

**CITY OF
ASHLAND**
TRANSPORTATION COMMISSION
Thursday, June 17, 2010
Council Chambers, 1175 East Main Street

Agenda

- I. CALL TO ORDER: 6:00 PM.
- II. APPROVAL OF MINUTES: May 20, 2010
- III. PUBLIC FORUM
- IV. ADJUSTMENTS TO THE AGENDA
- V. ACTION ITEMS
 - A. Appoint Subcommittee Members and Chair (5 minutes)
 - B. Appoint Liaison to the Planning Commission (2 minutes)
 - C. Bicycle Transportation Alliance Funding Request for \$2,700 (20 minutes)
 - D. Develop Two Year Commission Project List (30 minutes)
 - E. Policy for Establishing Shared Roadways (30 minutes)
- VI. NON ACTION ITEMS
 - A. TSP Update (15 minutes)
 - B. RVTD - Car Free Day (5 minutes)
 - C. Downtown Plaza Parking Configuration (5 minutes)
 - D. Discussion on How the Bike Swap Could Be More Successful (5 minutes)
- VII. INFORMATIONAL ITEMS
 - A. Subcommittee Minutes from June 3, 2010
 - B. Commission Budget for FY 09-10
 - C. Traffic Safety Connection
 - D. City Source Message
 - E. Bicycle Friendly Community Program
 - F. Skateboarding Fatality on Faith Avenue
- VIII. NEXT MEETING/SUGGESTED AGENDA TOPICS
 - A. TSP Update
- IX. COMMISSIONER COMMENTS
- X. ADJOURN: 8:00 PM

Next meeting scheduled for July 22, 2010 @ 6:00 pm

Note to Commissioners: Call Nancy Slocum at 552-2420 or slocumn@ashland.or.us if you can not attend the meeting.

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

CITY OF ASHLAND

Transportation Commission

Contact List as of May 1, 2010

Name	Title	Telephone	Mailing Address	E-mail Address	Expiration of Term
Tom Burnham	Commissioner	482-4467	1344 Apple Way	ntburnham@gmail.com	4/30/2013
Steve Ryan	Commissioner	951-1409	624 ½ Jessica Ln	resolutionvideo@yahoo.com	4/30/2013
Brent Thompson	Commissioner	488-0407	582 Allison	brenttho@mind.net	4/30/2011
Julia Sommer	Commissioner	552-1942	1158 Village Square Drive	juliasommer@gmail.com	4/30/2011
Colin Swales	Commissioner	488-0939	143 8 th Street	colinswales@gmail.com	4/30/2011
Matt Warshawsky	Commissioner	488-0917	821 Indiana Street	ashland@azcotech.com	4/30/2012
Eric Heesacker	Commissioner	482-6034	2360 Ranch Road	ashtranscomm@gmail.com	4/30/2012
David Young	Commissioner	488-4188	747 Oak Street	dyoung@jeffnet.org	4/30/2012
Steve Hauck	Commissioner	878-2702	453 Wightman Street	stephenhauck@yahoo.com	4/30/2013

Non Voting Ex Officio Membership

Mike Faught	Director of Public Works Commission Secretary	488-5587	20 E. Main Street	faughtm@ashland.or.us	
David Chapman	council liaison	488-0152	390 Orchard Street	david@council.ashland.or.us	
Brandon Goldman	Planning	488-5305	20 E. Main Street	goldmanb@ashland.or.us	
Steve MacLennan	Police	552-2809	20 E. Main Street	macienns@ashland.or.us	
Scott Hollingsworth	Fire	552-2932	20 E. Main Street	Hollings@ashland.or.us	
Larry Blake	Southern Oregon University Ashland Schools	482-2564	1250 Siskiyou Bv	blakel@sou.edu	
Dan Dorrell PE	ODOT	774-6354	100 Antelope Rd WC 97503	Dan.w.dorrell@odot.state.or.us	
Kat Smith	RVTD	608-2423	3200 Crater Lake Av – 04 20 E. Main Street	k.smith@rvtd.org	
Jenna Stanke	Ashland Parks		200 Antelope Rd WC 97503	stankeJS@jacksoncounty.org	
David Wolske	Jackson County Roads Airport Commission			david@davidwolske.com	
Eve Woods	Student Liaison	773-8515	920 W 11 th Street #3 Medford OR 97501	Eve_woods@hotmail.com	

Staff Support

Nancy Slocum	Public Works Clerk	552-2420	20 E Main Street	slocumn@ashland.or.us	
Jim Olson	Engineering Services Manager	488-5347	20 E. Main Street	olsonj@ashland.or.us	
Karl Johnson	Assistant Engineer	552-2415	20 E Main Street	johnsonk@ashland.or.us	

**CITY OF
ASHLAND**
TRANSPORTATION COMMISSION
Thursday, May 20, 2010
Siskiyou Room, 51 Winburn Way

Minutes

Attendees: Eric Heesacker, Steve Ryan, Julia Sommer, Colin Swales, Matt Warshawsky, David Young

Absent: Tom Burnham, Steve Hauck, Brent Thompson

Ex Officio Members: Brandon Goldman, David Chapman, Larry Blake, Scott Hollingsworth, Kat Smith

Staff Present: Mike Faught, Nancy Slocum, Pieter Smeenk

- I. **CALL TO ORDER:** 6:01 PM by Chair Eric Heesacker. Commission welcomed Steve Ryan.
- II. **APPROVAL OF MINUTES:**
Minutes of April 15 and April 17, 2010 were approved as corrected.
- III. **PUBLIC FORUM:**
No one spoke.
- IV. **ADJUSTMENTS TO THE AGENDA:**
Faught asked that the agenda item "Policy for Establishing Shared Roadways" be postponed until more time could be dedicated to the subject. Commission agreed and added several items for discussion to Olson's staff report memo.
- V. **ACTION ITEMS:**
 - A. Adoption of Meeting Norms
The meeting norms were discussed at April's goal setting retreat and presented here for adoption. Sommers suggested removing some wording from the fourth norm. Young moved to adopt the following norms as amended. Swales seconded the motion and it passed unanimously.

We the members and liaisons of the Transportation Commission commit to:

- **Treat everyone with respect:** We will express our opinions responsibly, focusing on the issues and not on personal differences, and speak both honestly and kindly. The rest of the norms are related to this one.
- **Prepare adequately for the meeting and participate fully.** We will have read, reviewed or examined pertinent documents, gathered information or input, or simply assessed our own thoughts and ideas prior to the meeting.
- **Not interrupt each other.** We recognize that we all interrupt at times by mistake or to build on others' statements. However, we will strive to allow each person the space to finish his or her thoughts.

- **Express ourselves concisely.** This norm recognizes the value of each other's input and time.
- **Engage each other's thoughts, ideas and opinions.** We recognize the value and richness of a meeting when everyone has a chance to participate. This norm also includes gracious acceptance of opinions different from our own.
- **Stay focused on the topic under discussion.** We will stay focused on the agreed-upon topics unless the group makes a conscious decision to alter the agenda.
- **Start and end meetings on time and arrive at meetings punctually.** We need to respect each other's time. The people who are present at the announced time should start without waiting for anyone not yet present.
- **The public is entitled to be treated with respect, courtesy and professionalism.** We strive to provide an atmosphere that fosters respect, trust, inclusiveness for members of the public.

B. Adopt Commission Two Year Goals for 2010

Staff presented a draft of the final six goals chosen at the recent goals setting session. The Commission revised them as stated:

**Transportation Commission Goals for 2010-2011
(24 month goals)**

1. TSP Update;
2. Identify and work to implement specific transportation safety projects or objectives that could realistically be completed within the next two years while the TSP is in process;
3. Apply 5 E Principles (Engineering, Education, Encouragement, Enforcement and Evaluation) to all transportation projects;
4. Continue progression toward the League of American Bicyclists' "Bike Friendly Community" Platinum status;
5. Actively participate in local and regional partnerships to further multi-modal equity and enhance safety;
6. Assist RVTD in achieving expanded regional transit services.

Motion:

Warshawsky moved to adopt the goals as revised above. Young seconded the motion and it passed unanimously. The goals would be forwarded to the Council via the meeting minutes.

C. Additional Bicycle Parking at North Main Street (Plaza)

Associate Engineer, Pieter Smeenk, presented the staff report. In March, 2010 he proposed converting the first space, which he considered dangerous to pedestrians as vehicles backed out, to bike parking to make room for publication boxes. At that time Smeenk proposed converting eight spaces to nine compact spaces. There was opposition to the plan by business owners concerned with a reduced number of parking spaces and by Commissioners who did not think compact

spaces practical. In response, he spoke to Mojie Takallou and the City's traffic engineer and proposed to change the angle of entry to 75 degrees thereby eliminating the first two hazardous parking spaces while also creating two additional spaces.

Young was in favor of the new plan and advocated removing bike racks from all downtown sidewalks. He noted that Standing Stone employees actively used their new bike racks.

Warshawsky suggested that, since the parking would be restriped anyway, staff consider removing the parking space at the corner of city hall adjacent to the crosswalk and replacing it with a bump out to shorten the crossing distance. He thought overall the new plan encouraged congestion and wondered about reconsidering back-in parking.

Swales agreed and wondered about funding a project with money that would benefit mostly those that used the newspaper racks. He noted that delivery trucks ignored parking rules. He thought this large amount of right of way was prime for creative solutions.

Young thought that solving individual safety issues was a priority over waiting for a downtown master plan. He favored Warshawsky's suggestion. Ryan agreed that safety came first. He also thought citizens should decide what to do with the extra sidewalk space. Sommer favored new on-street parking configuration and suggested landscaping and sidewalk dining for extra space. Swales wondered if the island could be bumped out further into the right of way. Faught reminded the Commission that City Council would make final decision. Young suggested emphasizing the safety issues.

Motion:

Warshawsky moved to recommend accepting Staff's revised plan replacing the space adjacent to City Hall with bicycle or motorcycle parking while increasing the bumpout in front of Mix Sweet Shop to square corner. The motion includes making the area in front of Mix Sweet Shop into sidewalk dining to help compensate for the cost of project. Young seconded the motion and it passed unanimously.

Young, Swales and Chapman volunteered to assist Smeenk with the design.

D. Policy for Establishing Shared Roadways

This item was tabled until June's meeting. (See Section IV, Adjustments to the Agenda.)

VI. NON ACTION ITEMS

A. TSP Update

Approval of the Intergovernmental Agreement with ODOT will come before the Council on June 1st. The agreement includes a \$175,000 grant.

B. Croman Traffic Impact Analysis Review

Brandon Goldman, Senior Planner, reported that the Croman Traffic Impact Analysis was recently updated in regards to the phased street improvements in the Croman Mill District. The update was in response to concerns raised at the Planning Commission public hearing regarding the Phase II route through ODOT and private properties. Other revised mitigation options include:

- Central Bv at Tolman Creek Rd would need traffic signal;
- Tolman Creek at Mistletoe Rd would need a traffic light on Tolman and right hand turn lane on Mistletoe;
- Ashland St and Tolman Creek Rd would need both a left and right hand turn lane on

- Ashland Street;
- Ashland St at Washington St would need a right in / right out from and to Ashland St or signal.

C. MPO Update

Chapman reported that he and Faught were liaisons to the Rogue Valley Metropolitan Planning Organization (MPO). He said the goals were to maintain the Regional Transportation Plan from 2009-2034; the Surface Transportation Program federal funding administration; and the Unified Planning Work Program that described activities for the coming year.

Current projects include examining ways private enterprise could pay for infrastructure with tax incentives and adopting the Transportation Improvement Program (TIP) list.

D. CDBG Block Grant Update

On April 20, 2010 the City Council awarded this year's Community Development Block Grants (CDBG). There were carry over funds that Councilor Chapman suggested be applied to ADA transportation-related projects. The former Traffic Safety Commission had suggested retrofitting one or two traffic signals with audible signals. Filling the open tree wells on Lithia Way was suggested as well as developing a data base of routes and spaces that need attention. Faught said staff would begin a database. He suggested forwarding additional ideas to Affordable Housing Specialist, Linda Reid.

VII. INFORMATIONAL ITEMS & COMMISSIONER COMMENTS:

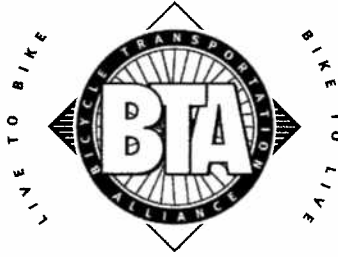
Sommer asked that the Commission develop a list of projects to be completed within the next two years. She suggested placing this item on June's agenda. Commission agreed.

Fire Captain, Scott Hollingsworth reported that the bike swap netted \$3,300 this year. The Bicycle Transportation Alliance paid the difference to keep bicycle safety classes to Ashland schools. Hollingsworth noted a need for an additional \$1,200 for helmets. Commission wanted to brainstorm ways to make the bike swap more successful in the future.

Commission considered April's goal setting session successful.

VIII. ADJOURN: 8:15 PM

Respectfully submitted,
Nancy Slocum, Accounting Clerk I



June 7, 2010

To: City of Ashland Transportation Commission
Re: Support for the BTA's Ashland Bike Safety Education Program

Dear Commissioners,

I write to you in thanks for your past support of the BTA's Ashland Bike Safety Education program and in request for your support this year.

During the 2009-2010 school year, the BTA taught 21 classes of Bike Safety Education to almost 600 students in four Ashland elementary schools and in Ashland Middle School. In 2010-2011, we hope to reach at least the same amount of students again.

The Bike Safety Education program is a 10-hour award-winning curriculum of in-classroom lessons and on-the bike practice that covers bike and helmet safety, good bike handling skills, rules of the road, and right-of-way. The program is taught by the BTA's expert staff with a fleet of BTA bikes and helmets. Students who graduate the program demonstrate the skills necessary to navigate their community safely by bike.

The BTA's Bike Safety Education program is offered to schools statewide at a cost of \$1000 per class. BTA instructor, Egon Dubois, has created several efficiencies in the Ashland program by offering the class to up to six classes in one school at time, bringing the local cost down closer to \$750 per class. At this lower rate, **the cost to run the Ashland program is still \$15,750 annually.**

The BTA does receive some support from the ODOT Traffic Safety Division to offer Bike Safety Education programming in communities statewide. However, this support is intended to support piloting new programs and bringing the program to new communities. The Ashland program is well-established and must move toward sustainability in local funding.

While our future goal is to find a local, sustainable source of funding for the program, **it is our request this year that the Ashland Transportation Commission support the program with \$2700.** This amount would fund roughly 17% of the total costs of the annual program or instruction for 3.5 classes of students and would show a significant local support toward matching ODOT and BTA dollars.

The BTA continues to put in requests for support from other local partners such as Ashland Parks and Recreation via the annual Bike Swap, Ashland Food Co-op and Siskyou Velo, but we are still well below a 50% local match of support for the program.

We thank you for your consideration of our request for \$2,700, and hope to partner with you going forward in sustaining this valuable traffic safety program.

If you have any questions, please don't hesitate to contact me, or Egon, our local instructor.

Sincerely,

Stephanie Noll,
BTA Programs Manager
503-226-0676 x23
Stephanie@bta4bkes.org

Egon Dubois
Ashland Bike Safety Instructor
541-482-2347
egon@mind.net

BTA's Ashland Bike Safety Education Program Budget Summary

Expense	Cost
Ashland Instructor Time	\$9,900.00
Bike Fleet costs (based on 10-year life span of fleet.)	\$600.00
Program Supplies including helmets	\$1,600.00
Travel and Training	\$800.00
Program Administrative Costs	\$2,850
Program Total	\$15,750

Bike Fleet Storage and Transportation costs donated by Ashland School District.

Bike Swap 2009	Bike Swap 2010
183 pieces of equipment sold	196 pieces of equipment sold
Equipment Sales: \$11,962.99	71 pieces of equipment did not sell
Total Bike Donation Sales: \$1570	Equipment Sales (revenue-including donation bikes) : \$17,604.00
Total Sales(revenue): \$14,621.75	Total Sales(revenue): \$18,073.65
Expenses: \$1954.63	Expenses(including payouts to sellers): \$14,726.62
Bikes Registered with Police Dept: 23	Bikes Registered with Police Dept: 30

**Total Funds Available for Bicycle Safety Education
after 2010 Bike Swap: \$3347.03**

**Note: Parks will be donating \$1600 to the BTA on
behalf of the Bike Swap Committee.**

Memo

CITY OF
ASHLAND

Date: June 10, 2010
From: Jim Olson and Nancy Slocum
To: Transportation Commission
Re: Two Year Commission Project List

The Commission expressed a desire to begin a 2 year project list related to our second goal to “identify and work to implement specific transportation safety projects or objectives that could realistically be completed within the next two years while the TSP is in process.” Staff has listed concerns heard by Commissioners, Councilors and members of the public throughout the past few months to begin the list:

1. Faith Avenue / Highway 66 Intersection improvements.
2. Research signal detector retrofits to accommodate bike detection
3. Research options to help the blind locate the pedestrian crossing buttons at traffic signals.
4. Audible signals for downtown.
5. Discuss pros and cons to relocating bike racks from sidewalk to street.
6. B Street pedestrian amenities.
7. Possible adoption of a 3' Bicycle/Pedestrian Protection Zone fashioned after Grants Pass ordinance.

As the TSP process will consume the entire meeting time for several TC meetings, it may be necessary to rely more heavily on the subcommittee to accomplish more day-to-day actions. Here is a similar beginning list for the Subcommittee:

1. Helman Street traffic safety concerns (Dan Moore)
2. 15 min loading zone in front of Ashland Recycled Furniture on A Street
3. Dining area seating across from a tree well at Pasta Piatti?
4. Intersections that are difficult for disabled people to cross (ie Sherman at Siskiyou and Second at Lithia Way)
5. Re-examine existing parking prohibitions on several streets including First St, Granite St, Hargadine St.
6. Explore means to maximize use of the Hargadine parking structure.
7. Use of 15 mph rural residential street (HB 2297)



Revised Memo

CITY OF
ASHLAND

Date: June 17, 2010
From: James Olson
To: Transportation Commission
Re: PROPOSED POLICY FOR THE ESTABLISHMENT OF SHARED ROADWAY DESIGNATIONS

QUESTION

Will the Commission consider the adoption of a policy for the designation of shared roadways?

STAFF RECOMMENDATION

Staff recommends that the Commission adopt a policy to be used in defining and designating City streets as “shared roadways.”

BACKGROUND

To date, the Commission had designated Oak Street and Grandview Drive as shared roadways. We have recently received a request that Helman Street also be designated as such. A suggestion was also made to mark ‘A’ Street in a similar fashion. As the shared roadway concept becomes more popular, we will likely see many more requests for the shared road designation. While the designation seems to be effective in alerting drivers to the presence of bikes and pedestrians, it can become a commonplace occurrence thereby lessening its impact and effectiveness.

Currently there is no established scientific or analytical process for determining which streets should be designated as shared roads and which streets may not benefit from that designation. The Commission may wish to adopt a set of parameters which can be applied equally to all applications. Staff suggests the Commission create an understandable, defensible and intuitive policy for the designation of shared roadways with the goal being to designate only those facilities where a true need can be identified.

I have added suggested parameters from Commissioners at last month’s meeting as well as some others from staff. They include:

- Traffic Volume - Is the traffic volume high enough to present a danger to bicyclists and pedestrians?
- Bike & Pedestrian Volume - Does the street carry a significant amount of bike and pedestrian traffic?
- Street Attributes - Are there special conditions on the street which create hazards for bicyclists and pedestrians such as:
 - Narrow street width
 - Lack of sidewalks, shoulders or bike lanes



- Posted speed
 - Steep grades
 - Alignment issues
 - Vision problems
-
- Street Classifications - Should the designation of a shared roadway be limited to neighborhood or collector streets?
 - Safe Routes to School (SRTS) Designation
 - Liability Issues
 - Narrow residential road speed limit reduced to 20 mph (HB 2297)

Research has shown the most successful way to increase bicycling and walking is through a comprehensive approach that included the “5 E’s” directly or indirectly. The Commission underscored the importance of the 5 E’s in their goal setting activity. Aside from designating a street as a shared roadway, the Commission may want to define a shared roadway in regards to the five “Es” of transportation safety:

- Engineering
- Education
- Enforcement
- Encouragement
- Evaluation

Ultimately this is an issue that can be addressed within the TSP update. It is suggested that any policy and/or guidelines the commission might identify be passed on the Kittleson and Associate for implementation into that document.



Enrolled
House Bill 2297

Sponsored by Representative TOMEI (Presession filed.)

CHAPTER

AN ACT

Relating to speed in residence districts; creating new provisions; and amending ORS 811.105 and 811.111.

Be It Enacted by the People of the State of Oregon:

SECTION 1. Section 2 of this 2007 Act is added to and made a part of the Oregon Vehicle Code.

SECTION 2. "Narrow residential roadway" means a two-way roadway that is:

- (1) Located in a residence district; and
- (2) Not more than 18 feet wide at any point between two intersections or between an intersection and the end of the roadway.

SECTION 3. ORS 811.105 is amended to read:

811.105. (1) Any speed in excess of a designated speed posted by authority granted under ORS 810.180 is prima facie evidence of violation of the basic speed rule under ORS 811.100.

(2) If no designated speed is posted by authority granted under ORS 810.180, any speed in excess of one of the following speeds is prima facie evidence of violation of the basic speed rule:

- (a) Fifteen miles per hour when driving on an alley or a narrow residential roadway.
- (b) Twenty miles per hour in a business district.
- (c) Twenty-five miles per hour in any public park.
- (d) Twenty-five miles per hour on a highway in a residence district if:
 - (A) The residence district is not located within a city; and
 - (B) The highway is neither an arterial nor a collector highway.
- (e) Fifty-five miles per hour in locations not otherwise described in this section.

SECTION 4. ORS 811.111 is amended to read:

811.111. (1) A person commits the offense of violating a speed limit if the person:

(a) Drives a vehicle on an interstate highway at a speed greater than 65 miles per hour or, if a different speed is posted under ORS 810.180 (3), at a speed greater than the posted speed.

(b) Notwithstanding paragraph (a) of this subsection, drives any of the following vehicles at a speed greater than 55 miles per hour on any highway or, if a different speed is posted under ORS 810.180 (3), at a speed greater than the posted speed:

- (A) A motor truck with a gross vehicle weight rating of more than 10,000 pounds or a truck tractor with a gross vehicle weight rating of more than 8,000 pounds.
- (B) A school bus.
- (C) A school activity vehicle.
- (D) A worker transport bus.

(E) A bus operated for transporting children to and from church or an activity or function authorized by a church.

(F) Any vehicle used in the transportation of persons for hire by a nonprofit entity as provided in ORS 825.017 (9).

(c) Drives a vehicle or conveyance on any part of the ocean shore in this state at a speed greater than any of the following:

(A) Any designated speed for ocean shores that is established and posted under ORS 810.180.

(B) If no designated speed is posted under ORS 810.180, 25 miles per hour.

(d) Drives a vehicle upon a highway in any city at a speed greater than a speed posted by authority granted under ORS 810.180 or, if no speed is posted, the following:

(A) Fifteen miles per hour when driving on an alley **or a narrow residential roadway**.

(B) Twenty miles per hour in a business district.

(C) Twenty-five miles per hour in a public park.

(D) Twenty-five miles per hour on a highway in a residence district if the highway is not an arterial highway.

(E) Sixty-five miles per hour on an interstate highway.

(F) Fifty-five miles per hour in locations not otherwise described in this paragraph.

(e) Drives a vehicle in a school zone at a speed greater than 20 miles per hour if the school zone is:

(A) A segment of highway described in ORS 801.462 (1)(a) and:

(i) The school zone has a flashing light used as a traffic control device and operated under ORS 811.106 and the flashing light indicates that children may be arriving at or leaving school; or

(ii) If the school zone does not have a flashing light used as a traffic control device, the person drives in the school zone between 7 a.m. and 5 p.m. on a day when school is in session.

(B) A crosswalk described in ORS 801.462 (1)(b) and:

(i) A flashing light used as a traffic control device and operated under ORS 811.106 indicates that children may be arriving at or leaving school; or

(ii) Children are present, as described in ORS 811.124.

(2) The offense described in this section, violating a speed limit, is punishable as provided in ORS 811.109.

Passed by House March 29, 2007

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Chief Clerk of House

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Speaker of House

Passed by Senate May 18, 2007

.....
President of Senate

Received by Governor:

.....M.,....., 2007

Approved:

.....M.,....., 2007

.....
Governor

Filed in Office of Secretary of State:

.....M.,....., 2007

.....
Secretary of State

Memo

Date: June 10, 2010
From: James Olson
To: Transportation Commission
Re: TSP Update

It is anticipated that ODOT will issue the formal "Notice to Proceed" to Kittleson and Associates enabling them to begin work on the Transportation System Plan. One of their first actions will be to schedule an initial introduction meeting to meet the staff and outline the process. This meeting is scheduled for our next regular commission meeting on July 22, 2010.

As we have anticipated, this process will constitute the bulk of many of our regular meetings for the next 12 to 18 months. The tentative schedule includes eight Transportation Commission meetings and eight combined Transportation Commission / Planning Commission (study session) meetings. We will discuss the schedule further at our first meeting. Following is a very tentative schedule of meetings:

Date	TC Length of Mtg	TC/PC Length of Mtg
July 22, 2010	½ hour	
July 27, 2010		
August 19, 2010	2 hours	
August 24, 2010		2 hours
November 18, 2010	2 hours	
November 23, 2010		2 hours
January 20, 2011	2 hours	
January 25, 2011		2 hours
February 17, 2011	2 hours	
February 22, 2011		2 hours
June 16, 2011	2 hours	
June 28, 2011		2 hours
August 18, 2011	2 hours	
August 23, 2011		2 hours
November 17, 2011	2 hours	
November 22, 2011		2 hours

The Transportation Commission meetings and Planning Commission Study Session meetings will be held in their usual locations and at the normal meeting times (6:00 to 8:00 PM for the Transportation Commission and 7:00 to 9:00 PM for the Planning Commission). The above meeting schedule is very tentative and is subject to revision. Attendance needs at all meetings will also be discussed. In addition, the Transportation Commission may want to hold "educational" study sessions as well.



Council Communication

Transportation System Plan Project Cost Increase

Meeting Date:	January 19, 2010	Primary Staff Contact:	Michael A. Faught
Department:	Public Works	E-Mail:	faughtm@ashland.or.us
Secondary Dept.:	Administration	Secondary Contact:	Karl Johnson, 552-2415
Approval:	Martha Bennett	Estimated Time:	20 Minutes

Question:

Will Council approve a Transportation System Plan (TSP) project cost increase of \$66,000 or a total of \$416,000 to complete the TSP?

Staff Recommendation:

Staff recommends that Council approve an increase of \$66,000 or a total of \$416,000 to complete the Transportation System Plan (TSP).

Background:

The Oregon Department of Transportation (ODOT) in conjunction with City staff has completed the procurement process for Ashland's Transportation Plan (TSP). The final cost to complete the TSP is \$416,000, which is \$66,000 higher than the estimated \$350,000 to complete the project. ODOT's Transportation Growth Management Grant Program (TGM) may decide to fund the additional \$66,000 but in the event they don't, the City may have to pay the additional costs with Transportation System Development Charge funds (TSDC). If the City has to use TSDC funds for the additional costs, these funds may need to be transferred in the current year's budget or may be added to the proposed 2010-11 Fiscal Budget.

The next step in the process is to execute a consultant agreement with Kittelson & Associates in the amount of \$416,000, and an Intergovernmental Agreement (IGA) between the City of Ashland and ODOT. In order to complete the two contracts staff is looking for confirmation that the City Council will approve the additional \$66,000 increased in the TSP project costs. Once the final contracts have been completed, staff will bring the IGA to the City Council for approval.

The Council does have the option of reducing the TSP scope of work in order to keep the project within the original estimated project costs; however, staff is recommending that the project be fully funded at \$416,000 in order to meet the Council TSP goal and provide sufficient public process. This will ensure it encompasses Ashland's small town characteristics and its citizen's multimodal objectives.

As a reminder, on June 16, 2009, the City Council adopted the following goal:

Develop an integrated land use and transportation plan to increase the viability of transit, bicycles, walking and other alternative modes of transportation, reduce per capita automobile vehicle miles traveled; provide safe walking and bicycling routes to home, work, shopping and schools; implement environmentally responsible design standards, and minimize new automobile-related infrastructure



Even though staff is recommending that the Council approve the entire \$416,000 for the project, it is important to note that Kittleson & Associates Inc. will be presenting some cost saving recommendations. This recommendation eliminates some of joint Transportation Commission and Planning Commission meetings and some Technical Review Committee meetings. These proposed changes could reduce the cost of the TSP by \$37,198. While it is tempting to reduce the project cost by eliminating the proposed meetings, staff believes the interaction between the two commissions is too important and we recommend fully funding the TSP now and then let the two commissions determine which, if any, joint meetings could or should be eliminated.

As additional background, staff submitted a TGM grant application on March 13, 2009 which resulted in a \$125,000 grant award. The project was then included in Ashland's adopted 2009-2010 fiscal budget at \$350,000 of which \$125,000 is TGM grant funds and the remaining \$225,000 is TSDC's. Since this is a TGM grant, ODOT administers the public solicitation process.

TSP Scope of Work Development and Consultant Scoring Process

In July, 2009, both Ashland and ODOT staff began developing the progressive scope of work desired for the TSP update. The scope of work was completed by mid-October after several drafts and internal reviews as well as input by the Transportation Commission, Planning Commission and ODOT staff.

In late October 2009, the ODOT Procurement Office began the scoring process to assign the contract to one of the eleven consultants on their pre-approved list that responded to the RFP. The City of Ashland was part of the scoring committee that included the following members:

- Mike Faught, Public Works Director
- Karl Johnson, Public Works Engineering Associate
- Alex Georgovich, Local Ashland Resident and City of Medford Transportation Manager
- Eric Heesacker, Local Ashland Resident and Member of the Transportation Commission
- John McDonald, ODOT TGM Project Manager

The scoring committee met on December 1, 2009 to rank the consultants. The top three consultants were CH2M Hill, Kittleson & Associates and Parametrix. Each was invited to an interview on December 17th. Kittleson & Associates, Inc. was the clear front runner, followed by CH2M Hill and Parametrix. Following the interview ODOT and city staff further refined the scope of work (draft attached) and subsequent budget for the project. Kittleson then used the detailed scope of work and created a proposed project cost of \$416,000.

Council Options:

- Council may decide to approve staff's recommendation for an increase of \$66,000 to complete the Transportation System Plan (TSP).
- Council may decide not to approve an increase in the TSP project costs and direct staff to reduce the scope of work and budget to \$350,000.
- Council may decide to modify (_____) staff's recommendation.



Potential Motions:

- Move to approve an increase of \$66,000 to \$416,000 to complete the Transportation System Plan (TSP).
- Move not to increase the TSP project costs and direct staff to reduce the TSP scope of work to meet the projected \$350,000 project estimate.
- Move to modify (_____) staff's recommendation.

Attachments:

- Revised TSP Draft Scope of Work - Tasks 6,7,& 8



Task 6: Develop Pedestrian Node Concepts and Supporting Documentation

Objective: Develop pedestrian node concepts and code outlines for implementation by City.

Subtasks

6.1 Draft Tech Memo 6: Preferred Node Concepts and Draft Code Outline

Consultant shall prepare Draft Tech Memo 6, conceptual plans and development/redevelopment scenarios addressing land uses (e.g. form, type and density), transportation system and street improvements for three nodes, exact locations as identified by City and WOCPM, that meet the following objectives:

1. Improve pedestrian facilities such as street crossing, wider sidewalks, street trees and other pedestrian amenities that could improve the pedestrian experience and enhance activity in each node.
2. Integrate green street and infrastructure standards for streets and storm water for each node.
3. Investigate measures to integrate affordable housing in each node.
4. Recommend possible zoning overlays, target densities, and design guidelines to achieve transit-oriented development at the three activity nodes.
5. Create and connect great places along City's boulevard system, to set the tone and pattern for redevelopment of the auto-oriented arterial street sections into multi-modal boulevards.
6. Create a conceptual plan for each of the three pedestrian nodes (mixed-use activity centers). Each conceptual plan will include a conceptual perspective of each node, streetscape cross-sections for each node, street improvement design treatments, transportation improvement conceptual plans and an outline of land use and transportation regulations to support desired development.
7. Pedestrian Node Analysis
Project future land use (pedestrian oriented development) and density, pedestrian traffic demands, pedestrian connections and streetscape, fitting with the "Great Arterial Streets" concept (multi-modal and green design) for each node. TAC will review the results of the alternative analysis for the overall TSP and pedestrian node component, select a preferred alternative and provide input on project priorities. The TAC recommendations will be further reviewed under sections I and K of Task 6.

In preparing Draft Tech Memo 6, Consultant shall complete the following actions:

1. Information Assembly and Review

Consultant shall assemble the data and prepare a base map of the Nodes including the surrounding properties within a minimum of 200 feet of the intersection. The base maps must include streets including existing pedestrian, bicycle and transit routes, property boundaries, buildings, natural features and zoning.

2. Reconnaissance Site Visits

As a separate deliverable, Consultant shall make Reconnaissance Site Visits to three sites to gain familiarity and to take photographs of the Nodes, adjacent intersections and other relevant areas. This will be completed by extending the trip to Ashland for TAC #3 by up to one day.

3. Public Meeting Set #1

As separate deliverables Consultant shall facilitate Key Participant Meetings #1 and Public Workshop #1. These meetings will occur on the same day.

Key Participant Meetings #1: Consultant shall conduct up to four meetings with key participants identified by City. Potential key participants will likely include owners and occupants of properties within the Nodes, and City staff.

Public Workshop #1: Consultant shall facilitate public workshop to identify opportunities, constraints and issues for each Node. Consultant shall prepare the format for feedback at the workshop, including a base map that participants can annotate with relevant information. Consultant shall collect feedback at the workshop.

4. Opportunities, Constraints and Issues Report

Consultant shall prepare a map and report of the key opportunities, constraints and issues based on site visits, key participant meetings, public workshop and feedback after the workshop.

5. Conceptual Plans

Consultant shall prepare one concept plan for each of the three Nodes (three total). The concepts must address the opportunities and constraints included in the map and identified in the Opportunities, Constraints and Issues Report. Each concept must include a development program recommending future development form and future land use mix, type and densities to address the objectives of the Pedestrian Node Evaluation portion of the project. The concept plan for each Node must include at least one axonometric or streetscape perspective drawing, at least one elevation drawing of one key developed/redevelopable site, and a conceptual plan for street connections and design treatments and improvements and land use and an outline of transportation regulations to support desired development.

6. Public Meeting Set #2

As separate deliverables, Consultant shall facilitate Key Participant Meetings #2 and Public Workshop #2. These meetings will occur on the same day.

Key Participants Meetings #2: Consultant shall conduct up to four meetings with Key Participants identified by City to review the concepts.

Public Workshop #2: Consultant shall conduct public workshop allowing participants to review the concepts, suggest revisions and other ideas. Consultant shall provide opportunities for feedback on the overall concepts and individual elements.

7. Refined Concepts

Consultant shall make limited refinements to the three concepts based on feedback before and at Public Workshop #2. Consultant shall present refined concepts and facilitate discussion among the public.

8. Draft Code Outline

Consultant shall prepare Draft Code Outline, land use and transportation regulations to support desired development revised to include input from Public Meeting Set #2 input.

Consultant shall submit Draft Tech Memo 6 to City and WOCPM, including the refined concepts and accompanying Draft Code Outline. City shall submit one set of consolidated, non-conflicting comments to Consultant. WOCPM will submit one set of comments to Consultant

6.2 TAC Meeting #4

Consultant shall facilitate TAC Meeting #4 to review and receive feedback on Draft Tech Memo 6 and Draft Code Outline.

6.3 PC Meeting #1

City shall facilitate PC Meeting #1 to review and receive feedback on Draft Tech Memo 6 and Draft Code Outline. PC Meeting #1 will occur on the same day as TAC Meeting #4.

Consultant shall attend PC Meeting #1 to review and receive feedback on Draft Tech Memo 6 and Draft Code Outline.

6.4 Revised Tech Memo 6 and Revised Code Outline

Consultant shall revise Draft Tech Memo 6 and Draft Code Outline, incorporating comments from City, WOCPM, TAC, and TC, and submit Revised Tech Memo 6 and Revised Code Outline to City and WOCPM.

Schedule

Within 12 months of NTP.

City Deliverables

- 6A TAC Meeting #4
- 6B PC Meeting #1
- 6C Written comments on draft Consultant deliverables

Consultant Deliverables

- 6A Draft Tech Memo 6
- 6B Three Reconnaissance Site Visits
- 6C Key Participants Meetings #1
- 6D Public Workshop #1
- 6E Key Participants Meetings #2
- 6F Public Workshop #2
- 6G TAC Meeting #4
- 6H PC Meeting #1
- 6I Revised Tech Memo 6 and Revised Code Outline

Task 7: Development and Analysis of Alternatives

Objectives: 1) to develop potential solutions to the deficiencies and needs identified previously; and 2) to develop a robust information base upon which City may make future transportation decisions on a variety of subjects.

Subtasks

7.1 Draft Tech Memo 7: Alternatives Analysis and Funding Program

Consultant shall prepare Draft Tech Memo 7, identifying up to three alternative solutions, as directed by City and WOCPM, for each identified deficiency and/or need. Alternatives must meet the standards, goals and objectives identified in previous Tech Memos.

Consultant shall provide an evaluation matrix for the alternative solutions, utilizing the evaluation criteria identified in Tech Memo 2. For road improvements, the evaluation matrix must include v/c, LOS, critical turning and queuing estimates.

Cost estimates must be planning-level cost estimates, based on year 2010 dollars, and referenced to the Construction Cost Index (CCI).

Draft Tech Memo 7, must include the following elements:

A. Identification of Auto-Related Alternatives

Consultant shall prepare proposed solutions for automotive traffic issues identified in Tech Memo 5.

Consultant shall make a list of recommended changes to street classifications, with supporting rationale.

B. Pedestrian Node Analysis

Consultant shall summarize the conceptual plan identified in Task 6.

C. Access Management and Spacing

Consultant shall recommend access management standards, identify areas that are critical for improving access management and prepare a plan and recommended code for improving access management and moving in the direction of the recommended standards for state facilities, City arterials and collectors within the Project Area.

D. Downtown Access Plan

Consultant shall review existing parking and planned future parking utilizing City's previous downtown parking plans and right of way options. The plan should identify ways to increase overall access to downtown for all modes of travel without increasing parking. The plan must include "A" Street parking needs.

Consultant shall evaluate new and different arterial routes to redesign the main circulation system for the town, including: moving traffic away from downtown; allowing slower-moving local traffic that interacts better with pedestrians and bikes; and that allows broader sidewalks.

E. Passenger Rail System

Consultant shall evaluate the feasibility of and planning-level cost estimates of a regional commuter rail system. The evaluation must include potential intercity corridors that connect Ashland to Medford. Consultant shall identify a list of possible routes, terminal points, and multi-modal transfer points for a passenger rail system. Desired outcomes include planning level cost estimates, understanding of long-term right-of-way preservation needs, and keys for success.

F. Street Car System

Consultant shall evaluate the feasibility and planning-level cost estimates of a common carrier rail transit system (street car) providing local service. The proposed service must pick up and discharge passengers at key locations such as downtown and campus that can augment the current RVTD transit system. The evaluation must provide clear alternatives to either expanding the transit system or adding a street car/trolley system.

The evaluation must include research as to which mode transit or street car is most likely to be used in Ashland. The evaluation must also provide proposed connections to a commuter rail system.

G. High Density Housing

The intent of an integrated land use and transportation plan is to ensure that long range transportation recommendations provide transportation alternative based on densities. Consultant shall evaluate multi-modal transportation recommendations based on existing and potential high density housing patterns and provide recommendations as to where high density housing should be located to reduce the need for cars and identify any items in the development code that currently attract or detract from high-density housing.

H. Transit

Transit is integral to the Community's long-term vision. RVTD currently runs two bus routes, subsidized by City, which serve both guests and employees.

Utilizing data and analysis from previous work, including the RVTD long-term master plan, Consultant shall analyze the existing transit system, recommend improvements to the existing system, project future ridership and recommend future improvements to the system both locally and regionally. Consultant shall consider new routes and areas requiring transit service based on population and density projections examined in previous Tech Memos.

Future conditions of the transit portion of the plan must include the following:

1. Average and peak ridership projections
2. An evaluation of connectivity with regional bus system, potential light rail and I-5 transit alternatives
3. Recommendations for route and circulation changes
4. Recommended levels of service (i.e., time interval between buses by route)
5. Recommendations for rolling stock changes (e.g., bus capacity, seating arrangement, functionality, appearance)
6. Design standards for bus stops and shelters
7. Means to identify the triggers which indicate when changes to service are needed.
8. A discussion of future transit technology such as security systems, next bus arriving displays, fare box systems, smart cards, etc.
9. The analysis and evaluation must also quantify future characteristics of transit operations including:
10. Planning level cost estimates to run the system and the general fund subsidy
11. Planning level cost estimates to run the service on a cost per service hour and cost per passenger metric
12. A projection of the 10-year cost to run and associated general fund subsidy based on demand projections and specified fuel cost.
13. An analysis of potential funding options to help establish a dedicated revenue stream.

I. Rapid Transit

Consultant shall evaluate regional and rapid transit opportunities. Consultant shall identify a list of possible routes, signal prioritization, terminal points, and multi-modal transfer points in City for a regional rapid transit system. The evaluation must include potential easements and right-of-way acquisitions as well as an evaluation of a transit overlay district. Desired outcomes include

general feasibility, planning level cost estimates, understanding of long-term right-of-way preservation needs, and keys for success.

J. Bike Routes Connectivity/Boulevards

Consultant shall recommend connectivity improvements to City's existing bike routes and recommend future bike route extensions into and beyond the Project Area. Consultant shall recommend bike boulevards that utilize existing residential streets, provide specialized signal controls, auto circles and speed bumps. Consultant shall evaluate potential locations for protected bikeways. The plan must use the City of Portland B2 Power as a model.

K. Multi-Use Trails

Consultant shall incorporate the existing Multi-Use Trails system and park trail system plans into the TSP and provide recommendations to improve connectivity to the existing Multi-Use Trails system and identify new multi-use trail system locations within the Project Area.

L. Green Street Standard Specifications

Consultant shall update City's standard street standard specifications.

Specifications must include Green Street standards. A "green street or arterial" means a paved public or private right-of-way that either completely or partially manages stormwater on site through use of low impact development facilities that provide water quality benefits and infiltrate stormwater (if an infiltration facility); creates attractive streetscapes that increase neighborhood livability by enhancing the pedestrian environment and introducing park-like elements into neighborhoods; serves as an urban greenway segment that connects neighborhoods, parks, recreation facilities, schools, main streets, and wildlife habitats; and meets broader community goals by providing pedestrian and, where appropriate, bicycle access.

M. Freight

Consultant shall evaluate Freight passage through, into, and from Ashland. 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 within the Project Area. Desired outcomes include general understanding how much freight travels through Ashland, through downtown, the freight delivery needs in the downtown area, whether a freight route is needed, and what role rail can play.

N. Safe Routes To Schools

Consultant shall review the "Safe Routes to Schools" plans completed by the City and incorporate them into the TSP pedestrian and bicycle plans. In addition, Consultant shall identify potential alternative connective routes, facility enhancements, and crossing treatments that would improve student safety when walking or biking to school.

O. Shared Roads

As part of the bicycle planning process, the Consultant shall evaluate existing and future streets for use as possible "Shared Roads" (the traffic engineering concept that involves the removal of the traditional separation between motor vehicles and pedestrians and other road users, and the removal of traditional road priority management devices such as curbs, lines, signs and signals) and recommend design treatments.

P. Road Diet

The Consultant shall evaluate up to five transportation corridors for potential “road diet” improvements that create more efficient ways to provide access and mobility for pedestrians, bicycle riders and transit users and reduce frequent turning movements onto commercial and residential driveways. Three of the five corridors shall include North Main, East Main Downtown, Ashland Street. Proposed cross-sections and Multi-modal Level-of-Service results with and without the “road diets” shall be provided.

Q. Offset Intersection Realignment Plan

There are numerous offset intersections in Ashland. Consultant shall provide recommended realignment options for up to ten locations. The options must include the needed acquisition of easements and right-of-way for said improvements.

R. Airport

Consultant shall evaluate potential multi-modal uses of the Ashland Airport (freight, transport, etc.). Consultant shall evaluate regional multi-modal advantages of connecting to and using the Medford Airport. Consultant shall identify potential multi modal links to the Ashland Municipal Airport (i.e. freight, passenger service, etc).

S. Roundabouts

Consultant shall evaluate Ashland intersections and make recommendations for those that may be appropriate for roundabouts, including mini-roundabouts in gridded neighborhoods.

Consultant shall identify specific safety and comfort measures for bicyclists and pedestrians negotiating roundabouts.

T. Railroad Crossing at Fourth Street

Consultant shall evaluate the feasibility of a railroad crossing to the 74 acre “Railroad Property”. Consultant shall identify steps and approval process necessary to secure crossing.

U. Addition of an I-5 Exit

Consultant shall evaluate the need for and proposed location of an additional freeway exit.

V. Bicycle/Pedestrian Overcrossing

Consultant shall evaluate the need for and identify potential locations of a bicycle/pedestrian overcrossing over I-5.

W. Will Dodge Way

Consultant shall evaluate the best use of Will Dodge Way and other alleys in the downtown area (pedestrian/bicycle access, deliveries, etc.) and determine if alley ways could be acceptable and feasible pedestrian and bicycle access points to downtown.

X. Special Transportation Area

The Consultant shall evaluate the advantages and disadvantages of creating a Special Transportation Area on State Highway 99 in Ashland.

Y. Other Alternative Modes of Transportation

Consultant shall evaluate and make recommendations regarding modes of transportation other than vehicles, bicyclists and pedestrians (e.g. skateboards, wheelchairs, etc.).

Z. Funding Programs

Consultant shall prepare a list of funding options for consideration by City. Funding options section must include a summary of historic and existing City transportation funding sources as well as the project transportation funding available to City. 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 list of funding options relative to Transportation and Park System Development Charges. The list must include future funding available at different fee levels.

Consultant shall submit Draft Tech Memo 7 to City and WOCPM. City shall submit one set of consolidated, non-conflicting comments to Consultant. WOCPM will submit one set of comments to Consultant

7.2 Public Meeting Set #3: Key Participants Meeting #3/Public Workshop #3

Key Participants Meetings #3: Consultant shall facilitate up to four meetings scheduled the day prior to or the day of Public Workshop #3, with key participants identified by City, to review the concepts.

Public Workshop #3: Consultant shall conduct public workshop (charette style) allowing participants to review the concepts, suggest revisions and draw other ideas. Consultant shall provide opportunities for feedback on the overall concepts and individual elements.

7.3 TAC Meeting #5

Consultant shall facilitate TAC Meeting #5 to review and receive feedback on Draft Tech Memo 7.

7.4 TC (or Joint TC/PC) Meeting #4

City shall facilitate TC Meeting #4 to review and receive feedback on Draft Tech Memo 7.

Consultant shall attend TC Meeting #4 to review and receive feedback on Draft Tech Memo 7.

7.5 Revised Tech Memo 7

Consultant shall revise Draft Tech Memo 7, incorporating comments from Public Meeting Set #3, City, WOCPM, TAC and TC, and submit Revised Tech Memo 7 to City and WOCPM.

City Deliverables

- 7A TAC Meeting #5
- 7B TC Meeting #4
- 7C Written comments on draft Consultant deliverables

Consultant Deliverables

- 7A Draft Tech Memo 7
- 7B Key Participants Meetings #3
- 7C Public Workshop #3
- 7D TAC Meeting #5
- 7E TC Meeting #4
- 7F Revised Tech Memo 7

Task 8: Develop Sustainability Policies

Objective: To promote sustainability and green transportation policies in support of City's vision.

Subtasks

8.1 Draft Tech Memo 8: Sustainability

Consultant shall prepare Draft Tech Memo 8 to provide a single reference for City sustainability programs relative to transportation, reduction of reliance on the automobile, reduction of the City's carbon footprint, and other relevant sustainability policies, goals, and objectives.

Draft Tech Memo 8 must include the following elements:

A. Transportation Demand Management

Consultant shall prepare a Transportation Demand Management program for the City that meets the requirements of the TPR, and furthers City's goals and objectives.

B. Reduction of the Carbon Footprint

Consultant shall prepare a set of policies for reducing the City's carbon footprint.

C. Climate Change

Consultant shall identify impacts and potential multi-modal system solutions to climate change.

D. Environmental Impact – to – Transportation Benefit Matrix

Consultant shall prepare a matrix identifying current and potential transportation options, and ratios of their environmental impacts transportation benefits.

E. Private Sector Sustainability Solutions

Consultant shall identify existing and potential private sector solutions to sustainability (e.g. Carsharing, Vanpool rentals, hotel shuttles), and policies City can implement to promote private sector solutions.

F. Other Relevant Policies, Goals, and Objectives

Consultant shall prepare a set of policies, goals, and objectives relevant to reduction of reliance on the automobile that are not already addressed in the Transportation Demand Management or Reduction of the Carbon Footprint sections.

Consultant shall submit Draft Tech Memo 8 to City and WOCPM. City shall submit one set of consolidated, non-conflicting comments to Consultant. WOCPM will submit one set of comments to Consultant

8.2 Project Mailing #3

Consultant shall prepare Project Mailing #3, a full page, double sided, in color information sheet and provide it electronically to the City and the project website. The City will mail it to all households and businesses in Ashland. Project Mailing must identify work performed to date, work to be done, upcoming meetings, and points of contact.

8.3 TAC Meeting #6

Consultant shall facilitate TAC Meeting #6 to review and receive feedback on Draft Tech Memo 8.

8.4 TC (or Joint TC/PC) Meeting #5

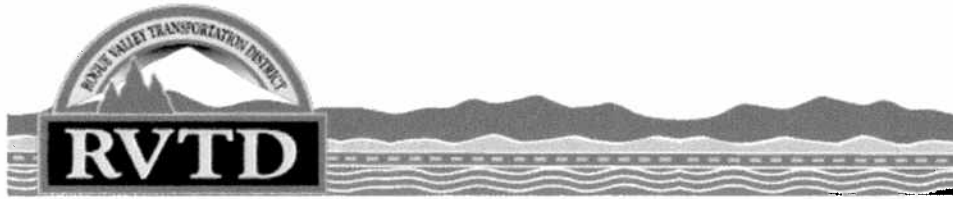
City shall facilitate TC Meeting #5 to review and receive feedback on Draft Tech Memo 8.

Consultant shall attend TC Meeting to review and receive feedback on Tech Memo 8.

8.5 Revised Tech Memo 8

Consultant shall revise Draft Tech Memo 8, incorporating comments from City, WOCPM, TAC and TC, and submit Revised Tech Memo 8 to City and WOCPM.

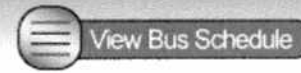
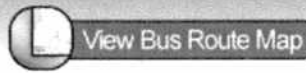
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Car Free Day



- [Bike to Work](#)
- [Business Center](#)
- [Employee bus passes](#)
- [Telecommuting](#)
- [Carpool and Park & Ride](#)
- [Ashland CarShare](#)
- [Bike Safety & Commuting](#)
- [Bike Swap](#)
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- [Skateboard / Scooter](#)
- [Transportation Hero Award](#)
- [Walk-N-Bike to School](#)

Car Free Day

Car Free Day will be held in Ashland on Oak St. between Lithia Way and E. Main St. (closed to car traffic) on Wed. Sept. 22, 2010 from 4-7pm.

Events include bike tricks by Dave Nourie, bicycle rodeo, RVTD's Transportation Hero Award Ceremony, live music, street art, Standing Stone Brewery, SOU Bike Library, transportation info. booths, etc.

Photos from Car Free Day 2008 courtesy of Derek Severson



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Council Communication

Plaza Parking Improvements Proposal

Meeting Date:	June 15, 2010	Primary Staff Contact:	Michael R. Faught
Department:	Public Works/Engineering	E-Mail:	faughtm@ashland.or.us
Secondary Dept.:	None	Secondary Contact:	Pieter Smeenk, PE
Approval:	Martha Bennett	Estimated Time:	10 Minutes

Question:

Will the Council approve a proposal to adjust the angle of parking in the Plaza to increase traffic safety and available parking as recommended by the Transportation Commission?

Staff Recommendation:

Staff recommends that Council approve the proposal to adjust the angle of parking in the Plaza to increase traffic safety and available parking as recommended by the Transportation Commission.

Background:

Staff developed a new striping plan for the downtown plaza area that changes the angle of the parking spaces (on two sides) from 60 degrees to 75 degrees. The plan will remove the first two parking spaces on North Main in front of Mix Sweet Shoppe; however, by changing the angle of parking, the plan will add four additional parking spaces to the plaza area leaving a net gain of two spaces. The Transportation Commission then recommended removing another space (Parking Space #10) in front of City Hall reducing the net gain to one.

As additional background, the Transportation Commission initially reviewed a proposal initiated by the Engineering Division to replace hazardous parking stalls in front of Mix Sweet Shoppe on the Plaza with a combination of additional bicycle parking and compact parking spaces in February, 2010. At that time, Plaza merchants voiced opposition to both the bicycle parking layout and the compact spaces at the meeting and through letters. Opposition contained a common theme: create additional parking spaces rather than just maintaining the same number of parking spaces. Public Works then held an open meeting in March to take further public input on the parking space modifications and received one letter in favor from Mix Sweet Shoppe, as well as several letters in opposition from other downtown merchants.

In response to these concerns and after further consideration of the crosswalk safety, staff revised the proposal to change the angle of entry into the parking spaces from 60 degrees to 75 degrees, as well as to eliminate the first two parking spaces. A 75 degree layout was chosen to improve the geometric efficiency (see attached design tables) and was supported by both the City's traffic engineer consultant and traffic safety expert Dr. Mojie Takallou. The new proposal had the net effect of adding two additional parking spaces to the Plaza, as well as eliminating two hazardous backing out conditions while maintaining full sized 9 foot wide spaces.

At the May, 2010 Transportation Commission meeting, the revised proposal was submitted, discussed, and approved with one revision. In order to address the lack of pedestrian visibility at the crosswalk in



front of City Hall, the Commission elected to modify one of the two new parking spaces to either bicycle or motorcycle parking.

The attached map shows the revised parking layout as dashed lines over the top of the existing layout as solid grey lines. The open space created by removing the two parking spaces will be re-configured to improve pedestrian traffic flow and add functional items (i.e. publication racks, trash receptacles, and sidewalk dining). Sidewalk dining was proposed by the Transportation Commission in order to offset the cost of implementing the proposal since sidewalk dining yields a \$4.00 per square foot annual revenue. The payback for the concrete work required is estimated at three to five years.

The revised layout was reviewed by Rich and Ron Hansen from Gold & Gems, as well as Jaime North and Eric Brown from Mix Sweet Shoppe. They all indicated general support and Rich Hansen stressed the importance of increasing parking. The proposal as currently configured increases the number of parking spaces for one additional standard vehicle and either additional motorcycles or bicycling parking.

Related Policies:

ORS 811.550: Places where standing, stopping and parking prohibited (attached)

Council Options:

The City Council could approve, modify, or reject the proposed layout.

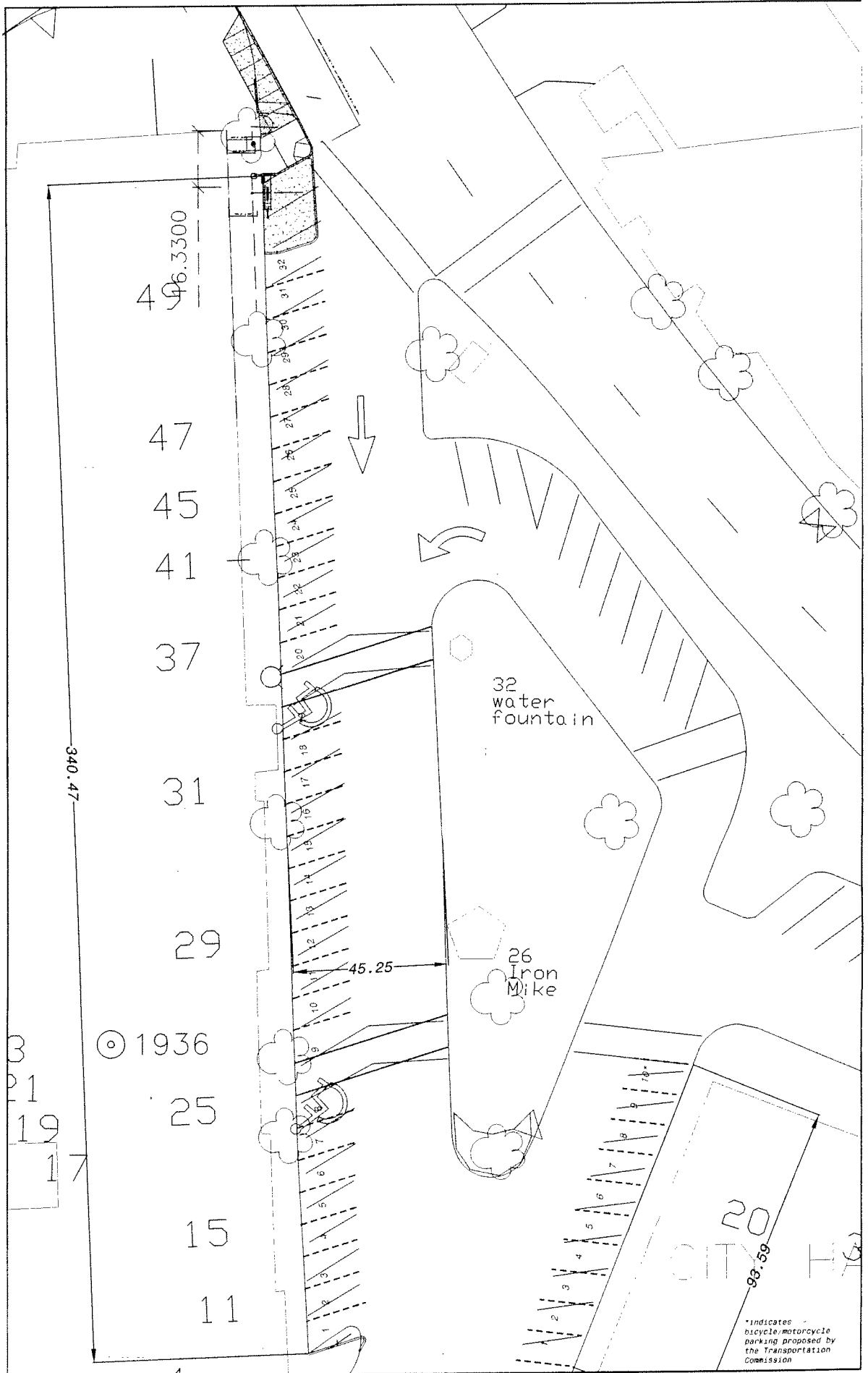
Potential Motions:

Council may move to reject, approve, or modify the attached parking plan layout, so long as the modifications do not violate ORS 811.550.

Attachments:

1. Plan Layout of the proposed 75 degree parking striping and curb adjustments.
2. May 20 2010 Transportation Commission Meeting Minutes (Draft)
3. Accident report for the Plaza
4. Parking Layout Guidelines
5. ORS 811.550: Places where standing, stopping and parking prohibited





*Indicates
 bicycle/motorcycle
 parking proposed by
 the Transportation
 Commission

City of Ashland
TRANSPORTATION COMMISSION
SUBCOMMITTEE MEETING
Thursday, June 3, 2010
Lithia Room, 51 Winburn Way

Summary Minutes

- I. CALL TO ORDER: 9:03 AM
Members: Tom Burnham, Colin Swales (Chair)
Staff: Mike Faught, Nancy Slocum
Attendees: David Chapman, Misty Santos

- II. APPROVAL OF MINUTES: Minutes of March 4, 2010 were approved as submitted.

- III. PUBLIC FORUM: No one spoke.

- IV. ACTION ITEMS
 - A. Special Vehicle Permit for BackRoads Wine Tours
The Commissioners had not reviewed the ordinance, but had reviewed the application. Clarification was made that a commercial driver's license was only required when carrying more than 16 persons. Faught reported that trolleys and companies that rent and transport bikes and rafts would also be required to obtain special vehicle permits in the future.

Burnham moved to approve the special vehicle permit for BackRoads Wine Tours. Swales seconded the motion and it passed unanimously. Burnham suggested having window decals made up for permit holders.

 - B. Bicycle Transportation Alliance (BTA) Funding Request (Informational Only)
Faught reported that last year the Commission allocated \$3,000 to supplement the bike swap donation to BTA. This year he recommended \$1,750 or whatever was remaining in the Commission's budget. (All agreed that only the full Commission could allocate monies.)

Faught spoke to Scott Hollingsworth from the Fire Department who was working with his union to form a non profit to manage the bike swap in the future. The Subcommittee was surprised that only 50% of bike swap profits went to BTA. Chapman thought some Parks' money went to buying helmets and lights and to fund Park and Recreation classes. Burnham suggested increasing the percentage of profit the swap was paid by bike sellers. Other ideas included expanding the ability to drop off donor bikes all year round, expand swap to include the entire valley, expand hours of sale and register bikes at the time of sale.

For the Commission meeting the Subcommittee would like to see BTA's cost breakdown for classes and services. Faught would ask Egon DuBois to present it to the Commission. They would also like to see the Commission's budget for FY 09-10 in the packet.

- V. OTHER
Burnham would like the Subcommittee to tour bike racks in the downtown core during their

next meeting. He would also like to see regular updates on all Commission and Subcommittee actions, for example: yield sign at Holly and Terrace, the B Street reconstruction project and the Share the Road Pledge Campaign.

Other items the Subcommittee would like to discuss at future meetings:

- Research additional parking on First Street adjacent to the Post Office;
- Research addition parking on both sides of Granite Street;
- Research removing some yellow loading zones on Hargadine Street;
- Better publicize use of the parking structure (talk to Lee Tuneburg)
- Adopt Grants Pass' 3' Protection Zone for bicyclists and pedestrians
- Need to grade the alley at upper Laurel and Almond
- Revisit the speed limit on Grandview (reduce to 20 mph)
- Request that speed limit signs say "Speed Limit 20 mph"

III. ADJOURN: 10:05 am

Memo

CITY OF
ASHLAND

Date: June 9, 2010
From: James Olson 
To: Transportation Commission
Re: TRANSPORTATION COMMISSION BUDGET

The final proposed (after cuts) budget for the Transportation Commission will be, if approved, \$5,000. The original proposal was for \$8,000. The budget is allocated as follows:

\$2,000 for bike and pedestrian issues
\$3,000 for traffic safety issues

This money is earmarked for the Commission's use and all expenditures must be approved by the Commission. It is suggested that the Commission monitor this budget, perhaps on a monthly basis and plan in advance for events or activities which should be funded from this budget.



CTRAFFIC SAFETY Connection



June/July 2010

Connecting Oregon's Community Traffic Safety Advocates

Volume 8, Number 7

State Farm's "Shift into Safety" Teen Driver Program

Students from Central Linn High School received a grant from State Farm Insurance's "Shift Into Safety" Teen Driver Safety Program. They produced a video featuring the story of a student from Harrisburg who was involved in a crash as a result of texting and driving. This video was presented to the student body on June 3rd. They also plan to post the video on YouTube and send a copy to the Oprah Winfrey Show as part of her No Phone Zone campaign.

For information contact Linda Hoyer at Central Linn High School Linda.Hoyer@Centrallinn.k12.or.us.

Reminder of Oregon's Graduated Licensing Passenger Restrictions

These Restrictions apply to drivers 16 and 17 years old (adopted March 2000).

- First six months of the license prohibits carrying any passengers under the age of 20, unless they are an immediate family member
- Second six months of the license—no more than three passengers under the age of 20, unless they are an immediate family member.

Children Dying Needlessly in & Around Vehicles

There are many ways children are put at great risk in and around vehicles. These include power windows, trunk entrapment, being left in a hot car, and backing over children. These injuries are preventable and parents and caregivers are the preventive measure. By simply taking an extra minute or two these statistics can be drastically lowered.

Leaving a Child Alone in a Hot Car

Nearly 70% of children are left alone in vehicles by a caretaker—34% of these children die! Each year, an average of 36 children ages 3 months to 8 years die needlessly from heat stroke (or hypothermia) after being left unattended in a vehicle. Children overheat 4 times faster than adults. A child's body does not have the same internal temperature control as adults,



and can warm 3 to 5 times faster. Within 10 minutes of being closed, in the daytime, the inside temperature of a vehicle will be almost 20 degrees hotter than the outside temperature. After 30 minutes the vehicle's temperature will be 34 degrees hotter! Even in 70° weather the vehicle can reach a life-threatening temperature in just a minute.

Leaving a window open does not help.

Preventative Measures:

- Make a habit of looking in the back seat EVERY time you turn your vehicle off.
- Place important items in the backseat (a purse or briefcase) Or place a stuffed animal in the front seat—to remind you that the child is in the vehicle.
- Choose to visit 'Drive-Thru' windows when available so that all passengers can remain in the vehicle.

Continued on Page 3

Ride Like a Friend



The Children's Hospital of Philadelphia (CHOP) and State Farm Insurance are pleased to announce their peer-to-peer initiative to help teens ride safer

when in the car with teen drivers. Their research shows that when a teen driver is behind the wheel that having just one teen passenger doubles the risk of a fatal crash. Having three or more teen passengers quadruples the risk of fatal crashes.

A recent study by CHOP and State Farm found that only 1 in 10 teens thinks that giving a friend a ride makes a difference in whether or not they are safe in a car. This program is designed to help teens learn about the risks they pose to drivers while riding in the car. It also allows young drivers and passengers an opportunity to learn about how they can make the ride safer for everyone.

Messages for Drivers:

- Set your rules.

- Ask for help.
- Expect respect.
- If they're your friends, they should help.

Messages for Passengers:

- Buckle up.
- Be there to help (give directions, answer cell phones, etc.)
- Show respect.
- If you're their friend, you should care.

Teen Driver Safety Week was established by Congress in 2007 to bring awareness to the number of teen driver crashes. This year the week long event is October 17–23, 2010 just after school starts and when many teens are driving to school. During Teen Driver Safety Week community advocates are encouraged to work with schools across the country to present safe driving messages on the important role the driver and passengers play while in the car.

To learn more about this program or how you can work with young drivers to share this important message at a school near you, please contact Charity Sturgeon at charity@actsoregon.org, 503-643-5620 or 877-793-2608.

ACTS Oregon

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Graphic Design by Melissa Gannon

Stephen Manning, Vice President of ACTS Oregon Board

Stephen Manning's interest and commitment to traffic safety began when he served three years as a U.S. Army Military Policeman. Upon completion of his military service he spent 28 years as an Enforcement Officer with the Oregon Liquor Control Commission. His efforts in traffic safety earned him the 1997 DUII Advocate of the Year award presented by the DUII Multi-Disciplinary Task Force.

Stephen served with the Marion County Sheriff's Reserve from 1975–2002. He enjoyed his job with OLCC, but missed the front lines of traffic enforcement that he had experienced in the military. Serving as a Reserve Deputy gave him the opportunity to enjoy his daytime job and also to serve his community as a volunteer.

After retiring in 1999, Stephen's interest in traffic safety did not diminish. He co-founded the Douglas County Impaired Driving Task Force with Geri Parker Paley of ODOT and Carol Howell of the Douglas



County Sheriff's Office. The Task Force's efforts earned them the 2003 DUII Advocate Group of the Year award presented by the DUII Multi-Disciplinary Task Force. Stephen also served as Chair of the Douglas County Safe Communities Coalition.

Stephen explains that his involvement with ACTS Oregon began when he attended the National Child Passenger Safety Certification Training in 2002. He had encountered a number of traffic violations related to child passenger safety, but he had limited success in finding information on proper installation of child passenger seats. During that training he found out about the ACTS Oregon Board and has been involved ever since.

Currently, Stephen serves on the Executive and Administrative Committees. He and fellow retiree, Mike Stupfel, are the Administrative Committee. They have been instrumental in revising the organization's Bylaws and developing the policies and procedures manual.

Volunteering is not limited to ACTS Oregon for Stephen. He serves as the Administrative Director of the Men's Ministry and also as Head Usher at Dayspring Fellowship in Keizer.

that deserves recognition? Oregon Transportation Safety Awards provide the opportunity to recognize leaders in traffic safety—people and organizations that are making a positive difference in the lives of Oregonians. Following the conference theme, we encourage you to nominate traffic safety advocates, both professional and volunteer, who are making a contribution toward Oregon's "History of Success—Challenges of Zero." Deadline to submit nominations is August 10, 2010.

Exhibits

Every year, community organizations host exhibits at the conference. We also have many vendors showcase their products and services to conference attendees.

Forms

Scholarship applications, Oregon Transportation Safety Award Nominations, Community Organization and Vendor Forms are available by visiting www.actsoregon.org/conference.html or call 503-643-5620 or 877-793-2608.

Register Online Now!

Conference Registration is now open online at www.actsoregon.org/conferenceRegistration.html.

2010 Oregon Transportation SAFETY CONFERENCE *History of Success—Challenges of Zero*

Efforts continue toward planning the 2010 conference program. Workshops offering professional development credit for engineers, CEU credit for child passenger safety technicians and DPSST credit for law enforcement are being planned.

Scholarships

Support for community traffic safety volunteers include scholarships to assist with conference registration and lodging expenses. Citizens who volunteer on traffic, bike or pedestrian safety committees or commissions and CPS Technicians who volunteer are encouraged to apply.

Oregon Transportation Safety Awards

Do you know an individual, organization or agency

Oregon Crash Statistics

For crashes reported from 2004–2009, these numbers illustrate when a driver 16–18 years old was reported using a cell phone at the time of the crash:

- 5 fatalities
- 201 injuries
- 109 crashes

For detailed reports visit www.actsoregon.org/indexCTS.html.

Reports from ODOT Crash Analysis and Reporting

John Day CPS Certification Class

Grant County hosted ACTS Oregon's most recent CPS certification class in the beautiful town of John Day. Thirteen students from Eastern Oregon attended this close-knit class.

A special thank you to Jeannette Hueckman—**State Farm Insurance** and Jeff Aeschliman—**State Farm**

Insurance, for partnering with ACTS Oregon to provide this class including the Child Safety Day event.

Congratulations to Oregon's newest Certified CPS Technicians—Chris Tiboni—**Boardman Police Department**, Megan Brandsma—**Child Care Resource & Referral in Canyon City**, Teresa



Juarez—**DHS Child Welfare Services in Ontario**, Kathy Thomas—**Good Shepherd Health Care Systems in Hermiston**, Debi Hueckman—**Grant County DHS and Safe Communities**, James Tanner—**Hermiston Fire and Emergency Services**, Wade Holm, Michael Hale & Brian Beck—**Malheur County Sheriff's Office**, Guadalupe Colin—**Morrow County Health Department**, Kim Wooten and Clay Stevens—**Oregon State Police in Pendleton and Ontario**, Katie Wilson—**Umatilla/Morrow County Head Start**.

Thank you to the well rounded instructor

team—Robert Tibbetts—**La Grande Fire Department**, Sheri Smith—**Ontario Police Department**, Scott Downing—**Jackson County Sheriff's Office and Jackson County Fire District #3**, Sandy Holt—**ACTS Oregon**.

And thank you Judi Wentz—**Safety Queen, LLC** for being our helpful and lovely Technician Assistant!



Mini-Grant Activities

On Friday May 7th, Charity Sturgeon, Community Traffic Safety Program Coordinator attended the St. Helens Bike and Pedestrian Commission Bicycle Safety presentation at Lewis & Clark Elementary School. The Commission is a 2010 Bicycle Safety Mini-Grant Recipient. Members of the commission spoke with students about bicycle safety and maintenance. They handed out helmets, lights, reflective stickers and pant leg straps purchased with grant funds to the 5th grade students that attended the presentation.

They also received a generous donation from Barlow Bikes and Boards and Les Schwab Tires of St. Helens to purchase 5 bicycles that were raffled off to five lucky students. For more information contact Ray Scholl, RScholl@opusnet.com.

Children Dying Needlessly in & Around Vehicles

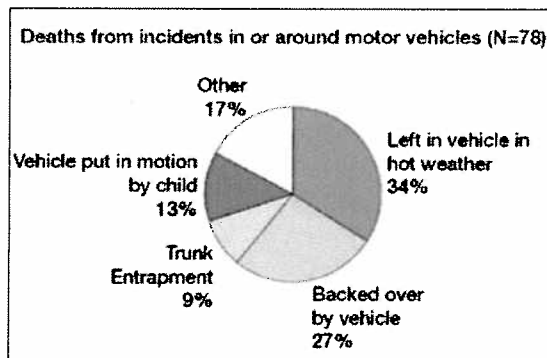
Continued from Page 1

Backing over a Child

Tragically this happens more than 2,000 times per year and 27% of children die from being backed over by a vehicle. A driveway is one of the most dangerous spots in the neighborhood. A few seconds of your time can prevent this horrible loss.

Preventative Measures:

- Teach children to never play in or around vehicles.
- Remember—kids and pets often run toward vehicles to say goodbye. Say your goodbyes and hellos inside the house.
- Be sure children and pets are inside a locked house when you leave.
- Do the 360° test BEFORE backing up. Walk completely around your car before getting in.



Power Windows

Watch your windows. It can happen in an instant! A child leans out a car window and unknowingly activates the power window switch. Unable to reverse it, the child is injured or can be strangled to death. Keep your power window switch locked. Such a simple thing can save a child's life!

Trunk Entrapment

Kids naturally love to play hide and seek. An automobile trunk looks to them like a perfect hiding spot. Unfortunately it is a death trap. 9% of deaths are caused by a child entering a vehicle's trunk, being overcome with heat exhaustion, losing consciousness and dying before they can cry out for

help! Just as families should practice fire escape routes in their homes, we should also take the time to teach our children that trunks are not a safe place to play!

Preventative Measures

- Make sure to keep your vehicle locked and keys inaccessible so children can not get in the trunk.
- Keep rear, fold-down seats closed to prevent kids from crawling into the trunk.
- Practice a trunk escape. Show them the glow-in-the-dark emergency release mechanisms. Cars made before 2001 can be retrofitted!

For more information and free informational flyers visit: www.nsc.org/safety_road/DriverSafety/Pages/ChildrenInAroundVehicles.aspx.



Check Up Clinics and Fitting Stations

Please check www.childsafetyseat.org under Child Passenger Safety/Calendar for current list, specific dates, locations and times.

Date	City	Location	Address	Time
6/19/10	Sherwood	Sherwood PD	20495 SW Borchers Drive	9:00 A.M. to 1:00 P.M.
6/19/10	Canby	Canby Fire	221 S Pine Street	10:00 A.M. to 1:00 P.M.
6/19/10	Keizer	Keizer Fire	661 Chemawa Road	11:00 A.M. to 3:00 P.M.
6/24/10	Eugene	Eugene Fire	1725 W 2nd Avenue	5:00 P.M. to 7:00 P.M.
6/26/10	Beaverton	City Hall	4755 SW Griffith Drive	9:30 A.M. to 12:30 P.M.
6/26/10	Portland	Burlington Coat Factory	10506 SE 82nd Avenue	10:00 A.M. to 1:00 P.M.
6/30/10	Forest Grove	Forest Grove Fire	1919 Ash Street	3:00 P.M. to 5:00 P.M.
7/01/10	Redmond	Redmond Fire	341 Dogwood Avenue	10:00 A.M. to 1:00 P.M.
7/01/10	Newberg	Newberg Fire	414 E 2nd Street	5:00 P.M. to 7:00 P.M.
7/08/10	Ontario	Ontario Fire	444 SW 4th	4:00 P.M. to 6:00 P.M.
7/08/10	St. Helens	St. Helens Fire	105 S 12th Street	4:00 P.M. to 6:00 P.M.
7/10/10	Beaverton	City Hall	4755 SW Griffith Drive	9:00 A.M. to 12:30 P.M.
7/10/10	Hillsboro	Tuality Health Education Center	334 SE 8th Avenue	9:00 A.M. to 11:00 A.M.
7/13/10	Corvallis	Corvallis Fire	400 NW Harrison Street	8:00 A.M. to 11:30 A.M.

2011 Mini-Grant Applications

ACTS Oregon is pleased to announce that the 2010–2011 fiscal year Building Safer Communities and Bicycle Safety Mini-Grant applications are now open. The Mini-Grants are for non-infrastructure projects and awards are up to \$5,000.00. For more information on the grants or applications please contact Charity Sturgeon at charity@actsoregon.org 503-643-5620 or 877-793-2608 or download the applications at www.actsoregon.org/grants.html.



Child Passenger Safety Workshops & Events

For full listings and event details please visit www.actsoregon.org/CPStraining.html.

Date	Event	City	Address	Time
7/08/10	Senior Checker Breakfast	Beaverton	8059 SW Cirrus Drive	9:00 A.M. to 11:00 A.M.
7/29/10	CPS Certification Renewal Class	Beaverton	8059 SW Cirrus Drive	9:00 A.M. to 5:00 P.M.
9/08/10	CEU Workshop	Gleneden	6445 Gleneden Beach Loop	1:00 P.M. to 4:00 P.M.
9/09 to 9/12/10	National CPS Certification Training	Gleneden	6445 Gleneden Beach Loop	8:00 A.M. to 5:00 P.M.

2010 Oregon Transportation SAFETY CONFERENCE
History of Success—Challenges of Zero

OCTOBER 12-14, 2010, Salem OR
SAVE THE DATE

The poster features a background image of a road stretching into the distance under a cloudy sky. On the right side, there are three circular inset images: the top one shows a person in a safety vest talking to a child; the middle one shows a child sitting on a bicycle; the bottom one shows a child sitting on a bench.

Memo

CITY OF
ASHLAND

Date: June 8, 2010
From: Jim Olson and Nancy Slocum
To: Transportation Commission
Re: CITY SOURCE MESSAGE



The "City Source" is a monthly publication prepared by the City and included in the monthly utility bill mailed to over 5,000 homes in the City. The "Source" is an excellent source of information about the City's current events and is also a useful outlet for disseminating information on various safety issues.

Staff submits items pertaining to transportation safety on a regular basis and welcomes suggestions from this commission on particular issues that might be considered for publication.

ENGINEERING DIVISION
20 E. Main Street
Ashland OR 97520
www.ashland.or.us

Tel: 541/488-5347
Fax: 541/488-6006
TTY: 800/735-2900



City

SOURCE

THE CITIZEN'S SOURCE OF INFORMATION ABOUT THE CITY OF ASHLAND

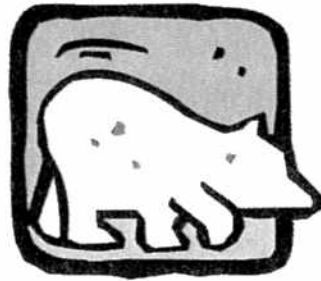
Fireworks

The use of fireworks is no longer permitted inside the city limits of Ashland. The Council passed this ordinance to reduce the risk of injury and fire. Fire danger is highest during the dry, hot summer months. Ashland citizens are encouraged to enjoy the official fireworks display sponsored by the Ashland Chamber of Commerce. For more information on how to support the fireworks display, go to www.ashlandchamber.com. ▼

Wildlife

This is the time of the year when bear or other wildlife

may be seen in or around parks and the forest interface neighborhoods.



Take the time now to wildlife proof your yard and neighborhoods to avoid potentially dangerous encounters. The Oregon Department of Fish and Wildlife (ODFE) recommend the following:

- Keep pet food indoors. Feed pets in the house, garage or enclosed kennel.
- Do not feed any wildlife including birds or deer; they are prey for cougars.
- If you do have bird feeders, hang them at least ten feet off the ground and keep the area under the

(See *Wildlife*, Page 2)

Volunteer Spirit

The City of Ashland recently presented the Ashland Food Project with the James M. Ragland Memorial "Volunteer Spirit" Community Service Award to acknowledge their contributions to the Ashland Community.

Once every two months, on the second Saturday of the month, neighborhood volunteers with the Ashland Food Project collect food set out by households who have agreed to support, on a regular basis, local meal programs (including the Ashland Food Bank, Food Angels, Uncle Food's Diner, the Ashland Senior Center, the First Congregational United Church of Christ's Monday Morning Breakfast, and the Talent Food Pantry.) This reliable, easy way to donate has meant a substantial increase in donations to the Ashland Emergency Food Bank. If you would like more information about the Ashland Food Project go to <http://www.ashlandfoodproject.com> or call 541-488-6976.

(See *Volunteer Spirit*, Page 2)



Avoid Aggressive Drivers

Dangerous driving habits are a serious threat on the nation's roads. According to AAA, aggressive driving can double your chances of getting into a collision, leading to injuries and even death. What can you do?

Behave behind the wheel:

- Don't block or drive under speed limits in passing lanes.
- Keep away from erratic drivers.
- Don't fill more than one parking space.
- Avoid yelling out the window or stopping on the road to argue.
- Don't speed up with someone tries to merge into your lane.
- Always buckle up in case of a crash.

Back off from aggressive drivers:

- Give way to bullish drivers. Why battle?
 - Don't challenge them by racing, flashing lights or honking horns.
 - Avoid eye contact with the driver.
 - Ignore gestures and don't gesture back.
 - Report unsafe driving to authorities
 - If the aggressive driver is in a crash, stop safely nearby and act as a witness to the driver's behavior.
- Keeping your cool on the road can be challenging. You can't control how other drivers act, but you can make your driving safer for everyone. ▼

Economic Development Strategy Update



Over the past several months, community members appointed by Mayor Stromberg have been meeting to guide the development of an economic strategy for the City. Two separate committees were formed to provide an assessment of Ashland's current economic condition, our strengths and weaknesses and existing and anticipated local and national trends. This information forms the baseline for the creation of an economic vision for the City supported by specific goals, strategies and actions to make that vision a reality over the next 10 to 15 years.

Over the course of each of the committees' six meetings, a wide variety of viewpoints and ideas have surfaced and have been compiled. The committees are now working on grouping and sorting the potential goals, strategies and actions to develop a draft document for targeted public review and comment in the coming months. For more information on the topic, check the City website at www.ashland.or.us/econdev or contact Adam Hanks, Project Manager at 541-552-2046 or adam@ashland.or.us. ▼

CITY OF
ASHLAND

Senior Volunteer Opportunity

The Ashland Police Department is taking applications for their House Check Patrol. This is a uniform unit, no enforcement involved. Volunteers must be seniors, have a valid drivers license, and must agree to a background check. Training will be provided. Please contact Volunteer Coordinator, Frank d'Entremont, at 541-552-2121 for more information.



City

SOURCE

July 4th Parade

July 4th parade spectators are asked not to place chairs, blankets, and other placeholders on public property prior to 6:00 a.m. the morning of July 3 (please no plastic tarps on the grass). Public property includes the median on Siskiyou Blvd., park rows and sidewalks of Siskiyou Blvd, E. Main Street, the Plaza and other public areas. Spectators place items at their own risk. Items which create a safety hazard for pedestrians or vehicles will be picked up and disposed of. Chairs and blankets should not block sidewalks and should be secured to prevent items from blowing out of place. Thank you for your assistance and cooperation. ▼

THE CITIZEN'S SOURCE OF INFORMATION ABOUT THE CITY OF ASHLAND

Curb to Creek

The City of Ashland is recruiting volunteers for neighborhood storm drain marking. Through citizen involvement, we are educating communities about the hazards of dumping pollutants into storm drains. With the help of volunteers we are placing over 3,000 placards which state "No Dumping — Drains to River" next to storm drains throughout the City of Ashland. The placards remind people that storm drains flow untreated, directly into local creeks.

You can take an active roll in preventing pollution in your neighborhood by becoming a Neighborhood Leader and hosting a storm drain marking event. Please discuss this project with your neighbors, and gather a
(See *Curb to Creek*, Page 2)



New Fireworks Ordinance

Ashland Fire & Rescue is asking you to help keep your family, friends and neighbors safe this summer by observing the new City of Ashland fireworks ordinance. Fireworks will go on sale in Oregon on June 23, but even retail fireworks that are legal in the state of Oregon are not permitted to be used in the City of Ashland.

One of the best ways to keep your family safe is to enjoy the Ashland Chamber of Commerce fireworks displayed over the SOU campus near Iowa Street on the night of July 4th. For information on how to support this fireworks display, visit their website at www.ashlandchamber.com

If you still want to experience a few fireworks, there are four "unclassified" items that Ashland residents can use inside the city limits without violating the law: Sparklers (wire-cored), Snakes, Smoke bombs and Party Poppers. Please observe the following safety precautions if you choose to use these:
(See *New Fireworks Ordinance*, Page 2)



City **SOURCE**

Curb to Creek

Continued from Page 1

group of four to six people for a weekend community building adventure. Then contact North Mountain Park to receive a Registration Form and Instruction Manual to prepare you for your event. Select a date, and a Parks and Recreation staff member will help you mobilize your neighborhood through education, equipment, and coordination.

If you can't commit to being a Neighborhood Leader, we'd still appreciate your assistance and will be glad to keep you informed regarding upcoming storm drain marking events. We appreciate your ongoing vigilance in protecting our watershed.

Here are some other ways you can help keep our storm drains free from pollutants:

- Report any storm drain dumping

or problems with storm drains in your neighborhood to the Ashland Street Department 541-488-5313.

- Dispose of household hazardous, such as oil and antifreeze, properly. Call Ashland Sanitary and Recycling about the next collection date, 541-482-1471.
- Participate in Ashland's Curb to Creek, Storm Drain Marking Program. Call the North Mountain Park Nature Center at 541-488-6606.

For more information, please visit <http://ashland.or.us/Curb2Creek>. ▼

New Fireworks Ordinance

Continued from Page 1

- Always have an adult present
- Use fireworks in a space clear of combustible vegetation
- Never use fireworks in forested areas
- Never alter or throw fireworks

- Keep matches and fireworks out of reach of children
- Place used fireworks in a bucket of water
- Keep water nearby

For more fire safety information, please visit www.ashland.or.us/fire. Violators of the fireworks law can be fined up to \$500. ▼

Weed Abatement

As fire season approaches, landowners are encouraged to help mitigate fires. One step toward preventing fire loss is weed and dry grass abatement before the summer sun dries them out. Weeds and other unmanaged combustible vegetation can cause a significant fire hazard as the season turns to summer. The Ashland Municipal Code 9.04 requires that all property owners within the city limits of Ashland abate weeds and dry grass on their property by June 15 of each year. Please do your part to protect

Free Concerts in Lithia Park

The Ashland City Band Concerts will be held weekly at the Butler Bandshell in Lithia Park on Thursdays, June 17 through August 12 at 7:30 p.m.

Special Pre-Concert Performances, starting at 6:30 p.m., will be given by: the Dixieland Band, Swing Kings Band, Licorice & Chrome, Slide Effects Trombone Ensemble, and others!

homes and property in the City of Ashland.

If you have a location where you are concerned about weed abatement issues, please submit a complaint in writing using the form found on our website. Complaints will be addressed beginning June 16. Weed abatement requirements will be applied as indicated in Ashland Municipal Code 9.04 and penalties can include fines up to \$500.

Additional information about weed abatement can be found at the City of Ashland's website - www.ashland.or.us/weedabatement.

Work Zone Safety

With construction work picking up this summer, the Ashland Transportation Commission would like to remind drivers to be extra careful when traveling through work zones. The Oregon Department of Transportation offers the following tips for safe summer traveling:

- Pay complete attention to the driving task, especially in the transition zone before the work area.
- "Orange is your clue." Slow down when you see orange signs, barrels and barricades.
- Don't tailgate. Double your following distance.
- Get in the correct lane well in advance, do not suddenly change lanes.
- Remember, work zone traffic lanes often are narrow, without shoulders or emergency lanes.

Be aware of temporary entrances to the roadway from the median.

Expect delays - plan for them and be patient.

Call 511 for the latest traffic, weather and highway conditions by route or mountain pass.

Visit www.TripCheck.com to check routes, snags, work zones or bad road conditions before you begin your trip. ▼

News Notes

Urban Composting Classes

On Saturdays June 19, July 17, August 21, and September 18 from 10 am-noon, at the Recycle Center on Water Street, Denny Morelli will instruct participants on how to divert food scraps & organic yard debris from the landfill. In time, this material can become valuable soil for your garden & yard. You will learn how to set up a compost system in an urban setting with recommendations for keeping critters out of your pile. This class is free thanks to the sponsorship of City of Ashland Conservation Commission. Please park on Water Street (not in Recycle Center parking area.) For more information, please contact Mary McClary at 541-552-2305.

Tree Climbing Workshop

Use rope-and-saddle tree climbing techniques to enter the leafy crown of a living tree! Instructor Tim Kovar will introduce tree climbing

(See *News Notes*, Back Page)

Free Ballet Classes in Lithia Park

Little Ballerina Classes will be held at the Butler Bandshell in Lithia Park. Aspiring ballerinas ages 5 - 9 can come dance on Sundays, from 11:00 a.m. until noon on July 11, 18, 25 and August 1. Registration will be on-site, starting at 10:45 a.m.

Free Ballet Performances in Lithia Park

The State Ballet of Oregon will hold ballet performances from 7:00 - 8:00 p.m. on July 11, 18, 25, and August 1.



News Notes Continued from Page 3

equipment, knot tying, rope placement, and basic tree inspection. Then Tim will guide you as you climb up into the crown and glide back down again. Bring a bag lunch to this all-day event and wear long sleeves, long pants and closed-toe shoes. All climbing gear will be provided. Pre-registration is required. This workshop is for ages 17 and up (13 - 16 allowed, if accompanied by a parent of guardian.) The workshop will be held Tuesday, July 13, from 9:00 am - 6:00 p.m. at North Mountain Park. Workshop costs \$125/participant and you will receive a \$50 credit toward tuition for any Tree Climbing Northwest (www.treeclimbingnorthwest.com) training course.) Please register online at www.ashland.or.us/parks or call the North Mountain Park Nature Center at 541-488-6606.

Swim Instructor Mentorship


Do you like working with children? Ever wondered what it would be like to teach swim lessons? Here's your chance to find out. Gain experience working with a lead teacher/mentor and learn the basics of instructing a swim lesson. To complete this course you must commit to approximately 20 hours (Session C only). This schedule will be either morning or afternoons. All applicants must pass an interview. Deadline to apply is July 15 — space is limited. Cost, if selected, is \$50. This opportunity is for ages 14 to 15 (must turn 14 by June 15, 2010). All enrollees must pass a swim proficiency test. Hours may be applied to fulfill school community service requirement. Pre-registration is required. Please contact the Ashland Parks & Recreation office at 541-488-5340 or www.ashland.or.us/parks for more information.

34th Annual 4th of July Run

On Sunday, July 4, 2010, join us for the 34th Annual 4th of July Run. There will be a 6-Mile Traditional Run, starting 7:45 a.m. and a 2-Mile Traditional Run/Walk starting at 8:00 a.m.

Race Day Headquarters and the Start/Finish Line will be at the corner of Third & Main Streets, near the Ashland Public Library. All miles will be marked. Water is available at five aid stations on the 6-mile race. The Awards Ceremony will be held at 12:30 p.m. at the Ashland Public Library. All race participants are eligible for the Random Prize Drawing with submission of race number. Age Group Awards (for all 6-milers

and 2-milers ages 11 and under) will be given to the top 3 finishers. You must be present to win. All finishers will receive a ribbon at the Finish Line. For more information visit www.ashland.or.us/julyrun or call 541-488-5340. ▼



City Calendar

- ☐ **City Council** meets on the first and third Tuesdays at 7:00 p.m. Study sessions occur on the day before at 5:30 p.m.
- ☐ **Planning Commission** meets on the second Tuesday 7:00 p.m. Study sessions occur on the fourth Tuesday at 7:00 p.m.
- ☐ **Airport Commission** meets on the first Tuesday at 9:30 a.m.
- ☐ **Conservation Commission** meets on the fourth Wednesday at 6:00 p.m.
- ☐ **Forest Lands Commission** meets on the second Tuesday at 5:30 p.m.
- ☐ **Historic Commission** meets on the first Wednesday at 7:00 p.m. (the Wednesday prior to the Tuesday Planning Commission)
- ☐ **Housing Commission** meets on the fourth Thursday at 4:30 p.m.
- ☐ **Parks and Recreation Commission** meets on the fourth Monday at 7:00 p.m. Study session occurs on the third Monday.
- ☐ **Public Art Commission** meets on the third Friday at 8:15 a.m.
- ☐ **Transportation Commission** meets on third Thursday at 6:00 p.m.
- ☐ **Tree Commission** meets on the Thursday before the Tuesday Planning Commission Meeting

◆ Many of the above meetings are cablecast live on channel 9 and replayed on channel 30. ◆ Meetings are held at Council Chambers, 1175 East Main or at 51 Winburn Way. ◆ For information about all City meetings please call City Administration at 488-6002. ◆ Back issues of the City Source are posted under "Documents" on the City's Website, www.ashland.or.us. ◆ TTY 1-800-735-2900



Bicycle Friendly Community Program

From the League of American Bicyclists

About the BFC Program

The Bicycle Friendly Community Program provides incentives, hands-on assistance, and award recognition for communities that actively support bicycling. A Bicycle Friendly Community welcomes cyclists by providing safe accommodation for cycling and encouraging people to bike for transportation and recreation. View an overview presentation of the program. Read the BFA 2010 report.

BENEFITS

Encouraging bicycling is a simple way towards improving public health. With more people bicycling, communities experience reduced traffic demands, improved air quality and greater physical fitness. In addition, Bicycle Friendly Communities are places with a high quality of life, where people want to live, work, and visit. Building such a community can translate into a more connected, physically active, and environmentally sustainable community that enjoys increased property values, business growth, increased tourism, and more transportation choices for citizens.

Please see the 2010 Bicycle Friendly America Yearbook to see the positive transformation happening across the nation and how this program is being used as a tool for businesses, communities, and states.

HOW TO APPLY

- 1) After a brief review of your general community profile, you will be allowed to continue to the audit portion of the application.
- 2) The majority of the application is an audit of the engineering, education, encouragement, enforcement and evaluation efforts in your municipality. This comprehensive inquiry is designed to yield a holistic picture of your community's work to promote bicycling. We refer to these sections as the Five Es. For a more detailed description of the Five Es, [click here](#). Assistance in completing this part is available on our resources page.

You and other bicyclists in the community can bring this program, particularly the application, to your mayor or county council to initiate positive change in your neighborhood.

AWARD DETERMINATION

A committee reviews and scores the application and consults with local cyclists in your community. An award of platinum, gold, silver or bronze status is designated for four years. Every community that applies awarded or not receives feedback on how to improve the community for cycling. BFC staff will continue to work with awardees and those communities that do not yet meet the criteria to encourage continual improvements.

The League of American Bicyclists recognizes newly designated Bicycle Friendly Communities with an awards ceremony, a Bicycle-Friendly Community road sign, and a formal press announcement.

RENEWING THE DESIGNATION

You will complete a simple renewal form to compliment your original application so that the League of American Bicyclists can continue to recognize your progress. Renewals are due every four years after a community is designated or receives their renewal notice. The League also requires a short annual update. Award levels may change based on the renewal feedback.

ENGINEERING

- YES NO Does your community have a comprehensive, connected and well-maintained bicycling network?
- YES NO Is bike parking readily available throughout the community?
- YES NO Is there a Complete Streets ordinance or another policy that mandates the accommodation of cyclists on all road projects?

EDUCATION

- YES NO Is there a community-wide Safe routes to School program that includes bicycling education?
- YES NO Are there bicycling education courses available for adults in the community?
- YES NO Does your community educate motorists and cyclists on their rights and responsibilities as road users?

ENCOURAGEMENT

- YES NO Does your community have an up-to-date bicycle map?
- YES NO Does the community celebrate bicycling during national Bike month with community rides, Bike to Work Day or media outreach?
- YES NO Does the community host any major community cycling events or rides?
- YES NO Is there an active bicycle advocacy group in the community?

ENFORCEMENT

- YES NO Do law enforcement officers receive training on the rights and responsibilities of all road users?
- YES NO Does your community have law enforcement or other public safety officers on bikes?
- YES NO Do local ordinances treat bicyclists equitably?

EVALUATION

- YES NO Is there a specific plan or program to reduce cyclist/motor vehicle crashes?
- YES NO Does your community have a current comprehensive bicycle plan?
- YES NO Is there a Bicycle advisory Committee that meets regularly?
- YES NO Does your community have a bicycle program manager?



Bicycle Friendly Community

Current BFCs May 2010

Community	State	Award Level	BFC Since	Population
Boulder	CO	Platinum	2004	101,500
Davis	CA	Platinum	2005	63,722
Portland	OR	Platinum	2003	533,492
Corvallis	OR	Gold	2003	53,165
Eugene	OR	Gold	2004	142,681
Fort Collins	CO	Gold	2003	118,652
Jackson and Teton County	WY	Gold	2006	8,647
Madison	WI	Gold	2006	221,551
Palo Alto	CA	Gold	2003	56,862
San Francisco	CA	Gold	2006	739,426
Seattle	WA	Gold	2008	563,374
Stanford University	CA	Gold	2008	13,315
Tucson & East Pima Region	AZ	Gold	2004	1,018,011
Ann Arbor	MI	Silver	2005	114,028
Arlington	VA	Silver	2003	200,226
Austin	TX	Silver	2007	681,804
Bellingham	WA	Silver	2006	73,460
Bend	OR	Silver	2005	80,995
Breckenridge	CO	Silver	2009	3,493
Chicago	IL	Silver	2005	2,896,016
Colorado Springs	CO	Silver	2008	360,890
Columbia	MO	Silver	2009	96,093
Durango	CO	Silver	2008	15,878
Flagstaff	AZ	Silver	2006	57,391
Folsom	CA	Silver	2003	63,960
Gainesville	FL	Silver	2004	117,182
Minneapolis	MN	Silver	2008	373,188
Missoula	MT	Silver	2003	57,053
Olympia	WA	Silver	2008	44,460
Presidio of San Francisco	CA	Silver	2003	3,000
Salt Lake City	UT	Silver	2007	181,743
San Luis Obispo	CA	Silver	2007	44,174
Santa Barbara	CA	Silver	2003	87,370
Santa Cruz	CA	Silver	2007	54,593
Scottsdale	AZ	Silver	2005	221,792
Steamboat Springs	CO	Silver	2007	9,815
Tempe	AZ	Silver	2003	160,676
Wood River Valley	ID	Silver	2008	12,506
Ada County	ID	Bronze	2004	395,974
Albany	OR	Bronze	2010	48,770
Albuquerque	NM	Bronze	2005	448,607
Alexandria	VA	Bronze	2009	140,024
Anchorage	AK	Bronze	2009	284,994
Arcata	CA	Bronze	2008	16,651
Arvada	CO	Bronze	2008	107,050
Ashland	OR	Bronze	2004	19,522



Bicycle Friendly Community

Current BFCs May 2010

Auburn	AL	Bronze	2005	52,205
Bainbridge Island	WA	Bronze	2008	20,300
Baton Rouge	LA	Bronze	2009	428,360
Beaverton	OR	Bronze	2003	79,350
Billings	MT	Bronze	2008	100,147
Bloomington	IN	Bronze	2003	69,107
Boca Raton	FL	Bronze	2003	83,960
Brentwood	CA	Bronze	2006	40,007
Brunswick	ME	Bronze	2003	21,820
Burlington	VT	Bronze	2004	38,889
Calistoga	CA	Bronze	2009	5,300
Carmel	IN	Bronze	2006	70,000
Carrboro	NC	Bronze	2004	17,797
Cary	NC	Bronze	2003	119,745
Cedar Falls	IA	Bronze	2009	36,145
Chandler	AZ	Bronze	2004	252,257
Charlotte	NC	Bronze	2008	648,387
Charlottesville	VA	Bronze	2008	40,315
Chattanooga	TN	Bronze	2003	155,554
Chico	CA	Bronze	2004	79,000
Claremont	CA	Bronze	2008	36,612
Coeur d'Alene	ID	Bronze	2008	41,983
Columbia	SC	Bronze	2008	116,278
Columbus	OH	Bronze	2009	748,000
Davidson	NC	Bronze	2010	10,300
Dayton	OH	Bronze	2010	15,4200
Denver	CO	Bronze	2003	598,707
Franklin	PA	Bronze	2010	7,212
Gilbert	AZ	Bronze	2003	196,000
Grand Rapids	MI	Bronze	2009	688,937
Greensboro	NC	Bronze	2009	258,671
Greenville	SC	Bronze	2009	56,002
Indianapolis & Marion County	IN	Bronze	2009	872,842
Iowa City	IA	Bronze	2009	65,219
Irvine	CA	Bronze	2009	186,220
La Crosse	WI	Bronze	2007	51,818
Lakewood	CO	Bronze	2009	146,000
Lansing	MI	Bronze	2010	111,304
Lawrence	KS	Bronze	2004	88,664
Lexington-Fayette County	KY	Bronze	2007	246,800
Liberty Lake	WA	Bronze	2007	7,270
Long Beach	CA	Bronze	2009	466,520
Longmont	CO	Bronze	2004	84,636
Louisville	KY	Bronze	2006	700,030
Marquette	MI	Bronze	2010	21,000
Mesa	AZ	Bronze	2003	437,454
Milwaukee	WI	Bronze	2006	554,965



Bicycle Friendly Community

Current BFCs May 2010

Mountain View	CA	Bronze	2004	70,708
Naperville	IL	Bronze	2009	128,358
New York	NY	Bronze	2007	8,143,197
Newark	DE	Bronze	2010	29,886
North Little Rock	AR	Bronze	2009	60,433
Oceanside	CA	Bronze	2008	174,925
Orlando	FL	Bronze	2004	205,648
Oxford	MS	Bronze	2008	16,727
Park City	UT	Bronze	2007	20,620
Philadelphia	PA	Bronze	2009	1,454,382
Pittsburgh	PA	Bronze	2010	316,718
Port Townsend	WA	Bronze	2008	8,334
Portage	MI	Bronze	2010	46,143
Redmond	WA	Bronze	2003	49,890
Ridgeland	MS	Bronze	2010	22,809
Riverside	CA	Bronze	2009	311,575
Roanoke	VA	Bronze	2010	94,911
Rochester	MN	Bronze	2010	102,437
Roseville	CA	Bronze	2008	109,154
Roswell	GA	Bronze	2006	85,920
Sacramento	CA	Bronze	2006	457,514
Salem	OR	Bronze	2008	152,239
San Jose	CA	Bronze	2006	912,332
Santa Clarita	CA	Bronze	2007	175,314
Santa Monica	CA	Bronze	2009	87,400
Schaumburg	IL	Bronze	2003	73,346
Shawnee	KS	Bronze	2003	57,628
Simsbury	CT	Bronze	2010	23,234
Sioux Falls	SD	Bronze	2009	154,000
Sitka	AK	Bronze	2008	8,883
Sonoma	CA	Bronze	2009	9,128
South Lake Tahoe	CA	Bronze	2006	23,609
South Sioux City	NE	Bronze	2006	11,925
Spartanburg	SC	Bronze	2007	39,487
Spokane	WA	Bronze	2010	204,428
Springfield	MO	Bronze	2010	156,206
St. Louis	MO	Bronze	2009	350,759
St. Petersburg	FL	Bronze	2006	249,090
Sunnyvale	CA	Bronze	2006	131,760
Tallahassee	FL	Bronze	2009	176,336
Thousand Oaks	CA	Bronze	2008	127,644
Traverse City	MI	Bronze	2009	14,532
Tulsa	OK	Bronze	2009	384,037
Urbana	IL	Bronze	2010	40,550
Vail	CO	Bronze	2009	4,806
Vancouver	WA	Bronze	2005	156,600
Washington	DC	Bronze	2003	553,523

Valley & State

DEADLY ACCIDENT

Fall kills skateboarder

Jesse Brandsen, 26, hit his head while traveling down hill on Faith Avenue

By [Hannah Guzik](#)
Ashland Daily Tidings
June 09, 2010 2:00 AM

Jesse Brandsen was headed to visit his mother on Faith Avenue when his skateboard hit a curb on the steep street and he fell, fatally hitting his head Monday night, his family said.

His friend, who had been riding a bicycle a few feet ahead, heard him crash to the ground at 7:16 p.m. and began to yell for help, police said. Brandsen's mother, Janet, said she came out of her home and found her 26-year-old son bleeding profusely in the street.

As he was being rushed to Rogue Valley Medical Center, he coded in the ambulance, said Brandsen's grandmother, Ruth Wire. Doctors at the hospital were never able to revive him.

"They never could get his heart going again," Wire said. "I was shocked and horrified."

No vehicles were involved in the crash, which Ashland Police Deputy Chief Rich Walsh called a tragic accident. He said detectives had closed the case as of Tuesday afternoon and had no reason to suspect drugs or alcohol were involved in the accident.

Brandsen, who lived in Ashland, was not wearing a helmet at the time of the crash, police said. Ashland has an ordinance requiring people using skateboards, roller skates or scooters on city streets to wear helmets, but the law is not widely enforced because of limited police resources, Walsh said.

Brandsen's family hopes the accident can serve to remind skateboarders to wear helmets, said Wire, who lives with Janet on Faith Avenue.

"We would love to send a message to the young people of this town that wearing a helmet when they're on a skateboard is so important," she said.

Brandsen was born at Ashland Community Hospital and spent most of his life in the city, said Wire, who helped raise him.

The blond, 6-feet-2-inches tall skateboarder was troubled as a teenager but had begun to turn his life around in recent years, Wire said. He worked at Wendy's on Ashland Street.

His mother described him as kind and a good listener.

"He was a sweet kid and he had a good heart," she said. "He always would help people out."

A talented sculptor, Brandsen held a show at Ashland's Unitarian Universalist Church several years ago, Wire said.

He attended Ashland High School and Crossroads School in Medford, she said.

Wire said Brandsen was adept at skateboarding and enjoyed going fast down steep hills.

"That's why this was really hard for me to believe," she said. "He was so surefooted."

About five years ago, a man who was not wearing a helmet died while skateboarding at the Ashland skateboard park off Water Street, Walsh said.

Skateboarders cited by police for not wearing a helmet can receive a fine of up to \$500, he said.

"There's a lot of people that don't wear helmets because they don't want to or because it's inconvenient or they think it looks funny or whatever it is, but the bottom line is that it may save your life someday," Walsh said.

Ashland skateboarder Paul Page, 22, said the accident has made him more careful about wearing his helmet.

"I wear it as much as possible, but there are times I don't," he said. "It's things like this that make it seem like I should more."

Julian Reed, 13, said he used to skateboard every morning at the Ashland skate park with a man named Jesse, who he believes was Brandsen.

"I was wondering why he wasn't here this morning," he said Tuesday. "He was a great guy. He was always nice to the kids. He was teaching me some stuff."

A memorial service for Brandsen is planned but details have not yet been announced. In addition to his mother and grandmother, he is survived by his brother Shane Thomas, 21, of Medford.

Contact staff writer Hannah Guzik at 541-482-3456 ext. 226 or hguzik@dailytidings.com.