

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

June 21, 2018

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 15, 2018
- IV. **PUBLIC FORUM** (6:05-6:20)
- V. **NEW BUSINESS**
 - A. Transit Feasibility Study (6:20-7:05, no action required, informational only, comments appropriate)
 - Nelson Nygaard to discuss technical memo and findings to date
- VI. **OLD BUSINESS**
 - A. A draft ordinance relating to vehicles for hire, repealing and replacing AMC Chapter 6.28. (7:10-7:55, action required)
 - Does the City want/need a transportation network company service (TNC)
 - Should all service providers follow the same rules (taxi and TNCs)
 - Is the ordinance as drafted appropriate
- VII. **TASK LIST** (7:55-8:00)
 - A. Discuss current action item list
- VII. **FOLLOW UP ITEMS**
 - A. None
- VIII. **INFORMATIONAL ITEMS** (If time allows)
 - A. Transportation Growth and Management Grant (ODOT)
 - B. All Roads Transportation Safety Grant (ARTS)
 - C. Accident Report
- IX. **COMMISSION OPEN DISCUSSION** (If time allows)
- X. **FUTURE AGENDA TOPICS**
 - A. Traffic Control Devices-MUTCD Training on 4-way stop improvements
 - B. Parking Permit Policy
 - C. Safe Routes to School Program-Grants
- XI. **ADJOURNMENT:** 8:00 PM

Next Meeting Date: July 19, 2018 Meeting

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

**CITY OF
ASHLAND**
Transportation Commission
Contact List as of June 2018

Name	Title	Telephone	Mailing Address	Email Address	Expiration of Term
Vacant					
Joe Graf	Commissioner	541-488-8429	1160 Fern St.	jlgrtrans15@gmail.com	4/30/2018
Corinne Vièville	Commissioner	541-488-9300 or 541-944-9600	805 Glendale Ave.	corinne@mind.net	4/30/2021
David Young	Commissioner	541-488-4188	747 Oak Street	dyoung@jeffnet.org	4/30/2019
Sue Newberry	Commissioner	775-720-2400	2271 Chitwood Lane	sue.j.newberry@gmail.com	4/30/2021
Kat Smith	Commissioner	541-326-7517	770 Faith Ave.	ladybikesafety@gmail.com	4/30/2019
Bruce Borgerson	Commissioner	541-488-5542	209 Sleepy Hollow Dr	wave@mind.net	4/30/2020
Non-Voting Ex Officio Membership					
Paula Brown	Director, Public Works	541-488-5587	20 E. Main Street	paula.brown@ashland.or.us	
Michael Morris	Council Liaison	541-261-9406	20 E. Main Street	mike@council.ashland.or.us	
Brandon Goldman	Planning Department	541- 488-5305	20 E. Main Street	goldmanb@ashland.or.us	
Steve MacLennan	Police Department	541- 552-2433	20 E. Main Street	macleanns@ashland.or.us	
Frederick Creek	SOU Liaison	541-552-8328	1250 Siskiyou Blvd	creekf@sou.edu	
Dan Dorrell, PE	ODOT	541- 774-6354	100 Antelope Rd WC 97503	Dan.w.dorrell@odot.state.or.us	
Edem Gómez	RVTD	541-608-2411	3200 Crater Lake Av 97504	egomez@rvtd.org	
Jenna Stanke	ODOT	541- 774-5925	100 Antelope Rd WC 97503	Jenna.MARMON@odot.state.or.us	
David Wolske	Airport Commission			david@davidwolske.com	
Vacant	Ashland Parks				
Vacant	Ashland Schools				
Staff Support					
Scott Fleury	Deputy Public Works Director	541-488-5347	20 E. Main Street	fleury@ashland.or.us	
Karl Johnson	Associate Engineer	541-552-2415	20 E. Main Street	johnsonk@ashland.or.us	
Taina Glick	Administrative Assistant	541-552-2427	20 E. Main Street	taina.glick@ashland.or.us	

**ASHLAND TRANSPORTATION COMMISSION
MINUTES
April 19, 2018**

These minutes are pending approval by this Commission

CALL TO ORDER:

Graf called the meeting to order at 6:02 p.m.

Commissioners Present: Bruce Borgerson, Kat Smith, Corinne Vièville, Sue Newberry, David Young, Joe Graf
Commissioners Absent: None
Council Liaison Present: Mike Morris
SOU Liaison Absent: Fred Creek
Staff Present: Scott Fleury, Taina Glick

ANNOUNCEMENTS

None

CONSENT AGENDA

Approval of Minutes: March 15, 2018

**Commissioners Young and Smith m/s to approve minutes as amended.
All ayes. Minutes approved.**

PUBLIC FORUM

Heulz Gutcheon 2253 Highway 99

Gutcheon believed that an estimate of greenhouse gas production should be provided for all projects. He discussed the dangers of walking and biking in town and indicated that he had provided Paula Brown a list of areas he believed are potential hazards. He restated his desire for a 20mph speed limit throughout town and that all accidents involving autos and pedestrians should be the fault of the driver. He believed that sharrow do harm rather than good and that drivers throw things at cyclists and that a cyclist's best bet is to ride on the sidewalk.

Commissioner Young thanked Gutcheon for caring and showing up.

NEW BUSINESS

Draft ordinance relating to vehicles for hire

Fleury presented Katrina Brown, Assistant City Attorney and Dave Lohman, City Attorney to speak regarding this topic. Lohman introduced Brown to the commissioners and explained her role in developing the draft ordinance that would allow transportation network companies (TNC) to operate in Ashland. He apologized for the oversight of not bringing the proposed ordinance to the Transportation Commission initially. Lohman described the difficulties Portland, Eugene, and Roseburg have had deciding to allow or not allow TNCs. Lohman questioned if Ashland wanted to allow TNCs at all costs, or should the costs of the service be more clearly defined. Brown indicated that the proposed ordinance closely mimics Medford's ordinance. She provided an email response from a representative of Uber regarding the proposed ordinance. The email is attached to these minutes. The proposed ordinance has been submitted to Lyft but Brown has not yet spoken with them. Brown spoke of the TNCs strong opposition to police provided background checks for drivers.

Young felt the issue is complex and has had success utilizing TNCs as a consumer. Young would like to ensure 100% compliance with business licensing but does not feel that the burden of policing them should be on the City and suggested a county-wide business license. Young opined that introduction of TNCs at this time does not coincide well

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with the Transit Feasibility Study. Brown stated studies exist that suggest the use of public transportation goes down once a community allows TNCs.

Vièville questioned the difference in parameters between police checks and those performed by the TNC's third-party provider and wondered why TNC's will not utilize police background checks. She preferred the phrase "reasonable accommodation" be removed from the proposed ordinance due to redundancy. Vièville informed commissioners of lawsuits filed against Uber and Lyft regarding discrimination against guide dog utilizing riders with drivers claiming canine allergies and feeling that qualified as "reasonable accommodation." Brown spoke to Vièville's question regarding police background checks by citing the existing ordinance which allows for no conviction of any crimes of moral turpitude or dishonesty as well as an unlimited look-back period whereas the TNC model allows only 7 years from conviction look-back. The proposed ordinance loosens the existing regulation regarding allowed drivers. Brown's proposed ordinance increases the look-back to 10 years and is more specific regarding sex offenders. Convicted sex offenders are disallowed from driving under Uber's contract. Lohman described Uber's position that background testing other than their existing model is a reason to choose not to serve an area. Portland was successful in getting a 10-year lookback for background checks if allowing the third-party organization utilized by Uber. Lohman stated that Police run background checks utilize fingerprinting, but was unsure what method of identification was used by the third-party providers. Vièville wondered why we would consider loosening our guidelines to attract TNCs if fingerprint-based background checks already work for taxi drivers. Newberry inquired about the TNC reasoning for not allowing police-run background checks: expense, time to receive results, other reason? Brown indicated that the TNCs have complained such background checks substantially delay the issuance of a license to operate as a driver. Brown indicated that Eugene is proposing to issue temporary licenses to drivers based on a TNC's background check while still utilizing police background checks before issuing the final license.

Newberry inquired if Salem adjusted its ordinance when leadership changed. Brown responded yes and added that Salem's present ordinance looks very similar to Medford's. Newberry supported Vièville's suggestion to remove the phrase "reasonable accommodation." Lohman interjected that wheelchair access service is a topic that Uber preferred be excluded from any ordinance. Rather the TNCs would like to negotiate requirements for such service outside of an ordinance. Newberry wondered if other communities have had problems with TNCs related to service animals and would like to see the ordinance more strongly worded.

Newberry shared Young's concern about the impact of TNCs on transit in small communities. She understands that there are hilly areas and we need to keep a balance between helping those who could use the convenience of TNCs and existing transit infrastructure. She feels that the inclusion of TNCs should be on our terms.

Borgerson does not feel that approval of TNCs is urgent and agreed TNCs will impact transit, specifically climate change and greenhouse gas emissions. He would like to see a comparison of climate change impact between TNCs and expanded transit in similarly sized communities. Borgerson believed that TNCs view our area as a regional entity, not a collection of small municipalities and wondered if the time has come to meet with other local municipalities to discuss TNC impact. Lohman informed commissioners that Uber met with only one local municipality which seems to be their standard procedure. Vièville asked if Central Point allows TNCs. Brown replied that CP chose not to regulate TNCs, as it was not regulating taxicabs. Young interjected his believe that Phoenix and Talent are the same as Central Point. Brown added that Jacksonville has chosen not to regulate vehicles for hire services at this time. Lohman added that the Portland area responded similarly, with Portland having the ordinance and the other regional municipalities relying on Portland to be the regulator. Brown added that when discussing Portland's TNC model, Uber stated it is not willing to duplicate that model elsewhere.

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Graf felt that vehicle inspections are important and the requirement should not be eliminated. He felt that exclusion of registered sex offenders as drivers is important. Graf believed that background checks show local, state, and national criminal history, but questioned the feasibility of international criminal history for immigrants? Brown believed that international criminal histories would be difficult to obtain, even if the police were conducting the background check. Graf questioned the ability to revoke the license of a driver who becomes a criminal after approval. Graf asked about omission of a word in section H. Brown responded that the word "application" was missing. Under Operational requirements: maintain accurate records, Graf wondered about inclusion of zip codes for pick up and drop off when rides stay in the same zip code, but wondered about a better way to track where rides originate and end. Brown asked for any suggestions from the commission. Lohman indicated that Portland rides are GIS located.

Young sought to clarify his position. While agreeing that TNCs could fill a void in our transit system, he felt that there should be reasonable requirements. He wondered about a termination clause in case TNCs working in the city have a negative impact? Brown responded that ordinances can be amended or repealed, if necessary. Lohman indicated that Portland has a clause in its ordinance that required it to evaluate services after a determined amount of time.

Young supported waiving the business license for disabled drivers and electric vehicle drivers. Young stated his understanding that the ordinance would not preclude a local TNC from starting up. Lohman cited an example of private entity service in Austin, TX that started due to the inability of the city and the TNCs to reach an agreement on background checks, but that service was undermined when the TNCs were able to get the Texas legislature to preempt local regulations of vehicles for hire.

Vièville asked about policy for wheel-chair accessible transportation compared to an ordinance. Lohman responded that policies are not as strong as ordinances and opined that Uber's hope may be that the city quickly pass an ordinance then work out details such as wheel-chair accessible rides after the fact.

Community Comment

Mark Thomas 500 Allison St

Spoke as both a consumer and a driver. As a user, his opinion is they are brilliant in high density areas with demand. In speaking as a driver he states in a 12-hour shift that he only gets 6-7 rides. He feels that TNCs have to flood the market in order to be successful and does not feel that there is demand in this area to support TNCs. He felt there is a population segment that will not be served due to a lack of use of technology, specifically the elderly. He felt that the disabled will be underserved by TNCs. He believed that the City treats small business fairly, but does not feel that cab companies receive the same consideration. See attached.

Smith asked if there is a taxicab union in the area. Newberry asked him to describe the perceived benefit of TNCs. Thomas described ease of use, but that taxi companies provide the same except not having an app to utilize. Newberry asked if rideshares were cheaper. Thomas indicated that in some instances it is, however he described surge pricing. He wanted to make sure the City knows exactly who they are choosing to do business with, citing examples of cities who have chosen to not allow TNCs and the various reasons why. Vièville asked if Thomas' company is the only company that has a wheelchair accessible van. Thomas' understanding is that they are. Vièville stated that the vans are expensive to run and maintain and did not believe that a policy supports keeping those vans in operation.

Donald Stone

395 Kearney St

He is in favor of mass transit and has spent time as a board member and budget committee member of RVTB. He is

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in support of TNCs and believed the service will be well utilized by seniors and students as it is a door to door operation. He described difficulty seniors experience when living up-hill from a bus stop. He has utilized Uber in larger cities in CA and described the vehicles as clean, on time, with courteous drivers, but has not had the same experience when utilizing cab companies. He shared the experiences of family members regarding transit challenges. He felt that allowing TNCs would benefit downtown businesses. He feels that Ashland has a habit of overthinking things to the point of absurdity. He encouraged commissioners to approve steps to allow TNCs.

Nancy Buffington

3295 Hwy 66

Buffington had not had an opportunity to look over the whole proposed ordinance. She questioned why we would lower our background check standards to allow a business into the city. She stated that Uber was fined \$8.9 million dollars in November 2017 in Colorado for allowing drivers who did not have background checks to drive. Among those non-compliant drivers were sex offenders, those with revoked licenses, and those who did not try to complete a background check. She felt that lowering standards would not protect citizens. Through the years she has met with Barbara Christensen and Steve McLennan arguing that many unlicensed taxi operators work in the City. If we can't keep track of the few companies already in the area, how will we be able to regulate a flood of drivers? She questioned why TNCs are allowed to have fluctuating rates and stated that her company is currently operating in Ashland without a taxi license.

Graf queried Lohman and Brown about what they want from the Commission. Brown would like to hear any recommendations regarding the proposed ordinance as written or additions or deletions to the proposed ordinance. Lohman informed commissioners that the attorneys have taken notes about the concerns expressed by the commissioners during this meeting to share with City Council and invited commissioners to come to the next Council meeting to share opinions and concerns. Graf added he would like to see 15 minute zones utilized for pick up and drop off by TNCs and taxi companies before and after plays. Newberry asked about inclusion of parking regulations in the ordinance. Young inquired if there is public pressure to approve the ordinance and wondered about slowing down the ordinance approval and examining the possibility of a regional approach. Lohman responded that the issues take time to work through and that Council is divided on the topic so did not feel that a decision will be made hastily. He informed commissioners of similarities faced when short term home rentals were introduced to the area.

Borgerson felt Uber's email response was fortunate, so he would be comfortable supporting Council's approval of the ordinance on first reading as it is likely that Uber will reject it, giving the City more time to work through details of the ordinance.

Newberry liked that the proposed ordinance levels the playing field for the TNCs and existing taxi companies and supported inclusion of police provided background check.

Vièville agreed with Newberry regarding background checks. Vièville does not support discussion of wheel-chair accessibility outside of an ordinance and questioned if the fares really will be lower than existing taxi companies. Brown responded that there is anecdotal evidence that TNC rates increased once the service becomes established in an area. Lohman informed the group that Uber is losing money nationally and is being supported by investors. RVTD indicated to Lohman that they are not concerned about the impact of Uber, at this point, because bus fares are cheaper than Uber rides.

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Vièville felt that Uber will impact the plan of the commission to get more in town circulators in place. She felt there is more work that needs to be done.

Young described his use of Uber as a consumer as positive, but supported the need for TNCs to adhere to the same rules as taxi companies. Young agreed with the need for availability of wheel-chair accessible vehicles. Morris asked if the TC needed more time to consider the issue. Vièville preferred more time. Other commissioners did not feel the need for more time. Newberry inquired about the opinion of the City Council.

Election of Chair and Vice Chair

Vièville nominated Newberry for Chair. Young seconded. All ayes.

Smith nominated Borgerson for vice chair. Young seconded. All ayes.

TASK LIST

Discuss current action item list

Newberry requested information from ODOT about the plan to solve large radius turn problems around Bellview. Fleury indicated that engineering has calculated the radius for right turns on the Siskiyou corridor from Walker to Bellview and they are 30-40'. ASHTO design standards when turning right from a major roadway to a minor roadway with a high pedestrian volume are 10-15' radius. The data has been forwarded to ODOT and Fleury has not heard back from them about this but felt the fixes will likely be easy. Morris asked if ASHTO design was for perpendicular streets as there are very few perpendicular streets in that corridor. Fleury elaborated that the design changes would consider if a driver turns-back or not and that some improvements may not be physical treatments, but rather a stripping treatment. Vièville asked if those calculations were for streets on the uphill side of Siskiyou Blvd.

Newberry addressed #9 Siskiyou Tolman Creek Rd intersection, expressing concern about how the sidewalk will look and wanted to view ODOT plans prior to the start of the project. Fleury did not know how that intersection will be handled and reminded commissioners that chasing the roadway back a significant distance will be necessary to make the repair to current ADA standards. There are significant issues to consider when repairing this intersection.

Young requested an update of downtown super sharrows. Fleury stated there no changes at this time as the focus has been on N Main crosswalks. Fleury informed the group that flashing beacons are available again and some adjustments to the plan will be made as a result. Young wondered when any of these treatments will be in place. Fleury responded that appropriation for these projects was approved in the current biennial budget. Crosswalks and refuge island work should happen this summer as design approval is close. ODOT has pushed back somewhat regarding the super sharrows, mostly related to how they tie in together. That project will begin with final design approval from ODOT.

Morris discussed the crosswalk that crosses Siskiyou Blvd at Harmony Ln which ends in a driveway. Morris received a citizen request to investigate the area in front of the Minute Market parking lot. Fleury reminded commissioners of the ARTS grant and informed commissioners that he submitted Ashland St between Siskiyou Blvd and Clay St, Ashland St at Normal Ave, Iowa St, and Siskiyou Blvd from Walker to Tolman Cr Rd to the consulting traffic engineering firm to see if the crosswalk and lighting improvement projects meet grant qualifications. Ashland does not experience the fatalities necessary to qualify for the auto grant, but does have pedestrian issues that could qualify for the pedestrian grant.

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OLD BUSINESS

Community meeting follow up

Fleury described his additions to the summary notes and asked for comments, additions or corrections. Young asked if the notes would be sent to attendees. Fleury responded yes. Newberry would like an email containing a letter as well as the original summary and Fleury's edits sent to all attendees. She further described what she believed the content of the letter should be and commissioners discussed. Graf directed attention to the section detailing paid parking and advised commissioners to consider this topic in case oversight becomes the responsibility of the TC.

FOLLOW UP ITEMS

None

INFORMATIONAL ITEMS

Transit Feasibility Study update

Fleury indicated that Nelson Nygaard will be here next week. The stakeholder interviews have been set up with Mountain Meadows, Chamber, SOU and citizen interviews will be conducted at the Grower's Market. GIS creating a map to track citizen survey comments similar to RVTDS website survey. TFS information will be presented to TC at either the May or June meeting depending on Nelson Nygaard's needs. Graf wondered if there are any events that commissioners can attend. Fleury indicated that commissioners could attend the Grower's Market and the TAC meeting, but the TAC is not an open meeting for citizens. Fleury clarified the role of the TAC and how information will be disseminated.

Accident Report

Graf was pleased that the map provided an easy way to spot problem areas. Fleury informed commissioners that the police department radar speed trailer is no longer functional but a replacement may have been found. The new trailer will acquire data for traffic studies and can be set to flash when exceeding the speed limit by a determined amount. It can be used in conjunction with tubes to verify data.

Draft City of Ashland ADA Transition Plan

Fleury described the draft of the ADA Transition plan which was drafted similarly to Eugene's plan. All municipal organizations must have a transition plan for the right of way. Comments should be directed to Fleury. Vièville and Newberry inquired if problems or violations could be reported by means other than a formal letter. Fleury indicated yes.

Vièville inquired about an ODOT lawsuit and wondered if proceeds were expected by the city. Fleury responded that ODOT is obligated to bring everything in their system up to standard by 2032 and will be completing an inventory to determine which of their facilities are compliant and which are not. Fleury did not yet know if ODOT will perform upgrades or pay the City to make upgrades but that the scope of this is only to bring ramps up to standard. Newberry questioned if sidewalks are included or just ramps. Newberry questioned if a grievance could be filed by a disabled person when lack of sidewalks inhibit a person's ability to access public transportation and cited a lawsuit filed in NV that required the local city to install sidewalks from a residence to a bus stop due to lack of ADA compliance. Graf instructed commissioners to forward questions and edits to Fleury.

Fleury described the CIP update spreadsheet and indicated that it is provided to City Council to keep them updated on capital project status. Newberry questioned why the E Nevada St extension still exists on the CIP. Fleury clarified that it is part of the approved CIP projects and that it will not be included with the next approval of the CIP.

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COMMISSION OPEN DISCUSSION

Graf reminded commissioners of the commission vacancy. Young questioned if the vacancy had been posted. Fleury responded that it had. Borgerson found the position he was appointed to in the classified section of the newspaper and wondered how often ads such as that are placed. Morris indicated his belief that it is an ongoing ad that changes as vacancies occur.

Newberry inquired about an email she received regarding a potential liaison appointment. Fleury responded that Jackson County is updating their Active Transportation Plan and are looking for citizen members. If commissioners are interested in being appointed, contact Fleury.

Newberry thanked Graf for his time as chair and for his good leadership. Young echoed Newberry's sentiments.

FUTURE AGENDA TOPICS

High and Church St 4-way stop

Parking Permit Policy

TGM grant application

ADJOURNMENT: 8:05

Respectfully submitted,

Taina Glick

Public Works Administrative Assistant

Katrina Brown

From: Jon Isaacs <jisaacs@uber.com>
Sent: Thursday, April 19, 2018 11:13 AM
To: Katrina Brown
Subject: Re: FW: Ashland, Oregon's proposed ordinance allowing TNCs to legally operate within its corporate limits
Attachments: Finalamd8.doc

Katrina,

I was out of the office yesterday at the State Autonomous Vehicle Task Force meeting, and am just getting to this now. Here is our initial feedback.

Here are my comments:

Uber would not be able to begin offering pick-up service in Ashland if the draft ordinance is adopted as written. As previously communicated to the city, the ordinance needs to be brought into 100% policy alignment with Medford's ordinance (attached) to create a consistent regional service area. The major areas of difference in the current draft that need to be addressed:

1. Align background check requirement language exactly including look back to seven years.
2. Eliminate vehicle inspection requirement.
3. Align language on required vehicle trade dress.
4. Eliminate requirement for vehicle for hire drivers to obtain a \$60 permit. (we could take this off the list if Medford and Ashland could agree to reciprocity so that drivers only need to obtain one permit. Two permits within a single service area is unworkable.)
5. Align language regarding services for people with disabilities. If the commission wishes to strengthen this language over Medford, here is a suggestion from the City of Corvallis:

Taxi companies and TNCS and their drivers shall operate in a manner that ensures the equal protection, treatment, and representation of all persons without discrimination, including, but not limited to, age, citizenship status, color, familial status, gender identity or expression, marital status, mental disability, national origin, physical disability, race, religion, religious observance, sex, sexual orientation, and source or level of income.

Let me know if you have any questions.

-Jon-

Board of RVTB
Budget Comm. RVTB

Valley Lift
charges?

Arguments for Ride Share (Uber, Lyft) in Ashland

These services would greatly benefit the substantial elderly population in Ashland, plus students and workers.

Example: A family member would very much like to work in Ashland. His family chooses to have only one car. His desired place of employment is far from a bus line. He lives in Phoenix as he cannot afford Ashland rents. He works in Medford as he can take Uber to work. An Ashland business is denied an excellent employee.

Excluding these services penalizes Ashland businesses. My wife is no longer able to visit her hair dresser who has moved to 1st street. There is no parking and the hill is steep.

We do not shop or dine in downtown Ashland due to lack of parking. We would greatly increase our carbon footprint through endless circling trying to find parking. Uber or Lyft could drop us off and pick us up. Instead, we punish our local businesses.

My wife and I would like to walk to town, but we are 79 and 81, and we live on a steep hill. *Ms Newberry mentioned the reaction of people who cannot negotiate the hills*

We could take a cab. However, our last experience with a cab was totally unsatisfactory. The cab was dirty, the seat belt in the back seat non-functional, and we ended up hauling our own luggage. In our experience with Uber in Northern and Southern California, the drivers were on time and reliable, the cars were clean, and the drivers were extremely courteous and helpful, one even going out of his way to return an item left behind, and refusing any payment.

The rest of the Valley has enjoyed ride share since December 1 of 2017. When are these services coming to Ashland?

Memo

CITY OF
ASHLAND

Date: June 14, 2018
From: Scott A. Fleury
To: Transportation Commission
RE: Transit Expansion Feasibility Study

BACKGROUND:

The City of Ashland Public Works Department is conducting a Transit Expansion Feasibility Study to assess mobility needs in the city and how public transportation can be improved to better serve residents, the workforce, and visitors. The study will assess transportation services and circulation in the city and connections to regional destinations. The project will identify recommendations to improve transit, and the specific actions, partners and funding necessary to implement them.

Jamey Dempster and Paul Leitman of Nelson\Nygaard Consulting Associates will present key findings from Technical Memorandum #1: Existing Conditions and Needs Assessment. The memorandum and presentation is attached for review.

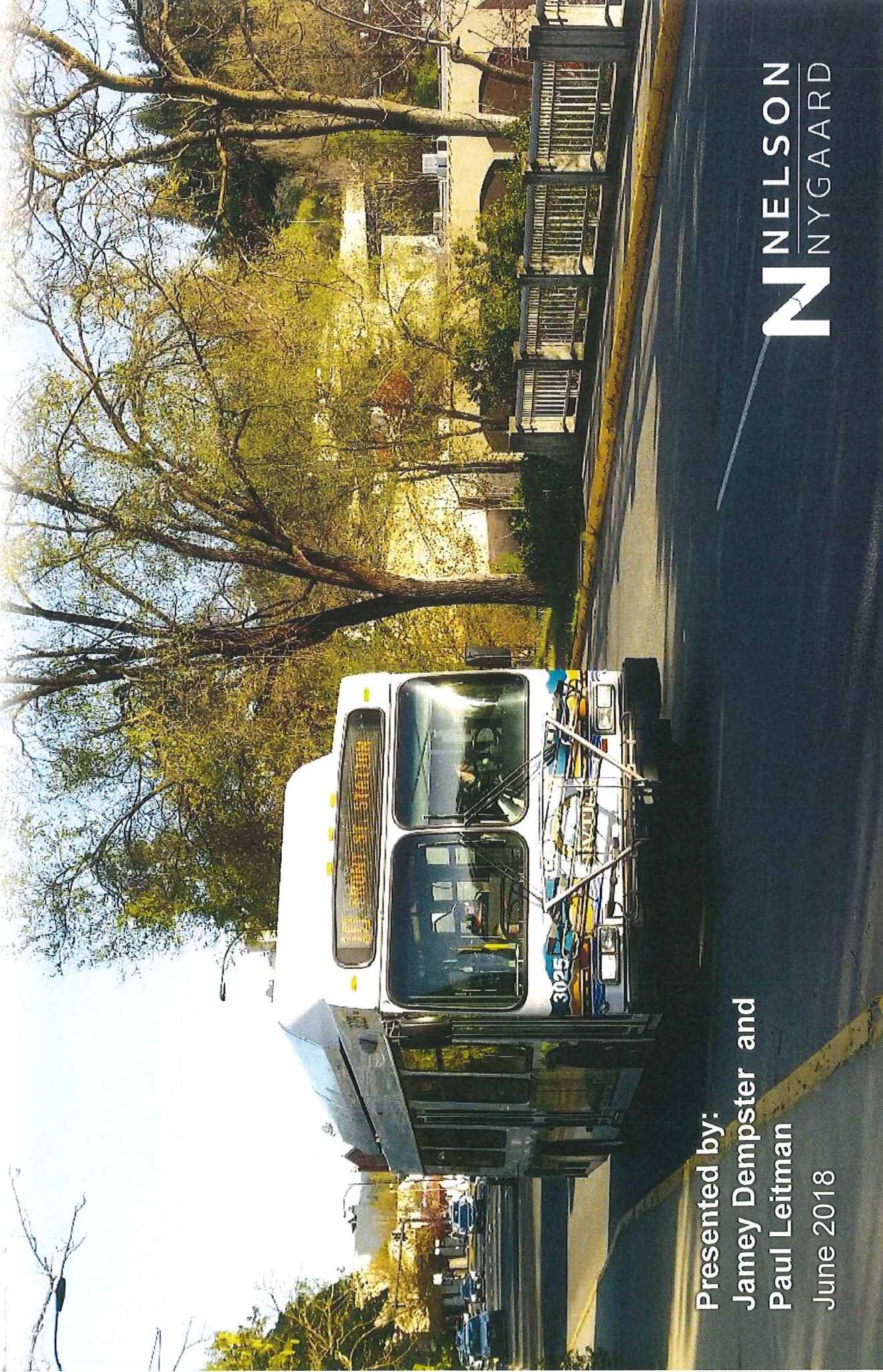
CONCLUSION:

The Commission is asked to review the materials and provide input on the transportation needs and opportunities, and how they can relate to public transportation. The Commission is invited to suggest ideas and questions about potential transit projects and investments. There will be additional meetings in coming months to review additional deliverables throughout the project.

Ashland Transit Expansion Feasibility Study

Presented by:
Jamey Dempster and
Paul Leitman
June 2018

N NELSON
NYGAARD



Agenda

Topic		Time
Presentation		25 minutes
Introduction and overview		
Plans and initiatives		
Transportation, land use, and mobility trends		
Needs and opportunities		
Questions and Comments		20 minutes

INTRODUCTION AND OVERVIEW

PROJECT SUMMARY

Purpose

- Understand how public transportation can best support local mobility needs and advance the City's long-range goals.

Outcomes

- A flexible set of public transportation strategies to consider, with actions and partners identified to implement those strategies.



PROJECT SUMMARY

Tasks



Public Outreach (multiple times)



Existing Conditions and Needs Assessment



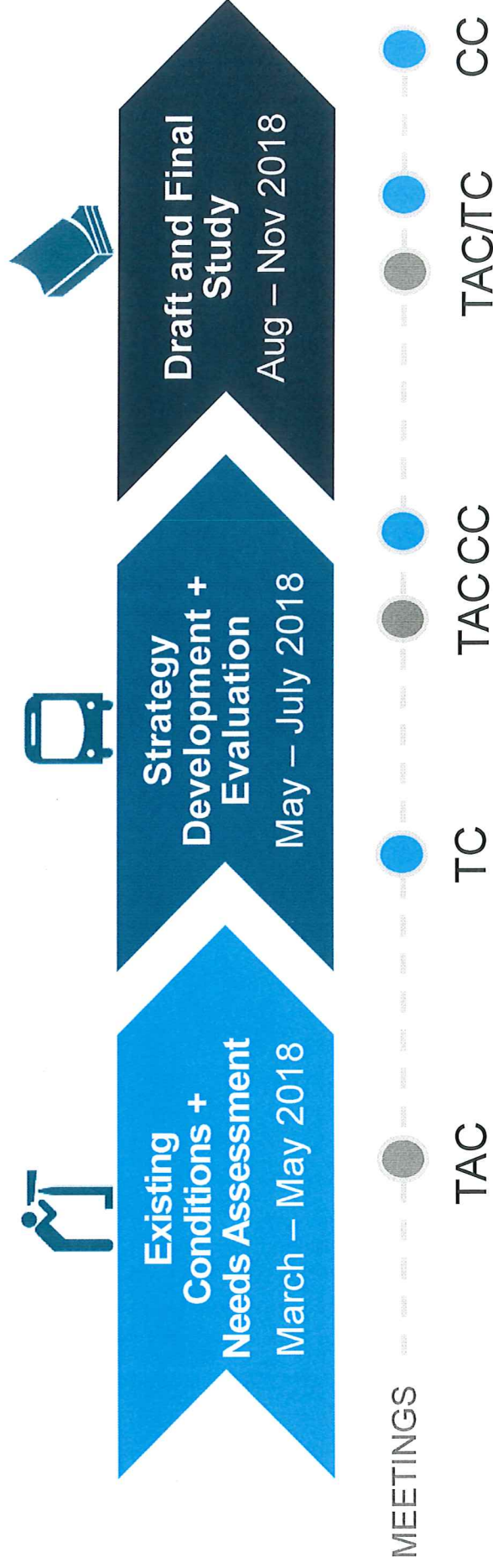
Strategy Development and Evaluation



Transit Study: Actionable Strategies



PROJECT Schedule



Leadership Roles

- Local knowledge and input
- Provide policy direction and guidance
- Inform “big picture” relationships
- Two meetings / presentations
 - Needs and opportunities
 - Strategies and projects

Past Plans and Initiatives

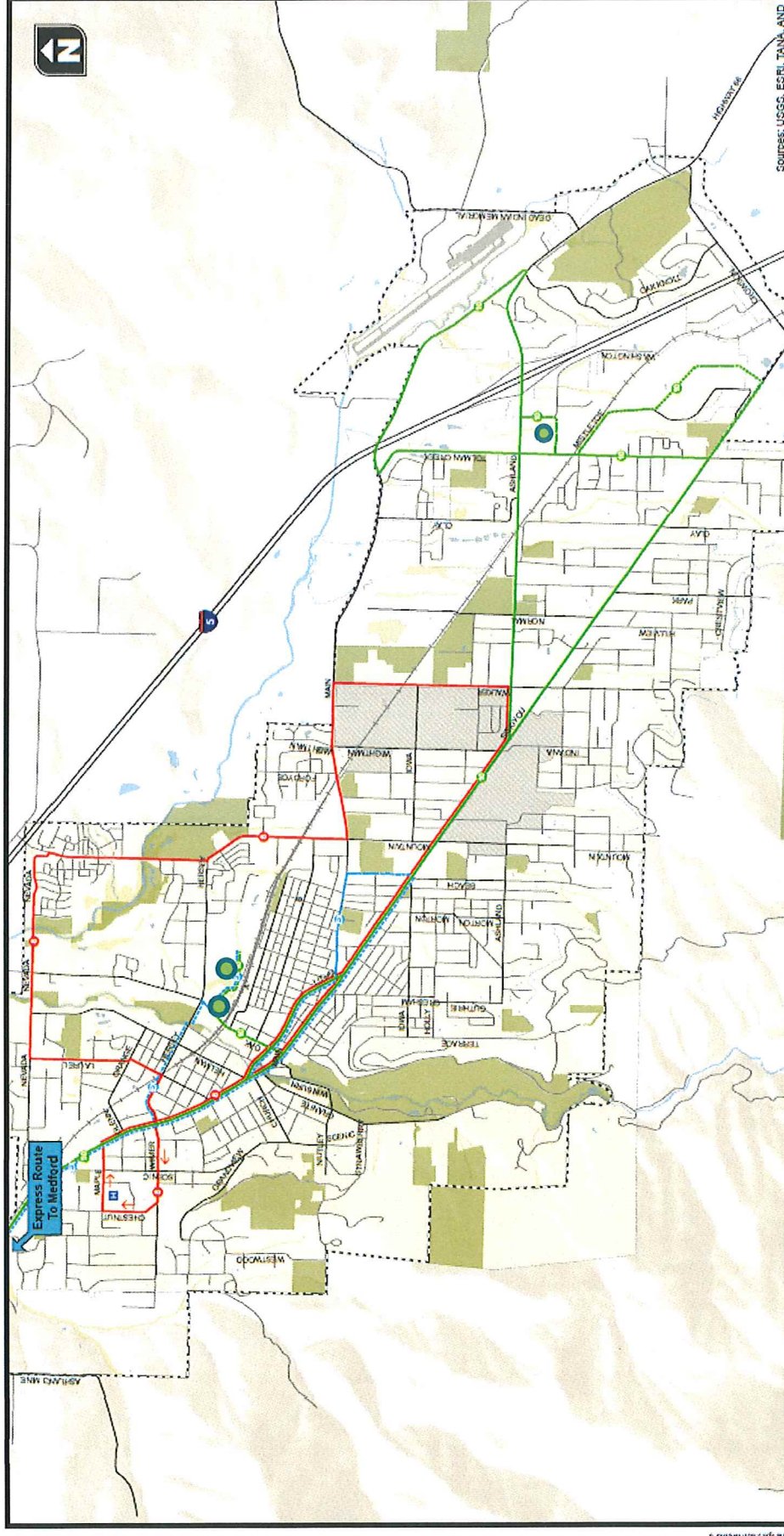
Recent Plans

- Ashland Transportation System Plan 2012
- Downtown Parking Plan
- Climate Action Plan
- Transit Triangle Study
- Talent Transportation System Plan
- RVTD Transit Master Plan 2040

Transportation System Plan 2012

City of Astoria Transportation System Plan Update

Updated 2012



2012 TSP Priorities

1. Bus Pass

2. Later evening and weekend
service

3. Airport connector

4. Expand coverage

5. Central Hub

6. Increase frequency

7. Visitor shuttle

7. Visitor shuttle

8. SOU shuttle

9. Fareless service in Ashland

10. Citywide circulator

Other Recent Plans

Downtown Parking Plan

- Remote parking and local shuttle bus system

Climate Action Plan

- Reduce single occupancy vehicle use
- Electrify vehicle fleets

Transit Triangle Study

- Increase density and local access

Other Recent Plans

Talent Transportation System Plan

- Route 10 north and south – Talent transit hub

RVTD Transit Master Plan 2040

- In progress 2018-2019

CONDITIONS AND TRENDS

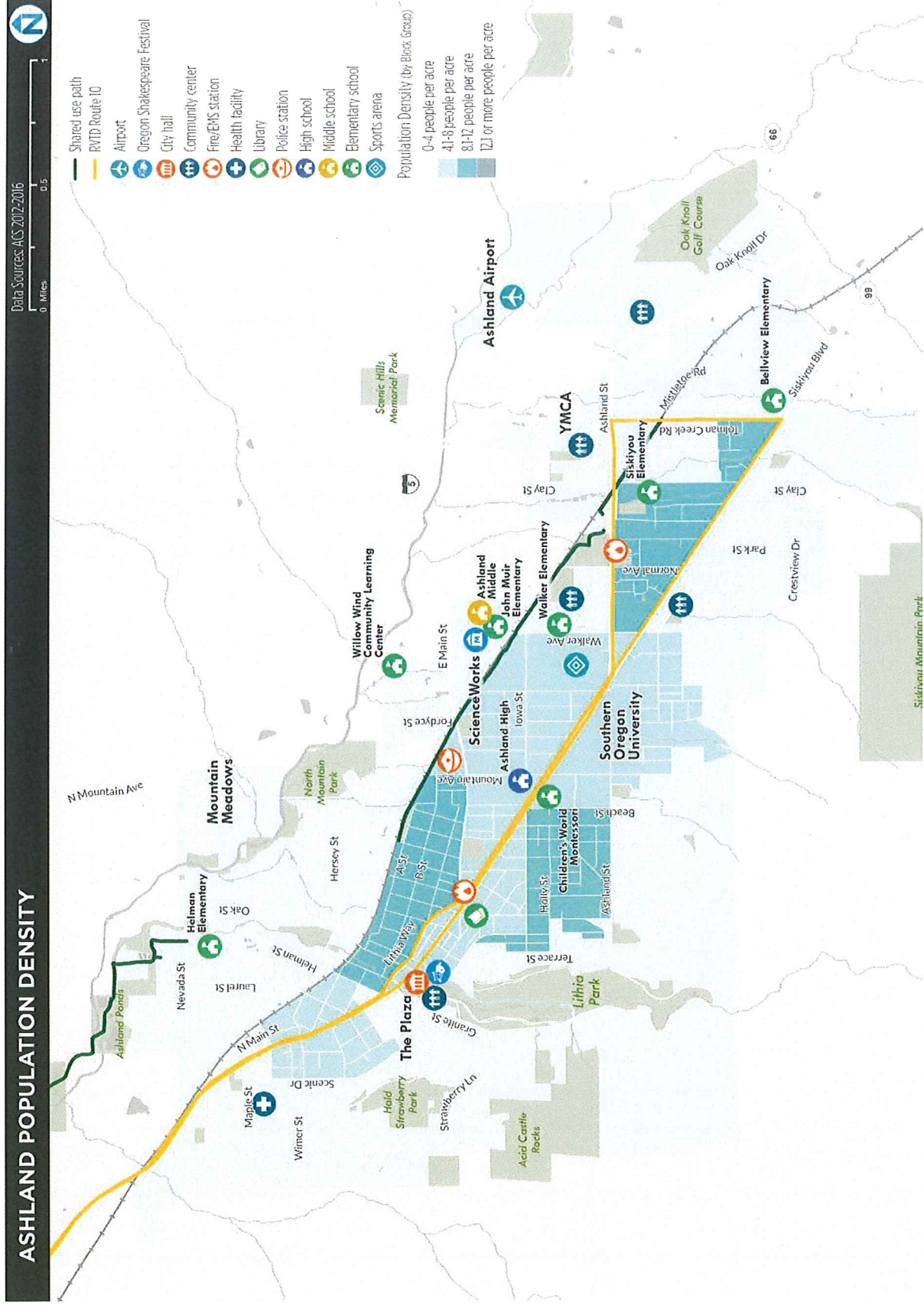
Population

Geography	2010-2017	2010	2017
Ashland	3%	20,095	20,700
Medford	6%	74,980	79,590
Jackson County	7%	203,340	216,900
Oregon	8%	3,837,300	4,141,100
Source: Portland State University Annual Population Estimates and Reports 2010 and 2017			

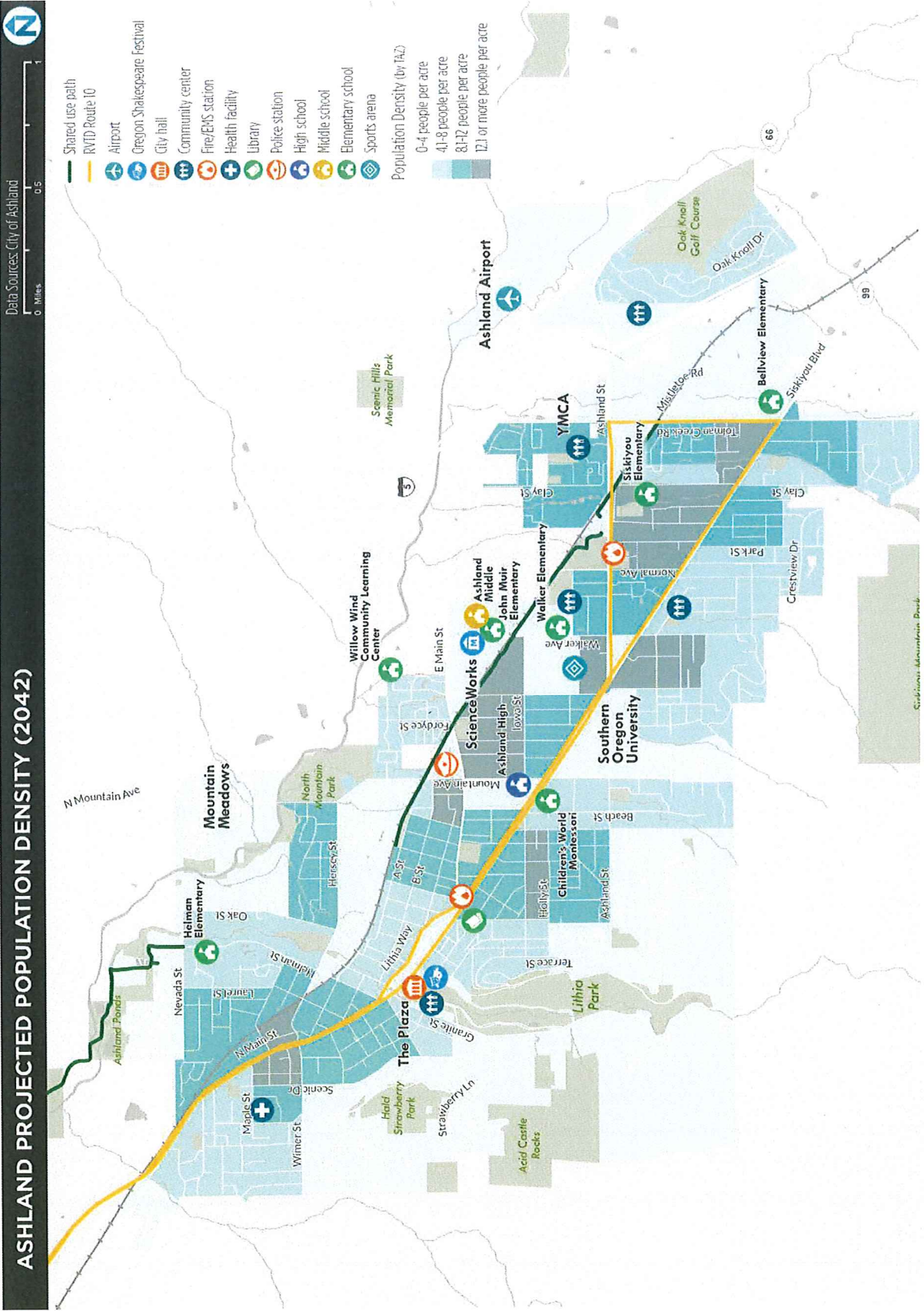
Population



Trends – Population



Population



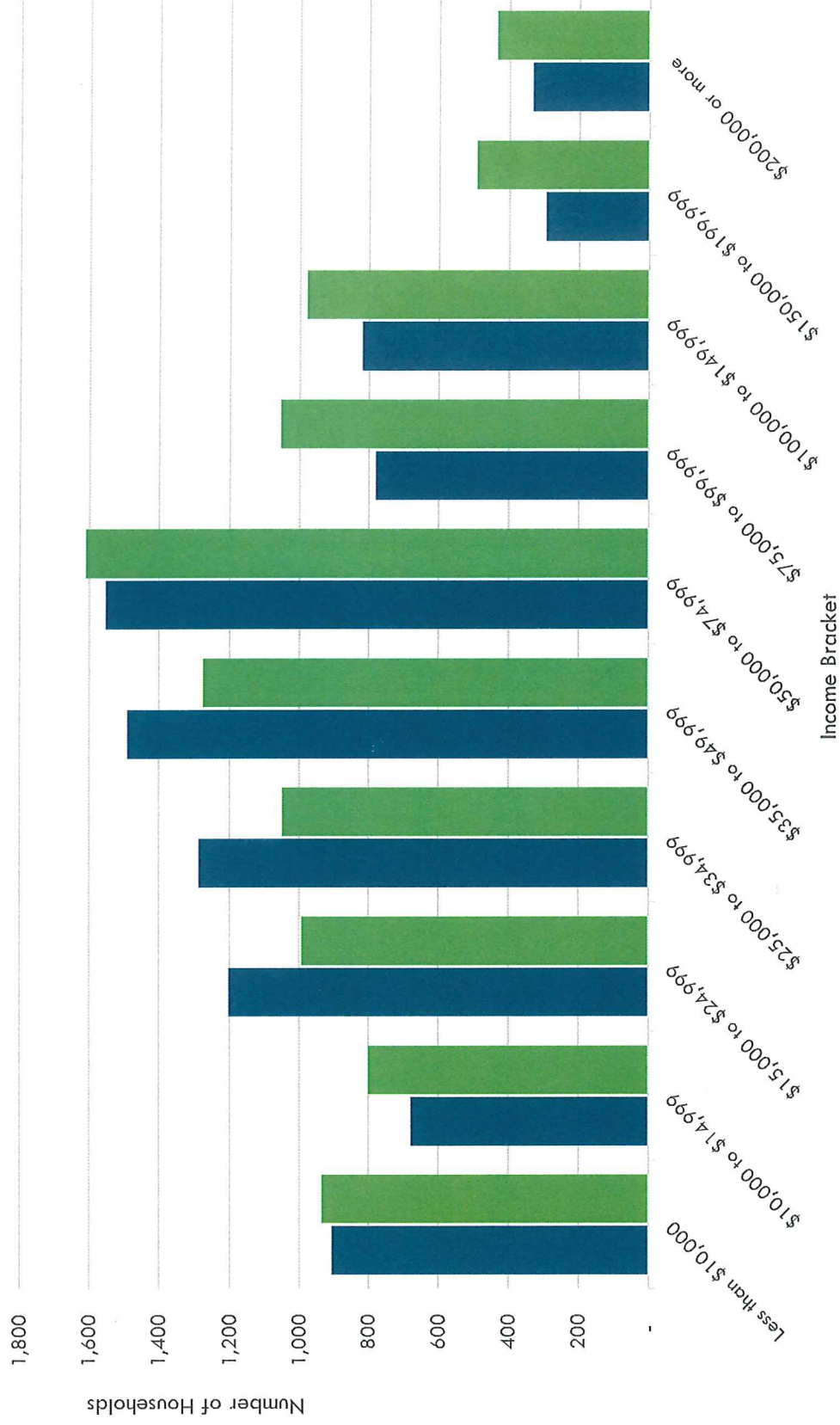
Age

Older Adults 65+	2010	2017	% Change
Ashland	9,470	9,640	2%
Jackson County	89,410	90,180	1%

Source: Portland State University Annual Population Estimates and Reports 2010 and 2017

Income

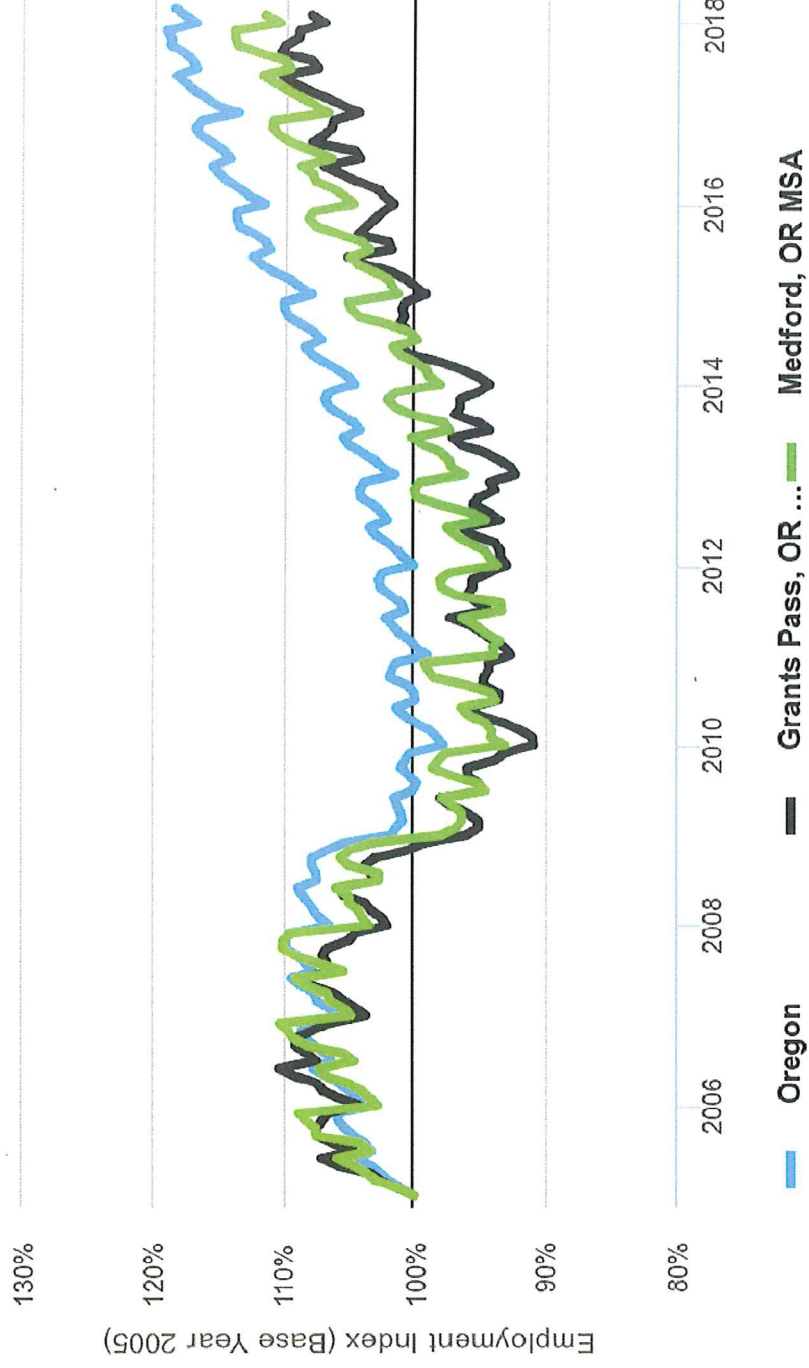
■ 2010 ■ 2016



Jobs

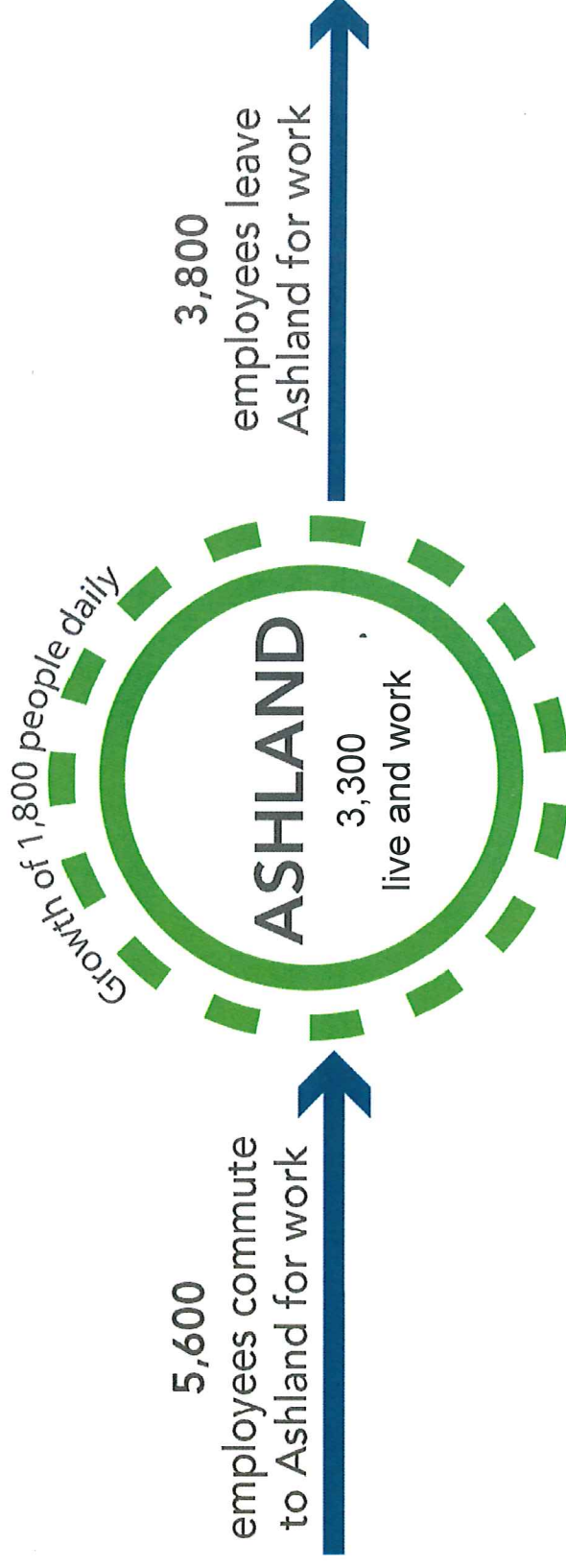
Total Nonfarm Employment

Indexed to Show Job Growth Over Time, Base Year 2005



Source: Oregon Employment Department qualityinfo.org

Commuting



Transit Ridership

ASHLAND TRANSPORTATION

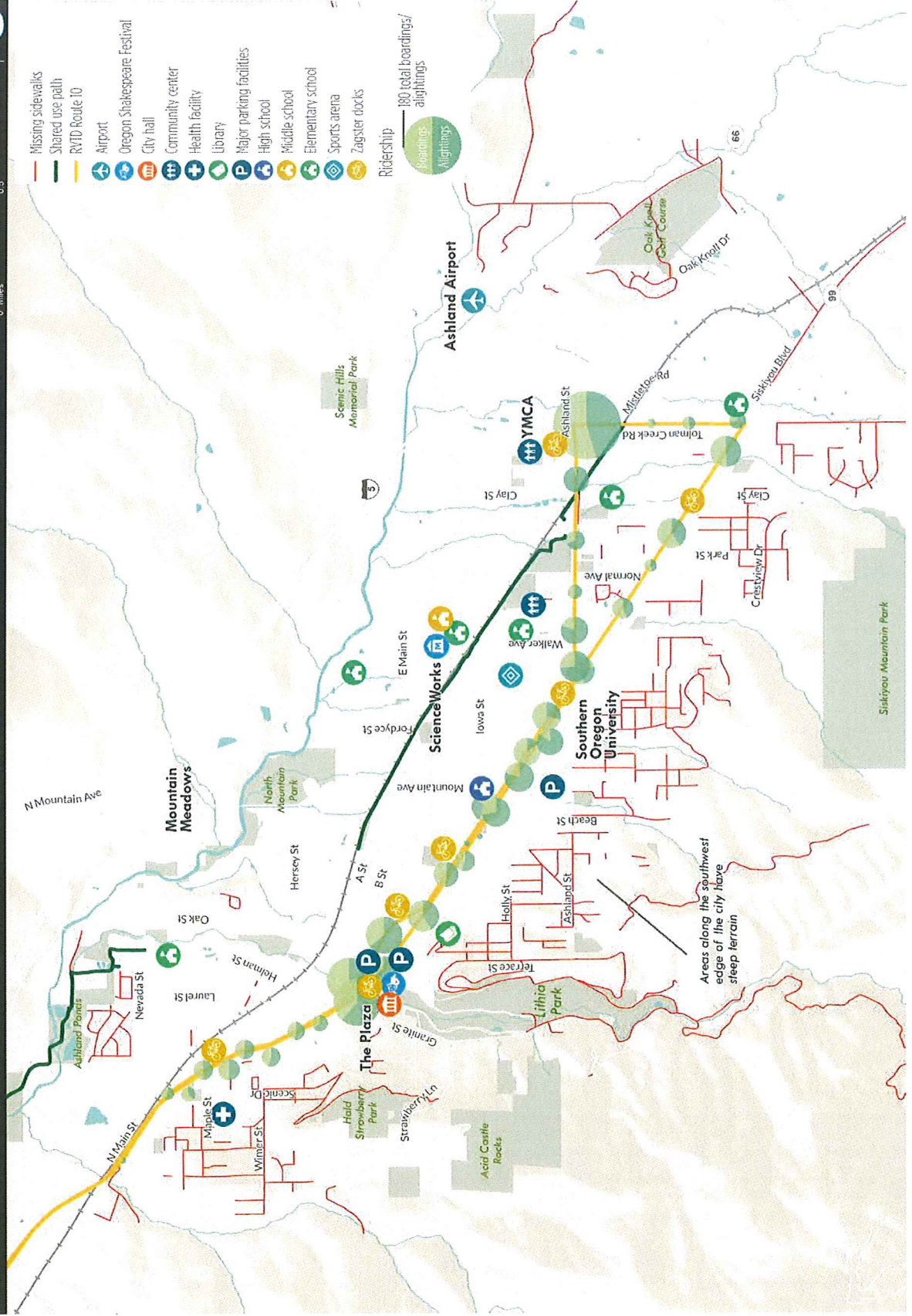
Data Sources: City of Ashland, RVRTD, Jackson County

0 0.5 Miles

- Missing sidewalks
- Shared use path
- RVRTD Route 10
- Airport
- Oregon Shakespeare Festival
- City hall
- Community center
- Health facility
- Library
- Major parking facilities
- High school
- Middle school
- Elementary school
- Sports arena
- Zagster docks

Ridership

180 total boardings/ alightings



ASHLAND PARATRANSIT ORIGINS AND DESTINATIONS



Other Transportation



Sidewalks



Parking



Rideshare and bikeshare



Ride hailing



Mobility Trends

Technology and service models

Traveler / customer information

On demand scheduling

Electronic payment systems

Purchased service and contracting



Funding Trends



Statewide Transportation Improvement Fund (HB
2017)

Regional transit revenues

Needs and Opportunities

Needs and opportunities

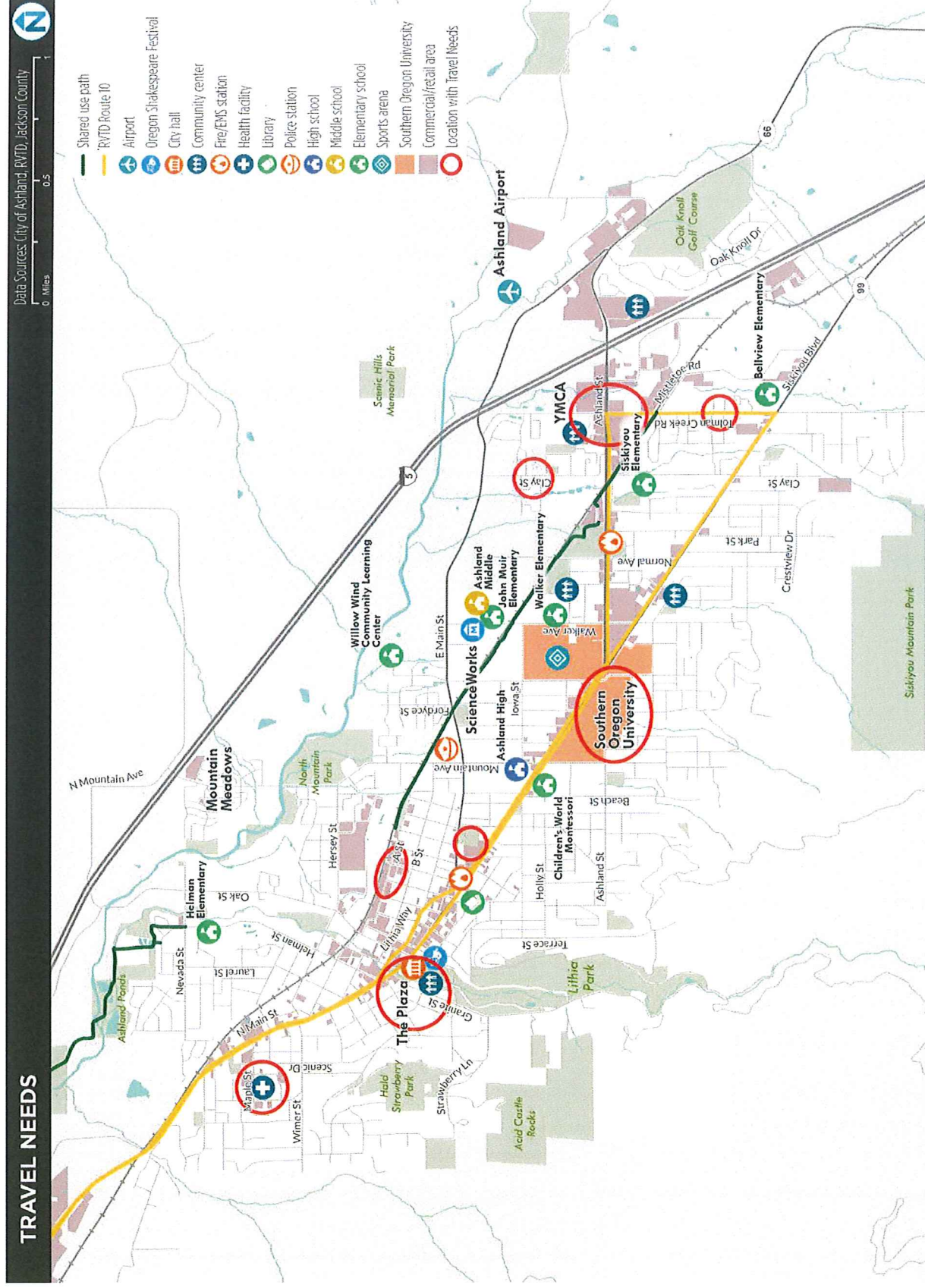
- High frequency service
 - Reliability
 - Local connections
 - Transportation options
 - Late night service (to 12 am)
 - Sunday service
 - Shorter Travel time to Medford
- Connect to Medford Airport
 - Alternatives to parking
 - Comfortable walking
 - Safety/perceived safety
 - Information
 - Low price

Needs and Opportunities

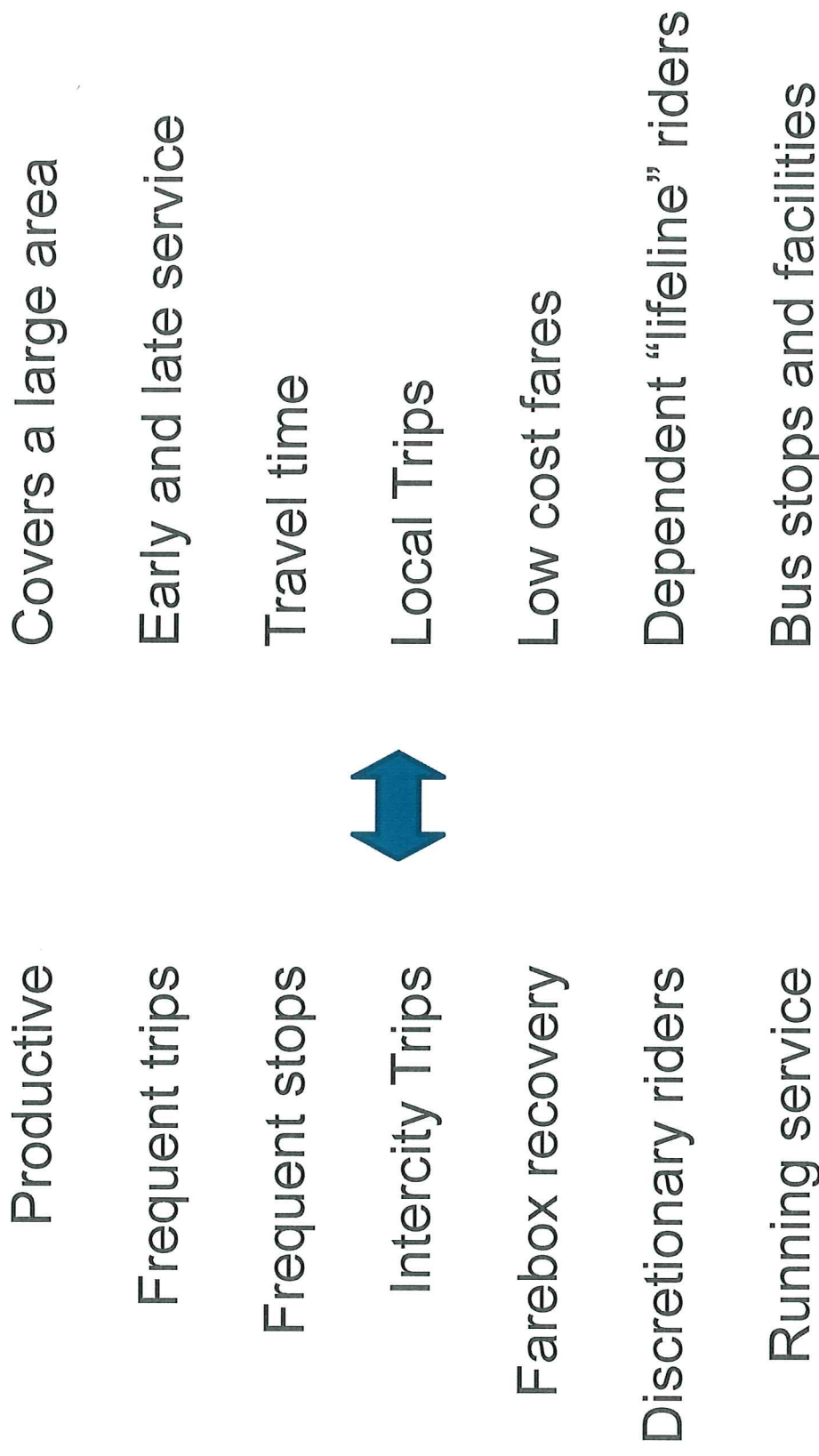
	Market Type:	Frequent users or needs				Occasional users or needs		
		Limited Car	Students	Commuters	Residents	Visitors Tourists	Businesses	
Transportation Needs & Priorities	High frequency service	●	●	○	○	●	○	
	Reliability	●	●	●	●	●	●	
	Local connections	●	●	○	●	○	○	
	Transportation options	●	●	○	○	●	●	
	Late night service (to 12 am)	○	●	○	○	●	○	
	Sunday service	●	○	○	○	○	○	
	Shorter Travel time to Medford	●	●	●	○	○	○	
	Connect to Medford Airport	○	○	○	○	●	○	
	Alternatives to parking	○	●	●	●	●	●	
	Comfortable walking	●	●	●	●	●	●	
	Safety/perceived safety	○	●	○	●	●	●	
	Information	○	○	○	○	●	○	
	Low price	●	●	●	○	○	○	

● = High priority; ○ = Medium to low priority

Needs and Opportunities - Geographic



Tradeoffs



Thank You!



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ASHLAND TRANSPORTATION EXPANSION FEASIBILITY STUDY

Technical Memorandum #1 Existing Conditions and Needs Assessment

June 2018



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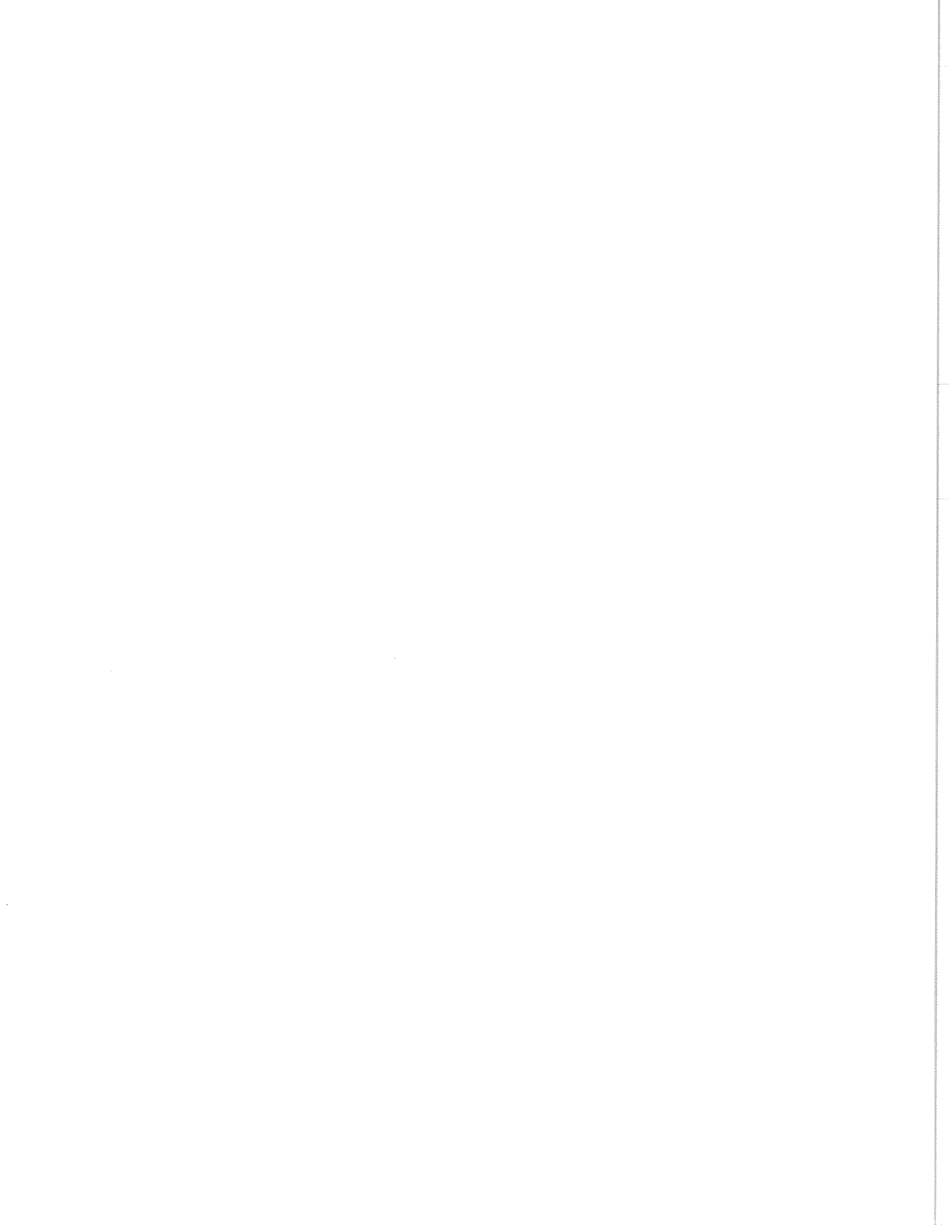
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1 EXISTING CONDITIONS AND NEEDS ASSESSMENT INTRODUCTION

The City of Ashland Public Transportation Feasibility Study will assess how public transportation can help create a transportation system to best serve residents, workers and visitors. The purpose of the Existing Conditions and Needs Assessment technical memorandum is to understand local conditions, trends, resources, and needs for people living, working or visiting in Ashland. The memorandum documents Nelson\Nygaard's findings to date on transportation services and infrastructure (Section 2), analysis of transportation markets (Section 3), information from the general public and key city partners (Section 4).

Section 5 summarizes the transportation needs and opportunities Nelson\Nygaard identified from the research and discussions. The information will form the base for the next study phase, to identify a flexible set of strategies with the potential to best serve Ashland. The needs and opportunities will lead to a clear service design and evaluation guidelines tailored to the community's top expectations for public transportation.

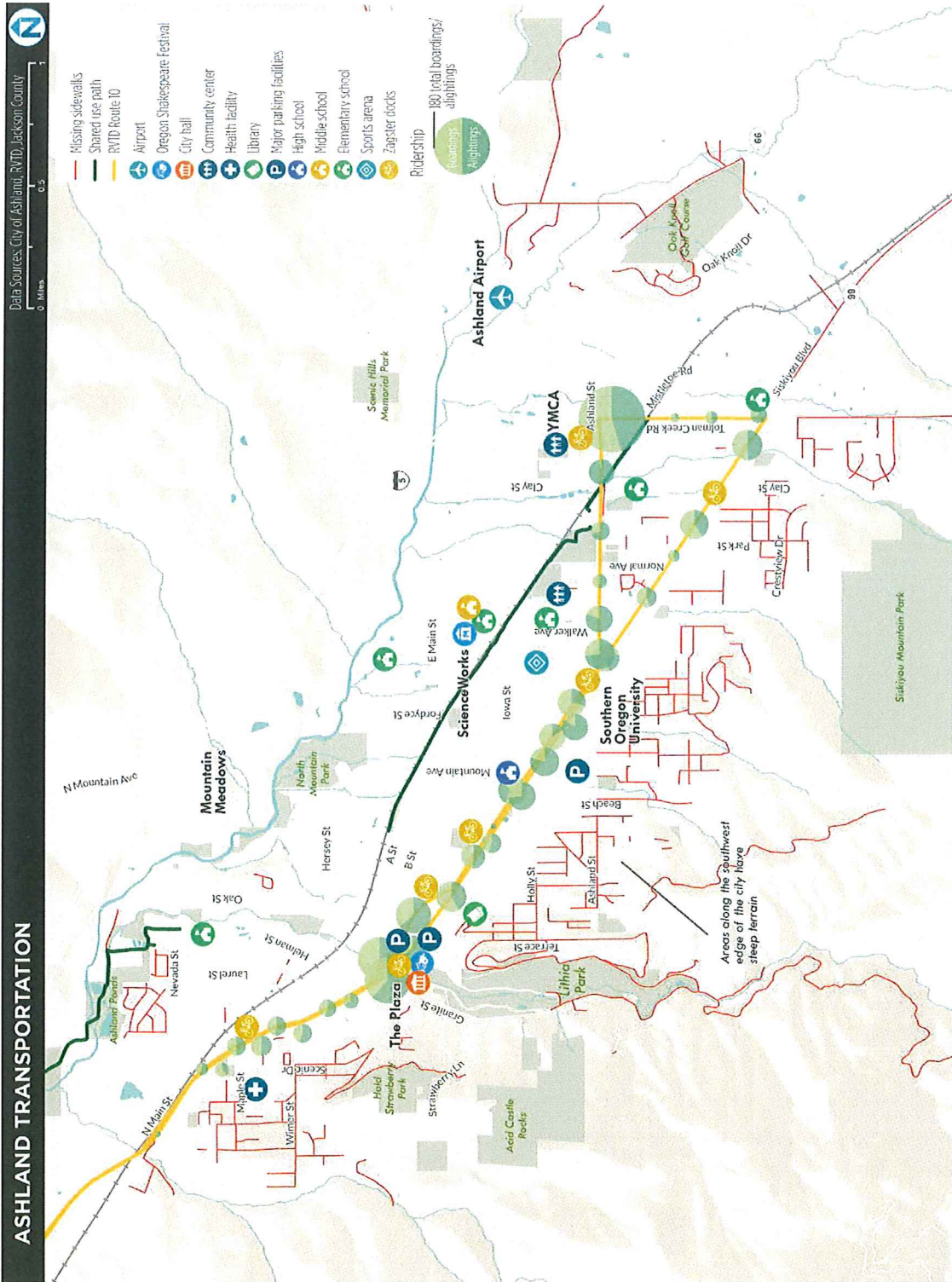


2 TRANSPORTATION SERVICES AND INFRASTRUCTURE

Residents and visitors to Ashland have many ways to get around the city and to connect with other areas of the Rogue Valley. The variety of transportation options in Ashland are identified in Figure 2-1 and on the following pages. The components of Ashland's transportation system include:

- **Transit** - RVTB provides transit service on Route 10 that connects many parts of Ashland (downtown, SOU, Ashland Street and Tolman Creek Road) and provides service to other communities in the region, including Medford, Phoenix and Talent. Route 10 is shown in Figure 2-1 as the solid yellow line.
- **Pedestrian Facilities** – Pedestrian crossings and sidewalks provide important access and connectivity for people on foot. Although Downtown, SOU and areas along Main Street and Siskiyou Boulevard have relatively good sidewalk connectivity and frequent crossings, other areas of the city lack sidewalks or safe, well-marked crossings. However, this tends to be in areas of the city that have steep terrain, lack network connectivity, are low-density, or have low-demand. Missing sidewalks are shown with a red line in Figure 2-1.
- **Bicycle Facilities** – Ashland has 30 miles of bicycle facilities, including bike lanes, shared lane markings and paths. Bike lanes are the most common facility, and 26% of the city's major roadways have them. The Bear Creek Greenway provides an off-street separated multi-use path that connects to Medford. Within Ashland, the Central Path runs parallel to the railroad between the Railroad District and Tolman Creek Road. These paths are shown with a solid green line in Figure 2-1.
- **Bike Share** – Zagster provides bike share for the Rogue Valley. Seven stations are located in Ashland, all along the city's primary roadway network. One station serves SOU, three stations are in or near downtown, and the other three serve the northern and southeastern parts of the city. These stations are shown in Figure 2-1 with a gold bicycle symbol.
- **Parking** - As a major tourism destination with a popular downtown area, parking can at times be a limited resource. Studies have shown that parking in downtown Ashland exceeds 85% occupancy. All on-street spaces are free, and most have time limits. Off-street parking tends to be underutilized in relation to the on-street parking supply. Major parking facilities are shown with a blue P symbol in Figure 2-1.

Figure 2-1 Ashland Transportation Map



PUBLIC TRANSPORTATION

Rogue Valley Transportation District (RVTD) serves Ashland with Route 10. Route 10 begins at Front Street Station in Medford and travels along Pacific Highway (Highway 99) through Phoenix, Talent, and into Ashland. Within Ashland, Route 10 provides service along Main Street through downtown, along Siskiyou Boulevard through Southern Oregon University (SOU), east along Ashland Street, south along Tolman Creek Drive, and northwest along Siskiyou Boulevard and Lithia Way, through SOU and downtown and back to Medford.

Schedule

Route 10 operates Monday through Saturday. The first bus from Medford on weekdays arrives at Ashland Plaza at approximately 5:40 AM and departs Ashland a little after 6 AM. The last bus on weekdays from Medford arrives at approximately 8:40 PM and departs shortly after 9 PM. See Figure 2-2 shows the first and last trip times in downtown Ashland. See Appendix B for the full Route 10 schedule. In April 2018, RVTD increased Route 10's Saturday frequency from every hour to every 30 minutes.

Figure 2-2 First and Last Bus in Downtown Ashland

Service Day	Direction	First Bus	Last Bus	Headway
Weekdays (Monday-Friday)	From Medford / To SOU and Tolman Creek	5:39 AM	8:39 PM	20 min (30 min early morning and evening)
	From Tolman Creek and SOU / To Medford	6:12 AM	9:12 PM	
Saturdays	From Medford / To SOU and Tolman Creek	7:39 AM	6:39 PM	30 min
	From Tolman Creek and SOU / To Medford	8:12 AM	7:12 PM	

Source: Rogue Valley Transportation District

Fares

Passengers using RVTD can pay for various trip types: single ride, day pass, 20-ride pass or 1-month pass. Each pass type has a full fare and reduced fare option. The reduced fare is available to passengers between 10 and 17 years of age, 62 years of age or older, Medicare cardholders, disabled Veterans, Valley Lift clients, and people with disabilities.

Figure 2-3 RVTD Fare Structure

Pass Type	Full Fare	Reduced Fare
Single Ride	\$2.00	\$1.00
Day Pass	\$6.00	\$6.00
20-Ride Pass	\$32.00	\$16.00
1 Month Pass	\$56.00	\$28.00
Summer Youth Pass	-	\$44.00

Source: Rogue Valley Transportation District

Ridership

In 2017, there were approximately 714 boardings and 790 alightings on Route 10 in Ashland each day. The top 10 busiest stops accounted for more than half of all transit activity in the city (see Figure 2-4). Four of the first five busiest stops are in downtown Ashland. The other six busiest stops in the top 10 serve a mix of retail/commercial areas, Southern Oregon University, Ashland High School, and residential areas along Siskiyou Boulevard. Figure 2-1 shows ridership, with circles sized proportionally to the total activity by stop. For a list of all stops and ridership in Ashland, please see Appendix C.

Figure 2-4 Top 10 Busiest Stops in Ashland (Average Daily Activity), 2017

Rank	Stop Code	Stop Name	Boardings	Alightings	Boardings and Alightings
1	10640	Tolman Creek Rd - South of Ashland St	136	113	248
2	10450	N Main St - South of Water St	46	73	119
3	10810	Lithia Way - North of Oak St	68	37	105
4	10800	Lithia Way - North of 2nd St	26	46	72
5	10470	E Main St - South of Gresham St	31	22	53
6	10690	Siskiyou Blvd - North of Bellview Ave	26	25	52
7	10530	Ashland St - East of Siskiyou Blvd	13	36	50
8	10770	Siskiyou Blvd - South of Morse St	37	12	49
9	10510	Siskiyou Blvd - South of University Wy	10	38	47
10	10710	Siskiyou Blvd - North of Faith Ave	28	19	46
Top 10 Total			420	421	841
Ashland Total			714	790	1,504

Source: Rogue Valley Transportation District

Note: Numbers may not sum to the total due to rounding.

Route 10 is RVTB's longest and busiest route, serving four communities. It accounts for approximately 41% of RVTB's fixed-route ridership. Between June 2017 and March 2018, Route 10 carried approximately 38,900 passengers each month (see Figure 2-5). Service during the summer (June through September 2017) averaged approximately 36,000 monthly boardings, whereas activity when SOU was in session (October 2017 through March 2018) averaged approximately 41,000 monthly boardings. Due to data limitations, it is not clear how much of this ridership occurred within Ashland.

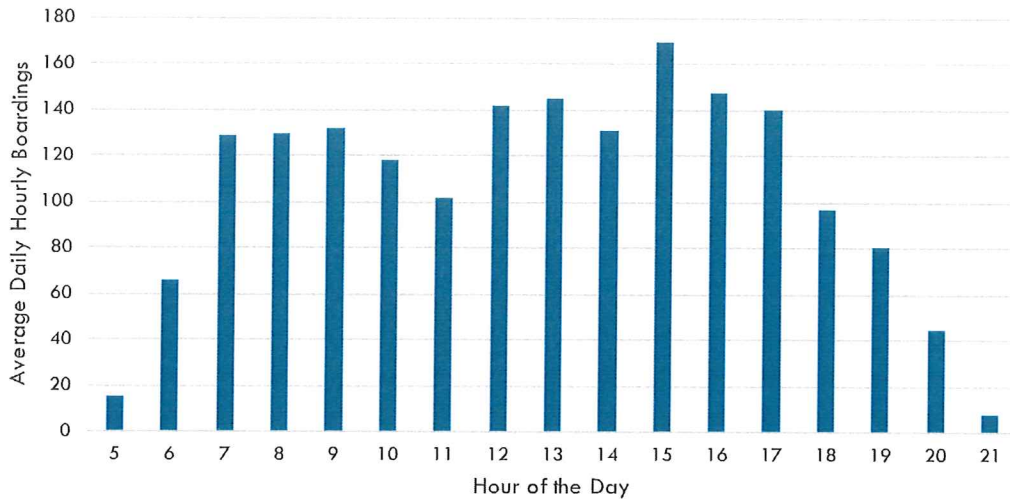
Figure 2-5 Average Monthly Fixed-Route Ridership (June 2017 through March 2018)

Route	Monthly Ridership	Percent
Route 10	38,877	41%
All other routes	56,309	59%
Total	95,186	100%

Source: Rogue Valley Transportation District

Most of Route 10's ridership occurs between 7 am and 5 pm, with a peak at 3 pm, and small dips in ridership at 10 and 11 am, and at 2 pm. Figure 2-6 shows the average hourly ridership from May 2018.

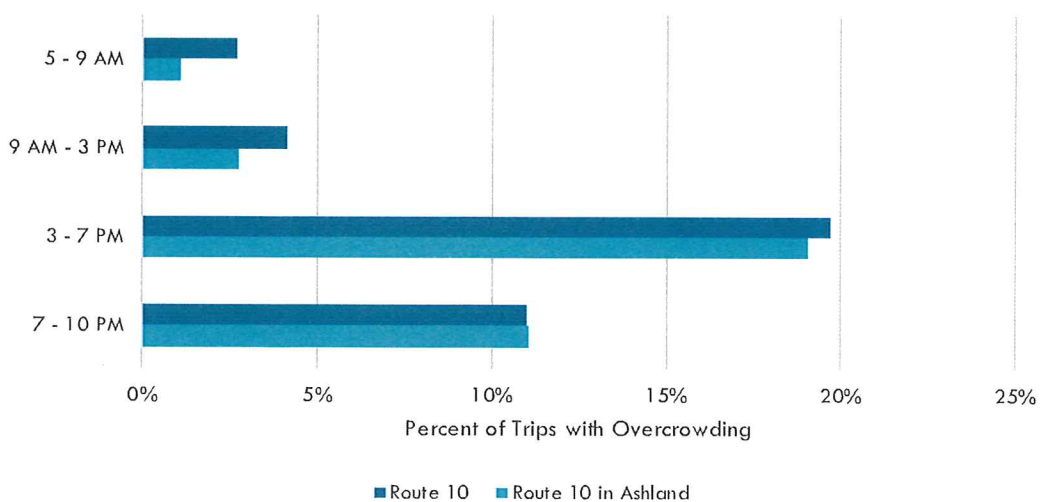
Figure 2-6 Route 10 Average Weekday Fixed-Route Boardings by Hour of the Day (May 2018)



Source: Rogue Valley Transportation District

RVTD defines crowding as when a bus has 30 or more passengers on-board at any given bus stop. In May 2018, Route 10 was considered crowded at nearly 20% of the stops between 3 and 7 pm. Crowding also occurred just over 10% of the time between 7 PM and 10 PM, and less than 5% of the daily trips before 3 PM. Compared to the entire route between Ashland and Medford, Ashland had about the same level of bus crowding on a typical day, and slightly less than crowding in Medford (see Figure 2-7).

Figure 2-7 Route 10 Trips with Overcrowding (May 2018)



Source: Rogue Valley Transportation District

Service Data

During Fiscal Year 2016-2017, RVTB operated approximately 750,000 revenue miles and 44,550 revenue hours on fixed-route services. Route 10 accounted for approximately 40% of these miles and hours (see Figure 2-8). These service levels are comparable to the percent of RVTB's ridership that Route 10 carries, indicating service on Route 10 is proportionate to its level of demand. Overall, Route 10 operates at an average of 17 miles per hour, which is similar to the operating speed on all other routes.

During weekdays, Route 10 requires six vehicles to operate, based on its 120-minute cycle time and headway of 20 minutes. During weekends, Route 10 is served by four buses.

Figure 2-8 Annual Fixed-Route Service Data, FY 2016-2017

Route	Revenue Miles			Revenue Hours		
	Weekdays	Saturdays	Annually	Weekdays	Saturdays	Annually
Route 10	295,806	14,183	309,989	17,391	834	18,225
All other routes	411,789	28,070	439,858	24,591	1,731	26,321
Total	707,595	42,253	749,847	41,981	2,565	44,546
Percent Route 10	42%	34%	41%	41%	33%	41%

Source: Rogue Valley Transportation District

Bus Stops

There are 41 bus stops within the City of Ashland, serving both directions. These stops have a variety of amenities, including shelters, lighting, seating and landing pads, as shown in Figure 2-9. Most stops have lighting and landing pads. About two-thirds of stops do not have a shelter, and half (51%) do not have seating.

Figure 2-9 Number and Percent of Bus Stops in Ashland with Amenities

Amenity	Exists	Partial	None
Shelters	14 (34%)	-	27 (66%)
Lighting	27 (66%)	12 (29%) ^[A]	2 (5%)
Seating	20 (49%)	-	21 (51%)
Landing Pad	33 (80%)	5 (12%) ^[B]	3 (7%)

Source: Rogue Valley Transportation District

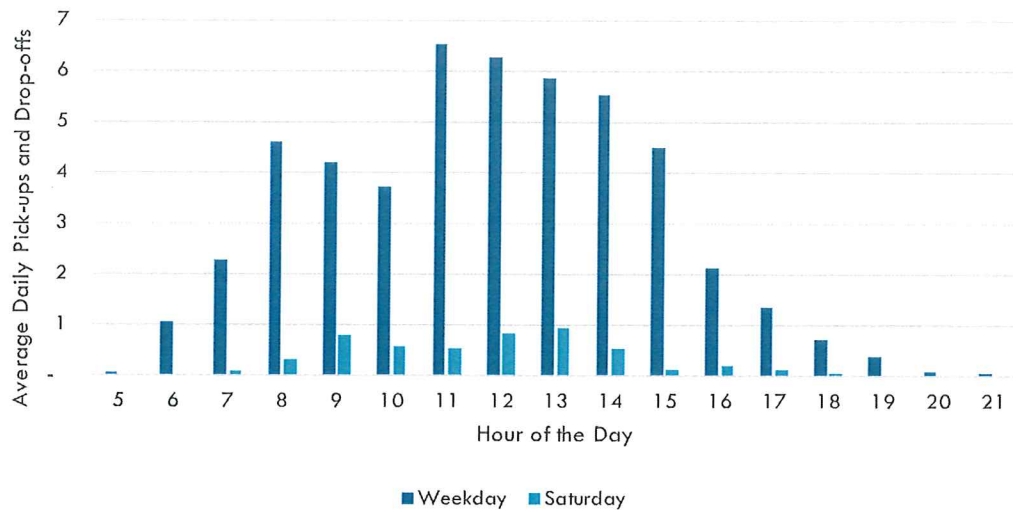
Note: [A] Partial lighting refers to stops that receive lighting from a street light or an adjacent building. [B] Partial landing pad refers to stops that have a landing pad that is smaller than the minimum ADA requirement of 5 feet by 8 feet.

Demand Response Transit

RVTB operates demand response service (also known as ADA paratransit or Valley Lift) in Ashland, consistent with federal requirements under the Americans with Disabilities Act (ADA) to provide service within three-quarters of a mile of the fixed-route service (i.e. Route 10). Between May 2017 and April 2018 in Ashland, there were about 50 pick-ups or drop-offs per weekday, on average, and five pick-ups or drop-offs each Saturday. Tuesdays and Wednesdays were the busiest days of the week, with approximately 55 pick-ups and drop-offs per day. Unlike RVTB's fixed-route system, where ridership increases throughout the day, paratransit service in Ashland peaks

at 11 am and then decreases, likely reflecting trips to access services (e.g. medical, shopping) that have daytime business hours. Paratransit service on Saturday peaks at 9 am and again at 1 pm.

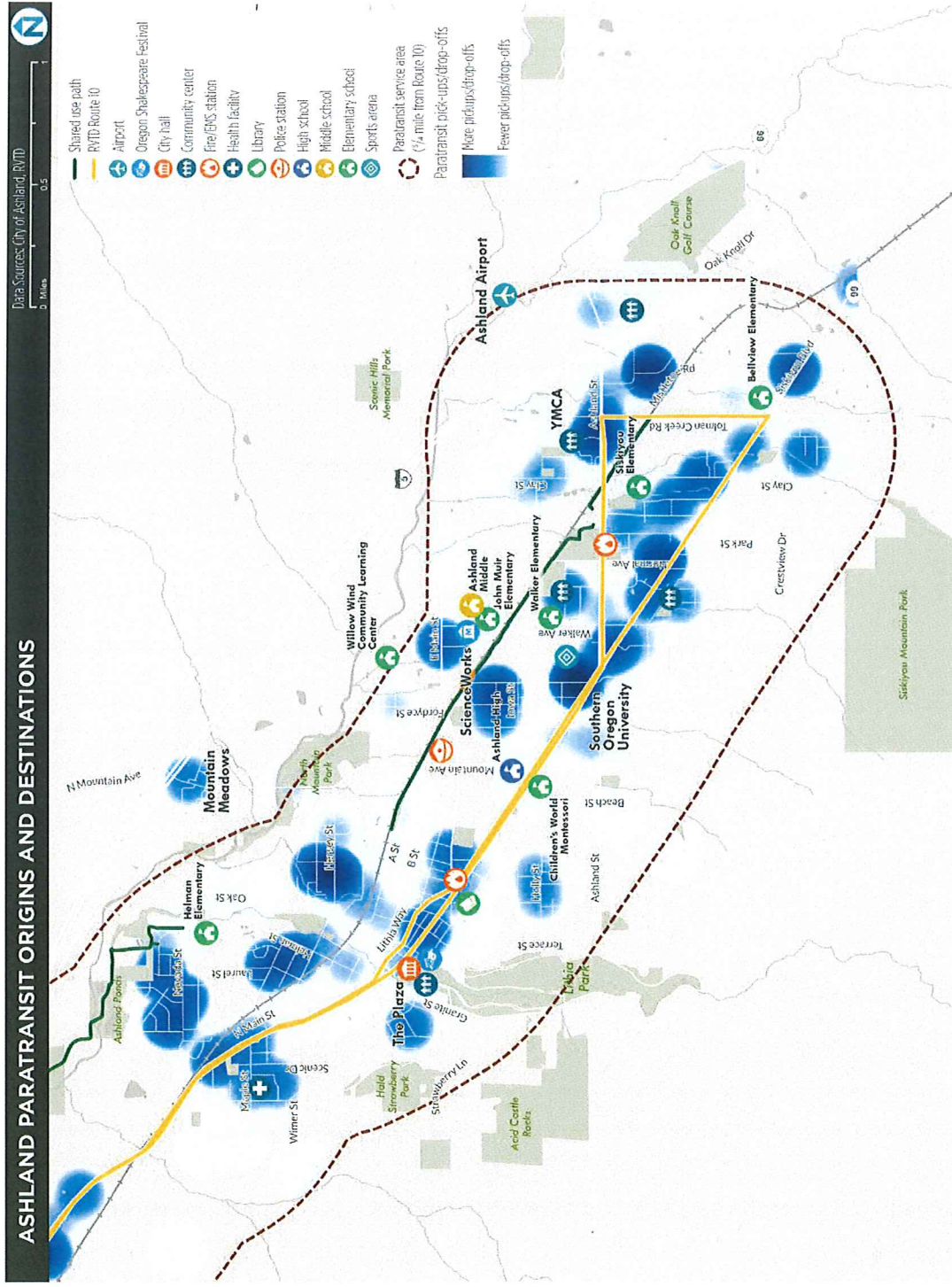
Figure 2-10 Average Daily Paratransit Pick-ups and Drop-offs in Ashland by Hour



Source: Rogue Valley Transportation District

The primary pick-up and drop-off locations in Ashland are concentrated near SOU, near Ashland Street and Tolman Creek Road, which includes the YMCA, Albertsons, Bi-Mart, Shop'n Kart, and various medical and wellness facilities. Near Hersey Street is another relatively active area. The ADA paratransit activity is summarized in a map in Figure 2-11.

Figure 2-11 Ashland ADA Paratransit Origins and Destinations



Source: Rogue Valley Transportation District

Technology and Amenities

RVTD uses OneBusAway to provide passengers with real-time information on the location of buses and the estimated time until a next bus is expected at a bus stop. The service is available on the RVTD website and via the OneBusAway mobile application.

To pay for each boarding, RVTD passengers can use a contactless card – known as TouchPass. Passengers can purchase passes online and maintain a balance, even if they lose their card. TouchPass has a mobile counterpart, known as the TouchPass Mobile App, through which passengers can purchase their fare and use as proof of fare payment upon boarding the bus.

ACTIVE TRANSPORTATION

The 2034 Ashland Transportation System Plan (TSP) was adopted in October 2012. It describes pedestrian and bike network gaps in Ashland as well as planned projects to help address those deficiencies. This section summarizes those network gaps and planned projects.

Pedestrian Facilities

Centrally located streets downtown and in surrounding residential areas are well served by pedestrian crossings and sidewalks. Figure 2-1 shows sidewalk “gaps” in red, as noted in the TSP completed in 2012. The most relevant gaps for public transportation are in residential and commercial neighborhood, such as areas south and west of Main/Siskiyou, and some blocks within the Transit Triangle area. These gaps will be important to resolve in concert with any transportation service strategies in these areas.

The density of signalized or marked crosswalks ranges from 2.5 crossings per mile along avenues (one every 0.4 miles or 4 minutes walking distance to the closest crossing) to 2.9 crossings per mile along boulevards (one every 0.35 miles or 3-4 minutes walking distance). Crossings per mile decreases further away from downtown. A study of Ashland crosswalks conducted in 2009 counted pedestrian and traffic volumes during the afternoon weekday peak (3:15 – 4:15 PM) at 31 intersections. Five signalized intersections observed the highest vehicular/pedestrian conflicts: OR 99 (NB)/Oak Street; OR 99 (SB)/Oak Street; OR 99/Wimer Street/Hersey Street; Walker Avenue/Iowa Street; and South Mountain Avenue/Iowa Street.

Figure 2-12 Marked Crosswalk on Main St in Downtown Ashland



Pedestrian crossing at Main Street and 1st Street.

Source: Nelson\Nygaard

Figure 2-13 identifies the sidewalk network coverage throughout Ashland. About one quarter (26%) of streets have sidewalks on both sides of the street. Over half (54%) of the major street network (i.e., neighborhood collectors, avenues and boulevards) do not have sidewalks. Similar to pedestrian crossings, sidewalk coverage decreases further away from downtown. Several residential developments located on the periphery of the city have constructed sidewalks on both sides of all streets. There is also about 6.8 miles of off-street multi-use path within the City.

In addition to crossings and sidewalks, terrain can also impact pedestrian facilities. The topography throughout the southwestern portions of the City can make walking more challenging, particularly for older adults or people with disabilities. Where walking is challenging, people are less likely to use public transportation.

Figure 2-13 Sidewalk Inventory

Sidewalk Presence	Neighborhood Collectors		Avenues		Boulevards		Total	
	Miles	%	Miles	%	Miles	%	Miles	%
Both Sides	0.6	13%	6.6	24%	5.1	34%	12.3	26%
One Side	1.4	30%	6.4	24%	1.5	10%	9.3	20%
No Sidewalk	2.7	57%	14.0	52%	8.6	56%	25.3	54%
Total	4.7	100%	27.0	100%	15.2	100%	46.9	100%

Source: Ashland 2034 Transportation System Plan (2012)

Planned sidewalk projects are important to consider in understanding potential transit routes and services, as that is the primary way to reach a bus stop. The fiscally constrained plan in the TSP

describes 39 pedestrian related projects over the next 25 years to improve connections throughout the city. Projects located on designated Safe Routes to School, streets with higher traffic volumes and speed, and adjacent to land use destinations are high priority. One project is to create a TravelSmart Education Program to inform and encourage walking and biking in Ashland.

Bike Facilities

Ashland has just over 30 miles of different types of bike facilities, which includes on-street facilities, such as shared roadways, shoulder bikeways, and bike lanes and off-street facilities, such as multi-use paths and greenways. Bike lanes are the most prevalent bike facility in Ashland. Figure 2-14 shows the bike facility coverage along all major roadways (i.e., neighborhood collectors, avenues, and boulevards) in Ashland.

Figure 2-14 Bike Facility Inventory

Facility Type	Miles	Percent
Bike lanes	12.70	42%
Shared roadway/signed shared roadway	8.30	28%
Multi-use path	4.06	14%
Greenway Trails	2.89	10%
Shoulder bikeway	2.10	7%
Total	30.05	100%

Source: Ashland Transportation System Plan

The City's planned bicycle facility projects included 24 projects over the next 25 years. One project will aim to encourage biking and retrofit the bike program by establishing funds and processes for installing off-street bicycle racks at existing business and establishments.

PARKING

The Ashland Downtown Parking Management & Circulation plan indicates that parking demand in downtown Ashland exceeds 85%, particularly during summer peak periods. The Plan provides 20 strategies to address the parking needs in downtown Ashland.

The on-street supply also includes motorcycle parking, parking for persons with disabilities, loading zones, and 1-hour parking in front of the library. Two commercial bus loading/unloading spaces are available along Pioneer Street between Lithia Way and Main Street as well as two commercial bus parking spaces along Lithia Way before Pioneer Street, and one commercial bus parking space along Pioneer Street between B Street and Lithia Way for after 5:30 pm.

The off-street parking supply, listed in Figure 2-15, includes five lots and one garage. There is no charge to park in any of the lots, though three of them have time limits of two or four hours. The garage on Hargadine Street costs \$2 for parking between 6am and 6pm and \$2 per hour between 6pm and 12am with a \$10 maximum. The City also offers monthly daytime parking passes for this garage, valid Monday through Saturday from 6am to 6pm, at \$30 per month.

Figure 2-15 Off-Street Parking Supply

Lot/Garage Name	Time Limit or Cost	# of Spaces
Water Street/B Street Lot	None	48
Winburn Way/ Nutley Street Lot	None	23
Second Street near Hargadine Street	2 hours, Free	24
Lithia Way/Pioneer Street	4 hours, Free	64 (2 vehicle chargers)
Lithia Way/Second Street	4 hours, Free	24
Hargadine Street Garage	<ul style="list-style-type: none"> ▪ \$2 between 6 am and 6pm ▪ \$2/hour 6 pm-12 am, \$10 maximum 	142

Source: City of Ashland

In 2014 the City of Ashland administered three surveys to gather input from the public on parking needs and to engage residents, employees, and visitors in the development of the downtown parking management plan. Key takeaways from these surveys included:

- Peak periods will continue to present a challenge. Parking access and availability is limited during the Oregon Shakespeare Festival and peak tourist season. Several downtown business owners indicated that the lack of available parking during peak periods has negative impacts on their business.
- Focus incremental, short-term strategies that are low-cost, low-effort, and non-controversial, such as wayfinding, signage, education, and outreach strategies.
- There is interest in satellite parking areas with a bus shuttle or trolley service.
- Transportation/parking demand management strategies have potential benefits for Ashland residents.
- Multi-modal infrastructure improvements should be focused on downtown bicycle facilities, which currently seem inadequate.
- Regulatory, enforcement, and pricing strategies will be controversial and could deter people from visiting downtown.
- Many downtown employees use valuable on-street parking.

TDM SERVICES

Rideshare

People in Ashland are able to find a carpool or vanpool through Oregon's rideshare matching and trip logging service, *Drive Less. Connect.* (DLC). The Oregon Department of Transportation (ODOT) provides the statewide tool and RVTB administers the tool for the region. The Rogue Valley Transportation District is responsible for promoting and supporting carpools and vanpools in the Medford and Rogue Valley area. The DLC site allows people to set up and manage their own carpool or vanpool, or join an existing one. By logging trips made by non-drive alone modes, such as carpooling, walking, taking public transit, or biking, users can also see their savings in dollars, carbon dioxide emissions, fuel, and non-single occupancy vehicle miles.

Southern Oregon University (SOU) students can access the Raider Rideshare network,¹ which is a carpooling network for SOU students. This network is also available through DLC. SOU students also have access to two ZipCars which are parked on SOU's campus.

Bike Share

Bike share complements transit, and is often seen as an extension of the transit system itself, allowing users to easily and inexpensively complete the first or last mile of their trip. The Rogue Bike Share program has eight stations, seven of which are throughout Ashland. Program partners and funders include the Rogue Valley Council of Governments, RVTB, ODOT, Southern Oregon University, and the City of Ashland.

People register with the bikeshare company Zagster, and reserve bikes on smartphones through their mobile application. The rates are pay-as-you-go, at \$3.00 per hour. Riders can also purchase an annual membership for \$25. Annual membership holders have up to two hours free, and then pay \$3.00 for every additional hour. Students, faculty and staff of Southern Oregon University or Rogue Community College can obtain a discounted annual membership for \$15. Recipients of the Supplemental Nutrition Assistance Program (SNAP), Temporary Assistance for Needy Families (TANF), Medicaid, or are enrolled in the Jobs Opportunity and Basic Skills (JOBS) program, are eligible to receive a free annual membership with extended free hours by contacting the DHS Self Sufficiency Office.

Figure 2-16 Rogue Bike Share Station at Ashland Plaza



Rogue Bike Share station, Ashland Plaza.

Source: Nelson\Nygaard

¹ See more information at <https://inside.sou.edu/crc/rideshare.html>, accessed April 2018.

Between March 1 and April 30, 2018, 430 trips were made on Rogue Bike Share, or approximately seven trips per day. The busiest four stations accounted for approximately 83% of the trips (see Figure 2-17).

Figure 2-17 Rogue Bike Share Usage Data (March/April 2018)

Station	Number of Trips Starts and Ends	Percent
Southern Oregon University	316	37%
Ashland Plaza	152	18%
Siskiyou Blvd & Glendale Ave	127	15%
Growler Guys (Lithia Way between 2nd and 3rd Streets)	119	14%
Safeway (Siskiyou Blvd & Sherman St)	89	10%
Ashland YMCA	40	5%
North Main & Maple St	13	2%
Front Street Station (Medford)	4	<1%
Total	860	100%

Source: Rogue Valley Council of Governments

Pass Programs

RVTD provides two types of bus pass programs to employers and schools: the U-Pass and the Fare Share.

The **U-Pass program** allows employers to purchase monthly bus passes (normally \$56 per month) for employees at a discounted rate of \$3.85 per month. Schools that participate can purchase monthly passes for \$1.95 per month. To qualify for the program, employers and schools must have 10 employees or students at minimum participate.

The **Fare Share program** allows employers and schools to share the cost of transit access with their employees or students. For \$0.45 per person per month, companies and schools can provide access to reduced monthly passes for employees at \$10 per month and students at \$5 per month. To qualify for the program, employers and schools must have 100 employees or students at minimum participate.

RIDE HAILING

Transportation Network Companies (TNCs) provide on-demand transportation to members of the public by connecting personal vehicle drivers with passengers via a smartphone mobile application. Within the mobile app, passengers can request a ride, pay for their trip, and rate their driver. Some companies offer “ridesplitting” to allow customers to split the cost of a shared ride. Lyft and Uber are two TNCs that dominate the market. As of April 2018, Uber can drop people off in Ashland, but pick-ups are not allowed. The City is developing an ordinance to regulate TNCs in the city.

3 TRANSPORTATION MARKETS

This section provides a better understanding of the transit ridership markets (i.e., where people are traveling to and from) in Ashland. The following analysis shows geographic distributions of population and employment as well as historic trends of transit dependent populations (i.e., older adults, low income, zero vehicle household, youth, and students). Tables and maps in this section use data from Portland State University population estimates and projections, the 2010 U.S. Census, and the 2016 American Community Survey.

POPULATION

Population growth rates and density are important indicators for developing public transportation services. Growth rates help communities identify trends in transportation demand while population density can suggest which neighborhoods or destinations are important to serve. As shown in Figure 3-1, the Ashland population increased at a slower rate than Medford, Jackson County, and the State between 2010 and 2017.

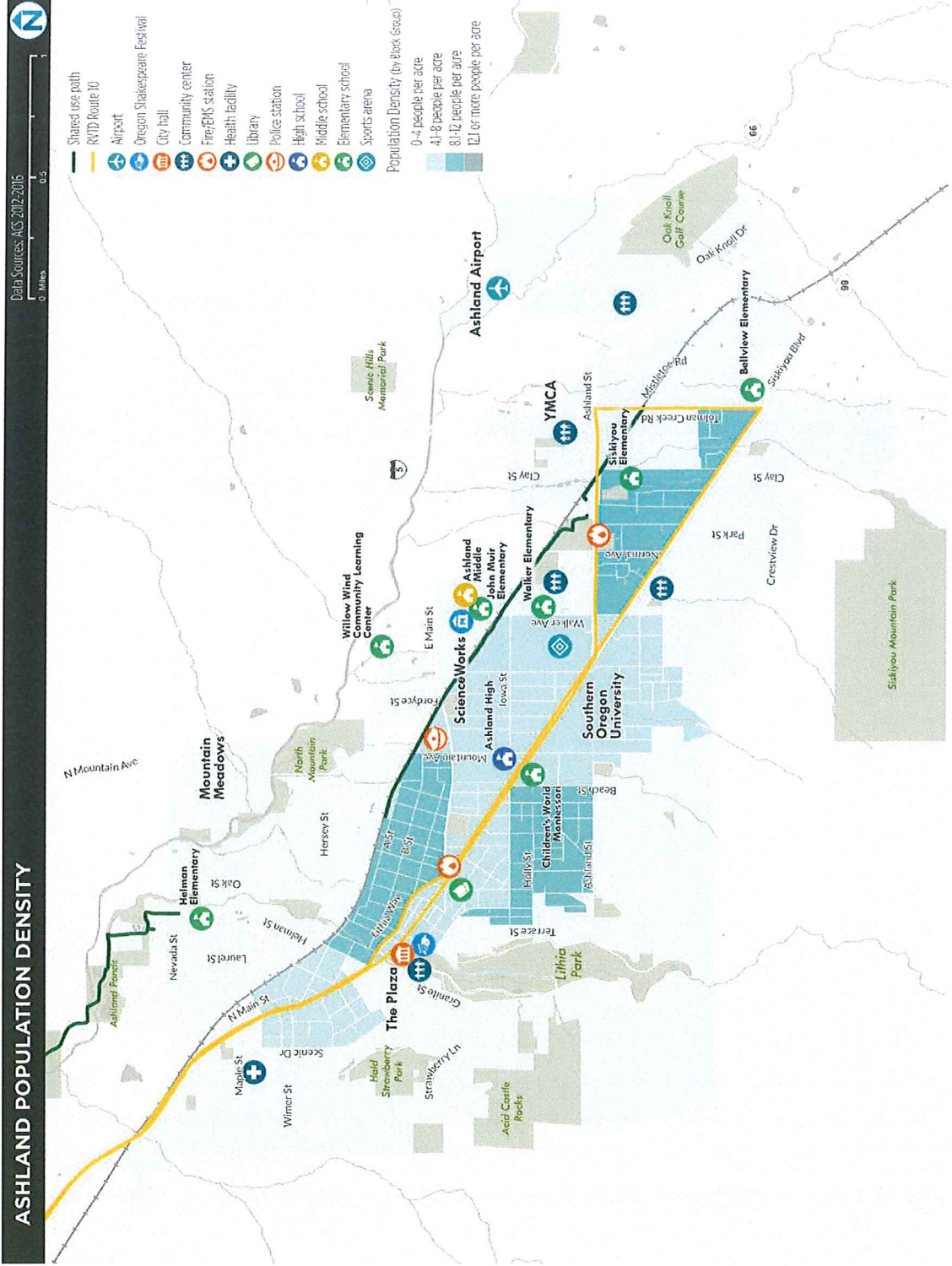
Figure 3-1 Historic Population Trends

Geography	2010	2017	Percent Change
Ashland	20,095	20,700	3%
Medford	74,980	79,590	6%
Jackson County	203,340	216,900	7%
Oregon	3,837,300	4,141,100	8%

Source: Portland State University Annual Population Estimates and Reports 2010 and 2017

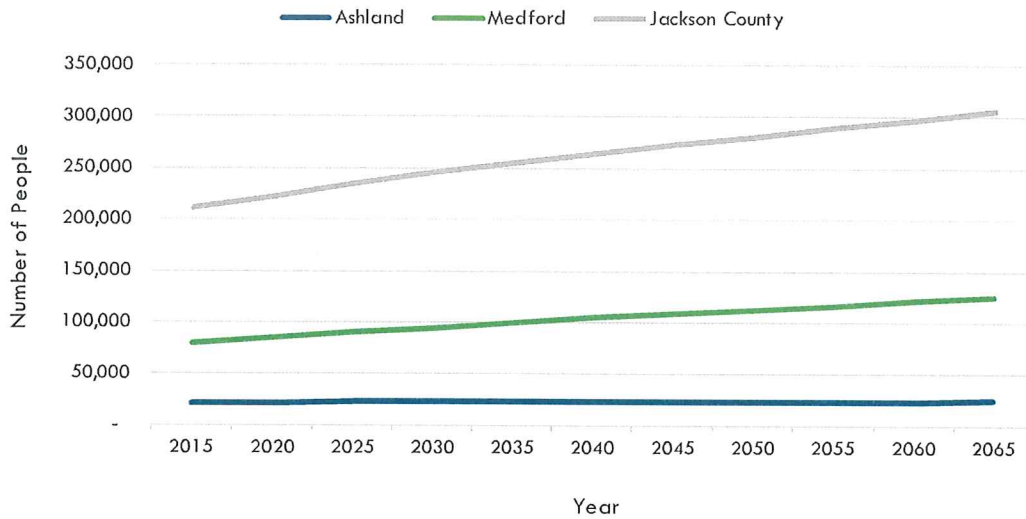
Figure 3-2 shows the population density in Ashland. The densest parts of the city are adjacent to Siskiyou Boulevard and are well served by bus transit. Much of the city, particularly on the city outskirts, has a lower density of zero to four people per acre.

Figure 3-2 Population Density



According to Portland State University's Population Forecast Program, Ashland's population is expected to increase slightly to 24,100 by 2065—a 17% increase from the 2017 population. Unlike Ashland, the populations in Jackson County and Medford are expected to increase more rapidly over the next 50 years.

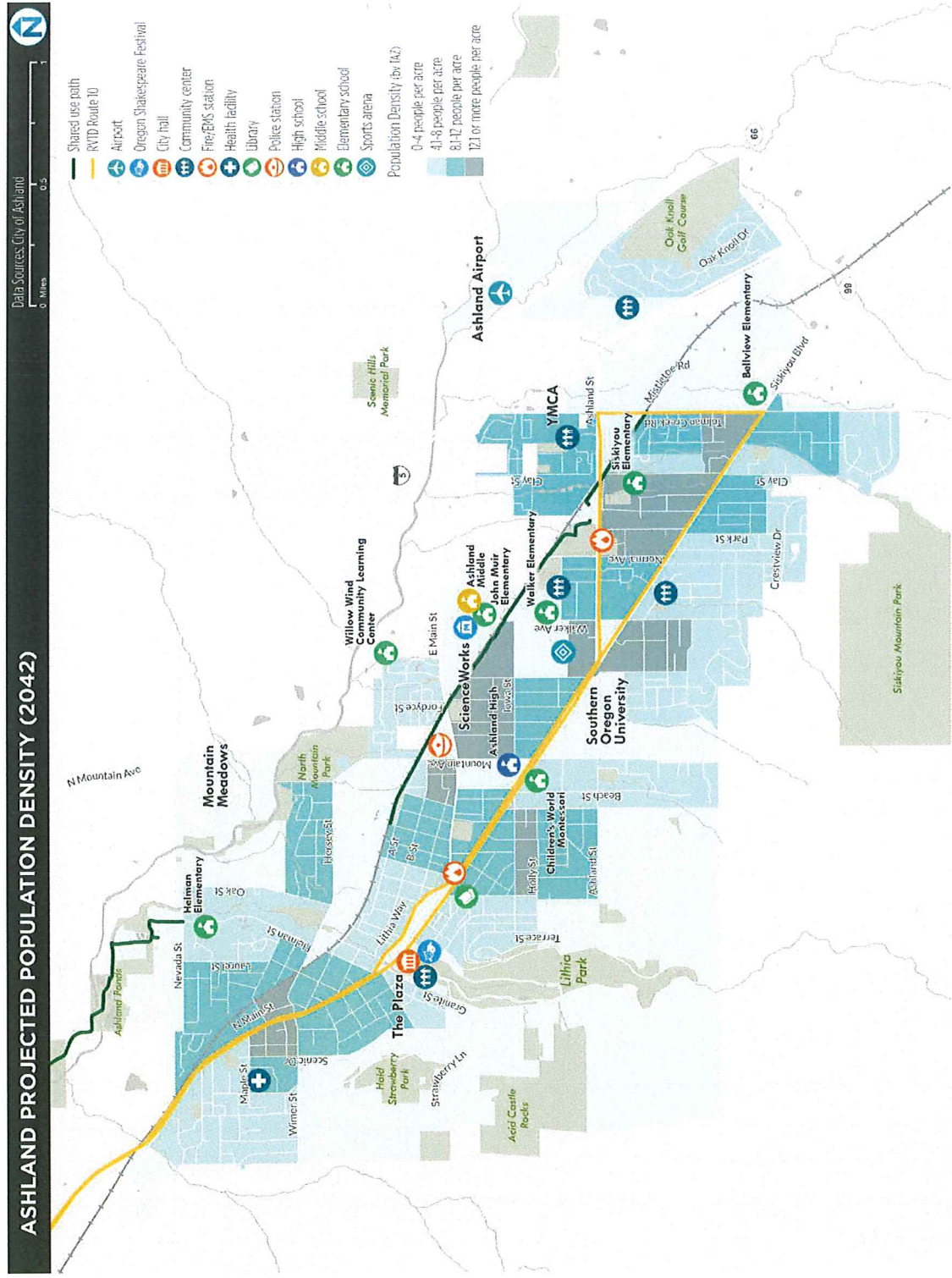
Figure 3-3 Population Projections



Source: Portland State University Population Forecast Program

Figure 3-4 shows the projected population density in Ashland by 2042. Population density in the south and north of the city is expected to increase but some parts of the city are expected to have a decline (e.g. along Lithia Way and near Southern Oregon University). Most of the denser parts of the city are adjacent to transit with the exception of the area around Oak Knoll Golf Course and north of Hersey Street. However the densities in these areas will continue to be lower than areas of the city that are currently served by transit.

Figure 3-4 Projected Population Density, 2042



EMPLOYMENT

Employment in Ashland increased at a slightly faster rate than the county. As shown in Figure 3-5, the number of employed Ashland residents increased 2% since 2010 while the number of employed residents in the county increased 1%. Some of the major employers in Ashland include Southern Oregon University, The City of Ashland,² Asante Ashland Community Hospital, and the Oregon Shakespeare Festival.³

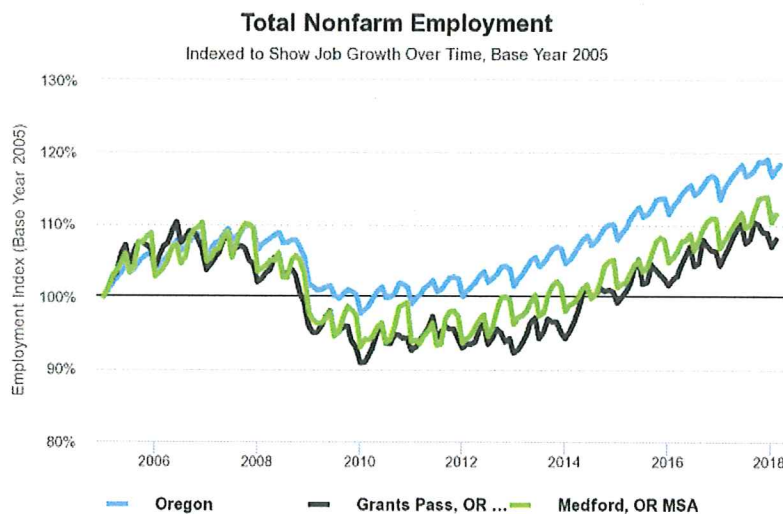
Figure 3-5 Employment Trends

Geography	2010	2016	Percent Change
Ashland	9,470	9,640	2%
Jackson County	89,410	90,180	1%

Source: American Community Survey 5- Year estimates 2010 and 2016

Historic employment trends in Oregon, Grants Pass metropolitan statistical area (MSA), and Medford MSA (which includes Ashland) show similar patterns in Figure 3-6. The fluctuations in the number of jobs indicates that there may be several non-farm related seasonal jobs throughout the state. Between 2012 and 2018, all three geographies have shown a similar upward trend.

Figure 3-6 Employment Growth in Oregon, Medford, and Grants Pass



Source Oregon Employment Department QualityInfo.org

Figure 3-7 and Figure 3-8 show employment density in Ashland in 2016 and 2042 respectively. Between 2016 and 2042 Ashland is expected to experience an increase in employment density in areas adjacent to transit, such as southeast Ashland, near Southern Oregon University, near downtown, and at Asante Ashland Community Hospital.

² Jared Hokanson, "Southern Oregon's Top Employers," Active Rain, June 2, 2010, <http://www.ashlandchamber.com/Page.asp?NavID=1234>.

³ "Ashland's Economy," Ashland Chamber of Commerce, 2018, <http://activerain.com/blogview/1675528/southern-oregon-s-top-employers>.

Figure 3-7 Employment Density

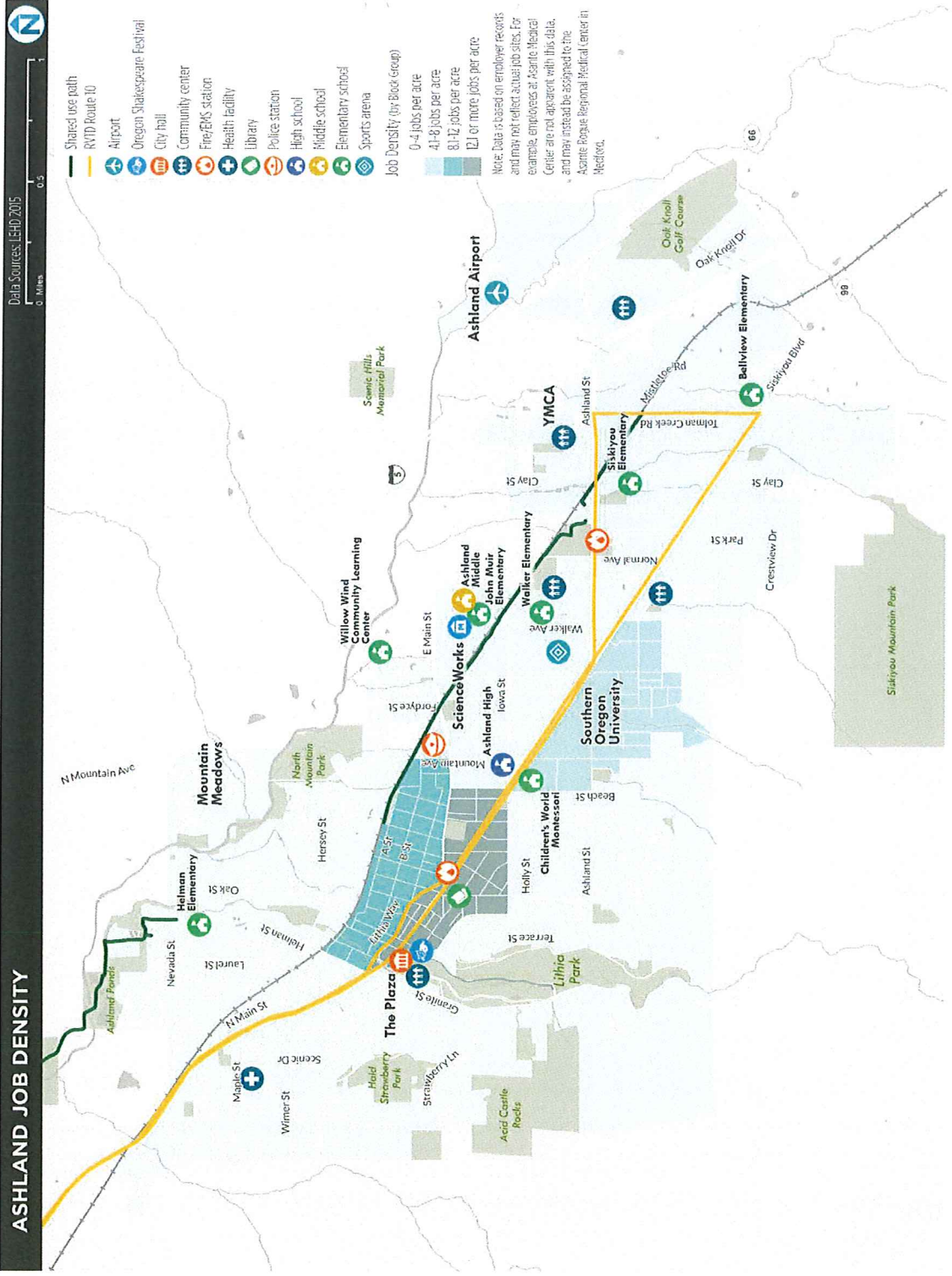
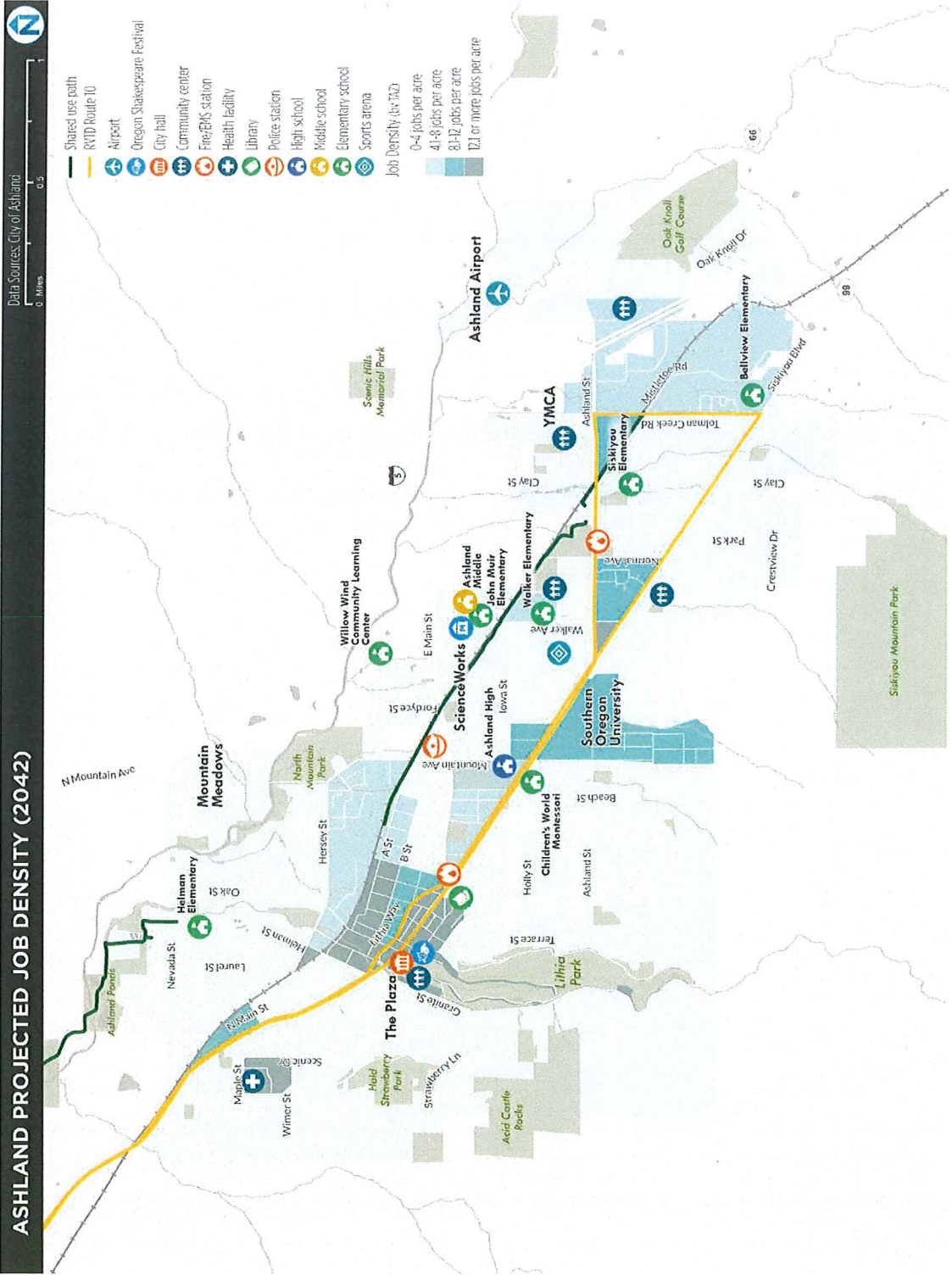


Figure 3-8 Projected Employment Density, 2042



TRANSIT DEPENDENT POPULATIONS

In addition to population and employment densities, other demographic groups are more likely to use public transportation, including older adults (65 years or older), low income households, zero vehicle households, youth (18 to 24 years old), and students. Public transportation can be a critical resource for people with limited mobility to maintain independence by getting them where they need to go affordably, efficiently, and safely.

Older Adults

For this analysis, older adults are defined as people age 65 and older. Older adults are less likely to drive because of physical restrictions, limited incomes, or other reasons. The proportion of older adults in Ashland and Jackson County was the same in 2010. Between 2010 and 2016, the older adult population in Ashland increased by 27%—nearly 1,000 people. Older adults in Jackson County also increased but at a slower rate than Ashland.

Figure 3-9 Older Adults (65 years and older)

Geography	2010		2016		Percent Change 2010-2016
	#	% of Total Pop	#	% of Total Pop	
Ashland	3,530	18%	4,490	21%	27%
Jackson County	35,830	18%	42,580	20%	19%

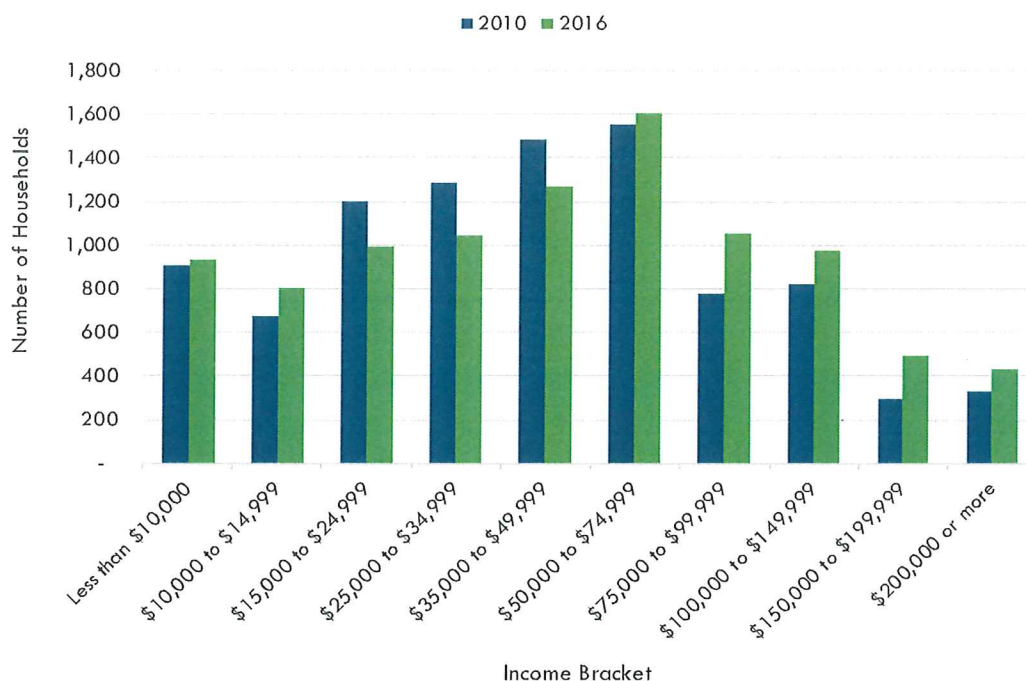
Source: U.S. Census, 2010 and American Community Survey, 2016

Low Income

People who earn a lower income may be less likely to afford their own car and more likely to use public transportation. Overall, household incomes in Ashland have been trending upward. Figure 3-10 shows household income trends for the City of Ashland between 2010 and 2016. In 2010, at least 44% of households had an income below the median income of \$40,140. The median income increased to \$47,314 in 2016. At least 39% of households had an income below the 2016 median. In both 2010 and 2016, most households had an income between \$50,000 and \$74,000.

Between 2010 and 2016, the number of households with incomes in lower income brackets (\$15,000–\$24,999, \$25,000–\$34,999, and \$35,000–\$49,999) decreased while the number of households with incomes in some of the higher income brackets (\$75,000–\$99,999, \$100,000–\$149,999, and \$150,000–\$199,999). Of the 10 income brackets shown in Figure 3-10, the total number of people in the five lowest brackets has decreased by 9% and the total number of people in the five highest income brackets has increased by 21%.

Figure 3-10 Household Income Trends in Ashland



Source: American Community Survey 5- Year estimates 2010 and 2016

Zero Vehicle Households

People who do not regularly have access to a vehicle at home have greater mobility restrictions than if a vehicle is always available. As shown in Figure 3-11, Ashland and Jackson County both have a small proportion of zero vehicle households but the number of households without a vehicle has been increasing since 2010. The proportion of zero vehicle households in Ashland (8%) is slightly higher than the proportion in Jackson County (7%). Between 2010 and 2016, the number of zero vehicle households in both Ashland and Jackson County has increased by one percentage point. It is unclear if the increase is due to financial circumstances, personal lifestyle choices, or other factors.

Figure 3-11 Zero Vehicle Households

Geography	2010		2016		Percent Change 2010-2016
	#	% of Total HH	#	% of Total HH	
Ashland	680	7%	790	8%	16%
Jackson County	4,930	6%	5,610	7%	14%

Source: American Community Survey 5- Year estimates 2010 and 2016

Youth

For this analysis, youth is defined as people ages 15 to 24. Youth may not have a license to drive or may not be able to afford their own car. Figure 3-12 shows historic trends of the youth population

in Ashland and Jackson County. In 2010, youth made up a larger proportion of Ashland's population—almost 20%—than Jackson County. The number of youth has declined in both Ashland and Jackson County between 2010 and 2016, but Ashland had a faster rate of decline.

Figure 3-12 Youth (15 to 24 years)

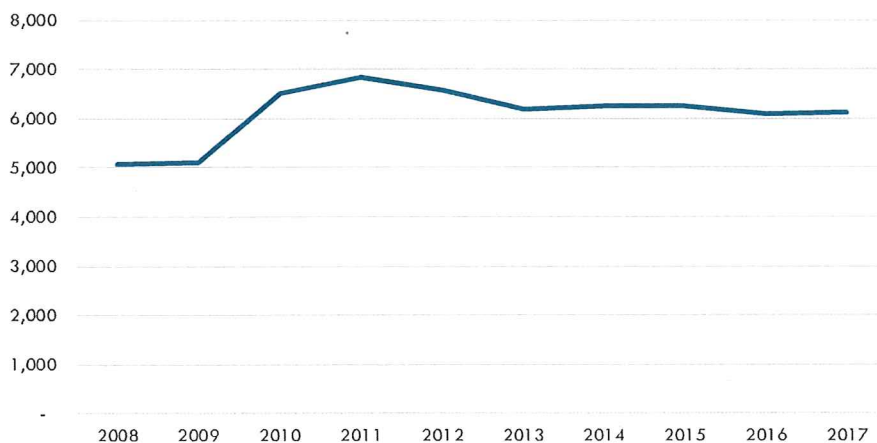
Geography	2010		2016		Percent Change 2010-2016
	#	% of Total Pop	#	% of Total Pop	
Ashland	3,800	19%	3,360	16%	-12%
Jackson County	25,430	13%	24,900	12%	-2%

Source: U.S. Census, 2010 and American Community Survey, 2016

Students

Southern Oregon University (SOU) is a public institution that specializes in liberal arts. The university primarily attracts students from Oregon, but enrollment does include students from other states as well as other counties. Figure 3-13 shows SOU enrollment trends from 2008 to 2017. Enrollment increased most between 2009 and 2010, increasing by over 1,400 students (28%). Between 2011 and 2013, enrollment decreased by 10% but has remained fairly even through 2017.

Figure 3-13 Southern Oregon University Enrollment Trends



Source: Southern Oregon University; <https://inside.sou.edu/ir/enrollments.html>

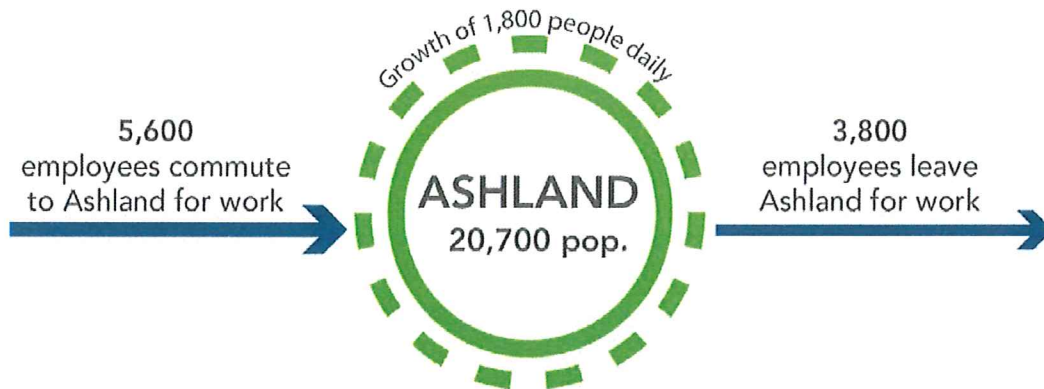
TRAVEL FLOWS

The U.S. Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) On the Map tool allows users to access employer and household information, such as where workers live and where workers work. This data highlights common commute patterns and can help anticipate travel needs to and from the city.

Approximately 8,900 workers were employed within Ashland in 2015, of which 5,600 (63%) of these workers travel in from surrounding cities, primarily Medford, Talent, Phoenix, and Central Point. Nearly 7,100 people living in Ashland were employed, of which 3,800 (53%) travel to surrounding cities for work, primarily Medford, Grants Pass, Central Point, Portland, and

Eugene. Approximately, 3,330 people both live and work in Ashland. As shown in Figure 3-14, these commute patterns increase the Ashland population by 1,800 people each day.

Figure 3-14 Ashland Commute Patterns, 2015



Source: Longitudinal Employer-Household Dynamics (LEHD), 2015; Portland State University Annual Population Estimates and Reports 2017

The work trip patterns also show that people working in Ashland that live elsewhere tend to have lower incomes, on average, than people that live in Ashland and work elsewhere. Figure 3-15 shows the commute types by three income categories providing a general picture of travel markets.

Figure 3-15 Income Categories by Commute Type, 2015



Figure 3-16 shows how these travel flow trends have changed between 2005 and 2015. Overall, more people are commuting to and from Ashland for work and fewer people are employed and living in the city. The number of workers commuting into Ashland for work increased by 25%. The number of worker living in Ashland and commuting elsewhere for work increased by 6%. Workers employed and living in Ashland has decreased by 10% between 2005 and 2015. Increases in the number of people traveling in and out of Ashland highlights the need for regional transit connections between Ashland and neighboring cities.

Figure 3-16 Ashland Commute Patterns, 2005

Category	2005		2015		% Change
	#	%	#	%	
Workers employed in Ashland	8,200	100%	8,900	100%	9%
<i>Live outside of Ashland</i>	4,500	55%	5,600	63%	25%
<i>Employed and living in Ashland</i>	3,700	45%	3,300	37%	-10%
Workers living in Ashland	7,200	100%	7,100	100%	-2%
<i>Employed outside of Ashland</i>	3,600	50%	3,800	54%	6%
<i>Employed and living in Ashland</i>	3,700	51%	3,300	46%	-10%

Source: Longitudinal Employer-Household Dynamics (LEHD), 2005 and 2015

4 COMMUNITY OUTREACH

The project team did a series of outreach in April, which included in-person outreach, stakeholder interviews, and a TAC meeting.

IN-PERSON OUTREACH

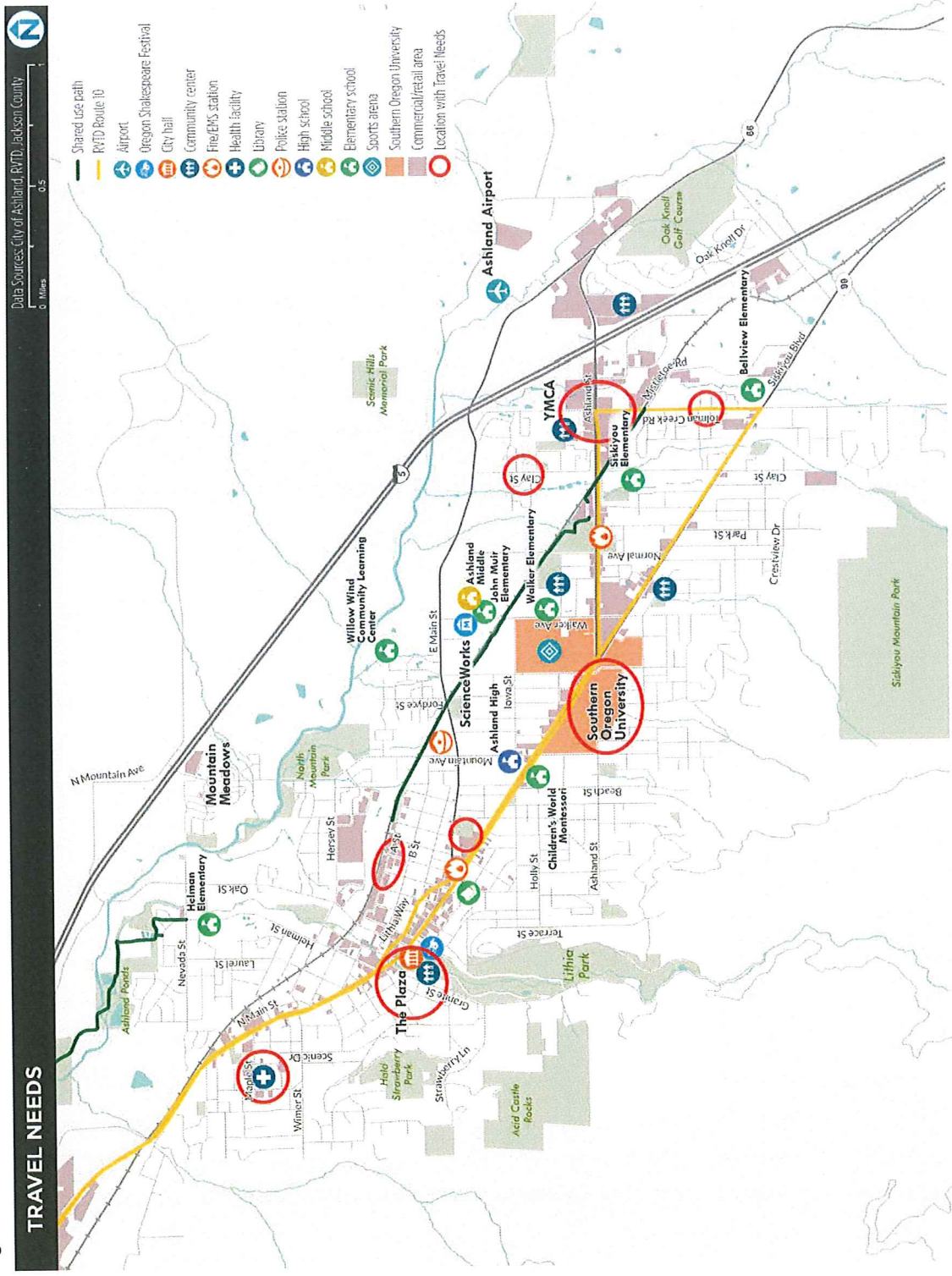
The project team gathered public input at SOU on April 23, 2018 and at the Ashland Growers Market on April 24, 2018. The purpose of this in-person outreach was to gather feedback about travel needs within Ashland, and to/from other communities in the region; and the most important roles of public transit.

People were asked to identify regional communities and/or specific locations in Ashland that they travel to frequently or where improved transportation would help them access. Of the people who participated in this exercise, most of them want to travel outside of Ashland to Medford Airport, Downtown Medford, and Talent; others noted needing to get to other parts of Medford, Central Point, and White City.

Travel needs within Ashland are circled in red in Figure 4-1 and primarily include commercial areas (i.e., Railroad District, Downtown Ashland and the Plaza, at Siskiyou Boulevard and Main Street), SOU, and Asante Ashland Community Hospital. Most of these destinations within Ashland are currently served by Route 10 today.

Ashland Transportation Expansion Study | Existing Conditions and Needs Assessment - DRAFT City of Ashland

Figure 4-1 Travel Needs Within Ashland



People were also asked to select the top three choices of what Ashland should focus on when considering its public transportation system. The top 10 responses, in order of the times it was selected, are listed below.

1. Use and promote clean energy
2. Get people to work and employment
3. Help people without cars or don't drive
4. Offer more trips on Saturday and Sunday
5. Get people to places to shop, meet, and eat
6. Provide trips at night (after 8 PM)
7. Offer more frequent service
8. Connect Ashland to other cities
9. Provide connections within Ashland, especially to medical services
10. Serve visitors and tourism markets

Some people provided additional comments about public transit needs. Comments included:

- Low-cost, easy ways to get people to the bus and/or around town
- Small, electric cars, scooters, bikes, etc.
- More bike infrastructure and/or bike racks
- Make biking more safe (light, lanes, signs) and accessible
- Help underserved populations access green space and outdoor recreation opportunities
- Need to find ways to include low income populations
- Different, more convenient payment methods
- Education and information to change perceptions



Public outreach at the Ashland Farmers Market (left) and at Southern Oregon University (right).

Source: Nelson\Nygaard

STAKEHOLDER INTERVIEWS

In April 2018, the project team also conducted three in-person interviews with representatives from stakeholder organizations in Ashland, including Oregon Shakespeare Festival, Mountain Meadows, and the Chamber of Commerce.

Each stakeholder provided input on transit related challenges and opportunities for improvement, which focused around the following topic areas.

Access to Transit

Current barriers to riding transit include frequency, reliability, and hours of service. Stakeholder interviewees indicated that if transit service ran more often and was more reliable more people would be interesting in using it. There is also a need for transit to operate on evenings and weekends, particularly during the peak tourists season from May through October. The hilly terrain in Ashland can also make access to transit more difficult, particular for people with limited mobility or disabilities. Any new transit services within Ashland (e.g. a local shuttle or circulator) should serve the Railroad District and Downtown equally. Some people do not feel safe walking around Ashland late at night due to a lack of street lighting and wildlife. Additional lighting could improve safety, access to transit, and walkability.

Pedestrian and Bike Infrastructure

Improved pedestrian and bike facilities are needed in Ashland. Stakeholders expressed a desire for improved pedestrian infrastructure downtown and bike lanes along Main Street. Stakeholders also noted that pedestrian infrastructure also needs to be designed in a way that is functional for people with disabilities or limited mobility, including older adults which are a notable share of tourists. However, some local business owners fear that expanding pedestrian and bike infrastructure may take away parking and impact their business.

Parking

Parking is a very important part of the transportation issues in Ashland. People understand the need to balance walking, biking, and driving, and businesses are concerned about how that may impact customer access to their business.

Loading areas and drop-off zones are also an important consideration. The roadway around the Plaza is often congested with people trying to park, taxis dropping people off, and multiple deliveries by truck.

Stakeholder interviewees indicated there is not enough handicapped parking in the area. This is problematic for people that are not able to park farther away (e.g. on the hill south of Main Street) and walk to their destination.

Parking near the Albertsons and Bi-Mart were identified as potential park-and-ride locations that can reduce downtown parking pressure. Those are the largest parking lots in the city and the Chamber of Commerce already has an existing partnership with Albertsons to use that parking for various events, including the 4th of July, Festival of Lights and the Halloween Parade.

Airport Access

Transport to and from the airport was identified as a need, and there was recognition that visitors and local businesses would benefit from improved access to the airport in Medford. The Oregon Shakespeare Festival and Chamber of Commerce both indicated that multiple times in the past staff members would travel to the airport to pick up or drop off colleagues or visitors because of the lack of an existing connection. Stakeholders did not refer to Route 61, which serves the airport Monday through Saturday every 60 minutes, suggesting lack of awareness that the service exists, or recognizing the inconvenient transfers.

Cultural Shift

There currently is a lack of transportation options in the region. To decrease the number of cars on the road, Ashland needs to create more pedestrian and bike friendly options and encourage the use of transit. This could also help broaden the appeal of downtown for residents during off-peak tourist season.

TAC MEETING

The purpose of the Technical Advisory Committee (TAC) is to provide guidance throughout the duration of this project by bringing their perspectives to technical approach, analysis results, strategy development and evaluation, and content of deliverables. The TAC is comprised of city staff and relevant community stakeholders and will meet three times over the course of this project.

The first TAC meeting took place on April 23, 2018 in Ashland. Attendees participated in an open discussion about transportation needs and opportunities as well as a prioritization exercise. TAC members were split into groups of two or three to prioritize their top service preferences. The top services identified by the group were:

- Direct service to Medford
- Later service in the evening
- Higher frequency service on Siskiyou Boulevard and Main Streets
- Visitor/tourist shuttles
- Door-to-door service for people with limited mobility
- Transportation marketing and information
- General circulation shuttles around Ashland, connected to park-and-rides
- Publicly owned taxis and TNCs
- Electric vehicles

Meeting notes and the results from this exercise are included in the Appendix.

5 TRANSPORTATION NEEDS AND OPPORTUNITIES

This section summarizes the transportation need and opportunities identified through the existing conditions analysis and conversations with the TAC, key city partners, and the general public through the events described in Section 4. Figure 5-1 summarizes the transportation needs most relevant to transportation market or user types including Ashland residents, employees and visitors. The needs are marked by a symbol to represent whether the need is generally a high priority issue, or a secondary one. The section following the figure describe the transportation needs in more detail.

Figure 5-1 Transportation needs and opportunities by rider type

	Market Type:	Frequent users or needs			Occasional users or needs		
		Limited Car	Students	Commuters	Residents	Visitors Tourists	Businesses
Transportation Needs & Priorities	High frequency service	●	●	○	○	●	○
	Reliability	●	●	●	●	●	●
	Local connections	●	●	○	●	○	○
	Transportation options	●	●	○	○	●	●
	Late night service (to 12 am)	○	●	○	○	●	○
	Sunday service	●	○	○	○	○	○
	Shorter Travel time to Medford	●	●	●	○	○	○
	Connect to Medford Airport	○	○	○	○	●	○
	Alternatives to parking downtown	○	●	●	●	●	●
	Comfortable walking environment	●	●	●	●	●	●
	Safety/perceived safety	○	●	○	●	●	●
	Information	○	○	○	○	●	○
	Low price	●	●	●	○	○	○

● = High priority; ○ = Medium to low priority

High frequency service refers to how often a bus is available. Higher frequencies allow people to make trips without rigid planning. Route 10 offers service every 20 minutes – although this is the highest in the RVTD system, past plans and stakeholders note a need for more frequent service.

Reliability, like frequency, reflects users' need to know they will arrive at their service within an expected amount of time. Reliability can be affected by service interruptions (traffic, breakdowns, etc.), or operational issues with route timing. Stakeholders didn't mention specific issues with Route 10 but noted the importance to any transportation service strategy.

Local connections are key for people making local trips in Ashland. The 2012 TSP, RVRTD's Long Range Plan, and conversations with local stakeholders indicated the potential to serve mobility needs with bus routes in parts of the city not served by Route 10 today. Given that most people will walk or roll one-quarter mile to a transit stop, there are not many areas in Ashland lacking service, given the relatively narrow shape of the city. Some of the most important destinations included the following, with places accessible by Route 10 noted with an "*".

- Downtown and Ashland Plaza*
- Asante Medical Center
- Railroad District
- Mountain Meadows
- Southern Oregon State University*
- Scienceworks and the Growers Market
- Tolman Creek Road and Ashland Street (Bi-Mart, Albertsons)*
- YMCA Community Center
- Residential areas including southwest of downtown, Oak Knoll Drive, and Helman neighborhood

Transportation options refers to having multiple mobility services, such that a person can choose a solution for any type of trip. Transportation options include (but are not limited to) fixed route transit, demand response transit, taxis or transportation network companies, carpooling or biking. With a growing population of people with higher-than-average incomes, and a younger generation coming to recreate and attend classes, mobility options will likely not be restricted to traditionally low-cost public transportation.

Night service refers to bus trips available after 9:20 pm, the last run on Route 10 in Ashland. Residents on a night out, visitors and students were key markets for later evening service. Some performances at the Oregon Shakespeare Festival end as late as 11:00 pm, and students may meet late or attend events in town.

Sunday service would provide service during the only day of the week when transit service is not currently provided in Ashland. Sunday service could be designed to either serve local trips within the City of Ashland only, or to expand Route 10's schedule to provide regional connections to Talent, Phoenix and Medford. Sunday service would provide options for people who do not have a car, and provide greater flexibility for people to run errands or go to the grocery store.

Travel time to Medford on Route 10 is scheduled at 50 minutes, about 30 minutes longer than a car trip, on average. Past plans and stakeholders have noted the need for faster travel times between these communities to attract and maintain rider markets. Faster travel times would be particularly of interest to work commuters, students and people making occasional trips. This could be especially true as people seek housing at more affordable prices outside Ashland.

Connecting to the Medford Airport is a regional travel need for students, tourists, visiting actors and other workers, and residents with visitors. The connection today from Route 10 to Route 61 is not timed for regular use, and the travel time to Ashland is over three times longer than driving. Other transportation services are not generally available or reliable.

Alternatives to parking downtown is a preference for many people who try to find a parking space in the compact downtown area. On-street occupancy is high in downtown Ashland (often over 80% utilized) due to low cost to parking, high demand, limited mobility options, and

propensity to drive. There is a concern by officials and business owners that employees are using parking spaces that could instead be used by customers, thereby reducing business access. Past plans recognized satellite parking may be an effective solution, in conjunction with a shuttle bus.

A comfortable walking environment is a key issue for mobility and public transit. Many neighborhoods in Ashland, including areas along Main Street and Siskiyou Boulevard have good sidewalk connectivity and relatively frequent pedestrian crossings. However, some areas have sidewalk gaps limiting access and mobility for people. These sidewalk gaps are common on the city's southwestern edge where terrain and street connectivity also present mobility challenges.

Likewise, bicycle facilities exist on many streets in Ashland, but the network is not well connected nor suitable for a range of rider abilities. Steep terrain is a deterrent for walking or rolling, and people express a reluctance to walk or bike up the hills.

Safety, or perceived safety, is a top concern for people who do not frequently use the bus today. This is a need partly unique to Ashland, where students, actors, and tourists visit from other cities, and are unfamiliar with the city. There are two key issues that appear to be driving the safety concern: one is lack of comfort walking in the city, and the other is lack of comfort with riding in the bus. People noted unlit sidewalks, unlit bus shelters, vegetation, and wildlife and top concerns in Ashland. Others noted being uncomfortable or unfamiliar with using transit. Safety will continue to be a key issue as the City's population is expected to become older over the coming decades, and tourism is expected to remain a top economic driver.

Information is a critical part of using public transportation and accessing mobility services in general. RVTB conducts robust outreach and marketing efforts for the region, and while people are generally aware that there is bus service, there appears to be low awareness of how often it comes or where it goes. People indicated a need for, and generally expect, easy-to-access information about transportation services, whether electronic or other means.

Low price transportation services for low-income community members has been a top concern in Ashland, reflected in past reduced and free-fare programs offered by the city and RVTB. Reducing bus ticket costs as much as possible is noted in several plans, and stakeholders expressed the need to increase transit access through a low fares. RVTB fares are relatively low region-wide today.

The needs and opportunities described above will form the basis for developing potential strategies and an evaluation framework in the next phase of the study. The strategies will be targeted to address these needs and opportunities, and the evaluation framework will provide a process by which to refine strategy elements in ways that best meet short- and long-term travel needs in Ashland.



ASHLAND TRANSPORTATION EXPANSION FEASIBILITY STUDY

Technical Memorandum #1

Existing Conditions and Needs Assessment

APPENDIX



MAY 2018



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Appendix A Relevant Past and Concurrent Plans

Figure 1 Previous Plans and Key Issues

Plans	Key issues
Transportation Systems Plan City of Ashland Adopted by City Council 2012	<ul style="list-style-type: none"> ▪ The TSP includes public transportation strategies with estimated costs and timeframes. The TSP included a mode-specific report for public transportation that outlined tradeoffs and key issues related to defining public transit service in Ashland. ▪ There are 10 transit strategies, including a local circulator bus, an express bus to/from Medford, fare subsidies, increased service frequency, increased service span, and a central transit center (hub). ▪ Potentially underserved areas of Ashland included the Railroad, Quiet Village, University Hillside, YMCA and Mistletoe Districts. ▪ Stakeholder feedback indicated highest needs were employees working non-traditional hours, weekend and evening service, and visitor / event travel ▪ Since 2012, RVTB has increased the level of service to 20 hours daily with buses in Ashland every 20 to 30 minutes on weekdays, and every 30 minutes for 12 hours on Saturdays. SOU is participating in RVTB's employer and student bus pass program.
Climate Action Plan City of Ashland Adopted by City Council 2017	<ul style="list-style-type: none"> ▪ Greenhouse gas (GHG) emissions from the transportation sector made up nearly one-quarter (23%) of the city's total emissions in 2015. Personal transportation (cars) makes up about 75% of the sector emissions. ▪ Public transportation vehicles accounted for 0.2% of Ashland's GHG emissions, while major contributors in the transportation sector are personal household trips. ▪ Public transportation and ridesharing is one strategy the City will pursue to reduce GHG emissions (Strategy ULT-1); actions include partnering with RVTB to improve the convenience, sustainability, and accessibility of its services. frequent and accessible service, cleaner-fueled buses, a local shuttle or trolley, supporting a regional rapid bus strategy, and developing transit hubs and park-and-ride facilities. ▪ The City needs to prepare for increased magnitude and frequency of environmental threats including decreased snowpack, extreme heat, extreme rainstorms, wildfires, and drought.
Strategic Parking Management Plan City of Ashland Adopted by City Council 2017	<ul style="list-style-type: none"> ▪ This Plan builds from a 2013 downtown parking study, and delivers 20 strategies in three phases to guide the City through parking policy and program development, and delivering the proposed system. ▪ The Plan presents parking as one tool to improve access to Downtown, and suggests strategies to improve access using public transportation options such as a park-and-ride shuttle circulator. ▪ Guiding principles included preserving the Downtown character, safety, access for users relevant to area activity types (employees, visitors, etc.), and using alternatives to driving. ▪ Transit-related strategies included developing a local circulator or shuttle bus linking downtown to parking areas near but not in downtown, and more remote park-and-ride facilities, to downtown.

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Plans	Key issues
Transit Triangle Area Study City of Ashland City Council approved ordinance revisions starting January 2018.	<ul style="list-style-type: none"> ▪ The Transit Triangle includes property near the end of Route 10 in Ashland on Ashland Street, Tolman Creek Road and Siskiyou Boulevard. ▪ The infill strategy aims to identify the factors that limit development and create incentives for additional housing and business development adjacent to the bus route which in turn, may result in increased transit ridership. ▪ Proposed zoning changes include increased development density, 3rd / 4th story setbacks, reduced parking and landscaping requirements, and limited mixed commercial and residential use in some areas.
Transportation System Plan City of Talent Adopted by City of Talent 2015	<ul style="list-style-type: none"> ▪ Notes RVTB analysis to split route 10 into north and south segments, with transfers in Talent (Talent Depot). ▪ Notes RVTB is evaluating a local Talent shuttle, feeder, or circulator bus to serve residential areas west of Talent Avenue, either for local trips or connecting to Route 10.
Transit Master Plan Rogue Valley Transportation District To be adopted by RVTB Board Spring 2019	<ul style="list-style-type: none"> ▪ The Transit Master Plan (TMP) will identify strategies to guide RVTB service improvements and investments over the next 20 years. ▪ The Plan includes a robust public outreach process including communities throughout the RVTB service area; key participation points are open houses in June and September 2018. ▪ Ashland will coordinate with RVTB to share information between the Transit Expansion Feasibility Study and RVTB 2040 TMP.
Ashland Transportation Commission Public Meeting February 1, 2018	<ul style="list-style-type: none"> ▪ Community Meeting at the Ashland Community Center with thirty-three participants to share issues and ideas about transportation. ▪ Suggested top public transportation markets included older adults, people with disabilities, visitors, employees and students; destinations included Jackson Wellsprings, Scienceworks / Growers Market, the hospital, downtown, and Mountain Meadows. ▪ Participants noted the need for more frequent service, faster travel time, later service hours, and extended service on weekends, and off-site parking locations (park-and-ride). ▪ Participants expressed interest in strategies including trolley/ shuttle, carpooling, carsharing, transportation network companies, electric mobility devices.

Appendix B RVTD Route 10 Schedule

Figure 2 Route 10 Monday-Friday Schedule

Medford → Ashland							Ashland → Medford						
Medford: Front Street Station	Phoenix	Talent	Jackson Well Springs	Ashland Plaza	SOU	Ashland/Tolman Creek (Arrival)	Ashland/Tolman Creek (Departure)	SOU	Downtown Ashland	Jackson Well Springs	Talent	Phoenix	Medford: Front Street Station
5:00	5:18	5:25	5:33	5:39	5:44	5:51	5:58	6:07	6:12	6:16	6:24	6:28	6:49
5:30	5:48	5:55	6:03	6:09	6:14	6:21	6:28	6:37	6:42	6:46	6:54	6:58	7:19
6:00	6:18	6:25	6:33	6:39	6:44	6:51	6:58	7:07	7:12	7:16	7:24	7:28	7:49
6:30	6:48	6:55	7:03	7:09	7:14	7:21	7:28	7:37	7:42	7:46	7:54	7:58	8:19
7:00	7:18	7:25	7:33	7:39	7:44	7:51	7:58	8:07	8:12	8:16	8:24	8:28	8:49
7:20	7:38	7:45	7:53	7:59	8:04	8:11	8:18	8:27	8:32	8:36	8:44	8:48	9:09
7:40	7:58	8:05	8:13	8:19	8:24	8:31	8:38	8:47	8:52	8:56	9:04	9:08	9:29
Every 20 minutes													
16:20	16:20	16:38	16:45	16:53	16:49	17:04	17:11	17:18	17:27	17:32	17:36	17:44	17:48
16:40	16:40	16:58	17:05	17:13	17:09	17:24	17:31	17:38	17:47	17:52	17:56	18:04	18:08
17:00	17:00	17:18	17:25	17:33	17:29	17:44	17:51	17:58	18:07	18:12	18:16	18:24	18:28
17:30	17:30	17:48	17:55	18:03	17:59	18:14	18:21	18:28	18:37	18:42	18:46	18:54	18:58
18:00	18:00	18:18	18:25	18:33	18:29	18:44	18:51	18:58	19:07	19:12	19:16	19:24	19:28
18:30	18:30	18:48	18:55	19:03	18:59	19:14	19:21	19:28	19:37	19:42	19:46	19:54	19:58
19:00	19:00	19:18	19:25	19:33	19:29	19:44	19:51	19:58	20:07	20:12	20:16	20:24	20:28
19:30	19:30	19:48	19:55	20:03	19:59	20:14	20:21	20:28	20:37	20:42	20:46	20:54	20:58
20:00	20:00	20:18	20:25	20:33	20:29	20:44	20:51	20:58	21:07	21:12	21:16	21:24	21:28

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Figure 3 Route 10 Saturday Schedule

Medford → Ashland							Ashland → Medford						
Medford: Front Street Station	Phoenix	Talent	Jackson Well Springs	Ashland Plaza	SOU	Ashland/Tolman Creek (Arrival)	Ashland/Tolman Creek (Departure)	SOU	Downtown Ashland	Jackson Well Springs	Talent	Phoenix	Medford: Front Street Station
7:00	7:18	7:25	7:33	7:39	7:44	7:51	7:58	8:07	8:12	8:16	8:24	8:28	8:49
7:30	7:48	7:55	8:03	8:09	8:14	8:21	8:28	8:37	8:42	8:46	8:54	8:58	9:19
8:00	8:18	8:25	8:33	8:39	8:44	8:51	8:58	9:07	9:12	9:16	9:24	9:28	9:49
8:30	8:48	8:55	9:03	9:09	9:14	9:21	9:28	9:37	9:42	9:46	9:54	9:58	10:19
9:00	9:18	9:25	9:33	9:39	9:44	9:51	9:58	10:07	10:12	10:16	10:24	10:28	10:49
Every 30 minutes													
16:00	16:18	16:25	16:33	16:39	16:44	16:51	16:58	17:07	17:12	17:16	17:24	17:28	17:49
16:30	16:48	16:55	17:03	17:09	17:14	17:21	17:28	17:37	17:42	17:46	17:54	17:58	18:19
17:00	17:18	17:25	17:33	17:39	17:44	17:51	17:58	18:07	18:12	18:16	18:24	18:28	18:49
17:30	17:48	17:55	18:03	18:09	18:14	18:21	18:28	18:37	18:42	18:46	18:54	18:58	19:19
18:00	18:18	18:25	18:33	18:39	18:44	18:51	18:58	19:07	19:12	19:16	19:24	19:28	19:49

Appendix C Ridership in Ashland

Figure 4 Route 10 Ridership in Ashland, by Stop (Average Daily Activity, 2017)

Stop ID	Stop Name	Boardings	Alightings	Activity
To Ashland				
10400	N Main St - South of Ashland Mine Rd	0.7	1.3	2.0
10410	N Main St - North of Grant Rd	6.9	3.9	10.8
10420	N Main St - North of Maple St	12.1	12.5	24.6
10430	N Main St - South of Wimer St	8.7	10.7	19.4
10440	N Main St - South of Laurel	4.8	8.8	13.6
10450	N Main St - South of Water St	46.1	72.7	118.8
10460	E Main St - North of 1st St	12.0	22.0	34.0
10470	E Main St - South of Gresham St	30.8	22.0	52.8
10480	Siskiyou Blvd - South of Sherman St	9.9	12.4	22.3
10490	Siskiyou Blvd - North of Liberty St	0.1	1.5	1.6
10500	Siskiyou Blvd - South of Beach St	12.1	32.0	44.1
10510	Siskiyou Blvd - South of University Wy	9.7	37.6	47.3
10520	Siskiyou Blvd - South of Avery St	5.9	32.8	38.6
10530	Ashland St - East of Siskiyou Blvd	13.4	36.5	49.9
10530	Ashland St - East of Siskiyou	8.7	20.6	29.3
10540	Ashland St - East of Walker Ave	7.7	32.5	40.1
10550	Ashland St - East of Lit Wy	5.2	5.8	11.0
10560	Ashland St - East of Park St	5.9	12.9	18.8
10570	Ashland St - West of Tolman Creek Rd	1.3	33.8	35.1
10640	Tolman Creek Rd - South of Ashland St	135.7	112.6	248.3
To Medford				
10650	Tolman Creek Rd - South of Grizzly Dr	3.1	1.2	4.3
10660	Tolman Creek Rd - South of Dianne St	4.8	4.3	9.1
10680	Tolman Creek Rd - North of Siskiyou Blvd	4.8	10.7	15.5
10690	Siskiyou Blvd - North of Bellview Ave	26.3	25.3	51.6
10700	Siskiyou Blvd - South of Glendale Ave	16.0	11.7	27.7
10710	Siskiyou Blvd - North of Faith Ave	27.6	18.8	46.4
10720	Siskiyou Blvd - South of Normal Ave	4.6	3.7	8.2
10730	Siskiyou Blvd - North of Harmony Ln	12.9	10.0	22.8
10740	Siskiyou Blvd - South of Ashland St	32.3	10.6	42.9
10750	Siskiyou Blvd - North of Bridge St	31.0	12.6	43.6

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Stop ID	Stop Name	Boardings	Alightings	Activity
10760	Siskiyou Blvd - South of Palm St	34.2	6.0	40.2
10770	Siskiyou Blvd - South of Morse St	36.8	12.0	48.8
10780	Siskiyou Blvd - South of Morton St	0.2	1.8	2.0
10790	Siskiyou Blvd - South of Sherman St	16.3	16.8	33.1
10800	Lithia Way - North of 2nd St	25.9	46.4	72.3
10810	Lithia Way - North of Oak St	67.7	37.3	105.0
10820	N Main St - North of Central St	7.9	9.1	17.0
10830	N Main St - South of Glenn St	9.5	10.5	20.0
10840	N Main St - North of Maple St	10.1	10.1	20.2
10850	N Main St - North of Grant St	3.9	5.0	8.8
10860	N Main St - South of Jackson Rd	0.4	1.6	2.0

Source: Rogue Valley Transportation District

Appendix D Outreach Materials

TAC MEETING #1

Attendees

Name	Organization
Scott Fleury	City of Ashland, Deputy Public Works Director
Maria Harris	City of Ashland, Planning Manager
David Lohmann	City of Ashland, City Attorney
Fred Creek	Southern Oregon University, Director of Campus Safety
Paige West	Rogue Valley Transportation District
Bruce Borgeson	Ashland Transportation Commission
Michael Dawkins	Ashland Planning Commission
Jamey Dempster	Nelson\Nygaard Consulting Associates
Paul Leitman	Nelson\Nygaard Consulting Associates

Action Items

Nelson\Nygaard will continue drafting the Existing Conditions and Needs Assessment, and will provide that memo to the TAC upon completion. The document will summarize and balance key service needs in Ashland, as heard from the TAC meeting, tabling outreach events, and key stakeholder interviews.

Meeting Notes

- The purpose of the meeting was to hear about Ashland transportation needs and opportunities from TAC members, and how those can be supported by potential public transportation strategies.
- Jamey described the Study and the three phases: Existing Conditions, Strategy Development and Draft/Final Study, with public outreach activities supporting each phase.
 - The TAC role is to review deliverables in each phase / task, and act as a local sounding board for results and recommendations.
- The TAC members identified **goals and needs** for the Study:
 - Provide actionable steps for local stakeholders to pursue, with short term (up to 5 years) and longer term (10 year) strategies.
 - Address innovative transportation solutions and how transportation network companies fit into the transportation system.
 - Provide a study document that City Council can adopt, and projects that RVTD can consider in the regional Transit Master Plan process.
 - Assess past service proposals or ideas: South Route 10 variant (Talent-Ashland), local site-specific shuttles, fare free service, etc.

- Identify what the best chance for success is, and to focus on solutions and strategies that support that. This is the best strategy to end up with an actionable plan, rather than trying to do everything for everyone.
- The TAC members identified various transportation **needs and opportunities** in the community and
 - Local service for people who don't have cars, don't drive, or cannot drive
 - Local service for residents, employees, and visitors
 - Access to work, school and services/shopping within the City
 - Connections between Ashland and other cities in the region (including employment centers and the airport) – at travel times comparable to automobiles, not necessarily at the same speed.
 - Increased bus frequency and span for SOU students
 - Reduce and mitigate greenhouse gas emissions from transportation through reduced driving and new technologies (engines and trip planning)
 - Reduce downtown parking demand by offering travel alternatives.
 - Safe (and the perception of safety), easy access to public transportation – including sidewalks, street lighting, vehicles.
 - Later evening service for some markets – e.g. many plays or student activities end after 10pm.
 - Low cost fares – while supporting RVTD farebox recovery goals
- The TAC also discussed various **incentives and disincentives** that play a role in individuals' decisions of whether to use transit. These include:
 - Predictability is an important aspect in improving transit's utility. When service is frequent, routes maintain the same alignment, and/or schedules don't change throughout the day, people can easily understand the service and are more likely to ride it more often. Speed of transit trips (too many stops make service too slow)
 - Hills and topography limit the reach of transit because people often don't like to walk uphill
 - Public meetings and civic engagement opportunities (including City Council and commission meetings) are inaccessible by transit: after transit service has ended or in underserved parts of the city.
 - Free or low-cost parking options downtown encourage driving, or don't do enough to encourage mode shifts to transit.
 - Lack of sufficient lighting at night and related concerns about safety
 - Cultural norms regarding automobile
 - The Nevada Street Bridge is not moving forward, which restricts connections north of Main Street.
- Jamey reviewed a few of the preliminary findings from the Existing Conditions regarding **local trends** in Ashland
 - Ashland's population is growing slower than other cities in the region
 - Older adults are growing faster than other groups
 - Lower income and higher income groups are growing, while middle income groups are shrinking

- Over the last 10 years, the number of people that commute in or out of Ashland for work has increased
- Attendees noted that many people are moving to unincorporated areas near Ashland, where land/housing is lower cost; similarly moving to other cities such as Talent. People then have to drive in for work, restaurants, school (students don't have to live in Ashland to attend), etc.
- Transit service alone will not increase transit ridership. Additional programs and strategies need to be implemented, such as paid parking and educational/marketing materials to educate the public about its availability.

Service Preferences

The TAC split into groups of two or three to prioritize their top service preferences. The following list are the top services identified by the group, listed in order by how frequently they were identified.

Figure 5 TAC Priority Exercise Results

Category	Group 1		Group 2		Group 3		Total Points
	Rank	Points	Rank	Points	Rank	Points	
Direct service to Ashland – Medford (~30 mins)	3	3	2	4	1	5	12
Later evening service (all days)	1a	5			4	2	7
High frequency buses on Siskiyou/Main (Hwy 99)	2	4	3	3			7
Earlier morning service (all days)	1b	5					5
Expand service area/coverage			1a	5			5
Visitor shuttles (mostly fixed routes, connecting parking)			4	2	3	3	5
Flexible, on-demand automobile service (taxis, Uber, Lyft, etc.)			1b	5			5
More door-to-door service for people with limited mobility	4	4					4
Ashland general circulator bus (mostly fixed route)					2a	4	4
Park and rides					2b	4	4
Transportation marketing and information	5	1					1
Provide electric buses or other vehicles			5	1			1
Ashland reduced fare or fareless program							0
Sunday service							0
One-seat ride to Medford Airport							0
Central Mobility Hub or Station							0

Note: For the purpose of this exercise, participate priorities/ranks were converted into points. Rank 1=5 points, 2=4 points, 3=3 points, 4=2 points, 5=1 points

STAKEHOLDER INTERVIEWS

Figure 6 Stakeholder Interviewees

Name	Organization	Type	Date
Ted DeLong	Oregon Shakespeare Festival	Business	March 23, 2018
Katharine Cato	Ashland Chamber of Commerce	Business	March 24, 2018
Chris Borovansky	Mountain Meadows	Older Adults	March 24, 2018
Fred Creek	Southern Oregon University	Education	May 8, 2018
Susan Montgomery	Asante Ashland Community Hospital	Medical Facility	May 16, 2018

Interview guide

1. Introductions – What agency, organization, company or group do you represent?
2. What services and products do you provide?
3. How many employees do you have? In what locations?
4. In general, what are your business hours? Does this vary by employee type or location?
5. Do you have any transportation services?
6. Do you offer any transportation services or transportation benefits? Benefits may include free parking, parking or transit subsidies.
 - a. If yes, about how many people enroll in the program or otherwise participate?
7. What types of transportation might appeal to your employees?
 - a. Fixed-route service running hourly on main roadways
 - b. Employee vanpools (one employee drives the van and picks up several neighbors; all split the cost)
 - c. Taxis / TNCs
 - d. Demand-response service (employees must book trip in advance)
8. Are customers and employees aware that public transportation serves Ashland?
9. Is transportation a challenge in attracting employees and customers?
10. Is public transportation an important part of the community? Why or why not?
11. What public transportation services would be most useful?
12. What market or demand do buses or DAR cover well today? What are the gaps? (Examples: destinations, types of trips, locations, seniors, etc.)
13. Do you see any future trends in the community that might change transit demand?
14. Is there anything else we haven't covered that is important to you? Any other comments?

PUBLIC OUTREACH

Nelson\Nygaard set up tables and talked to be people at Southern Oregon University on Monday, April 23 2018 and at the Growers' Market on Tuesday, April 24 2018.

MEMORANDUM

Date: June 21, 2018

From: Katrina L. Brown, Assistant City Attorney and David Lohman, City Attorney

To: Transportation Commission

RE: Proposed Ordinance Amending AMC Chapter 6.28 Related to Vehicles for Hire

BACKGROUND:

The City of Ashland has regulated taxicab companies and taxicabs through the Ashland Municipal Code (AMC) for almost 20 years, but the AMC does not address newer forms of vehicle for hire services offered by Transportation Network Companies (TNCs) such as Uber and Lyft. In addition, the AMC does not allow TNCs to pick up riders in Ashland.

The City was contacted in late October of 2017 by a representative from Uber shortly after Medford adopted a new ordinance addressing TNCs. Uber requested that the City either adopt Medford's regulatory regime verbatim or deregulate vehicle for hire services altogether so that Uber could begin providing vehicle for hire services in Ashland.

At a Study Session on November 20, 2017, the City Council was presented with a request for direction about how it would like the City to address these new forms of transportation services. Specifically, Council was asked to decide whether the public interest is better served by the regulation of vehicles for hire or whether deregulation is more appropriate. A number of cities in Oregon have chosen to adopt provisions regulating vehicles for hire: Portland, Salem, Corvallis, Bend, and Medford are examples. Eugene is currently considering such regulations. Some smaller cities such as Central Point and Keizer have chosen to deregulate. Council indicated that some form of regulation was in the public interest.

Based on Council's desire to have some form of regulation of vehicles for hire, staff drafted a proposed ordinance updating the City's current taxicab regulations to address new forms of vehicles for hire services. Proposed Ordinance No. 3152 allows TNCs to operate in Ashland while protecting community safety. It largely mirrors the vehicle for hire model recently adopted by Medford, but it incorporates a few additional safety measures found in larger cities such as Portland and Seattle. These additional safety measures include: a 10-year look back for criminal convictions, required vehicle safety inspections, a limitation on the number of hours a driver may operate a vehicle within a 24-hour period, and a requirement to provide Wheelchair Accessible Vehicles upon request. The permit fees are also based largely on Medford's model, although the fees are somewhat higher for agencies based on the number of drivers currently operating in Medford. The fees for drivers of fully electric vehicles or Wheelchair Accessible Vehicles would be waived under the proposed ordinance.

The major TNCs, Uber and Lyft, as well as all currently licensed taxi companies, were provided with a copy of the proposed ordinance. Uber objected to the additional requirements not found in Medford's model as well as the requirement that drivers obtain a permit from the City of Ashland. A copy of the comments from its representative is attached. Lyft objected to the 10-year look back for criminal convictions and the vehicle inspection requirement. Local cab companies objected to accommodating non-local vehicle for hire companies likely to at least temporarily oversupply local demand so as to make home-grown taxi-like services unprofitable.

The proposed ordinance was presented to the Transportation Commission at its April 19, 2018 meeting. At that meeting the Commission generally expressed approval for the proposed ordinance as drafted, but it did not formally vote to recommend adoption to the City Council.

The proposed ordinance was then presented to the City Council for first reading at its May 1, 2018 meeting. After hearing staff's presentation and public testimony at its May 1 meeting, the Council requested that staff ask the Transportation Commission for formal recommendations regarding the proposed ordinance, including any suggested changes.

In addition, the Council requested that the Commission consider a proposal from the Oregon AFL-CIO to create a "Transportation Industry Board" for the City of Ashland in conjunction with adoption of the proposed ordinance. The purpose of such a board would be to investigate conditions and practices in the TNC industry and advise the City Council on standards for TNCs. It would also investigate disputes between drivers and TNCs and disputes between consumers and TNCs and recommend changes to regulations based on its investigations. A copy of the complete proposal is attached.

CONCLUSION:

Staff is requesting that the Commission carefully consider Ashland's needs, review the proposed ordinance, and make a formal recommendation on adoption to the City Council. A list of questions for Commission deliberation is attached. Commission members may well want to address additional issues. Staff is also requesting that the Commission consider the proposal by the Oregon AFL-CIO to create a Transportation Industry Board and make a formal recommendation to the City Council as to whether Ashland should establish such board. As the proposed ordinance does make changes to the model preferred by the TNCs, the Commission should consider whether those changes should be retained even if it means the TNCs may decline to provide services in the City of Ashland.

Attachments:

1. Proposed Ordinance No. 3152 amending AMC Chapter 6.28
2. City of Medford ordinance regulating vehicles for hire
3. Copy of email from Uber's representative commenting on proposed ordinance
4. Copy of memo from Evan Lasley of the AFL-CIO on May 1, 2018
5. Transportation Industry Board Policy proposed by the Oregon AFL-CIO
6. Miscellaneous news articles on TNCs
7. Questions for Transportation Commission Concerning Draft Ordinance on Vehicles for Hire

AN ORDINANCE RELATING TO VEHICLES FOR HIRE; REPEALING AND REPLACING AMC CHAPTER 6.28

WHEREAS, the City of Ashland (City) has an interest in promoting and augmenting the transportation services available in the City; and

WHEREAS, enabling transportation network companies to operate in the City would increase mobility and supplement the existing public transportation system; and

THE PEOPLE OF THE CITY OF ASHLAND DO ORDAIN AS FOLLOWS:

~~6.28.010 Purpose~~

~~6.28.020~~ Definitions

~~A. Certificate. A current certificate issued under this Chapter to operate a Taxicab company.~~

~~B. Commission. The City of Ashland Transportation Commission.~~

~~C. City Recorder. The City of Ashland City Recorder or his/her designee authorized to perform the duties of this Chapter by the City Recorder.~~

~~D. Driver. Any person duly authorized by the City as a taxicab driver under the terms of this chapter that operates taxicabs as a driver for any permitted taxicab company, regardless of whether the vehicles operated are owned by the company, leased, or owned by individual members of the company.~~

~~E. Operate. To drive a taxicab, to use a taxicab in the conduct of business, to receive money from the use of a taxicab, or cause or allow another person to do the same.~~

~~F. Person. Any individual, partnership, trust, estate, corporation, or other form of business organization recognized by Oregon law.~~

~~G. Police Chief. The person holding the position of Chief of Police of the Ashland police department, or any agent, employee, or designee authorized to perform the duties of this chapter by the Police Chief.~~

~~H. Taxicab. Any motor vehicle which carries passengers for hire when the journey originates in the City and where the destination and route may be controlled by a passenger and the fare is calculated on the basis of any combination of an initial fee, distance traveled, waiting time, or a flat fee. Any vehicle which has an appearance deceptively similar to a taxicab is a taxicab for the purposes of this chapter.~~

~~I. Taxicab company. Any Person that operates taxicabs that either has its primary place of business within the city limits, or regularly conducts business within the city limits, that is authorized by the City as a Taxicab company under this chapter.~~

~~J. Taxicab driver permit. A permit issued to a driver that demonstrates the driver is an authorized taxicab driver under this chapter.~~

~~K. Translink Provider. A business or company that has been approved as a provider of transportation services by the federal government by meeting federal standards and receipt of a certificate evidencing such compliance.~~

~~L. Taximeter. A mechanical or electronic device which calculates and displays a fare based on an initial fee, distance traveled, waiting time, or any combination thereof.~~

1 ~~6.28.030 Taxicab Company Certificate Required—Exemptions~~

2 ~~A. No Person shall operate any taxicab in the City of Ashland without possessing, in~~
3 ~~addition to any license required by any other law, a valid Taxicab Company Certificate~~
4 ~~issued pursuant to this chapter. A certificate may not be sold, assigned, mortgaged or~~
5 ~~otherwise transferred.~~

6 ~~B. Exemptions to Certificate Requirement.~~

- 7 ~~1) Public Transportation provided and funded in whole or in part by public~~
8 ~~organizations shall be exempt from the permit requirements of this chapter.~~
9 ~~2) Courtesy shuttles provided by hotels, motels, and companies providing recreational~~
10 ~~activities as a convenience for registered guests and paying customers only, where no~~
11 ~~additional charges apply.~~
12 ~~3) Special Vehicles and Tour Buses as defined in AMC 6.30.~~
13 ~~4) Certified Translink Providers that show proof of such certification to the City.~~

14 ~~6.28.040 Taxicab Company Certificate Applications—Issuance~~

15 ~~A. Application. An application for a Taxicab Company Certificate shall be submitted to the~~
16 ~~City Recorder, and the application must be signed under penalty of perjury. The~~
17 ~~application documents must contain the following:~~

- 18 ~~1) The name, business address and residence address of the applicant.~~
19 ~~2) The make, type, year of manufacture, VIN number, and Seating Capacity of each~~
20 ~~vehicle that will be operated as a taxicab under the Taxicab company certificate.~~
21 ~~3) A description of the proposed color scheme, insignia, trademark, or any other~~
22 ~~distinguished characteristics of the proposed vehicle design.~~
23 ~~4) A list from the applicant of any violation, misdemeanor, or felony convictions, the~~
24 ~~nature of the offense, and the punishment or penalty assessed for the owner(s) and/or~~
25 ~~any officers of the Taxicab company.~~
26 ~~5) Proof of insurance in the manner and form required by this chapter from a~~
27 ~~responsible, solvent insurance carrier authorized to issue public liability and property~~
28 ~~damage insurance in the State of Oregon.~~
29 ~~6) A receipt issued by the City showing payment of the non-refundable application fee.~~
30 ~~The fee is to be set by resolution of the city council.~~

1 ~~7) Before any Taxicab company application is acted upon by the City Recorder, the~~
2 ~~police chief is to make an investigation within 60 days from the date the application is~~
3 ~~filed. Upon completion of such investigation the police chief is to report his findings, in~~
4 ~~writing, to the City Recorder.~~

5 ~~B. Issuance of Certificate. The City Recorder will issue a certificate to operate a taxicab~~
6 ~~upon finding that the applicant has met the requirements of this chapter.~~

7 ~~6.28.060 Annual Taxicab Company Certificate - Renewal~~

8 ~~Taxicab company certificates shall be renewed upon submission of the annual certificate~~
9 ~~fee, as established by resolution of the city council, unless otherwise revoked under this~~
10 ~~Chapter. The annual license fee is due and payable on July 1st of each year.~~

11 ~~6.28.070 Minimum Standards for Taxicab Companies~~

12 ~~Any Taxicab company operating under a Certificate issued pursuant to this Chapter shall~~
13 ~~comply with the following minimum standards:~~

14 ~~A. An office open and staffed for a minimum of 8 hours a day, 5 days a week.~~

15 ~~B. A dispatch system in operation 24 hours each day capable of providing reasonably~~
16 ~~prompt service in response to requests received by telephone.~~

17 ~~C. Facilities and personnel sufficient to insure that every taxicab operated by the~~
18 ~~Taxicab company complies with the requirements of this Chapter.~~

19 ~~D. Insurance policies in force sufficient to meet the requirements of this Chapter and to~~
20 ~~protect the company to the same limits of liability.~~

21 ~~6.28.080 Equipment~~

22 ~~Every taxicab is to be equipped with the following:~~

23 ~~A. Except for taxicabs charging flat rates, a taximeter in accurate operating condition~~
24 ~~with a lighted face which can be read at all times by the customer.~~

25 ~~B. Taxicabs charging flat rates must be equipped with a sign complying with section~~
26 ~~16.28.150 that states "Flat Rate" in a conspicuous location inside the taxicab.~~

27 ~~C. A top light identifying it as a taxicab.~~

28 ~~D. The company name and telephone number where service can be requested displayed~~
29 ~~on the exterior of the taxicab.~~

30 ~~E. A cell phone or "state of the art" taxi radio on a clear coordinated taxicab radio~~
~~frequency for customer comfort and rapid dispatching of calls for service.~~

1 ~~F. A current copy of the Taxicab company certificate with the approved vehicle's~~
2 ~~Vehicle Identification Number (VIN).~~

3 ~~G. A notice providing information necessary to file a complaint as required by section~~
4 ~~6.28.160.~~

5 ~~H. All safety equipment required by federal law, state law, or this Chapter, including,~~
6 ~~but not limited to, a seat belt or other restraining device for every passenger.~~

7 ~~6.28.090 Inspection and Maintenance of Taxicabs~~

8 ~~A. Prior to the operation of any vehicle under the provisions of this chapter, and annually~~
9 ~~thereafter, each taxicab shall be thoroughly examined and inspected by either a Certified~~
10 ~~Mechanic or a governmental entity located within Jackson County and shall be found to be~~
11 ~~in safe operating condition. For the purpose of this section the term "Certified Mechanic"~~
12 ~~means a person certified by the National Institute for Automotive Service Excellence, or its~~
13 ~~equivalent.~~

14 ~~B. Every taxicab must have proof of its annual inspection in the vehicle. Proof of the~~
15 ~~inspection shall be submitted to the City Recorder on an annual basis.~~

16 ~~C. A Taxicab company operating taxicabs in violation of these requirements shall be reason~~
17 ~~for revocation of the Taxicab company certificate under AMC 6.28.130.~~

18 ~~6.28.100 Insurance and Indemnification~~

19 ~~A. No person shall operate any vehicle as a taxicab unless that vehicle is covered by~~
20 ~~commercial liability insurance providing coverage of not less than \$500,000 per occurrence~~
21 ~~in combined single limit for bodily injury and property damage claims, or \$500,000 per~~
22 ~~occurrence for bodily injury and \$100,000 per occurrence for property damage. Liability~~
23 ~~coverage shall be provided on an "occurrence" not "claims" basis. A certificate of~~
24 ~~insurance coverage, evidencing insurance coverage in compliance with this Section, shall be~~
25 ~~filed with the City Recorder. The City of Ashland, its officers, employees, and agents shall~~
26 ~~be named as additional insureds.~~

27 ~~1. The limits of insurance coverage required under this Section shall be subject to any~~
28 ~~statutory changes regarding the minimum limits of liability required for taxicab~~
29 ~~companies.~~

1 ~~2. Insurance policies for all vehicles operating as taxicabs shall contain a provision that~~
2 ~~the policy will not be reduced in coverage or canceled without 30 days prior written~~
3 ~~notice to the City Recorder.~~

4 ~~3. Failure to maintain adequate insurance as required under this Section shall be cause~~
5 ~~for immediate suspension or revocation of a Taxicab Company Certificate.~~

6 ~~B. All Taxicab companies and drivers that receive a Certificate or a permit, shall, to the~~
7 ~~extent permitted by law, agree to defend, indemnify and hold harmless the City, its officers~~
8 ~~and employees, from and against any and all damages, losses and expenses, including~~
9 ~~reasonable attorney's fees and costs of suit or defense, arising out of, resulting from or~~
10 ~~alleged to arise out of or result from any claims for damages to property, or injury to~~
11 ~~persons, which may occur in connection with the operation of a taxicab company or a~~
12 ~~taxicab under the terms of the Certificate or permit.~~

13 ~~6.28.110 Approval of Drivers~~

14 ~~It is unlawful for any person to operate a taxicab in the City of Ashland without a Taxicab~~
15 ~~Driver Permit issued by the Police Department in accordance with the terms of this~~
16 ~~chapter.~~

17 ~~A. Application for a Taxicab driver permit is to be made to the Police Chief, on a form~~
18 ~~provided by the city, accompanied by the fee established by resolution of the city council.~~
19 ~~The applicant must attach a certified copy of the applicant's department of motor vehicle~~
20 ~~records, a copy of the applicant's driver's license, and two passport size photos of the~~
21 ~~applicant.~~

22 ~~B. When the Police Chief receives the application he shall make such investigation of the~~
23 ~~applicant's background as necessary to verify that each taxicab driver issued a permit:~~

- 24 ~~1) Is 21 years of age or more,~~
25 ~~2) Has not have been convicted of any crimes involving moral turpitude or dishonesty,~~
26 ~~3) Possesses a valid Oregon driver's license,~~
27 ~~4) Has not had his or her driver's license revoked by any state within the last five years,~~
28 ~~and~~
29 ~~5) Did not make any false statements in the application.~~

30 ~~C. If the Police Chief determines that the applicant meets the requirements of this section,~~
~~the Police Chief may issue the permit. The permit expires one year from the date of~~

1 issuance and may be renewed from year to year by filing a renewal application with the
2 police department. The fee for a renewal permit shall be set by resolution of the city
3 council. Failure to renew a license before expiration of the current taxicab driver permit
4 shall result in late fees.

5 ~~D. Denial of permit. No taxicab driver's permit shall be issued or renewed to any person if~~
6 ~~the city determines, after a review of a person's traffic, criminal record, and any other~~
7 ~~information the city deems pertinent, that the public health, welfare, and safety would not~~
8 ~~be served by the issuance or renewal of a permit to that person. If the application is denied,~~
9 ~~the applicant may, within seven days of notification of the denial by the city, appeal the~~
10 ~~matter in writing to the City Recorder and proceed through the administrative appeals~~
11 ~~process in AMC 2.30.~~

12 ~~6.28.120 Operating Regulations of Taxicab Companies and Drivers~~

13 ~~A. Taxicab Companies. A Taxicab Company shall not:~~

- 14 ~~1. Allow any taxicab to be driven that has not been inspected and properly permitted,~~
- 15 ~~or~~
- 16 ~~2. Allow persons to operate taxicabs that do not have a valid Taxicab driver permit~~
- 17 ~~issued pursuant to this chapter.~~

18 ~~B. Taxicab Drivers. A taxicab driver shall not:~~

- 19 ~~1. Transport a passenger to his destination by any other than the most direct and safe~~
- 20 ~~route, unless requested to do so by the passenger,~~
- 21 ~~2. Fail to give a correct receipt upon payment of the correct fare if requested to do so~~
- 22 ~~by the passenger,~~
- 23 ~~3. Permit additional persons to occupy or ride in the taxicab without consent of the~~
- 24 ~~original passenger,~~
- 25 ~~4. Refuse to transport to his requested destination any passenger of proper demeanor~~
- 26 ~~who requests services or is assigned by a taxicab service company when the taxicab is~~
- 27 ~~not already in service, and who is able to demonstrate the ability and willingness to pay~~
- 28 ~~the fare.~~
- 29 ~~5. Charge a fare higher than the posted rates, or try to defraud a passenger in any way~~
- 30 ~~by manipulating devices to cause a registration to be made of a greater distance or~~
~~more time.~~

~~6.28.130 Cancellation, Suspension, Revocation, or Appeal of Certificate or Permit~~

~~A. Any certificate or permit may be suspended or revoked by the City Recorder if the city finds after a reasonable investigation verifying that any one or more of the following conditions exist:~~

- ~~1. The Taxicab company ceases to operate any taxicab for a period of 15 consecutive days without obtaining permission for the cessation of such operation from the city.~~
- ~~2. The Taxicab company and/or driver fails to operate the taxicab in accordance with the provisions of this chapter.~~
- ~~3. The Taxicab company and/or driver fails to pay any of the fees or payments required to be paid by the provisions of this chapter.~~
- ~~4. The suspension or revocation is necessary to protect the public health, safety, and welfare generally, or the safety of the taxicab-riding public in particular.~~
- ~~5. The revocation or suspension is otherwise authorized by ordinances of the city.~~

~~B. Any suspension or revocation pursuant to this section shall be in writing, setting forth the reasons therefore and the right of appeal pursuant to AMC 2.30.~~

~~C. Except as provided below, any suspension or revocation shall be effective 10 days after mailing a copy thereof by first class United States mail addressed to the taxicab company and/or taxicab driver at the business or residence address shown on the permit application or renewal.~~

~~D. Notwithstanding subsection (C) of this section, a suspension or revocation may be made effective immediately if the city finds reasonable grounds to believe that:~~

- ~~1. A person holding a taxicab driver's permit is not covered by liability insurance as required by this chapter,~~
- ~~2. A vehicle being operated as a taxicab is not covered by liability insurance required by this chapter, or~~
- ~~3. Continued operation by the taxicab company or taxicab driver would cause, or is likely to cause, imminent danger to the public health, safety, or welfare.~~

~~6.28.140 Surrender of Certificate or Permit~~

~~Any certificates or permits suspended or revoked by the City shall be surrendered to the City Recorder and the operations of any taxicabs covered by such certificates shall cease.~~

~~Any Taxicab company that permanently retires any taxicab from taxicab service and does~~

1 ~~not replace it within 15 days shall immediately surrender any certificate granted for the~~
2 ~~operation of such taxicab to the City Recorder and the Taxicab company may not secure~~
3 ~~an additional Certificate for the operation of another taxicab without making application~~
4 ~~therefor in the manner provided in this chapter.~~

5 **~~6.28.150 Rates~~**

6 ~~A flat fare remains constant regardless of the distance traveled or the time involved. Except~~
7 ~~for a taxicab charging a flat rate, the rates to be charged to passengers are to be based on~~
8 ~~the factors of mileage from the point of origin to the point of destination by the most direct~~
9 ~~route, the time involved, and the number of passengers. No taxicab may charge any fees or~~
10 ~~rates other than those that are posted.~~

11 **~~6.28.160 Complaints~~**

12 ~~A. Every taxicab shall have posted in a prominent place within the passenger~~
13 ~~compartment a notice entitled "Complaints" setting forth the address and telephone~~
14 ~~number of the Taxicab company to which complaints should be directed and a notice that a~~
15 ~~record of all complaints shall be open to inspection and review by the City at any time on~~
16 ~~its request.~~

17 ~~B. Taxicab companies shall maintain a record of all complaints received either in writing~~
18 ~~or by telephone.~~

19 **~~6.28.170 Violation – Penalty~~**

20 ~~Any Person that violates any provision of this Chapter through its operation of a taxicab~~
21 ~~service from points originating within the City of Ashland shall be deemed guilty of a~~
22 ~~separate violation on each and every day or portion thereof during which the violation is~~
23 ~~committed, continued or permitted, and upon conviction of any such violation, the Person~~
24 ~~shall be punished as prescribed in AMC 1.08.020.~~

25 **SECTION 2.** Ashland Municipal Code Chapter 6.28 is hereby replaced as follows:

26 **6.28.010. Title and Purpose.**

27 **A. This Chapter shall be known and may be cited as the Vehicle for Hire Code of**
28 **the City of Ashland.**

29 **B. The permits and regulations created by this Chapter are intended to establish a**
30 **means to protect public health, safety, and welfare and allow fair competition.**

Nothing contained in this Chapter is intended or shall be construed to create any

1 liability on the part of the City, its officers, or its employees for any injury or
2 damage related to any provision of this Chapter, or by reason or in consequence of
3 any act or omission in connection with the implementation or enforcement of this
4 Chapter on the part of the City, its officers, or its employees.

5 **6.28.020. Definitions.**

6 A. Digital Dispatch System: An internet-based software application, website,
7 platform, or interface that allows for the solicitation, arrangement, or provision of
8 Vehicle for Hire services and for the display of rates, the calculation of fares, or the
9 acceptance of payment for Vehicle for Hire services.

10 B. Dynamic Pricing: The pricing of Transportation Services as impacted by
11 market demand, which can be an upward or downward deviation from the
12 customary fares established by Vehicle for Hire Agencies.

13 C. Limousine: A luxury motor Vehicle for Hire which has a chassis and wheelbase
14 that have been lengthened beyond the original manufacturer's specifications,
15 whether at the time of manufacture or after, and which is used to provide
16 prearranged transportation services under a contract or agreement for such
17 services.

18 D. Limousine Company: Any person operating one or more limousines, other than
19 as a driver, regardless of whether the limousines so operated are owned by the
20 company, leased, or owned by individual members or employees of the company.

21 E. Permit: The written form of permission from the City required in order to
22 operate a business or pursue a vocation as required by this Chapter.

23 F. Person: Any natural person, partnership, corporation, limited liability company,
24 government entity, association, or other entity in law or fact.

25 G. Severe mobility limitation: A physical impairment that precludes a person's
26 ability to walk without the physical assistance of another person and/or the
27 assistance of a wheelchair, stretcher, or similar device. Persons who can walk with a
28 walker or cane but do not need the assistance of another person shall not be
29 considered as having a severe mobility limitation.

30 H. Taxi: A Vehicle for Hire other than a Limousine or Transportation Network
Vehicle.

1 I. Taxi Company: Any person operating one or more Taxis, other than as a driver,
2 regardless of the legal form of the entity and regardless of whether the Taxis so
3 operated are owned by the company, or leased, or owned by individual members or
4 employees of an entity.

5 J. Taximeter: A mechanical or electronic device which calculates and displays a
6 fare for transportation services based on an initial fee, distance traveled, waiting
7 time, or any combination thereof.

8 K. Transportation Network: One or more Drivers utilizing a Digital Dispatch
9 System, and using personal motor vehicles in the provision of Transportation
10 Services.

11 L. Transportation Network Company or TNC: Any person that operates or
12 facilitates a transportation network.

13 M. Transportation Network Vehicle: A motor vehicle which is used as a Vehicle for
14 Hire and is part of a Transportation Network.

15 N. Transportation Services: Motor vehicle transportation of persons or goods for
16 compensation of any kind, except transportation provided by a public or
17 governmental entity; transportation that is regulated entirely by the state of Oregon
18 or the federal government; or transportation of goods provided by a person that
19 engages solely in the transportation of goods.

20 O. Vehicle for Hire: A motor vehicle used to provide Transportation Services for
21 compensation of any kind where such services are not operated exclusively over a
22 fixed or defined route, including Taxicabs, Limousines, and Transportation
23 Network Vehicles. The following vehicles shall not be considered Vehicles for Hire
24 for the purposes of this Chapter and are prohibited from operating as a Taxi,
25 Limousine, or Transportation Network Vehicle: i. ambulances equipped and
26 staffed so as to be capable of providing emergency medical services; ii. courtesy
27 vehicles used by a hotel, motel, car rental company, residential home, parking
28 facility, or other business where transportation is secondary to the business'
29 primary purpose and is provided free of charge or as part of the general overhead
30 of the business; iii. vehicles operated by public entities; iv. delivery vehicles used
exclusively for delivering property exclusive of passenger transportation; and v.

volunteer-driven vehicles operated by a person who does not receive wages, salary, or other compensation.

P. Vehicle for Hire Agency: A person engaged in the business of furnishing or providing one or more vehicles for hire through a digital dispatch system or by any other means, regardless of whether such business has employees or delivers its services through independent contractors. Vehicle for Hire agencies include, but are not limited to, Taxi Companies, Transportation Network Companies, and Limousine Companies.

Q. Vehicle for Hire Driver or Driver: A person who physically operates a Vehicle for Hire.

R. Wheelchair-Accessible Vehicle or WAV: A Vehicle for Hire that is equipped with a hydraulic or electric lift or ramps designed for the purpose of transporting wheelchair users or persons using mobility devices or which contains any other physical device or alteration designed to permit access to the vehicle in order to provide the transportation of physically disabled persons using wheelchairs or other mobility devices.

6.28.030. Permit Required, Fees.

A. No Vehicle for Hire Agency shall conduct business or operate in the City without a valid Permit.

B. No Vehicle for Hire Driver shall conduct business or operate in the City without a valid Permit.

C. The City may issue a Permit to a Vehicle for Hire Agency if the agency certifies on a form acceptable to the City that it is in compliance with all of the requirements of this Chapter including, but not limited to: insurance requirements, operating standards, records retention requirements, and any other requirements of the Ashland Municipal Code, and the City determines that the Vehicle for Hire Agency actually meets all applicable standards and requirements.

D. The City may issue a Permit to a Vehicle for Hire Driver if the Driver certifies on a form acceptable to the City that he or she is in compliance with all of the requirements of this Chapter and any other applicable requirements of the Ashland

Municipal Code, and the City determines that the Vehicle for Hire Driver actually meets all applicable standards and requirements.

E. The City may include additional conditions, restrictions, or special provisions related to routes, hours of operation, designated pick-up or drop-off sites, lighting, or other alternate requirements in a Permit if, in the City's sole discretion, such additional conditions, restrictions, or special provisions are warranted.

F. Any Permit issued under this Chapter is valid for one year from the date of issue. Any renewal of a Permit must be approved by the City prior to the expiration date of the current Permit in order for the Vehicle for Hire Agency or Vehicle for Hire Driver to continue operating within the City.

G. An application fee shall be required before any Permit is issued pursuant to this Chapter. This fee is intended to reimburse the City for its reasonable costs in administering the requirements of this Chapter and in maintaining and operating the streets within the City. The application fee for an initial Permit or for any renewal of a Permit shall be \$5000.00 for Transportation Network Companies, \$500.00 for Taxi Companies, \$500.00 for Limousine Companies, and \$60.00 for Vehicle for Hire Drivers. The application fee shall be waived for any Vehicle for Hire Driver who proves to the satisfaction of the City that he or she operates a Wheelchair Accessible Vehicle or a fully electric vehicle as a Vehicle for Hire.

H. The application fee shall be paid to the City at the time of submitting an initial application for a Permit and at the time of submitting any renewal application.

I. In addition to the requirements set forth in this Chapter, all Vehicle for Hire Agencies and Vehicle for Hire Drivers must comply with applicable federal and state law.

6.28.040. Driver Requirements.

All Drivers shall be at least 21 years of age and shall possess a valid Oregon driver's license, proof of a current motor vehicle registration, and proof of current automobile liability insurance that meets the requirements of this Chapter and state law.

6.28.050. Agency Requirements, Background Checks.

A. Every Vehicle for Hire Agency shall maintain accurate and current records for all Drivers employed by, contracting with, or affiliated with the agency, including all

1 Drivers accessing the agency's Digital Dispatch System to operate in the City. These
2 records shall include the Driver's name, date of birth, address, social security
3 number, criminal background check results, driver's license information, motor
4 vehicle registration, and automobile insurance. These records will be made
5 available to the City promptly upon request.

6 B. Prior to permitting a person to operate as a Vehicle for Hire Driver, and
7 annually thereafter, a Vehicle for Hire Agency shall conduct, or have a qualified
8 third party conduct, a criminal background check of the potential Driver. The
9 criminal background check shall include a search of no less than ten years of
10 history, unless prohibited by law, in which case the duration of the search shall be
11 the maximum number of years permitted by law. The criminal background check
12 shall include local, state, and national criminal history databases and all accessible
13 sex offender registries. Any person who is on a sex offender registry may not act as
14 a Driver. Any person that has a record of a felony conviction within the previous
15 ten years may not act as a Driver. A record of a conviction of any of the following
16 crimes within the previous ten years will also disqualify a person from being a
17 Driver: any crime involving driving while under the influence of alcohol or a
18 controlled substance, any sexual offense, or any crime involving physical harm or
19 attempted physical harm to a person. The Vehicle for Hire Agency or its agent shall
20 maintain records of all criminal background checks for a period of at least two
21 years. For purposes of this section, the term "conviction" includes convictions, bail
22 forfeitures, and any other final adverse findings.

23 C. A Vehicle for Hire Agency shall revoke a Driver's authority to operate as a
24 Driver for the agency and immediately inform the City if it finds at any time that
25 the standards set forth in this Chapter are no longer being met by the Driver. The
26 Vehicle for Hire Agency shall only reinstate a Driver upon a finding by the agency
27 that all standards are again being met by the Driver.

28 **6.28.060. Insurance Requirements.**

29 A. For all required insurance, Vehicle for Hire Agencies shall provide certificates of
30

1 insurance and endorsements naming the City, its officers, agents, and employees as
2 additional insured parties and give at least 30 calendar days' notice to the City
3 before a policy is canceled, expires, or has any reduction in coverage.

4 B. The insurance requirements of this section shall be satisfied by insurance issued
5 by a licensed insurer or an eligible surplus lines insurer in the State of Oregon.

6 C. The insurance limits for Vehicle for Hire Agencies are subject to statutory
7 changes as to maximum limits of liability imposed on municipalities of the State of
8 Oregon during the term of any Permit.

9 D. The adequacy of insurance coverage is subject to the review and approval of the
10 City.

11 E. Every Vehicle for Hire Agency shall maintain continuous, uninterrupted
12 coverage for the duration of the Permit and any operations in the City. Any lapse in
13 insurance coverage, even if it is later backdated by the insurance company, is a
14 violation of this Chapter.

15 F. Every Vehicle for Hire Agency shall secure and maintain commercial general
16 liability insurance with limits of not less than \$1 million per occurrence and \$2
17 million in the aggregate for claims arising out of, but not limited to, bodily injury
18 and property damage incurred in the course of operating in the City.

19 G. Taxi Companies and Limousine Companies shall secure and maintain
20 commercial automobile liability insurance covering Vehicles for Hire operated
21 within the City, with a combined single limit of not less than \$1 million per
22 occurrence for claims arising out of, but not limited to, bodily injury and property
23 damage incurred in the course of operating in the City.

24 H. TNC Service Periods Defined:

25 (1) Period 1: The TNC Driver has logged into the Digital Dispatch System or
26 is otherwise connected to the TNC's Digital Dispatch System, but has not yet
27 accepted a request for a ride from a passenger. For example, the Digital
28 Dispatch System is open, and the Driver is waiting for a match.

29 (2) Period 2: A passenger match has been accepted by the Driver, but the
30 passenger is not yet picked up (for example, the Driver is on the way to pick
up the passenger).

1 (3) Period 3: A passenger is in the Vehicle for Hire.

2 I. Upon City request and as part of a Permit application, TNCs shall provide proof
3 of current, valid insurance for City approval covering all affiliated Drivers and
4 Vehicles for Hire operating for such TNC and satisfying the minimum liability
5 limits for Periods 1, 2, and 3 set forth in this Section.

6 J. All TNCs shall maintain and provide the City with proof of the following
7 automobile liability coverages:

8 (1) Primary insurance coverage during Period 1 with minimum liability
9 limits of \$50,000 per person for death and injury, \$100,000 per incident for
10 death and injury, and \$25,000 for property damage, in addition to any other
11 coverage required by the State of Oregon.

12 (2) Primary insurance coverage during Periods 2 and 3 with minimum
13 liability limits of \$1 million in combined single limit coverage for death,
14 personal injury, and property damage per incident; and \$1 million in
15 combined single limit under/uninsured motorist coverage for death, personal
16 injury, and property damage per incident.

17 (3) The required automobile liability insurance shall specifically recognize
18 the Driver's provision of TNC and Vehicle for Hire services and shall comply
19 with the laws of the State of Oregon and/or other applicable governing
20 bodies.

21 K. Vehicle for Hire Drivers shall be responsible for maintaining all personal
22 automobile liability insurance required by State law.

23 6.28.070. Operational Requirements.

24 A. TNCs shall maintain accurate records and data of all trips made by all Drivers
25 for at least one year from the date of the trip. The records and data may be
26 aggregated and/or anonymized, and shall include, at minimum, the locations by ZIP
27 code of trip origination and destination, vehicle miles traveled, trip origination and
28 completion times, trip duration, and passenger wait times calculated from a
29 Driver's acceptance of a request to passenger pick-up. The City may require a TNC
30 to enter into a data sharing agreement in order to receive a Permit.

1 B. All vehicles operating for or affiliated with a TNC or Taxi Company shall be
2 clearly marked with the company name or logo. Vehicles operating for a Taxi
3 Company shall include the Taxi Company name or logo, phone number, and a
4 vehicle identification number in plain sight. Vehicles operating for or affiliated with
5 a TNC shall be clearly marked as operating for the TNC, although any vehicle
6 marking requirements imposed by the TNC may apply. A TNC's Digital Dispatch
7 System or website shall display for the passenger the make, model, and license plate
8 number of the TNC Vehicle for Hire accepting a service request.

9 C. Drivers operating a Transportation Network Vehicle may not accept street hails
10 and may only accept rides arranged through a TNC's Digital Dispatch System.

11 D. Vehicle for Hire Agencies shall implement and maintain at all times a zero
12 tolerance policy on the use of drugs or alcohol applicable to all Drivers employed by
13 or affiliated with the agency while providing Vehicle for Hire Services. Agencies
14 shall provide notice of the zero tolerance policy on their website(s) and/or have it
15 clearly displayed in each Vehicle for Hire. The notice must include contact
16 information to report a complaint about a Driver for possible violation of the policy.
17 An agency shall immediately suspend a Driver upon receipt of a passenger
18 complaint alleging a violation of the zero tolerance policy for at least the duration of
19 the investigation of the complaint. An agency shall notify the City within 48 hours
20 of receiving any complaint against an affiliated Driver.

21 E. Drivers shall not operate a Vehicle for Hire for more than 12 hours in any given
22 24-hour period.

23 6.28.080. Reasonable Accommodations, WAVs.

24 A. Vehicle for Hire Agencies must provide reasonable accommodations to
25 passengers with disabilities, including passengers accompanied by a service animal,
26 passengers with hearing and visual impairments, and passengers with mobility
27 devices. Vehicle for Hire Agencies must comply with all applicable requirements of
28 the Americans with Disabilities Act.

29 B. Vehicle for Hire Agencies and their Drivers shall provide services in a manner
30 that ensures the equal protection, treatment, and representation of all persons and
shall not discriminate against any person for any reason, including, but not limited

1 to, age, citizenship status, color, familial status, gender identity or expression,
2 marital status, mental disability, national origin, physical disability, race, religion,
3 sex, sexual orientation, and source or level of income.

4 C. Taxi Companies and TNCs must provide service to any passenger with a severe
5 mobility limitation that requests a Wheelchair-Accessible Vehicle. Taxi Companies
6 and TNCs shall provide WAV service within a reasonable amount of time by
7 maintaining one or more affiliated Wheelchair-Accessible Vehicles, contracting with
8 a permitted operator of Wheelchair-Accessible Vehicles, or a combination thereof.
9 It is a rebuttable presumption that failing to provide a WAV within 45 minutes of
10 receipt of a request for such a vehicle is unreasonable.

11 D. Fare rates for WAVs shall not exceed the fare rates for comparable non-WAV
12 vehicles and shall not be subject to Dynamic Pricing.

13 6.28.090. Vehicle Safety Inspection.

14 Each Vehicle for Hire operating in the City shall pass on an annual basis a standardized
15 vehicle safety test as performed by a National Institute for Automotive Service Excellence
16 (ASE) Blue Seal recognized shop or by an automotive technician with a current, valid ASE
17 certification in any of the areas of ASE A4-A8. Any vehicle that is less than one year old,
18 based on model year, or has less than 10,000 miles on its odometer is exempt from this
19 requirement. Proof of passage of a standardized vehicle safety test shall be kept in the
20 vehicle at all times.

21 6.28.100. Audit of Records.

22 The City may audit the records of any Vehicle for Hire Agency, including records related
23 to its Drivers, twice per calendar year to review compliance with this Chapter. Upon
24 request by the City, a Vehicle for Hire Agency shall provide the City a sample of records
25 for up to thirty (30) Drivers affiliated with the agency that have operated or provided
26 services in the City in the thirty (30) days preceding the audit. An audit shall occur at a
27 time and location designated by the City. In addition to an audit, the City may require a
28 Vehicle for Hire Agency to produce records related to the investigation of a specific
29 allegation of a violation of this Chapter or other applicable law, or records to enable the
30 City to evaluate a complaint. Production of records for an investigation or to evaluate a
complaint does not count toward the twice-per-year auditing limit.

1 6.28.110. Taximeter Inspection.

2 Every Taximeter in use by a Vehicle for Hire Agency shall be inspected and tested for
3 accuracy by the agency at least once every six months.

4 6.28.120. Charges for Vehicle for Hire Services.

5 A. Calculation and Display of Charges. All charges for Vehicle for Hire Services,
6 shall be calculated and displayed by a Taximeter or Digital Dispatch System or shall
7 be a flat fee readily discernible to passengers. When charges are to be displayed by
8 a Taximeter, the Taximeter shall be placed in the Vehicle for Hire so that the
9 reading dial showing the amount to be charged is illuminated and readily
10 discernible to passengers.

11 B. Charges to be Registered Only When Vehicle for Hire is Engaged. No Taximeter
12 or Digital Dispatch System shall be operated in any manner so as to cause any
13 charge to be registered thereon except during the time while the Vehicle for Hire is
14 occupied by a passenger.

15 C. Taximeter or Digital Dispatch System to be in Continuous Operation. No
16 passenger shall be carried in any Vehicle for Hire unless the Taximeter or Digital
17 Dispatch System is in operation, whether or not the trip is entirely within or
18 partially within and partially without the boundaries of the City. The Taximeter or
19 Digital Dispatch System shall be in continuous operation during the entire time that
20 a passenger is being transported for compensation.

21 D. Specialized charges. A Vehicle for Hire Agency may impose a specialized charge
22 to carry extra passengers or to deliver goods or other items so long as such
23 specialized charge is clearly calculated and displayed before any service is provided.

24 6.28.130. Use of Direct Route Required.

25 A Vehicle for Hire Driver employed to carry a passenger to a definite point shall take the
26 most direct route possible that will carry the passenger safely and expeditiously to the
27 passenger's destination.

28 6.28.140. Smoking Prohibited.

29 A. It shall be unlawful for any Vehicle for Hire Driver to smoke in the presence of
30 any passenger without the consent of such passenger.

1 B. Notwithstanding subsection A. of this section, it shall be unlawful for any person
2 to smoke in a Vehicle for Hire if oxygen tanks or other devices containing
3 flammable materials are present in the vehicle.

4 6.28.150. Revocation or Suspension of Permit.

5 A. In addition to any other enforcement option provided by the AMC, the City may
6 suspend, revoke, or refuse to issue a Permit to a Vehicle for Hire Agency or a
7 Vehicle for Hire Driver if the agency or Driver fails to meet or has violated any of
8 the provisions of this Chapter. A violation includes any failure to meet or
9 maintain any of the requirements or qualifications set forth in this Chapter,
10 including the procedures and requirements for obtaining and maintaining a Permit,
11 the making of any false statement or representation, or otherwise engaging in
12 unlawful activity. The decision to suspend, revoke, or refuse to issue a Permit may
13 be appealed as set forth in AMC Chapter 2.30.

14 6.28.160. Enforcement.

15 The City has the administrative authority to implement and enforce this Chapter,
16 including adoption of administrative rules, regulations, or policies. This provision shall not
17 be construed to abrogate or limit the jurisdiction or authority of the Ashland Police
18 Department or any other law enforcement agency.

19 6.28.170. Effective Date.

20 Any Vehicle for Hire Agency certificate or Vehicle for Hire Driver certificate that is
21 current and valid as of the effective date of this Chapter shall remain valid until January 1,
22 2019, unless the certificate or permit holder wishes to apply for a new Permit under this
23 Chapter.

24 6.28.190. Violations, Penalties.

25 A. It shall be unlawful to operate or provide services as a Vehicle for Hire Agency
26 or Vehicle for Hire Driver in the City without a valid Permit issued pursuant to this
27 Chapter.

28 B. It shall be unlawful to refuse service to a person with a disability.

29 C. It shall be unlawful to operate a Vehicle for Hire in the City without having an
30 annual vehicle inspection as required by AMC 6.28.090.

1 **D. A violation of subsection A of this section is a Class I violation. A violation of**
2 **subsection C of this section is a Class I violation. A violation of subsection C of this**
3 **section is a Class II violation. A violation of any other provision of this Chapter is a**
4 **Class II violation. Each day that a violation continues shall constitute a separate**
5 **violation.**

6 **SECTION 3. Codification.** In preparing this ordinance for publication and distribution, the
7 City Recorder shall not alter the sense, meaning, effect, or substance of the ordinance, but within
8 such limitations, may:

- 9 (a) Renumber sections and parts of sections of the ordinance;
- 10 (b) Rearrange sections;
- 11 (c) Change reference numbers to agree with renumbered chapters, sections or other parts;
- 12 (d) Delete references to repealed sections;
- 13 (e) Substitute the proper subsection, section, or chapter numbers;
- 14 (f) Change capitalization and spelling for the purpose of uniformity;
- 15 (g) Add headings for purposes of grouping like sections together for ease of reference; and
- 16 (h) Correct manifest clerical, grammatical, or typographical errors.

17 **SECTION 4. Severability.** Each section of this ordinance, and any part thereof, is severable,
18 and if any part of this ordinance is held invalid by a court of competent jurisdiction, the
19 remainder of this ordinance shall remain in full force and effect.

20 The foregoing ordinance was first read by title only in accordance with Article X, Section 2(C)
21 of the City Charter on the ____ day of _____, 2018, and duly PASSED and ADOPTED
22 this ____ day of _____, 2018.

23
24 _____
Melissa Huhtala, City Recorder

25
26 SIGNED and APPROVED this ____ day of _____, 2018.

27 _____
28 John Stromberg, Mayor

29 Reviewed as to form:

30 _____
David H. Lohman, City Attorney

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8 Vehicle for Hire (8.320 to 8.380)

8.320 Title, Intent, and Purposes of Sections 8.325 to 8.380

This ordinance shall be known and may be cited as the "Vehicle for Hire Ordinance of the City of Medford." The City Council of the City of Medford finds and declares that the purpose of this ordinance is to promote the safety and welfare of the general public by regulating vehicle for hire operators and their drivers within the City of Medford, as authorized by ORS 221.485 and 221.495. Nothing contained in this ordinance is intended or shall be construed to create any liability on the part of the City, its officers or employees for any injury or damage related to any provision of this ordinance, or by reason or in consequence of any act or omission in connection with the implementation or enforcement of this ordinance on the part of the City, its officers, or employees.

[Added Sec. 18, Ord. No. 2017-96, Oct. 19, 2017, effective Dec. 1, 2017.]

8.325 Definitions

Words and phrases used in this ordinance shall have the following meanings ascribed to them:

(1) "Digital dispatch system" means an internet-based software application, website, platform, or interface that allows for the solicitation, arrangement, or provision of vehicle for hire services and the display of rates, calculation of fares, or acceptance of payment for vehicle for hire services.

(2) "Driver" means any individual person who operates a vehicle for hire within the City.

(3) "Limousine" means a luxury motor vehicle for hire whose chassis and wheelbase have been lengthened beyond the original manufacturer's specifications, whether at the time of production or after.

(4) "Limousine Company" means any person operating one or more limousines for hire, other than as a driver, regardless of the legal form of the entity and regardless of whether the limousines so operated are owned by the company, leased, or owned by individual members of an entity.

(5) "Operator" means a person engaged in the business of furnishing or operating a business defined by this ordinance, whether upon contract or by offering such service to the public generally.

(6) "Taxi" means a motor vehicle for hire, other than a limousine or transportation network vehicle.

(7) "Taxi Company" means any person operating one or more vehicles for hire, other than as a driver, regardless of the legal form of the entity and regardless of whether the taxis so operated are owned by the company, leased, or owned by individual members of an entity. Taxi Companies do not include Transportation Network Companies.

(8) "Transportation Network" means one or more drivers working as independent contractors and utilizing a digital dispatch system, and using personal motor vehicles in the provision of transportation services.

(9) "Transportation Network Company or TNC" means a person that operates or facilitates a transportation network.

(10) "Transportation Network Vehicle or TNV" means a personal motor vehicle which is used as a vehicle for hire and is part of a transportation network.

(11) "Vehicle for Hire" means a motor vehicle used for the ground transportation of passengers for compensation within the City, including taxis, limousines and transportation network vehicles. The following vehicles shall not be considered vehicles for hire for the purposes of this ordinance, and are forbidden from operating as a taxi, limousine, or transportation network vehicle: (a) Ambulances equipped and staffed so as to be capable of providing emergency medical services in conjunction with passenger transportation; (b) Courtesy vehicles used by a hotel, motel, car rental company, residential home, parking facility, or other business to transport that business' clients when transportation is secondary to the business' primary purpose and the transportation is free or contained in the general overhead of the business; (c) Non-motorized vehicles such as horse-drawn vehicles; (d) Property delivery vehicles used for delivering property exclusive of passenger transportation; (e) Shuttle vehicles and buses used for providing passenger transportation over a fixed route and time schedule; and (f) Volunteer-driven vehicles operated by a driver who is reimbursed for basic mileage expenses and who does not receive wages, salary, or other compensation.

(12) "Vehicle for hire agency" means a business engaged in furnishing or providing one or more vehicles for hire through a digital dispatch system or by any other means, regardless of whether such business has employees or delivers its services through independent contractors, including a transportation network company.

(13) "Vehicle for hire driver" means a person who carries on the vocation of driving a vehicle for hire.

[Added Sec. 19, Ord. No. 2017-96, Oct. 19, 2017, effective Dec. 1, 2017.]

8.330 Business License Required for Operators and Drivers; Regulatory License Fees

(1) No Operator shall conduct business in the City without obtaining the applicable regulatory license set out in subsection (2).

(2) The City may issue a License to an Operator if the company certifies on a form acceptable to the City that it is in compliance with all requirements of this chapter, including but not limited to driver and insurance requirements, operating standards, and any other code requirements, and actually meets all applicable standards and requirements.

(3) The City may include conditions, restrictions, or special provisions in the License, including but not limited to conditions related to routes, times of operation, lighting, alternative requirements or means of meeting requirements, or other conditions, if, in the sole discretion of the City, the applicant's vehicles or operations

warrant conditions, restrictions, or special provisions.

(4) The License issued under this chapter is valid for one year. Any renewal must be

approved by the City prior to the expiration date in order for the Operator to continue providing vehicle for hire services within the City.

(5) The application fee shall be based on the number of drivers operating for the Operator at the time of the application, and shall be intended to account for the City's costs in administering this code and for the City's costs in operating and maintaining streets within the City. The fee shall be \$1,000 for Transportation Network Companies, \$100 for Taxi Companies, and \$60 for Drivers.

(6) The application fee shall be paid to the City at the time of submitting both initial and renewal License applications.

(7) No Operator or Driver shall conduct business in the City without a valid business license.

[Added Sec. 20, Ord. No. 2017-96, Oct. 19, 2017, effective Dec. 1, 2017.]

8.335 Driver Requirements

(1) Drivers shall be at least 21 years of age and shall possess a valid driver license, proof of motor vehicle registration, and proof of current automobile liability insurance that meets the requirements of this chapter and state law.

(2) Every Operator shall maintain accurate, current records for all drivers employed by, contracting with, or otherwise affiliated with the company, including all drivers accessing the company's digital network to operate in the City. The records shall include the driver's name, date of birth, address, social security number, criminal background check results, driver's license information, motor vehicle registration, and automobile insurance. Operators shall provide a person in compliance with this section written notice of compliance, who shall then submit the notice to the City as part of the business license application required by section 8.330(3).

(3) Prior to permitting a person to operate as a Driver, and annually thereafter, the Operator shall conduct, or have a qualified third party conduct, a criminal background check. The criminal background check shall include a search of no less than seven years of history, unless prohibited by law, in which case the duration of the search shall be the maximum number of years permitted by law. The criminal background check shall include local, state, and national criminal history databases and all accessible sex offender registries. Any person who is on a sex offender registry, or any person that has a record of a felony conviction within the previous seven years may not act as a driver. A record of a conviction of any of the following within the previous seven years will also disqualify a person from acting as a driver: crimes involving driving under the influence of alcohol or controlled substances, sexual offenses, or crimes involving physical harm or attempted physical harm to a person. The company or its agent shall maintain records of a criminal background checks for a period of at least two years. For purposes of this section, the term "conviction" includes convictions, bail forfeitures, and other final adverse findings.

(4) An Operator must revoke a driver's authority to operate as a driver for their

company and inform the City if it finds at any time that the standards set forth in this section are no longer being met by the driver. The Operator shall only reinstate a driver upon a finding by the company that all standards are again being met by the driver.

[Added Sec. 21, Ord. No. 2017-96, Oct. 19, 2017, effective Dec. 1, 2017.]

8.340 Insurance Requirements

(1) For all required insurance, Operators shall provide certificates of insurance naming the City, its officers, agents, and employees as additional insured parties and give at least 30 calendar days' notice to the City before a policy is canceled, expires, or has any reduction in coverage.

(2) Insurance requirements of this section shall be satisfied by insurance issued by a licensed insurer or an eligible surplus lines insurer in the State of Oregon.

(3) The insurance limits for Operators are subject to statutory changes as to maximum limits of liability imposed on municipalities of the State of Oregon during the permit's term, or other statutory changes.

(4) The adequacy of insurance coverage is subject to the review and approval of the City.

(5) Every Operator shall maintain continuous, uninterrupted coverage for the duration of the License and any operations in the City. Any lapse in insurance coverage, even if it is later backdated by the insurance company, is a violation of this chapter.

(6) Operators shall secure and maintain commercial general liability insurance with limits of not less than \$1 million per occurrence and \$2 million aggregate for claims arising out of, but not limited to, bodily injury and property damage incurred in the course of operating in the City.

(7) Taxi Companies operating any motor vehicles shall secure and maintain commercial automobile liability insurance covering those vehicles, with a combined single limit of not less than \$1 million per occurrence for claims arising out of, but not limited to, bodily injury and property damage incurred in the course of operating in the City.

(8) TNC Service Periods Defined:

(a) Period 1: The TNC Driver has logged into the App or is otherwise connected to the TNC's digital network, but has not yet accepted a request for a ride from a passenger. For example, the App is open and the driver is waiting for a match.

- (b) Period 2: A passenger match has been accepted, but the passenger is not yet picked up (for example, the driver is on the way to pick up the passenger).
- (c) Period 3: The passenger is in the vehicle.

(9) Upon City request or as part of an application, TNCs shall provide proof of current valid insurance for City approval covering all affiliated TNC Drivers and vehicles for hire operating for such company and satisfying the minimum requirements of Periods 1, 2, and 3.

(10) All TNCs shall maintain and provide the City with proof of the following automobile liability coverages:

- (a) Primary insurance coverage during Period 1 with minimum liability limits of \$50,000 per person for death and injury, \$100,000 per incident for death and injury, and \$25,000 for property damage, plus any other state compulsory coverage.
- (b) Primary insurance coverage during Periods 2 and 3 with minimum liability limits of \$1 million in combined single limit coverage for death, personal injury and property damage per incident; and \$1 million in combined single limit under/uninsured motorist coverage for death, personal injury and property damage per incident.
- (c) The required automobile liability insurance shall specifically recognize the driver's provision of TNC and vehicle for hire services and shall comply with the laws of the State of Oregon and/or other applicable governing bodies.

(11) TNC drivers shall be responsible for maintaining all personal automobile liability insurance required by State law.

[Added Sec. 22, Ord. No. 2017-96, Oct. 19, 2017, effective Dec. 1, 2017.]

8.345 Operational Requirements

(1) TNCs shall maintain records of all trips made by all drivers for at least one year from the date of the trip. The data may be aggregated and/or anonymized, and shall include, at minimum, the locations by ZIP code of trip origination and destination, vehicle miles traveled, trip origination and completion times, trip duration, and passenger wait times from a driver's acceptance of a request to passenger pick-up. The City may require a TNC to enter a data sharing agreement in order to receive a License.

(2) All vehicles operating for a TNC or Taxi Company shall be clearly marked with the company name or logo. Vehicles operating for a Taxi Company shall include the company name or logo, phone number, and a vehicle identification number in plain sight. Vehicles operated solely for TNC services shall be clearly marked as operating for the TNC, although any vehicle marking requirements imposed by a TNC may apply. The TNC's software application or website shall display for the passenger the make, model, and license plate number of the TNC vehicle.

(3) TNC drivers may not accept street hails, and may only accept rides arranged through a TNC's digital network.

(4) Operators shall implement and maintain at all times a zero tolerance policy on the use of drugs or alcohol applicable to all drivers employed by or affiliated with the company while providing vehicle for hire services. Companies shall provide notice of the zero tolerance policy on their website and/or have it clearly displayed in each vehicle. The notice must include contact information to report a complaint about a driver for possible violation of policy. A company shall immediately suspend a driver upon receipt of a passenger complaint alleging a violation of the zero tolerance policy, for at least the duration of the investigation of the complaint.

(5) Operators must provide reasonable accommodations to passengers with disabilities, including passengers accompanied by a service animal, passengers with hearing and visual impairments, and passengers with mobility devices, and must comply with all applicable requirements of the Americans with Disabilities Act. [Added Sec. 23, Ord. No. 2017-96, Oct. 19, 2017, effective Dec. 1, 2017.]

8.350 Audit

The City may audit Operators up to twice per calendar year to review compliance with this ordinance. Upon request, an Operator shall provide the City a sample of records for up to thirty (30) drivers affiliated with the Operator that have operated in the thirty (30) days preceding the audit. An audit shall occur at a time and location designated by the City. In addition to an audit, the City may require an Operator to produce records related to an investigation of a specific allegation of a violation of this ordinance or other applicable law, or to evaluate a complaint. Production of records for an investigation or to evaluate a complaint does not count toward the twice-per-year auditing limit.

[Added Sec. 24, Ord. No. 2017-96, Oct. 19, 2017, effective Dec. 1, 2017.]

8.355 Revocation, Suspension

In addition to the remedies provided for in section 8.900 and ORS 30.315, the City may suspend, revoke, or refuse to issue a license if an Operator or Driver has violated or not met any of the provisions of sections 8.330 through 8.380. A violation includes any failure to meet or maintain any of the requirements or qualifications set forth in sections 8.330 through 8.380, including the procedures and requirements for obtaining and maintaining a business license, the making of any material misrepresentation, or if an Operator or Driver is otherwise engaged in unlawful activity.

[Added Sec. 25, Ord. No. 2017-96, Oct. 19, 2017, effective Dec. 1, 2017.]

8.360 License Effective Date

Any Vehicle for Hire Agency License that is current as of the effective date of this ordinance, shall remain valid, until June 30, 2018, unless the License holder wishes to apply for a new license under this chapter.

[Added. Sec. 26, Ord. No. 2017-96, Oct. 19, 2017, effective Dec. 1, 2017.]

8.365 Charges for Vehicle for Hire Services

(1) Calculation and Display of Charges. All charges for vehicle for hire services shall be calculated and displayed by a taximeter or digital dispatch system. When charges are to be displayed by a taximeter, the taximeter shall be placed in the vehicle for hire so that the reading dial showing the amount to be charged is illuminated and readily discernible to passengers.

(2) Charges to be Registered Only When Vehicle for Hire is Engaged. No taximeter or digital dispatch system shall be operated in any manner so as to cause any charge to be registered thereon except during the time while the vehicle for hire is engaged by a passenger.

(3) Taximeter or Digital Dispatch System to be in Continuous Operation. No passenger shall be carried in any vehicle for hire unless the taximeter or digital dispatch system is in operation, whether or not the trip is entirely within or partially within and partially without the boundaries of the City. The taximeter or digital dispatch system shall be in continuous operation during the entire time that a passenger is being transported for compensation.

(4) Specialized charges. A vehicle for hire agency may impose a specialized charge to carry extra passengers or to deliver goods or other items so long as such specialized charge is clearly calculated and displayed before any service is provided.

[Added Sec. 27, Ord. No. 2017-96, Oct. 19, 2017, effective Dec. 1, 2017.]

8.370 Use of Direct Route Required

A vehicle for hire driver employed to carry a passenger to a definite point shall take the most direct route possible that will carry the passenger safely and expeditiously to his destination.

[Added Sec. 28, Ord. No. 2017-96, Oct. 19, 2017, effective Dec. 1, 2017.]

8.375 Smoking Prohibited

(1) It shall be unlawful for any vehicle for hire driver to smoke in the presence of any passenger without the consent of such passenger.

(2) Notwithstanding subsection (1) of this section, it shall be unlawful for any person to smoke in a vehicle for hire if oxygen tanks or other devices containing inflammable materials are present in the vehicle.

(3) A violation of this section constitutes a violation.

[Added Sec. 28, Ord. No. 2017-96, Oct. 19, 2017, effective Dec. 1, 2017.]

8.380 Taximeter Inspection

Every taximeter shall be inspected and tested for accuracy by the vehicle for hire agency at least once every six months.

[Added Sec. 30, Ord. No. 2017-96, Oct. 19, 2017, effective Dec. 1, 2017.]

Katrina Brown

From: Jon Isaacs <jisaacs@uber.com>
Sent: Thursday, April 19, 2018 11:13 AM
To: Katrina Brown
Subject: Re: FW: Ashland, Oregon's proposed ordinance allowing TNCs to legally operate within its corporate limits
Attachments: Finalamd8.doc

Katrina,

I was out of the office yesterday at the State Autonomous Vehicle Task Force meeting, and am just getting to this now. Here is our initial feedback.

Here are my comments:

Uber would not be able to begin offering pick-up service in Ashland if the draft ordinance is adopted as written. As previously communicated to the city, the ordinance needs to be brought into 100% policy alignment with Medford's ordinance (attached) to create a consistent regional service area. The major areas of difference in the current draft that need to be addressed:

1. Align background check requirement language exactly including look back to seven years.
2. Eliminate vehicle inspection requirement.
3. Align language on required vehicle trade dress.
4. Eliminate requirement for vehicle for hire drivers to obtain a \$60 permit. (we could take this off the list if Medford and Ashland could agree to reciprocity so that drivers only need to obtain one permit. Two permits within a single service area is unworkable.)
5. Align language regarding services for people with disabilities. If the commission wishes to strengthen this language over Medford, here is a suggestion from the City of Corvallis:

Taxi companies and TNCS and their drivers shall operate in a manner that ensures the equal protection, treatment, and representation of all persons without discrimination, including, but not limited to, age, citizenship status, color, familial status, gender identity or expression, marital status, mental disability, national origin, physical disability, race, religion, religious observance, sex, sexual orientation, and source or level of income.

Let me know if you have any questions.

-Jon-



Tom Chamberlain, *President*
Barbara Byrd, *Secretary-Treasurer*

(503) 232 - 1195
3645 SE 32nd Ave
Portland, OR 97202
oraflcio.org

TO: Mayor Stromberg
Members of the Ashland City Council

CC: Assistant City Attorney Katrina L. Brown
City Attorney David H. Lohman

FR: Evan Lasley, Oregon AFL-CIO

RE: Amendment to Ordinance Bill No. 3152

My name is Evan Lasley, Regional Staff of the Oregon AFL-CIO. I'm contacting you today representing the over 300,000 working people of our state and affiliate local unions.

The City of Ashland is considering code changes to regulate Transportation Network Companies (TNCs) like Uber and Lyft. The State Federation of Labor has been the long-term advocate for all workers in Oregon's economy and with this key role in mind, our organization has significant concerns about the "gig economy".

In the last 20 years, we have seen a change in the employment model where companies are frequently classifying workers as independent contractors and insulating themselves against liabilities and employment taxes. This shift to "gig" jobs has left many workers in our community without basic protections. We continue to be ready and willing to help local authorities grapple with this evolving issue.

We know that there are significant concerns from drivers and the community about fairness as it relates to every component of our transportation system, especially TNCs.

Last month Oregon AFL-CIO President Tom Chamberlain mailed you a packet to provide you with background information on the influence of TNCs such as Uber and Lyft in politics — as well as the impact that the so-called 'gig economy' is having on the lives of working people.

I have included those resources at the end of this communique should you be interested in reviewing them prior to the upcoming May 1st City Council meeting.

The Oregon AFL-CIO remains committed to being a voice for all workers, including Transportation Network Company drivers as well as traditional transportation workers.

That is why we are respectfully calling upon you to honor the Council values of participatory government and an economy that works for all through implementing a Transportation Industry Board Policy for the City of Ashland (see attached) alongside changes in regulation which would allow companies like Uber and Lyft to operate within Ashland city limits.

The Board would serve to examine conditions for drivers and riders in the transportation industry, and include representatives from populations reliant on public transportation such as senior citizens and people with disabilities; drivers from TNC and taxi services; and representatives from TNC and taxi management.

Their charge of duties would include:

- Investigating conditions and practices in the TNC industry and advising the Council on standards that ensure safe, reliable transportation by TNCs within the city, with emphasis on consumer and driver protections and establishing fair rates and driver compensation;
- Considering the effect of TNCs on the transportation system overall, including the financial and operational viability of the public transit system, and on transportation options for people of color, people with disabilities, and other people with equity concerns;
- Conducting public hearings and submitting to the Council a report, including its recommendations as to policy changes to carry out the purposes of this Act.
- Reviewing disputes between drivers and TNCs or consumers and TNCs regarding compliance with standards applicable to the industry that are brought to its attention, either through direct communications to the Board chair or at public hearing.

Drivers deserve to have a voice at the table. TNCs like Uber have shown us over and over again that they will blatantly disregard local authority to turn an enormous profit on the backs of working people. We advise you to learn from the experiences of other cities all across the world and consider alternative models for addressing historic inequities in the transportation system.

We ask that you do not move forward with this Council Bill until there is some structure in place to allow TNC drivers to have a voice in the industry here in Ashland.

If you have any questions about our work on policies related to TNCs, do not hesitate to contact me at (541) 890-7545 or evan@orafclcio.org.

Further Resources

Uber State Interference: How TNCs Buy, Bully, And Bamboozle Their Way To Deregulation National Employment Law Project, January 18, 2018

- Recommendations to legislators from this comprehensive report include:
 - State legislators should reject efforts to preempt local authority with respect to TNCs, and instead delegate regulation of TNCs to local transportation authorities, just as many states have done for taxi regulation. Alternatively, they should work closely with cities to develop policies that establish a statewide floor, allowing cities flexibility to customize TNC regulations. They should reverse laws that strip drivers of their rights as employees.
 - Local legislators should require TNCs to comply with local labor standards and be alert to any attempts to define drivers' employment relationship as independent contractors in city legislation and rulemaking; require TNCs to share, with appropriate privacy safeguards, the data that communities need to ensure that TNCs are strengthening rather than undermining mobility and transportation; and learn about and support innovative ways to ensure for-hire drivers can form alternative business models, like cooperatives and nonprofit organizations.

A Drivers' Suicide Reveals the Dark Side of the Gig Economy New York Times, February 6, 2019

- Following the suicide of a taxi driver in New York City, this article examines the economic hardships of the 'gig economy.' I chose to include this article as part of this packet because it shines a light on how Transportation Network Companies' political influence leaves traditional transportation workers behind economically.

The Economics of Ride-Hailing: Driver Revenue, Expenses and Taxes MIT Center for Energy and Environmental Policy Research, February 2018

- Provides a detailed analysis of Uber and Lyft ride-hailing driver economics by pairing results from a survey of over 1100 drivers with detailed vehicle cost information. Results show that per hour worked, median profit from driving is \$3.37/hour before taxes, and 74% of drivers earn less than the minimum wage in their state.

PROPOSED CITY OF ASHLAND TRANSPORTATION INDUSTRY BOARD POLICY

Prepared by National Employment Law Project & The Oregon AFL-CIO

DEFINITIONS

As used in this Chapter, unless the context requires otherwise:

1. **Board** means the transportation network industry board established in this chapter;
2. **Council** means the City of Ashland City Council;
3. **Mayor** means the City of Ashland Mayor;
4. **Transportation Network Company (TNC)** means any entity or organization, whether a corporation, partnership, or sole proprietor, that connects passengers with affiliated TNC drivers and TNC vehicles through an Internet-based digital or software platform/application operated by the TNC.
5. **Transportation Network Company (TNC) Driver** means any individual operating a PFHT vehicle who connects with passengers through an Internet-based digital or software platform/application operated by an affiliated TNC.

TRANSPORTATION NETWORK INDUSTRY BOARD – STAFFING AND MEMBERSHIP

There is established in the City of Ashland a transportation network industry board.

The Board shall be made up of seven members, to be appointed by the Council and Mayor. These shall be two representatives of Transportation Network Companies, three Transportation Network Company drivers or their representatives, one public member representing people with disabilities and one public member representing Ashland communities traditionally underserved by public transportation;

Board members' terms shall be staggered, so that one TNC representative, two drivers and one public representative shall expire on [date that makes a three-year term], and one TNC representative, one driver and one public member shall expire on [two-year term] The Council and Mayor must annually select one member as Chair. Vacancies shall be filled by appointment for the unexpired terms.

The members of the board shall not receive a salary or other compensation but shall be paid actual and necessary traveling expenses while engaged in the performance of their duties.

POWERS AND DUTIES OF THE BOARD.

1. The Board shall be charged with investigating conditions and practices in the TNC industry and advising the Council on standards that ensure safe, reliable transportation by TNCs within the city, with emphasis on consumer and driver protections and establishing fair rates and driver compensation. The Board will also investigate and consider the effect of TNCs on the transportation system overall, including the financial and operational viability of the public transit system, and on transportation options for people of color, people with disabilities, and other people with equity concerns;

Within 60 days of the appointment of the board, it shall a) conduct public hearings and b) submit to the Council a report, including its recommendations as to policy changes to carry out the purposes of this Act. The report and recommendations may be finalized only after a vote of all the sitting members of the Board, along with an accounting of the yea or nay votes. The report and recommendations shall be submitted to the Council Staff, who will transmit them to the City Council and Mayor.

City of Ashland staff shall draft legislative language from the recommendations, and within 60 days of receiving the report and language, the City Council shall consider proposed legislation,

PROPOSED CITY OF ASHLAND TRANSPORTATION INDUSTRY BOARD POLICY

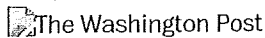
Prepared by National Employment Law Project & The Oregon AFL-CIO

2. The Board is also empowered to resolve disputes between drivers and TNCs or consumers and TNCs regarding compliance with standards applicable to the industry that are brought to its attention, either through direct communications to the Board chair or at public hearing.

Whenever a dispute is brought to the attention of the Board,

Disputes must be resolved, through a process of binding mediation, within 8 weeks of formal presentation to the Board.

3. In carrying out its work under paragraphs 1 and 2, the Board shall power to administer oaths and to require by subpoena the attendance and testimony of witnesses, and the production of all books, records, data, algorithms, and other evidence relative to any matters under inquiry. Such subpoenas shall be signed and issued by the chair of the TNC Board with the assistance of the City Attorney and shall be served and have the same effect as if issued out of the district court. The Board shall have power to cause depositions of witnesses residing within or without the state to be taken in the manner prescribed for like depositions in civil actions in the district court. The Board shall not be bound by common law or statutory rules of procedure or evidence.
4. The Board shall be staffed by City Staff already assigned to TNC/PPV, convene its meetings and bring pertinent research, and industry experts before the Board.
5. After the Board has issued its initial report, it shall meet quarterly, or by call of the chair in response to disputes. The Board shall devote such time as it deems appropriate, at each quarterly meeting, to public hearing. Any member of the public may bring issues regarding driver standards before the Council and Mayor, which must resolve those issues within 12 weeks of formal presentation to the Board.



Tripping Analysis

Uber, Lyft and other ride-hailing apps are 'useless' for disabled riders, NYC advocates say

by Fredrick Kunkle May 26 [✉Email the author](#)

A report by an advocacy group in New York says Uber, Lyft and other ride-hailing services are virtually “useless” for people with disabilities because of the relative lack of vehicles equipped to handle wheelchairs and motorized scooters.

The report by New York Lawyers for the Public Interest also says that when riders summoned wheelchair-accessible vehicles from Uber and Lyft — the only ride-hailing companies to offer such a service — the wait time was more than four times longer than for regular service.

As if that weren't bad enough, all these DIY taxi services are clogging city streets and slowing buses and paratransit vehicles that are equipped to transport people with disabilities.

The advocacy group called on Uber and Lyft, along with smaller operators Juno and Via, to do better by disabled riders, perhaps by offering more incentives to drivers to equip their vehicles to transport them.

“We see it as an equal rights issue,” said Ruth Lowenkron, director of the disability justice program for New York Lawyers for the Public Interest.

Although the report focuses only on New York City, advocates in the disability community say there's little reason to think the problem is any different in other jurisdictions where ride-hailing has become the go-to way to get around.

Uber and Lyft officials said their companies are committed to providing better service for people with disabilities.

Both companies highlighted their commitment to a pilot program under the New York City Taxi and Limousine Commission (TLC) intended to provide better service for disabled riders. The two-year pilot, which begins in July, will essentially pool wheelchair-accessible vehicles and route them through a centralized dispatcher. It's a permissible alternative to compliance with TLC regulations that would otherwise require for-hire vehicle services to have at least 25 percent of their fleets equipped to handle wheelchairs by 2022.

“Uber is committed to working with the TLC to make the [pilot program] a success and increase access to reliable service to New Yorkers in wheelchairs,” company spokeswoman Alix Anfang said in an email.

“Lyft feels strongly about ensuring that those who need rides most are able to get them and we are committed to working with the TLC on the For-Hire-Vehicle pilot program to expand service for New Yorkers in wheelchairs,” spokeswoman Campbell Matthews said.

Neither Juno nor Via responded to emails seeking comment before publication.

The report — which was written about in the Verge — casts light on an issue that poses a particular challenge for the ride-hailing services and their business model. As a sort of DIY taxi company, Uber got its start inviting ordinary people to use their spare time and their private vehicles to earn money ferrying other people around. But not all of those everyday drivers have vehicles that are equipped to handle wheelchairs or motorized scooters very easily.

As Uber and Lyft seize more and more of the on-demand transportation market, however, the companies face greater calls to conform to some of the standards that have long governed mass transit and other forms of public transportation. Those standards include the Americans With Disabilities Act's requirement for equal access.

To highlight the disparities for disabled riders, New York Lawyers for the Public Interest conducted a test to see what would happen if they called for a vehicle to transport someone with a disability. They chose five locations in New York: Grand Central Terminal in Manhattan, major medical centers in the Bronx and Brooklyn, and two major airports — John F. Kennedy International and LaGuardia — in Queens.

The testers made a point of summoning wheelchair-accessible vehicles through UberWAV and Lyft's Access Mode. They found that there were no such vehicles available 70 percent of the time. When a vehicle was found, the estimated wait times were 17 minutes, vs. four minutes for the regular service, the report says. On 17 occasions, attempts to find a wheelchair-accessible

6/11/2018

Uber, Lyft and other ride-hailing apps are 'useless' for disabled riders, NYC advocates say - The Washington Post

vehicle for travel to the city's two major airports came up empty — while efforts to book a regular ride met with 100 percent success, the report says.

The Independent Drivers Guild, a union affiliate representing thousands of ride-hailing drivers in New York, said financial incentives — perhaps from the city and the companies — are needed to encourage drivers to convert their vehicles so they can easily handle wheelchairs.

Moira Muntz, an IDG spokeswoman, said the group has been calling for a conversion fund similar to one available for taxis. Drivers of such vehicles also should receive higher rates, she said.

Justin Wood, the author of the report by New York Lawyers for the Public Interest, said he believes the ride-hailing services have the means to do just that.

"These apps have billions of dollars in revenue, and they incentivize drivers to do stuff all the time," Wood said.


Read more of Tripping:

Prepare for long lines and delays this Memorial Day weekend — especially at these airports

Uber will use its app to remind everybody to buckle up

TSA has created a watch list for unruly passengers

 **68 Comments**

Fredrick Kunkle runs the Tripping blog, writing about the experience of travel. He has also covered politics, courts, police, and local government in Maryland and Virginia.  Follow @KunkleFredrick

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After CNN report, lawmakers want answers from Uber, Lyft on sexual assaults

by Sara Ashley O'Brien @saraashleyo

May 21, 2018: 2:09 PM ET

Recommended 620



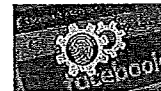
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Lawmakers are demanding answers from ridesharing companies about sexual violence on their platforms.

Nine members of Congress sent a letter to the CEOs of Uber, Lyft, Juno, Curb, and Via on Monday requesting details about their protocols related to sexual assault and harassment reports, training drivers, and more.

The letter, first seen by CNN, came following a recent CNN investigation that found at least 103 Uber drivers in the United States have been accused of sexually assaulting or abusing their passengers in the past four years.

"The questions we're asking are, in many senses, common sense questions that we'd hope the ridesharing companies would already be doing, like maintaining records of driver who've been accused of sexual violence," said Democratic Caucus Chairman Joe Crowley of New York, who drafted the letter along with Congresswoman Lois Frankel of Florida. "[CNN's] article really begged these questions in many respects."

Read the letter: Lawmakers demand answers over rideshare driver assaults

The letter asks if the companies maintain records on drivers who've been accused of sexual violence and do they make that information public. It also wants to know if the companies have

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Many of the women who say they were raped or attacked by the 103 accused drivers uncovered as a part of CNN's investigation had been drinking, or were inebriated, at the time of the incidents.

CNN's analysis came from an in-depth review of police reports, federal court records and county court databases for 20 major US cities. At least 31 of the Uber drivers have been convicted for crimes ranging from forcible touching and false imprisonment to rape, and dozens of criminal and civil cases are pending, CNN found.

Lyft, Uber's biggest US competitor, had 18 cases of its drivers accused of sexual assault or abuse in the past four years, according to a similar CNN review using the same methodology found. Drivers were either arrested, are wanted by police, or have been named in civil suits related to the incidents. Four Lyft drivers have been convicted.

CNN found two instances in which drivers pleaded guilty to sexual assaults while working for both Uber and Lyft.

Related: CNN investigation finds 103 Uber drivers accused of sexual assault or abuse

Uber passenger alleging rape speaks


Five Uber drivers across various states told CNN as part of the investigation that they were not provided any kind of sexual harassment or assault training. Drivers agree to the company's community guidelines when they sign up to work for the service. Uber said it updated its standards in December 2016 to specify no sexual contact is permitted when using its platform.

The letter puts new pressure on the companies to be transparent about their internal protocols and safety measures pertaining to sexual violence.


"We do expect [the companies] to respond in a very forthright way," said Crowley. "It may very well -- depending on the answers they give -- require additional investigating, additional reporting, and at some point, a possible hearing."

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After CNN report, lawmakers want answers from Uber, Lyft on sexual assaults

The inquiries from the lawmakers are similar to questions CNN pressed Uber and Lyft on as part of the investigation.

Neither company disclosed data on the number of reports received from riders, but both promised not to publish data in the future.

"We want to bring these numbers out in the open. We want people to acknowledge the enormity of the issue, and we want us to begin to think of constructive ways to prevent and end sexual assault," said Tony West, Uber's chief legal officer, told CNN last week.

The companies also agreed to stop forcing survivors into arbitration and will no longer require confidentiality as a part of settlements. However, survivors won't be able to pursue class action lawsuits.

"Eliminating forced arbitration and making confidentiality an option for survivors are good steps forward. There's more work to be done to ensure safety and fairness," said Frankel in a statement to CNN.



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But Crowley also praised some of the recent updates Uber has made to commit to safety. In April, the company said it was tightening its background check processes and rerunning background checks annually.

Although the letter doesn't give a deadline for the CEOs to respond, Crowley said, "We expect a response within a reasonable amount of time."

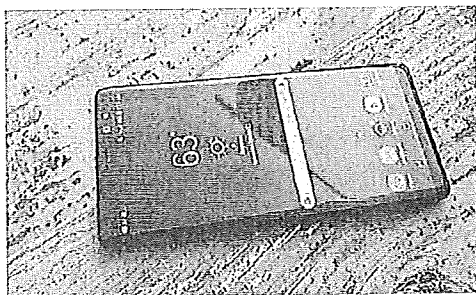
After publication, a Lyft spokesperson sent over a statement. "This is an incredibly important issue, and we look forward to responding to the letter sent to us this morning," it said. "We take this issue very seriously and work closely with law enforcement when appropriate."

-- CNN's Nelli Black, Curt Devine, Drew Griffin, Majlie de Puy Kamp, Collette Richards and Whitney Clegg contributed reporting.

CNNMoney (New York)

First published May 21, 2018: 10:14 AM ET

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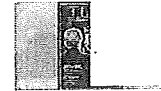
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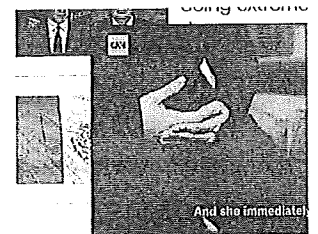


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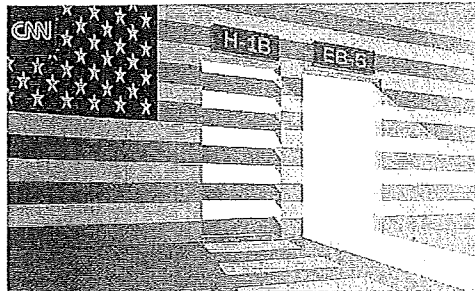
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**BRIEF**

Lyft's new app to integrate directly with public transit

By Kristin Musulin • June 8, 2018

Dive Brief:

- Lyft on Thursday announced a new version of its app that aims to improve shared rides, integrate directly with public transit and simplify the passenger experience.
- The new app will change the name of "Lyft Line" rides to "Lyft Shared" in an effort to make shared rides account for 50% of all Lyft trips by the end of 2020. The app will provide riders with price and time comparisons of ride options to optimize ride choices.
- Lyft has also partnered with 25 cities to integrate and collaborate with public transit agencies. The first two app integrations of the partnership will happen in Marin County, CA and Santa Monica, CA, and will provide discounts to passengers using Lyft Shared to get to and from transit stations.

Dive Insight:

Lyft VP of Government Relations Joseph Okpaku told TechCrunch one of the main goals of the app redesign is to get more people in a smaller number of cars, which is a trending focus for ride-hailing companies. As cities push for reduced car dependency and personal car ownership, companies like Uber and Lyft — which are popular in-part due to their private ride services — are working to ween their customers off personal, one-passenger trips. Until now, Uber was ahead of Lyft on this trend, having introduced an "Express Pool" service in February to incentivize customers for selecting a shared ride option over UberX.

Lyft's decision to partner with cities on solving first mile/last mile transportation problems is also a welcomed initiative, as more cities are seeking shared mobility solutions to get citizens on public transit and boost sagging ridership. Aside from ride-hailing partnerships, many cities have turned to bike-share and scooter-share pilots, as well as microtransit programs, to reach underserved areas and increase transit inclusivity.

While this is a significant announcement from Lyft, the company is still tight-lipped on its rumored \$250 million acquisition of bike-share operator Motivate. If Lyft does confirm the deal, it will make the company a multi-modal mobility giant and level the playing field with Uber, which purchased electric bike-share operator Jump in April. That deal was also driven by a desire to decrease car dependency — at the time of the deal, Jump CEO Ryan Rzepecki wrote, "We realized that we shared Uber's vision of multi-modal mobility and had the same goal of decreasing car ownership."

Recommended Reading:



Lyft Blog

How Lyft Works With Public Transit Agencies Across the Country to Eliminate Transportation Barriers [↗](#)



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The future of Lyft is more carpooling [↗](#)

Seeking Direction: Uber and Lyft Are All the Rage to Some and an Outrage to Others. Can Seattle Broker a Deal?

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By Kevin
Schofield, www.seattlebusinessmag.com

March 27th, 2018

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This article appears in print in the April 2018 issue. [Click here for a free subscription.](#)

Don Creery is one of more than 14,000 people who drive for Uber in the Seattle area. He drives 40 to 55 hours a week. It's his only job.

"I was looking for something else to do a few years ago," he recalls. "I thought I'd give it a try. I did a taxi for a couple of years in the early '80s. It's exactly the same thing."

Creery's former colleagues in the cab business have come to the same conclusion. The taxi industry competes head to head with ride-hailing services — or TNCs, for transportation network companies — for the same passengers, using a different business model and operating under a separate regulatory scheme. But there is broad consensus — even Uber agrees — that the decades-old regulations governing taxis make it challenging for the industry to compete. City, county and state officials have all taken up the issue and are floating competing proposals to level the playing field, but they are discovering that it's tricky to do so without discouraging industry innovation or compromising passengers' interests.

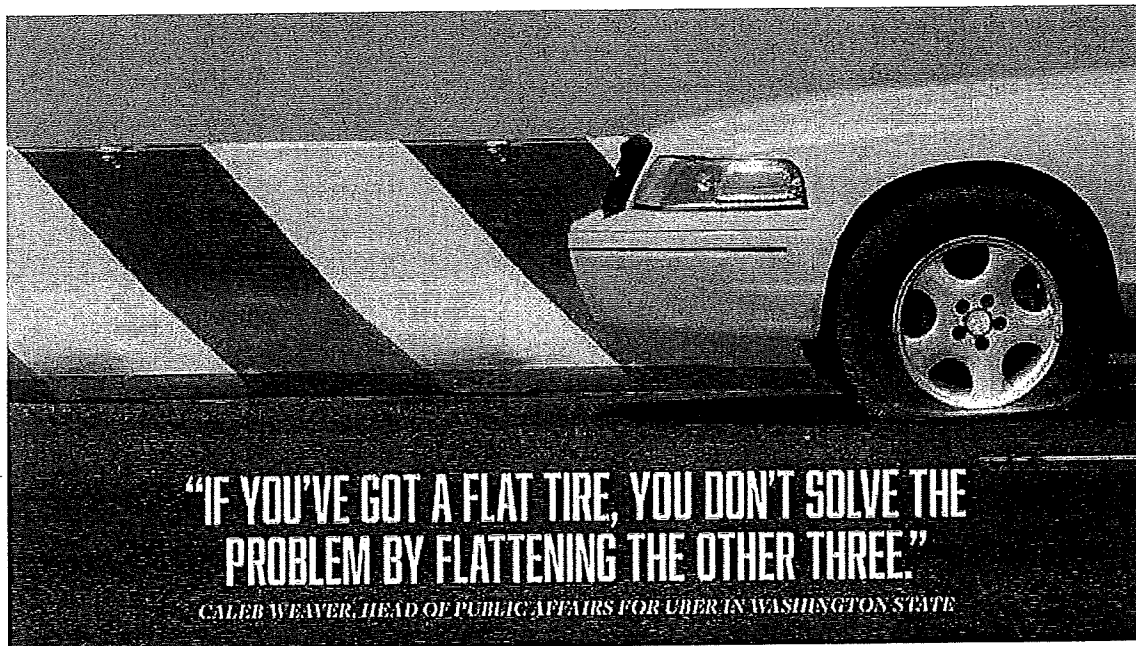
Washington state has largely delegated to Seattle and King County the power to regulate the local taxi industry. Municipal ordinances focus on protecting passengers, both ensuring their safety and guarding against unscrupulous business practices. There are permit requirements for drivers and their vehicles, strict fare structures and a long list of other requirements. In return for working under a highly regulated system, taxi operators are given a protected monopoly where the number of entrants was limited to ensure there was enough business to go around. But the combination of regulatory rigidity and a lack of competition froze the industry in time: The biggest innovation in the past 40 years of the taxi business has been the acceptance of credit cards, a feature that still isn't universal.

The implicit assumption in the way the taxi industry has been run and regulated is that a very limited number of people are willing to pay for a car ride. For decades, this theory may have been true. But TNCs have exploded that notion by reinventing the way people think about local transportation. They foresaw, and partially enabled, a set of demographic, environmental and economic shifts away from the "car culture" of the mid to late 20th century to a time when, as of 2016, 17 percent of households in the city of Seattle didn't own a car.

With light-touch regulation, cheap fares and mobile technology that make it convenient to order a ride, TNCs started a virtuous circle that has dramatically grown the number of passengers and drawn thousands of new drivers to the industry. According to the King County Department of Records and Licensing, the county issued 28,000 licenses to for-hire drivers last year. About 1,400 of those went to taxi and flat-rate limousine drivers; the remaining 26,600 licenses were issued to TNC drivers.

Many of these licensees drive for more than one TNC, so it's not accurate to say there were 26,600 individual TNC drivers in the county last year. If

each of them drove for two ride-hailing services, for example, there might be only 13,300 drivers in the county.



So, how many ride-share drivers are there in Seattle? It's a bit of a rhetorical question because TNCs like Uber and Lyft are loath to share what they consider "proprietary" information they don't want their competitors to see. In a blog post last September, Brooke Steger, Uber's general manager for the Pacific Northwest, did reveal that Uber had "more than 14,000 drivers" — and more than 800,000 riders — in "the Seattle area." What Steger meant by "the Seattle area," a spokesperson divulges, is King and Snohomish counties. However, the spokesperson would not be more specific about driver numbers in Seattle specifically.

Similarly, a spokesperson for Lyft in Seattle says, "We don't share market specifics, including driver numbers, but I can say we have thousands of drivers in Seattle and we are excited about our growth in other parts of the state, like Olympia, where we just launched [in January]."

The fuzzy communication can be exasperating. And it may be one of the reasons Seattle City Council President Bruce Harrell, who is championing

local efforts to revise ride-hail regulations by midyear, sympathizes with the plight of taxi drivers. “With the onset of innovation,” Harrell says, “those market entrants, the TNCs of the world, didn’t have a lot of appreciation for the hard work a lot of those other drivers did. This is their sole source of income and we’ve regulated them.”

In the end, there are only two possible levers to pull: deregulating taxis and/or regulating TNCs.

Harrell and his counterparts at the county and state level are contemplating a little of both. TNCs, of course, would prefer that policymakers focus on deregulating taxis. Caleb Weaver, who heads up public affairs for Uber in Washington state, argues, “If you’ve got a flat tire, you don’t solve the problem by flattening the other three.”

Nevertheless, Uber and Lyft have read the writing on the wall. They have been negotiating with state legislators on a TNC regulatory framework for Washington based on similar ideas already adopted in more than 40 states. Their compromise bill would put in place consistent rules for drivers, vehicles, enforcement, audits and government fees across the state, creating a level of predictability beneficial to consumers as well as drivers. It would also preempt local jurisdictions from writing their own stricter regulations, with a few carve-outs for Seattle and King County.

Their bill is silent on the hot-button issue of driver compensation, neither regulating it at the state level nor preempting local regulations — a nod to Seattle’s controversial ordinance granting TNC drivers the right to collective bargaining, which is currently tied up in litigation. (See more on that issue [here](#).)

The TNC-sponsored bill has competition. The local branch of the Teamsters, which represents taxi drivers and is trying to organize TNC drivers, has put forth legislation that’s similar to the TNCs’ plan but

includes several labor-friendly provisions. Not surprisingly, the city of Seattle has thrown its support behind the Teamsters version.



"THE TNCs OF THE WORLD DIDN'T HAVE A LOT OF APPRECIATION FOR THE HARD WORK ... OTHER [TAXI] DRIVERS DID. THIS IS THEIR SOLE SOURCE OF INCOME AND WE'VE REGULATED THEM."

SEATTLE CITY COUNCIL PRESIDENT BRUCE HARRELL

Assuming one of the two bills passes into law during the current legislative session, Harrell will be forced to curb his ambitions to regulate TNCs in Seattle and will need to settle for deregulating the taxi industry. There is certainly plenty of work to be done there, starting with rationalizing the dual-licensing scheme between Seattle and King County.

Today, taxis licensed in Seattle can pick up passengers in the city and drop them off in Bellevue, but unless they also have King County licenses, they can't pick up new passengers in Bellevue to take them back to Seattle. This "deadheading" results in wasted time and fuel, inefficiencies in dispatch service and more traffic as empty taxis reposition. Harrell would like to look at a regional standard that reduces deadheading, though with the fragmentation of taxis across multiple dispatchers, it's unclear that a single countywide license would accomplish his goal.

Harrell would also like to tackle some of the more arcane taxi rules that were put in place to ensure the artificially limited number of taxis is in service most of the time. Today, if taxi drivers don't drive regularly, they

must pay penalties. In some cases, they may lose their licenses. It's a particularly onerous hardship for immigrant drivers who take long trips back to visit family in their home countries. But with competition from TNCs, this now appears to be a penalty without a purpose.

Harrell isn't yet willing to concede on regulating TNCs. He has several issues he'd like to address. Regardless of which state bill becomes law, Seattle will retain the right to control traffic flow on city streets and to set rules on where TNC drivers can pick up and drop off passengers. Drivers see this as a potential positive: While taxis have waiting and drop-off areas reserved for them in some locations, Uber and Lyft drivers haven't enjoyed the same privilege.

Meanwhile, Harrell's colleague, council member Lorena González, has expressed interest in looking at driver conditions, including the availability of rest areas, so fatigued drivers aren't putting themselves and their passengers at risk.

The most controversial issue, however, is TNC driver compensation, and Creery hopes the city council steps up. "What they are now paying is not enough to conduct business," he asserts. "I just had to buy a new tire and I put it on my credit card. It's going to be on my card for a long time."

Mail Tribune

Uber, Lyft: Not all drivers are playing by the rules

By Nick Morgan

Mail Tribune

Posted Feb 18, 2018 at 2:00 AM

Updated Feb 18, 2018 at 2:02 PM

Summoning Uber driver Brian Savage and his tidy Toyota Prius for a ride to the Medford airport from downtown took just two minutes.

After a few clicks, Uber's app provided Savage's photo, license plate, vehicle description and an estimated ETA with a map of his GPS coordinates updated in real time.

For Savage, the ride-sharing app gives the stay-at-home father a flexible income while still being available for his 8-, 10- and 12-year-old kids when they get home.

"When they're at school, I do this," said Savage, who has a Medford business license to drive for both Uber and Lyft.

Users seem to like the flexibility, too. Since ride-sharing was allowed Dec. 1 by the Medford City Council, Uber has facilitated more than 10,000 trips here involving 140 active drivers, according to Uber spokesman Nathan Hambley.

Its competitor, Lyft, has provided "hundreds" of rides involving "hundreds" of drivers in the Medford area, Lyft spokeswoman Darci Nenni said in an email.

But like in many other markets where Uber and Lyft have operated, not everything's been a smooth ride.

A check with the city of Medford shows a fraction of Uber and Lyft drivers are legal to operate within the city. Of Uber's 140 active drivers, only 50 have business licenses as required by law, according to Kristina Johnsen in the city manager's office.

Of Lyft's "hundreds" of drivers, only 20 have obtained licenses, city records show.

Cab companies, naturally, have fought Uber and Lyft in nearly every market they've entered, fearing loss of business and inability to compete with companies that don't have the same operation and personnel costs. The smaller taxi companies, particularly, say Uber and Lyft are costing them business.

Cab company owner-operators describe waiting hours in the taxi line at the Medford airport for a fare while watching Uber drivers picking up passengers.

Medford airport Director Jerry Brienza confirmed that an increasing number of travelers are using Uber and Lyft in fares that once would've belonged to taxi companies.

Compounding cab drivers' frustration is that individual taxicabs have to pay a minimum of \$30 a month per car to be at the airport, while Uber and Lyft drivers aren't directly charged.

Cab companies are charged \$1 per visit per car, with a minimum of \$30 a month.

"If my car goes through the airport gate it's \$30," said Craig Owen, who's been a taxi driver since 2005 and has owned Valley Cab since 2013. If another Valley Cab car comes through the gates, it's a separate \$30, he said.

Depending on the season, Owen said he pays the airport between \$200 and \$400 a month.

"It doesn't sound like much, but it adds up," Owen said. "That's out of my pocket, not the driver's."

Brienza said Uber and Lyft do get charged for visits to the airport. He didn't have specifics, but the fees were less than cab companies pay. He said the minimum \$30 monthly fees for cabs cover renovations made for taxi drivers, such as outdoor screens with real-time flight information and front-row pickup.

"They have certain amenities that Uber and Lyft drivers don't have," Brienza said. "They can even park their cars and leave them."

Some taxi companies said there are Uber drivers soliciting passengers inside the terminal, which Brienza said is against the rules.

One particularly vigilant taxi driver had a clipboard with blank Jackson County Airport Authority incident report forms, on the lookout for a specific person he described as a repeat offender, but Brienza said he hasn't heard any formal complaints.

Brienza described the problem as "more of a learning curve" issue, and airport security issues warnings rather than fines. He likened it to new hotel employees parking shuttles in the wrong spot or cab drivers parking at the wrong curb.

"If they're repeat offenders we take their privileges away," Brienza said.

Taxi companies with dedicated dispatchers, such as Valley Cab and 5-Star Taxi, are faring better because they can offer true 24-hour service and serve a wider area than ride-sharing apps can.

Alex Bargé, owner of 5-Star Taxi, said he's less concerned about ride-sharing apps than he is about the roughly 35 single-operator cab companies, which he calls "illegal cab companies" because they fail to provide 24-hour service as required under Medford's ordinance.

"Honestly that guy, he should not be working his own cab company," Bargé said of sole owner-operators. "He should be licensed to work with a legitimate cab company."

Bargé said his business still has enough work to support the four to five drivers on his fleet and a dispatcher at any given time. His numbers remain in line with the range of 3,500 to 3,800 rides monthly that preceded Dec. 1.

"I haven't really noticed anything," Bargé said. "My numbers are up."

Valley Cab, Southern Oregon's largest taxi company, still has plenty of its 12 drivers and five cars on the road at any given time, Owen said. Contract rides and cash fares haven't been affected yet. Owen, however, understands his business success is at the expense of other cab companies, not Uber's.

"We are doing as well or better than before they got here," Owen said. "That's because so many of the cab companies have gone out of business." Prior to the ordinance allowing ride sharing, Medford had roughly 50 taxi companies.

Owen anticipates that of the 130 drivers who had taxi licenses before ride-sharing services came into Medford's transportation mix, only "about 70" are on the road now.

"If we had been the only cab company here, it would've definitely affected us," Owen said.

Owen said his night drivers notice the change the most.

"Sometimes they're not seeing any other (taxi) drivers on the road except us," Owen said.

Smaller cab operators wouldn't talk publicly about their businesses, though some have griped on business Facebook pages, such as Deluxe Cab LLC owner Neil Gralnick, who posted Dec. 6:

"It's now winter time, and Uber is here. We need all of the people around the Rogue Valley to start helping the cab companies out of this mess that the Medford city council has done. It's a tough time to make a living without the competition of the unqualified drivers taking the public to where they want to go. 'Don't Take The Ride-Share' Tell all your customers. PLEASE!"

A dispatcher at 5-Star Taxi said the business got an Eagle Point airport pickup after "Uber just wouldn't accept the ride." And it wasn't the first taxi company called.

Uber and Lyft are currently only allowed to start rides in Medford. Ashland is tentatively set to discuss a proposed ordinance allowing the services during its March 6 meeting, according to City Attorney David Lohman. The meeting will continue earlier discussions from November.

Bargé described Uber coverage issues as an opportunity, fortifying his service at off hours and far-reaches, such as Willy's Tavern outside Eagle Point.

"There's plenty of business out there for everybody," Bargé said.

Owen said he's still able to serve senior riders who after a lifetime without computers and smartphones aren't ready to start learning to use them. More generally, Owen said his focus is on keeping his cabs clean and staff friendly.

QUESTIONS FOR ASHLAND TRANSPORTATION COMMISSION

June 21, 2018

QUESTIONS ABOUT SPECIFIC PROVISIONS IN DRAFT ORDINANCE ON TNCs:

Background Checks

Context: TNCs use private third-parties to conduct non-fingerprint-based background checks that do not take into account how recently a prospective driver's criminal sentence was completed (upon release from prison or supervised parole or probation). Instead, the potentially disqualifying criminal background information flagged in the TNCs' background checks are the prospective drivers' dates of conviction, if any, within the previous 7 years. This means, for example, a person convicted more than 7 years ago for Manslaughter in the Second Degree (75-month minimum sentence) could have been released from prison just over a year ago and still satisfy the TNC background check criteria.

The TNCs have said they will not serve Ashland if its ordinance requires background checks that are based on biometric (fingerprint) data; that "look back" more than 7 years; or that treat completion dates of prison-related obligations as well as conviction dates within the "Look-Back Period" as disqualifying factors.

The draft Ashland ordinance uses conviction date as the disqualifying event during the Look-Back Period of the background check – which is what the TNCs want; does not require biometric (fingerprint) data – which is what the TNCs want; and TNCs want a Look-Back Period of 7 years; Portland's ordinance calls for 10 years.

Uber recently announced plans to strengthen its rider security measures by (1) rerunning its criminal and driver history checks every year for every driver; (2) automatically sharing a rider's trip details with persons the rider designates as "Trusted Contacts;" and (3) enabling a rider to call 911 directly from the Uber app to share location and trip details with authorities. Uber has not said when these measures will be implemented.

Questions:

1. Should the background investigation into a prospective driver's criminal and driving record consider the preceding 7 years or the preceding 10 years?
2. Should a prospective driver previously found guilty of serious crimes be disqualified when date of the person's release from prison-related obligations falls within the Look-Back Period, or only when the person's criminal sentence began within the Look-Back Period?
3. Should background checks be required to be based on fingerprint data, or is it sufficient to use background checks relying solely on driving records and unspecified, non-biometric sources selected by third party companies?

Vehicle Inspections

Context: Ashland currently requires annual vehicle inspections for taxis, and the proposed ordinance would also apply that requirement to TNCs. TNCs want no requirements for vehicle safety inspections. Some other cities, including Portland and, possibly, Eugene, require them.

Question: Should Ashland require annual third-party vehicle safety inspections, or should the vehicle safety standards be left to market dynamics – that is, to riders’ post-ride evaluations of their experience?

Drivers’ Hours

Context: At least some drivers work as both Uber and Lyft drivers. Apparently, neither Uber nor Lyft requires drivers to stop taking riders after a set number of hours worked, and neither attempts to track the number of hours worked for any other TNC. Ashland’s draft ordinance says drivers may not operate any Vehicle for Hire for more than 12 hours in any given 24-hour period.

Question: Should Ashland limit the number of driving hours per day, or leave solely to each driver decisions on when the driver is too tired to transport riders safely?

Wheelchair Accessible Vehicles

Context: The TNCs probably will not oppose a requirement to make reasonable efforts to make wheelchair accessible vehicles available on request, as long as “reasonable efforts” is not given a prescriptive definition. Portland and some other cities have been somewhat more prescriptive by requiring that TNCs make a wheelchair accessible vehicle available within a reasonable time after receiving any request for one. Ashland’s draft ordinance is similar to Portland’s with respect to wheelchair accessible vehicles.

Question: Should Ashland require that TNCs make a wheelchair accessible vehicle available within a reasonable time after receiving a request for one, or should it be left to the TNCs or to drivers to decide whether the demand is sufficient to warrant ensuring availability of such vehicles?

Surcharges

Context: TNCs want no regulation of pricing, in part so they can, after providing advance notice to prospective riders, impose surcharges during peak demand periods. The ending times of Shakespeare Festival plays or Lithia Park bandshell concerts might be examples of such peak periods. The TNCs say this feature tends to ensure more vehicles for hire are available at the times they are most needed. Some riders have complained about gouging, and some cities have complained about peak period congestion exacerbated by TNC drivers. Ashland’s draft ordinance does not limit such surcharging.

Question: Should Ashland try to place some limits on surcharging during peak periods, or leave all pricing for rides to marketplace dynamics?

Fees

Context: Medford's current annual permit fees for TNCs, taxi companies, and individual drivers are shown in the table below alongside the like fees currently in effect in Ashland and those proposed in the draft Ashland ordinance.

Type of Permit/License	Medford (current)	Ashland (current)	Ashland (proposed)
Transportation Network Company	\$1000	N/A	\$5000
Taxi Company	\$100	\$250 ¹	\$500
Limousine Company	\$100	\$285 ²	\$500
Individual driver	\$60		\$60
Separate, additional business registration fee	0	\$120 ³	\$120 ²

The proposed Ashland permit fee for TNCs is based on Medford's originally-assumed administrative costs per TNC, adjusted for the significantly higher actual number of drivers per TNC than Medford originally projected.

Question: Should the permit fees in Ashland's proposed ordinance be adjusted upward or downward?

GENERAL QUESTIONS

Ultimate Question 1: To minimize customer confusion and TNC and City administrative costs, should Ashland simply adopt the City of Medford's TNC regulations, or should Ashland deregulate vehicles for hire altogether?

Ultimate Question 2: If the TNCs decline to provide service from Ashland because of objections to provisions the City favors, should the City insist on retaining those provisions even if it means not having the benefit of service from TNCs?

¹ Ashland's current taxicab permit fee is \$250 per vehicle for the first year and \$200 thereafter.

² Ashland's current limousine permit fee is \$285 and annual-renewal fee of \$115, with an increase on July 1, 2018 of permit fee is \$292 and annual-renewal fee of \$118.

³ Ashland's initial Business Registration fee is \$120 per year plus \$5 for each additional employee after the first 2. Renewals cost \$75 for first 2 employees plus \$10 for each additional employee.

CITY OF ASHLAND

Transportation Commission **Action Item List**

June 21, 2018

Action Items:

1. 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 super sharrow 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.
- f. The biennium budget including the super sharrow striping project has been adopted by the City Council.
- g. *Traffic Engineer analyzing signal timing adjustments and stop sign installation per Kittleson's recommendation.*
- h. *Federal Highway Administration (FHWA) is no longer permitting super-sharrows in the system.*

- i. Green box sharrows will be permitted by the FHWA if there is ongoing analysis with defined parameters and metrics. Staff to work with ODOT/Engineering to perform final green box sharrow layouts and obtain necessary approvals to move forward.*

2. TSP Update and Internal Circulator Feasibility Analysis (Updated July 2017)

- a. Budget for Engineering Services-including TSP update with core analysis of an internal circulator transit system (feasibility analysis). FY18/19 budget process
 - i. Biennium budget has been adopted by Council and will fund TSP update (July 2017)
- b. Develop Request for Proposal (RFP) for Engineering Services (TSP update and Circulatory Feasibility). Draft January 26, 2017
- c. Solicit consultant responses (July 2017)
 - i. Solicitation Advertised and responses due August 1, 2017
- d. Perform consultant select (August/September 2017)
 - i. One proposal response received from Kittleson Associates
 - ii. Staff has rejected sole proposal from Kittleson & Associates
 - iii. Staff to release transit feasibility study as a standalone (proposals due November 30th)
 - 1. Release transit study September/October for 1 month
 - 2. Grade proposals
 - a. Staff has graded proposals and consultant team interviews scheduled for January 16, 2018
 - 3. Select consultant (Nelson Nygaard)
 - 4. *Award contract (February 20th Council meeting)*
 - iv. Staff to reissue the TSP update at a future date to be determined
- e. Staff has held a kickoff meeting with Nelson Nygaard to discuss next steps and public outreach components.
 - i. Bruce Borgerson was selected by Commission to act as representative on staff's technical advisory group (TAC)
 - ii. The TAC group will meet with Nelson Nygaard 3-4 times throughout the duration of the project.
 - iii. Nelson Nygaard will begin public outreach component in April. They will attend a farmers market to interview citizen stakeholders about transit use within the City. In addition they will conduct specific interviews with specific stakeholder groups within the City.
- f. Nelson Nygaard will present findings to date at the June 21st Transportation Commission meeting.

3. 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.*

- b. ODOT has placed installation of a signal at the Water St. intersection in the surface transportation project list. This signal will eliminate parking adjacent to the crosswalks at the Water/Main St. intersection. Staff to verify dates of proposed installation with ODOT.
 - c. ***ODOT to begin engineering design for project on 10/2018. Construction is currently scheduled for 2021. Dates via ODOT are subject to change.***
- 4. 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.
 - b. Staff to discuss corner layout with ODOT
 - c. Staff discussed corner radii with ODOT. Staff to develop comprehensive map of corners for discussion with ODOT on physical improvements to reduce speed when leaving Siskiyou Blvd. (June/July 2017)
 - d. Speed/volume study complete, reference attached breakdowns that compare previous data to new data (same locations).
 - e. Commission to discuss comprehensive traffic calming policy and guidelines at future meetings.
 - f. ***Staff and Commission to develop comprehensive traffic calming program to be adopted by City Council. First discussion occurred at the October 2017 meeting. Follow up discussion to continue until final policy recommendation to City Council is developed.***
 - g. Staff meeting onsite with ODOT (September 2017)
 - h. ***Staff met with ODOT regarding intersections along Siskiyou Blvd. and support narrowing the intersections to curb speed when making right hand turn movements from Siskiyou. Staff to work with ODOT on future project to change radius's.***
 - i. ***Staff has submitted general drawings showing large radius of numerous intersections. AASHTO design standards call for a radius of 10-15 feet for right hand turn movements from a roadway to a highly trafficked pedestrian corridor.***
- 5. Citizen request for intersection analysis of Morton/Euclid/Pennsylvania
 - a. ***Traffic Engineer to review intersection for potential improvements.***
- 6. Siskiyou Blvd. and Sherman St. intersection issues
 - a. Citizen reported potential hazard with length of intersection (Siskyou)
 - 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. (June 2017)

d. The City has approved upgrades to the traffic controllers along the Siskiyou Blvd. corridor that will better allow control of the Sherman/Beach/Mountain/Indiana intersections with Siskiyou. Work expected to occur in summer of 2018.

7. Iowa St. safety concerns (May 2017)

- a. Staff has conducted speed/volume studies on Iowa St. and Garfield St.
- b. The speed trailer was placed onsite
- c. Staff has contacted Traffic Engineer to perform corridor safety study, to include recommendations in bicycle lane/boulevard improvements, crosswalks, speed reduction treatments, 4-way stop improvements and signage. (June 2017) Traffic Engineer to scope project and begin specific traffic counts/turning movement analysis when school is back in session. Analysis will include walking audit of corridor with citizens, traffic engineer, staff and police.
- d. Traffic Engineer has begun intersections counts and corridor review.
- e. Staff has scheduled walking audit for November 7th at 3pm onsite with citizen group.
- f. Walking audit occurred with residents. Consultant traffic engineer will generate complete site corridor and safety improvement analysis.*
- g. Draft report from Traffic Engineer to be submitted to staff for review. Final report to be presented before TC.*
- h. Staff has had follow up contact with citizen group updating them with project status.*
- i. Staff has applied for an ARTS grant to improve the lighting and crossings within the corridor. Traffic Engineer final draft report under review.*

8. Traffic Calming Policy Development

- a. Based on Citizen interaction with the Transportation Commission, Staff and the TC have developed an outline of a robust traffic calming program. This program relates to Citizen requests for calming such as at Bellview (reference item #4).
- b. Staff is developing a brochure/flowchart and refining traffic calming policy for a final review before the Transportation Commission before being taken before the City Council.
- c. Draft brochure part of December 2017 packet for review. Draft to be discussed at subsequent meetings until a final is ready for Council approval.*

9. Siskiyou Blvd. and Tolman Creek Intersection Improvements (Bumpouts)

- a. After the public hearing with respect to installation of a 4-way stop controlled intersection at Tolman Creek and Siskiyou Blvd, Commission members requested the analysis and possible construction of additional pedestrian improvements, namely curb bumpouts. Staff*

has done some informal work to date and as time allows will develop the project drawings and discuss with ODOT.

b. Staff also working on improving the intersection for truck turn movements both onto Siskiyou (RH) and onto Tolman (LH).

10. Transportation Commission Municipal Code Revision

- a. Director Brown has drafted an update to the existing Transportation Commission Municipal Code language (AMC 2.5x). The Commission reviewed and commented on draft language at the November 16, 2017 meeting.
- b. Staff will take final comments from Commission and create final draft for legal review.
- c. January 25, 2018 meeting Commission approved final changes to code language.
- d. Staff has submitted draft to legal for review and approval in order to update ordinance (March 2018 submittal).
- e. Minor code language changes have been made
- f. Next step includes amending the City's ordinance with respect to the code language. Staff to work with the Legal Department to change ordinance language.*

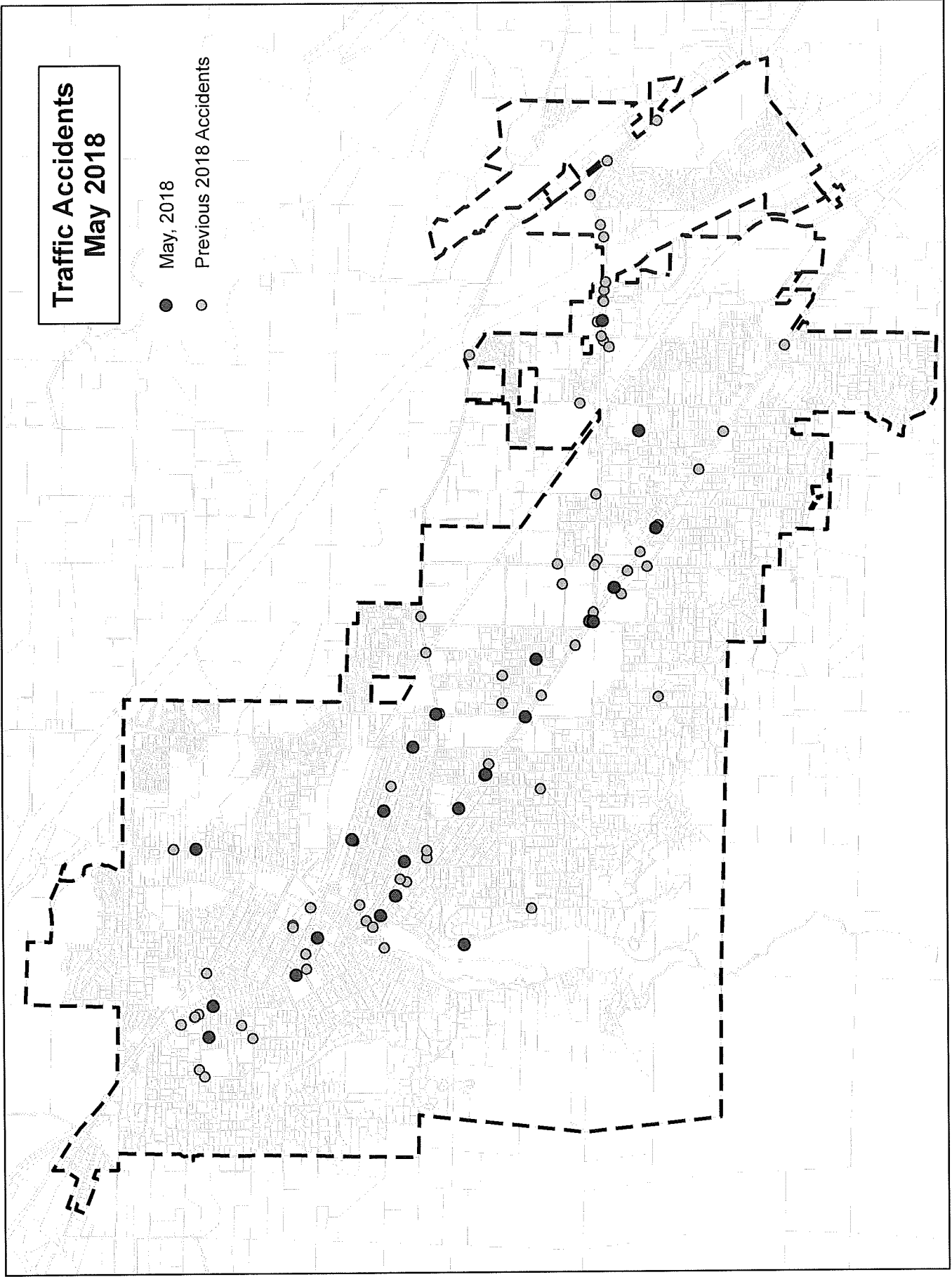
11. Crosswalk Policy Development

- a. Staff is working on development of a crosswalk policy after initial discussion at the December 21, 2017 meeting.*
- b. The Oregon Bike and Pedestrian Design Guide will be used as a baseline of information for crosswalk policy.*



**Traffic Accidents
May 2018**

- May, 2018
- Previous 2018 Accidents



MOTOR VEHICLE CRASH SUMMARY

MONTH: MAY, 2018

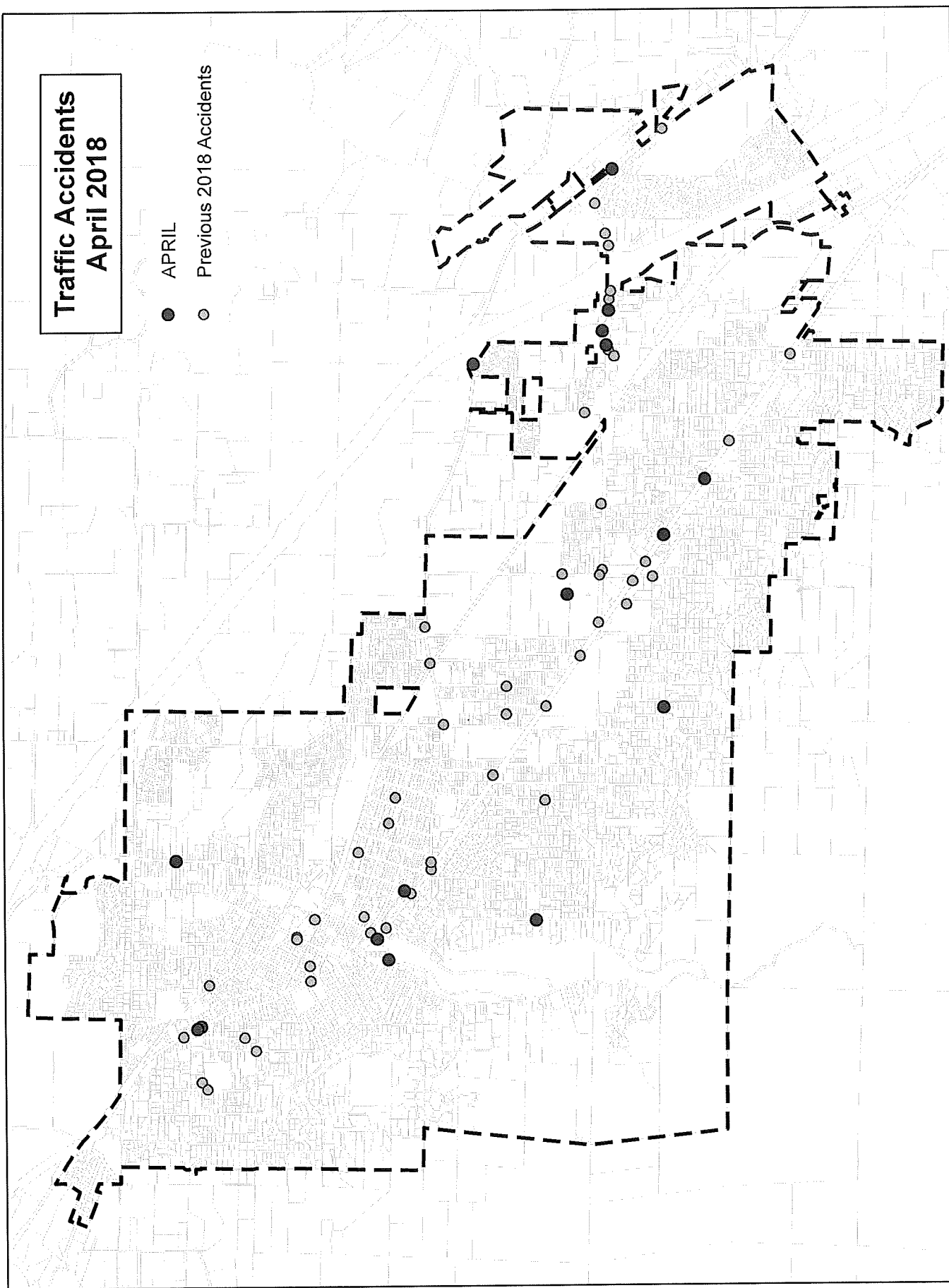
NO. OF ACCIDENTS: 24

Rep	DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUII	Police On Site	PROP DAM.	HIT/ RUN	CITY VEH.	CAUSE - DRIVER ERROR
R	1	15:08	Tue	Siskiyou near Wightman	3	N	N	N	N	Y	Y	N	N	Drivers stopped at a red light. When light turned green, dv3 rearended v2 pushing it into v1.
R	1	UNK	Tue	W Fork St near Glenview Dr	1	N	N	U	U	N	N	Y	N	Driver ran off road into a tree and then left the scene. Vehicle was determined to be stolen. No leads.
R	4	14:19	Fri	Ashland St near Tolman Crk Rd	2	N	N	N	N	Y	N	N	N	Dv1 was pulling out from a parking lot to turn left and contacted v2 that was westbound on Ashland St in lane 2. Dv1 at fault.
R	6	4:16	Sun	E Main St at N Main St	1	N	N	N	U	Y	Y	Y	N	Witness states driver attempted a u-turn and ran into the planter box. Driver left scene before police arrived and was not located.
NR	6	13:25	Sun	"C Street Alley"	2	N	N	N	N	N	N	N	N	unknown location; Dv1 backed into parked v2.
R	8	19:00	Tue	B St at 5th St	2	N	N	N	N	Y	Y	N	N	Dv2 had stopped at the stop sign and then continued into the intersection striking v1. Dv1 had the right of way.
R	9	11:38	Wed	N Main St near Maple St	2	N	N	N	N	Y	N	N	N	Dv1 was stopped in traffic waiting for a red light when Dv2 rearended v1. Dv2 had been using a cell phone.
R	10	12:16	Thur	N Main St at Central Av	4	N	N	P	N	Y	Y	N	N	Vehicles were lined up in traffic with an RVTD bus ahead stopping for passengers. Dv4 rearended v3, pushing it into v2, v2 sprang forward into v1. Multiple possible injuries.
R	12	7:41	Sat	Oak St near Sleepy Hollow Dr	3	N	N	U	U	N	Y	Y	N	Unknown driver struck parked v1 pushing it into parked v2. No suspects or leads. Significant damage.
NR	14	13:39	Mon	Lithia Way at 3rd St	1	N	Y	Y	N	Y	N	N	N	Dv1 merged right to pull into a parking spot and struck bicyclist in bike lane, causing bike to crash. Minor injury.

Rep	DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUII	Police On Site	PROP DAM.	HIT/ RUN	CITY VEH.	CAUSE - DRIVER ERROR
NR	14	17:24	Mon	N Mountain Av at E Main St	2	N	N	N	U	Y	U	Y	N	Dv1 continuing through intersection was struck by dv2. Witnesses reported vehicle info, but dv2 left scene.
R	15	9:25	Tue	Siskiyou Blvd near Liberty St	2	N	N	P	N	Y	Y	N	N	Dv1 stopped for traffic ahead and was rearended by dv2.
NR	15	11:12	Tue	Siskiyou Blvd near Liberty St	1	N	N	N	U	Y	N	Y	N	Dv1 struck traffic signal street sign and left scene. No leads nor suspects.
R	15	17:43	Tue	Siskiyou Blvd at Mountain Av	3	N	N	P	N	Y	Y	N	N	Dv1 and 2 travelling through the intersection. Dv3 made a left turn directly in front of them, damaging all 3 vehicles.
NR	16	12:13	Wed	Avery St near Lee St	2	N	N	N	N	Y	N	N	N	Dv2 backed into parked v1 and left scene. Dv1 was later contacted and the matter was handled civilly.
R	16	16:24	Wed	N Pioneer at E Main St	2	N	S	Y	N	Y	N	N	N	OV1 (scooter) did not stop for the light and entered intersection in the crosswalk in front of dv2. Dv2 struck v1 causing minor injuries.
NR	18	UNK	Fri	Helman St near Central Av	2	N	N	N	U	N	Y	Y	N	V1 was struck while parked on the side of the street. No leads.
R	19	2:03	Sat	Siskiyou Blvd near Indiana St	1	N	N	N	Y	Y	Y	N	N	Driver jumped curb and struck power pole.
R	21	12:17	Mon	Glendale Av near Mae St	1	N	N	Y	Y	Y	Y	N	N	Driver left roadway and crashed into a tree. Was taken to hospital. Vehicle totaled.
R	22	15:25	Tue	Siskiyou Blvd at Harmony Ln	3	N	N	P	N	Y	Y	N	N	Dv3 stopped in traffic, waiting for a vehicle ahead to turn left. V2 was waiting behind v3. Dv1 rearended v2 pushing it into v3.
R	22	19:02	Tue	Siskiyou Blvd at Liberty St	2	Y	N	N	N	Y	Y	N	N	Dv1 stopped for ped crossing in crosswalk and was rearended by v2.
R	23	12:45	Wed	Scenic Dr near Maple St	2	N	N	N	N	Y	N	Y	N	Dv2 struck parked v1 and left scene.
R	25	10:35	Fri	Siskiyou Blvd near Frances Ln	2	N	N	N	N	Y	Y	N	N	Dv1 was travelling westbound on Siskiyou when dv2 attempted to cross Siskiyou and drove directly in front of v1 causing impact.
R	25	15:50	Fri	A Street at 3rd St	1	N	N	N	N	Y	Y	N	N	Dv1 ran into power pole after accelerator pedal became stuck.

**Traffic Accidents
April 2018**

- APRIL
- Previous 2018 Accidents



MOTOR VEHICLE CRASH SUMMARY

MONTH: APRIL, 2018

NO. OF ACCIDENTS: 16

Rep	DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUII	Police On Site	PROP DAM.	HIT/ RUN	CITY VEH.	CAUSE - DRIVER ERROR
R	2	19:08	Mon	Tolman Creek Road at Ashland St	2	N	N	N	N	Y	U	N	N	Dv1 turning north onto Tolman Creek Rd did not stop at the light and ran into the side of v2 which was traveling through the intersection.
R	3	17:38	Tue	Highway 66 at Ashland St	2	N	N	P	N	Y	Y	N	N	Dv2 was stopped at stop sign and then pulled out into traffic into the side of v1. Dv1 had the right of way.
R	4	17:05	Wed	Maple St at N Main St	2	Y	N	N	N	Y	Y	N	N	Dv1 paused in intersection while turning left for a ped crossing. Dv2, following v1, failed to stop and crashed into the side of v1.
R	7	18:10	Sat	Ashland St	4	N	N	N	N	Y	U	N	N	Dv1 in parking lot jumped curb and struck 3 parked cars.
R	9	18:33	Mon	Oak St near Oak Meadows Pl	2	N	N	N	N	Y	Y	N	N	Dv2 was traveling sb and began to execute a u turn by turning across nb lane to a driveway. In the middle of the turn, dv1 came up from behind and struck v2.
R	11	12:10	Wed	Will Dodge Way near N Second	2	N	N	N	N	Y	Y	Y	N	DV2 struck parked v1 while backing and left without contacting vehicle owner.
R	12	13:39	Thr	E Main St near Oak St	2	N	N	N	N	Y	Y	N	N	Dv2 shifted into the left lane striking v1 which was occupying the left lane.
R	15	12:16	Sun	Tolman Creek Rd near E Main St	1	N	N	N	N	Y	U	N	N	Dv1 was driving too fast for conditions and ran off the road.
R	16	11:58	Mon	Siskiyou Blvd at Harmony Ln	2	Y	N	N	N	Y	Y	N	N	Dv1 stopped for ped to cross the street and was rearended by dv2. V2 totaled.

Rep	DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUII	Police On Site	PROP DAM.	HIT/ RUN	CITY VEH.	CAUSE - DRIVER ERROR
NR	17	16:23	Tue	N Main St near Maple St	2	N	N	P	N	Y	N	N	N	Dv1 was rearended by v2 while stopped in traffic at the intersection.
R	20	0:11	Fri	Siskiyou Blvd near Park St	1	N	N	N	Y	Y	Y	Y	N	Dv struck power pole causing \$4000 damage, and drove away.
R	26	17:25	Thr	Terrace St at Ridge Rd	2	N	N	P	U	Y	Y	Y	N	Dv2 did not yield when entering Terrace from Ridge Rd and head on crashed into v1. Dv2 fled. Investigation is ongoing.
NR	26	17:30	Thr	Ashland St at Washington St	2	N	N	N	N	Y	N	N	N	Dv2 turning left sideswiped v1 in the median lane. Minor damage.
R	27	16:00	Fri	Webster St at Stadium St	1	N	N	N	Y	Y	Y	N	N	Driver was attempting to park when accelerator got stuck and vehicle surged towards building.
NR	28	11:00	Sat	Winburn Way near Calle Guanajuato	2	N	N	N	N	N	N	N	N	Driver pulled out to go around parked semi truck (v2), and there was a ped in the road, so Dv1 swerved and struck the rear corner of v2.
R	29	12:42	Sun	Prospect St near Roca St	1	N	N	N	Y	Y	Y	N	N	Driver ran off the road and into a tree. Was found to be DUII-Alcohol.

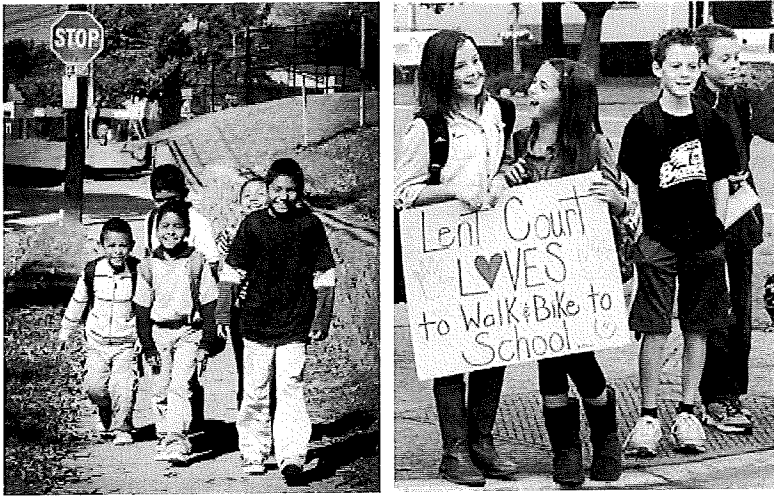


Figure 1 Photo Credit: Safe Routes to School National Partnership

JUNE-AUGUST 2018 SAFE ROUTES TO SCHOOL INFRASTRUCTURE GRANT PROGRAM WORKSHOPS

Learn how to apply for the new ODOT Safe Routes to School Infrastructure Grant Program funds.

In the summer of 2018, the Oregon Department of Transportation (ODOT) will solicit proposals for the first round of new Safe Routes to School (SRTS) Infrastructure funding. ODOT staff will present a program overview and answer questions about this new opportunity. The presentation will cover SRTS Infrastructure Program specifics including, timeline, eligibility, proposal selection process, match requirements, and proposal development tips. The target audiences include city, county, tribes, and transit agency staff and interested public school representatives. All workshops are open to the general public.



Workshops:

6/18: BAKER CITY 1:00-2:30pm

6/25: SALEM 3:00-4:30pm

6/27: WEBINAR 1:00-2:30 pm

7/2: PORTLAND 2:30-4:00pm

7/12: REDMOND 12:30-2:00pm

8/8: SPRINGFIELD 2:30-4:30pm

8/16: ASHLAND 10:30am-12:00pm

More information:
click "How to Apply" at
<http://www.oregon.gov/ODOT/Programs/Pages/SRTS.aspx>

Contact:

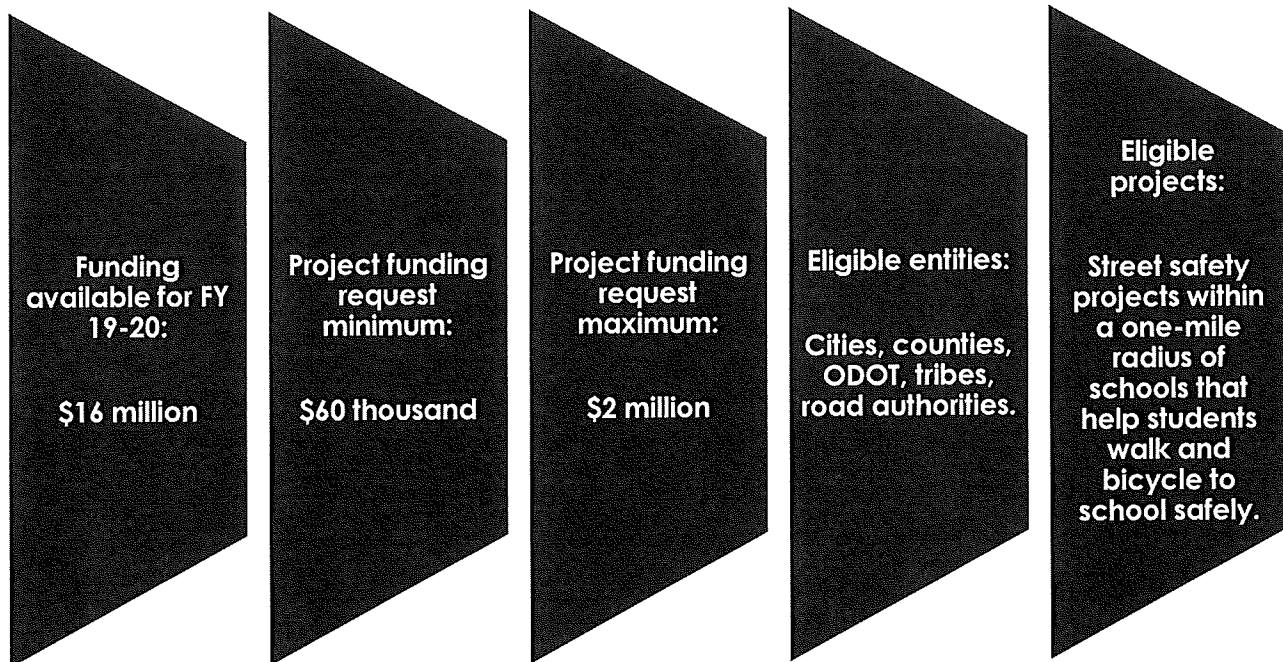
**Safe Routes to School Infrastructure
Program Manager**

LeeAnne Ferguson

503-986-5805

LeeAnne.Ferguson@odot.state.or.us

Competitive Grant Program details:



More information including program focus areas will be posted by 6/19/18:
<http://www.oregon.gov/ODOT/Programs/Pages/SRTS.aspx>

Safe Routes to School Infrastructure Program timeline*:



More information about public comment and the public hearing at
<http://www.oregon.gov/ODOT/Programs/Pages/SRTS-RAC.aspx>

*timeline subject to change pending OTC approval.