhoods during subdivision, partitions, and through the use of the Street Dedication map.

10.9.33 Plan for the full improvement of Hersey, Nevada and Mountain Avenue as alternative routes to the downtown area for north-south traffic.

Long-Range Future Projects

In addition to those projects identified in the six-year Ashland CIP, the City has identified and scheduled the following projects to begin after the 2001-02 fiscal year:

Redesign of the East Main Street/Siskiyou Boulevard/Lithia Way Intersection.

Siskiyou Boulevard Overlay (ODOT responsibility).

Installation of Signal at Hersey Street/Wimer Street/North Main Street Intersection.

Installation of Signal at Normal Avenue/Ashland Street Intersection.

Installation of Signal at Oak Street/Lithia Way Intersection.

Pedestrian Bicycle Bridge on Nevada Street.

Additional Sidewalks Throughout the City.

3.5. OTHER DOCUMENTS AND DATA

3.5.1 RECENT PLANS

Ashland has commissioned various traffic impact-related studies within the last seven years. A brief summary of each follows.

Ashland Street Transportation Land Use Plan and Appendix (Draft Final Report, June 1995)- This project examined methods for transforming the Ashland Street / Highway 66 area into a more pedestrian and bicycle-oriented place. In addition to recommending the establishment of commercial nodes and an increase in residential densities, the plan identified specific modifications to Ashland Street. Namely, Ashland Street would be reduced from five lanes throughout to four lanes on the railroad overpass and three lanes west of the overpass. The Ashland Street project would also include a realignment of the Siskiyou Boulevard intersection (included in the City of Ashland CIP), bike lanes on both sides of the street, and widened sidewalks.

Grandview Drive Subdivision - Transportation Impact Analysis (October 1992) - The purpose of this analysis was to determine the traffic related impacts of the proposed Grandview Drive Subdivision, located south of Grandview Drive and east of Sunnyview Drive. The project recommended minor improvements to ensure adequate internal circulation and site access, as



ASHLAND CITY Council

Please enter these on the record for the 3/23/17 TC Meeting

Transportation Commission:

My comments (below) were orally presented to the Mayor & City Council at their Study Session (3-20-17). The City attorney and City administrator were present as well.

I am sending them to you as you may find them pertinent to your work.

I have long had a question regarding how the TC recommendations get to the City Council (via the Director of Public Works). My comments reflect my query.

When I concluded my remarks, the Mayor said he would consult with the City Attorney and City Administrator and get back to the City Council and me with his answer. Councilwoman Seffinger confirmed she is the TC/CC liaison and planned to be at the 3/23/17 meeting.

I will forward that answer to you when I receive it.

Thank you,
Susan Hall RN

210 E. Nevada St.
Ashland, OR 97520
510-828-1344
Srhallrn@comcast.net

Comments to the Mayor & City Council

3-20-17
Susan Hall RN
210 E. Nevada

Please enter these comments in the record.

Good Evening Mayor Stromberg & City Council Members;

The AGENDA tonite lists your "Look Ahead Schedule".

I have a question about the procedure for bringing forth the soon-to-be rendered Transportation Commission's recommendation { regarding the E. Nevada St. Bridge} to YOU, the City Council.

ON the Look Ahead schedule

On June 5th (Study session) Director of PW presents the E. Nevada Street Bridge for discussion.

Thanks for helping me to understand the procedure for moving a TC recommendation forward to YOU, the City Council for review. I have included my email below if you would be so kind as to answer the above questions at your convenience.

BTW: Who will be the City Council TC liaison attending the TC meeting regarding the E. Nevada Bridge this Thurs, (March 23rd)?

Susan Hall RN
3-20-17
Srhallrn@comcast.net
510-828-1344

- STP – State Transportation Program funds for major improvements and system upgrades to the City’s system.
- STIP – State Transportation Improvement Plan funds for urban upgrades on state facilities.
- CMAQ – Federal Congestion Mitigation and Air Quality grant funds for projects that help reduce emissions (Diesel Retrofit and Sweeper purchases) and dust (paving projects).
- OECD D SPWF – Oregon Economic Commission Development Division Special Public Works Funds for projects that relate to the creation of new jobs.
- Other safety and specific transportation funding program opportunities.
- Federal Stimulus funds (ARRA).
- TGM – Transportation and Growth Management Grants for studies.

Economic uncertainty has created funding shortfalls and a newly created “Unfunded” category for Capital Improvements Program (CIP) projects. In Fiscal Year (FY) 2009-10, the proposed CIP was over \$12 Million. For FY 2010-11 the total has declined to less than \$6 Million, with \$2.5 Million identified for Transportation/LID projects. Table 14-1 summarizes the Transportation/LID portion of the CIP through FY 2012-17.

Table 14-1 CIP Funding for Construction Years 2008-2017

Transportation Program	Project Totals	Street SDC	Grants	LIDs	Fees & Rates
Transportation	\$5,260,216	\$605,070	\$2,140,100	-	\$2,515,406
Street Improvements and Overlays	\$2,635,000	-	\$651,000	-	\$1,984,000
Local Improvement Districts	\$827,400	\$148,932	-	\$320,100	\$358,368
Transportation and LID Totals	\$8,722,616	\$754,002	\$2,791,100	\$320,100	\$4,857,414
Annual Total	\$970,000/year				
0-5 Year Revenues	\$4,850,000				
6-15 Year Revenues	\$9,700,000				
16-25 Year Revenues	\$9,700,000				
25 Year Capital Revenues	\$24,250,000				

Based on the information in Table 14-1, and assuming equal funding each year based on current funding levels, it is assumed that approximately \$24,250,000 will be available for capital projects over the next 25 years.

It should be noted that the constrained funding forecast of \$24,250,000 is based on current funding programs and could be altered from revised projections or changes in or creation of new funding sources by the City Council (e.g., the proposed multi-modal system development charge).

D

HERSEY STREET

3/23/17

Susan Hall RN
210 E. Nevada
Ashland

Please enter these items in the record:

Attention: Chairman and Transportation Commission

First of all, thank you for all your hard work on behalf of the residents of Ashland.

Enclosed please find the following:

- (A) Xerox copies: (2) references to E. Nevada Street proposed Ped/Bike Bridge: 1998 TSP
- (B) Xerox copy of (1) reference to E. Nevada in October, 2012 TSP Bikeways
- (C) My comments to the Ashland City Council (3-20-17):
 - a. Requesting clarification on the procedure by which Transportation Commission recommendations are rendered & proceed to the Director of Public Works for review and approval prior to presentation to the City Council.
- (D) Hersey Street needs to be designated as the downtown alternative route in the TSP.
 - a. See enclosed PC/TC minutes of 8/16/12 & 9/6/12. The 8/16/12 PC/TC decision (12-1) was correct. The 9/6/12 vote (8-3) was incorrect. See my attached letter with details on why the 8/16/12 decision should be reinstated.
 - b. See enclosed excerpt from the 10/2/2012 City Council minutes which further moved this incorrect action forward. To date , there is NO ROUTE 8 bus line funding or plans for it in the Rogue Valley Transit planning.

Thank you for reviewing these items for your future evaluations on transportation issues in Ashland.

Suz Hall RN

Susan Hall RN
210 E. Nevada St.
Ashland , OR 97520

D

Transportation Commission - Minutes
Thursday, August 16, 2012

[View Agenda](#)

See
Pg 4-5 →

**JOINT ASHLAND PLANNING COMMISSION and
ASHLAND TRANSPORTATION COMMISSION MEETING
MINUTES
August 16, 2012**

CALL TO ORDER

Chair David Young called the meeting to order at 6:00 p.m. in the Civic Center Council Chambers, 1175 East Main Street.

Transportation Commissioners Present: Tom Burnham, Mike Gardiner, Pam Hammond, Shawn Kampmann, Colin Swales, Corinne Vièville, and David Young
Planning Commissioners Present: Troy J. Brown, Jr., Eric Heesacker, Richard Kaplan, Pam Marsh, Debbie Miller and Melanie Mindlin (arrived at 6:07 p.m.)
Staff Present: Mike Faught and Jodi Vizzini
Council Liaison Present: David Chapman
Transportation Commissioners Absent: All present
Planning Commissioners Absent: Michael Dawkins

INTRODUCTORY REMARKS AND ADOPTION OF PREVIOUS MEETING MINUTES

Commissioners Swales/Burnham m/s to approve the July 12, 2012 minutes. Voice vote: all AYES. Motion passed 11 – 0. [Commissioner Kaplan abstained; Commission Mindlin not yet present.]

PUBLIC FORUM

No one came forward to speak.

ACTION ITEMS

TR1) Planned Bike Path/Greenway Staff Report

Mike Faught stated the bikeway network map was previously approved by the commissions, but an additional path (TR1) was added to the approved map. He explained the location of the multi-use path (TR1) and added staff was commending approval of the additional path.

Commissioners Questions/Comments

- An explanation for adding the path was requested as it seemed redundant.
Response: Having access on both sides of the railroad tracks will reduce the access challenge and the need to cross the tracks.
- How much right-of-way is currently in place? Answer: A right-of-way does not currently exist.
- Will the current bike path remain in place? Answer: Yes.
- Does adding this route to the Transportation System Plan (TSP) mean it is



submit any discrepancies they find when reviewing the document by Friday, September 14, 2012.

Commissioner Questions/Comments

Commissioners discussed the following:

- Shared road, bike boulevard and sharrows
- Alternate Mobility Standards
- Access Spacing Standards
- Access Management Policy
- At-grade Ped/Bike Rail Crossing at 4th Street
- (O1) TravelSmart Educational Program

Policy (L26) Eagle Mill Road

Commissions discussed the Eagle Mill alternative route and suggested that language to the previous motion include extending the alternate route through E. Nevada St., crossing Bear Creek.

Burnham/Gardiner m/s to include the section of E. Nevada St. east of Oak St., crossing Bear Creek to N. Mountain Ave. and E. Main St. in the alternate route.

DISCUSSION: Commissioner Burnham felt designating this route would give the City a better chance of funding the E. Nevada St. project by encouraging the County to make improvements to Eagle Mill Road. Commissioner Gardiner stated the concept was for those traveling to the southeast part of town to have an alternative route. Concern was voiced that the route would divert truck traffic into neighborhoods. Commissioners added the route is intended to avoid traffic downtown; delivery trucks typically need to access downtown so most likely will not use this route. It was determined this route would not be a designated freight route; it is intended to be an alternate route to bypass downtown.

Commissioner Young asked for a show of hands in favor of the motion.

Commissioners Burnham, Dawkins, Gardiner, Hammond, Heesacker, Kaplan, Marsh, Vièville, YES. Commissioners Kampmann, Miller and Young, NO. Motion passed 8 – 3.

Final Comments

Commissioner Young and Mike Faught expressed appreciation to the Commissions, staff and Ms. Wright for their contributions and cooperative efforts during the lengthy process. Commissioners acknowledged this concluded their role in the joint Transportation and Planning Commission meetings.

Mr. Faught requested the Commissioners presence at the Town Hall Meeting, October 24,

(2)

(B)

2012 TSP

East-west bikeways include shared lanes along Nevada Street and A Street (downtown) and on-street bike lanes along Hersey Street. A Street may be an appropriate street, in-terms of directness and traffic environment, to provide an interim on-street alternative to the continuation of the multi-use pathway along the rail corridor. There are a number of gaps along the Nevada Street bikeway including an incomplete connection across the creek between Kestrel Parkway and Oak Street and the section west of Helman Street. Apart from those already provided, there are few opportunities for additional east-west bikeway connections due to geographical and physical barriers.

(B)

Transportation Commission:

Public Works Director in his eleventh hour submitted documents to the packet for the meeting of March 23, 2017, including a list of many revisions to City documents that will have to be made if the Commission chooses to recommend to City Council various bridge proposals that don't include an automobile bridge.

Below are two from the Comprehensive Plan:

Original text

32) Interconnections between residential neighborhoods shall be encouraged for automobile, pedestrians and bicycle traffic, but non-local traffic shall be discouraged through street design, except for boulevards, avenues, ~~and neighborhood collectors.~~ Cul-de-sac or dead-end street designs shall be discouraged whenever an interconnection alternative exists. Development or a modified grid street pattern shall be encouraged for connecting new and existing neighborhoods during subdivisions, partitions, and through the use of the Street Dedication map.

Revised text

32) Interconnections between residential neighborhoods shall be encouraged for automobile, pedestrians and bicycle traffic, but non-local traffic shall be discouraged through street design, except for boulevards, and avenues. Cul-de-sac or dead-end street designs shall be discouraged whenever an interconnection

3/22/17

Ted S Hall PE

Three Areas of Possible modification requirements by TC 

1. Ashland Municipal Code.
2. Comprehensive Plan
3. 2012 TSP

1. 18.4.6.040

AMC 18.4.6.040.D.6

Code Text:

Connectivity. Streets should be interconnected. Cul-de-sacs and other dead-end streets are not typical of grid street networks except in areas where topographic, wetland, and other physical features preclude connection. Where extreme conditions prevent a street connection, a continuous nonautomotive connection in the form of a multi-use path or trail shall be provided. See subsection 18.4.6.040.E Connectivity Standards.

Response to suggested modification to the AMC item D.6:

There is no modification to item D.6 of the Ashland municipal code required. The code provides for both a non-automobile decision and the suggested action that should be taken in that eventuality.

Addressing Vehicle Connectivity:

First off, the 9/27/2013 RVMPOv3.1 Transportation Model ODOT Request 044, demonstrates that the traffic envelope of N Mountain Ave., Eagle Mill Road, Oak St. and Heresy Avenue form a very robust, efficient double redundant vehicle circulation system, connecting vehicles from the neighborhoods on either side of Bear Creek on East Nevada to each other and to all areas of Ashland. Vehicular connectivity already exists for the neighborhoods in question by way of the traffic envelope. One project element that the TC should recommend and is listed below in the Project Elements summary, is a seismic shear wall for the center bent of the I-5 North Mountain Ave. overcrossing. This project element will address the codes' multiple routes item.

Way to address nonautomotive Connection:

AMC 18.4.6.040.10

Code Text:

Access to Activity Centers: Provide convenient access to and from activity centers such as schools, commercial areas, parks, employment centers, and other major attractions.

TC response to suggested modifications to the AMC item D.10:

There are not modifications to the D. 10 code article required as a Ped/Bike bridge provides access to activity centers.

AMC 18.4.6.040.D.21

Code Text:

Transit Routes and Stops. Design streets identified as future transit routes to safely and efficiently accommodate transit vehicles. Transit stops should include amenities, such as but not limited to a bench, shelter from the elements, a posted schedule, bicycle parking, and water fountains. Such amenities encourage combination trips such as walking or bicycling to the bus stop and vice-versa at the destination.

TC response to suggested modifications to the AMC item D. 21

There is no modification to the D.21 code article required as a 14 foot wide Ped/Bike bridge can also be used as a bollard controlled dedicated bus lane in the event a bus route is funded in the area. The amenities suggested in D. 21 can be provided at the time such bus route service is established.

Memo

CITY OF
ASHLAND

Date: April 13, 2017
From: Scott A. Fleury
To: Transportation Commission
RE: Nevada Bridge Extension Project Letter to Council

BACKGROUND:

At the March 27, 2017 meeting the Commission made a motion to “recommend the City Council reject a motorized vehicle bridge as proposed in TSP project R17 (East Nevada Street bridge)”.

Commissioner Newberry requested that the Transportation Commission provide a written rationale to the City Council that explains its recommendation regarding the E. Nevada Street Bridge. She has drafted a letter regarding the motion to recommend not pursuing project R17 at this time. This letter is attached for reference.

CONCLUSION:

The Commission is asked to provide input on the letter and recommend a final version to be forwarded to the City Council.

April 12, 2017

DRAFT

TO: Honorable John Stromberg, Mayor, and Members of the Ashland City Council
FROM: Ashland Transportation Commission

RE: Commission Recommendation Concerning the Proposed Nevada Street Bridge Project

The Transportation Commission voted unanimously at its March 23, 2017 meeting to recommend that the City Council reject Transportation System Plan (TSP) project R-17, Nevada Street Bridge. Our motion specified we were not precluding the possibility of revisiting the need for a bridge in the future if plans or conditions change. The purpose of this letter is to explain the reasons we did not support the current bridge plan at this time.

Background

Three options were considered for a multi-use bridge (vehicle, pedestrian and bicycle use), with cost estimates ranging from \$6.3m to \$6.7m. An additional Option 4 consisting of a 28' wide bridge for emergency vehicles, bicyclists, and pedestrians (estimated cost of \$4.5 m) was added at a later date. Access to the proposed vehicle bridge would require an additional investment of an estimated \$436,000 to realign the intersection of E Nevada with N Mountain.

The Commission received a great deal of public and staff input regarding the bridge project, both in testimony at our meetings and in written form. A group of residents from both sides of the proposed bridge were very concerned that a large volume of additional through traffic would negatively affect the quality of their neighborhoods. Many of them preferred a bicycle/pedestrian only bridge. Some other residents, including many from Mountain Meadows and some property owners and developers, spoke in favor of the bridge. The Transportation Commission took seriously all of the public input, and each commissioner made his or her own assessment of pros and cons of the proposed bridge project prior to our vote.

Rationale for the Project

The bridge project was presented to us as a needed link that would:

1. Improve connectivity and mobility
2. Reduce traffic on North Main Street and on the freeway
3. Allow children to walk or bike to Helman School from the North Mountain Area
4. Promote provision of RVTD transit service in the future on proposed Route 8
5. Reduce emergency response time to Mountain Meadows

Our discussions, research, and public input regarding these points is summarized below:

1. Improve connectivity and mobility

This bridge would connect two sections of a low-use residential street at the north edge of Ashland near I-5. The only aspect of the project that provides a new travel route is the bridge span itself. No other travel route options change.

Ashland's Comprehensive Plan and The Handbook for Planning and Designing Streets require that new and reconstructed streets conform to connectivity standards, but allow that in some situations natural features should be preserved and exceptions made. The standards, based on principles of Traditional Street Design, were adopted in 1999, and were not used when Nevada Street neighborhoods west of Bear Creek were constructed. That area does not have an interconnected network of small streets and blocks, so it is not capable of distributing traffic as is expected in a Traditional Neighborhood. Nevada Street west of the creek does not collect traffic in the manner generally associated with a street classified as an

“Avenue” or “Collector” because there is little development north of Nevada Street. Nevada Street east of the creek was built to 3/4 standard Avenue width when the North Mountain area was developed.

Some Commissioners thought either that the bridge should have been built before development began east of Bear Creek or that the evaluation of the project should wait until final development plans for the entire neighborhood are in place.

2. Reduce traffic on North Main Street and on the freeway

The bridge connection was intended to provide an alternative route to using the Hersey Street corridor, which would then be improved to provide relief for North Main Street, Siskiyou Blvd, and Ashland Street. However, Nevada Street is inconveniently located for most people seeking an alternate route through town, and the west end of the street ends in a subdivision. A 2038 peak hour traffic analysis comparing traffic flows with and without the bridge reveals little shift in traffic on these routes after the bridge is completed. Most usage of the proposed bridge would be by residents of the North Mountain neighborhoods.

3. Allow children to walk to Helman School from the North Mountain Area

This outcome would also be achieved with a bicycle/pedestrian only bridge or a possible Greenway Bridge across Bear Creek at this location or elsewhere.

4. Promote provision of RVTB transit service in the future on proposed Route 8

The TSP indicates that a possible RVTB Route 8 would likely use the proposed bridge. The Transportation Commission supports and encourages transit ridership. We have altered the planned TSP update to emphasize the study of transit now and in the future in Ashland. We envision a feasibility study that will allow us to make informed decisions regarding transit/shuttle routes, schedules, incentives, investments, and potential funding sources for equipment and operations. At this point, we do not have the information needed to assess if transit service to the Mountain Meadows areas would be successful, with or without the bridge.

5. Reduce emergency response time to Mountain Meadows

The Feb. 15, 2017, Technical Memorandum by SCJ Alliance reported the bridge would reduce emergency response time by 45 seconds.

Cost of the Project

Objective 4B of the Ashland TSP mobility goal emphasizes the need to: *Identify ways to provide sufficient levels of mobility and accessibility for autos while making minimal investment in new automobile focused infrastructure.* Current estimates for the overall bridge project, ranging from approximately \$5m to over \$7m, do not represent a minimal investment in automobile infrastructure, and they greatly exceed the \$2 million estimate in a November, 2013 grant application made to RVMPO. Some Commissioners were concerned about the high cost of this project, considering the large number of other beneficial projects in the TSP that remain unfunded.

Conclusion

In summary, the Transportation Commission felt that based on information currently available, project R17, an automobile bridge to connect E. Nevada Street on both sides, was not prudent at this time. Some Commissioners saw potential value for a bridge connection, and thus our motion allows the possibility that the project could be revisited if needs or conditions change. We reminded audience members that at some point in the future, the bridge may become viable. If that time comes, we encourage a process that activity engages citizens early in a process to identify issues, develop options and alignments, and assess how the quality of nearby neighborhoods can be protected and enhanced.

Memo

CITY OF
ASHLAND

Date: April 21, 2017
From: Michael R. Faught
To: Transportation Commission
RE: Pilot Residential Parking Permit -Gresham between Hargadine Street and Beach Avenue

BACKGROUND:

The Downtown Multi-Modal and Circulation Committee discussed the need to consider incorporating residential parking permits in the downtown area sometime in the future. While most of the committee discussion related to the railroad district, we have a situation on Gresham between Hargadine Street and Beach Avenue (see attached map) that may be a perfect location to implement a pilot residential permit in that block.

Mr. Wright who lives at 25 Gresham (across from the Library) does not have residential parking on his property. In most neighborhoods there is sufficient street parking available to provide residential parking; however in this case, Mr Wright lives across from the Library and the street parking on the block are generally full most of the time.

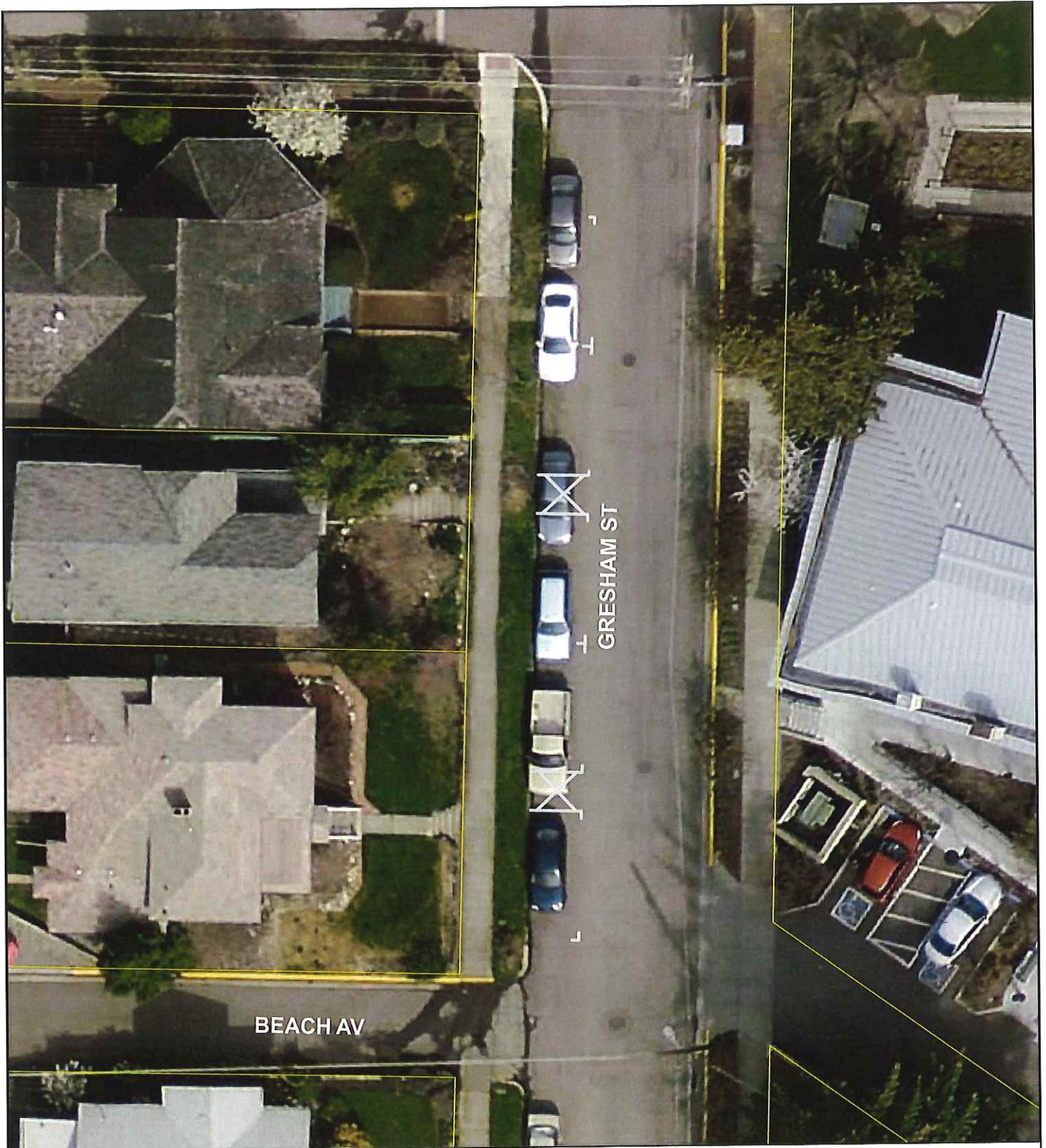
To remedy this situation, staff consulted with Diamond Parking (who has experience with residential permitting) to develop the following draft pilot residential parking permit:

- Designate all 5 parking spots on this block as residential permit parking only 24/7;
- Allow all residents on the block to apply for the permit;
- Diamond would develop enforcement up to 5:30 pm and the police department would enforce after that;
- Each resident would be allowed one permit at no cost and would have to pay \$25 for a second permit if available.

City crews will purchase and install signs, develop parking permits, and Diamond Parking will develop the residential policy and process the request for the parking permits.

CONCLUSION:

This is a great site to initiate a pilot residential permit program. Mr. Wright is requesting relief and staff believes this will solve his issues as well as allow staff to fully develop residential permit programs for the future.

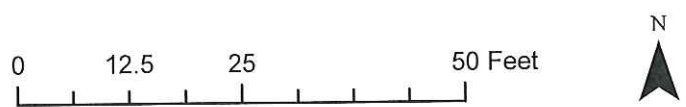


Proposed Pilot Residential Parking Permit



Legend

- Proposed Parking Lines
- Taxlots



CITY OF ASHLAND

Transportation Commission **Action Item List**

April 27, 2017

Action Items:

1. Hersey/Wimer intersection signal warrant analysis-
 - a. Kim Parducci of Southern Oregon Transportation Engineering (SOTPE) was authorized to perform a signal warrant analysis by city staff.
 - b. Once complete information will be sent to TC and discussed with ODOT
 - c. Warrant analysis memo discussed at September 22nd meeting
 - d. Parducci recommends modeling the road diet network with installation of the signal to determine queuing changes if any for the corridor.
 - e. Parducci to model system and develop a final recommendation (January 26, 2017)
 - f. Parducci to present reports on Road diet analysis, Hersey/Wimer Signal and crosswalks (January 26, 2017)
 - g. *Staff to present findings before City Council at a date to be determined***
2. Super Sharrow analysis for downtown
 - a. Commission motion-Council/Downtown Committee support the urgent implementation
 - i. Follow up-Council at the August 1, 2016 study session voiced support for the super sharrow concept and forwarded to the Downtown for review and analysis.

Meeting Minutes:

Mr. Faught explained the Transportation Commission was working on a potential shuttle program as an alternative mode from a transit standpoint and thought the Transportation Commission should continue working on the transportation piece. Council supported the super sharrow project for the interim and wanted the Committee to review the proposal then disband. The remaining charges for the Committee would go into the broader context of urban design. Council also wanted the Transportation Commission to continue researching the trolley or shuttle component and public transportation in general. Council would look into the urban design study for the downtown after the election and form a new committee then.

- b. Staff in process of developing solicitation document in order to perform engineering review, recommendations and design of a super sharrow project for the downtown corridor. Scoping will include super sharrow location and truck parking along with public meetings and coordination with ODOT.
 - c. Kittleson & Associates has been tasked with performing feasibility analysis with respect to installation of a supersharrow through the downtown corridor. Once the technical memorandum is complete results will be presented before TC.
 - d. Kittleson has created a draft feasibility analysis and staff is reviewing**
 - e. Staff has requested FY18/19 biennium budget approval for funding a super sharrow striping project.**
3. TSP Update and Internal Circulator Feasibility Analysis
- a. Budget for Engineering Services-including TSP update with core analysis of an internal circulator transit system (feasibility analysis). FY18/19 budget process**
 - b. Develop Request for Proposal (RFP) for Engineering Services (TSP update and Circulatory Feasibility). Draft January 26, 2017**
 - c. Solicit consultant responses (May 2017)**
 - d. Perform consultant select (June/July 2017)**
 - e. Award Contract (July/August 2017)**
4. Nevada Bridge Project
- a. Project ranked as high priority in current adopted transportation system plan (TSP)
 - b. Grant Application-received \$1.5 million in surface transportation funding for project
 - c. Create additional cost estimates for various bridge configuration
 - i. Standard bridge cross section
 - ii. Separated vehicular/pedestrian/bicycle cross section
 - iii. Completely separated vehicular bridge and pedestrian/bicycle bridge cross section
 - iv. Pedestrian/bicycle and emergency vehicle only cross section
 - d. Held public meeting at TC to take public input on proposed project
 - e. Attended informational meeting at private residence with concerned citizens
 - f. Solicit traffic engineer to perform Traffic Impact Analysis (TIA)
 - g. Traffic Engineer hired to perform TIA.
 - h. Traffic count data being collected for TIA analysis.
 - i. Schedule future public meeting at TC to discuss project and take public input (February 23, 2017)
 - j. Follow up meeting scheduled for March 23, to include TC discussion and potential motions.
 - k. March 23, meeting held and Commission motioned to “Recommend the City Council reject a motorized vehicle bridge as proposed in TSP project R17 (East Nevada Street bridge). This

motion does not preclude the possibility of revisiting the need for a bridge in the future, if plans or conditions change.”

- l. Project will be discussed by the City Council at the June 20, 2017 regular business meeting. Public input will be taken and all previous information collected will be given to Council for review in consideration of the project.*

5. Main St. Crosswalk truck parking

- a. Review and provide for alternate truck parking that does not block crosswalk across Main St. at the Water St. intersection.*

6. Citizen request for 4-way stop conversion for the N. Mountain and Fair Oaks intersection

- a. Traffic Engineer will review appropriate warrants for potential changes in intersection control.
- b. Traffic Engineer also providing analysis for installation of Rectangular Rapid Flashing Beacons (RRFB's) as a pedestrian crossing improvement and or other improvements.
- c. Traffic Engineers Memo is complete
- d. Staff recommending installation of RRFB's at intersection in conjunction with the N. Mountain Ave. overlay project.
- e. Staff has requested FY18/19 biennium budget approval for funding installation of RRFB's at the intersection of Mountain Ave. and Fair Oaks as a recommendation by staff and the consultant traffic engineer.*

7. Intersection Enhancements (Street Murals)

- a. After presentation by citizens on Faith St. Commission would like to have the intersection repair idea as an action item on a future agenda.
- b. Staff to schedule item on the agenda and provide pertinent information in a staff report
- c. Staff edited City of Portland Permit and sent to Legal for Review
- d. Staff met with staff liaison to Public Arts Commission regarding Public Arts input and to discuss their current mural approval process
- e. Need Legal approval of permit
 - i. Legal has reviewed and included draft language additions for staff review (January 2017) Staff has incorporated additional permit language suggested by the Legal Department.
- f. Planning reviewing street mural permit in association with sign code requirements.
 - i. Planning has reviewed permit with respect to sign code requirements and determined a street mural is exempt from the sign code.

- g. Staff is drafting a Council report for approval of a street mural permit.*
8. Sidewalk clearance and vegetation maintenance
 - a. Staff proposed a website application where residents could submit vegetation clearance issues along sidewalks.
 - b. Public Works Staff developing informational materials as strategy to meet goals of public education regarding nuisance related items per AMC section 9 (Ongoing)
 - c. Geographic Information System staff (G.I.S.) staff to create draft application for review by the TC. (Ongoing)
 - d. Informational brochure completed by staff and draft copy included in March 23, 2017 packet
 9. Citizen request for speed and volume analysis on Cambridge St.
 - a. Staff to set counters out as time allows (January 2017)*
 10. Citizen request for speed and volume analysis on Bellview along with traffic calming for right hand turn movements onto Bellview from Siskiyou Blvd.
 - a. Staff to set counters out as time allows. (January 2017)*
 - b. Staff to discuss corner layout with ODOT*
 11. Citizen request for intersection analysis of Morton/Euclid/Pennsylvania
 - a. Traffic Engineer to review intersection for potential improvements.*
 12. Citizen request for striping improvements in Plaza area
 - a. Staff to work with Traffic Engineer on potential striping improvements to prevent wrong direction vehicle movements from occurring. (Summer striping program 2017)*
 13. Siskiyou Blvd. and Sherman St. intersection issues
 - a. Citizen reported potential hazard with length of intersection (Siskiyou)
 - b. Staff forwarded information to Traffic Engineer for review and recommendations*
 - c. Traffic Engineer working with ODOT on signal timing to increase "all red" phase to 2 seconds as an improvement.*

Memo

CITY OF
ASHLAND

Date: April 12, 2017
From: Scott A. Fleury
To: Transportation Commission
RE: Transportation System Plan and Transit Feasibility Request for Proposal

BACKGROUND:

As a continuation of the February 9, 2017 meeting staff has taken Commission input and input from RVTD for inclusion into generating a final overall scope of services for inclusion the Transportation System Update request for qualifications proposal.

A main component of the TSP update will be a transit feasibility study.

Staff has not included the final draft version of the TSP request for qualifications proposal as we fear it will provide an unfair competitive edge to consultants who obtain the document prior to an actual public solicitation posted by the City.

Qualifications Based Selection:

Staff would like to reiterate the process and next steps with respect to a Qualifications Based Selection (QBS) solicitation process. QBS is required for any engineering related project with an estimated value of over \$100,000. This process requires a municipality to create solicitation documents that require a firm to provide their qualifications for the proposed scope of services. Once a firm is selected based on qualifications a final scope and fee is negotiated between the parties. If an agreement cannot be reached with the highest ranking firm then municipalities can move on to the second ranked firm and begin the scope/fee negotiations and so on.

Request for Qualifications Proposal Process:

After development of a proposal document, the City's Legal Department must review and approve the document to form and content. Once this approval is received staff can advertise the document for consultant response. The typical minimum advertising period is 30 days. Once the advertising period ends and the responses are submitted the proposal review team begins scoring each proposal on its own merits. Commission Member Sue Newberry has volunteered to be part of the review team. The team will also consist of City staff members (minimum 3 reviewers). Once the scoring is completed staff can move forward with a notice of intent to award, or if the scoring is close between consultant's staff can require an interview with up to the top 3 firms. This interview is conducted on City premises with the scoring team members and key team members of the consultant team. Once a final selection is made and notice of intent to award is provided, staff can begin final scope and fee negotiations for the TSP update. This scope and fee negotiation process typically takes 2-4 weeks depending on the complexity of the project.

After successful negotiations a contract is created that includes the City's approved terms and conditions. Staff expects to bring the final scope of work generated to the Commission for a final

review and recommendation of approval. The final contract documents are then brought before the City Council for final approval. The City Council acts as the local contract review board for all engineering procurements over \$75,000.

CONCLUSION:

No action is required by the Commission as this is an update on the status of the TSP update process. Staff has included a 2008 technical memorandum that was completed by Nelson Nygard as part of the minor TSP update and this information was used in conjunction with the 2012 TSP update. This and all other technical documents will be given to the selected consultant as part of the TSP update and transit work done as part of the TSP update.

Draft Technical Memorandum #9:
Preferred and Financially Constrained Plan
Attachment C
City of Ashland Transit Review and Recommendations

CITY OF ASHLAND

Transit Review and Recommendations

Draft Technical Memorandum #2

Nelson\Nygaard Consulting Associates
785 Market Street, Suite 1300
San Francisco, CA 94103

October 2008

Nelson|Nygaard
consulting associates

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Chapter 1. Introduction

Overview

This memorandum presents the existing conditions and recommendations resulting from a review of public transportation in the City of Ashland in conjunction with the City's Transportation System Plan (TSP) update. As a review of existing conditions, this document presents:

- Review of applicable planning and policy documents;
- Summary of existing demographic data that determine the market for public transportation;
- Inventory of existing public transportation services; and
- Assessment of community needs with respect to public transportation services.

Building on these findings, this memorandum presents a discussion of potential transit goals for Ashland, describes a set of alternative service scenarios to meet these goals and a set of next steps to follow up on open issues.

Plan Organization

The remainder of this existing condition document is presented in the following chapters.

Chapter 2—Planning Context highlights the various plans, regulations and programs that provide guidance and funding with respect to the delivery of public transportation in the City of Ashland.

Chapter 3—Existing Public Transportation Services provides an inventory of existing transit services within and to the City of Ashland. It provides a detailed summary of the Rogue Valley Transportation District (RVTD) and its services as the agency is the principal provider of public transportation service in the city.

Chapter 4—Market Analysis includes a demographic profile of the City of Ashland, to establish the framework for better understanding the local characteristics of the study area, with a focus on those population groups which are transit dependent.

Chapter 5—Needs Assessment synthesizes the findings from the previous chapters, along with stakeholder interviews, to describe the public transportation needs of Ashland residents and visitors to Ashland.

Chapter 6—Transit Goals discusses potential transit goals for the City of Ashland. The primary tradeoff between serving everyone with some minimal level of service versus serving routes with the greatest ridership potential is examined.

Chapter 7—Service Scenarios presents a set of alternate service scenarios for local transit service in the City of Ashland. Each scenario represents a combination of: 1) a future level of funding available for public transportation; and 2) a single, or mix of, coverage and/or productivity service(s).

Chapter 8—Next Steps identifies a number of action items that need addressing before the City of Ashland and RVTD move ahead with any major transit investments in Ashland.

Chapter 2. Planning Context

This chapter highlights the various plans, regulations and programs that provide guidance and funding with respect to the delivery of public transportation in the City of Ashland. The Oregon Department of Transportation (ODOT) has developed statewide plans for specific transportation modes, a statewide transportation improvement program, and specific area studies. The city has a variety of plans that dictate policies governing transportation improvements and/or analyze transportation conditions. Other jurisdictions including the Rogue Valley Transportation District (RVTD) and Jackson County shape the regional transit system and the land uses it serves.

The public transit component of this TSP is intrinsically linked to these documents and programs. Policies, goals and objectives in these plans and rules assure that the mobility needs of Ashland citizens are properly planned for.

State Plans and Policies

Transportation Planning Rule

The Transportation Planning Rule (TPR) is found in the OAR Chapter 660, Division 12. It requires local governments to adopt transportation system plans and to amend land use regulations to implement these plans. The intent is to achieve the following objectives:

- Plan for local transportation systems in a way that is consistent with the state plans
- Develop travel demand forecasts that can reduce reliance on automobiles and achieve compact urban development
- Plan for a road network that identifies local street connections and extensions to reduce reliance on arterials
- Provide for bicycle and pedestrian facilities and circulation patterns
- Reduce excessive standards for local street width and right-of-way to make streets more livable and safer for bicyclists and pedestrians
- Assure that new developments and land divisions include bicycle and pedestrian accessways and circulation patterns

Oregon Transportation Plan

The Oregon Transportation Plan (OTP) is the state's long-range multimodal transportation policy. The OTP provides an overall framework while mode plans, such as the Oregon Public Transportation Plan (OPTP), apply OTP policies and service levels to specific transportation modes. The OTP, with a 20-year planning horizon, was originally adopted in 1992, with the goal of addressing the future needs of Oregon's airports, bicycle and pedestrian facilities, highways and roadways, pipelines, ports and waterway facilities, public transportation and railroads. An update to address transportation needs through 2030 was adopted in 2006. The plan provides the following strategies to support public transportation across the state.

STRATEGY 1.2.1

Develop and promote inter- and intra-city public transportation.

STRATEGY 2.1.6

Support incentives and regulations for locating high traffic generators and mixed use development near fixed-route, high frequency public transportation and/or public transportation stations.

STRATEGY 3.2.2

In regional and local transportation system plans, support options for traveling to employment, services and businesses. These include, but are not limited to, walking, bicycling, ridesharing, public transportation and rail.

STRATEGY 3.4.2

Partner with public transportation providers and the private sector to develop innovative ways to deliver goods and services more efficiently such as public transportation services in rural areas.

STRATEGY 4.3.5

Reduce transportation barriers to daily activities for those who rely on walking, biking, rideshare and public transportation by providing:

- Access to public transportation and the knowledge of how to use it
- Facility designs that consider the needs of the mobility-challenged including seniors, people with disabilities, children and non-English speaking populations

STRATEGY 4.3.6

Consider the proximity and availability of public transportation when siting public facilities and services.

Oregon Public Transportation Plan

The Oregon Public Transportation Plan (1997) codifies goals, policies, strategies and service standards for public transportation systems throughout the state.

Goal 1 of the OPTP defines the purpose of public transportation stating,

"The public transportation system should provide mobility alternatives to meet daily medical, employment, educational, business and leisure needs without dependence on single-occupant vehicle transportation. The system should enhance livability and economic opportunities for all Oregonians, and lessen the transportation system's impact on the environment. The public transportation system should provide services and meet transportation needs in a coordinated, integrated and efficient manner."

Goal 2 defines the components of such a system, accounting for the different needs and resources available to urban, small city and rural systems. The OPTP contains minimum service standards that each system should achieve.

The OPTP contains minimum service standards that each system should achieve. The TPR is part of the planning context of the OPTP and thus addresses requirements placed on local land

use plans, ordinances and development codes in order to promote public transportation as a viable alternative. The TPR further mandates that all local transportation system plans contain a public transportation plan.

OPTP policies and strategies specify the nature and level of public transportation that Oregon communities should provide, based on community population. Access to public transportation and reduced reliance on the single-occupancy vehicle (SOV) are key elements of the OPTP. The plan references state and federal goals and mandates when planning Oregon's public transportation system of 2015.

The OPTP states that public transportation should be provided in small cities and towns in a manner appropriate for their size, density, and locally identified needs. At a minimum, public transportation should serve the transportation disadvantaged with rideshare, volunteer programs, taxis or minibus services. Rideshare matching and transportation demand management service should be available in communities of 5,000 or more where there are large employers with a base of 500 employees who are not covered by a regional program. General public transportation with fixed-route or other service may be available, and all places of 10,000 people or more should have demand responsive service. The OPTP also proposes minimum levels of service for communities with populations between 2,500 and 25,000. These services include:

- Coordinated intercity and intracity senior and disabled service
- Provision of at least 1.7 annual hours of public transportation service per capita by 2015 with fixed-route, dial-a-ride or other service.

Statewide Transportation Improvement Program

The Oregon Department of Transportation's Statewide Transportation Improvement Program (STIP) is the culmination of ODOT's integrated planning process. It schedules and prioritizes transportation projects throughout the state over a four-year period. State and federal programs typically require that projects be listed in the STIP in order to receive funding. The projects that affect public transportation in the Ashland area include:

- RVTD operating assistance
- RVTD capital improvements
- RVTD vanpool development funding
- Ashland park-and-ride facility

City Plans and Policies

The plans and policies of the City of Ashland recognize the need for transit service and provide guidance on the relationship of land development and land use patterns to transit service.

Ashland Transportation System Plan (1998)

The previous version of the Ashland Transportation System Plan was adopted in 1988. The TSP assesses the entire transportation system, one component being public transit. Chapter 9 of the previous plan set forth the following local transit recommendations:

- Expand local service to include five additional routes over the first six to ten years (1998-2008)
- Operate two bus service plans for peak and non-peak operations
- Increase the city's stock of bus shelters (26) to better accommodate patrons
- Conduct a more detailed Transit Development Plan in coordination with the Rogue Valley Transit District in order to identify short- and long-term system improvements and develop a funding program for capital and operational costs

Ashland Comprehensive Plan (1982) (Transportation Element updated 1996)

The existing Ashland Comprehensive Plan guides and controls land use within the city and its Urban Growth Boundary. It directs the city's planning efforts through the year 2005 and an estimated population of 19,995, in the city's goal "to create a public transportation system that is linked to pedestrian, bicycle and motor vehicle travel modes, and is as easy and efficient to use as driving a motor vehicle."

The Plan's Transportation Element contains 92 policies relating to street systems, non-motorized travel, public transit and commercial freight and passenger transportation. The following are those policies related to public transportation in the City of Ashland:

- (1) Develop pedestrian and bicycle networks that are linked to the public transportation routes.
- (2) Zoning shall allow for residential densities and a mix of commercial businesses within walking distance (one-quarter to one-half mile) of existing and planned public transit services which support use of public transportation.
- (3) Work with the local public transit provider to provide service within one-fourth of a mile of every home in Ashland.
- (4) Promote and support express commuter service between cities in the Rogue Valley.
- (5) Incorporate needs of people who don't drive when developing transit routes and facilities.
- (6) Provide pleasant, clean, safe, comfortable shelters along transit lines.
- (7) Require residential and commercial development within one-quarter of a mile of existing or future public transit services to provide transit shelters, bus access, and bus turnaround areas.
- (8) Install bike racks or lockers at transit stops.
- (9) Identify park-and-ride, bike-and-ride and walk-and-ride lots in Ashland to support ridesharing.
- (10) Develop a transportation center in Ashland.
- (11) Encourage promotional and educational activities that encourage people who own cars and school children to use public transit.
- (12) Work with the local public transit provider to address the specific public transportation needs of Ashland.

- (13) Participate and show leadership in interacting with counties, cities and other special governments in Southern Oregon to develop regional public transportation services to reduce the frequency and length of vehicular trips.
- (14) Establish aggressive but realistic performance targets for increasing public transit use for the short, medium and long run.

City of Ashland Capital Improvement Program

The city's most recent Capital Improvement Program update includes plans for the development of approximately eighty parking spaces for a "park-and-ride" lot located on Highway 99 north of Valley View Road. The "park-and-ride location" will be adjacent to a local bus stop enabling easy access into downtown. City expenses are estimated at approximately \$30,000.

City of Ashland Street Standards (1999)

Design principle number 11 of the Ashland's Street Standards is that "Streets should be designed to meet the needs of pedestrians and bicyclists, thus encouraging walking, bicycling, and riding the bus as transportation modes. Pedestrian, bicycle and public transportation considerations should be integrated from the beginning of the design process." Design principle number 23 states, "Streets identified as future transit routes should be designed to safely and efficiently accommodate transit vehicles, thus encouraging the use of public transit as a transportation mode. Transit stops should include amenities, such as but not limited to, bench, shelter from the elements, a posted schedule, bicycle parking, and water fountains."

City of Ashland Development Ordinances (proposed draft October 2007) & Site and Design Use Standards (1992)

The City of Ashland has a development code for the evaluation and approval of development and land divisions. The city also has a separate code, Site Design and Use Standards, which includes urban design standards for Ashland Boulevard Corridor and the downtown, established in order to reduce the auto-oriented nature of these environments.

Transit Options for a Livable Ashland (1999)

This report, written in 1999, identified key strategies towards meeting the city's goal for expanding public transit options and providing alternatives to the motor vehicle in general.

Ashland in Action 2000

Drafted by the Transportation, Transit and Parking Committee in 2000, the Ashland in Action 2000 is an action plan to ease local automobile congestion. Focus was placed on three core areas with the heaviest congestion: 1) Southern Oregon University (SOU)/Ashland High School campuses and neighborhoods; 2) Ashland Community Hospital neighborhood; and 3) the downtown area.

The report's recommendations included the following strategies to improve transit service in the City of Ashland:

- Develop a fully fundable, flexible managed transit program that will provide no-fare service to the community. Expand the hours of service, and existing routes.

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- Evaluate the feasibility for a fundable park-and-ride walk/bike program that uses underutilized parking in various locations at the north and south ends of town. Explore the use of SOU parking lots in the summer months for shuttle service to downtown.
- Expand the RVTD/SOU student ridership program to include Ashland School District students.
- Improve tour bus parking in and around the Oregon Shakespeare Festival properties.
- Encourage the School District to develop programs that encourage children to walk or bike to school.
- Evaluate the feasibility of offering dial-a-ride services to the community.
- Evaluate the feasibility of developing an express route between Medford and Ashland.

Other Jurisdictions' Plans and Policies

Effective regional coordination requires that the policies of one jurisdiction, such as the City of Ashland, be coordinated with those of other area jurisdictions. The jurisdictions with the greatest interest in future public transportation planning efforts are Jackson County and the Rogue Valley Transportation District.

2001-2023 Rogue Valley Regional Transportation Plan

The Interim Regional Transportation Plan Update 2000-2020 (RTP) and, later, the 2001-2023 Regional Transportation Plan (adopted April 2002), anticipated 20-year transportation needs within the greater Medford- Ashland metropolitan area. The RTP examines the projected population and employment growth within its planning area and transportation options to serve this growth. The RTP operates as the regional transportation system plan required by the Transportation Planning Rule. The RTP adopted seven alternative measures to meet the state's TPR requirement to reduce VMT over the 20-year planning period.

The RTP sets out nine policies to improve public transportation in the region:

Policy 11-1: RVTD should periodically review ridership and service throughout the region and adjust routing to maximize ridership potential and ensure service availability.

Policy 11-2: Where practical and when financially possible, RVTD transit services shall be routed to provide service coverage within a quarter mile walking distance of urban area residences.

Policy 11-3: When financially possible, the Rogue Valley Transportation District (RVTD) shall operate all transit routes with route headways no greater than one-half hour during peak periods.

Policy 11-4: When financially possible, the Rogue Valley Transportation District (RVTD) shall continue to provide off-peak mid-day services on all routes, or a guaranteed ride home program should be available and publicized.

Policy 11-5: Rogue Valley Transportation District (RVTD) shall periodically evaluate the addition of new routes to increase the area of coverage.

Policy 11-6: Local governments shall work with major employers to encourage transit use by their employees through fare subsidies and other programs.

Policy 11-7: RVTB and local governments shall cooperate to the maximum extent to identify and include features beneficial to transit riders and transit operations when developing plans for roadway projects.

Policy 11-8: RVTB and local governments shall encourage connectivity between different travel modes, including accessibility of major transit facilities to bike, pedestrian, and automobile traffic.

Policy 11-9: RVTB and local governments shall promote the use of transit services to residents and businesses as an alternative mode of travel.

Rogue Valley Transportation District Ten-Year Long Range Transportation Plan (2007)

The RVTB's Ten-Year (2007-2017) Long Range Transportation Plan outlines regional public transportation service goals and funding strategies for the RVTB's service in the cities of Ashland, Medford, Central Point, Phoenix, Talent, Jacksonville, and the unincorporated area of White City.

The plan highlights the set of Board adopted goals and objectives for RVTB. The following objectives impact the delivery of transit service and/or provision of community benefits in the City of Ashland:

- Social Goal
 - Support equitable access to transportation
 - Improve quality of life
- Organizational Goal
 - Ensure the efficient use of transit investments
 - Maintain overall service quality while increasing service levels
 - Improve communication with key partners
 - Improve internal communications
 - Improve public outreach/marketing
- Economic Goal
 - Enhance RVTB's financial stability
 - Support economic vitality
- Environmental Goal
 - Improve air pollution/greenhouse gas reduction / fuel efficiency
 - Reduce sprawl
 - Reduce water and other pollution

As part of the long-range planning process, RVTB worked with local jurisdictions to review city and county transit priorities. The plan identifies Ashland priorities as:

- Priorities and Immediate Needs
 - Reinstate Route 5, possibly re-routing it to serve other areas

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- Provide extended peak hour service until 10 PM
- Establish a feeder service from the neighborhoods to the main route
- Reinstate 15-minute service on Siskiyou
- Serve the large established neighborhood, youth center and the Mt. Meadows Assisted Living Facility located off of N. Mountain Avenue
- Serve the Ashland Community Hospital and surrounding Maple Street neighborhoods
- Future Needs
 - An employment center and outlying neighborhood development is being planned for the Crowson Road/Oak Knoll area
 - An intermodal transfer station is planned near the A Street Marketplace to serve a proposed commuter rail and could be built before 2017.

The plan highlights a growing gap between expected district costs and revenues during the planning period. To address these funding deficits, the plan identified the following potential and feasible sources, as well as strategies for implementing them:

- Increased property tax assessment
- One-time local payroll tax assessment
- Full implementation of local payroll tax assessment

The long-range plan developed a prioritized list of service expansion scenarios. Service improvements are assigned to one of three tiers based on available funding. Those which affect the City of Ashland are highlighted in Figure 2-1.

Figure 2-1 RVTD LRTP Service Expansion Priorities for Ashland

Region	Major Destination
Tier One. Extended Hours and Minor Service Expansion	
Expand service hours~4 AM to 10 PM	All Routes except low productivity routes
Saturday Service	Base service from 8 AM to 6 PM
Tier Two. Additional Routes, Express Routes, Peak Service	
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
Express Routes (15 min.) to Ashland and White City	Front St. to Ashland Plaza and Front St. to Cascade Shopping Ctr.
Tier Three. Additional Routes/ Grid System	
South Ashland	Region not yet defined

Jackson County Comprehensive Plan (2004)

The County Comprehensive Plan provides the official policies which will be used in county decision-making processes. The Plan's Transportation Element is intended to "provide and encourage a safe, convenient, energy efficient and economical transportation system." The Comprehensive Plan establishes the following transportation policy:

"Transit service will be encouraged in urban and urbanizing areas, where it is an energy-efficient form of transportation, and in rural areas to meet social service needs."

Jackson County Transportation System Plan (2005)

The Jackson County Transportation System Plan (TSP) adds to, enhances and/or implements various transportation policies set forth in the Jackson County Comprehensive Plan.

The Jackson County TSP states that the "County should work with RVTD and RVCOG to identify means of implementing most to all of the Tier 2 (RTP identified levels) program by the year 2023."

The TSP does not support the pursuit of a commuter rail between Grants Pass and Ashland due to a 2001 study claiming "estimated annual operation costs that were twice RVTD's current operating budget, and daily ridership that would be lower than any single-line commuter rail service currently operating in North America, with the exception of a limited Wednesday-Sunday service in Syracuse, New York."

Chapter 3. Existing Transportation Services

Public Transportation Providers

This chapter provides an inventory of existing transit services within and to the City of Ashland. It provides a detailed summary of the Rogue Valley Transportation District (RVTD), which is the primary public transit operator in Jackson County. RVTD serves seven cities including Ashland, Central Point, Jacksonville, Medford, Phoenix, Talent, and White City. There are limited transportation options provided by social service organizations in Ashland.

Rogue Valley Transportation District

RVTD is the primary public transit operator in Jackson County, including transit within Ashland and between Ashland and Medford. RVTD provides fixed-route and paratransit services as well as the Transportation Demand Management (TDM) program.

Overview and Governance

RVTD is Jackson County's public transportation provider, serving a district which is approximately 159 square miles. Its service area includes the incorporated cities of Ashland, Central Point, Jacksonville, Medford, Talent and Phoenix and the unincorporated community of White City.

The district is governed by a seven-member board of directors who serve for four-year terms. 2008 Board members represent: Medford (4), Ashland (1), White City (1), and Jacksonville (1).

Established in 1975, RVTD is a state-chartered transportation district¹ which assesses property taxes (\$0.17 per thousand dollars of assessed value) within the district. The organization is also supported by state and federal grants, passenger fares, and advertising fees.

Fixed-Route Service

RVTD operates six fixed-routes Monday through Friday. Certain routes offer early morning and evening commuter service. Except for Route 30 to Jacksonville and Route 1 to the Airport, all routes operate with a 30-minute frequency. The adult fare is \$2.00 for all routes, except for Ashland-based trips on Route 10, which is \$.50. The routes are as follows:

- Route 1: Medford Front Street Station to Medford/Rogue Valley International Airport
- Route 2: West Medford between Medford Front Street and West Main/Bi-Mart
- Route 10: Service between Medford Front Street Station and Ashland
- Route 30: Service between Medford Front Street and Jacksonville
- Route 40: Service between Medford Front Street and Central Point
- Route 60: Service between Medford to White City

¹ ORS 267.510

Route 10

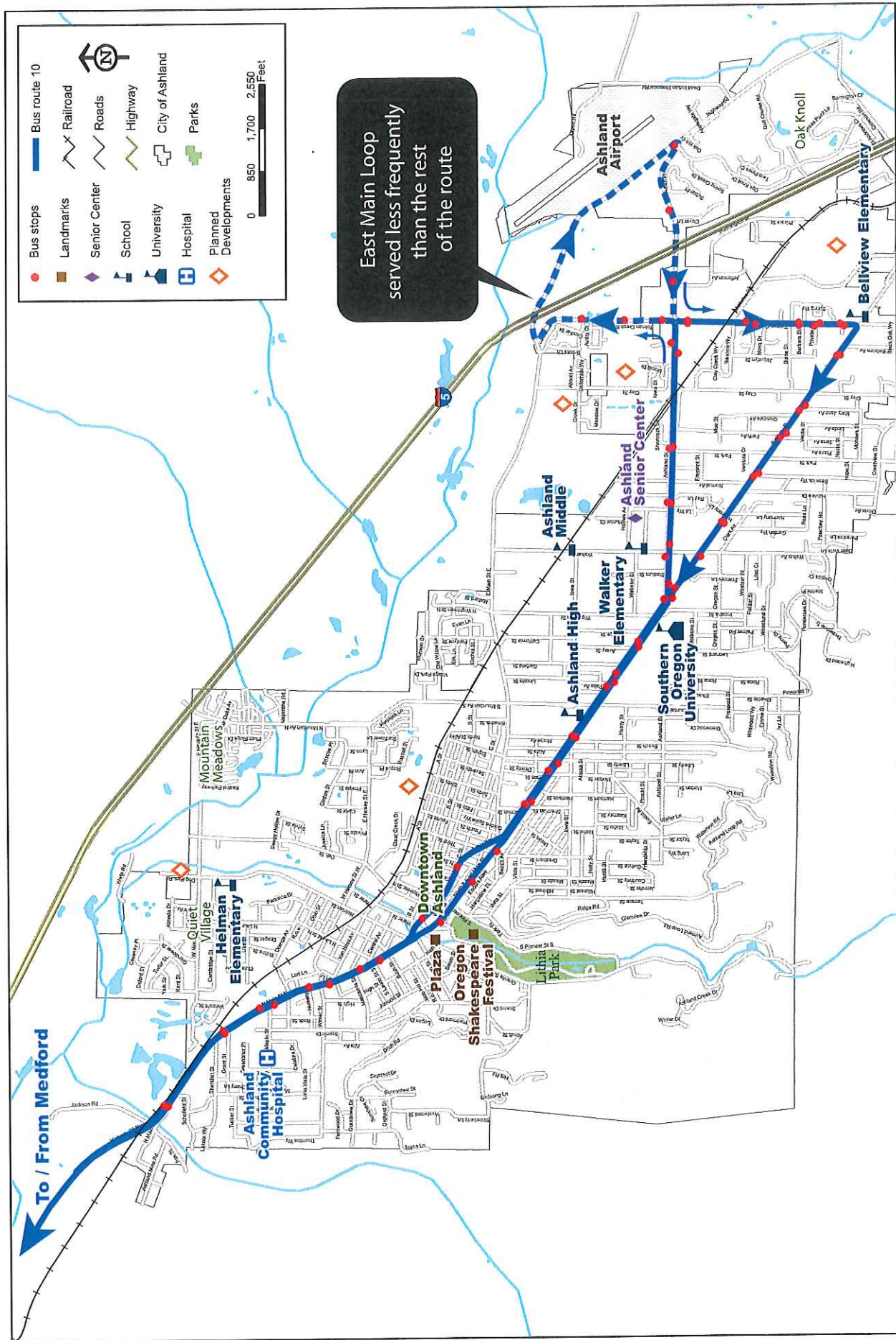
Route 10 is the only route that currently serves the City of Ashland. It operates between Medford Front Street Station and ends at Windmill Inn at Ashland Hills in Ashland (see Figure 3-1). The first bus to leave Front Street Station leaves at 5:00 AM and the last departs at 6:30 PM.

Within Ashland, the route travels on North Main Street, Siskiyou Boulevard, Ashland Street, Tolman Creek Road, and Lithia Road. At its eastern end, the route operates on a one-way loop, traversing Ashland Street, Tolman Creek Road, and East Main Street. The route stops within a few blocks of the Ashland Community Hospital², downtown, Oregon Shakespeare Festival, and Southern Oregon University.

The route serves older adults, youth, commuters, university students, and persons with disabilities traveling within Ashland and between Ashland and Medford. According to the 2005 Passenger Survey, Route 10 ridership can be characterized as:

- Over half of those responding report an annual income of less than \$15,000
- Less than 20% are under 18 years old and less than 10% are 65 or over
- More than 60% are regular riders, making 4 or 5 trips per week
- About half use cash fares
- Work was stated as the primary reason for making a bus trip, followed by shopping, school and recreation with less than 5% using the bus for medical trips

² In order to access the hospital from the Route 10 bus stop, it is necessary to climb a few steep blocks.



Existing Transit Routes and Stops
FIGURE 3-1

City of Ashland Transit Review

History of Routes 10 and 5

Route 10 was established in the early 1980s and has maintained the same basic routing since then. During the 1990s, the route operated from 4:30 AM to 8:00 PM, although these hours were scaled back due to budget shortfalls in subsequent years.

Route 5, which operated in the same corridor as Route 10, but only within the City of Ashland, was established in the early 1990s. The route was initially funded with a grant from the Oregon Department of Energy (ODE) and the City of Ashland provided a local match.

Eventually the ODE funds expired and the City continued to subsidize Route 5 and to provide funds to RVTD to buy down the fare in Ashland to 25 cents. Between 2002 and 2006, the City of Ashland increased the subsidy to RVTD to provide free fare within Ashland on Routes 5 and 10 and Valley Lift. It paid between \$240,000 and \$290,000 for these services. Beginning in 2003, SOU contributed approximately \$20,000 to these routes, but discontinued its subsidy as of 2005. After free service was implemented, Ashland-based ridership increased by 49 percent.

In 2006, service costs increased and RVTD approached the City of Ashland for direction. Due to budget constraints, the city decided to maintain the same level of expenditure by eliminating Route 5, but maintaining a fare subsidy on Route 10. Despite this, the fare on Route 10 increased from free to \$0.50. Discontinuing Route 5 effectively meant that the frequency of bus service within Ashland was decreased from every 15 minutes to every 30 minutes. RVTD also implemented district-wide service reductions during this time. Figure 3-2 summarizes the history of Ashland transportation service.

Figure 3-2 History of RVTD Fixed-Route Service in Ashland

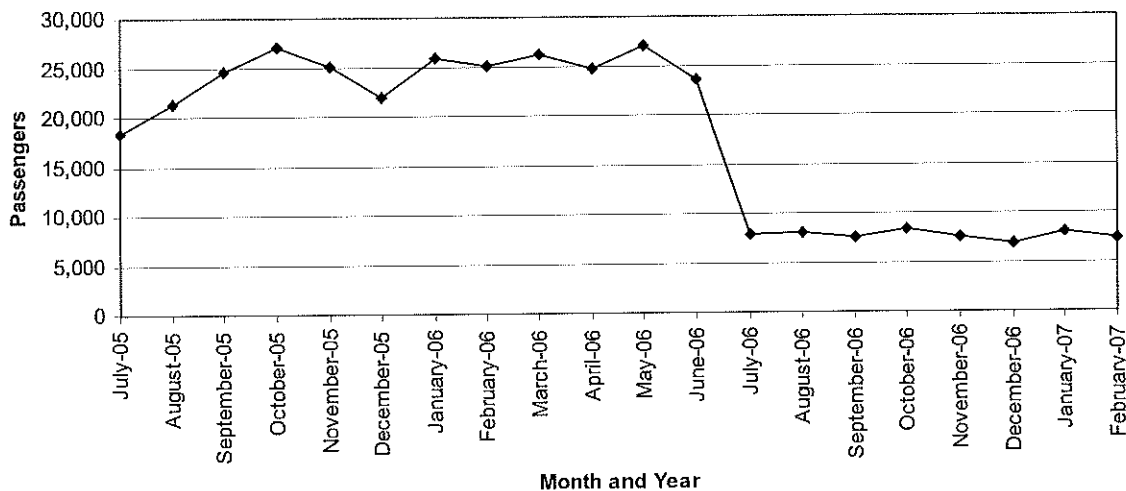
	Route 10	Route 5
1980s	Route 10 established	
1990s	Hours lengthened (4:30 AM -8:00 PM) and then reduced; City of Ashland provided subsidy.	Route 5 is established with Department of Energy funds in early 1990s; City of Ashland provided subsidy.
1997	ODE funds expire. City continues to fully subsidize Route 5 and provides additional funds to buy down the fare to 25 cents on Routes 10 and 5.	
2002	City continues to subsidize Route 5 and buys down fare to free on Routes 5 and 10 in Ashland.	
2005	RVTD expenses increased and approached City of Ashland to make decision about additional funding, service reductions, or fare increase. RVTD raises fare system-wide to \$2.00.	
2006	City subsidizes Route 10 in Ashland to buy down the fare increase to 50 cents.	City of Ashland could not raise additional funding and decided to stop paying for Route 5 service

	Route 10	Route 5
2007	Significant ridership declines associated with increased fare and decreased combined frequency. City subsidizes Route 10 in Ashland to buy down the fare increase to 50 cents.”	RVTD and Ashland discussed possibilities for reinstating Route 5 service

Ridership Trends

Figure 3.3 shows the combined ridership trends for Routes 10 and 5 between FY 2005-2007. Shortly after the 2006 service changes were implemented, there was a steep decline in Ashland ridership, which can be largely attributed to reduced frequency and increased fare. Ridership among the youth and low-income riders may have been particularly affected due to the fare increase. Combined ridership for the two routes dropped from 18,399 trips to 7,791 between July 2005 and July 2006, a decline of 58%.

Figure 3-3 Ashland Fixed-Route Ridership FY 05-07



Source: RVTD

Ridership on Route 10 did not increase when Route 5 was discontinued, even though the two routes operated within the same corridor in Ashland. To illustrate this point, in July 2005, before the service changes were put into effect, ridership on Route 10 was 11,632. A year later, ridership in July 2006 was only 7,791 a decline of about 33%.

Route 10 Operations

Of the 23 vehicles in the RVTD fleet, approximately four 40-passenger buses are used for Route 10 service on a regular basis. RVTD does not designate buses to each route but will use higher capacity buses on the routes with highest ridership. The majority of the vehicles are operated with compressed natural gas.

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In FY 2005-2006, ridership for the entire route was 568,724 and 184,150 were intra-Ashland trips, which was 32% of Route 10 ridership. After the service changes were implemented in 2006, Ashland-based trips decreased to 92,819 trips or 21% of Route 10 ridership.

RVTD estimates that it pays approximately \$1.36 million per year to operate Route 10 service.³

Other RVTD Services

RVTD also oversees the complementary paratransit, Medicaid brokerage and Transportation Demand Management programs for the Rogue Valley area, including:

Valley Lift

RVTD operates the Valley Lift Program, a curb-to-curb paratransit service for people with disabilities that prevent them from using fixed-route service. Participants must complete an application and be re-certified every three years.

There are three types of eligibility:

- *Temporary Eligibility*: Those with a temporary illness or injury that make it impossible for them to use RVTD fixed-route service for a limited period.
- *Conditional Eligibility (Category 3)*: The passenger is expected to use RVTD fixed-route service when possible, but can utilize Valley Lift if their conditions prevents them from using the bus.
- *Unconditional Eligibility (Category 1)*: Those who have a disability that prevents them from using fixed-route service may use Valley Lift for all trips within the service area.

Valley Lift service is operated by Paratransit Services, under contract with RVTD. Service is available within three quarters of a mile to any of RVTD's fixed routes. At \$4.00, the fare is double the fixed-route fare. Service within Ashland is \$1.00, as the City of Ashland pays a subsidy of \$3.00 per trip. Program participants can ride RVTD's fixed-route service for free, which is an incentive to shift Valley Lift passengers to fixed-route service when possible.

Valley Lift operates during the same days and time as RVTD fixed-route service, which means that service is available Monday through Friday between 5:00 AM and 8:00 PM.

In FY 2006-2007, Valley Lift provided a total of 16,918 Ashland-based trips including:

- 9,466 trips within Ashland
- 3,934 trips from Ashland to other locations
- 3,518 trips into Ashland

The Ashland Senior Center is the most popular destination for Valley Lift passengers within Ashland. The following list highlights the most frequent destinations for Ashland's Valley Lift customers with the ridership in 2007:

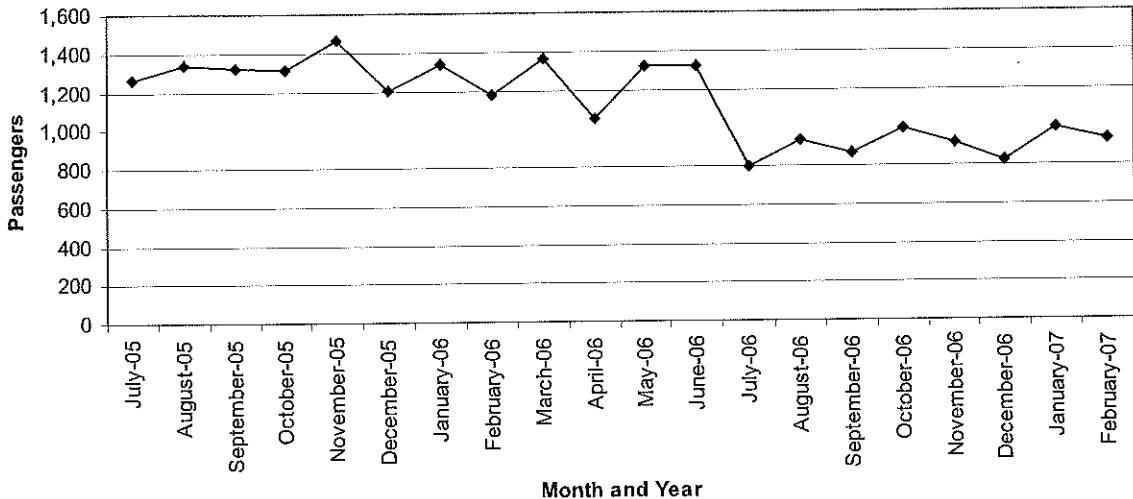
- Ashland Senior Center: 722 trips
- Miller House: 448 trips

³ Rogue Valley Transportation District, Fixed Route Operation Costs Estimator, Based on 2007-2008 Budget.

- Living Opportunities: 433 trips
- Albertsons: 270
- Ashland Community Hospital: 250
- YMCA: 223 trips
- Goodwill: 221 trips
- Bi-Mart: 162 trips

Figure 3.4 illustrates Ashland's paratransit ridership trends during FY 2005-2007. It shows that there was a considerable ridership decline in July 2006, when the fare was raised from free to \$1.00.

Figure 3-4 Ashland Paratransit Ridership FY 05-07



Source: RVTD

Valley Lift Plus, which is paid for by Title 19 Medicaid funds, provides up to 20 one-way non-medical trips for qualified participants. Eligibility criteria stipulate that participants must be Department of Human Services (DHS) clients who are typically older adults or people with low-incomes or disabilities. This program provides demand-response service to those living within 1.5 miles from existing transit service.

Translink

Translink, a program that provides transportation service to eligible Oregon Health Plan and Medicaid clients, is the Medicaid broker for individuals who travel to authorized medical services in Coos, Curry, Douglas, Josephine, Jackson, Klamath, and Lake Counties. Therefore, service is not provided in-house as Translink coordinates the transportation that is operated by a wide variety of transportation providers.

Eligibility requirements stipulate that passengers must be eligible OHP and Medicaid clients who have no other way to travel to medical appointments. The service is fare free to eligible passengers and is 100% funded by the Department of Health and Human Services. RVTD houses the program.

Way to Go! Program

RVTD houses the Way to Go! Program, the region's Transportation Demand Management program. The program is funded through ODOT Region 3 and requires a local match provided by RVTD. It assists residents in the region with reducing single-occupant vehicle trips by providing information, planning support, and technical assistance to residents and employers. Program elements include community outreach, education programs, travel training, customer information, and workplace trip reduction programs.

The program encourages residents to reduce single-occupant vehicle trips by:

- Vanpooling
- Ride sharing
- Biking
- Walking
- Skateboarding
- Teleworking and flexing work schedules
- Using transit

Currently, there are no vanpools in Ashland or within the RVTD service area, despite extensive outreach to local employers. In Ashland, RVTD has mobilized bicycle and transit clinics at numerous workplaces. RVTD coordinates the region's Safe Routes to School Program, which has been successful in Ashland.

U-Pass

U-Pass is a new employer program that allows companies to purchase annual bus passes for their employees at a price of \$3.85 per person per month. This program is supported by CMAQ funds and Oregon Business Energy Tax Credits, which, if used together, can reduce employer costs by about 78%. Currently, there are no Ashland employers or organizations participating in the U Pass program.

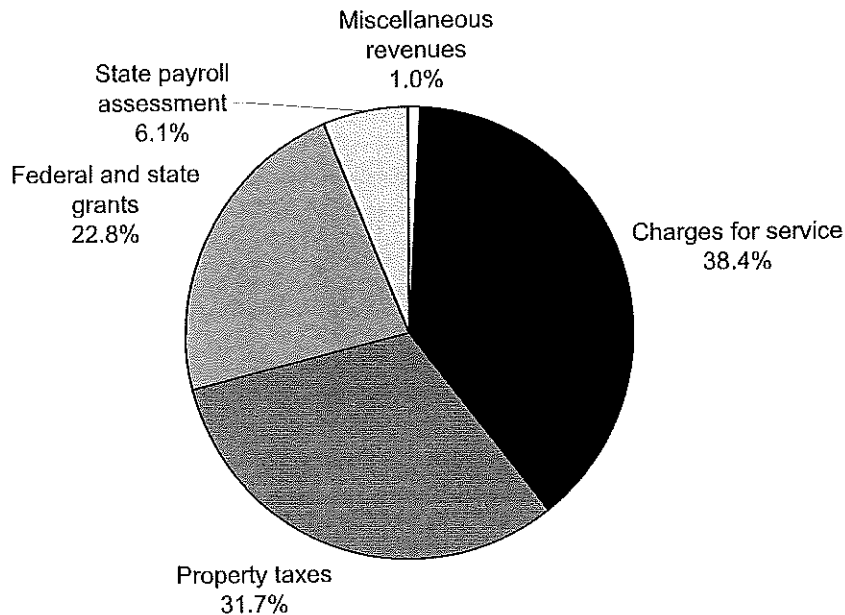
Financial Considerations

RVTD's expenses for 2006-2007 were \$13,961,269. The revenue sources are outlined in Figures 3.5 and 3.6.

Figure 3-5 RVTD Revenues 2006-2007

Charges for service	\$2,069,655
Property taxes	\$1,710,103
Federal and state grants	\$1,232,119 ⁴
State payroll assessment	\$331,071
Miscellaneous revenues	\$51,579
	\$5,394,527

Figure 3-6 RVTD Revenues 2006-2007



The RVTD Ten-Year Long Range Plan (2007-2017) describes how escalating operational costs have outpaced revenue growth. This trend makes it difficult for RVTD to maintain existing services or to expand service areas and frequencies.

The City of Ashland compensates RVTD for a reduced fare on Route 10 by paying toward rides taken anywhere between Jackson Well Springs and Ashland Windmill Inn. The city also subsidizes complementary paratransit in the same manner. This means that the city pays \$1.50 for each of the fixed-route trips and \$3.00 for Valley Lift trips.

In FY 2006-2007, Ashland compensated RVTD approximately \$139,200 for Route 10 service and \$28,400 for Valley Lift trips.⁵ In addition to subsidizing Route 10, the City of Ashland purchases reduced fare passes for low-income students.

⁴ RVTD received a one-time rolling stock replacement grant from FTA in 2006 totaling nearly \$8 Million dollars. It is not included in Figure 3.5.

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RVTD has a contract with the City of Ashland, which stipulates that the city will pay no more than \$210,000 for transit service in FY 2007-2008. According to the contract, if the amount is exceeded before the end of the fiscal year, the program for that fiscal year will end and fixed route and Valley Lift paratransit fares will revert to standard RVTD fares for the rest of the fiscal year.

Financial Trends

In FY 2005-2006, the City of Ashland paid \$290,000 for Route 5 service and the Route 10 subsidy. The cost of Route 5 service was determined using an average operating cost per mile multiplied by the route length. As described previously, the city reimbursed RVTD for free Route 10 service on a per trip basis.

During this time, RVTD hired a new accountant and has been better able to assess how well the agency was recouping the actual cost of service. This assessment led to an increased mileage unit cost, which raised the price of Route 5 service. Rising fuel and insurance costs meant that RVTD had to seek new sources of funding or implement service cuts. When RVTD approached Ashland in 2006, estimated costs for Route 5 and Route 10 escalated to approximately \$410,000. In order to maintain the previous level of expenditures, the City of Ashland decided to discontinue Route 5 and to increase the fare on Route 10 to \$0.50.

Other Transportation Services

Social Service Transportation

No social service organizations providing transportation services were identified in Ashland. Ashland Senior Center discontinued its shuttle service when Valley Lift was established.

Private Providers

Taxi service is available within Ashland and to Medford. These services fill a variety of trip needs ranging from visitors staying at local hotels to Medford airport service and local and regional medical trips. Local fares within Ashland run between \$8 and \$12 (one-way), while service to Medford is over \$50 one-way. Special Medford airport service is available for \$24-\$35 from Ashland. One local taxi cab is procuring wheelchair-equipped vehicles, but none are currently available. Local providers include:

- Yellow Cab
- Cascade Airport Shuttle/Ashland Taxi Cab

⁵ Fixed-route costs were calculated using Ashland-based Route 10 trips, which were 92,819 in FY 2006-2007. Valley Ride costs were estimated using trips within Ashland only, which were 9,466 in FY 2006-2007.

Chapter 4. Market Analysis

Market Analysis

This chapter includes a demographic profile of the City of Ashland, which was prepared using U.S. census data as well as that available through the Oregon Office of Economic Analysis. This step establishes the framework for better understanding the local characteristics of the study area, with a focus on those population groups which are transit dependent.

Study Area Description and Demographic Summary

Located in southern Oregon, the City of Ashland is well known for its natural beauty, outdoor recreation, and cultural attractions. The Oregon Shakespeare Festival attracts more than 100,000 visitors annually. As of July 1, 2007, Ashland's estimated population is 21,630.¹

Ashland is located in Jackson County which includes the incorporated cities of Ashland, Butte Falls, Central Point, Eagle Point, Gold Hill, Jacksonville, Medford, Phoenix, Rogue River, Shady Cove, and Talent. The three main transportation corridors through the region are I-5 and State Routes 99 and 66, which link Ashland to the larger metropolitan city of Medford to the north. State Route 66 connects the area to Klamath Falls to the east.

Figure 4-1 below provides the total population in Ashland along with a "snapshot" of key demographic groups which are often most reliant on local public transportation: older adults, persons with disabilities, population below poverty level, persons under the driving age, and population that does not own a vehicle. For comparison purpose, the total population and percentages are also presented for Oregon and the United States as a whole.

Figure 4-1 Basic Population Characteristics

Area	City of Ashland	State of Oregon	United States
Total population	19,511	3,421,399	281,421,906
% of state population	0.6%	-	-
% persons aged 65+	14.8%	12.8%	12.4%
% poverty level	19.6%	11.6%	12.4%
% persons w/disability	12.8%	18.8%	19.3%
% persons under the driving age	16.0%	21.9%	22.8%
% persons who do not own a car	7.5%	7.5%	10.3%

Sources: 2000 US Census Bureau

¹ Portland State University Population Research Center

Population Trends

Countywide, the population is projected to grow 63% by 2040. (See figure 4-2)

Figure 4-2 Population Projections

Total Population	2000	2010	2020	2030	2040	Population Change 2000-2040
Jackson County	182,200	208,369	238,865	268,385	297,496	63%

Source: Office of Economic Analysis, Department of Administrative Services, State of Oregon, April 2004

Older Adults

Statewide, 12.8% of Oregonians are aged 65 and older, which is on par with the national average of 12.4%. The City of Ashland reports a rate of older adults of 14.8%, which is slightly higher than Oregon and the nation as a whole.

As is the case nationwide, the population in Jackson County is aging. In 2000, 16% of the county's population was aged 65 or older. Between 2000 and 2040, the number of older adults in Jackson County is expected to increase by 139%, and by 2030, nearly one in four residents of the county will be a senior citizen.

Figure 4-3 Population Change for Persons aged 65 Years and Over (Jackson County)

Age Group	2000	2010	2020	2030	2040	Population Change 2000-2030
Under 65	153,093	174,449	189,482	205,767	227,721	48.7%
65 and over	29,107	33,921	49,383	62,618	69,775	139.7%
% older adults	16.0%	16.3%	20.7%	23.3%	23.5%	-

Source: Office of Economic Analysis, Department of Administrative Services, State of Oregon, April 2004

Persons with Disabilities

The Census Bureau has determined that the 2000 Census overstated the number of people with disabilities. This overstatement occurred because of a confusing instruction in the Census questionnaire. In particular, the number of people with a "go outside the home disability" was substantially overstated as a result of a confusing skip pattern in the mail-back version of the Census long form.

The Census's 2006 American Community Survey incorporated an improved questionnaire that eliminated the source of the overstatement. For Oregon as a whole, the 2000 Census estimated

that 18.8% of non-institutionalized people age five and older had a disability. The corrected estimate, based on the 2006 American Community survey, was 16.3%. Corrected results are not available for many smaller cities such as Ashland, however countywide data is available. For Jackson County as a whole, the 2000 Census estimated that 20.2% of non-institutionalized people age five and older had a disability, whereas the 2006 American Community Survey reports 19.2%.

Nationwide, about 15% of Americans aged five and older reported a disability, which is slightly lower than for Oregon as a whole (16.3%). Jackson County's average (19.2%) is higher than the national average and for Oregon as a whole. This pattern is not surprising as physical limitations typically increase with age.

Income Status

Based on the 2000 Census, the level of Ashland residents living at or below the federal poverty level is 19.6%, which exceeds the statewide average of 11.6% by a relatively significant margin.

Car Ownership

The incidence of households without a vehicle available is a good indication of where transit dependency is likely to be high. For the City of Ashland as well as Oregon as a whole, 7.5% of households do not have a vehicle available to them. This is lower than the national average of 10.3% of households.

Employment and Major Employers

Based on figures from the Oregon Employment Department, the 2006 annual average number of employees in the Medford-Ashland MSA was 94,992. The MSA's unemployment rate in March 2008 was 7.9%, which was higher than for Oregon as a whole (6.3%) likely due to the region's agricultural and tourism industries. The major employers for the City of Ashland include Southern Oregon University (SOU), Oregon Shakespeare Festival Association, Ashland School District, Ashland Community Hospital, City of Ashland, Ashland Food Cooperative, Ashland YMCA, and Butler Ford.

Planned Developments

Ashland's population grew by roughly 20% during the 1990s and by 11% so far this decade, slightly less than the county's growth rate during these periods. Future development is expected in the following areas (and illustrated in Figure 4-4):

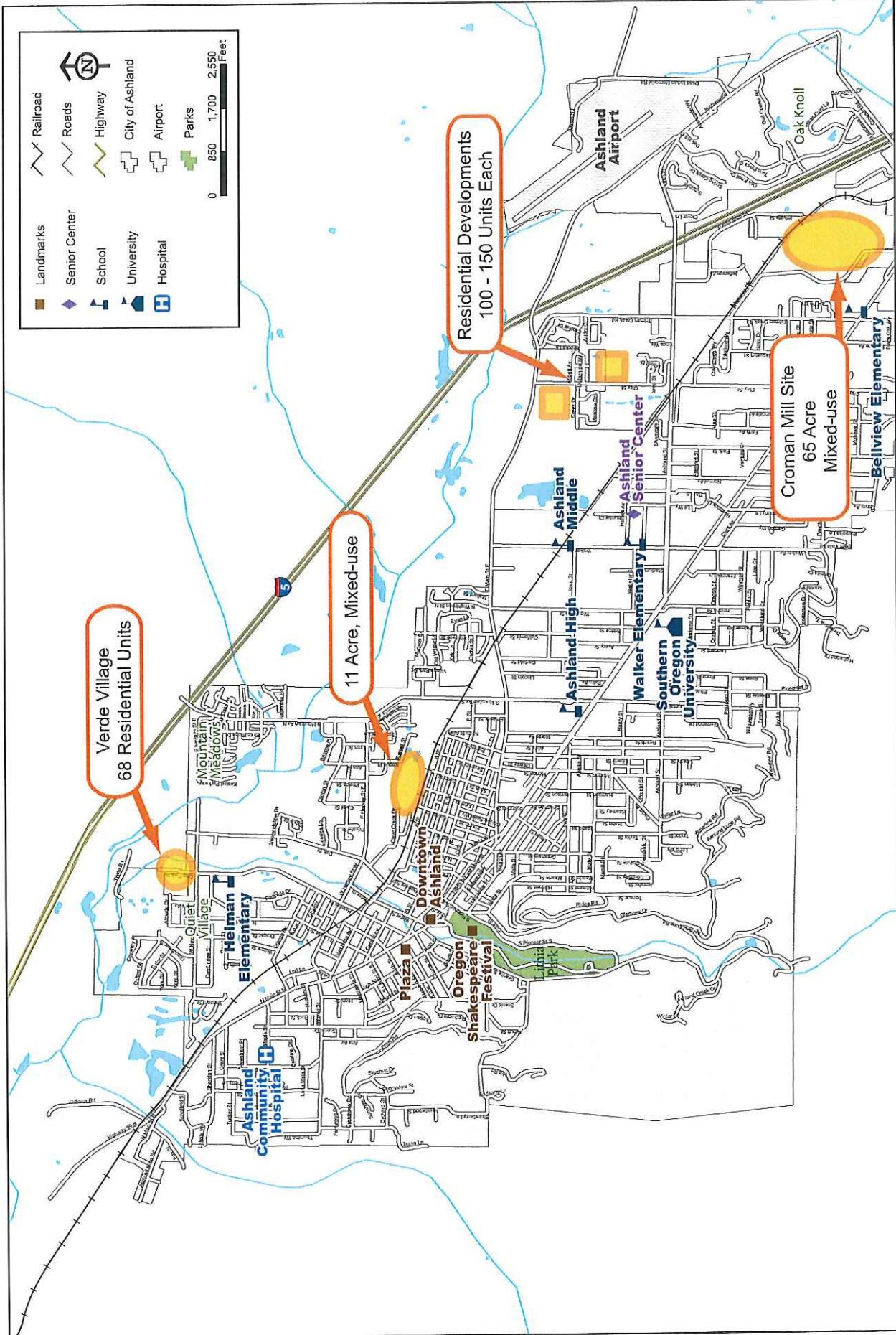
- Two residential developments, between 100 and 150 units each, located along Clay Street south of E. Main Street.
- An 11 acre mixed use development on the railroad property near Oak, Hersey, and A Street.
- A 68-unit residential development at E. Nevada Street and Helman Street.

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- The Croman Mill Site project which represents the largest, unused parcel of land within the city limits. The site is located on Mistletoe Road, extending to the Central Oregon and Pacific Railroad, Siskiyou Boulevard, Mistletoe Road, and I-5. Current options for the 65-acre site include:
 - A plan for low-density housing units with relatively few jobs
 - Multiple options for greater commercial and light industrial development supporting up to 1,400 jobs along with a neighborhood center and roughly 250 housing units
 - An office campus option with 250 housing units and support for 3,200 new employees



Planned Development
FIGURE 4-4

City of Ashland Transit Review

Chapter 5. Needs Assessment

This chapter describes the public transportation needs of Ashland residents and visitors to Ashland. The information in this chapter is a synthesis of information that was derived from 14 stakeholder interviews, an analysis of current and future land uses, a review of previous transportation studies, and internet research.

Summary of Findings from Previous Studies

As documented in Chapter 2, the City of Ashland has a number of planning studies that outline the transportation needs of residents and visitors to Ashland. The primary documents include:

- Comprehensive Plan, 1996
- Transportation System Plan, 1998
- Transit Options for a Livable Ashland, 1999
- Ashland in Action Committee, 2000
- RVTD Long-Range Plan, 2007

The following section highlights recommendations from these studies:

Service frequency and span

- Provide increased frequency in Ashland (7.5- or 15-minute)
- Extend service to operate between 4:00 AM and 10:00 PM

Proposed service

- Provide service to outlying unserved neighborhoods including Oak Knoll and Mountain Meadows
- Create a demand-response feeder service from surrounding neighborhoods to Route 10 (Valley Feeder)¹
- Provide express service using the I-5 Freeway or Highway 99 between Ashland and Medford
- Reinstate Route 5, with the possibility of re-routing to serve currently unserved areas
- Serve the Ashland Community Hospital and Maple Street neighborhoods

Future Considerations

- Anticipate transportation needs of a new employment center and community planned for the Crowson Road/Oak Knoll area
- An intermodal transfer station is planned near the A Street Marketplace to serve a proposed commuter rail and as a transfer point to the transit system; could be built before 2017

¹ Proposed in the RVTD Long Range Plan

Major Activity Centers

The following describe major activity centers in Ashland. These locations generate a significant number of trips within Ashland or to the Ashland area from other places.

Southern Oregon University

Southern Oregon University (SOU) has approximately 5,000 enrolled students and approximately 700 faculty and staff. About 60% of the student body lives in Ashland, with the remainder commuting from neighboring communities.

The following highlights travel behavior and characteristics of SOU students and staff:

- Approximately 80% of both faculty and staff live within five miles of the Ashland campus.²
- Approximately 64% of students and 78% of faculty currently drive alone to and from the university and only 2% rely on transit as their primary form of transportation.
- According to RVTD's Ten-Year Long Range Plan, the university generates approximately one-third of Ashland's daily trips.

SOU discontinued participation in an RVTD regional bus pass program in 2004 because it was not perceived to be cost-effective. Previously the program, which was paid for through the Student Union Activity Program, provided fare-free travel to students throughout the entire transit system. During this time, trips within Ashland were fare free.

For a number of years, SOU has offered classes to students in Medford at various locations, but a new consolidated SOU-Rogue Community College (RCC) satellite campus is scheduled to open in downtown Medford in the fall 2008. The university predicts 1,500 students will need inter-campus transportation. The majority of the students may need to attend both campuses at some point during their education. Classes will be offered in the evening with the last class ending at around 10:00 PM. RVTD is considering extending hours until 10:00 PM.³

Ashland Senior Center

The Ashland Senior Program operates numerous programs for older adults, including the Ashland Senior Center. The senior center, which is located on Homes Avenue, draws older adults for daily lunches and other activities. It is open Monday through Friday from 8:30 AM to 3:30 PM. It is approximately two blocks from the Route 10 bus stop on Ashland Street.

The senior center used to operate transportation services for older adults, but discontinued the service when Valley Lift began operations approximately 10 years ago. According to the Director of Ashland Senior Services, many older adults travel to the senior center using Route 10. Those who are not able to walk from the bus stop travel with Valley Lift.

² "Alternative Transportation Promotion on Southern Oregon University Campus, Kelly Gustafson, Capstone project Sponsored by RVTD and RVTD (2006).

³ RVTD Ten-Year Long Range Plan, pg. 70.

Oregon Shakespeare Festival

The Oregon Shakespeare Festival (OSF), located in downtown Ashland, is the most popular tourist destination in Ashland and draws approximately 125,000 visitors each year. The theater runs from February to October, with peak season from June to October. OSF typically offers a matinee as well as an evening performance.

Hotel shuttles transport visitors between OSF and hotels at the south and north end of town, providing a direct link between lodging and downtown Ashland. OSF patrons staying in downtown Ashland often walk to the theater. According to the OSF Marketing Director, few visitors to OSF take advantage of transit provided by RVTD because:

- Service ends before evening performance finishes
- Thirty-minute frequency is perceived as an obstacle
- The transit service is not actively marketed to tourists so they are often not aware of it
- Many tourists drive to Ashland and tend to use the private vehicle that is available to them
- Hotels located outside of downtown Ashland provide transportation to and from OSF

OSF employees also are not frequent riders of RVTD transit, primarily because they work after 7:00 PM, when the last RVTD bus departs Ashland for Medford at 7:05.

Finding parking can, at times, be difficult for visitors and OSF employees. Both take advantage of the Hargadine Parking Structure (on Hargadine between 1st and Pioneer Streets), which charges \$1.00 per day and has 145 spaces. The structure is normally full at peak times (2:00 PM to 8:00 PM) during the height of the tourist season, but tends to be underutilized during the rest of the year.⁴

Downtown Ashland

Downtown Ashland is probably the second most popular attraction in Ashland. Located downtown are:

- Specialty retail: Downtown Ashland houses a variety of stores catering to tourists and visitors.
- Restaurants: There are numerous restaurants located in downtown Ashland.
- Lithia Park: The 100-acre park extends from the Plaza in downtown Ashland up Ashland Creek. It includes a bandshell, hiking trails, a Japanese garden, and two ponds.

Visitors to downtown Ashland may have some difficulty with parking during the peak season. According to the City of Ashland, the Downtown Business District has 977 parking spaces. The Hargadine Parking Structure accounts for about 15% of the total available spaces.⁵

Ashland Community Hospital

Ashland Community Hospital is located on Maple Street in the northern section of Ashland, where there are also numerous physician offices and a nursing home. The hospital has approximately

⁴ City of Ashland website. <http://www.ashland.or.us/Page.asp?NavID=8265>

⁵ City of Ashland website. <http://www.ashland.or.us/Page.asp?NavID=8265>

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425 full-time, part-time, and on-call employees. The current bus schedule does not meet the needs of most hospital employees since their shifts either begin or end when there is no service. With the exception of administrative staff, shift workers begin work at 7:00 AM, 3:00 PM, and 11:00 PM seven days a week. Approximately 70% of employees commute from locations outside of Ashland, with the majority coming from Medford. The hospital does not sponsor any vanpool programs, although there are a handful of employees who have formed informal carpools.

The facility is licensed to accommodate 49 beds, but typically staffs only 36 beds. The bulk of the daily traffic to the hospital is generated by out-patient surgery. The hospital is located a few blocks from the Route 10 bus stop on North Main Street; however, passengers disembarking the bus must climb a hill in order to get to the hospital. This means that fixed-route service is not a viable transportation option for a considerable number of patients. Those patients who are unable to take transit, live within three quarters of a mile from an RVTD route, and meet other eligibility requirements can utilize Valley Lift. For those who live outside of the RVTD service area, the only transportation options are private medical vans and non-emergency medical trips provided through Translink, the regional Medicaid broker.

Parking has been a long-term problem for the hospital, which encourages employees to save parking spaces for patients. Consequently, employees, given their limited transit options, take street-level parking spots in the surrounding residential neighborhood.

During 2003-2005, the hospital established a patient shuttle to mitigate construction impacts. The hospital used vans because full-size buses cannot travel up the hills safely. Shuttles picked up passengers at Christian Fellowship Church at West Hersey and Oak Streets and transported them to the hospital between 6:00 AM-9:00 AM and 2:00 PM-6:00 PM Monday through Friday. During this time, approximately 24 employees used the shuttle on a regular basis.

Unserved Locations

Rogue Valley Medical Center, Southeast Medford: As dictated by federal regulations, RVTD provides paratransit services only within three quarters of a mile from its fixed-route services. When Route 4 was discontinued, it made Rogue Valley Medical Center in Southeast Medford inaccessible to fixed-route customers as well as Valley Lift passengers. Therefore, there is currently no way to travel to the hospital via public transportation. After the service was discontinued, the hospital began shuttling patients from doctors' offices in Medford to the hospital by appointment only.

Mountain Meadows, Ashland: This community, which is located on the east side of Highway 99, has a number of facilities serving older adults, including day programs, assisted living, and specialized services for people with Alzheimer's and dementia.

West Ashland: There are numerous residential neighborhoods in West Ashland that are located in the hills. The hilly terrain presents a challenge for transit riders since those walking from bus stops are often faced with a long uphill climb. These locations are not easily served with standard 30-40-foot vehicles.

Quiet Village, northern Ashland: The residential community, which has its center at Oak Street and Nevada Street, is not served by public transit service.

Oak Knoll, southern Ashland: This residential community, which is located in southern Ashland, is not well-served by public transit.

Planned Developments

The following planned developments will generate demand for additional travel within Ashland. The demand for transit will depend on the final uses developed at these sites. All are located within 1-2 blocks of existing Route 10 service:

- Mixed-use development at A Street Marketplace (11 acres)
- Residential development with 100-150 units on Clay Street, between East Main Street and Faith Avenue
- Cromen Mill Site (65 acres) on Mistletoe Road

Stakeholder Interview Summary

The consultant team spoke with 13 stakeholders representing diverse interests in order to document transportation needs in Ashland. The stakeholders were comprised of representatives from social service organizations, the school district, pedestrian/transit advocates, local business, the local transit agency and elected officials. The Appendix includes a complete list of stakeholders who contributed to this report.

Stakeholders most frequently mentioned the following concerns with RVTD Route 10, which is the only fixed-route service in Ashland:

- The 30-minute headway on Route 10 is not frequent enough
- There is no weekend or evening bus service

In addition, numerous stakeholders spoke about how the poor condition of sidewalks makes it difficult for pedestrians, most notably in locations where they disappear completely or abruptly change to the opposite side of the street. In addition to affecting Ashland's walkability, it makes transit services harder to access, especially for older adults and people with disabilities.

The one-way loop at the south end of town is more inconvenient since Route 5 was discontinued. For those living in southern Ashland, Route 10 works well in the northbound direction, but is less convenient in the southbound direction.

Older Adults & Disabled

Older adults and people with disabilities may take RVTD's Route 10 or, if they have difficulties boarding the bus, can arrange for paratransit services through Valley Lift (described in Chapter 3).

Accessibility Issues

Some bus stops can be difficult to access due to a poor pedestrian environment resulting from no or sub-standard sidewalks. Ashland's hilly topography can make it difficult for those with mobility problems to travel from the bus stop to their final destination. In addition, not all bus stops have benches and shelters, which makes longer wait times uncomfortable, especially for older adults and people with disabilities.

Affordability

Clients who are eligible to take Valley Lift may still be limited by the cost of travel. For those traveling to Medford or other locations outside of Ashland, the \$4.00 fare may be more expensive than they can afford. At \$1.00, intra-Ashland trips are considered to be unaffordable for low-income residents.

Senior Facilities

There are two senior housing facilities and two assisted living facilities in Ashland:

- Ashley Senior Apartments: on Siskiyou Boulevard at Blackberry Lane
- Donald Lewis Retirement Center: on YMCA Way at Ashland Street
- Mountain View Retirement: on Main Street at Glenn Street
- Mountain Meadows: on Mountain Meadows at Stony Point

All of them, except for Mountain Meadows are within a couple of blocks of a Route 10 bus stop.

Older adults visit the following locations with some regularity:

- Ashland Senior Center
- YMCA
- Southern Oregon University
- Lithia Park
- Ashland Community Hospital
- Ashland Library
- Shopping in Southern Ashland
- Big box stores in Medford

Youth

School-age children, especially those in high school, have significant transportation needs. According to the Ashland School District Superintendent, ninth grade students said that after-school transportation was one of the most important issues facing them. In focus groups, they said that the increased fare is a hardship and asked that a student pass program be implemented. Approximately 80% of students participate in extra-curricular activities, which require students to stay at school when there is no transportation provided by the district. A student bus pass as well as later or more frequent service would allow students to participate more freely in after-school programs. In addition, students like to travel downtown after school and to Medford for shopping during the weekends.

University Students

Students attending the SOU Ashland campus can utilize RVTB service for intra-Ashland trips and for travel between Ashland and Medford. The following summarizes transportation needs of SOU students:

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- Evening trips: Students who take courses at SOU's Medford campus or Rogue Valley Community College in the evening cannot currently travel back to Ashland using RVTD service since the last bus leaves at 6:30 PM. Likewise, students traveling within Ashland cannot use transit to make evening trips.
- Weekend trips: Students who rely on transit cannot travel to Medford or to locations within Ashland on the weekends.
- More frequent service: Students need transit that is considered to be convenient and reliable. Many find the 30-minute intervals to be too long.

Downtown Business

Downtown Ashland is a compact, vibrant retail district which attracts local and regional residents as well as tourists, many who travel to the area for the Oregon Shakespeare Festival. Employees working in downtown Ashland often commute from other locations, including Phoenix, Medford, and Grants Pass. Given the growing cost of fuel, long-distance commuting is becoming more and more unaffordable, especially for those working in the retail sector, which typically pays lower wages.

Route 10 does not meet the needs of most employees, since many begin work before bus service begins or finish after bus service ends. Weekend service and additional hours of service during the week would make transit more useful to downtown employees.

Employees working downtown have limited parking options since much of the parking is short-term. Therefore, employees spend a considerable amount of time searching for on-street parking.

Commuters

Just as there are Medford-based companies that employ Ashland residents, Medford residents also travel to jobs in Ashland. As the driving time is approximately 20 minutes, commuters need efficient, affordable, and direct service between these two locations. As Route 10's last bus leaves at 6:30 PM, those employees who work in the evening are not able to utilize this service. Commuters would benefit from express service that is oriented to their needs, providing more direct service and longer hours.

Tourists

Tourists stay primarily in hotels at the south and north ends of town and at hotels and bed-and-breakfasts in downtown Ashland. Similar to what was identified for OSF visitors, tourists do not utilize existing transit service for the following reasons:

- Service is perceived to be infrequent and there is no weekend service
- Transit service is not actively marketed to tourists so they are often not aware of it
- Many tourists drive to Ashland and tend to use the private vehicle that is available to them
- Many hotels provide shuttle service

Summary

There was considerable consensus among stakeholders concerning Ashland's transportation needs. In general, stakeholders found routing within Ashland to be adequate as Route 10 serves most of the critical locations in town. Ashland's concentrated core and development along Siskiyou Boulevard allows relatively convenient and efficient service. One exception to this is the one-way loop on the south end of town, which has become less convenient since the discontinuation of Route 5 led to decreased combined bus frequencies.

Stakeholders did identify some critical locations that are not served by RVTD, including:

- North Mountain Community
- Quiet Village
- Oak Knoll
- Ashland Hospital
- West Ashland residential communities
- Rogue Valley Med Center

The most common complaints among stakeholders pertained to the level of bus service, including:

- **Buses do not run frequently enough:** Most stakeholders said that they would like to see 15-minute service reinstated.
- **Bus service does not run on weekends:** Stakeholders described how those who rely on bus service are stranded on the weekends.
- **Evening service is needed:** Stakeholders described how ending service at 7:00 PM prevents many people from using bus service.

Chapter 6. Transit Goals

This chapter presents a framework for examining the goals for public transportation in Ashland. Transit can serve many purposes and should be deployed as to best meet Ashland's transportation, land use and livability goals. However, public transportation can involve a number of potentially competing objectives. Limited financial resources will likely result in the need to clearly identify these objectives and to prioritize among them. For this reason, the City of Ashland must weigh these objectives and decide where local and regional transit funding should be committed.

These tough decisions are not unique to Ashland as every community has to prioritize spending. At the highest level, public transportation can be viewed as meeting one of two potential goals. The *coverage model* says that transit should cover as many people as possible with at least a minimal level of service. Conversely, the *productivity model* says that transit should be provided in the densest locations and corridors where service can be provided most efficiently, thereby resulting in higher ridership, farebox recovery etc. These concepts are further explained below.

In reality, most public transportation systems provide a mixture of coverage and productivity services. This requires local and regional policy makers to decide where along the coverage-productivity continuum their system should operate and how the system should evolve over time, if and when service is added or eliminated. These decisions cannot be done in isolation and should represent community values and priorities. The pending Community Based Strategic Plan presents Ashland with an opportunity to align transit goals with other community goals.

Coverage Model (Serve Everyone)

The coverage model aims to serve as many people as possible, even those needing to travel between low-density developments. The level of transit ridership is highly correlated to the density of land uses. The higher the concentration of residents, employees, students or customers along a given route, the higher the number of potential transit passengers that could use that route. Conversely, running buses to locations that are not along, or near, densely developed corridors increases the costs to operate public transportation on a per-ride-taken basis. Deviations into outlying neighborhoods or activity centers increases scheduled travel times and often requires additional buses in operation in order to maintain a desired frequency of operation. Current development patterns, street designs and the local terrain make it difficult to serve communities north and south of the Siskiyou corridor in Ashland.

In summary, coverage services have the following attributes:

- Serve most residents with some level of service;
- Result in more routes and stops, especially in low-density or hard to reach areas;
- Provide less frequent service as a result of higher costs per rider;
- Are applicable when addressing neighborhoods north and south of Siskiyou Blvd.; and

- Correlate to City Goals & Objectives (as identified in the Transportation Element of the Comprehensive Plan)
 - *Work with the local public transit provider to provide service within one-fourth of a mile of every home in Ashland.*
 - *Incorporate needs of people who don't drive when developing transit routes and facilities.*

Productivity (Green/Sustainable Ashland)

The productivity model focuses service on where it produces the greatest return on investment. This return is often measured in terms of riders per service hour. Fare revenue's contribution toward operating cost (farebox recovery) is another measure and often higher with productivity-based services. To achieve these benefits, productivity service is provided where there are large numbers of potential riders. Service along densely populated corridors and running between busy activity centers will generate the greatest ridership per unit of service offered.

These transit-supportive corridors can typically generate ridership all day, in the evenings and on weekends, not just during work/school commute times or during weekday peak travel times. Offering service during these expanded times and at higher frequencies of service make public transportation competitive with automobile travel and offer residents a viable transportation option. By providing an alternative to driving alone, a community can meet a variety of objectives ranging from controlling transportation infrastructure costs to supporting sustainability goals. But providing service over longer spans of time and at higher frequencies of service dramatically increases both operating costs (primarily fuel and operator salaries) and capital costs (more buses in service).

In summary, productivity services have the following attributes:

- Result in stops and routes focused where they'll generate the greatest ridership;
- Associated with more frequent all-day service operating all week;
- Provide an efficient and effective alternative to driving alone and therefore reduce vehicle miles traveled;
- Help address congestion, parking and air quality/climate change problems by providing an effective alternative to driving alone;
- Able to build on service along Siskiyou Blvd.
- Correlate to City Goals & Objectives (as identified in the Transportation Element of the Comprehensive Plan)
 - *Promote and support express commuter service between cities in the Rogue Valley.*
 - *Zoning shall allow for residential densities and a mix of commercial businesses within walking distance (one-quarter to one-half mile) of existing and planned public transit services which support use of public transportation.*
 - *Participate and show leadership in interacting with counties, cities and other special governments in Southern Oregon to develop regional public transportation services to reduce the frequency and length of vehicular trips.*

Preferred Mix of Coverage and Productivity

In reality, communities typically do not plan for a public transportation system that is either 100 percent coverage service or productivity service. Instead they strive for a mix of services based on local goals and objectives. Local policy makers should identify a targeted mix of services for their community after judging: current and future land uses; goals to manage parking and/or congestion; and potential revenue sources available to public transportation. Transit providers can use a specified target mix of productivity and coverage services to determine how new, incremental service should be deployed when new resources are available or which services may be deprioritized if financial resources are ever decreased

Other Potential Trade Offs

In addition to the coverage-productivity tradeoff, a number of competing sub-objectives exist within and between the high-level goals. With limited financial resources at hand, policy makers also need to determine where community needs and values align with these tradeoffs. Other competing objectives that require judgments regarding where to make transit investments include committing to:

- Work commuter services vs. non-work focused services;
- Increased regional service vs. local service
- More frequent daily service vs. weekend/evening service; and
- Weekend service vs. evening service.

Potential Transit Goals for City of Ashland

Discussions with City of Ashland City Council members, planning commissioners and feedback from public open house conducted in conjunction with this study point to possible goals for public transportation in Ashland. Participants at the transit open house were asked their opinions on a series of tradeoffs¹ and potential service options. This outreach indicated support for both productivity and coverage services. Actual open house attendees showed greater support for productivity services in terms of intensifying and expanding core local service along Siskiyou. City staff and civic leaders also associated productivity services with the City's efforts to be seen as "green" and sustainable. Mountain Meadows area residents providing input after the meeting indicated strong support for new coverage routes, especially one connecting North Mountain Avenue to the Ashland Community Hospital.

The needs assessment (Chapter 5) conducted as part of this transit review highlight community needs for increased frequency of service along with evening and weekend service in support of a productivity solution. Stakeholders also enumerated some underserved neighborhoods in support of a coverage solution. The following chapter defines a set of alternative service scenarios that address these needs while meeting the primary goals for transit.

¹ Copy of transit open house survey instrument is provided in Appendix A. 29 surveys were submitted by open house attendees and 72 were provided after the meeting by Mountain Meadows area residents.

Chapter 7. Alternate Service Scenarios

This chapter presents a set of alternate service scenarios for local transit service in the City of Ashland. Each scenario represents a combination of: 1) a future level of funding available for public transportation; and 2) a single, or mix of, coverage and/or productivity service(s). The funding scenarios include:

- Currently available resources in the City of Ashland;
- Moderate growth in local resources available to the City of Ashland; and
- Aggressive growth in regional resources available to the City of Ashland and to the Rogue Valley Transportation District.

These funding levels constrain the amount of new service available in each scenario. The current funding scenario severely limits the options for new service and results in the choice between the addition of coverage-based service or new productivity-based operations. The other two funding scenarios assume a blending of coverage- and productivity-based service as at this time there are formal community-wide transit goals.

The following sections describe each scenario, detailing:

- Suggested service design and level of service;
- Issues for consideration;
- Operating cost estimates and fleet expansion requirements; and
- Potential funding sources.

The operating cost estimates provide a conceptual, order-of-magnitude cost that can be used to compare the scenarios. These are based on RVTD fixed-route and Valley Lift hourly operating cost as reported to the Federal Transit Administration². Actual cost will vary based on actual cost structure, deadhead travel times between facility in Medford and start/end of service in Ashland, labor rules etc. Additional Valley Lift paratransit service is costed out when fixed-route bus service is added beyond the current route coverage or span of operation.

In all scenarios, there is an opportunity to split the existing Route 10 into a regional (intercity) component and a local (Ashland intracity) service. It is envisioned that both routes would turnaround in the vicinity of the Plaza allowing transfers from the local to regional service and vice versa. Separating Route 10 in this manner presents a number of benefits and concerns including:

- An opportunity for RVTD to realize (time/cost) savings from not operating Route 10 through Ashland and to reinvest savings in Ashland local service;
- An opportunity to develop unique branding of local service, including smaller sized vehicles for all local service;

² The 2007 FTA National Transit Database list RVTD's Bus operating expense per revenue hour as \$111 and Demand Response operating expense at \$61 per revenue hour.

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- Concerns with respect to transfers between regional and local service;
 - Requires the use of timed-transfers between routes or a high frequency of service on local routes to make transfers convenient for riders;
 - The use of timed-transfers will result in buses laying over for some period of time and appropriate on-street or off-street layover locations need to be identified;
- An opportunity to explore development of transportation center identified in Comprehensive Plan

Current Funding Options

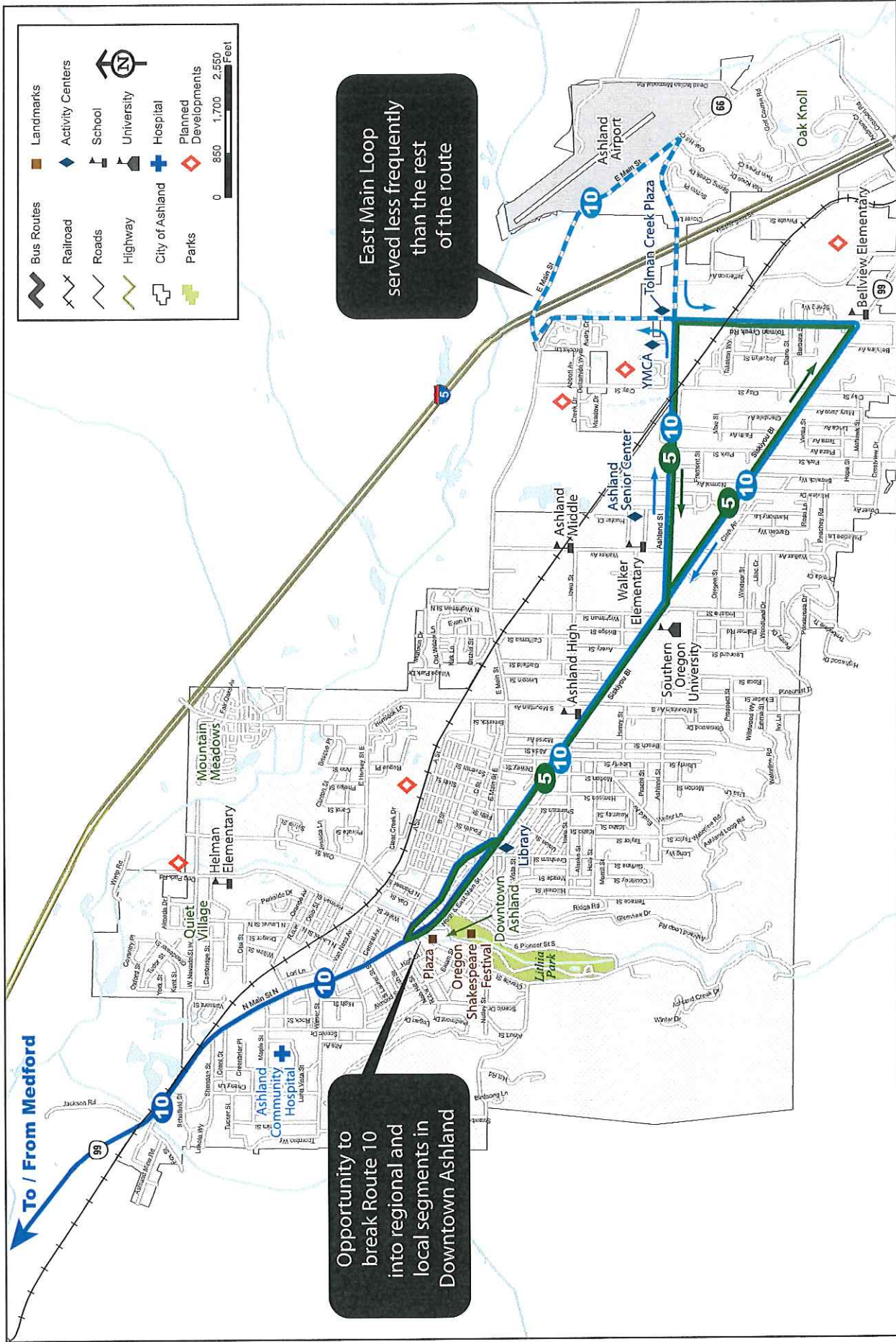
Current Funding-Productivity Scenario

In this scenario, service is overlaid on top of the current Route 10 service in Ashland, similar to the previous Route 5 (see Figure 7-1). This route basically doubles the frequency of service on the main part of Siskiyou Blvd, providing greater convenience for transit users in Ashland's downtown core. However, it is limited to weekday-only operation.

Issues for Consideration

Current funding levels may not be adequate to operate an equivalent to Route 5 over the entire weekday span (14 hours). In this case, the new route could operate over an eight-hour segment of the day limiting operating costs and avoiding the need for a relief vehicle and driver mid-shift due to work rules limiting the amount of time an operator can be driving an in-service vehicle. Shortening the span of this route does make it less convenient and reduces its ridership potential.

Based on current and future traffic conditions and boarding activity, this new route may not be able to serve stops east of Tolman Creek. Service may have to be limited to Siskiyou, Tolman Creek and Ashland if a bus cannot complete a round trip within 30 minutes.



Current Funding-Productivity Scenario
FIGURE 7-1

City of Ashland Transit Review

Current Funding-Coverage Scenario

This scenario adds a neighborhood “circulator” serving North Mountain Ave and Ashland Community Hospital. Figure 7-2 illustrates a deviated, or Flex, route connecting the Mountain Meadows community to the hospital via North Mountain and Siskiyou/Main. The extension of service along North Mountain results in an increased area requiring complementary ADA paratransit service. Public transportation providers are required to offer on-demand service to residents within $\frac{3}{4}$ of a mile from regularly scheduled fixed-route. The use of deviations from the fixed route (or flexing of the route off its primary path) to pick up passengers, who cannot access a bus stop along the primary route, eliminates the requirement for separate paratransit service. Riders are required to call in advance to request a deviation, similar to making a reservation on Valley Lift service.

Issues for Consideration

Deviations off the primary route can be provided to only those residents outside of the current Valley Lift service area, or to additional communities along the route. A tradeoff exists between the size of the Flex boundary (areas served by deviations) and the number of deviations that can be made during a single trip. The larger the boundary, the fewer deviations that can be made if the bus needs to travel off the main route and return from multiple locations on the same trip. Figure 7-2 shows a flex boundary serving only those outside of the Valley Lift area. It should be noted that the boundary extends outside of Ashland city limits to meet the $\frac{3}{4}$ mile requirement.

The route depicted in Figure 7-2 operates on North Mountain to Siskiyou, providing additional service on the primary corridor. As an option, it could run on Main between North Mountain and Lithia Way. This provides some service to additional areas and shortens the primary running time, allowing more deviations.

While the use of deviations addresses the ADA requirements, it has been RVTD's policy to provide Valley Lift service to complement all fixed routes. Extending Valley Lift service area would eliminate the need for deviations but would increase costs if additional buses and drivers are required to maintain service levels.

Operating Cost

Each of the Current Funding scenarios adds one bus and driver. Operating over a 14-hour service day (matching the current Route 10) on weekdays only results in a conceptual cost of \$320,000 per year.

Financial Resources

The current funding scenarios rely on financial resources currently available to the City of Ashland and on any additional fare revenue raised by the new services.

City of Ashland Funds

The City of Ashland currently provides a fare subsidy on the order of \$210,000. Adding new service without the addition of major new financial resources will require the redeployment of the City's funding away from fare subsidies and to the new service. Eliminating the fare subsidy will have a negative impact on ridership, but the addition of new service, especially productivity-orientated service, should increase ridership. Research has shown that rider response to both

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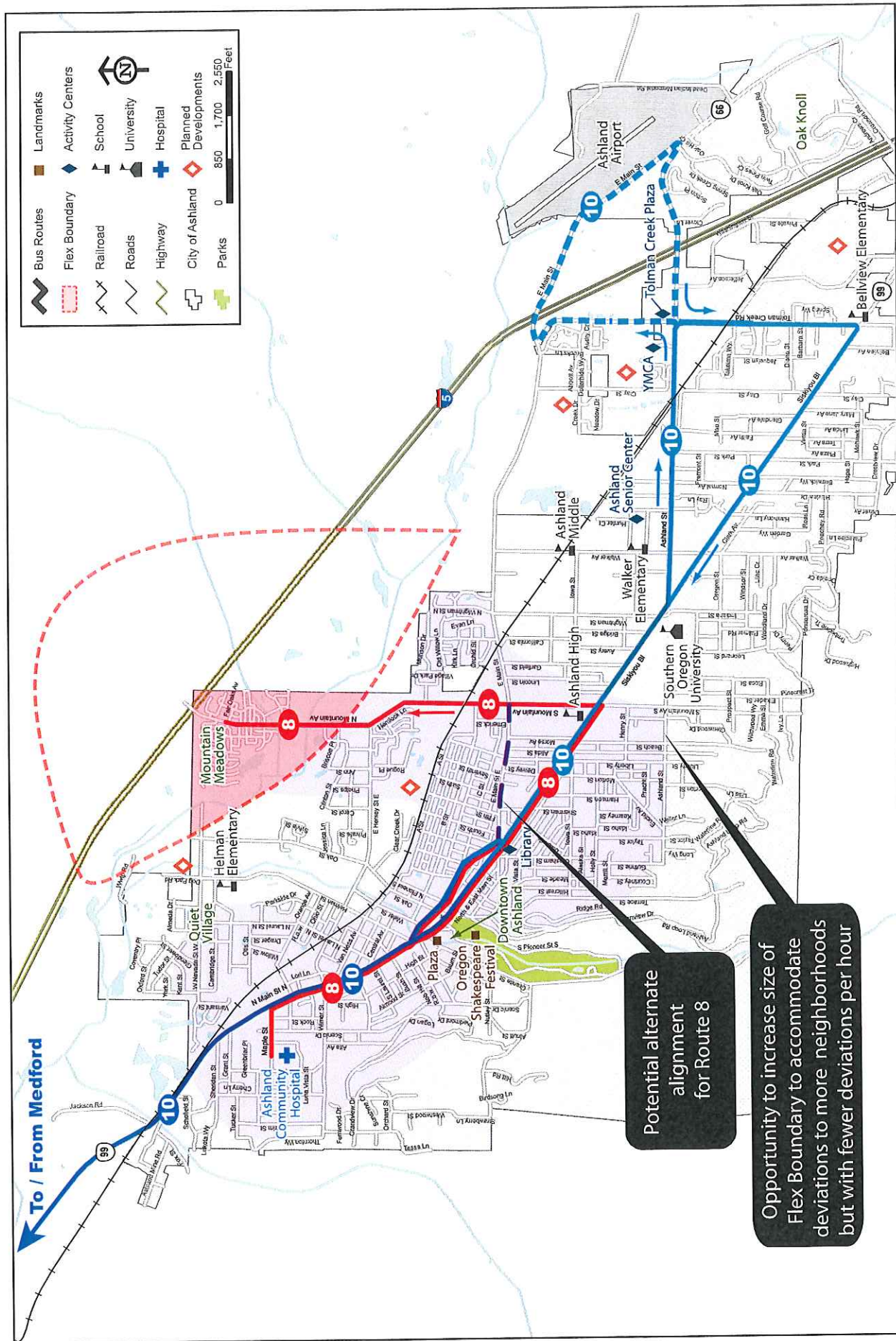
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changes in fares and service levels can be measured using elasticities where the percent change in ridership is proportional (the elasticity value) to the percent change in fares or service levels. However, there are no definitive elasticity values for these changes and the documented ranges for fare elasticity and service elasticity overlap and vary based on local conditions. Ashland residents have welcomed transit service and new service may be valued more than fare subsidies. The response to recent addition of fares for local service in Ashland should not be extrapolated to future increases. Going from a fare-free system to one with fares represents a significant change. More than the monetary impact, riders realize a significant level of inconvenience when having to possess and transact fares. Subsequent fare adjustments tend to have lesser impacts.

Fare Recovery

The addition of new local service in Ashland will generate new ridership. Fares from these increases can be used to offset operating expenses incurred from the service. RVTD is open to allocating net fare increases associated with new Ashland service against operating cost increases.



Current Funding-Coverage Scenario
FIGURE 7-2

City of Ashland Transit Review

Moderate Funding Scenario

This scenario assumes a moderate growth in resources available to fund transit. It provides a mix of coverage and productivity services. The addition of evening service in Ashland is the primary benefit of this scenario. Later service along Siskiyou will make transit more convenient for local employees, residents, visitors and student. The lack of regional service in the evenings constrains the use of public transportation for anyone needing connections to locations outside of Ashland.

The coverage service is essentially the same as that presented in the Current Funding scenario – a neighborhood circulator (e.g. Route 8) operating weekdays until 7:30 pm.

The productivity service in this scenario is a reinstatement of Route 5-equivalent service but operating until 10 pm. In addition, Route 10 service local to Ashland also operates to 10 pm in this scenario.

In addition, new express bus service is provided between Medford and the Plaza in Ashland. This service would run on I-5, cutting the travel time and operate the Route 10 regional service on Highway 99 and making more intermediate stops. The express service would run hourly during peak commute times.

The addition of evening service in Ashland requires that Valley Lift service be available in Ashland for roughly 2.5 additional hours each weekday and the additional cost is reflecting the estimated operating cost for this scenario.

Figure 7-4 highlights the services available in the Moderate Funding scenario which in summary are:

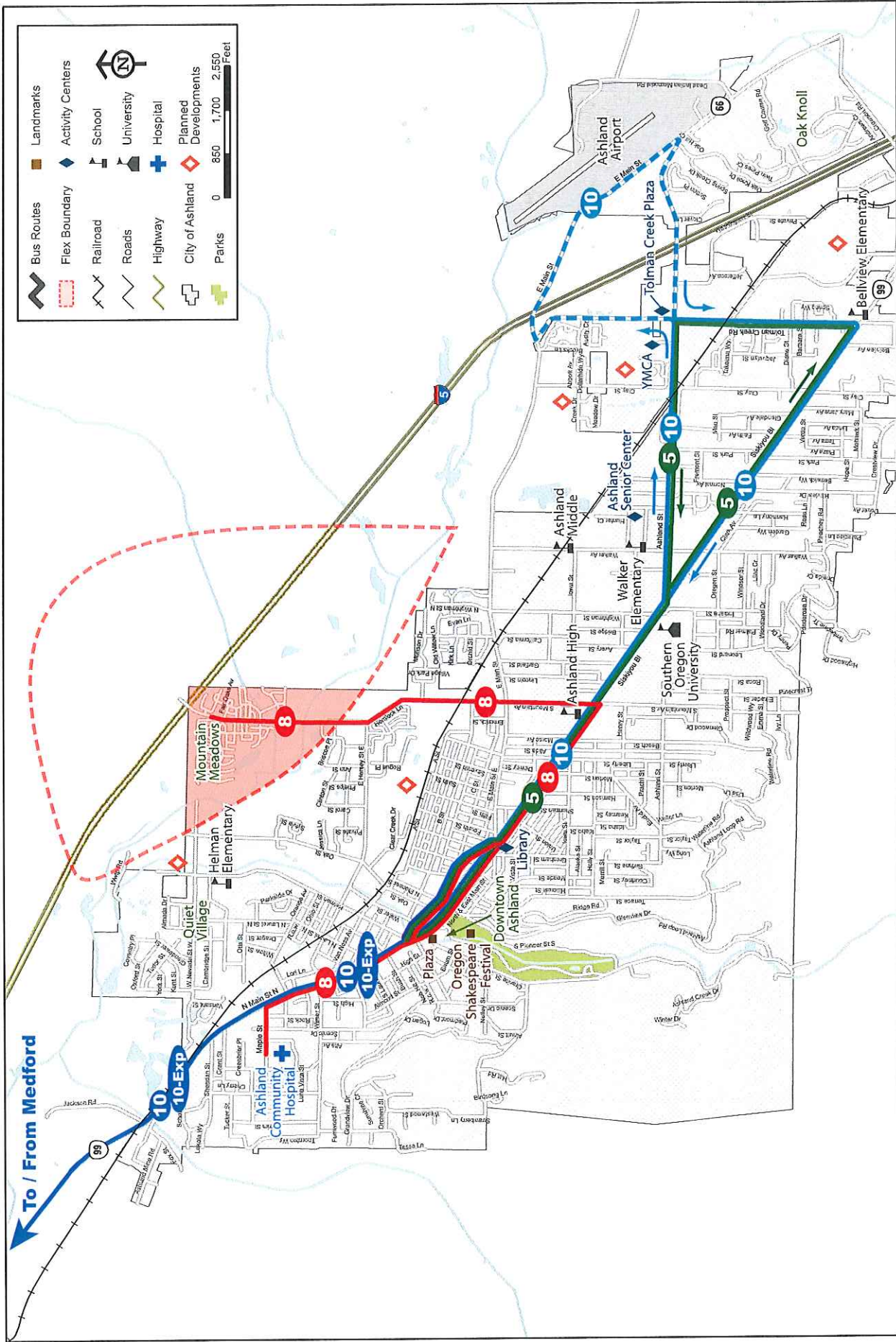
- Reinstatement of Route 5-equivalent service until 10 pm;
- Route 10-Local service until 10 pm;
- Valley Lift service in Ashland until 10 pm;
- Addition of Route 8 neighborhood circulator until 7:30 pm; and
- Addition of Medford to Ashland Express Service.

Operating Cost

The new and expanded service, along with the additional Valley Lift service, has a conceptual cost of \$1.4 million as summarized in the following table.

Figure 7-3 Moderate Funding Scenario Operating Costs

Service	Conceptual Operating Cost
Route 5 Weekdays	\$396,300
Route 5 Evenings	\$98,200
Route 10 Local Eve	\$307,000
Route 8 Weekdays	\$396,300
Medford Express	\$226,400
Total	\$1,424,200



Moderate & Aggressive Funding Scenarios
FIGURE 7-4

City of Ashland Transit Review

Financial Resources

To cover the additional \$1.4 million required for the new Ashland-based service under this scenario, a number of revenue resources require investigation. A financial strategy for this scenario will likely entail a combination of the following potential sources.

City of Ashland Funds

As with the Current Funding scenario, the redeployment of the current fare subsidy can provide over \$200,000 toward the initiation of new service. In addition, the City may seek an incremental property tax levy to pay for transit enhancements. While the last RVTD proposal to increase property taxes for transit failed at the ballot box in 1998, City of Ashland voters supported the increase. Support for transit appears to remain among Ashland residents and they may back a local levy for local service improvements. Actual support will depend on the amount of the levy, economic conditions and any competition for property taxes. As a rough estimate, 10 cents per \$1,000 of assessed value can yield \$188,000 annually (based on \$1.88 billion taxable property values and disregarding any Measure 50 limitations).

Fare Recovery

As with the Current Funding scenario, incremental farebox revenues from new services should be available to offset some of the expenses associated with these services. Fare revenue should be higher in this scenario as the level of service is increased.

Local Sponsorship

Advertising or sponsorship revenues are another source of funding for transit operations. Traditional advertising on, and in, local buses or at shelters is a possibility, but may conflict with local design standards. As an alternative, local business may be interested in sponsor a shelter or bus to increase its goodwill and get its name in the public. Revenues from these sources may be limited but will help offset the costs associated with this scenario.

BETC

In Oregon, entities which invest in transportation projects that reduce miles traveled in Oregon may be eligible for a Business Energy Tax Credit (BETC). The tax credit is 35 percent of eligible project costs and is filed over five years. For projects with eligible costs of \$20,000 or less, the tax credit may be taken in one year. Unused credits can be carried forward up to eight years. Tax credits are potentially available for purchasing vehicles or purchasing contracted transit services. Other incentives that encourage the use of transit may be eligible for a tax credit including the purchasing of bus fares.

A tax credit recipient must be able to show a reduction in overall energy consumption and have an Oregon tax liability, partner with another entity that can provide a lump-sum cash payment in return for a transfer of the tax credit via the BETC Pass-through Option. The Oregon Department of Energy determines the rate that is used to calculate the cash payment. It should be noted that finding pass-through partners may be difficult at times.

Aggressive Funding Scenario

This scenario assumes an aggressive growth in resources available to fund transit. It builds on RVTD’s plans to expand service in the entire district. The addition of evening and Saturday service in the larger region is the primary benefit of this scenario. At these levels of service, transit becomes a viable alternative to the automobile for more riders and provides greater choices for those dependent on public transportation

The coverage service is essentially the same as that presented in the Moderate Funding scenario but adds Saturday service. The productivity service in this scenario is also a reinstatement of Route 5-equivalent service but operating until 10 pm weekdays and on Saturdays. In addition, the regional Route 10 service operates to 10 pm weekdays and on Saturdays in this scenario. And new express bus service remains as it did in the Moderate Funding Scenario.

The addition of regional evening and Saturday service greatly increases the level of Valley Lift service required. Services available in the Aggressive Funding scenario can be summarized as:

- Regional Saturday (8 am – 6 pm) and Evening (until 10 pm) service
- Reinstatement of Route 5 weekday, evenings and Saturdays
- Operate Valley Lift service in Ashland and along Route 10 on evenings and Saturdays
- Add Route 8 and operate until 7:30 pm on Weekdays and all day Saturday
- Express Ashland to Medford service

Operating Cost & Fleet Requirement Summary

The new and expanded service, along with the additional Valley Lift service, has a conceptual cost of \$2.4 million as summarized in the following table.

Figure 7-5 Aggressive Funding Scenario Operating Costs

Service	Conceptual Operating Cost
Route 5 Weekdays	\$396,300
Route 5 Evenings	\$98,200
Route 5 Sat	\$57,700
Route 10 Eve	\$723,000
Route 10 Sat	\$421,200
Route 8 Weekdays	\$396,300
Route 8 Sat	\$57,700
Medford Express	\$226,400
Total	\$2,376,800

Financial Resources

A financial strategy for the Aggressive Funding scenario will require both local and regional contributions. Many of the expensive, regional services are identified in the RVTD and Long Range Plan and accounted for in the RVTD 2008-2015 Business Plan.

RVTD Payroll Tax

The RVTD Business Plan identifies a district-wide payroll tax as the most appropriate source of new transit funding for the region. The current business plan identifies funding to cover the Long Range Plans Tier One priorities including evening and weekend service on Route 10. Implementation of a payroll tax requires voter approval and RVTD is considering moving ahead with this in the spring of 2009

Local Sources

The RVTD Long Range plan identifies Medford-Ashland express service and an Ashland circulator (Route 8 equivalent) as Tier Two Priorities and these services would not be covered by an initial payroll tax. These services and the Route 5-equivalent service would need additional funding sources and those resources identified for the Moderate Funding scenario would like need pursuing to augment the payroll tax.

Chapter 8. Next Steps

This chapter identifies a number of action items that need to be addressed before the City of Ashland and RVTD move ahead with any major transit investments in Ashland. Many of these attempt to resolve uncertainties related to community preferences and potential funding sources.

1. **Confirm Transit Goals for Ashland** – The City should confirm, and possibly document in policy, the goals for transit. How does the community as a whole respond to the coverage vs. productivity tradeoff? To what degree is transit seen as a means for meeting other sustainability or livability goals? If the City moves ahead with Community Based Strategic Plan, the role of transit should be clearly identified along with other strategies.
2. **Assess level of, and target of City subsidy** – The level of future City investments in transit may be critical in implementing and sustaining the services identified in this memorandum. Will the \$210,000 contribution be available in future years and will the level remain constant, grow or contract with economic conditions? And does the City desire to retain its use for fare subsidies or invest in new service instead?
3. **Determine Potential for Local Levy** – The likelihood for a local tax levy has two primary components. What is the revenue generating potential based on property values and limitations under Oregon law? Secondly, what is the public's support for a local transit tax?
4. **Conduct market research** – Ascertaining public opinion is critical for resolving the previous steps and understanding the community's vision and support for transit. Formal research, providing statistically reliable results will aid the City when addressing these issues such as:
 - Community priorities for the type and level of service, including input on the coverage vs. productivity and other trade-off;
 - Public's response to fare increases in return for additional service question; and
 - Local support for a tax levy to support public transportation.
5. **Refine Service Options** – The City needs to work with RVTD to refine costs and level of service for the suggested routes. This is also an opportunity to uniquely brand local Ashland service. Should the local service, including the possible splitting of Route 10, have its own identity with distinctive logos and/or name? What are the most appropriate vehicles for local Ashland service? How should bus shelters and stops support any local branding?
6. **Identify Transportation Center Opportunities** – The potential splitting of regional and local service should coordinate with short- and long-term plans for a transportation center in Ashland. How many modes should be included at a transfer/transportation center? When should rail linkages be addressed? Where should these transfers take place? How will the development of on- or off-street facilities integrate with other downtown plans and developments?

Transit Review and Recommendations •

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7. **Determine Potential Revenues Sources** – In addition to the local tax levy, other local sources need to be quantified. Based on local design guidelines and advertising markets, what types of sponsorship revenues can be expected to contribute toward transit? Is a pass-through partner available for the City to successfully obtain BETC funding? Is SOU in a position to support local transit?

APPENDIX A

Transit Open House Survey Form

Ashland Transit Open House - Feedback Form

About You

Do you currently ride transit in Ashland? (Check all that apply.)

- Yes, I ride RVTD Route 10
- Yes, I ride Valley Lift wheelchair accessible transportation service
- No

If you do not ride transit, do you know how to get information on how to ride?

- Yes
- No

If you ride transit, how often do you take the bus?

- Everyday
- Three to four times a week
- Once or twice a week
- A few times each month
- Not often/Rarely

Community Needs

Do you have additional needs that were not highlighted at the Open House?

- Yes (Please identify below)
- No

Local Ashland Service

Would the implementation of a distinctive local service using smaller vehicles make you more likely to ride transit?

- Yes
- No

Would the implementation of local service make you more likely to support any proposed increase in public funds for transit?

- Yes
- No

Please Continue on the Back

Community Priorities

Please consider the following tradeoffs and indicate (circle number that best represents your support) how you would prioritize each with three representing neutrality.

Choice #1	Strongly Support	Support	Neutral	Support	Strongly Support	Choice #2
Work commute trips	1	2	3	4	5	Non-work trips
Increased regional service	1	2	3	4	5	Local service
More frequent daily service	1	2	3	4	5	Weekends/evenings
Weekend service	1	2	3	4	5	Evening service
Serve the most residents	1	2	3	4	5	Serve routes that generate greatest ridership

Service Options

Please indicate your general support for the following service options and indicated the likelihood that you will use it (circle number that best represents your support)

Option	Little Support	Moderate Support	Great Support	Will not use any transit	Will take transit but probability not this option	Will take transit and would use this option
Rte 10 Eve to Medford	1	2	3	1	2	3
Rte 10 Eve, Ashland Only	1	2	3	1	2	3
Rte 10 Sat to Medford	1	2	3	1	2	3
Reinstate previous Rte 5	1	2	3	1	2	3
Flex service on N. Mountain (7)	1	2	3	1	2	3
Fixed route on N. Mountain (8)	1	2	3	1	2	3
Siskiyou/Hersey Loop (9)	1	2	3	1	2	3
Frequent Siskiyou Service (12&13)	1	2	3	1	2	3
Express service to Medford	1	2	3	1	2	3

Please provide any additional comments on these service options or others that you can envision.

Please share any other comments you may have on the future of transit in Ashland.

Memo

CITY OF
ASHLAND

Date: April 12, 2017
From: Scott A. Fleury
To: Transportation Commission
RE: Street Capital Improvement Program

BACKGROUND:

Staff has enclosed a current copy of the proposed Street Division Capital Improvement projects for the 2018/19 biennium budget. The budget document will be presented before the Budget Committee over the course of three meetings in May (11th, 18th and 25th). The Public Works portion of the document will be presented on May 25th.

After the budget committee presentations the final document will be presented before City Council in June for final approval and adoption. The approved budget document will set appropriations for July 1, 2017 to June 30, 2019.

CONCLUSION:

No action required as this is an informational item.

Capital Improvements Plan
2018-2023 Construction Years

Transportation Sections include projects included in the Transportation System Plan

TSP Project #	PW Project #	Project Description	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	Unfunded	FY18-23 TOTAL COST	Cost Breakdown Totals are only for FY18 thru FY23 and Unfunded					
			FY18	FY19	FY20	FY21	FY22	FY23	Project Totals	Street SDC	Grants	Loans	LIDs	Fees & Rates		
Roadway																
	2011-36	Railroad Crossing Improvements; Hersev & Laurel	\$ 450,000							\$ 450,000	\$ -	\$ 255,642	\$ -	\$ -	\$ -	\$ 194,358
R25	2013-25	Independent Way - Washington St to Tolman Creek Rd	\$ 1,590,000							\$ 1,590,000	\$ 590,000	\$ -	\$ 1,000,000	\$ -	\$ -	\$ -
		N. Main Refuge Island	\$ 80,000							\$ 80,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 80,000
R17	2012-28	East Nevada Street Extension		\$ 6,494,400						\$ 6,494,400	\$ 1,194,970	\$ 3,000,000	\$ -	\$ -	\$ -	\$ 2,299,430
		Grandview Drive Improvements - Phase II		\$ 350,000						\$ 350,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 350,000
		City Wide Chip Seal Project		\$ 93,404						\$ 93,404	\$ -	\$ 816,081	\$ -	\$ -	\$ -	\$ 93,404
R05		Lithia Way (OR 99 NB)/E Main Street Intersection Improvements						\$ 60,000	\$ 60,000	\$ 60,000	\$ 11,040	\$ -	\$ -	\$ -	\$ -	\$ 48,960
R06		Siskivou Boulevard (OR 99)/Tolman Creek Road Intersection Improvements						\$ 70,000	\$ 70,000	\$ 70,000	\$ 12,880	\$ -	\$ -	\$ -	\$ -	\$ 57,120
R08		Ashland Street (OR 66)/Oak Knoll Drive-E Main Street Intersection Improvements						\$ 1,200,000	\$ 1,200,000	\$ 1,200,000	\$ 220,800	\$ -	\$ -	\$ -	\$ -	\$ 979,200
R40		Walker Avenue Festival Street (Siskivou Boulevard to Ashland Street)						\$ 830,000	\$ 830,000	\$ 830,000	\$ 152,720	\$ -	\$ -	\$ -	\$ -	\$ 677,280
R19		Normal Avenue Extension						\$ 5,900,000	\$ 5,900,000	\$ 5,900,000	\$ 2,950,000	\$ -	\$ -	\$ -	\$ -	\$ 2,950,000
		Clear Creek Drive Extension						\$ 4,600,000	\$ 4,600,000	\$ 4,600,000	\$ 2,300,000	\$ -	\$ -	\$ -	\$ -	\$ 2,300,000
R36		N Main Street Implement Permanent Road Diet						\$ 220,000	\$ 220,000	\$ 220,000	\$ 40,480	\$ -	\$ -	\$ -	\$ -	\$ 179,520
R38		Ashland Street Streetscape Enhancements (Siskivou Boulevard to Walker Avenue)						\$ 1,170,000	\$ 1,170,000	\$ 1,170,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,170,000
		Croman Mill Development						\$ 1,080,000	\$ 1,080,000	\$ 1,080,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,080,000
Subtotal Roadway			\$ 2,120,000	\$ 6,937,804	\$ -	\$ -	\$ -	\$ -	\$ 15,130,000	\$ 24,187,804	\$ 7,472,890	\$ 4,071,723	\$ 1,000,000	\$ -	\$ -	\$ 12,459,272
Street Improvements/Overlays per Pavement Management System (Goal of \$350,000/yr)																
	2010-10	Overlaid/Partial Rebuild - N Mountain Avenue - Hersev to I-5	\$ 840,000							\$ 840,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 840,000
	2015-01	Overlaid - Wightman Street - Quincey to Siskivou	\$ 225,000							\$ 225,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 225,000
	2013-02	Repave/Rebuild - Hersev Street - N. Main to N. Mountain	\$ 1,000,000	\$ 3,000,000						\$ 4,000,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000,000
		Overlaid/Partial Rebuild - N Mountain Avenue - E. Main to R/R Tracks		\$ 200,000						\$ 200,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200,000
		Repave/Partial Rebuild - Ashland Street - Siskivou to R/R Tracks			\$ 1,240,000					\$ 1,240,000	\$ -	\$ -	\$ 1,200,000	\$ -	\$ -	\$ 40,000
		Overlaid - Park Street - Siskivou to End						\$ 310,000	\$ 310,000	\$ 310,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 310,000
		Overlaid - Oak Street - R/R Tracks to Oaklawn						\$ 410,000	\$ 410,000	\$ 410,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 410,000
		Overlaid/Partial Rebuild - N Mountain Avenue - R/R Tracks to Hersev						\$ 820,000	\$ 820,000	\$ 820,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 820,000
		Overlaid - Ashland Street - Morton to Taylor						\$ 160,000	\$ 160,000	\$ 160,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 160,000
		Overlaid - Nutley Street - Scenic to Winburn						\$ 130,000	\$ 130,000	\$ 130,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 130,000
		Overlaid - Winburn Way - Granite to Nutley						\$ 80,000	\$ 80,000	\$ 80,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 80,000
		Overlaid - Holly Street - Morton to Idaho						\$ 120,000	\$ 120,000	\$ 120,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 120,000
		Overlaid - Morton Street - Iowa to Pennsylvania						\$ 90,000	\$ 90,000	\$ 90,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 90,000
		Overlaid - Liberty Street - Siskivou to Iowa						\$ 30,000	\$ 30,000	\$ 30,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30,000
		Overlaid - S. Mountain Avenue - E. Main to Siskivou						\$ 380,000	\$ 380,000	\$ 380,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 380,000
		Overlaid - Helman Street - N. Main to Ohio						\$ 240,000	\$ 240,000	\$ 240,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 240,000
		Crown Grind/Overlaid - Iowa Street - Liberty to Idaho						\$ 760,000	\$ 760,000	\$ 760,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 760,000
		Overlaid/Partial Rebuild - Hersev Street - N. Mountain to Helman						\$ 1,420,000	\$ 1,420,000	\$ 1,420,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,420,000
		Overlaid/Partial Rebuild - S. Mountain Avenue - Siskivou to Prospect						\$ 700,000	\$ 700,000	\$ 700,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 700,000
		Overlaid/Partial Rebuild - Harrison Street - Siskivou to Euclid						\$ 700,000	\$ 700,000	\$ 700,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 700,000
		Overlaid/Partial Rebuild - Harpaine Street - Gresham to 1st						\$ 470,000	\$ 470,000	\$ 470,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 470,000
	2005-06	Repave/Rebuild - B Street - Oak to 5th						\$ 940,000	\$ 940,000	\$ 940,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 940,000
	2006-27	Repave/Rebuild - Granite Street - Nutley to Pioneer						\$ 820,000	\$ 820,000	\$ 820,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 820,000
	2011-31	Repave/Rebuild - E. Main - N Mountain to R/R tracks						\$ 990,000	\$ 990,000	\$ 990,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 990,000
		Repave/Rebuild - Normal Ave - Ashland St to Siskivou Blvd						\$ 240,000	\$ 240,000	\$ 240,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 240,000
Subtotal Street Improvements/Overlays			\$ 2,065,000	\$ 3,200,000	\$ 1,240,000	\$ -	\$ -	\$ -	\$ 9,810,000	\$ 16,315,000	\$ -	\$ -	\$ 1,200,000	\$ -	\$ -	\$ 15,115,000
Local Improvement Districts																
Note: Costs shown are total project costs, City portion varies			FY18	FY19	FY20	FY21	FY22	FY23	Unfunded	Project Totals	Street SDC	Grants	Loans	Prop Owner	Fees & Rates	
Pavement plus; Fielder Street Local Improvement District (Indiana to End)									\$ 135,000	\$ 135,000	\$ 24,300	\$ -	\$ -	\$ 110,700	\$ -	
Pavement plus; Clay Street Local Improvement District									\$ 1,030,000	\$ 1,030,000	\$ 360,500	\$ -	\$ -	\$ 669,500	\$ -	
Subtotal Local Improvement Districts			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,165,000	\$ 1,165,000	\$ 384,800	\$ -	\$ -	\$ 780,200	\$ -	



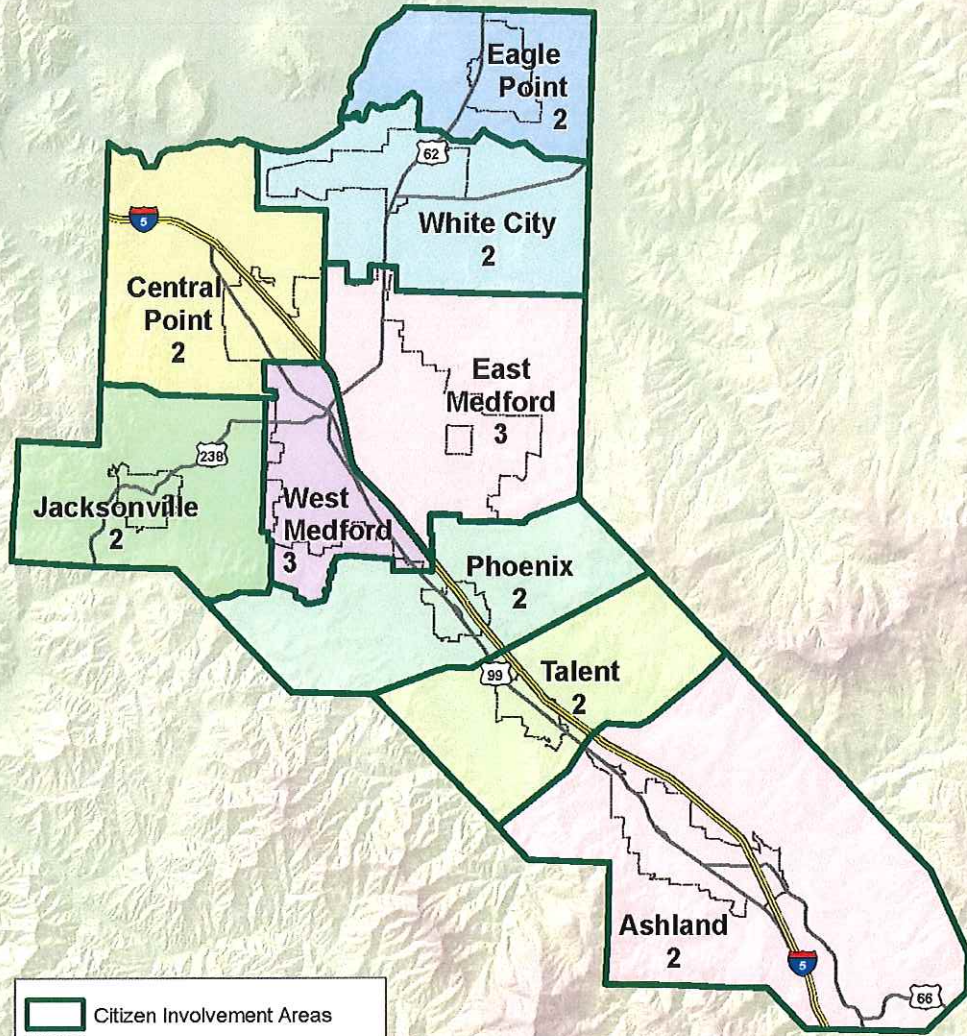
**Rogue Valley
Metropolitan Planning
Organization**



**Public Advisory Council Membership
March 2017**

Citizen Involvement Area	# PAC Positions	Appointee
Eagle Point	2	1) Aaron Prunty (Jan 2017-Jan 2019) 2) Mike Stanek (Feb 2017-Feb 2019)
White City	2	1) 2)
Central Point	2	1) Larry Martin (March 2017 –March 2019) 2)
Medford	6	
East Medford	3	1) Glen Anderson (Feb 2017-Feb 2019) 2) Brad Inman (Dec 2015-Dec 2017) 3) Mark Earnest (Feb 2017-Feb 2019)
West Medford	3	1) 2) 3)
Jacksonville	2	1) Ron Holthusen (Jan 2017-Jan 2019) 2)
Phoenix	2	1) 2)
Talent	2	1) Thad Keays (Feb 2017-Feb 2019) 2)
Ashland	2	1) Mary Wooding (Jan 2017-Jan 2019) 2) Jason Darrow (March 2016-March 2018)

Special Interest Positions	# PAC Positions	Appointee
Freight Industry	1	Mike Montero (Feb 2017-Feb 2019)
Mass Transit	1	Patrick McKechnie (June 2016-June 2018)
Minority Community Interest	1	
Low Income Community Interest	1	
Public Health	1	Michael Polich (March 2016-March 2018)
Senior	1	
Bicycle / Pedestrian Interest	1	Edgar Hee (Feb 2017-Feb 2019)

RVMPPO Citizen Involvement Areas and Number of Public Advisory Council Positions



 Citizen Involvement Areas
 UGB / UCB

Miles
0 2 4

GIS 4/15/2022 Document
20211130

**Transportation Commission
Action Summary
as of June**

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 Min	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	✓
Aug 10 TC	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	Vieville 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: MARCH, 2017

NO. OF ACCIDENTS: 11

Rep	DATE	TIME	DAY	LOCATION	NO. VEH.	PED INV.	BIKE INV.	INJ.	DUII	CITED	PROP DAM.	HIT/ RUN	CITY VEH.	CAUSE - DRIVER ERROR
NR	1	8:00	Wed	W Hersey St near Helman St	2	N	N	N	N	N	Y	Y	N	Delivery vehicle was struck while parked and unoccupied. No suspects or leads. Minor damage.
NR	2	10:10	Thur	B St near Emerick St	2	N	N	N	N	N	N	N	N	Spare Tire carrier on V1 swung out and struck parked v2. Driver left scene, but was later contacted. Dv1 unaware contact had been made. minor damage only. no citation.
NR	3	17:11	Fri	Beach St	2	N	N	N	N	N	N	N	N	Unoccupied U haul rolled backward into another parked car on the side of the street. Unknown level of damage, non reportable.
R	7	15:36	Tue	E Main St (downtown)	2	N	N	N	N	Y	Y	N	N	Dv2 pulled from a parking spot directly to the center lane striking v1. DV2 cited for driving uninsured and no insurance.
R	10	11:16	Fri	N Main St near Schofield St	3	N	N	Y	N	Y	Y	N	N	Dv1 stopped in inbound lane due to traffic congestion. Dv2 stopped behind V1. Dv3 rearended V2, pushing it into V1. Dv3 cited for following too close. Dv3 and Dv2 transported to hospital.
NR	18	14:00	Sat	E Main St at Gresham St	1	N	Y	P	N	N	N	N	N	Bicyclist riding on sidewalk against traffic entered intersection at crosswalk (wrong way) and was struck by V1 that was making a right turn. Bicyclist taken to hospital by dv1. Accident reported 10 days later. Minor injury, no citation, no damage
NR	19	14:29	Sun	Siskiyou Blvd at Bridge St	2	N	N	N	N	N	N	N	N	Dv1 slowed suddenly causing v2 to rearend v1. No peds were involved. No injury, minor damage, no citation.
R	19	20:44	Sun	Ashland St near Exit 14	2	N	N	N	N	Y	Y	N	N	V1 and v2 travelling west. Dv2 made a lane change and struck v1. Both veh had front end damage.
R	25	14:00	Sat	Maple St near Rock St	2	N	N	N	N	Y	Y	Y	N	Dv1 struck v2 while backing into a parking spot, then left scene. Witnesses reported the info, the dv1 was found and cited for failure to perform the duties of a driver.
R	27	12:16	Mon	Iowa St at Garfield St	2	N	N	Y	N	Y	Y	N	N	Dv1 reported stopping, then proceeding through intersection, striking v2 mid-intersection causing it to rollover. Dv1 cited for failure to obey TCD.
R	30	08:57	Thur	Lithia Way at Third St	2	N	N	N	N	Y	Y	N	N	Dv2 struck V1 in intersection. Dv2 cited for failure to obey tcd.

SIXTEEN CITIES, FIVE YEARS, NOT A SINGLE DEATH — AWARD WINNING STUDY

A new report, *Zero Road Deaths and Serious Injuries: Leading a Paradigm Shift in Road Safety*, setting out a new approach to road safety has won the 2017 Special Award of the prestigious Prince Michael of Kent International Road Safety Awards.

The study by a group of 30 international road safety experts from 24 countries, led by the International Transport Forum at the OECD, reviews the experiences of countries that have made it their long-term objective to eliminate fatal road crashes.

Originating in Sweden, the report indicates that 88 European cities with a population above 100,000 have had no road fatalities over the course of a whole year. The biggest among them are Nottingham in the UK, Aachen, Germany and Espoo, Finland.

Sixteen European towns, nine in the United Kingdom, six in Germany and one in Norway, experienced no road deaths for five years running. In Sweden, not a single child died as result of a bicycle crash in Sweden in 2008.

According to the World Health Organization, 1.25 million people are killed by traffic every year. Road crashes are the leading cause of death worldwide for young people aged 15 to 29. Traffic is the ninth leading cause of death overall, killing more people than malaria, while 90 per cent of road deaths occur in low-income countries, where rapid motorization drives up fatalities. In many developed countries, the progress made over the past decades has stalled.

The ITF says new thinking is required if the target set by the international community of halving road deaths by 2020 is to be met

The report offers guidance for leaders that want to drastically reduce the road deaths in their communities and sets out how a 'safe system' approach to road safety can underpin this goal.

First published on www.ITSInternational.com

<http://www.itsinternational.com/sections/associations/news/itf-zero-road-deaths-study-wins-international-road-safety-award/>

Coalitions in Action: Cowlitz County Launches Cow Campaign

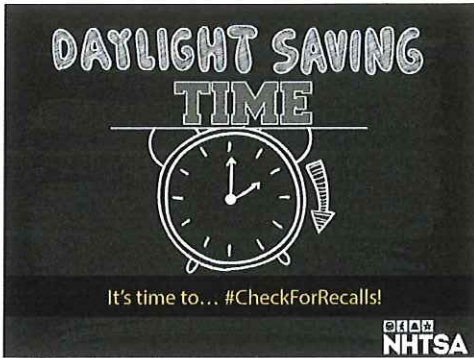
After the tragic death of a young adult from alcohol abuse, the Longview Anti-Drug Coalition knew that substance abuse prevention efforts needed to be increased. With the idea to target teens' alcohol use, creativity took hold and the Cow Campaign was born in 2009.

"We got together with our coalition at a retreat and decided to create some type of campaign," said Dawn Maloney, program coordinator at the Longview Anti-Drug Coalition. "We came up with cows because we are in Cowlitz County!"

The campaign started by giving out T-shirts to high school students in the community that simply and ambiguously said, "The Cows are Coming." To involve more of the community, the coalition held a contest for

all the schools in the grant area for a slogan and artistic design for the cow. The winning slogan: "Kidz U Booze, U Lose." Next, the coalition decorated full size cut-out cows from a local high school with a few of the designs. (From CADCA's News Roundup)





Daylight saving time is here. Families everywhere are turning the clock forward and checking other safety essentials around the house, like changing smoke detector batteries. Unfortunately, most families don't know that it's also a good time to check their vehicles for open recalls. Since many Americans spend hours in the car commuting to work, the few minutes spent maintaining the family car can help keep everyone safe on the road.

Remember: "Safe Cars Save Lives."

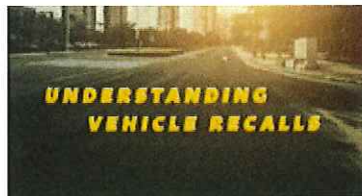
We'd like you to encourage your followers to use [NHTSA's VIN Look-Up tool](#) on [NHTSA.gov](#) at least twice a year to see if any of their vehicles are under a recall. To help remember, time the recall check with daylight saving time—every March when setting clocks forward and every November when setting clocks back.

We even hosted a #CheckForRecalls Tweet Up and we'd love for you to join us and spread this message to your friends, family, and followers.

You can follow the conversation using the hashtag #CheckForRecalls. Feel free to mention @NHTSAGov in any of your tweets and we will get back to as many questions and comments as we can!



[Click here to watch a video](#) to learn more about your Vehicle Identification Number, or VIN, which is your key to vehicle safety.



[Click here to watch this video](#) that explains the recall process, how you will be notified, and what tools are available to you.

More Daylight Saving Time Safety Tips From The Oregon Safe Routes To School Newsletter

With daylight saving time starting this weekend, the hours of darkness have shifted. It's now dark during morning hours, when many of us travel to work, school or other destinations. We can all help make each others' trip safe by slowing down especially in neighborhoods and school zones.

- **Be on the lookout for each other:** drivers, pedestrians and cyclists. We all want to get somewhere and it only works when we all work together.

- **Don't be a distracted driver,** cyclist or pedestrian. Keep your eyes on the road or path ahead, hands on the wheel or handlebars and brain focused on the task of being a good road user.

- **See and Be Seen:** Pedestrians and bicyclists should always wear reflective or bright-colored clothing to increase their visibility. Drivers check your lights, use them and always watch for others.

- **Stop, Look, and Listen:** When approaching intersections, and crossing streets, stop and look in all directions before crossing. Make sure vehicles are stopped for you before starting to cross.

Oregon's SRTS newsletter tells stories to connect people, schools, communities and resources. Please also check out their website: www.oregonsaferoutes.org.



DESIGNATE A SOBER DRIVER

On St. Patrick's Day, everybody's Irish! Unfortunately, nobody's immune to the consequences of drunk driving. Every year, thousands of people needlessly lose their lives in motor vehicle crashes involving impaired drivers and motorcyclists. Last year, 327 of these alcohol-related crashes occurred during the St. Patrick's Day holiday.

And the costs are not only death, disfigurement, disability or injury. There are significant financial costs as well - car repairs, hospital bills, legal fees, bail, higher insurance rates, fines, court costs and lost time at work. Not to mention the trauma and social stigma of being the guy who got busted for drunk driving. It's simply not worth it when there are so many ways to avoid it altogether.



- **Designate a sober driver** before you go out to drink.
- **If you become impaired and don't have a designated driver, call a cab, call a friend or family member, or take a bus.**
- **If you see a friend who is too drunk to drive, take their keys and call them a cab - or drive them home yourself (of course, only if you haven't been drinking).**
- **Consider using your community's safe rides program.**
- **If you see a driver on the road that is obviously driving impaired, don't hesitate to call the law.**

So, whether you're planning a night at the pub or partying with 5,000 of your closest friends in the parade downtown, you can't rely on the luck of the Irish to keep you safe. You have to make your own luck.

REMEMBER: FRIENDS DON'T LET FRIENDS DRIVE DRUNK.



Janelle Lawrence
Executive Director

Contact Us



Funded through
a grant from
ODOT Transportation
Safety Division

Spring is Almost Here!

It's a perfect time for a walking school bus!

It's a ton of fun, easy to do and helps us all get to school!

What is a Walking School Bus? It's a bus without the bus! A Walking School Bus is a group of families that walk along an established route together, collecting more families as they go. Walking School Buses can operate daily, once a week or month or just on certain days. Choose the model that's right for your community.

Here are the steps needed to get a Walking School Bus going:

1. Determine interest: Start with parents.
2. Plan the route(s): Work with the principal, parents and students to identify routes.
3. Map each route, designating the location and times for pick-up and drop-off sites.

See "Mapping" for ideas. Look for streets with:

- Room to safely walk
- Safe crossings
- Low volume and slow traffic

4. Decide on and announce day of first walk, post map of routes.
5. Host school assembly/newsletter article reminding all of Walking School Bus Rules and routes, times, etc.
6. Walk! Have fun, and plan your next one!

2ND ANNUAL EDUCATION EVENT

clearalliance
Children Learning through Education And Research

August 9-10, 2017
Eagle Crest Resort • Redmond, Oregon

CLEAR Alliance
Train-the-Instructor & 5k SUDDs Run or Walk

Train-the-Instructor sponsored by:



OREGON TRAINING ANNOUNCEMENT

Are you interested in learning how to teach fact-based marijuana education to school health classes, driver education programs, parents, or other community groups? Register for the “Train-the-Instructor” to become certified in teaching CLEAR Alliance’s Teen Marijuana Education Course (TMEC) for ages 13 and above. Join us for the 5K SUDDs Run or Walk Fundraiser to prevent Substance Use & Drunk, Drugged, and Distracted Driving!

August 9, 2017 ~ 8:00am-5:00pm
Train-the-Instructor on TMEC Program

August 10, 2017 ~ 6:30am-9:00am
5K SUDDs Run or Walk & Awards
(Optional)

August 10, 2017 ~ 9:30am-TBA
Train-the-Instructor on TMEC Program
Instructor Certificates

REGISTRATION NOW OPEN! - <http://www.clearalliance.org/2017-train-the-instructor/>

Transportation Safety Workshops

TREC Events UP Highway Safety Workshops OSU Kiewit Center

TREC Workshops are typically held at PSU.

<u>Topic</u>	<u>Date</u>	<u>Time</u>	<u>Registration</u>
<i>TREC Workshop:</i> Dynamic Assignment Models & Their Application	3/17	12 pm	<i>More Info</i>
<i>TREC Workshop:</i> Webinar - Bang for the Buck? Following the Money	3/21	10 am	<i>More Info</i>
<i>UP Workshop:</i> Improving Safety Features of Roadways - White City, OR	3/24	All Day	<i>More Info</i>
<i>UP Workshop:</i> Improving Safety Features of Roadways - Corvallis, OR	4/3	All Day	<i>More Info</i>
<i>OSU Workshop:</i> Highway Safety Manual	3/27-28	All Day	<i>More Info</i>

BIKE SAFETY

10 Tips for Safe Bicycle Riding

- ▶ Tell an adult if anything is broken or wrong with your bike.
- ▶ Wear a bicycle helmet.
- ▶ Wear brightly colored clothing so that others can see you better.
- ▶ Remember: one seat = only one rider!
- ▶ Keep both hands on the handlebars.
- ▶ Obey traffic signs and lights.
- ▶ Use hand signals when stopping or turning.
- ▶ Always ride in the same direction as traffic and use the right-hand side of the road.
- ▶ Look both ways before crossing the street and stay alert for cars backing out of driveways.
- ▶ When riding with others, ride in a single-file line.



Signal Left Signal Right Signal Stop

www.AAA.com
ShareTheRoad.AAA.com



Stock # 1154

SEGURIDAD EN LA BICICLETA

Reglas De Carretera Para Los Ciclistas

- ▶ Comunicarle a un adulto si algo esta roto o anda mal en tu bicicleta.
- ▶ Siempre usa el casco de seguridad.
- ▶ Viste con colores brillantes, así otros podrán verte mejor.
- ▶ Recuerda un asiento por ciclista.
- ▶ Mantén ambas manos en el manillar.
- ▶ Mira a la izquierda, derecha, izquierda hacia el tránsito en las señales de pare y caminos de entrada antes de montar en la carretera.
- ▶ Obedece las señales y semáforos de tránsito.
- ▶ Corre en el lado derecho de la carretera, en la misma dirección del flujo de tránsito de autos.
- ▶ Siempre usa señales de mano al detenerte o al virar.



Señal Izquierda Señal Derecha Señal Pare

www.AAA.com
ShareTheRoad.AAA.com



Stock #1154

Available in both English and Spanish.

[Click here to download your own copy of the Bike Safety Bookmark!](#)

Car Seat Check-Up Events and Fitting Stations

www.ChildSafetySeatResourceCenter.org

Date	City	Location	Address	Time
3/15	Redmond	Redmond Fire	341 NW Dogwood Ave	11:00 am - 2:00 pm
3/18	Vancouver*	Peace Health*	92nd Ave. Entrance	8:45 am - 2:15 pm
3/18	Beaverton	Kuni Auto Center	3725 SW Cedar Hills Blvd.	9:00 am - 12:00 pm
3/20	Bend	Bend Fire Dept.	1212 SW Simpson Ave.	11:30 am - 2:30 pm
3/30	Forest Grove	Forest Grove Fire	1919 Ash Street	3:00 pm - 5:00 pm
3/30	Eugene	Eugene Fire	1725 West 2nd Avenue	4:00 pm - 6:00 pm
4/1	Beaverton	Beaverton Police Dept.	4755 SW Griffith Drive	9:00 am - 12:00 pm
4/1	Newberg	Newberg Fire	3100 Middlebrook Drive	9:00 am - 11:00 am
4/1	Albany	Albany Fire	120 34th Ave. SE	10:00 am - 1:00 pm
4/6	Redmond	Redmond Fire	341 NW Dogwood Ave	11:00 am - 2:00 pm
4/7	Milwaukie	Oak Grove Fire	2930 SE Oak Grove Blvd.	1:00 pm - 3:00 pm
4/8	Hillsboro	Tuality Health Ctr.	334 Southeast 8th Avenue	9:00 am - 11:30 am
4/11	Coos Bay	Coos Bay Fire	450 Elrod Avenue	11:00 am - 1:00 pm
4/13	Ontario	Ontario Fire	444 Southwest 4th Street	4:00 pm - 6:00 pm

**Peace Health Event:
Registration required
by 8:45 am for
9:00-10:00 am class.
First come, first served.
Must attend class to
participate in
the clinic, which is
held from 10:00 am
to 2:00 pm.*