

Reduced Maximum Speeds in Ashland (a new twist)

Relationship to CEAP Goals and Policies:

URBAN FORM, LAND USE & TRANSPORTATION

Goal • Reduce community and City employee vehicle miles traveled and greenhouse gas emissions.

Strategy ULT-2. Make Ashland more bike- and pedestrian-friendly.

ULT-2-2. Explore opportunities to convert to shared streets where appropriate to provide multimodal connectivity.

ULT-4-2. Revise community development plans to favor walkable neighborhoods and infill density.

CONSUMPTION & MATERIALS MANAGEMENT

Goal - Reduce consumption of climate- intensive food, products, and services.

Strategy CM-1. Reduce consumption of carbon-intensive goods and services.

Status and Next Steps

The **Climate Policy Commission** at their January 14th meeting approved a recommendation asking the City Council to direct the Public Works Director to implement speed reductions pursuant to ORS 810.180 (i.e. 20's Plenty).

The **Conservation and Climate Outreach Commission** endorsed 20's Plenty at their February 25, 2021 meeting.

The **Transportation Commission** at their January 21st meeting recommended slower maximum speeds. At their April meeting, the Commission decided to broaden the focus of 20's Plenty to include Vision Zero (a community strategy to eliminate deaths and serious injury from transportation collisions). At the May Commission meeting, in discussion of a draft Vision Zero resolution (which is to be forwarded to the Council for possible adoption), the Commission determined that the resolution should focus exclusively on safety to the exclusion of other benefits identified in the 20's Plenty study - which include mode shift and consequent carbon emissions reductions (the very reasons the CPC endorsed 20's Plenty).

CPC Action:

Motion: Move approval of the attached memo to the Transportation Commission with copies to the Conservation and Climate Outreach Commission.

To: Transportation Commission

From: Climate Policy Committee

Date: June 10, 2021

RE: Vision Zero Resolution

The CPC looks forward to adding its voice to the Vision Zero resolution. We understand that the Transportation Commission (TC) concluded, at its April meeting, that incorporating 20's Plenty into the broader topic of Vision Zero would serve to broaden the resolution's appeal to a **diverse** group of citizens and elected officials. We concur in that approach.

That logic, also applies to the acknowledgement of the **diverse** benefits to the city of both Vision Zero and 20's Plenty;

- Safety through the reduced frequency and severity of collisions, and the associated cost of injury and death,
- Increasing the use of alternative modes of travel - making it practical to travel by non-auto modes and thus increasing the share of trips made in the city by walking, bicycling and other micro-modes of travel,
- Monetary saving to Ashland households in the form of reduced transportation outlays, and
- Reduced carbon emissions.

Likewise, building community support for implementing the Vision Zero initiative will require a **diverse** coalition of the city's residents. We need bicycle advocates, supporters of walking, transportation safety advocates, auto drivers, climate advocates and users of transit. Achieving Vision Zero won't be easy. We need to build a strong base of support. To do otherwise will jeopardize our potential for success. Given this fact, the Vision Zero resolution must include recognition of: 1) the importance of improving the safety for all road users regardless of mode, age or ability, 2) that improving safety of the transportation system will bolster the use of alternative modes, and 3) that increasing walking and bicycling in the city will reduce carbon emissions.

The CPC believes that the joint commission approach used in development and approval of the 20's Plenty study exemplifies how the city's commissions and Council can work together and improve the quality of life for all Ashland citizens. We hope to continue this approach in future endeavors.

The CPC's commitment to that approach, we hope, was evident in the CPC's solicitation of the Transportation Commission's and Conservation and Climate Commission's comments on the draft Urban, Land Use + Transportation CEAP element. We emphasize that it is a draft. But to be clear, the transportation system produces roughly $\frac{1}{3}$ of the city's carbon emissions; roughly equal to emissions from buildings. The CEAP's 2050 goal is to reduce the city's greenhouse gas emissions to net-zero. The CPC is committed to achieving that outcome and hope the Transportation Commission will join us in that endeavor.

Thank you for your continued effort to make Ashland a leader and model for other cities in Oregon and throughout the nation.

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