

Council Business Meeting

August 6, 2019

Agenda Item	"Revitalize Downtown Ashland" Transportation and Growth Management Citizen Advisory Committee Appointments	
From	Paula Brown PE Scott Fleury PE	Director of Public Works Deputy Director of Public Works
Contact	paula.brown@ashland.or.us ; (541) 552-2411 scott.fleury@ashland.or.us ; (541) 552-2412	

SUMMARY

Before the Council is the Mayor's recommendation for appointments of a Citizen Advisory Committee (CAC) for development of the "Revitalize Downtown Ashland" Transportation and Growth Management Grant (TGM) project. The plan will develop an implementation strategy to provide specific short, medium, and long-term actions to enhance our downtown core. The TGM process is overseen and administered by the Oregon Department of Transportation (ODOT) with significant City participation.

POLICIES, PLANS & GOALS SUPPORTED

City Council Goals:

- Goal 1: Develop current and long-term budgetary resilience
 - Continue to improve the budget process: transparency, rigor, innovation, community involvement, and collaboration
 - Evaluate revenue streams
- Goal 2: Analyze City departments/programs to gain efficiencies, reduce costs and improve services
 - Implement a cost recovery plan and analysis for each department that coincides with the annual review of fees and charges and revenues
 - Evaluate and communicate street program timelines and funding security
- Goal 3: Enhance and improve transparency & communication
 - Develop a robust program to engage with Ashland citizens about City priorities and our progress on those priorities, public input opportunities and processes, how individual citizens can help meet City goals, budgeting and decision-making processes, etc.

Maintain Essential Services

Continue to leverage resources to develop and/or enhance Value Services

- Emergency Preparedness
- Address Climate Change
- Multi-modal Transportation
- All-Age Friendly Community
- Downtown Parking

Department Goals:

- Maintain existing infrastructure to meet regulatory requirements and minimize life-cycle costs
- Deliver timely life cycle capital improvement projects
- Maintain and improve infrastructure that enhances the economic vitality of the community
- Evaluate all city infrastructure regarding planning management and financial resources

PREVIOUS COUNCIL ACTION

The Council previously approved staff's recommendations for the representative group for the CAC and for the technical advisory committee on [May 7, 2019 Business Meeting](#). In addition, council approved the grant application request at the [May 15, 2018 Business Meeting](#).

BACKGROUND AND ADDITIONAL INFORMATION

The City of Ashland applied for and received a TGM grant for the proposed "Revitalize Downtown Ashland" project. To move forward with next steps after grant award, engineering staff has worked with ODOT to select a consultant and develop the full scope and fee for the project. The consultant selected for the project is Jacobs, formerly CH2M Hill. ODOT will award the consultant contract directly.

As part of the scope development, a formal public outreach process and associated actions were developed that include the City convening a Citizen Advisory Committee (CAC) and Technical Advisory Committee (TAC) and provide for public open houses (in person and online). The role of the TAC is to provide advice and guidance on technical matters to the project management team. The TAC will solicit specific input from a variety of applicable commissions (Tree, CEAP, Historic) and those other specialized needs (disabilities), and will invite all City committees and commissions to the open houses.

This request of Council is to approve the Mayor's recommended membership of the CAC.

The role of the CAC is to represent and provide a voice of the public to the project management team outside of the defined public open house process.

- Chamber: Maria Lange
- Citizen – Business/Traffic Circulation: Gary Blake
- Citizen – Landscape/Street Scape: Kathryn Thalden
- Downtown Retail: Dona Zimmerman (Tentative)
- Downtown Business Off Main: Roy Laird
- OSF: Ted DeLong or Paul Christy
- SOU:
- Trucking: Mike Gardiner
- Council Liaison: Steve Jensen
- Downtown Lodging: Don Anway
- Downtown Restaurant: Elijah Katkin
- Citizen Homeless awareness: Jackie Bachman
- Ex-officio: Kelly Madding, City Administrator

Additional Background

City of Ashland's ("City") Downtown Revitalization Plan ("Project") will identify a series of fundable improvements to improve the sense of community and place while creating an affordable, safe, and functional multi-use transportation network in the downtown core. The Project will build on past planning efforts and perform new analysis to identify a clear vision for the downtown that can be implemented with anticipated funding streams. The Project will result in an amendment to City's Transportation System Plan (TSP).

Project Objectives

The Project will result in an adoptable plan that identifies:

- multimodal improvements throughout the Study Area, with an emphasis on safety for bicycle and pedestrian movements, as an amendment to City's TSP;

- improvements to signage and the streetscape in the downtown area;
- functional parking and loading zones; and
- future funding streams for implementation.

Study Area

The Study Area includes the downtown couplet (Main Street and Lithia Way/C Street), intersections where the separated couplet terminates, parallel streets, and side streets. Study Area is generally bound by B Street, 4th Street, Hargadine Avenue, and Helman Street (see Figure 1).

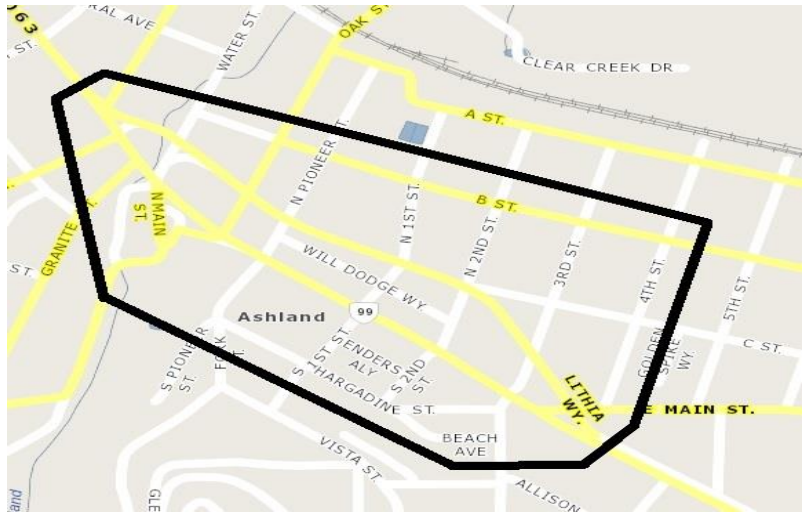


Figure 1: Study Area

FISCAL IMPACTS

The grant request included a match requirement by the City of 12 percent of the total, which is \$16,300. The City can use staff and representative time as soft match to meet the required contribution requirements. Staff will track all associated staffing and volunteer time along with any expenditures towards materials throughout the project that will account for meeting the match requirement.

RECOMMENDATION

Recommend approval of the Revitalize Downtown Ashland Citizen Advisory Committee membership.

ACTIONS, OPTIONS & POTENTIAL MOTIONS

1. I move to approve the Revitalize Downtown Ashland Citizen Advisory Committee membership as shown.
2. I move to amend the Revitalize Downtown Ashland Citizen Advisory Committee as follows: (... state changes ...).