

# Council Business Meeting

August 17, 2021

<b>Agenda Item</b>	Approval of a Professional Services Contract with Kittelson & Associates for the Transportation System Plan Update	
<b>From</b>	Scott Fleury PE	Public Works Director
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## **SUMMARY**

Council being asked to authorize the City Manager to enter into a contract with Kittelson & Associates based on the attached scope of services to update the Transportation System Plan (TSP). The Transportation System Plan provides critical analysis and planning details for all elements of the transportation network: automobile, bicycle, pedestrian, transit, and aviation. Development of the TSP is governed by the Transportation Planning Rule (OAR 660 Division 12) and provides a 20 year look ahead of all transportation network elements.

## **POLICIES, PLANS & GOALS SUPPORTED**

### **Council Goals:**

#### Essential Services

- Streets\*

#### Value Services

- Multi-Modal Transportation
- All-Age Friendly Community
- Downtown Parking

\* From the Transportation Commission and Public Works viewpoint, Streets means “complete” streets including sidewalk, parkrow, curb, gutter and pavement sections.

### **Climate Energy Action Plan:**

- Coordinate with neighboring local governments to promote use of transit, carpooling, and car-sharing.
- Work with RVTD to implement climate-friendly transit.
- Establish policies to support development near transit hubs without displacing disadvantaged populations
- Evaluate feasibility of expanded local transit options.
- Implement bicycle- and pedestrian-friendly actions in the Transportation System Plan and Downtown Parking Management Plan.
- Explore opportunities to convert to shared streets where appropriate to provide multimodal connectivity.
- Implement a local fuel-related tax.

### **Current Transportation System Plan:**

- Create a green template for other communities in the state and nation to follow.
- Make safety a priority for all modes.
- Maintain small-town character, support economic prosperity and accommodate future growth.
- Create a system-wide balance for serving and facilitating pedestrian, bicycle, rail, air, transit, and vehicular traffic in terms of mobility and access within and through the City of Ashland.

**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 has previously approved professional services contracts for TSP development. The last TSP was approved and amended into the comprehensive plan in 2013.

**BACKGROUND AND ADDITIONAL INFORMATION**

Public Works has recommended to Council that major master plans be updated on a seven to ten year basis to account for changes within the system. Major changes can include updates to policies (local, state, federal), regulatory requirements, technology enhancements, and land use changes. The last TSP was completed in October 2012 and amended into the City Comprehensive Plan by Council approval in March 2013.

Transportation networks and associated technologies are rapidly changing, and appropriate transportation system planning associated with adjacent land uses is important. Public Works is recommending moving forward with a TSP update at this time as numerous changes and improvements have occurred since the last plan was adopted including adoptions of the Climate Energy Action Plan (CEAP), approval of the transportation network company ordinance, completion of the Transit Feasibility Study, statewide changes in transportation funding with the passing of HB 2017, the community focus on providing an all ages all abilities complete network, Transit Triangle overlay, and potential future annexations including the proposed Grand Terrace Development.

The scope of work for the TSP update follows the requirements of the Oregon transportation planning rule along with providing a robust public input process in order to final TSP document that best fits the needs of the City of Ashland. The full scope of services is provided as in Attachment 1. The major tasks items for the TSP update include:

1. Develop Public Engagement Plan
2. Goals and Objectives
3. Existing Conditions
4. Future Conditions
5. Solutions Development and Evaluation
6. Funding Program
7. Final Documentation
8. Plan Adoption

**Request for Proposal**

On September 10, 2019, a Qualifications Based Selection (QBS) Proposal for professional services for a Transportation System Plan Update (TSP) was advertised on the Oregon Procurement Information Network (ORPIN), in the Daily Journal of Commerce, the Mail Tribune, and posted on the City's website. This solicitation document was developed internally by staff and approved by the Legal Department prior to release. A qualifications selection process entails selecting a consultant solely on their qualifications to perform the proposals scope of work. Once a consultant is selected a final scope and associated fee is developed through a negotiation process.

On October 10, 2019, the City of Ashland received just one proposal to provide professional services for the development of the Ashland Transportation System Plan Update. A scoring team of Karl Johnson, Associate Engineer, Derek Severson, Senior Planner, Linda Peterson-Adams, Transportation Commissioner and Scott Fleury, Public Works Director, completed a comprehensive review of the proposal. The proposal was scored

in accordance with the criteria listed in the QBS Proposal document. Scoring was conducted individually and independently by each team member. The results of the scoring are as follows:

CONSULTANT	TOTAL SCORE	RANK
Kittelson Associates	352	1

Criteria	Maximum Score
Project Approach	20
Project Experience	30
Project Team Experience	30
Ability to Successfully Complete Similar Projects on Time and Within Budget	20
<b>TOTAL 100 Points</b>	

Even though the City received only one proposal document for the TSP update project, after initial scoring was completed Public Works staff decided it was best to move forward with Kittelson & Associates to the scope and fee negotiation phase. Through an iterative process of staff meetings with the consultant and Transportation Commission review of the documents, a final scope and fee was developed.

The original intent was to award the professional services contract to Kittelson Associates in the spring of 2020, but that decision was delayed due to the COVID-19 Pandemic and to be reassessed in the future as to a more appropriate time to begin the project. Now that things are reopening and the 2021-2023 Budget has been approved, staff and the Transportation Commission believe the time is right to begin the TSP update. The Transportation Commission has reviewed the scope at the May, June and July Commission meetings and is confident the scope meets their expectations moving forward for the TSP update.

**The Transportation Commission motion (July 2021):**

**Graf motions to recommend the Ashland City Council approve a professional services contract with Kittelson Associates for the Transportation System Plan Update. Danner seconds. All Ayes, Motion Carries.**

**FISCAL IMPACTS**

The proposed fee for the scope of services is \$243,258.69. The project is SDC eligible and budgeted at \$300,000 within the current biennium budget. Additional costs include staff soft costs associated with managing the project.

**STAFF RECOMMENDATION**

Staff recommends approval of the professional services contract with Kittelson Associates for the Transportation System Plan Update project.

**ACTIONS, OPTIONS & POTENTIAL MOTIONS**

1. I move to approve to approve a professional services contract with Kittelson Associates in the amount of \$243,258.69.
2. I move to amend the scope of service, [add amendment]

**REFERENCES & ATTACHMENTS**

Attachment 1: Kittelson Associates Scope of Services

## ASHLAND TRANSPORTATION SYSTEM PLAN - SCOPE OF WORK

### General Requirements

**Personnel, Materials, and Equipment:** The consultant shall provide qualified and competent personnel and shall furnish all supplies, equipment, tools and incidentals required to accomplish the work. All materials and supplies shall be of good quality and suitable for the assigned work.

**Safety Equipment:** The consultant shall provide and use all safety equipment including, and not limited to hard hats, safety vests and clothing as required by state and federal regulations and department policies and procedures.

**Professional Responsibilities:** The consultant shall perform the work using the standards of care, skill and diligence normally provided by a professional in the performance of such services in respect to similar work and shall comply will all applicable codes and standards.

**Project Management:** The consultant and the City staff will meet monthly throughout the duration of the project. The objectives of the meetings will include reviewing the scope, budget, schedule and deliverables. The consultant will organize and manage the consultant project team and coordinate with city project manager and City staff. *Project management will also include coordination with all affected agencies-including but not limited to, Jackson County, Rogue Valley Transportation District, Rogue Valley Metropolitan Planning Organization, and the Oregon Department of Transportation.*

**Monthly Invoices and Progress Reports:** The consultant shall prepare monthly invoices and progress reports including the following:

- Work completed during the month by work task as a percentage of completion
- Needs for additional information, reviews, or changes to the scope of work
- Scope, schedule, and budget issues and changes

### Specific Requirements

The City of Ashland (City) is seeking professional consultant services for Project 2019-02 Transportation System Plan (TSP) Update. The purpose of this project is to provide an update to the City's 2013 adopted Transportation System Plan. The current plan conforms with the Transportation Planning Rule (TPR) and outlines the City's goals and the multi-modal network projects to meet these goals. Since adoption of the plan in 2013 numerous things have changed which require an update to the TSP. The update shall be consistent with the 2019 Oregon Department of Transportation TSP guidelines.

## TASK 1: DEVELOP THE AGENCY PUBLIC ENGAGEMENT PLAN

The purpose of this task is to develop a comprehensive public outreach program that will enable the residents of Ashland to provide a voice on how their transportation network is modified to meet their goals and expectations. The public outreach program should allow for both in-person and electronic access.

### 1.1 Committee Rosters

City shall establish and prepare Committee Rosters for the following:

1. Technical Advisory Committee (TAC), which will provide the primary technical review and guidance for the Project and is expected to include representatives from the following:
  - a. Community Development, Public Works, and Police and Fire Departments;
  - b. Jackson County Roads Department;
  - c. Oregon Department of Transportation (ODOT);
  - d. Oregon Department of Land Conservation and Development (DLCD);
  - e. Rogue Valley Transit District (RVTD);
  - f. Others as deemed appropriate or invited to participate in individual meetings when certain expertise is required or throughout the Project.
  
2. Citizens Advisory Committee (CAC), which will consist of community members that will inform the Project from their respective community perspectives. CAC may include representation from the following:
  - a. City Council (ex-officio);
  - b. Planning Commission;
  - c. Transportation Commission;
  - d. Climate Policy/Conservation Commission;
  - e. Social Equity and Racial Justice Commission;
  - f. Ashland Senior Advisory Committee;
  - g. Ashland School District;
  - h. Southern Oregon University;
  - i. Chamber of Commerce/local business;
  - j. Local community members;
  - k. Active transportation advocates;
  - l. Representative of the transportation disadvantaged; and
  - m. Representatives from Title VI communities.

### 1.2 Kick-Off Meeting

Consultant shall arrange and facilitate a Kick-Off Meeting with the Project Management Team (PMT) via conference call to review project objectives and processes. Consultant shall facilitate a discussion of dates for the Refined Project Schedule, elements of PICP, and Project Website.

Consultant shall hold the Kick-Off Meeting within two weeks of the Notice to Proceed. Consultant shall provide a written agenda to PMT at least three business days prior to the Kick-Off Meeting and provide a meeting summary to PMT no later than one week following the Kick-Off Meeting.

### **1.3 PMT Teleconferences**

Consultant shall arrange and facilitate up to twelve (12) teleconferences with the PMT, both as scheduled in the Refined Project Schedule and as required to address specific Project issues. The duration of each teleconference is not expected to exceed one hour. Dates and times of scheduled teleconferences will be determined at the Kick-Off Meeting and included in the Refined Project Schedule. Consultant shall arrange a standard call-in number and provide teleconference dates, times, and access information to the PMT members as needed. Consultant shall develop a written agenda for each teleconference and shall disseminate the agenda to the PMT no later than three days prior to the teleconference. Consultant shall provide a summary of action items following the meeting.

### **1.4 PICP**

Consultant shall prepare draft and Final Public Involvement and Communications Plan (PICP) with input from the City to gain input throughout the duration of Project and at key milestones. Elements of the PICP must include, but are not limited to, the following:

- Public involvement goals for the Project;
- Identification of key populations and stakeholder groups for the plan;
- Identification of City and Consultant roles and responsibilities for public involvement;
- Strategy for accomplishing inclusive public outreach, including Title VI/Environmental justice community outreach and reporting;
- Description of methods used to reach various stakeholders;
- Recommendations for engaging key existing committees; and
- Schedule for public involvement activities that are consistent with the Refined Project Schedule.

Consultant shall submit Draft PICP to PMT for review and make revisions to address comments.

### **1.5 Stakeholder Database and Comment Log**

Consultant shall develop and maintain a Stakeholder Database that will be used to inform interested parties including, but not limited to, federal, state, regional, and local authorities, environmental groups, active transportation advocates, individuals, key businesses, public services, education, and community organizations. Information must include, where available, name, affiliation, address, and email address. Consultant shall expand and update this database throughout Project to document new stakeholders and parties as they express interest. City shall forward contact information that it receives.

Consultant shall log public comments, questions, and concerns received throughout the Project in the Comment Log. Consultant shall forward this log to City along with each final deliverable. Any comments received directly by City will be forwarded to Consultant for entry in comment log.

## 1.6 Project Website

Consultant shall develop and maintain a Project Website during the entire Project. Consultant shall coordinate with the PMT as needed to provide a linkage between the Project Website and City website according to City requirements. Consultant shall be responsible for all aspects of the Project Website, including development, registration, hosting, gathering and monitoring of content, and controls, as required by, and subject to approval by PMT. The Project Website must be fully functioning and accessible within two weeks after the Kick-Off Meeting and remain fully functioning and accessible for a minimum of six months following Project completion.

Project Website must include, at a minimum:

- Project deliverables: Tech Memos and all maps and graphics in PDF or JPG format;
- Meeting information (times, locations, agendas, summaries, and materials); and
- Contact information (City and Consultant project manager).

Project Website must be updated before and after meetings and at the end of Tasks. The Project Website must include an interactive on-line mapping tool element that allows the public to provide input and to pinpoint issues, ideas, and comments directly on a map of the Project Area for the duration of the project.

## 1.7 Refined Project Schedule

Consultant shall prepare a draft and revised Refined Project Schedule with the due dates for required services and deliverables and shall deliver the draft Refined Project Schedule to the PMT within two weeks after the Kick-Off Meeting for approval. To maximize efficiency, Consultant shall schedule and perform tasks concurrently where appropriate. City and Consultant may revise the services and deliverables due dates in the Refined Project Schedule throughout the duration of the project.

### *City Deliverables*

- 1a Committee Rosters (Subtask 1.1)
- 1b Kick-off Meeting (Subtask 1.2)
- 1c PMT Teleconferences, up to 12 (Subtask 1.3)
- 1d Review and comment on Task 1 deliverables

### *Consultant Deliverables*

- 1A Kick-Off Meeting (Subtask 1.2)
- 1B PMT Teleconferences, up to 12 (Subtask 1.3)
- 1C PICP (Subtask 1.4)
- 1D Stakeholder Database and Comment Log (Subtask 1.5)
- 1E Project Website (Subtask 1.6)
- 1F Refined Project Schedule (Subtask 1.7)

## TASK 2: GOALS AND OBJECTIVES

The purpose of this task is to review state, regional and local planning documents relevant to a TSP update, articulate a vision for the community's transportation priorities, define how the system should function, and form the basis for criteria to select preferred improvements. The goals in the current TSP will be updated to reflect the goals in more recent planning documents, including the Ashland Climate Energy Action Plan and the Evacuation Time Estimate Study. They will also be updated to reflect more recent initiatives, such as 20's Plenty and Vision Zero Program goals. The goals will be used to guide the development of the TSP and ensure that all aspects of the plan help the City move toward meeting their goals of reducing Ashland's contribution to global carbon pollution, preparing the City to be more resilient to climate change and its impacts, and ensuring Ashland continues to be an "all ages and abilities" community.

### 2.1 Background Documents

City shall provide the most current version of the existing City Developed plans, policies, standards, rules, regulations, and other documents pertinent to the Updated TSP in electronic format, as available. Background Documents are expected to include:

#### *Statewide*

- Oregon Highway Plan (1999, last amended on May 2015)
- Oregon Transportation Plan (2006)
- Oregon Freight Plan (2011)
- Oregon Public Transportation Plan (1997)
- Oregon Rail Plan (2014)
- Oregon Bicycle and Pedestrian Plan (2016)
- Oregon Transportation Safety Action Plan (2016) (2021 Pending)
- Statewide Planning Goals
- State Law on Reduction in Vehicle-Carrying Capacity (Oregon Revised Statutes 366.215)
- Oregon Administrative Rules ("OAR") chapter 734 division 051
- OAR chapter 660, division 012, known as the Transportation Planning Rules
- ODOT funding projections
- Statewide Transportation Improvement Program
- ODOT Highway Design Manual (2012)
- Oregon Roadway Departure Safety Implementation Plan (2010)
- Oregon Intersection Safety Implementation Plan (2012)
- Oregon Bicycle and Pedestrian Safety Implementation Plan (2014)
- Oregon Standard Specifications for Construction, Oregon Standard Drawing and Oregon Standard Details (2015)

#### *Local*

- Jackson County, Comprehensive Land Use Plan

- Jackson County, Transportation System Plan (2017)
- Rogue Valley Metropolitan Planning Organization, 2017-2042 Regional Transportation Plan
- Rogue Valley Transit District, 2040 Transit Plan
- Ashland Comprehensive Plan (2019)
- Ashland Transportation System Plan (2013)
- Ashland Capital Improvement Program (2019)
- Ashland Zoning Ordinance (August 2019)
- Revitalization Downtown Ashland Plan (2020)
- Ashland Climate Energy Action Plan (2017)
- Ashland Transit Feasibility Study (2018)
- Ashland Trails Master Plan
- Ashland Evacuation Time Estimate (ETE)
- 20's Plenty Initiative
- Other as determined City Staff

## **2.2 Draft Tech Memo #1: Plans and Policy Framework**

Consultant shall prepare Draft Tech Memo #1, a summary and review of Background Documents to provide the baseline of existing plans, policies, standards, rules, regulations, and other applicable documents as they pertain to development of the Updated TSP. Draft Tech Memo #1 must include an audit of City's Zoning Ordinance for compliance with the Transportation Planning Rules (OAR 660-12-0045) and recommendations to inform future tasks.

Consultant shall submit Draft Tech Memo #1 to PMT for review and comment. City shall provide a consolidated set of comments to Consultant in a comment log.

## **2.3 Analysis Methodology and Assumptions Memorandum**

Consultant shall prepare draft and revised Analysis Methodology and Assumptions Memorandum documenting methodology and assumptions for existing conditions, future conditions, and alternatives traffic analysis.

The memorandum must address existing conditions (i.e. seasonal factors used, demographic categories), future conditions (i.e. volume development and post-processing methodology, transit demand), and alternative analysis (i.e. peak hour factors, analysis parameters, calibration, etc.).

The memorandum must include existing and future analysis methodologies to examine transportation network in terms of access to bicycle, pedestrian, micro-mobility and transit mobility and assumptions for Level of Traffic Stress, Qualitative Multimodal Assessment, and Multimodal Level of Service.

Consultant shall process the traffic count data to a common base year, following procedures and methods outlined in the ODOT Analysis Procedure Manual. Consultant shall analyze traffic count information for the peak period, apply seasonal and annual adjustment factors, as appropriate, to develop volumes for the 30<sup>th</sup> highest hour and the Average Daily Traffic volumes.

Operational analysis for study intersections, regardless of jurisdiction, must include:

- a. Volume-to-Capacity ratio
- b. Level-of-service
- c. Peak hour vehicles
- d. Average daily trips
- e. Delay
- f. 95<sup>th</sup> percentile queuing
- g. Turning movements

Consultant shall use ODOT operational mobility targets for State facilities and City design standards for City facilities, clarifying required standards and targets when there is different jurisdiction on multiple legs of a single intersection.

Consultant's non- automobile transportation analysis must also include the following:

- a. Inventory of existing sidewalks and bicycle lanes
- b. General condition of existing sidewalks and bicycle facilities
- c. Pedestrian and Bicycle Level of Traffic Stress per the ODOT Analysis Procedure Manual
- d. Qualitative (multimodal) assessment for transit modes per the ODOT Analysis Procedure Manual
- e. A qualitative assessment of transit service and identification of underserved areas
- f. Gaps in intermodal connectivity

Consultant's crash inventory must include the following:

- a. Location;
- b. Crash type and characteristics;
- c. Severity (property damage, injury, or fatality);
- d. Summary review of pedestrian and bicycle crashes; including bicycle or pedestrian present; and
- e. Summary review of fatal and serious injury crashes.

Consultant's data for State highways must include locations of Top 5% or 10% Safety Priority Index System sites.

Consultant shall calculate study intersection crash rates. Intersection crash rates must be compared to critical crash rates based on the method outlined in Part B of the Highway Safety Manual. If a critical crash rate cannot be calculated due to limited data, the published 90<sup>th</sup> percentile rates in Table 4-1 of the ODOT Analysis Procedure Manual must be used. Consultant shall calculate the segment crash rates and compare to Table II in the statewide Crash Rate Book to identify locations with more crashes than other similar facilities in Oregon.

Consultant shall identify and present crash patterns and potential projects, policies, or studies at intersections that exceed the statewide crash rate performance threshold, for all areas that exceed the critical crash rate, 90<sup>th</sup> percentile rate, the Table II rate, or are a top 5% or 10% Safety Priority Index System site. Consultant shall identify Crash Modification Factors associated with each countermeasure

to provide an estimate of the potential change in crash frequency, based on Crash Modification Factors from the Highway Safety Manual or Federal Highway Administration's online Crash Modification Factor Clearinghouse with a star rating of 3 or better.

All Crash Modification Factors must have consistent volumes and parameters with the TSP analysis.

Summary crash data, including crash rates must be documented. Documentation must consider intersections in the Project Area vicinity, if any, that were under construction at the time counts were conducted.

The no-build scenarios must contain volume-to-capacity ratio, Level of Service, 95<sup>th</sup> percentile queuing, and turning movements, shown on figures.

Consultant shall submit to and obtain approval of the revised Analysis Methodology and Assumptions Memorandum from TPAU, Region 3 Traffic, and PMT prior to beginning the traffic analysis in Tasks 3 and 4.

## **2.4 Draft Tech Memo #2: Goals, Objectives, and Evaluation Criteria**

Consultant shall prepare Draft Tech Memo #2 to establish the goals, objectives, and evaluation criteria for later use in setting policy and selecting preferred alternatives. Consultant shall review existing transportation policies and compare with Project Objectives to produce a set of Project Goals. Consultant shall draft policy revisions for consideration by City, TAC, and CAC consistent with the community's goals as expressed in the Comprehensive Plan and other relevant adopted plans.

Consultant shall also develop a framework for evaluating the performance of programs and projects identified in the planned modal systems in Tasks 5 and 6. This performance evaluation tool will be critical in helping City understand how to prioritize transportation investments in the years following the adoption of Updated TSP and in identifying transportation solutions for subsequent TSP Updates.

Evaluation Criteria may include:

- Multimodal improvements – must include measured improvement to qualitative assessment levels and Level of Traffic Stress.
- Road capacity improvements – must include measured improvement to volume to capacity, Level-of-Service, queue length, and qualitative safety benefit.
- System and demand management techniques – must include the use of simple factors – elasticities, comparative case study findings, and more qualitative approaches to assess the potential impacts of TDM as appropriate.
- Social benefit – must include impact and benefit for disadvantaged and minority groups and impact to cost of housing and transportation.
- Environmental impacts – must include improvement to greenhouse gas emissions.
- Active transportation.
- Access to transit.

- Cost.
- Consistency.
- Mode shift.

The goals, objectives, and evaluation criteria will be refined throughout the planning process to ensure they continue to reflect those of the project team and the general public. Consultant shall submit Draft Tech Memo #2 to PMT for review and comment. City shall provide a consolidated set of comments to Consultant in a comment log.

## 2.5 Final Tech Memo #1

Consultant shall revise Draft Tech Memo #1, incorporating consolidated comments from PMT.

## 2.6 Revised Tech Memo #2

Consultant shall revise Draft Tech Memo #2, incorporating consolidated comments from PMT.

### *City Deliverables*

- 2a Background Documents (Subtask 2.1)
- 2b Review and Comments on Task 2 Deliverables

### *Consultant Deliverables*

- 2A Draft Tech Memo #1: Plans and Policy Framework (Subtask 2.2)
- 2B Analysis Methodology and Assumptions Memorandum (Subtask 2.3)
- 2C Draft Tech Memo #2: Goals, Objectives, and Evaluation Criteria (Subtask 2.4)
- 2D Final Tech Memo #1 (Subtask 2.5)
- 2E Revised Tech Memo #2 (Subtask 2.6)

## TASK 3: EXISTING CONDITIONS

The purpose of this task is to develop the existing conditions inventory and determine system needs.

### 3.1 Draft Tech Memo #3: Existing Conditions Inventory and Analysis

Consultant shall prepare Draft Tech Memo #3 using 2013 TSP and other information gathered in Task 2 to inventory and assess existing conditions in the Project Area. Draft Tech Memo #3 must include the following:

#### i. Inventory

Consultant shall update the 2013 TSP inventory of the existing transportation system and the land uses and population within the Project Area. Inventories must be presented in tabular and map format, as feasible, with a simple and concise accompanying narrative. City shall provide Geographic Information Systems (GIS) data, where available; where GIS data is not available, data will be provided in an Excel database. The most current Portland State University coordinated population estimates must be used. In

accordance with the TSP Guidelines Existing Conditions Inventory, Inventory must include the following elements:

### **1. Lands and Population Inventory**

Consultant shall update the inventory of available lands data to identify existing, planned, and potential land uses, and environmental constraints to development. The Lands and Population Inventory must be consistent with acknowledged comprehensive plans and based on data assembled by City that must include the following:

- a) Vacant and developable land
- b) Zoning, both current and planned
- c) Natural resources and environmental barriers
- d) Key Destinations that are likely destinations for bicyclists and pedestrians, such as schools, parks, commercial centers, and neighborhood centers
- e) Historic and projected population growth patterns
- f) Locations of the following socio-economically sensitive populations:
  - Minority groups (all persons who did not self-identify as white, non-Hispanic);
  - Low-income (persons who earned between 0 and 1.99 times the federal Poverty Level);
  - Elderly persons (persons 65 years of age or older in 2010);
  - Youth (persons 16 years of age or younger in 2010);
  - Non-English speakers (people who stated that they didn't speak any English at all in 2010); and
  - All persons 5 years or older with any type of disability, as available: sensory, physical, mental, self-care, go-outside-the-home or employment.
- g) Evaluate the cost of housing and transportation as a percentage of income across City's demographic spectrum.

### **2. Bicycle and Pedestrian Inventory**

Consultant shall update inventory of bicycle and pedestrian system to provide a comprehensive portrait of multi-modal infrastructure and overall connectivity and access within the Project Area, including but not limited to the following:

- a) Bicycle facility types, locations, geometry, and condition;
- b) Pedestrian facility types, locations, geometry, and condition;
- c) Crosswalk locations, crosswalk treatments, and condition;
- d) Consistency of facilities with state and local standards; and
- e) Location and trip characteristics of major bicycle and pedestrian generators.

### **3. Roadway System Inventory**

Consultant shall update the inventory of existing road system characteristics to establish a baseline for comparison with future needs. Road System Inventory must include the following as available:

- a) Facility functional classifications for state and local roads;
- b) Jurisdictional responsibility for state and local roads;
- c) Geometry for study intersections (Consultant shall assemble);
- d) Number and width of study intersection lanes (Consultant shall assemble);
- e) Signal locations (Consultant shall assemble);
- f) Posted speed limits;
- g) Pavement types and conditions;
- h) Street locations on the local system;
- i) For state, city, and local streets in downtown or business areas, on-street parking locations and utilization;
- j) Park and ride locations;
- k) Right of way widths;
- l) Intelligent Transportation System facilities;
- m) Intermodal connections and facilities;
- n) National, state, regional, and local freight and motor carrier routes;
- o) National highway system facilities; and
- p) Americans with Disabilities Act accessible public sidewalk impediments (such as driveway aprons, ramps, and public sidewalks).

#### **4. Public Transportation Inventory**

Consultant shall update the inventory of the public transportation system including but not limited to the following:

- a) Existing routes, circulation, schedules, and frequency;
- b) Location of bus stops, stop amenities, and ridership;
- c) Connectivity with transit facilities, including RVTD and other agencies providing service in the Project Area;
- d) Identify on-demand/door-to-door transit services in the region;
- e) Paratransit service, including demand and accessibility; and
- f) ADA connectivity.

#### **5. Rail Inventory**

Consultant shall update the inventory of rail system characteristics based on data Consultant collects from the railroads or the ODOT Rail Division, including but not limited to the following:

- a) Type of service (freight);
- b) Owner and operator of rail line;
- c) Location of rail lines and terminals;
- d) Proximity to the highway;
- e) Classification of the lines;
- f) Number of trains and schedule;
- g) Industries served and commodities handled;

- h) Track conditions;
- i) Train speeds;
- j) Crossing locations and known issues; and
- k) Bicycle and pedestrian facilities at rail crossings.

#### **6. Air Transport Inventory**

Consultant shall summarize the inventory of air transportation system characteristics using Ashland Airport Master Plan (adoption pending), including but not limited to the following:

- a) Type of service (passenger or freight, commercial or recreational);
- b) Volume;
- c) Location of airport, airport runways, and key destinations for air traffic;
- d) Implications for nearby land uses;
- e) Industries served and commodities handled;
- f) Runway conditions; and
- g) Runway Protection Zones.

#### **7. Freight Generators Inventory**

Consultant shall update inventory of the major freight generators in the Project Area. Freight generators are the industrial areas, distribution centers, truck terminals and businesses that ship or receive a significant amount of freight. The Freight Generators Inventory is expected to be based on Chamber of Commerce and Oregon Employment Department data assembled by City and must include the following:

- a) Location of at grade crossings with other transportation modes;
- b) Location of above- or below-grade crossings with other transportation modes;
- c) General information and mapped location of major freight generators;
- d) Major commodities shipped or received;
- e) Intermodal facilities; and
- f) Connector roads connecting to intermodal facilities or to major freight generators.

#### **8. Funding Inventory**

Consultant shall prepare a summary of current and historical transportation funding. City shall provide Consultant with currently available funding information, including the following:

- a) Transportation revenues received from the State;
- b) Local transportation revenues; and
- c) System Development Charges and other revenue from development.

City shall provide Consultant with a history in electronic format of all existing revenue streams with a ten-year history of trends.

## **ii. Existing System Conditions Analysis**

Consultant shall analyze existing conditions and identify deficiencies of the transportation system based on ODOT Analysis Methodology and Assumptions Memorandum. Consultant's analysis must include the following:

**1. Traffic Counts**

Consultant shall conduct traffic counts at up to twenty (20) study intersections during the weekday evening (2:00 to 6:00 PM) peak period in a standardized format. The counts shall include the total number of bicycles, pedestrians, and motor vehicles that enter the intersection in 5-minute increments. The final list of study intersections will be determined following Task 1.

**2. Intersection Operations Analysis**

Consultant shall perform traffic analysis of City's transportation system and identify existing deficiencies.

**3. Non-Automobile Transportation Analysis**

Consultant shall perform analysis of primary non-motorized transportation on collector and arterial roadways. Consultant's analysis must include availability of sidewalks, bicycle facilities, transit routes and facilities, and gaps in primary routes and intermodal opportunities based on available GIS data and online mapping.

**4. Crash Analysis**

Consultant shall obtain the most recent available five years of complete crash data from ODOT's Crash Analysis and Reporting Unit in the Project Area. Consultant shall assemble an inventory and identify crash patterns in the history of collisions on the transportation system among all users (for example, trucks, autos, pedestrians, and bicyclists).

**5. Access Management Analysis**

Consultant shall identify existing access management standards as defined in OAR 734-051. Consultant shall review City standards and review existing City arterials and collectors adjacent to study intersections identifying general corridor areas with driveways that are non-compliant.

**6. Environmental Justice Analysis**

Consultant shall utilize PICP maps and text, to prepare environmental justice analysis to identify needs and to avoid undue adverse impacts when examining future projects and needs.

Consultant shall submit Draft Tech Memo #3 to PMT for review and comment. Consultant shall prepare and submit revised Draft Tech Memo #3 to the TAC and CAC one week prior to TAC and CAC Meetings #1 after receiving comments from the PMT.

**3.2 TAC Meeting #1**

City shall arrange and Consultant shall conduct TAC Meeting #1 via conference call. The purpose of TAC Meeting #1 is to provide an orientation to the Project, outline the plan and policy context for the Project as summarized in Final Tech Memo #1, consider the draft Project goals, objectives, and evaluation criteria

in Revised Tech Memo #2, review the existing conditions in Draft Tech Memo #3, and provide a timeline of TAC meetings and key project milestones. The meeting is not expected to exceed 2 hours. Consultant shall prepare a written meeting schedule, written agenda, and other supporting materials for TAC Meeting #1 and meeting minutes afterwards.

### *C3.2 TAC Meeting #1 – In-person Meeting*

Pending changes to COVID 19 restrictions and City policy regarding in-person meetings, TAC Meeting #1 may be held in Ashland and follow a similar format as indicated above.

## **3.3 CAC Meeting #1**

City shall arrange and Consultant shall conduct CAC Meeting #1. The meeting will occur on the same day and in the same format as TAC Meeting #1. The purpose of CAC Meeting #1 is to provide an orientation to the Project, outline the plan and policy context for the Project as summarized in Final Tech Memo #1, consider the draft Project goals, objectives, and evaluation criteria in Revised Tech Memo #2, review the existing conditions in Draft Tech Memo #3, and provide a timeline of CAC meetings and key project milestones. The meeting is not expected to exceed 2 hours. Consultant shall prepare a written meeting schedule, written agenda, and other supporting materials for CAC Meeting #1 and meeting minutes afterwards.

## **3.4 Task 3 Publicity**

Consultant shall prepare Task 3 Publicity to provide information regarding the Project in a variety of methods to encourage public participation. Publicity must include:

### **1. Project Newsletter #1**

Project Newsletter #1 must include a Project introduction and include logistical information on the open house and online open house, schedule, and other relevant Project information. City shall distribute Project Newsletter #1 in City's utility bills and share on its social media accounts to promote the open house.

### **2. Project Flyer #1**

Project Flyer #1 must include a Project introduction and include logistical information on the open house and online open house, schedule, and other relevant Project information. City shall place Project Flyer #1 at high-traffic areas to promote the open house. Consultant shall post Project Flyer #1 to the Project Website.

### **3. News Release**

News release must announce the open house. Consultant shall produce and purchase print advertising for the news release to provide notice for the open house. Consultant shall place news release in local newspapers of record. Consultant shall also provide news release to community papers, city newsletters, community calendars, or similar publications in the Project Area. City shall post news release on its social media accounts.

#### 4. Stakeholder Emails

Five separate Stakeholder Emails distributed by City to recipients in the stakeholder database to include the following subject areas:

- CAC Meeting #1,
- Project Newsletter #1,
- Announce the in-person Open House and Workshop #1, and
- Online Open House #1 as well as pertinent information regarding next steps.

Consultant shall submit draft Task 3 Publicity materials to PMT for review and make revisions to address comments.

### 3.5 Community and Small Group Briefing #1

City shall arrange and conduct Community and Small Group Briefing #1 to meet with identified stakeholders with common interests (i.e., the same geographic area, businesses, and church groups) as identified in the Task 1 PICP to update them on the Project and obtain their input on Project goals and existing conditions. Community and Small Group Briefing #1 is anticipated to be one hour in duration. City shall produce a PowerPoint for Community and Small Group Briefing #1. PMT shall review draft PowerPoint and provide comments to City prior to Community and Small Group Briefing #1. Consultant shall review PowerPoint and provide comments to City.

### 3.6 Open House and Workshop #1

City shall arrange and Consultant shall conduct Open House and Workshop #1 to offer input on the goals and policies of the Updated TSP and existing conditions. The open house and workshop will occur in Ashland on the same day or on the day following Community and Small Group Briefing #1 and will take up to three hours. Consultant shall prepare written handouts, display boards, and other visual media to facilitate public opportunity and provide to City in advance of meeting for review and revision. Consultant shall prepare an open house and workshop handout, sign in sheets, comment forms, and provide an open house and workshop comment summary. City shall provide location arrangements and logistics and promote the event on its social media accounts.

*It is assumed that Open House and Workshop #1 will occur in Ashland and be open to the public; however, pending further COVID-19 restrictions on in-person meetings, the budget for Open House and Workshop #1 will be reallocated to Online Open House #1 and the online version will be accompanied by a series of virtual live events via YouTube or Facebook. The City may also choose to host pop-up events at local community centers, grocery stores, or other locations that attract a broad cross-section of the population.*

### 3.7 Online Open House #1

Consultant shall upload Open House and Workshop #1 materials to the Project Website and encourage the use of the interactive map to provide comments. Consultant shall prepare summary of comments received.

### 3.8 Final Tech Memos #2 and #3

Consultant shall revise Draft Tech Memos #2 and #3 incorporating comments from TAC Meeting #1, Community and Small Group Briefing #1, Open House and Workshop #1, and Online Open House #1 within one week after Open House and Workshop #1. Consultant shall post Final Tech Memos #2 and #3 to Project Website and provide to PMT within two weeks of receiving comments.

#### *City Deliverables*

- 3a Draft Tech Memo #3 - Inventory Documents (Subtask 3.1)
- 3b TAC Meeting #1 (Subtask 3.2)
- 3c CAC Meeting #1 (Subtask 3.3)
- 3d Distribution of Task 3 Publicity materials (Subtask 3.4)
- 3e Community and Small Group Briefing #1 (Subtask 3.5)
- 3f Open House and Workshop #1 (Subtask 3.6)
- 3g Review and Comments on Task 3 Deliverables

#### *Consultant Deliverables*

- 3A Draft Tech Memo #3: Existing Conditions Inventory and Analysis (Subtask 3.1)
- 3B TAC Meeting #1 (Subtask 3.2)
- 3C CAC Meeting #1 (Subtask 3.3)
- 3D Task 3 Publicity (Subtask 3.4)
- 3E Comments on Community and Small Group Briefing #1 PowerPoint (Subtask 3.5)
- 3F Open House and Workshop #1 (Subtask 3.6)
- 3G Online Open House #1 (Subtask 3.7)
- 3H Final Tech Memos #2 and #3 (Subtask 3.8)

## TASK 4: FUTURE CONDITIONS

The purpose of this task is to analyze future multimodal travel demand and identify gaps and deficiencies within the transportation infrastructure. Future needs shall be based on population and employment forecasts and distributions shall be consistent with the comprehensive plan with a 20-year forecast from expected date of TSP adoption.

### 4.1 Draft Tech Memo #4: Future Systems Conditions

Consultant shall prepare initial and revised Draft Tech Memo #4, an assessment of land use and future transportation system conditions in the Project Area under a “no-build” scenario. Consultant shall rely only on completed transportation improvements and planned transportation improvements that have an identified and committed funding source, in preparing the “no-build” scenario (for example, are in the Statewide Transportation Improvement Program).

Draft Tech Memo #4 must include the elements listed below:

### **1. Population and Employment Forecasts**

Consultant shall summarize the future population and employment data.

### **2. Future No-Build Scenario**

Consultant shall prepare traffic analysis, qualitative multimodal assessment of transit and Bicycle and Pedestrian Level of Traffic Stress under a no-build scenario for automobile and non-automobile transportation.

### **3. Future Deficiencies**

Consultant shall identify projected future transportation system deficiencies for all transportation modes. Deficiencies include both the failure to meet measurable standards identified in Task 2 Analysis Methodology and Assumptions Memorandum, and the failure to satisfy the goals, objectives, and evaluation criteria identified in Tech Memo #2.

Consultant shall clearly describe each deficiency. Consultant shall also include future needs determination based on standards and targets identified in the Oregon Transportation Plan and associated statewide modal and topic plans.

Consultant shall submit Draft Tech Memo #4 to PMT for review and comment. Consultant shall prepare and submit revised Draft Tech Memo #4 to the TAC and CAC one week prior to TAC and CAC Meetings #2 after receiving comments from the PMT.

#### *City Deliverables*

4a Review and Comment on Task 4 Deliverables

#### *Consultant Deliverables*

4A Draft Tech Memo #4: Future Systems Conditions (Subtask 4.1)

## **TASK 5: SOLUTIONS DEVELOPMENT AND EVALUATION**

The purpose of this task is to develop and evaluate solutions that are consistent with the vision, goals, objectives and performance measures (criteria) established in Task 2.

### **5.1 Draft Tech Memo #5: Alternatives Analysis**

Consultant shall prepare initial and revised Draft Tech Memo #5 identifying up to three alternative solution packages that address the identified deficiencies and needs. Alternatives must address the standards, goals, and objectives identified in Tech Memo 2. Consultant shall coordinate with City to solicit comments from TPAU and ODOT's Region 3 Traffic regarding the potential of the solution packages and recommended improvements on ODOT's facilities.

Consultant shall provide an evaluation matrix for the alternative solution packages, utilizing the evaluation criteria identified in Tech Memo #2.

Consultant shall estimate conceptual construction and operational costs for alternative solution packages. Cost estimates must be planning-level cost estimates, based on year 2020 dollars, and referenced to appropriate escalation factors.

Draft Tech Memo #5 must include the elements listed below:

**1. Bicycle and Pedestrian Connectivity**

Consultant shall recommend connectivity, safety, access, and comfort improvements to City's existing bicycle and pedestrian network, particularly routes that connect to schools, parks and commercial centers. Consultant shall recommend future bicycle and pedestrian network extensions within the Project Area or connecting to existing facilities in adjacent areas.

Consultant shall incorporate the existing multi-use trails system and park trail system plans into the planned system. Consultant shall provide recommendations to improve connectivity to the existing multi-use trails system and identify potential future connectivity to multi-use trail system locations within and adjacent to the Project Area.

**2. Identification of Auto-Related Alternatives**

Consultant shall prepare proposed solutions to identified deficiencies for automotive traffic. Consultant shall make a list of recommended changes to street classifications, street design standards, access spacing standards, and roadway segments and intersections with supporting rationale.

**3. Transit**

Consultant shall recommend connectivity, frequency, and accessibility improvements to RVTDs' existing transit routes and facilities and recommend future transit routing extensions into and beyond the Project Area.

**4. Intermodal Route Connectivity**

Consultant shall recommend intermodal connectivity improvements between City's existing bicycle and pedestrian networks, as well as any existing or planned transit facilities. Consultant shall recommend future bicycle, pedestrian, and transit network improvements into and beyond the Project Area in a way that supports intermodal connectivity.

**5. Freight**

Consultant shall identify the major freight issues in the Project Area including accessibility, mobility, safety and freight passage through, into, and from City with an emphasis on intermodal connections. Consultant shall recommend freight route improvements (including rail) to the existing transportation system and future freight route improvements to accommodate future land use and transportation system changes. This task includes identifying problem areas such as access issues, roadway constraints, turning radii at intersections, vertical clearance constraints and truck loading zone issues.

## **6. Air**

Consultant shall discuss recommendations developed in the Ashland Airport Master Plan (adoption pending) and the implications for land uses and transportation in Ashland. Consultant shall provide recommendations for ongoing coordination with the Airport and Oregon Department of Aviation.

## **7. Safe Routes To Schools**

Consultant shall identify potential alternative connective routes, facility enhancements, and crossing treatments that would improve student safety when walking or biking to school. Consultant shall document these identified alternatives, enhancements, and treatments in a format that can be integrated into the Updated TSP and that can also be crafted to address the needs of future “Safe Routes to Schools” programs. Consultant shall identify school siting and site design factors, as well as student transportation policies, which enhance accessibility for pedestrians, bicyclists, and transit users.

## **8. Safety**

Consultant shall identify study intersections or segments where countermeasures could be applied to reduce crash frequency to mitigate increases in crashes associated with increased traffic volume or future roadway projects.

## **9. Local Street Connectivity and Extension Plan**

Consultant shall prepare a list of local street alignment and connectivity improvements in several areas of the Project Area where the local street alignment influences future development of these areas, consistent with City’s local street grid pattern. Consultant shall depict future local street connections in these areas on a map and in text.

## **10. Emerging Transportation Technologies**

Consultant shall assess the range of emerging transportation technologies (ridesharing, autonomous vehicles, bike- and scooter-share programs, and the like) that are likely to be implemented in Project Area during the planning horizon. Such technologies shall be identified as discrete projects, policies, and programs, including privately owned and operated systems.

## **11. Funding Programs**

Consultant shall prepare a comprehensive list of funding options for consideration by City. Funding options section must include a summary of historic, existing, and future City transportation funding sources. Funding options must include all funding sources available to City in a matrix form, and a brief narrative explaining each option.

Consultant shall prepare a future transportation funding plan based on the current and historic transportation funding information in Tech Memo #3 and consistent with Step 15 of Transportation System Planning Guidelines 2018 and ODOT directive, PB-03, Financial Feasibility in System Planning. Consultant shall obtain projected transportation funding and revenue from City.

## **12. Development Code Amendments**

Consultant shall prepare a list of amendments to City's development code to implement the audit of City's Zoning Ordinance in Task 2 to comply with OAR 660-012-0045.

## **13. Transportation Demand Management**

Consultant shall prepare a list of transportation demand management strategies. Strategies must offer sustainable solutions to help create a multi-modal transportation environment.

Consultant shall submit Draft Tech Memo #5 to PMT for review and comment. Consultant shall prepare and submit a revised version of Draft Tech Memo #5 to the TAC and CAC one week prior to TAC and CAC Meeting #2.

## **5.2 TAC Meeting #2**

City shall arrange and Consultant shall conduct TAC Meeting #2 via conference call. The purpose of TAC Meeting #2 is to review and discuss the future baseline transportation conditions in Draft Tech Memo #4 and the alternative solution packages and their performance evaluation in Draft Tech Memo #5. The meeting is not expected to exceed 2 hours. Consultant shall prepare meeting schedule, agendas, and supporting materials for TAC Meeting #2 and meeting minutes afterwards.

### *C5.2 TAC Meeting #2 – In-person Meeting*

Pending changes to COVID 19 restrictions and City policy regarding in-person meetings, TAC Meeting #2 may be held in Ashland and follow a similar format as indicated above.

## **5.3 CAC Meeting #2**

City shall arrange and Consultant shall conduct CAC Meeting #2. The meeting will occur on the same day and in the same format as TAC Meeting #2. The purpose of CAC Meeting #2 is to review and discuss the future baseline transportation conditions in Draft Tech Memo #4 and the alternative solution packages and their performance evaluation in Draft Tech Memo #5. The meeting is not expected to exceed 2 hours. Consultant shall prepare meeting schedule, agendas, and supporting materials for CAC Meeting #2 and meeting minutes afterwards.

## **5.4 Task 5 Publicity**

Consultant shall prepare Task 4 Publicity to provide information regarding the Project in a variety of methods to encourage public participation. Publicity must include:

### **1. Project Newsletter #2**

Project Newsletter #2 must include a Project introduction and include logistical information on the open house and online open house, schedule, and other relevant Project information. City shall distribute Project Newsletter #2 in City's utility bills and share on its social media accounts.

## **2. Project Flyer #2**

Project Flyer #2 must include a Project introduction and include logistical information on the open house and online open house, schedule, and other relevant Project information. City shall place Flyer #2 at high-traffic areas to promote the open house. Consultant shall post Flyer #2 to the Project Website.

## **3. News Release**

News release must announce the open house. Consultant shall produce and purchase print advertising for the news release to provide notice for the open house. Consultant shall place news release in local newspapers of record. Consultant shall also provide news release to community papers, city newsletters, community calendars, or similar publications in the Project Area. City shall post news release on its social media accounts.

## **4. Stakeholder Emails**

Five separate Stakeholder Emails distributed by City to recipients in the stakeholder database to include the following subject areas:

- CAC Meeting #2,
- Project Newsletter #2,
- Announce the in-person Open House and Workshop #2, and
- Online Open House #2 as well as pertinent information regarding next steps.

Consultant shall submit draft Task 5 Publicity materials to PMT for review and make revisions to address comments.

## **5.5 Community and Small Group Briefings #2**

City shall arrange and consultant shall conduct Community and Small Group Briefing #2 to meet with identified stakeholders with common interests (i.e., the same geographic area, businesses, and church groups) as identified in the Task 1 PICP to update them on the Project and obtain their input on alternative solution packages to meet deficiencies. Community and Small Group Briefing #2 is anticipated to occur at a regularly scheduled Transportation Commission meeting and be one hour in duration. City shall produce a PowerPoint for Community and Small Group Briefing #2. Consultant shall review PowerPoint and provide comments to City.

## **5.6 Open House and Workshop #2**

City shall arrange and Consultant shall conduct Open House and Workshop #2 to offer input on alternative packages to address deficiencies. The open house and workshop will occur in Ashland on the same day or on the day following Community and Small Group Briefing #2 and will take up to three hours. Consultant shall prepare written handouts, display boards, and other visual media to facilitate public opportunity and provide to City in advance of meeting for review and revision. Consultant shall prepare an Open House and Workshop #2 handout, sign in sheets, comment forms, and provide an open house

and workshop comment summary. City shall provide location arrangements and logistics and promote the event on its social media accounts.

*It is assumed that Open House and Workshop #2 will occur in Ashland and be open to the public; however, pending further COVID-19 restrictions on in-person meetings, the budget for Open House and Workshop #2 will be reallocated to Online Open House #2 and the online version will be accompanied by a series of virtual live events via YouTube or Facebook. The City may also choose to host pop-up events at local community centers, grocery stores, or other locations that attract a broad cross-section of the population.*

## **5.7 Online Open House #2**

Consultant shall upload Open House and Workshop #2 materials to the Project Website and encourage the use of the interactive map to provide comments. Consultant shall prepare summary of comments received.

## **5.8 Final Tech Memos #4 and #5**

Consultant shall revise Draft Tech Memos #4 and #5 incorporating comments received from TAC Meeting #2, CAC Meeting #2, Community and Small Group Briefing #2, Open House and Workshop #2 and Online Open House #2. Consultant shall post Final Tech Memos #4 and #5 to Project Website and provide Final Tech Memos #4 and #5 to PMT within two weeks of receiving comments.

### *City Deliverables*

- 5a TAC Meeting #2 (Subtask 5.2)
- 5b CAC Meeting #2 (Subtask 5.3)
- 5d Task 5 Publicity (Subtask 5.4)
- 5e Community and Small Group Briefing #2 (Subtask 5.5)
- 5f Open House and Workshop #2 (Subtask 5.6)
- 5g Review and Comment on Task 4 Deliverables

### *Consultant Deliverables*

- 5A Draft Tech Memo #5: Alternatives Analysis and Funding Program (Subtask 5.1)
- 5B TAC Meeting #2 (Subtask 5.2)
- 5C CAC Meeting #2 (Subtask 5.3)
- 5D Task 5 Publicity (Subtask 5.4)
- 5E Comments on Community and Small Group Briefing #2 PowerPoint (Subtask 5.5)
- 5F Open House and Workshop #2 (Subtask 5.6)
- 5G Online Open House #2 (Subtask 5.7)
- 5H Final Tech Memos #4 and #5 (Subtask 5.8)

## TASK 6: FUNDING PROGRAM

The purpose of this task is to identify the preferred alternatives along with revenue streams, both existing and anticipated, that will support proposed projects and programs.

### 6.1 Draft Tech Memo #6: Preferred Alternatives

Consultant shall prepare initial and revised Draft Tech Memo #6, identifying preferred and cost-constrained alternatives based on earlier Tech Memos, the 2013 TSP, and input received from the PMT, TAC, CAC and public. Draft Tech Memo #6 must include the elements listed below:

#### 1. Selection of Preferred Alternatives

Consultant shall identify a preferred alternative for each deficiency or need and, if different, a cost-constrained alternative taking into account the revenue forecast for each deficiency or need, consistent with Step 15 of Transportation System Planning Guidelines 2018. Identification of alternatives must include, in addition to those elements required by the Transportation Planning Rules, the following elements:

- a) Projects necessary to reduce transportation barriers to key development and redevelopment areas.
- b) Corridor improvement needs.
- c) Access management strategies for City, County, and State arterials and collectors.
- d) Identification of improvements that could be incorporated into a future “Safe Routes to Schools” plan, including school siting, site planning, and student transportation policies.
- e) Planning-level cost estimates referenced to an appropriate escalation factor for updates.
- f) A list of features needing approval (e.g., marked crosswalks on State Highways).

Preferred improvements to ODOT’s facilities must be coordinated with ODOT’s Region 3 Traffic.

#### 2. Future Transportation Funding Plan

Consultant shall prepare a future transportation funding plan based on the current and historic transportation funding information in Tech Memo #3 and consistent with Step 15 of Transportation System Planning Guidelines 2018 and ODOT Directive PB-03, Financial Feasibility in System Planning.

#### 3. Project Prioritization Tool

The preferred alternatives shall be prioritized based on how well they meet the goals, objectives, and evaluation criteria developed in Task 2 as well as other criteria as identified by the PMT. Consultant shall format the prioritization tool so that it can be used by the City to reevaluate priorities over time.

Consultant shall submit Draft Tech Memo #6 to PMT for review and comment. Consultant shall prepare and submit a revised version of Draft Tech Memo #6 to the TAC and CAC one week prior to TAC and CAC Meeting #3.

## 6.2 TAC Meeting #3

City shall arrange and Consultant shall conduct TAC Meeting #3 via conference call. The purpose of TAC Meeting #3 is to discuss proposed preferred alternatives and funding plan in Draft Tech Memo #6. The meeting is not expected to exceed 2 hours. Consultant shall prepare the meeting schedule, written agendas, and supporting materials for TAC Meeting #3 and shall prepare meeting minutes afterwards.

### *C6.2 TAC Meeting #3 – In-person Meeting*

Pending changes to COVID 19 restrictions and City policy regarding in-person meetings, TAC Meeting #3 may be held in Ashland and follow a similar format as indicated above.

## 6.3 CAC Meeting #3

City shall arrange and Consultant shall conduct CAC Meeting #3. The meeting will occur on the same day and in the same format as TAC Meeting #3. The purpose of CAC Meeting #3 is to discuss proposed preferred alternatives and funding plan in Draft Tech Memo #6. The meeting is not expected to exceed 2 hours. Consultant shall prepare the meeting schedule, written agendas, and supporting materials for CAC Meeting #3 and shall prepare meeting minutes afterwards.

## 6.4 Task 6 Publicity

Consultant shall prepare Task 6 Publicity to provide information regarding the Project in a variety of methods to encourage public participation. Publicity must include:

### 4. Project Newsletter #3

Project Newsletter #3 must include a Project introduction and include logistical information on the open house and online open house, schedule, and other relevant Project information. City shall distribute Project Newsletter #3 in City's utility bills and share on its social media accounts.

### 5. Project Flyer #3

Project Flyer #3 must include a Project introduction and include logistical information on the open house and online open house, schedule, and other relevant Project information. City shall place Flyer #3 at high-traffic areas to promote the open house. Consultant shall post Flyer #3 to the Project Website.

### 6. News Release

News release must announce the open house. Consultant shall produce and purchase print advertising for the news release to provide notice for the open house. Consultant shall place news release in local newspapers of record. Consultant shall also provide news release to community papers, city newsletters, community calendars, or similar publications in the Project Area. City shall post news release on its social media accounts.

### 7. Stakeholder Emails

Five separate Stakeholder Emails distributed by City to recipients in the stakeholder database to include the following subject areas:

- CAC Meeting #3,
- Project Newsletter #3,
- Announce the in-person Open House and Workshop #3, and
- Online Open House #3 as well as pertinent information regarding next steps.

Consultant shall submit draft Task 6 Publicity materials to PMT for review and make revisions to address comments.

### **6.5 Community and Small Group Briefings #3**

City shall arrange and consultant shall conduct Community and Small Group Briefing #3 to meet with identified stakeholders with common interests (i.e. the same geographic area, businesses, church groups) as identified in the PICP to update them on the Project and obtain input on proposed preferred alternatives and funding plan. Community and Small group Briefing #3 is anticipated to be one hour in duration. City shall produce a PowerPoint for the Community and Small Group Briefing #3. Consultant shall review PowerPoint and provide comments to City.

### **6.6 Open House and Workshop #3**

City shall arrange and Consultant shall conduct Open House and Workshop #3 to offer input on proposed preferred alternatives and funding plan. The open house and workshop will occur in Ashland on the same day or on the day following Community and Small Group Briefings #3 and will take up to three hours. Consultant shall prepare written handouts, display boards, and other visual media to facilitate public opportunity and provide to City in advance of meeting for review and revision. Consultant shall prepare an Open House and Workshop #3 handout, sign in sheets, comment forms, and provide an open house and workshop comment summary. City shall provide location arrangements and logistics and promote the event on its social media accounts.

*It is assumed that Open House and Workshop #3 will occur in Ashland and be open to the public; however, pending further COVID-19 restrictions on in-person meetings, the budget for Open House and Workshop #3 will be reallocated to Online Open House #3 and the online version will be accompanied by a series of virtual live events via YouTube or Facebook. The City may also choose to host pop-up events at local community centers, grocery stores, or other locations that attract a broad cross-section of the population.*

### **6.7 Online Open House #3**

Consultant shall upload Open House and Workshop #3 materials to the Project Website and encourage the use of the interactive map to provide comments. Consultant shall prepare summary of comments received.

### **6.8 Transportation Commission Work Session #1**

City shall arrange and Consultant shall conduct Transportation Commission Work Session #1. The purpose of Transportation Commission Work Sessions #1 is to discuss proposed preferred alternatives and funding plan in Draft Tech Memo #6. Consultant shall prepare the meeting schedule, written agendas, and supporting materials and meeting summary afterwards.

## 6.9 Joint Planning Commission and City Council Work Session #1

City shall arrange and Consultant shall conduct Joint Planning Commission and City Council Work Session #1. The purpose of Planning Commission and City Council Work Session #1 is to discuss proposed preferred alternatives and funding plan in Draft Tech Memo #6. Consultant shall prepare the meeting schedule, written agendas, and supporting materials and meeting summary afterwards. City shall prepare legally required minutes.

## 6.10 Final Tech Memo #6

Consultant shall revise Draft Tech Memo #6 incorporating Task 5 comments. Consultant shall post Final Tech Memo #6 to Project Website and provide to PMT within two weeks of receiving comments.

### *City Deliverables*

- 6a TAC Meeting #3 (Subtask 6.2)
- 6b CAC Meeting #3 (Subtask 6.3)
- 6d Task 6 Publicity (Task 6.4)
- 6e Community and Small Group Briefings #3 (Subtask 6.5)
- 6f Open House and Workshop #3 (Subtask 6.6)
- 6g Transportation Commission Work Session #1 (Subtask 6.8)
- 6h Joint Planning Commission and City Council Work Session #1 (Subtask 6.9)
- 6i Review and Comment on Task 6 Deliverables

### *Consultant Deliverables*

- 6A Draft Tech Memo #6: Preferred Alternatives (Subtask 6.1)
- 6B TAC Meeting #3 (Subtask 6.2)
- 6C CAC Meeting #3 (Subtask 6.3)
- 6D Task 6 Publicity (Subtask 6.4)
- 6E Comments on Community and Small Group Briefing #3 PowerPoint (Subtask 6.5)
- 6F Open House and Workshop #3 (Subtask 6.6)
- 6G Online Open House #3 (Subtask 6.7)
- 6H Transportation Commission Work Session #1 (Subtask 6.8)
- 6I Joint Planning Commission and City Council Work Session #1 (Subtask 6.9)
- 6J Final Tech Memo #6 (Subtask 6.10)

## TASK 7: FINAL DOCUMENTATION

The purpose of this task is to compile all technical documents created into a final comprehensive document that will shape the transportation system throughout the planning period. The document should be inclusive of all modes and describe a cohesive link between them and the transportation network.

The City of Ashland would like the fiscally constrained plan to account for transportation network improvements that are cohesive and provide a complete benefit to all modes when and if possible. In addition, recommended improvements need to account for other planned infrastructure projects (water, storm, sewer, roadway maintenance) within the City's adopted 20-year capital improvement program. The final plan should document improvements that when feasible serve all modes along with the network area they benefit.

## 7.1 Draft Updated TSP

Consultant shall prepare initial and revised Draft Updated TSP updating 2013 TSP and incorporating earlier Tech Memos #1 – #6 and the additional comments received. Draft Updated TSP must include the following:

- A. Maps showing each updated future network and a comprehensive map showing all networks;
- B. Prioritized list of multi-modal projects with planning-level cost estimates, including escalation factor estimates;
- C. Project summary prospectus sheets, including Project costs, location map, and cross-section;
- D. Funding strategy for near term fiscally constrained projects throughout the Project Area and planning horizon; and
- E. Access spacing standards

Draft Updated TSP must summarize the following in either the report body or appendix:

- i. Transportation System Summary
  - Inventory of entire transportation system for all modes of travel.
- ii. Transportation Goals, Plans, and Policy Framework
  - Survey of state, regional, and local plans, policies, rules and regulations; identify relationships, conflicts, and discrepancies within and between these documents.
  - Goals and objectives supporting the community's vision.
  - A discrete, actionable set of policies which capture the opportunities and strategies supporting an Updated TSP and otherwise reflect the intent of Goal 12 "to provide and encourage a safe, convenient, and economical transportation system."
- iii. Existing Conditions
  - Analysis of existing traffic conditions for all modes of travel: volumes, Level-of-Service, turning movements, queuing, mobility, and safety for all through streets and intersections. Areas of significant queuing or traffic safety concerns.
- iv. Future Demand and Land Use
  - Existing and future land uses to estimate traffic generation in the community, as well as future through traffic. Trip distribution, including estimates of trip ends per land use type, total annual trip ends.

v. Safety Plan

- A Safety Plan that aligns with current goals in the Oregon Transportation Safety Action Plan and identifies cost-effective opportunities to obtain programmed safety funds (e.g., Highway Safety Improvement Program funding, Safe Routes to Schools) to reduce fatal and serious injury crashes through the ODOT All Roads Transportation Safety Program. This must include systemic applications which may be viable with a demonstrated benefit cost ratio (e.g., bike and pedestrian).

vi. Pedestrian Plan

- A Pedestrian Plan aligned with current intermodal policy goals.
- Examination and analysis of existing facilities. Recommendations for improvements and design standards. Focus on safety and gaps in the pedestrian network. Special emphasis must be placed on connectivity among primary pedestrian facilities and intermodal linkages.
- Comprehensive and prioritized list of improvements, including itemized planning-level cost estimates.

vii. Bicycle Plan

- A Bicycle Plan aligned with current intermodal policy goals.
- Examination and analysis of existing facilities. Recommendations for improvements and design standards. Focus on safety and gaps in the bicycle network.
- Comprehensive and prioritized list of improvements, including itemized planning-level cost estimates.

viii. Transit Plan

- Examination and analysis of existing facilities. Recommendations for improvements and design standards. Focus on safety, gaps in the system and intermodal linkages with the pedestrian and bicycle networks.
- Comprehensive and prioritized list of improvements, including itemized planning-level cost estimates.
- Analysis and recommended improvements must reflect current intermodal policy goals.

ix. Motor Vehicle Plan (including Transportation System Management and Truck Freight Plan)

- Proposed changes and improvements to best accommodate vehicle traffic within the existing constraints and long-term vision of City.
- Focus on impacts to businesses.
- Potential to add pedestrian improvements.
- Comprehensive and prioritized list of improvements, including itemized planning-level cost estimates.

x. Other Modes Plan (Air, Rail and Pipeline)

- Survey of other transportation modes.
- Incorporate pertinent elements of the Ashland Airport Master Plan.

xi. Funding and Implementation

- Examination of historic funding sources and potential future funding sources.

Consultant shall submit Draft Updated TSP to PMT in electronic format for review and comment. Consultant shall revise Draft Updated TSP based on City comments. Consultant shall prepare and submit a revision to the TAC and CAC one week prior to Joint TAC and CAC Meeting #4.

## 7.2 Draft Implementing Ordinances

As consistent with TGM guidance documents, Consultant shall prepare initial and revised Draft Implementing Ordinances, specifically amendments to City's Development Ordinance, necessary for implementing the Draft Updated TSP and its policies and recommendations. Amendments are expected to include:

- Street-width standards with the goal of narrowing streets for safety and economy.
- Right-size parking standards, looking for opportunities to decrease them.
- Traffic Impact Analysis requirements, which may reference ODOT standards or requirements of other similar cities in Oregon.
- State transportation planning requirements, including findings for the Transportation Planning Rules, to support adoption of Draft Updated TSP by City.

Consultant shall submit revised Draft Implementing Ordinances to the PMT. Consultant shall prepare a revision based on City and APM comments and submit to the TAC and CAC one week prior to Joint TAC and CAC Meeting #4.

## 7.3 Draft Findings

City shall prepare Draft Findings addressing local ordinance requirements to support adoption of the Draft Updated TSP by City and provide to PMT.77.4 Advertising and Media

Consultant shall prepare a draft news release announcing updates on the Project, Joint TAC and CAC Meeting #4 and Draft Updated TSP for City finalization and distribution. Consultant shall produce and purchase print advertising for the news release to provide notice for the adoption hearings. Consultant shall place news release in local newspapers of record. Consultant shall also provide news release to community papers, city newsletters, community calendars or similar publications in smaller markets in the Project area. City shall post Advertisements on their social media accounts.

## 7.4 Advertising and Media

Consultant shall prepare a draft news release announcing updates on the Project, Joint TAC and CAC Meeting #4 and Draft Updated TSP for City finalization and distribution. Consultant shall produce and purchase print advertising for the news release to provide notice for the adoption hearings. Consultant

shall place news release in local newspapers of record. Consultant shall also provide news release to community papers, city newsletters, community calendars or similar publications in smaller markets in the Project area. City shall post Advertisements on their social media accounts.

## **7.5 Stakeholder Emails**

Consultant shall prepare up to three stakeholder emails to the stakeholder database to provide updates on the Project, Joint TAC and CAC Meeting #4 and Draft Updated TSP.

## **7.6 Joint TAC and CAC Meeting #4**

City shall arrange and Consultant conduct Joint TAC and CAC Meeting #4. The purpose of Joint TAC and CAC Meeting #4 is to review and discuss the Draft Updated TSP and Draft Implementing Ordinances. Consultant shall prepare a meeting schedule, a written agenda, and supporting materials and meeting minutes afterwards.

### *C7.6 Joint TAC and CAC Meeting #4 – In-person Meeting*

Pending changes to COVID 19 restrictions and City policy regarding in-person meetings, Joint TAC and CAC Meeting #4 may be held in Ashland and follow a similar format as indicated above.

## **7.7 Adoption Draft Updated TSP, Adoption Draft Implementing Ordinances and Final Findings**

Consultant shall revise the Draft Updated TSP, Draft Implementing Ordinances, and Draft Findings, incorporating comments received from the PMT, TAC and CAC.

## **7.8 Department of Land Conservation and Development Notice**

City shall submit a copy of the Adoption Draft Updated TSP and Draft Implementing Ordinances to the Department of Land Conservation and Development at least 35 days prior to the first evidentiary hearing as directed by Oregon Revised Statutes 197.610 and OAR 660-018-0020.

### *City Deliverables*

- 7a Draft Findings (Subtask 7.3)
- 7b Advertising and Media (Subtask 7.4)
- 7c Joint TAC and CAC Meeting #4 (Subtask 7.6)
- 7d Department of Land Conservation and Development Notice (Subtask 7.8)
- 7e Review and Comment on Task 7 Deliverables

### *Consultant Deliverables*

- 7A Draft Updated TSP (Subtask 7.1)
- 7B Draft Implementing Ordinances (Subtask 7.2)
- 7C Advertising and Media (Subtask 7.4)
- 7D Stakeholder Emails (Subtask 7.5)

- 7E Joint TAC and CAC Meeting #4 (Subtask 7.6)
- 7F Adoption Draft Updated TSP, Adoption Draft Implementing Ordinances and Final Findings (Subtask 7.7)

## **3.2.8 MAJOR TASK 8: ADOPTION PROCESS**

The purpose of this task is to navigate the adoption process through public hearings at the Planning Commission and City Council levels.

### **8.1 Transportation Commission Work Session #2**

City shall arrange and conduct Transportation Commission Work Session #2 for presentation of the Adoption Draft Updated TSP, Adoption Draft Implementing Ordinances, and Final Findings. Consultant shall attend Transportation Commission Work Session #2 to present documents and answer questions.

### **8.2 Joint Planning Commission and City Council Work Session #2**

City shall arrange and conduct Joint Planning Commission and City Council Work Session #2 for presentation of the Adoption Draft Updated TSP, Adoption Draft Implementing Ordinances, and Final Findings. Consultant shall attend Joint Planning Commission and City Council Work Session #2 to present documents and answer questions.

### **8.3 Transportation Commission Hearing**

City shall arrange and conduct the Transportation Commission Hearing for consideration of the Adoption Draft Updated TSP, Adoption Draft Implementing Ordinances, and Final Findings. Consultant shall attend hearing to present documents and answer questions.

### **8.4 Planning Commission Hearing**

City shall arrange and conduct the Planning Commission Hearing for consideration of the Adoption Draft Updated TSP, Adoption Draft Implementing Ordinances, and Final Findings. Consultant shall attend hearing to present documents and answer questions.

### **8.5 City Council Hearing**

City shall arrange and conduct City Council Hearing for consideration of Adoption Draft Updated TSP, Adoption Draft Implementing Ordinances, and Final Findings for approval and adoption. Consultant shall attend hearing to present documents and answer questions.

### **8.6 Final Updated TSP and Final Implementing Ordinances**

Consultant shall revise the Adoption Draft Updated TSP and Final Implementing Ordinances to reflect City Council actions. Consultant shall submit three bound “hard” copies and one electronic copy of the Final Updated TSP and Final Implementing Ordinances to City. City shall submit electronic copies of the adopted Final Updated TSP and Final Implementing Ordinances to the Department of Land Conservation

and Development. Consultant shall submit one bound “hard” copy and one electronic copy of the Final Updated TSP and Final Implementing Ordinances to ODOT.

## **8.7 Public and Stakeholder Involvement and Communications Summary Report**

Consultant shall prepare draft and final Public and Stakeholder Involvement and Communications Summary Report to summarize the activities, their effectiveness, and lessons learned of the following:

- Committee meetings
- Public meetings and open houses
- Community and small group briefings
- Stakeholder Database
- Comment Log summary and key public issues
- Project Website analytics

Consultant shall submit draft Public and Stakeholder Involvement and Communications Summary Report to City and APM for review and make revisions to address comments.

## **8.8 Title VI Report**

City shall prepare and submit to ODOT a report delineating Title VI activities, and documenting Project processes and outreach for all low income, race, gender, and age groups.

### *City Deliverables*

- 8a Transportation Commission Work Session #2 (Subtask 8.1)
- 8b Joint Planning Commission and City Council Work Session #2 (Subtask 8.2)
- 8c Transportation Commission Hearing (Subtask 8.3)
- 8c Planning Commission Hearing (Subtask 8.4)
- 8d City Council Hearing (Subtask 8.5)
- 8e Submit Final Updated TSP and Final Implementing Ordinances to DLCD (Subtask 8.6)
- 8f Title VI Report (Subtask 8.8)
- 8f Review and Comment on Task 8 Deliverables

### *Consultant Deliverables*

- 8A Transportation Commission Work Session #2 (Subtask 8.1)
- 8B Joint Planning Commission and City Council Work Session #2 (Subtask 8.2)
- 8C Transportation Commission Hearing (Subtask 8.3)
- 8D Planning Commission Hearing (Subtask 8.4)
- 8E City Council Hearing (Subtask 8.5)
- 8F Final Updated TSP and Final Implementing Ordinances (Subtask 8.6)
- 8G Public and Stakeholder Involvement and Communications Summary Report (Subtask 8.7)