

**CITY OF  
ASHLAND**  
**TRANSPORTATION COMMISSION**  
**Thursday, December 16, 2010**  
**Council Chambers, 1175 East Main Street**  
**Agenda**

- I. CALL TO ORDER: 6:00 PM Welcome New Commissioner Corinne Viéville!
- II. APPROVAL OF MINUTES: November 18, 2010
- III. ADJUSTMENTS TO THE AGENDA
- IV. PUBLIC FORUM
- V. ACTION ITEMS
  - A. Election of Subcommittee Members from January to June 2011 (5 minutes)
  - B. Petition for Pedestrian Railroad Crossing at Second Street (35 minutes)
  - C. Review of Crosswalk on Siskiyou Bv at Frances Ln (10 minutes)
  - D. Association of Pedestrian and Bicycle Professionals (APBP) Membership Fee (5 minutes)
  - E. Review of City Council Goals (15 minutes)
- VI. NON ACTION ITEMS
  - A. TSP Update (10 minutes)
    - 1. Media Contact
    - 2. White Papers
  - B. Pedestrian Nodes Overview (10 minutes)
  - C. MPO Update (Chapman) (5 minutes)
  - D. Planning Commission Update (Sommer) (5 minutes)
  - E. Transportation Grants Update (5 minutes)
- VII. INFORMATIONAL ITEMS
  - A. Action Summary
  - B. Results of the 'B' Street Traffic Speed Study
  - C. City Source Article
  - D. Traffic Safety Connection
  - E. Misc Transportation-Related Articles
- VIII. FUTURE AGENDA TOPICS
  - Bike Parking and Bike Rack Design Policy (after Subcommittee review)
  - Truck Route Ordinance Review
- IX. COMMISSIONER COMMENTS
- X. ADJOURN: 8:00 PM

Next Joint TSP meeting scheduled for January 20, 2011 @ 7:00 pm (No TC meeting on this date)

Next meeting scheduled for February 17, 2011 @ 6:00 pm

**Note to Commissioners: Call Nancy Slocum at 552-2420 or [slocumn@ashland.or.us](mailto: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 December 8, 2010

Name	Title	Telephone	Mailing Address	E-mail Address	Expiration of Term
Tom Burnham	Commissioner	541 482-4467	1344 Apple Way	ntburnham@gmail.com	4/30/2013
Steve Ryan	Commissioner	541 951-1409	1257 Siskiyou Bv #160	resolutionvideo@yahoo.com	4/30/2013
Brent Thompson	Commissioner	541 488-0407	582 Allison	brentho@mind.net	4/30/2011
Julia Sommer	Commissioner	541 552-1942	1158 Village Square Drive	juliamsommer@gmail.com	4/30/2011
Colin Swales	Commissioner	541 488-0939	143 8 <sup>th</sup> Street	colinswales@gmail.com	4/30/2011
Matt Warshawsky	Commissioner	541 488-0917	821 Indiana Street	ashland@azcotech.com	4/30/2012
Eric Heesacker	Commissioner		2360 Ranch Road	ashtranscomm@gmail.com	4/30/2012
David Young	Commissioner	541 488-4188	747 Oak Street	dyoung@jeffnet.org	4/30/2012
Corinne Viéville	Commissioner	541 944-9600	805 Glendale Avenue	Corinne@mind.net	4/30/2013

### Non Voting Ex Officio Membership

Mike Faught	Director of Public Works Commission Secretary	541 488-5587	20 E. Main Street	faughtm@ashland.or.us	
David Chapman	council liaison	541 488-0152	390 Orchard Street	david@council.ashland.or.us	
Brandon Goldman	Planning	541 488-5305	20 E. Main Street	goldmanb@ashland.or.us	
Steve MacLennan	Police	541 552-2809	20 E. Main Street	macleanns@ashland.or.us	
Scott Hollingsworth	Fire	541 552-2932	20 E. Main Street	Hollings@ashland.or.us	
Larry Blake	Southern Oregon University	541 482-2564	1250 Siskiyou Bv	blakel@sou.edu	
Vacant	Ashland Schools				
Dan Dorrell PE	ODOT	541 774-6354	100 Antelope Rd WC 97503	Dan.w.dorrell@odot.state.or.us	
Nathan Broom	RVTD	541 608-2411	3200 Crater Lake Av – 04	n.broom@rvtd.org	
Vacant	Ashland Parks		20 E. Main Street		
Jenna Stanke	Jackson County Roads	541 774-6231	200 Antelope Rd WC 97503	stankeJS@jacksoncounty.org	
David Wolske	Airport Commission			david@davidwolske.com	
Vacant	Student Liaison				

### Staff Support

Nancy Slocum	Public Works Clerk	541 552-2420	20 E Main Street	slocumn@ashland.or.us	
Jim Olson	Engineering Serv Manager	541 488-5347	20 E. Main Street	olsonj@ashland.or.us	
Karl Johnson	Assistant Engineer	541 552-2415	20 E Main Street	johnsonk@ashland.or.us	

**CITY OF  
ASHLAND**  
**TRANSPORTATION COMMISSION**  
**Thursday, November 18, 2010**  
**Council Chambers, 1175 East Main Street**

**Minutes**

**Attendees:** Tom Burnham, Eric Heesacker (Chair), Steve Ryan, Julia Sommer,  
Colin Swales, Brent Thompson

**Absent:** Matt Warshawsky, David Young

**Ex Officio Members:** Larry Blake, Brandon Goldman,

**Staff Present:** Mike Faught, Steve MacLennan, Jim Olson, Nancy Slocum

**I. CALL TO ORDER:** 6:03 PM by Chair Eric Heesacker.

**II. APPROVAL OF MINUTES:** Minutes of October 21, 2010 approved as clarified.

**III. PUBLIC FORUM:**

Corinne Vieville was in the audience. She had applied for the Commission vacancy. Olson explained the mix up with Council Communication dates. The City Council would not make a final decision about the vacancy until their December 7<sup>th</sup> meeting.

**IV. ADJUSTMENTS TO THE AGENDA:**

Chair Heesacker added "Bike Parking Survey Recommendation" as Action Item C. and "Association of Pedestrian and Bicycle Professionals (APBP) Conference Letter of Interest" as Action Item D. Sommer asked that Non Action Item D. be amended to include "Commissioner Attendance."

**V. ACTION ITEMS:**

**A. Crosswalk on East Main Street at California Street**

Olson reviewed the staff report. Regina Ayars suggested the intersection of East Main Street and the bike path be realigned to allow for better driver visibility of pedestrians. The intersection was reviewed two years ago when the rail crossing was reconstructed. Due to the angle of the Central Oregon and Pacific Railroad tracks, the intersection of East Main Street and California Street was skewed approximately 45 degrees. Both the northerly section of California Street and the Central Ashland Bike Path parallel the railroad right of way. There have been no accidents since the reconstruction or any observed or reported problems. Pedestrians and bicyclists crossing East Main are generally mindful of vehicles and usually come to a full stop before crossing. Drivers have a wide scope of visibility and are also watchful.

Regina Ayars, 199 Hillcrest, thanked staff. She brought the issue forward from a driver's point of view. She was concerned about the angle of the crosswalk. Her personal observations showed that pedestrians and bicyclists do not stop although they are required to do so.

Burnham acknowledged this difficult intersection and the responsibility of each individual for their personal safety; however, he thought the signage at this intersection could be improved.

**Motion and Vote:**

Burnham moved to accept staff's recommendation to make no changes to the crosswalk and to

increase the size of the stop signs on the bike path at this intersection. In addition recommended the police department monitor the intersection to enforce the need for pedestrians and bicyclists to stop. Swales seconded the motion and it passed unanimously.

#### B. Mid-Block Crosswalk on South Mountain Avenue

Staff reported that Larry Blake, SOU Campus Planning and Sustainability Officer, requested a marked mid-block crosswalk on South Mountain Avenue between Ashland Street and Henry Street. The crosswalk would be an extension of the main walkway servicing the SOU theater and music buildings. Staff noted a similar request in 2004 nearer the Music Building that was denied. This proposed crosswalk location had high vehicle visibility because of a 720' long block and he recommended approval if passive pedestrian protections such as curb bump-outs were installed. The cost would be approximately \$4,000.

Larry Blake introduced Chris Sackett, Theatre Arts Professor. Blake reported that additional parking lot lighting would be installed adjacent to Mountain Avenue. He noted that users of the proposed crosswalk would likely be older theatre goers. He agreed with Staff's recommendation and referred to the university master plan's goal to make the Mountain Avenue entrance a "gateway."

Sackett noted over 15,000 theatre patrons the previous year of which approximately 80% would use the parking lot.

Burnham suggested a raised (table) crosswalk with additional signage. Olson said the cost would increase to approximately \$15,000.

Swales said that as most users of the crosswalk would be at night, adequate pedestrian-focused lighting was needed. Ryan was in favor of a crosswalk that could be upgraded at a later date.

#### Motion and Vote:

Sommer moved to approve staff's recommendation to install a 10' wide continental-style crosswalk at the proposed location on South Mountain that included curb bump-outs on both sides of the street with standard access ramps. The cost of the crosswalk would be shared with SOU. In addition staff would pursue a raised crosswalk with pedestrian-scaled lighting. Swales seconded the motion and it passed unanimously.

#### C. Bike Parking Survey Recommendation

Olson acknowledged Burnham's draft bicycle parking survey. He recommended forwarding the final version to the TSP Update consultants (Kittelson and Associates) for input. Burnham agreed and asked the Commission to forward edits to Slocum by December 1<sup>st</sup>. Staff would then forward to the consultants.

#### D. Association of Pedestrian and Bicycle Professionals (APBP) Conference Letter of Interest

Nathan Broom from RVTB forwarded a call for letters of interest from the APBP. He asked the Commission to consider hosting a future APBP Professional Development Seminar. Olson noted a December 3, 2010 deadline. The venue should hold 200-400 people and as Ashland Hill's Inn convention center closed, SOU may be the only viable venue. Olson noted that Staff hosted a public works conference and found it labor intensive. Sommer reviewed the requirements and found Ashland lacking in several points. Swales said the conference would be beneficial to businesses and thought there would be a lot of community interest.

#### Motion and Vote:

Sommer moved to not pursue the APBP Conference Letter of Interest. Thompson seconded the motion. The motion failed three votes to three.

Motion and Vote:

Swales moved to direct Staff to apply for the APBP Conference Letter of Interest for September, 2015. Burnham seconded the motion and it passed four votes to two.

**VI. NON ACTION ITEMS**

**A. Bike Parking and Rack Design**

Burnham and Ryan summarized the Subcommittee's study session on bike parking and bike rack design. Ann Seltzer also attended the Subcommittee meeting.

After the meeting Faught, Burnham and Sommer visited the owner of the Outdoor Store on Third Street. They asked him about the possibility of installing on-street bike parking adjacent to his business thus replacing a 15 minute space. His first response was negative, but then turned neutral. Commission asked staff to follow up with owner.

Motion:

Burnham moved to adopt list outlined in the November 4, 2010 Subcommittee minutes as a "Draft Bike Parking Policy." Ryan seconded the motion. Sommer thought the policy was not yet ready. Burnham withdrew motion.

Swales thought businesses might be willing to pay for racks as a form of advertisement. He wanted more variation of design and thought the planning requirements should be incorporated into the final policy.

**B. A Street Sharrow Designation**

Olson reviewed the email from Kittelson and Associates included in the packet regarding the Commission's request to install sharrows on A Street. Kittelson's sub-consultant, Alta, was willing to research the request in the new few months.

**C. Roundabout Video**

Commissioners were invited to watch the ten minute video sponsored by the Federal Highway Administration immediately after the meeting was adjourned.

**D. Commission Vacancy / Commissioner Attendance**

Sommer expressed concern about the number of Commissioner absences. Thompson thought all the Commissioners were motivated and said the measure of concern could be measured by whether or not the meeting was harmed by the absences. Heesacker observed that only one meeting was cancelled due to lack of a quorum. He thought that satisfactory.

Swales announced he would be out of the country from December to April. He sent a letter to Mayor Stromberg offering his resignation. He had not yet received an answer.

**E. Truck Parking Ordinance Review**

Olson noted that this item was for information only. Ryan said this ordinance seemed unique in that it concentrated on what the public could not do. Heesacker had seen similar language elsewhere. Swales noted that this ordinance had not yet been enforced.

**F. MPO Update**

As Councilor Chapman was absent, this Item was tabled.

**G. Planning Commission Update**

Swales reported on one Planning Commission agenda item that might affect public parking, the rezoning of a portion of Winburn Way.

## **VII. INFORMATIONAL ITEMS & COMMISSIONER COMMENTS**

Olson reviewed future Commission meetings. On Wednesday, December 8, 2010 the TSP consultants were hosting Public Workshop #2 – Pedestrian Places. The Meeting would be held at 7:00 PM in the Commons room at the Ashland Middle School, 100 Walker Avenue. The next TSP joint meeting was scheduled for Thursday, January 20, 2011, the same date as the regular Commission meeting (the TAC meeting would be the same day). Olson recommended cancelling the Commission's regular meeting. Commission agreed. The Commission would next meet on December 16, 2010, then February 17, 2011.

In addition, Olson reported no agenda items for December's Subcommittee meeting therefore the next Subcommittee meeting would be Thursday, January 6, 2011.

## **VIII. ADJOURN: 8:03 PM**

*Respectfully submitted,  
Nancy Slocum, Accounting Clerk I*

**APPLICATION FOR APPOINTMENT TO  
CITY TRANSPORTATION COMMISSION**

Please type or print answers to the following questions and submit to the City Recorder at City Hall, 20 E Main Street, or email [christeb@ashland.or.us](mailto:christeb@ashland.or.us). If you have any questions, please feel free to contact the City Recorder at 488-5307. **Attach additional sheets if necessary.**

Name: Corinne Viéville

Requesting to serve on: Transportation Commission

Address: 805 Glendale Ave, Ashland, OR97520

Occupation: Executive Director, DUDE, Disabled United in Direct Empowerment Phone:

Home 541-488-9300

Work 541-944-9600

Email [Corinne@mind.net](mailto:Corinne@mind.net)

**1. Education Background**

What schools have you attended?

What degrees do you hold?

What additional training or education have you had that would apply to this position?

Special Education MA Program, Specialization Rehabilitation Teaching, SFSU 1999

Transition and Employment Specialist / Vocational Special Education Certificate, SFSU

Rehabilitation Teaching Certificate, SFSU

Orientation and Mobility Credential, SFSU

Credential Elementary Education, Specialization Visually Handicapped, SFSU 1974

BA Degree, SFSU, Summa Cum Laude 1973

AA Degree, Diablo Valley College, Pleasant Hill, CA GPA: 3.96 1971

**2. Related Experience**

What prior work experience have you had that would help you if you were appointed to this position?

Board Member, Rogue Valley Transit District Special Transportation Advisory Committee, 2000-present

Vice-Chair, Coordinated Human Services Transportation Working Group, 2007-present

CBS TV, 60 Minutes, Demonstrated use of Talking Signs as an example of access technology. 1998

MSNBC TV, The Site, Demonstrated orientation and mobility techniques using Talking Signs . 1997

Office of the State Fire Marshal, Emergency Evacuation Information Task Force, Contribute to writing regulations and procedures for evacuating public buildings focusing on people with disabilities, State Fire Marshals Code. 1997-1999

City and County of San Francisco Department of Public Works, Disability Access Committee, Participate in developing policy and making recommendations for implementation. 1997-1999

Student Teaching in Orientation and Mobility, San Francisco Unified School District 1997

Student Teaching in Orientation and Mobility, California Orientation Center for

the Blind, Albany 1997

Chairperson, Accessible Services Committee, Contra Costa County Transit Authority, Review and advise local transit providers on matters concerning the disabled and elderly, assist with publicity, outreach and public hearings. 1990-1999

Representative from Central Contra Costa County to the Para-Transit Coordinating Council, Sit on this Board with nine local transit operators and other agencies, disabled and elderly representatives. Review and make policy recommendations and determine allocation of funds to the transit operators throughout the County. 1994-1999

Do you feel it would be advantageous for you to have further training in this field, such as attending conferences or seminars? Why? Yes, I feel it is important to stay current and well informed in order to contribute to good decision making.



### **3. Interests**

Why are you applying for this position?

Both through my professional as well as my personal education and experience, I have acquired a broad and diverse base of knowledge of and sensitivity to the disability field. I choose to live in Ashland because I can easily walk or take the bus to carry out my daily business independently. I am an integral part of the local Disability Community and familiar with the challenges of access and transportation faced by people with disabilities in Ashland. Since my arrival in Ashland I have been actively involved with several committees of the Rogue Valley Transportation District, concerned with both para- transit and fixed route systems. I am very interested in Ashland's Transportation System Plan and would like to contribute a perspective from those with disabilities.

### **4. Availability**

Are you available to attend special meetings, in addition to the regularly scheduled meetings? Do you prefer day or evening meetings? Yes, I will be available to attend special meetings, either day or evening.

### **5. Additional Information**

How long have you lived in this community? 11 years, since June of 1999

Please use the space below to summarize any additional qualifications you have for this position

I have had over 30 years experience teaching and counseling blind adults and youth. I have excelled academically, graduating Summa Cum Laude from San Francisco State University in 1973, with a B.A. degree in Psychology. I also completed an Elementary Education Teaching Credential with specialization in Visually Handicapped at SFSU in 1974.

While attending SFSU I was involved in the establishment of the Disabled Students Services Program and became Assistant Director. I provided support services, peer counseling and mentoring to a large disabled student population including students with visual impairments, physical and mobility impairments, deaf and hard of hearing, learning disabilities, and psychiatric disabilities.

In the early 1970's, I worked with Rose Resnick at the California League for the Handicapped, San Francisco, in several capacities. I provided adjustment counseling to newly blinded adults, both on an individual basis and in a group setting. I assessed clients' abilities and designed



individualized curricula to teach adaptive skills in the clients' home. I also developed a Saturday recreation program for blind young adults, incorporating socialization and independent living skill building.

I co-authored a grant to establish an Independent Living Program (ILP) in Pleasant Hill, California, providing community support, independent living skills and adjustment counseling to adults and youth with disabilities. I was the Director of this program from 1975 to 1977. I provided direct client services and supervised cross disciplinary team staffing to review medical, psychological, audiological, and ophthalmological reports to determine the extent of primary and secondary disabilities, and developed individualized strategies for client success. In addition, I performed administrative duties, kept required case file documentation, prepared monthly reports, and managed the agency budget.

I was also a delegate to the White House Conference on the Employment of the Handicapped in 1976. I helped draft regulations for Section 504 of the Rehabilitation Act in 1977.

I chose to take time from my career to raise a family. My husband and I moved to the country where I started a goat dairy and home schooled my 4 children. During this time I became involved in local and eventually state politics when a landfill company decided to build a garbage dump at the foot of Mt. Diablo State Park, across from our family farm. I coordinated a successful countywide campaign to put an initiative on the ballot.

This led to the discovery that there was discriminatory language in the State Election Code, which prevented blind persons from collecting signatures on petitions. I worked with the Secretary of State's Office to make the necessary changes to the California Election Code, eliminating the discriminatory language. This became a turning point in my life.

As a result of my increased involvement in the community and awareness of blind and disabled issues, I decided to do something to make a difference. My particular interests were in teaching skills and developing attitudes that would lead to independence and the self-esteem necessary for the transition to job acquisition by people with disabilities. To achieve this goal, I enrolled in the graduate program at SFSU to obtain a Masters Degree in Special Education with emphasis on Employment and Transition, Rehabilitation Teaching, and Orientation & Mobility.

As a part of my graduate studies, I traveled back east to observe several agencies for the blind such as the Maryland School for the Blind, Helen Keller International Center on Long Island, The Seeing Eye in New Jersey, Perkins School for the Blind in Boston, and the Louisiana Center for the Blind, established and run by the blind.

The week that I spent observing at the Louisiana Center was invaluable. It helped me with ideas and strategies for teaching and monitoring students as a blind O & M instructor. But most of all it helped me sort out and reconcile my philosophy so that I could be a stronger advocate. As a consumer and professional, I have been able to see the issue from both sides and have always been convinced the incorporation of a 'can do' philosophy in Rehabilitation Programs is imperative.

I became the first totally blind, university trained and certified Orientation and Mobility instructor. I have always been proud of this accomplishment! I taught Orientation and Mobility skills to pre-school through high school age visually impaired students for the San Francisco Unified School District, and adults with visual impairments at the California Orientation Center for the Blind. In these positions I counseled students and their families, newly blinded adults, taught ADL skills, delivered specialized rehabilitation instruction on adaptive skills for employment and independent living for clients, reviewed medical records, assessed physical ability, learning ability, tactual perception, memory, conceptual development, attitude, and motivation and developed teaching strategies.

While taking classes at SFSU, I was involved in many community service activities concerning disability issues. I presented at workshops on Tactile Graphics, Braille Literacy, and issues related to becoming a blind Orientation and Mobility instructor. I appeared on MSNBC TV, The Site, and CBS TV, 60 Minutes, Demonstrating orientation and mobility techniques using Talking Signs. I facilitated a Job Seekers Support Group for adults with visual impairments at the Rose Resnick Lighthouse San Francisco, and taught job seeking skills that promote healthy attitudes about blindness and independence.

In addition, I began working in the field of adaptive technology, doing training and equipment sales for several companies: ReproTronics Inc, Sighted Electronics Inc, Adaptec, CustomEyes Computer Systems, Accessibility Inc, Enable Mart, Next Level Assistive Technology, Oregon Commission for the Blind, Oregon Vocational Rehabilitation Services, California Department of Rehabilitation, Texas Commission for the Blind, and the Federal Government.

My children and I moved to Oregon in 1999. I continued to work in the field of rehabilitation and adaptive technology. I taught classes in adaptive technology at Southern Oregon University and Rogue Community College, set up an adaptive technology lab, taught high school classes in hardware and software configuration and trouble-shooting. I also worked locally as an Adaptive Technology Specialist.

In the spring of 2005, I assisted in the development, implementation and evaluation of curricula for the Senior Retreat, a pilot program of the Oregon Commission for the Blind in collaboration with the National Federation of the Blind of Oregon. I mentored seniors with visual impairments in the areas of Communication, ADL, Cane Travel, and Adaptive Technology.

I was hired by DASIL (Disability Advocacy for Social and Independent Living) in 2005, as part of a special grant to assist the Director. I performed administrative duties, wrote grants, restructured file and record keeping systems, supervised employees, directed program development and staff training, installed and maintained a secure computer network, acted as a liaison to community partners, counseled clients with varying disabilities, reviewed medical reports to determine clients' abilities and planned goals for independent living.

I created my own consulting business called "All Things Accessible". I provide a multitude of services, technical support and personal training for adaptive and mainstream technology, job site evaluation and equipment assessment, Braille and alternative format production, Rehabilitation teaching and Orientation and Mobility training.

I have a certificate in Accessible Information Technology from EASI (Equal Access to Software and Information), am a certified Access Technology Trainer for the State of Texas, and have taken the MOS (Microsoft Office Specialist) training through Project Assist with Windows.

In 2008, I became the Executive Director of DUDE, Disabled United in Direct Empowerment. In this role I manage the finances, write grants, conduct fund raising events, produce a monthly TV show on Rogue Valley Community TV, represent DUDE on various committees, prepare educational materials promoting people with disabilities for the public and potential employers. I am always ready to assist with unexpected issues that may jeopardize the quality of life for people with disabilities.

10/15/10  
Date

Corinne Viéville  
Signature



# Memo

CITY OF  
ASHLAND

Date: December 2, 2010  
From: Jim Olson  
To: Transportation Commission  
Re: PETITION TO ESTABLISH A PUBLIC PEDESTRIAN  
RAIL CROSSING NORTH OF SECOND STREET

## QUESTION

Will the Commission consider a request from petitioners to facilitate the construction of a pedestrian crossing over the Union Pacific Railroad tracks and property north of Second Street?

## STAFF RECOMMENDATION

Staff recommends that the following actions be considered:

### 1. TSP Involvement

As this is a transportation issue of significant impact both functionally and financially, it should be fully addressed in the currently ongoing Transportation System Plan (TSP) process. The City's consultant, Kittelson and Associates, Inc. (KAI), have been provided a copy of the petition and will incorporate it into the TSP process.

One of the most important goals of the TSP is to support a safe, efficient, multimodal transportation network based on existing and forecasted land uses with a focus on modal equity and a strong emphasis on improving safety for all system users.

Transportation options developed through the TSP process ensure that all transportation-related proposals are publically reviewed from a variety of viewpoints. The TSP, once completed, will be adopted by the City Council and will become an official guide for all transportation matters within the City.

### 2. Determination of the Most Effective Crossing Location

The current 1998 TSP shows a full public at-grade rail crossing at Fourth Street rather than at Second Street. (The "Street Dedication Map of the Ashland Comprehensive Plan" for the area known as the Railroad Property, including identification of a Fourth Street crossing, was approved by Planning Commission on June 11th 2002.) This location has an existing street right of way (Fourth Street) already in place adjacent to the railroad right of way. Fourth Street, north of A Street was deeded in the early 1990's with the creation of the Railroad Village Subdivision.

The Fourth Street location is more centrally located between Oak Street and Eighth Street than is the Second Street location.

### **3. Determination of Crossing Type**

The 1998 TSP shows the Fourth Street crossing to be a full multi-modal crossing accommodating autos, bikes and pedestrians.

Currently Ashland has nine at-grade vehicle rail crossings. The ODOT Rail Division, who controls and authorizes all rail crossing statewide, recently established a "no new at-grade crossings" policy. Under this policy, to add a new crossing requires an existing crossing be closed. Additional at-grade crossings must be carefully considered as the closure of any existing crossing will likely receive strong opposition from many sources. A pedestrian-only crossing may not carry the same requirements as a full crossing and may be easier to approve. This would need to be researched

### **4. Discourage Present Use of Unauthorized Crossing**

The City should do nothing to encourage or condone the continued unauthorized use of a pedestrian crossing at Second Street. There is no legal right of way or easement between A Street and Clear Creek Drive at Second Street. Pedestrian use of this area constitutes trespass on railroad property as well as other privately owned properties.

## **BACKGROUND**

Staff received the attached petition bearing 90 signatures and calling for the City Council to assist in the development of a pedestrian crossing over the railroad north of Second Street.

As outlined the previous section of this communication there are several issues which must be resolved prior to proceeding further with this request. Those issues include:

#### **1. Lack of easements or right of way across the tracks**

This is the most important aspect as there is no available action that can require the railroad to grant the easement. Regardless of what type of crossing is used an easement would be required as the first step.

#### **2. Location**

It is suggested that the Fourth Street location be used rather than at Second street. This has the advantage of already having a right of way to the railroad property and it would be in conformance with the City's TSP.

#### **3. Rail Crossing Permit**

All rail crossings within the State of Oregon are permitted and controlled by the ODOT Rail Division. Generally, ODOT Rail does not like to consider

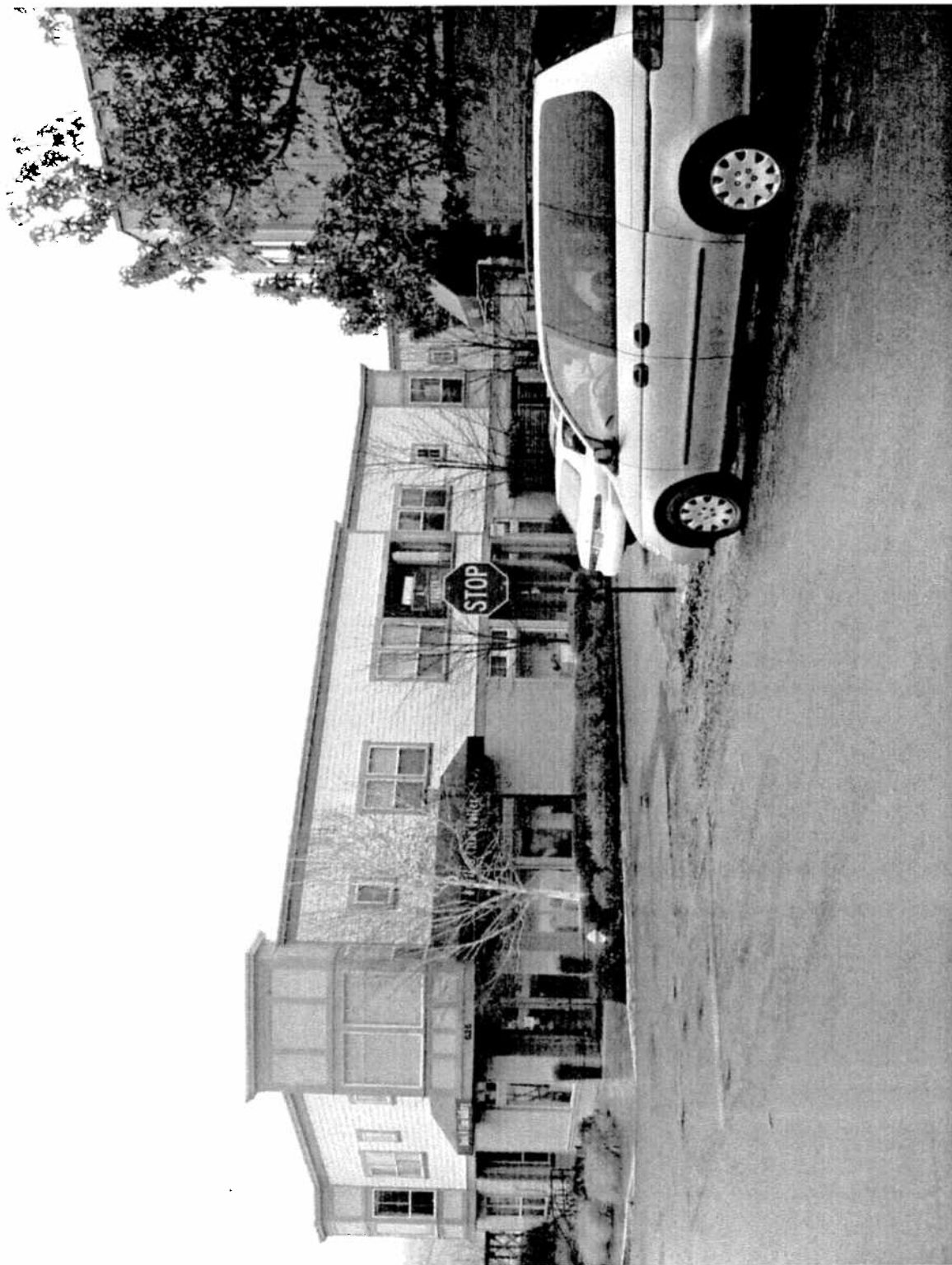
pedestrian crossings, preferring to use the more common full crossing that will accommodate all modes of travel including automobiles. In a recent conversation with the Rail Division, it was noted that they would consider a permit for a pedestrian/bike only crossing. Specific conditions would be attached upon submittal of a preliminary application.

#### **4. Type of Crossing**

There are three basic types of crossings that can be considered for rail crossings. The most common crossing is the at-grade crossing which is what has been constructed at Helman Street, Mountain Avenue and East Main Street. Other crossings include above-grade and below-grade crossings. Both of these options are extremely costly and have other issues such as bypassing the bridge or tunnel to contend with. The tunnel option has the added problem of security within the tunnel, lighting, drainage and vandalism.

#### **5. Project Cost**

As mentioned previously, the at-grade crossing is the least expensive of the three possible crossing types, but still can require a significant budget to complete. While the bridge and tunnel options can easily exceed \$0.5 million, the at-grade crossing may exceed \$100,000 depending upon the cost of easements and the railroad work.



A Street at Fourth Street

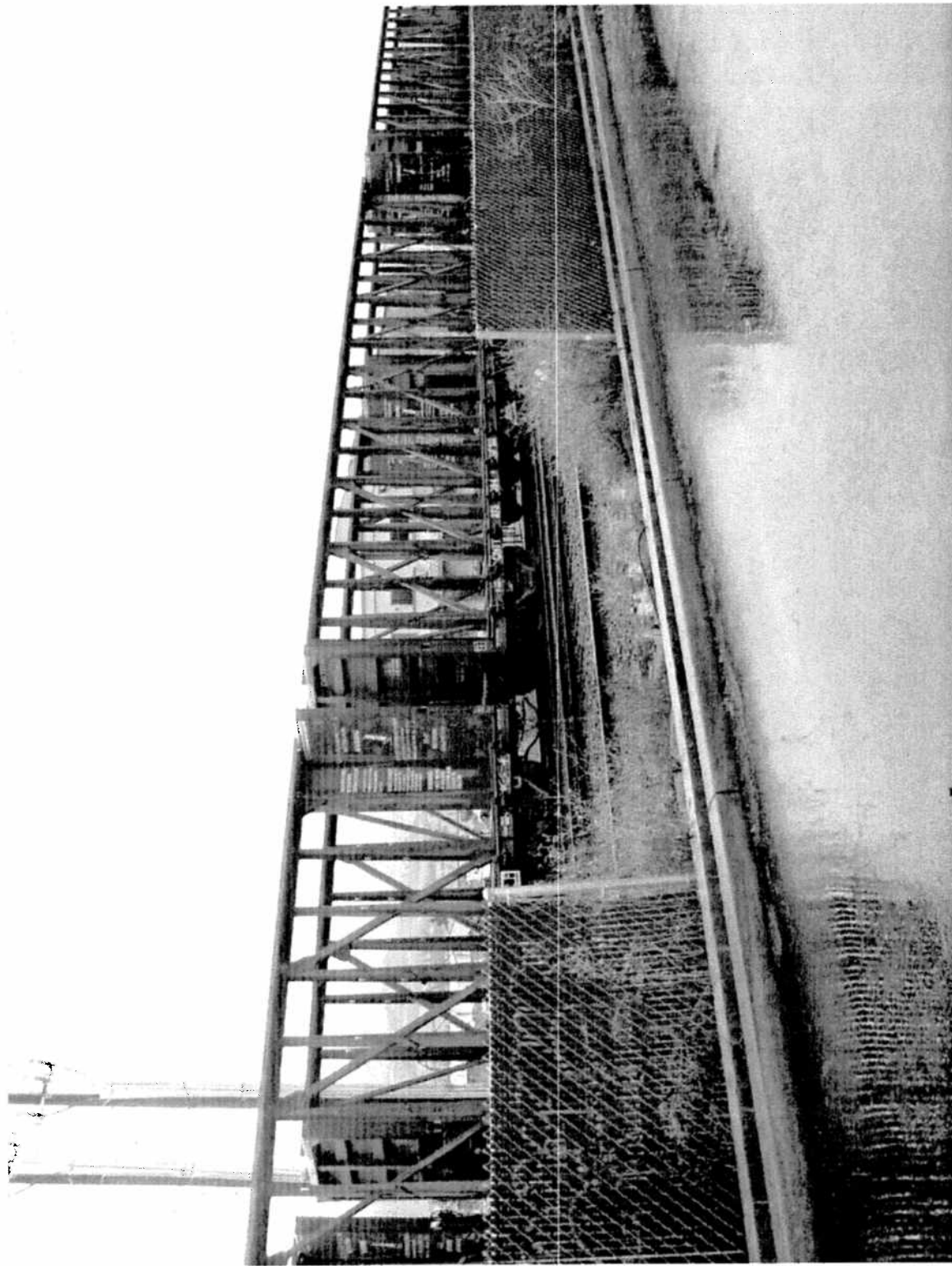


Looking north on Fourth Street



Location of unauthorized crossing north on Second Street





Missing fence sections allowing pedestrian crossing at Ashland Hardware Parking Lot



Intersection on A and Second Streets



Looking north on Second Street

Ashland City Council

**Request that the City Council assist in a Pedestrian crossing of the railroad tracks at the foot of 2<sup>nd</sup> St.**

We, the undersigned all work and/or live on Clear Creek Dr. or on Hersey St.  
We are owners of businesses, are employees of businesses and/or are residents on Clear Creek Dr. or Hersey St.

If there was a pedestrian crossing of the railroad tracks at the foot of 2<sup>nd</sup> Street, that would **decrease vehicle traffic on Clear Creek Dr. and encourage more people to walk to and from Clear Creek Dr. and or Hersey St. to A Street businesses and downtown.** Recently Clear Creek Dr. has become more congested.

With train box cars being seemingly permanently “parked” on the tracks between Oak St. and Mountain, it is impossible to cross the tracks without climbing up onto the trains, which many people do. We realize this is somewhat dangerous and is also illegal.

Many of the undersigned are Healthcare professionals. Many of our patients would walk to our offices from the downtown area, rather than driving, if they could safely cross the train tracks at 2<sup>nd</sup> Street. Many of our patients take the bus for transportation and have limited distance they can walk. Having a crossing at 2<sup>nd</sup> Street will make it possible for some of those people to reach us without relying on others to transport them to us.

We request the City’s assistance in communicating with the Railroad and obtaining a right of way for a crossing. We also request that the City build the crossing. The crossing could be either a bridge, a tunnel, or a very simple and inexpensive ground level crossing for pedestrians and bicycles.

This crossing would also ease the congestion on "A" street for cyclists who are now left on the narrow street to make their connection to Oak Street, since the Bear Creek Greenway has no designated lanes on A street.

We urge you to enter into rigorous dialogue with the railroad about these concerns, and to form a task force from the City Planning Department to resolve this problem and to meet with us to explore this issue so that we can work together for a safer and more pedestrian/bike friendly city.

Signature pages are attached.

We, the undersigned, request that the Ashland City Council assist in a Pedestrian crossing of the railroad tracks at the foot of 2<sup>nd</sup> St.

Name

Address

Michelle Ainsworth	PO BOX 691, ASHLAND
<del>Sam Rayghlin</del>	439 Chestnut, Ashland
<del>John Smith</del>	Talent OR
Andrew Baldwin	AIM
<del>Longden</del>	2411 Holabird Ave. K. Falls OR. 97601 (AIM)
Steven Glaser	AIM
Sophia McElary	1161 Paradise Ln Ashland OR 97520 (AIM)
Melissa Corty	280 E Hersey St. Ashland OR 97520
Anna Keppen (AIM)	401 Glenn way central point, OR 97002
Jessica Hill	694 Ashland Oregon Street (AIM)
LARRY MILHOLLIN	184 Van Ness
Lauren Sutton - AIM	981 BESWICK WAY ASHLAND
Bryn McAmley	715 Proest St. Ashland
Tia Patterson - AIM	715 Proest St. Ashland
<del>Jeffrey</del>	1354 Quincy #6 Ashland
Amelia Schaaf - AIM	439 Chestnut St. Ashland OR 97520
Sarah Timpone	171 Neil Creek Road, Ashland OR
	770 Faith Ave Ashland

We, the undersigned, request that the Ashland City Council assist in a Pedestrian crossing of the railroad tracks at the foot of 2<sup>nd</sup> St.

Name	Address
Ted Sundin, MD	149 Clear Creek Dr suite 102 Ashland, OR 97520
Janel F. Rieger, LL	149 Clear Creek Dr. #105 Ashland, OR 97520
Karen A. McClintock PhD	149 Clear Creek Dr. #101 Ashland OR 97520
Judith Sanford DMT CST	149 Clear Creek Dr #111 Ashland OR 97520
Nard Reynolds	149 Clear Creek Dr #102 Ashland OR 97520
Ann DeBor	149 Clear Creek Dr #106 Ashland, OR 97520
Cludia Steens, LCSW	149 Clear Creek Dr #123 Ashland, OR 97520
Michael Balacca	Ashland, OR 97520 #
Heika Wierenga	149 Clear Creek Dr 102
Shanon Halvorsen	149 Clear Creek Dr Suite 106
Melinda Thomson	149 Clear Creek Dr. #2
Gavin Phusim, PhD	149 Clear Cr. Dr #110
Kerry Epitafio	149 Clear Cr. Dr #102
M. J. Felder	1211 Hiawatha Pl.

We, the undersigned, request that the Ashland City Council assist in a Pedestrian crossing of the railroad tracks at the foot of 2<sup>nd</sup> St.

Name

Address

Steve ~~unwed~~ 250 Ast Stel, A Hanel, A St Copy  
Koko Bento & Cafe 249 1/2 Ast, A Hanel, 541-488-5656  
Etsuko Jensen 288 Patterson St. 541-488-3921  
Jana Ken Greene CNH, 180 Clear Creek Drive,  
Jaylen May II, CNH, 180 Clear Creek Drive  
Kimen Wambui Centre for Natural Healing 180 Clear Creek Drive  
Bridget Younger Centre for Natural Healing 180 Clear Creek Dr. 97520  
Island Importer (Kinn Khalsa) 184 Clear Creek Dr #2 97520  
Ken Bendat Ken Bendat, LLC 180 Clear Creek Dr #104 97520.  
Claire Pence 180 CLEAR CREEK DR ASHLAND, OR 97520

④

**We, the undersigned, request that the Ashland City Council assist in a Pedestrian crossing of the railroad tracks at the foot of 2<sup>nd</sup> St.**

Name

Address

Joni Tully	125 Clear Creek Dr
Cristi Land	125 Clear Creek Dr
Jonda Jo Shouse	125 Clear Creek Dr
Hayden Kozick	125 Clear Creek Dr
Ann Shuchter	125 Clear Creek Dr
LISA WOLFE	125 Clear Creek Dr
Andrea Luchese	125 Clear Creek Dr
Shawn Friedman	125 Clear Creek Dr
Marigny Goodyear	125 Clear Creek Dr
Amber Wiley	125 Clear Creek Dr
Jennifer Vance	125 Clear Creek Dr
Donald Vance	125 Clear Creek Dr



**We, the undersigned, request that the Ashland City Council assist in a Pedestrian crossing of the railroad tracks at the foot of 2<sup>nd</sup> St.**

*We are all employees at 148 E. Hersey St.*

Name

Address

<i>Janet Deegan</i>	<i>148 E HERSEY ST.</i>	<i>[Signature]</i>
<i>Tara Frazier Rice</i>	<i>148 E Hersey St.</i>	<i>Tara Rice</i>
<i>Patrice Fries FNP</i>	<i>92 Dewey St.</i>	<i>Patrice Fries FNP</i>
<i>Shanee Barnes</i>	<i>148 E. Hersey Street.</i>	<i>Shanee Barnes</i>
<i>Krysta Merrill</i>	<i>148 E Hersey St.</i>	<i>Krysta Merrill</i>
<i>Emily Rocha</i>	<i>575 Tucker St.</i>	<i>Emily Rocha</i>
<i>Nicki Briggs</i>	<i>105 Nicoya St. Talent, OR</i>	<i>Nicki Briggs</i>
<i>DOREEN L. Boruff</i>	<i>P.O. Box 981 Medford, OR</i>	<i>D Boruff</i>
<i>LOUISE ABEL CURTIS</i>	<i>1541 JASPER ST. MEDFORD, OR</i>	<i>Louise Abel Curtis</i>
<i>Franc Harding</i>	<i>310 Charlotte Anne, Medford</i>	<i>Franc Harding</i>
<i>Susanne McMoran</i>	<i>151 Clear Creek Dr #201, Ashland</i>	<i>Susanne McMoran</i>

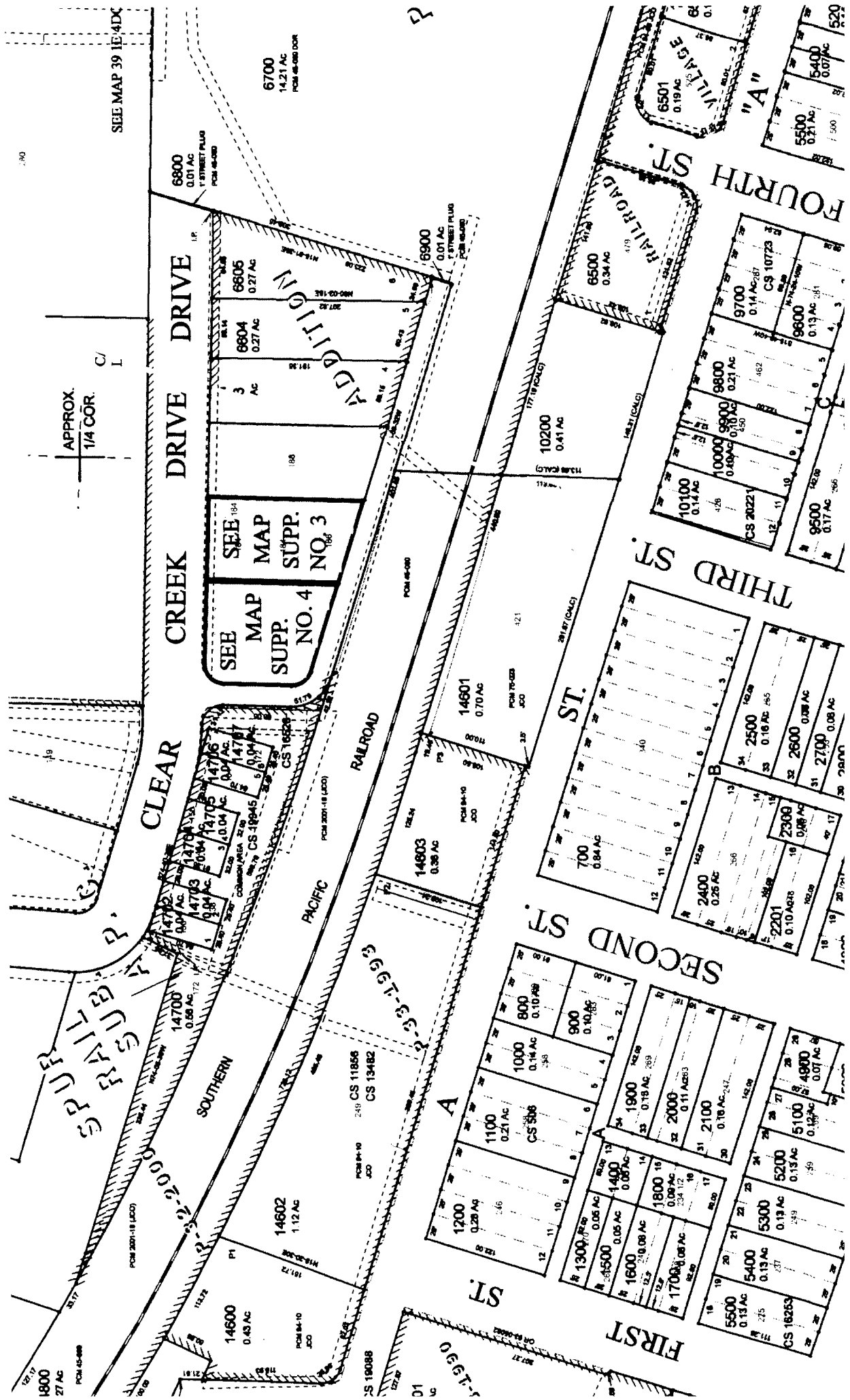
We, the undersigned, request that the Ashland City Council assist in a Pedestrian crossing of the railroad tracks at the foot of 2<sup>nd</sup> St.

We are all employees at 210 E. Hersey St.

Name	Address
JOSEPH ZACHARIASEN	WORK @ 210-E HERSEY 406 Merrill Circle, Ashland 97520
Steve Minor	406 Merrill Circle, Ashland 97520
Mark Hamilton	96 Coolidge St, Ashland 97520
Dennis Spaldyck	1280 Timberline Ter, Ashland 97520
John Wilhoit	4781 Cornum Creek Rd Medford 97501
Ryan Forrester	259 Garfield St. Ashland, OR 97520
Mike Smith	15457 Hwy 62 Eagle Point, OR 97524
Elmer Lobos	3880 Ave E, White City, OR 97783
Elizabeth Hoffmann	470 CLINTON ST., ASHLAND (210 E HERSEY)
Keirstin Richard	310 Candis Dr, Eagle Point (210 Hersey)
Vonda Allen	3750 Ave G #37 White City OR 97503 work 210 E Hersey
Betty L Stetson	318 S Buchanan St Eagle Point, OR 97524 (work @ Hersey)
Christina Bragagnolo	235 Twin C: Phoenix 97535 (work @ Hersey)
Robert Gilmore	482 LIT WAY, ASHLAND OR 97520 (210 E Hersey)
Lan Hinton	651 Helton Rd. Talent, OR 97540
Brian Pearson	Work @ 210 E. Hersey / 482 Lit Way Ashland 97520
John Pk	" " "
Christy Harshman	Work @ 210 E HERSEY ST, ASHLAND, OR
Gary Dunn	" " "
Marlena Corbett	Work @ 210 E. Hersey St., Ashland, OR 97520
Robert Luyties	302 Candis Drive Eagle Point, OR 97524
John Gelling	1650 TYLER CREEK RD. ASHLAND 97520

We, the undersigned, request that the Ashland City Council assist in a Pedestrian crossing of the railroad tracks at the foot of 2<sup>nd</sup> St.

Name	Address
<i>Flora Maclean Augeris</i>	
FLORA MACLEAN AUGERIS	149 CLEAR CREEK DR SUITE 106
BRUCE RICHEY	149 CLEAR CREEK DR. SUITE 201
<i>Bruce W. Richey</i>	



# Valley & State

## Bridging the gap

### Path over tracks in Railroad District would improve connectivity, business owners say

By Hannah Guzik  
Ashland Daily Tidings  
November 12, 2010 2:00 AM

Railroad District business owners are asking the city to build a pedestrian bridge, tunnel or walkway from Second Street to Clear Creek Drive to encourage more foot traffic and fewer cars.

Ninety business owners and employees, most of whom work on Clear Creek Drive and Hersey Street, signed a petition in the last month requesting the route over or under the railroad tracks.

The Transportation Commission is scheduled to discuss the petition at a Dec. 16 meeting.

Organizers Janet Rueger and Karen McClintock, who share an office building on Clear Creek Drive, sent the petition to the city last week.

"From my office, I can see the tracks, and I watch people all day trying to get through," McClintock said. "There's got to be a way to make a crossing across the railroad tracks."

For the last two years, boxcars have been parked on the tracks, making getting across them an acrobatic challenge, McClintock said. Central Oregon and Pacific Railroad closed the line in 2008 after shippers balked at rate increases, but trains occasionally run on the tracks.

Regardless of the boxcars, walking on the tracks is considered to be trespassing on Union Pacific property and is illegal, said Jim Olson, the city's engineering services manager.

He said in order to build a bridge, walkway or tunnel from Second Street to Clear Creek Drive, the city would need to secure an easement from Union Pacific and, likely, other nearby private property owners.

"The biggest problem is we have private property to cross and railroad property to cross and we don't have easements to cross those," Olson said. "Either one of those entities could say, 'Take a hike. We don't want to deal with it.' And that will be as far as it goes."

Union Pacific has been reluctant to grant easements in the past, he said.

Even if the rail company granted the easement, building the route would be a long and probably expensive ordeal, Olson said.

"I know working with the railroad is a very, very slow process," he said. "If everything fell together,

I'd say we're still two to four years out."

Past easement contracts with railroad companies have cost the city as much as \$100,000 per mile, Olson said.

Olson said he doesn't think building a tunnel or bridge would be feasible, because both are expensive and likely wouldn't draw as much foot traffic as a simple walkway across the tracks.

"I certainly wouldn't recommend a bridge because I don't think it would be that well used and it's extremely expensive," he said. "And I don't think a tunnel would be possible, because it would be hard to get rid of the water there."

McClintock, a psychologist, said she hopes the city and rail company can come to an agreement that allows people to easily cross the tracks.

"I think if we just talk it out, we ought to be able to come up with a good solution," she said. "Mediation is possible."

Rueger, a chiropractor, said the proposed route would benefit nearby residents, customers and employees.

"There's a lot of traffic that wants to go from there to where we all are on Clear Creek and Hersey," Rueger said. "A lot of people want to run to the hardware store or co-op or other business on A Street."

Having a path between Second Street and Clear Creek Drive would encourage more people to walk or bike, instead of driving, between the two streets, she said.

"A lot of us are driving because we don't have the time to walk around, and that's a flagrant environmental waste," she said. "We're trying to have less environmental impact and reduce the amount of traffic."

The city is trying to improve bike and pedestrian routes while it remakes its Transportation System Plan, and officials will consider the path suggested in the petition, said Eric Heesacker, Transportation Commission chairman.

"Anytime there's a crossing that provides more pedestrian connectivity, I'm all for that, but I also know that these are very hard things to get across the railroad tracks," he said.

Heesacker said the commission will invite all 90 petition signers to the Dec. 16 meeting, which begins at 6 p.m. in the Siskiyou Room of the Community Development Building, 51 Winburn Way. It's unclear whether commissioners will vote on the matter at the meeting.

"We're certainly going to look at it," Heesacker said. "Will it go anywhere? I don't know. That remains to be seen."

Contact reporter Hannah Guzik at 541-482-3456, ext. 226, or [hguzik@dailytidings.com](mailto:hguzik@dailytidings.com).

# Memo

CITY OF  
ASHLAND

Date: December 7, 2010  
From: James H. Olson  
To: Transportation Commission

Sub: REQUEST TO REVIEW THE CROSSWALK ON  
SISKIYOU BLVD AT FRANCES LANE

## QUESTION

Will the commission consider a suggestion by Russ Silbiger to improve the crosswalk on Siskiyou Blvd at Frances Lane for pedestrians?

## STAFF RECOMMENDATION

In this section, Siskiyou Boulevard has four lanes including a center maneuvering lane. The center lane is used for storage of traffic turning left onto Frances Lane or the Market of Choice. To construct a refuge island where the crosswalk is now located would eliminate this left turn onto Frances. If the crosswalk were to be relocated to the west side of Frances Lane, the left turn into the Market of Choice would be eliminated. Because of the elimination of left turn movements, staff recommends that a refuge island not be considered for this location.

## BACKGROUND

Siskiyou Boulevard near Frances Lane is 56.5 feet wide and includes two six foot wide bike lanes, two 11 foot wide north bound lanes, one 11.5 foot wide center maneuvering lane or median and one 11 foot wide south bound lane. The median lane is not a protected space (no raised islands) and is defined by pavement markings only. The lane is intended to serve as storage space for left turning vehicles accessing Frances Lane or the Market of Choice shopping center and allows turning traffic to exit the main traffic lanes while through traffic continues unimpeded.

Where there exists a single travel lane of traffic in opposite directions, a median lane is even more critical as turning traffic would be forced to wait for two lanes of traffic to clear while entirely stopping traffic flow in the single lane. Installing a raised median as a pedestrian refuge would thereby eliminate the left turn pocket and cause additional congestion in the main travel lanes.

Other considerations: the width of Siskiyou Blvd near Frances Lane is approximately 12 feet narrower and the crosswalk is 40 feet shorter than Siskiyou/Garfield crosswalk. In addition, the traffic volume at Frances Lane is approximately 10,000 vehicles per day; one-half of the volume at Garfield Street.

---

### ENGINEERING DIVISION

20 E. Main Street  
Ashland OR 97520  
[www.ashland.or.us](http://www.ashland.or.us)

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



g:\pub-wrks\engdept-admin\transportation commission\street actions\siskiyou blvd at frances crosswalk memo 12 7 10.doc

## Nancy Slocum

---

**From:** Eric Heesacker [eric.heesacker@gmail.com]  
**Sent:** Friday, November 12, 2010 9:42 AM  
**To:** Russ Silbiger  
**Cc:** Nancy Slocum; Jim Olson  
**Subject:** Starbucks/M.of Choice x-walk

Thanks for your input here councilor. I'll see what I can do about getting this on the commission's radar.

Eric Heesacker

On Tue, Nov 9, 2010 at 9:09 AM, Russ Silbiger <[russ@council.ashland.or.us](mailto:russ@council.ashland.or.us)> wrote:  
Eric,

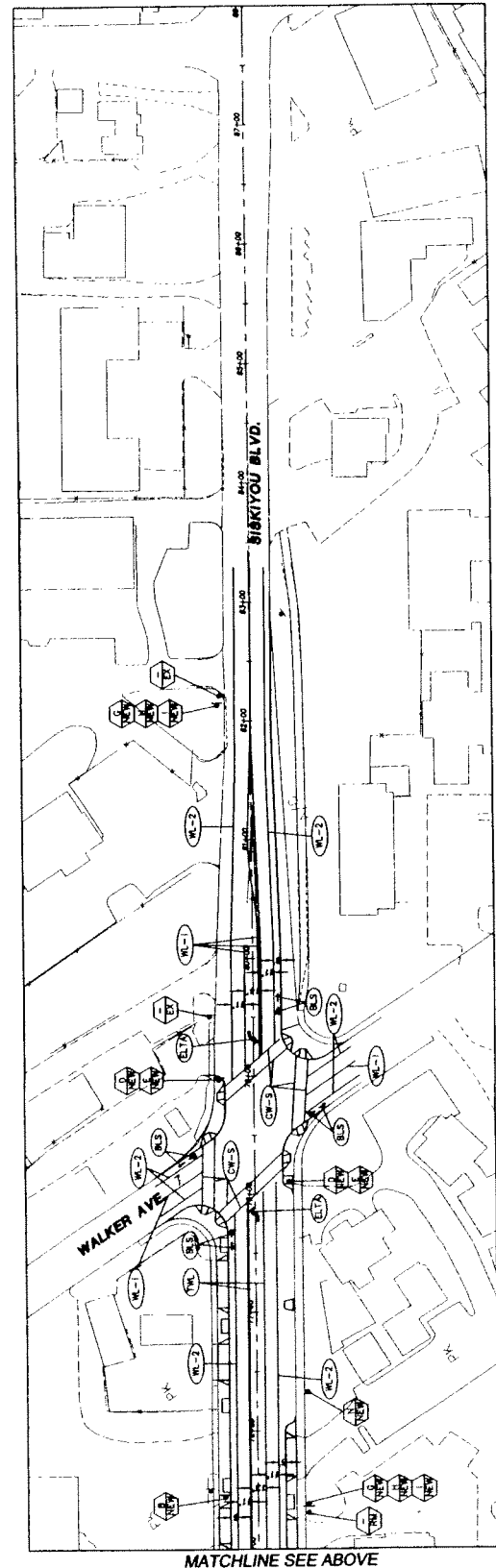
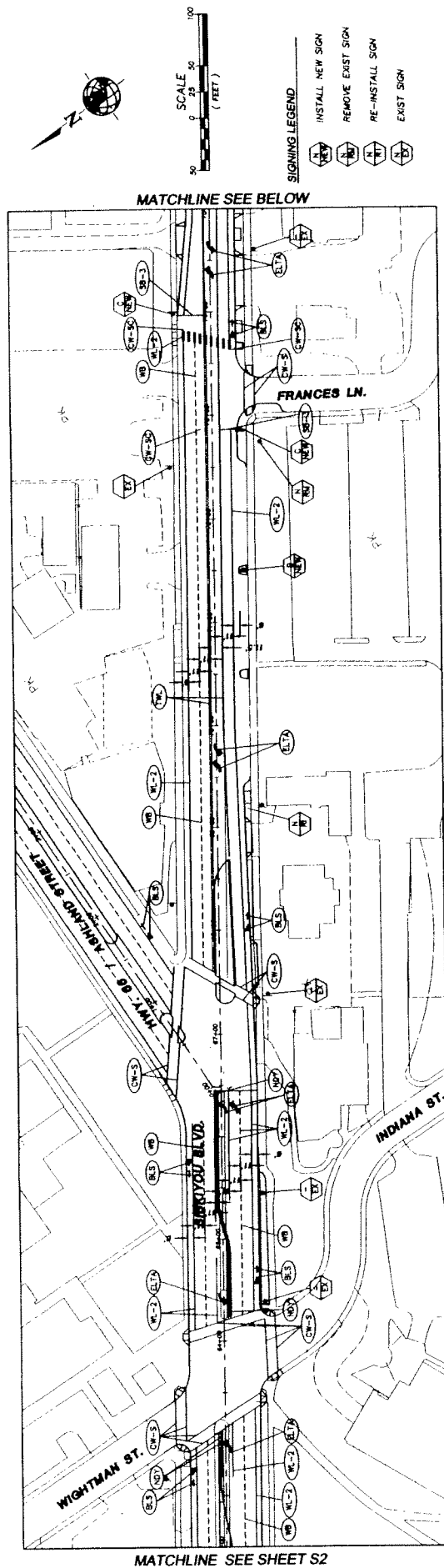
I appreciate your comments. I have had the same general observations about the committee for some time. I would prefer people who are themselves balanced in their approach rather than on one "side" or the other, but then, this is Ashland. Mult-modal is not supposed to mean anti-auto.

On a slightly different subject, and speaking as a citizen, not representing the Council, I have observed a particular problem with the crosswalk at Siskiyou between Market of Choice and Starbucks (near Frances. It is a fairly long crossing with a middle lane. There are a lot of traffic complications including the offset from Frances, the entrance to the shopping center on one side, and Starbucks on the other. I would suggest that the commission or the sub-committee look at that crossing for a pedestrian refuge like the one at Garfield.

Thank you for your comments and participation.

Russ Silbiger  
Ashland City Councilor  
[russ@council.ashland.or.us](mailto:russ@council.ashland.or.us)  
541-482-6907





## STRIKING / EGGNO

- |                                 |                           |
|---------------------------------|---------------------------|
| BIKE LANE STOPOC                | ELONGATED LEFT TURN ARROW |
| STANDARD CROSSWALK              | 12" STOP BAR              |
| STAGGERED CONTINENTAL CROSSWALK | TWO-WAY LEFT TURN STRIPS  |
| NARROW DOUBLE 2-4" YELLOW LINES | 4" WHITE BROKEN LINE      |
|                                 | 4" WHITE LINE             |
|                                 | 8" WHITE LINE             |
|                                 | 8" YELLOW LINE            |

### SIGNING LEGEND

- |   |                   |
|---|-------------------|
|  | INSTALL NEW SIGN  |
|  | REMOVE EXIST SIGN |
|  | RE-INSTALL SIGN   |
|  | EXIST SIGN        |

**SISKIYOU BOULEVARD  
CITY OF ASHLAND  
SIGNING AND STRIPING PLAN  
62+00 TO 83+30**

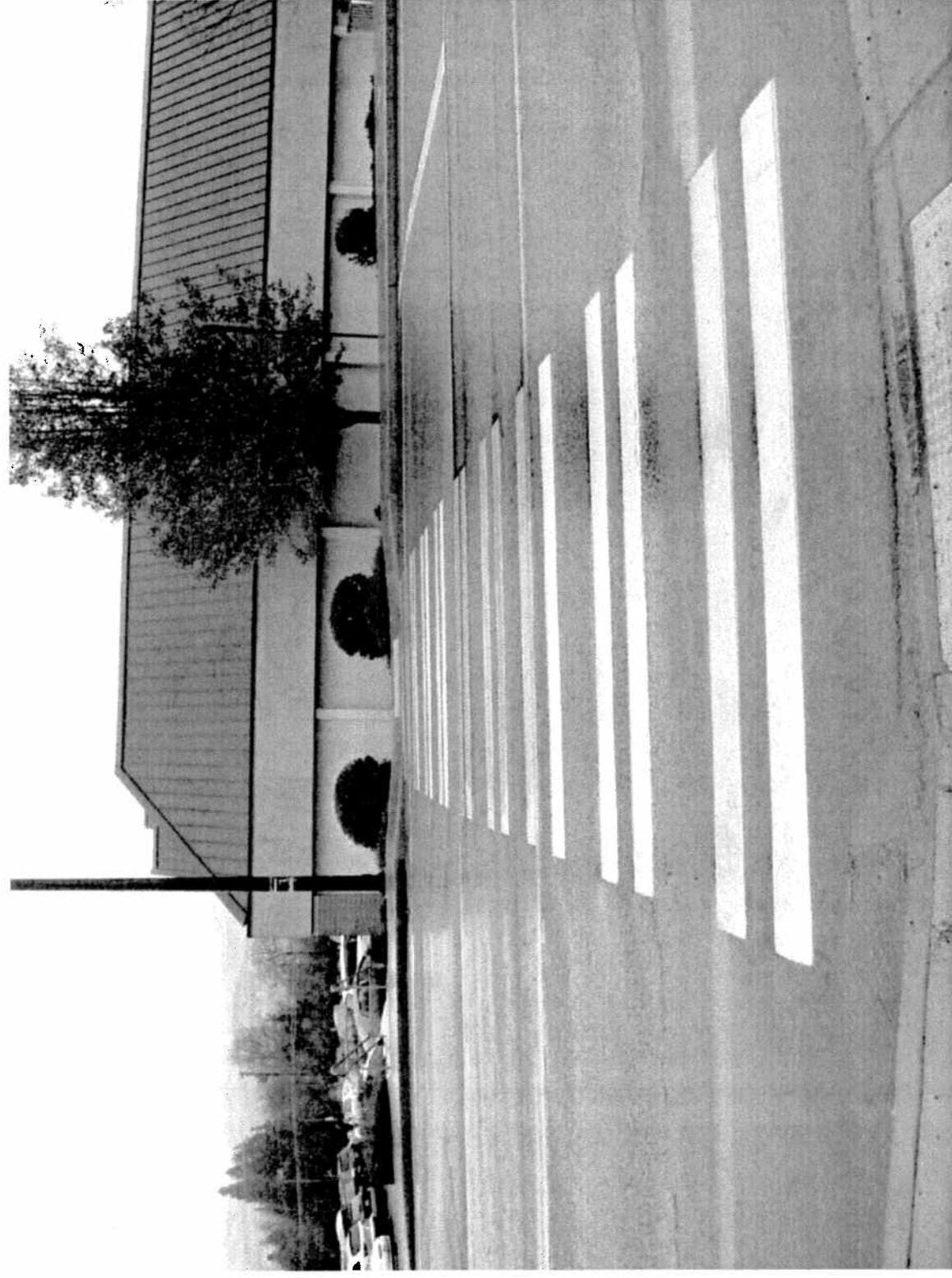
SCALE: AS SHOWN

EXHIBIT 12/13/18

**PROPERTY CATEGORY : ANALOG : ANALOG : ANALOG**

**SECRET**

[illegible]



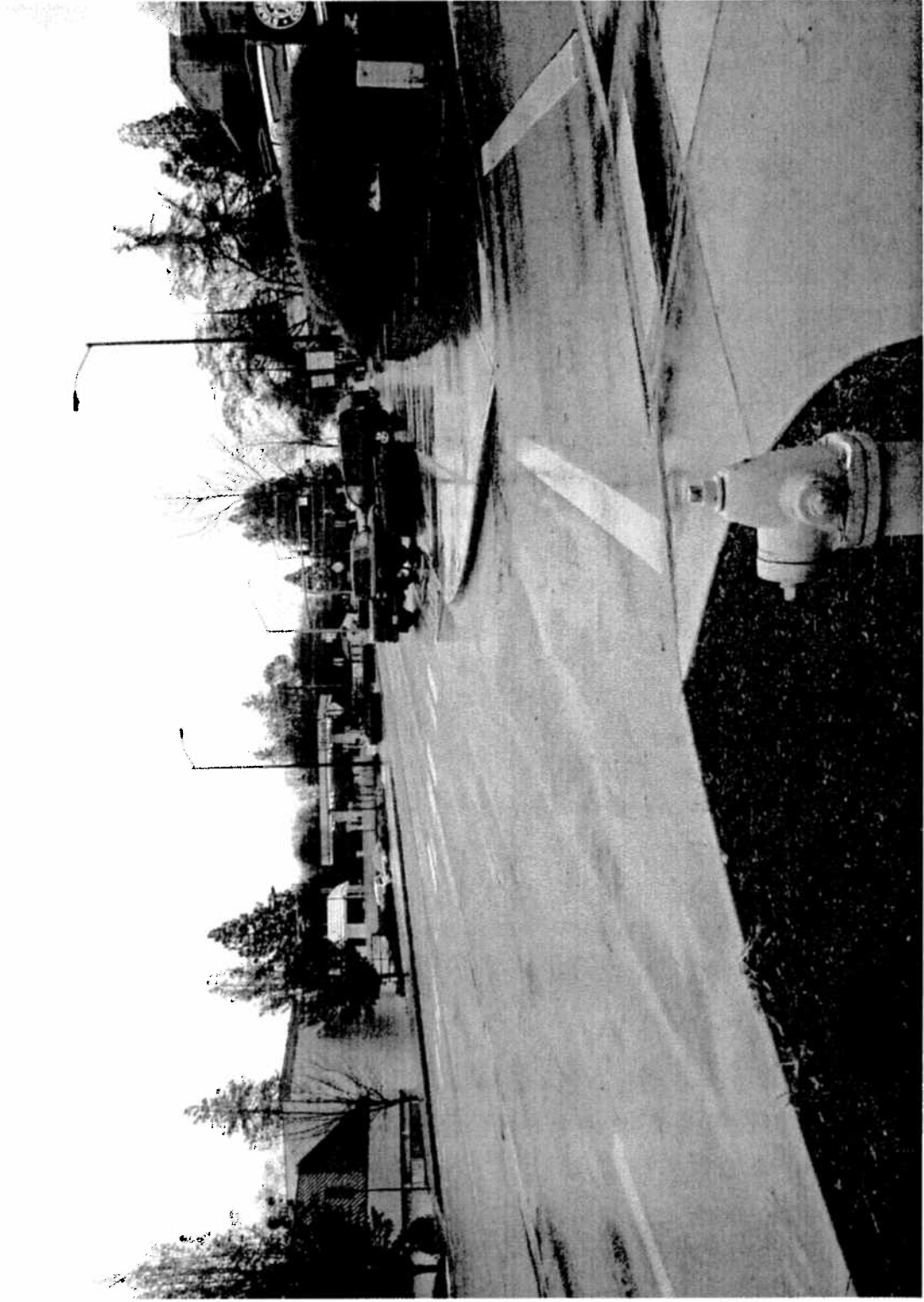
Looking north across Siskiyou Boulevard



Location of crosswalk east of Frances Lane



Looking north from the east side of Frances Lane



Looking east on Siskiyou Boulevard



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The Association of Pedestrian and Bicycle Professionals is the only professional association for people working toward more walkable, bicycle-friendly communities. APBP is a community of peers working in government, consulting firms, and non-profit organizations in the fields of transportation planning and engineering, urban design and planning, public health, and active living.

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- You'll connect to a network of professional colleagues through APBP's online community and list serve
- The Career Center offers you the ability to post and search for R Fps and job openings
- You'll save money with reduced fees for webinars and professional development seminars
- APBP's resources will help you grow professionally and become more effective at what you do.
- You'll gain credibility and support for your work.

#### Membership Levels

**Professional** - \$85/year: This membership is for a person employed by a local, state or federal government, a corporation or consulting firm, a college or university, or as an independent consultant.

**Advocate** - \$75/year: This membership is for staff or volunteers of an advocacy organization or advisory committee.

**Student** - \$30/year: This membership is for full-time students in engineering, planning, landscape architecture, urban design, safety and promotion, health, law enforcement and other related curricula.

**Retired** - \$30/year: Retired bicycle and pedestrian professionals interested in maintaining connections in the field.

**Group Memberships**: Groups of five or more people from the same professional or advocacy organization may join together as a group and save 20% on annual membership dues.

Contact APBP via the [Contact Us](#) page for more information.

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APBP Announces 2011 Board of Directors

11/2/2010  
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9/29/2010  
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[more](#)

12/15/2010  
Webinar: Bike Boxes

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P.O. Box 53, Cedarburg, WI 53012

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# 2010-2011 CITY COUNCIL GOALS

## OVERVIEW

The City Council has set goals for the next 12 to 24 months to continue Ashland's history as a community that focuses on sustaining itself and its people. To us, sustainability means using, developing and protecting resources at a rate and in a manner that enables people to meet their current needs and also provides that future generations can meet their own needs. The City of Ashland has a responsibility towards sustainability in six primary areas:

- Economy
- Environment
- Social Equity
- Municipal Organization
- Public Facilities
- Partnerships

### **ECONOMY**

Develop and implement a comprehensive economic development strategy for the purpose of:

- Diversifying the economic base of the community
- Supporting creation and growth of businesses that use and provide local and regional products
- Increasing the number of family-wage jobs in the community
- Leveraging the strengths of Ashland's tourism and repeat visitors

Develop an implementing strategy for funding infrastructure and public facilities for economic development projects.

Increase the clarity, responsiveness, and certainty of the development process.

### **ENVIRONMENT**

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.

Adopt an integrated Water Master Plan that addresses long-term water supply including climate change issues, security and redundancy, watershed health, conservation and reuse, and stream health.

Implement specific capital projects and operational programs to ensure that City facilities and operations are a model of efficient use of water, energy, land, and other key resources.

Adopt land use codes, building codes, green building standards, and fee structures that creates strong incentives for new development that is energy, water, and land efficient and supports a multi-modal transportation system.

Develop a strategy to use conservation and local renewable sources to meet Tier 2 power demands.

Plan for low-water years including potentially 2010 by:

- Implementing a public information and technical assistance campaign that encourages summer time conservation.
- Consider the options for a summer time surcharge to encourage efficient irrigation practices prior to June 1, 2010.

### **SOCIAL EQUITY**

Complete the sale of a portion of the Clay Street Property to Parks and Recreation and decide whether to develop or sell the remaining land.

Convene a discussion of stakeholders working on issues related to homelessness to develop a plan for:

- Replacing services previously provided by ICCA.
- Developing an emergency shelter for minors.
- Improving connections to services available in Jackson County to Ashland's homeless.
- Ensuring Jackson County's 10 Year Plan addresses the specific issues faced in Ashland.

### **ORGANIZATION**

Develop plan for fiscal stability, manage costs, prioritize services, and insure key revenue streams for the City and Parks & Recreation.

Address issues the stability of the organization including employee recruitment and retention; succession planning; and effective and increased use of citizen volunteers.

### **PUBLIC FACILITIES**

Develop a plan to replace Fire Station #2.

Define a long term strategy for the Ashland Fiber Network that improves its financial viability, provides high quality services to residents, and promotes healthy economic development.

### **PARTNERSHIPS**

Foster strong collaboration of the local community, City, State and Federal leaders in efforts to improve the health of the Ashland watershed through reducing fire hazards and restoring forest health.

Advocate for the long-term viability of rail service to and through Ashland and encourage the use of rail through land use, transportation, and economic development planning.



# Memo

CITY OF  
ASHLAND

Date: November 19, 2010  
From: Jim Olson  
To: Transportation Commission  
Re: TRANSPORTATION RELATED GRANTS UPDATE

The City of Ashland takes full advantage of available Federal and state grants to fund many of our transportation projects. Following is a summary of the current grants secured or applied for which will help construct much needed transportation improvements within Ashland.

## CONGESTION MITIGATION AND AIR QUALITY (CMAQ) GRANTS

1. Plaza Av Improvements: Verda to Nezla Street (full improvements including sidewalk and storm water quality improvements). This project will bid March, 2011.
2. Peachey Road Improvements: Walker Av to Hillview Dr (Jackson County project for full street improvements including sidewalk and storm water quality improvements.)
3. Walker Av: Ashland St to E Main St (Safe Routes to School project including west side sidewalk construction from Iowa Street to Ashland St and railroad crossing improvements).

## SAFE ROUTES TO SCHOOL (SRTS) GRANT

1. East Main St Pedestrian Crosswalk Improvements include a High Intensity Activated Crosswalk (HAWK) pedestrian signal. This project is in the early grant stage with the "Notice of Intent" recently approved by ODOT.

## FLEXIBLE FUNDS PROGRAM

1. An application has been made for a \$1,250,000 project to enable the City to resume a zero fare bus service.

## FUND EXCHANGE PROGRAM

1. Laurel Street Sidewalk Improvements. This construction project includes sidewalks and other traffic calming features on Laurel Street from Hersey Street to Randy Street. Project has been submitted to bid, opening December 16, 2010.
2. Hersey / Laurel Rail Crossing Improvements. This project will improve the crossing surface and add bike lanes and sidewalks across the tracks at this intersection. Scheduled for construction in 2011.

**Transportation Commission  
2010 Action Summary  
as of November, 2010**

[illegible]

Site: Trans Comm  
Wednesday, 10/27/2010, 12:54:41 PM -  
Thursday, 11/4/2010, 11:22:23 AM

# B STREET SPEED STUDY

B Street  
2nd  
3rd

Speed Grand Totals  
Combined

	0 -	15 -	20 -	25 -	30 -	35 -	40 -	45 -	50 -	55 -	60 -	65 -	70 -
	<15	<20	<25	<30	<35	<40	<45	<50	<55	<60	<65	<70	<200
Total	17.3	2.6	5.3	7.3	1.9	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12:00 AM	10.6	1.0	1.7	1.3	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1:00 AM	6.3	0.7	1.9	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2:00 AM	2.7	0.9	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3:00 AM	4.0	1.0	0.4	0.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4:00 AM	6.0	0.3	1.0	2.1	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5:00 AM	33.3	7.0	7.4	15.1	3.3	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0
6:00 AM	95.0	18.7	19.3	45.0	11.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7:00 AM	151.6	33.6	34.4	64.6	17.9	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
8:00 AM	187.3	41.1	48.4	77.3	20.9	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0
9:00 AM	205.0	37.7	54.0	91.7	20.6	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0
10:00 AM	234.0	49.1	59.9	96.9	27.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
11:00 AM	219.1	40.1	55.0	95.9	26.2	1.8	0.0	0.1	0.0	0.0	0.0	0.0	0.0
12:00 PM	262.1	69.6	67.7	99.4	24.0	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0
1:00 PM	264.0	67.7	79.6	98.3	17.6	0.7	0.0	0.1	0.0	0.0	0.0	0.0	0.0
2:00 PM	288.7	76.4	80.1	91.9	19.4	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
3:00 PM	244.7	56.6	62.0	102.6	22.1	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0
4:00 PM	148.4	29.4	41.6	59.4	15.4	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5:00 PM	90.9	19.9	24.3	37.7	8.3	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0
6:00 PM	70.6	14.0	19.9	30.4	5.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7:00 PM	64.0	12.1	16.3	28.0	7.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
8:00 PM	50.9	10.6	14.4	19.6	5.3	0.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0
9:00 PM	38.0	5.6	10.0	16.4	4.9	1.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
10:00 PM	25.6	4.6	7.1	10.1	3.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
11:00 PM	2698.0	600.3	710.4	1100.6	266.8	17.2	2.1	0.6	0.0	0.0	0.0	0.0	0.0
ADT													

Percentile Speeds (mph) 10.0% 15.0% 50.0% 85.0% 90.0%  
11.2 12.6 20.2 24.2 25.2

10 mph Pace Speed Number in pace 16.1 - 26.1 13072 (68.4%)  
Average Minimum Maximum  
19.3 mph 5.0 mph 49.4 mph

Speeds Exceeded 15.0 mph 25.0 mph 35.0 mph  
77.8 % 10.7 % 0.1 %  
Count 14863 2035 19

	0 -	15 -	20 -	25 -	30 -	35 -	40 -	45 -	50 -	55 -	60 -	65 -	70 -
	<15	<20	<25	<30	<35	<40	<45	<50	<55	<60	<65	<70	<200
Total	9994	2231	2792	4071	848	47	0	1	0	0	0	0	0
east-bound	22.3%	27.9%	40.7%	8.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
westbound	9111	2011	2236	3729	1046	75	0	3	0	0	0	0	0
Combined	19105	4242	5028	7800	1894	122	0	4	0	0	0	0	0
	22.2%	26.3%	40.8%	9.9%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

**TimeMark Incorporated**  
City of Ashland Public Works/Engineering Department  
 Transportation Commission Report

B Street : -  
 2nd : to  
 3rd :

Site: Trans Comm  
 Wednesday, 10/27/2010, 12:54:41 PM -  
 Thursday, 11/4/2010, 11:22:23 AM

Volume Grand Totals

<b>Average Hourly Volumes</b>			
	east-bound	westbound	Combined
12:00 AM	13.7	3.6	17.3
1:00 AM	8.6	2.0	10.6
2:00 AM	4.9	1.4	6.3
3:00 AM	1.6	1.1	2.7
4:00 AM	1.7	2.3	4.0
5:00 AM	2.9	3.1	6.0
6:00 AM	12.3	21.0	33.3
7:00 AM	39.3	55.7	95.0
8:00 AM	63.3	88.3	151.6
9:00 AM	86.9	100.4	187.3
10:00 AM	99.9	105.1	205.0
11:00 AM	117.4	116.6	234.0
12:00 PM	111.1	108.1	219.2
1:00 PM	149.1	113.0	262.1
2:00 PM	145.7	118.4	264.1
3:00 PM	152.0	116.9	268.9
4:00 PM	133.0	111.7	244.7
5:00 PM	73.3	73.1	146.4
6:00 PM	42.9	48.0	90.9
7:00 PM	39.7	30.9	70.6
8:00 PM	34.7	29.3	64.0
9:00 PM	34.0	16.9	50.9
10:00 PM	25.4	12.6	38.0
11:00 PM	18.6	7.0	25.6
ADT	1411.8	1286.6	2698.4

<b>Study Grand Totals</b>		
east-bound	westbound	Combined
9994	9114	19108
52.3 %	47.7 %	

# TimeMark Incorporated

## City of Ashland Public Works/Engineering Department

### Transportation Commission Report

Site: Trans Comm - 10  
 Wednesday, 10/27/2010, 12:34:57 PM -  
 Thursday, 11/4/2010, 11:06:57 AM

B Street 3rd 4th	Total	Speed Grand Totals Combined													
		0 - < 15	15 - < 20	20 - < 25	25 - < 30	30 - < 35	35 - < 40	40 - < 45	45 - < 50	50 - < 55	55 - < 60	60 - < 65	65 - < 70	70 - < 200	
12:00 AM	16.4	1.6	4.2	7.1	3.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
1:00 AM	8.5	0.2	1.5	6.0	1.1	0.4	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	
2:00 AM	5.0	0.2	1.6	2.2	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
3:00 AM	2.1	0.2	0.8	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
4:00 AM	3.8	0.1	0.8	2.4	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	
5:00 AM	7.4	0.5	1.2	3.1	1.5	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
6:00 AM	37.6	2.0	11.6	18.9	4.9	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
7:00 AM	100.8	4.0	28.0	53.8	14.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
8:00 AM	139.1	7.4	37.4	71.2	21.4	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
9:00 AM	174.4	10.5	57.6	82.6	22.5	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
10:00 AM	199.4	11.4	69.1	94.4	23.0	1.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
11:00 AM	192.8	10.2	65.4	88.1	27.9	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
12:00 PM	227.0	11.2	67.4	117.8	28.1	2.2	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	
1:00 PM	250.4	24.5	87.8	112.8	23.6	1.5	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	
2:00 PM	233.8	29.4	84.8	99.0	19.6	0.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
3:00 PM	224.4	22.0	83.6	98.9	19.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
4:00 PM	216.6	16.5	65.8	106.1	26.6	1.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
5:00 PM	134.5	7.9	42.9	67.5	14.8	1.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
6:00 PM	84.6	9.9	26.6	36.5	10.9	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
7:00 PM	70.8	4.6	26.0	30.2	8.4	1.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
8:00 PM	61.8	3.8	19.9	28.0	8.9	1.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
9:00 PM	40.1	3.0	12.6	18.0	5.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
10:00 PM	30.5	0.9	8.5	14.8	5.9	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
11:00 PM	25.4	0.5	6.4	13.6	4.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
ADT	2487.8	182.6	811.4	1174.0	296.5	20.6	2.1	0.1	0.4	0.0	0.0	0.0	0.0	0.0	

Percentile Speeds (mph)	10.0%	15.0%	50.0%	85.0%	90.0%	
	15.9	16.9	21.0	24.6	25.6	
10 mph Pace Speed Number in pace	16.0 - 26.0 16244 (81.6 %)					20.8 mph 5.1 mph 48.6 mph
Speeds Exceeded	15.0 mph 92.7 %	25.0 mph 12.9 %	35.0 mph 0.1 %	Average Minimum Maximum		
Count	18441	2558	21			
Study Grand Totals						
	0 - < 15	15 - < 20	20 - < 25	25 - < 30	30 - < 35	35 - < 40
west-bound	Total 9014	575	2657	4328	1332	107
east-bound	10888	6.4% 886	29.5% 3834	48.0% 5064	14.8% 1040	0.1% 58
Combined	19902	8.1% 1461	35.2% 6491	46.5% 9392	9.6% 2372	0.5% 165
		7.3% 941	32.6% 4272	11.9% 1558	0.8% 104	0.1% 13

**TimeMark Incorporated**  
City of Ashland Public Works/Engineering Department  
 Transportation Commission Report

B Street : -  
 3rd : to  
 4th :

Site: Trans Comm -  
 Wednesday, 10/27/2010, 12:34:57 PM -  
 Thursday, 11/4/2010, 11:06:57 AM

Volume Grand Totals

<b>Average Hourly Volumes</b>			
	west-boun	east-bound	Combined
12:00 AM	3.0	13.4	16.4
1:00 AM	1.2	8.2	9.5
2:00 AM	1.1	3.9	5.0
3:00 AM	0.8	1.4	2.1
4:00 AM	2.4	1.4	3.8
5:00 AM	4.2	3.1	7.4
6:00 AM	20.0	17.6	37.6
7:00 AM	58.6	42.1	100.8
8:00 AM	79.5	59.6	139.1
9:00 AM	87.0	87.4	174.4
10:00 AM	98.4	101.0	199.4
11:00 AM	87.6	105.1	192.8
12:00 PM	104.8	122.2	227.0
1:00 PM	106.1	144.2	250.4
2:00 PM	97.6	136.1	233.8
3:00 PM	88.8	135.6	224.4
4:00 PM	94.1	122.5	216.6
5:00 PM	62.6	71.9	134.5
6:00 PM	42.2	42.4	84.6
7:00 PM	30.2	40.4	70.6
8:00 PM	27.4	34.4	61.8
9:00 PM	13.6	26.5	40.1
10:00 PM	10.4	20.1	30.5
11:00 PM	5.0	20.4	25.4
ADT	1126.8	1361.0	2487.8

<b>Study Grand Totals</b>		
west-boun	east-bound	Combined
9014	10888	19902
45.3 %	54.7 %	

# City

## SOURCE

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

### Christmas Tree Recycling

*The 27th annual Christmas Tree Recycle Day will be held on Saturday, January 8, 2011. Remember to place your tree by the curb on Friday, January 7 for pick up the next day. The Ashland Host Lions, Early Bird Lions and the Boy Scouts of Troop 112 will be recycling the trees to be used as mulching materials by the Ashland Parks Department on the trails in the parks. ▼*

## National Citizen Survey

The City of Ashland is conducting a citizen survey, using the National Citizen Survey, to identify community and service strengths and weaknesses and to provide useful information for planning, resource allocation, performance measurements and program and policy evaluation.

1,200 Ashland households were randomly selected to receive the survey. Those households will receive a postcard the week of January 7 letting them know they have been selected. The following week they will receive the survey and a letter with instructions on how to complete and return the (See *National Citizen Survey*, Page 2)



### Help Us Help You

#### *Pull to the Right*

The Oregon vehicle code requires motorists to yield to emergency vehicles (811.145). This applies to those approaching from behind and those coming toward you. Ashland Fire and Rescue responds to an average of 10 emergencies per day.

A problem often faced by firefighters, paramedics and police are drivers who do not become aware of the approaching emergency vehicles until the last moment, then abruptly stop wherever they happen to be. The introduction of improved automobile sound systems and vehicle soundproofing has increased this problem.

Emergency personnel understand the sudden surprise motorists normally experience at the sound and sight of a fire truck, ambulance or police car rapidly approaching with siren and flashing lights. But it's important to think ahead. Train yourself to instinctively pull to the right at the sound/sight of emergency vehicles.

(See *Help Us Help You*, Page 2)



# City **SOURCE**

## National Citizen Survey

Continued from Page 1

survey. Households can either complete the survey by hand or on-line.

Households that were not selected to receive the survey can still participate. In mid February the survey will be available for the general public on the City's website at [www.ashland.or.us](http://www.ashland.or.us).

The survey questions center on eight focus areas which are consistent with Council Values and City Department Performance Measures. The survey results will serve as benchmarks for future comparisons and enable staff to track department performance measures consistent with Council Values, identify opportunities to increase civic involvement, track and evaluate performance measures, monitor trends in resident opinion and more.

The National Citizen Survey was developed by the National Research Center, Inc. and ICMA

(International City Managers Association) to provide a statistically valid survey of resident opinions about their community and the services provided by local government.

With a sample size of 1,200 residents, typically 400 surveys are returned which translates to a margin of error of 5%. Results are compared to the NCS database of more than 500 jurisdictions and compared to a subset of similar jurisdictions within a region or population category.

Results of the survey will be available later this spring and will be presented to the City Council and posted on the City's website. ▼

## Help Us Help You

Continued from Page 1

### DO'S

- ☐ Remain Calm!
- ☐ Pull to the right and come to a stop
- ☐ When on a high-speed road or

when there is no room to stop, slow down as much as possible.

- ☐ When in the left lane, pull over into the right lane as traffic in the lane to your right moves over.
- ☐ If you cannot move to the right because of an obstacle such as a car to your right, simply stop.
- ☐ When an emergency vehicle approaches you from behind while you are stationary at an intersection stop sign or red light, DO NOT move unless you can pull to the right.
- ☐ On a 4-lane highway or street without barriers, both sides of traffic should pull to the right. (The emergency vehicle may have to turn in front of oncoming traffic.)

### DON'TS

- ☐ Don't stop in the middle lane when there is room to pull to the right.
- ☐ Don't pull to the left in the center lane or left turn lane.
- ☐ Don't drive through a red light or stop sign when an emergency vehicle approaches from behind.

## Low Income Assistance

The Ashland Low Income Energy Assistance Program (ALIEAP) which assists low-income residents with electric bill costs during the cold winter months is now accepting applications. Eligible Ashland residents include those whose income is at or below 60 percent of Oregon's median income. These levels are based on household income and household size. The last day to apply for ALIEAP is January 31, 2011.

**If you or someone you know might qualify for assistance,  
please call the request line at 541-552-2038 to request an application packet.**



- ❑ Don't turn quickly to the left into a driveway or street.
- ❑ Don't race ahead to get through a green light or turn before the emergency vehicle gets there.
- ❑ Don't disregard the presence of the emergency vehicle by continuing to drive. ▼

## Open City Hall Forum

The City of Ashland is testing a new citizen engagement tool called Open City Hall in conjunction with the Community Development Department's project, Pedestrian Places.

Open City Hall is an on-line forum inviting citizens to comment on a specific topic. Many people do not attend public meetings, open houses, workshops etc. for a variety of reasons. This tool will give those citizens an opportunity to comment on a topic or issue they may be interested in but cannot or choose not to attend the related public presentation or meeting.

Please visit [www.ashland.or.us/opencityhall](http://www.ashland.or.us/opencityhall) to learn about the Pedestrian Places project and to leave a comment. Users must register in order to leave a comment and may only "speak" on the issue once. Thoughtful, substantive comments will be read and considered with the same respect and consideration afforded comments provided orally in a public presentation or meeting.

Open City Hall is run by Peak Democracy, a non-partisan company whose mission is to broaden civic engagement and build public

trust in government. They will keep your information confidential per their strict privacy agreement. To learn more please visit [www.peakdemocracy.com](http://www.peakdemocracy.com).

The first Pedestrian Places public workshops were held on October 27 and December 8. A follow-up meeting to review the refined draft concept plans will be held at the Planning Commission on February 2, 2011. For information about future meeting dates, time and location see [www.ashland.or.us/pedplaces](http://www.ashland.or.us/pedplaces). ▼

## Parks Volunteers

Come invest your time and talents with Ashland Parks & Recreation. We have a variety of ways you can take an active role in the care of our beautiful parks, gardens, open spaces, and community buildings.

We need help caring for flowers, plants and beds. Or if painting or carpentry is your forte, we have park structures just waiting for a little TLC. Prior experience is not needed and we will train you to succeed!

Whether you volunteer for just a couple of hours or Adopt-a-Park as your own personal project, Ashland Parks & Recreation will work with you to make this a fun and rewarding experience.

Contact Lori Ainsworth, Volunteer Coordinator for Ashland Parks & Recreation, 541-552-2264 or email [ainsworthl@ashland.or.us](mailto:ainsworthl@ashland.or.us) for more information! ▼

## CITY OF ASHLAND

### Open House

How will Ashland's future drinking water needs be met? The Mayor's ad hoc Water Advisory Committee will hold an open house at the Ashland Middle School Commons on January 19, 2011 to seek public input regarding a number of different options proposed to meet the City's future drinking water needs. More details will be available soon on the City's web page at <http://www.ashland.or.us/CCBIndex.asp?CCBID=231> or call the Public Works department at 541-488-5587.



## News Notes

### *Project FeederWatch*

Help count birds that visit the feeders at North Mountain Park while learning to identify species with expert guidance. This is a great opportunity for all-level birders to get acquainted with local birds and mingle with other birders. The program will take place 9:00 a.m. to 10:00 a.m. on alternate Saturdays, through March, 2011 (except Sunday, December 26). The information collected will be submitted to Cornell University's FeederWatch project, a nationwide bird monitoring effort. Pre-registration is not required for this free program. Ages 10 and up. North Mountain Park is located at 620 N Mountain Avenue in Ashland.

### *Smoke & the Water: Restoration in Ashland's Forested Watershed*

Ashland's forested watershed is the primary supply of drinking water for our town. Within this context the class will explore the interaction of wildfires, forest health, wildlife, and erosion that create a complex challenge to protect our vital water resource. Members of the Ashland Forest Resiliency Stewardship group will explain the current management approach being implemented in the hills above town. All ages welcome for this class, held on Wednesday, January 19 from 7:00 — 8:30 pm, at North Mountain Park. The class is free but registration is required. Please register online at [www.ashland.or.us/register](http://www.ashland.or.us/register) or call 541-488-6606.

### *Ashland Rotary Centennial Ice Rink*

Bundle up; the Ashland Parks & Recreation ice rink season is upon us again! The Ashland Rotary Centennial Ice Rink will be operational (weather permitting) through February 2011.

Bring the whole family; our skate rentals accommodate toddler size 9 to adult 13. We also rent adjustable skate trainers for first time skaters or those needing a little support.

Come prepared to skate as there are no changing rooms. Hot chocolate, coffee and water are available for sale. Open to the public for recreational and hockey skating.

For more information, prices, daily schedule, and extended holiday schedules visit [www.ashland.or.us/icerink](http://www.ashland.or.us/icerink), call the ice rink directly at 541-488-9189, or call the Ashland Parks & Recreation Department at 541-488-5340. ▼

# CITY OF ASHLAND 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 Wednesday 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](http://www.ashland.or.us). ◆ TTY 1-800-735-2900



# CTRAFFIC SAFETY Connection

Oct./Nov. 2010

Connecting Oregon's Community Traffic Safety Advocates



Volume 9, Number 1

## 2010 Thanksgiving Media Planner from NHTSA

The intent of this promotional planner is to provide marketing material, earned media tools and marketing ideas to fit local needs and objectives. This planner includes both enforcement and social norming messaging and templates that support occupant protection initiatives surrounding the Thanksgiving holiday season.

The promotional planner can be downloaded at: [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov). Please select, tailor, and distribute this planner in a way that best fits your local situation and objectives.



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

### Post Conference

Over 210 people attended the Oregon Transportation Safety Conference this year. ACTS Oregon Board and Staff would like to thank the conference sponsor—ODOT—Transportation Safety Division for their contributions to planning and hosting this event. Additional support was provided by AAA Oregon/Idaho, Children's Hospital of Legacy Emanuel, Advanced Traffic Safety Products, National Traffic Safety Institute, Affordable Ignition Interlock and State Farm Insurance. Les Schwab contributed pens and Stash Tea provided Chai Tea for everyone.

The general session and luncheon speakers were very motivating and informative. They included Gordon Graham, Graham Research Consultants; Tom McClellan, DMV Administrator; Lieutenant Gregg Hastings, Oregon State Police; Peter Jacobsen, P.E.; and Steven Bargatz, Magic of Stephen. Evaluations for all of the workshops and the overall conference were very positive. Over fifty-five presenters shared their knowledge and expertise. The quality of presentations this year was remarkable.



Lacy Brown

A workshop that highlighted the involvement of youth in traffic safety was "Young Scholars Transportation Safety Research Competition" which included four transportation engineering students—Raul Avellar, Jon Mueller and Lacy Brown from OSU, and Kristie Gladhill from PSU.

The Oregon Transportation Research and Education Consortium (OTREC)



Young Scholars

organized this competition, providing an award to the students chosen to present. OTREC also provided a \$350.00 award to the winner of the competition—Lacy Brown, at the Tuesday evening dinner. Comments on the evaluations included "Interesting to see the variety of research being conducted in our field" and "Innovative student research and perspectives are always motivating".

2010 "Looking Beyond the Traffic Ticket" awards were presented to three officers and 2010 "Oregon Transportation Safety" awards were presented to thirteen deserving individuals and organizations at the Thursday luncheon. Photos of the award winners are posted at [www.actsoregon.org/conference.html](http://www.actsoregon.org/conference.html).

## 2009–2010 Mini Grant Review

What a year! During the 2009–2010 fiscal year Charity Sturgeon, Community Traffic Safety Program Coordinator had the pleasure of working with Mini-Grant recipients around the state. Charity met with grantees in Multnomah County, Portland, Gresham, Beaverton, Lake Oswego, Newberg, Warrenton, Albany, Eugene, Madras, Bend, Hermiston, Pendleton, La Grande, Union and Ontario.

Continued on Page 3

## Teens Making a Positive Impact

Students from Central Linn High School in Halsey, Oregon were presenters at the Oregon Transportation Safety Conference in October. Through a grant from State Farm Insurance they wrote, produced and edited a video on the dangers of texting and driving. They worked with local police and a driver from Harrisburg who was involved in a crash while texting.

During the "Delivering Innovative Messages" workshop students Lacy Hoyer, Jessica Ealy, Madi Nielson Binder and Kristina Hidalgo—along with administrator Linda Hoyer, presented and showed their video, "Texting and Driving Kills 2L8".

Each of the girls spoke on the dangers of cell phone use and texting while driving. They also shared information on their work with the video and all aspects of production. The workshop was a great

opportunity for these students to share their message with traffic safety professionals from around the state. At the end of the presentation the girls passed out pledges to the workshop attendees to sign a commitment to make each of their own cars a "No Phone Zone." They answered questions on the video and shared information on where the video can be found online. A link to the video can be found at [www.youtube.com/watch?v=yTeLA7hoLOA](http://www.youtube.com/watch?v=yTeLA7hoLOA) and also on the ACTS Oregon Facebook page.

While attending the conference the students were able to attend the Oregon Transportation Safety Awards Luncheon and got a chance to try out the State Farm Insurance Driving Simulator. We thank them for their commitment to keeping young drivers safe and for their interest in promoting this important safety message.

## ACTS Oregon

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## Child Passenger Safety:

### Meeting Oregon's Traffic Safety, Injury Prevention and Community Goals

The collaborative injury prevention efforts of ODOT's Transportation Safety Division, Oregon Health Authority's Safe Kids, ACTS Oregon, ODOT Transportation Safety Regional Coordinators and a multitude of statewide volunteers have paid off in safer motor vehicle travel for children in Oregon.

In 2006, ODOT's Transportation Safety Division (TSD) funded Oregon Health Authority's (OHA) Safe Kids to identify what agencies were currently distributing car seats, how they were funded, whether they were able to meet demand, and a conservative estimate of potential demand based on poverty estimates. The study was undertaken to provide a basis for allocating state CPS funding contingent on passage of Oregon's upgraded booster seat law. Unlike previous federal funds earmarked for child passenger safety, this funding would allow Oregon to spend up to half of its grant award on the purchase of child safety seats. Given the anticipated size of such a grant, Oregon was going to need more certified technicians and fitting stations in order to distribute seats and services in an equitable manner throughout the state.

Following passage of the upgraded booster law, the first year's funding in 2007 provided \$200,000 in car seats for low-income families, \$75,000 to support technician training scholarships or fitting station/alternative sentencing supplies and equipment, and

\$78,000 for child passenger safety enforcement.

ACTS Oregon and TSD Regional Coordinators were provided funding to target the counties identified in the report as in need of training. Working together they recruited and scheduled Child Passenger Safety (CPS) technician courses in those areas and helped to establish and equip child seat fitting and car seat distribution programs.

During this time, 19 technician courses were held and produced 232 new technicians and five new technician instructors. Course sites included: Baker City, Beaverton, Burns, Cannon Beach Grants Pass, Hillsboro, Keizer, Klamath Falls, Lake Oswego, Madras, North Bend, Portland/Vancouver, St. Helens, and Roseburg. Thirteen continuing education courses were delivered for existing technicians.

Distribution programs were funded statewide. Families who were low income, at or below WIC Income Guidelines, were eligible. Over 40 organizations in 32 counties participated in distributing car seats. According to the study, in 2008 an estimated 4,500 car seats were distributed and in 2009 over 3,700 car seats were distributed. Co-payments were received to help sustain the programs.

As the statewide technician pool expanded, ACTS Oregon developed a number of on-line resources and quality assurance tools. All of these resources are accessible on the ACTS Oregon website.

*Continued on Page 3*



## It's Better at the Beach!

Fifteen students from around Oregon gathered at the beautiful Oregon coast for the Gleneden Beach Child Passenger Safety Technician class.

Thank you to Dennis Knudson and Depoe Bay Fire for offering their training facility and hosting this coastal class. The weather you ordered for us was perfect!

Congratulations to Oregon's newest CPS Technicians: Damian Flowers—**Aumsville Police Department**, Bonnie Phelps & Parker Hetherwick—**Burns Paiute Tribal Police**, Natalie Otero—**Columbia County SAFE KIDS**, Matthew Geraths—**Doernbecher Children's Hospital**, Betsy Rogers—**Good Samaritan Regional Medical Center**, Mindy King—**Itsabelly Baby Planners**, Helen Dougherty and Harrison Monticelli—**Mid Columbia Bus Company**, Jennie Eley—**Mid Valley Children's Clinic**, Janet Olin—**Newberg Fire Department**,



Heather Morehouse, Megan Harlan and Kimberly Polley—**Sky Lakes Medical Center** and Cassandra Marxen—**Tillamook County General Hospital**. You all worked hard and it paid off.

Welcome to the team!

Congratulations to Jamie Joswick—**Grants Pass Police Department**, for completing his instructor candidacy at the Gleneden Beach class. It's a privilege to have you as Oregon's newest CPS Instructor.

And a big thanks to the CPS Instructors rounding out the Gleneden Beach instructor team—Doris Girt, Jeff Oliver and Sandy Holt—**ACTS Oregon**.

## Child Passenger Safety:

### Meeting Oregon's Traffic Safety, Injury Prevention and Community Goals

*Continued from Page 2*

In 2008, TSD again funded Safe Kids Oregon to implement a quality assurance project regarding checklists, check-up events and reporting tools. The group decided to adopt the Safe Kids checklist, train all technicians on that form, and institute a single reporting form for both Safe Kids and ACTS Oregon. As a result:

- The number of Oregon child seat check-up events registered and covered by Safe Kids liability insurance rose from 63% to 71%.
- The number of checklists submitted after a seat check rose from 75% to 97%, and of those forms submitted, the percent of checklists correctly completed increased from 66% to 98%.
- The number of Senior Checkers increased from 52 to 79 (increased by 34%).
- All CPS Update courses now include senior checker and data collection/registration training.

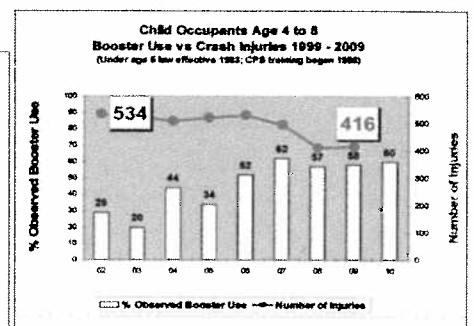
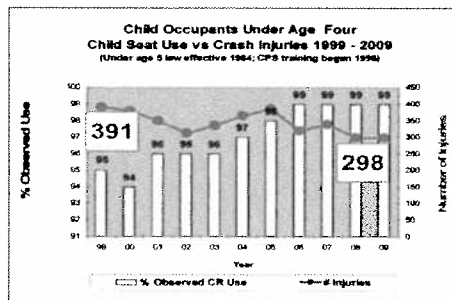
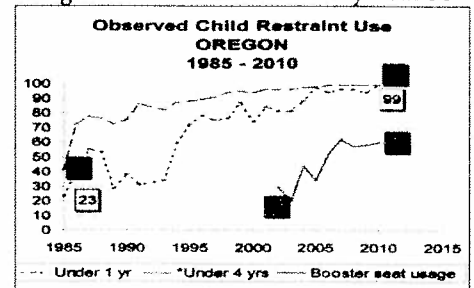
In 2009, TSD funded a new study to evaluate statewide progress with respect to the needs identified in the Oregon Health Authority's 2007 assessment of local car seat program needs. The study findings showed significant improvements in almost all areas:

- In 2006–07, eight counties had no car seat

distribution program. In 2009, seven of those counties received ODOT funds and were distributing car seats.

- Programs describing local cooperation as good or excellent improved by 41 percent.
- An increase in programs asking for co-payments for seats increased from 45% in 2007 to 85%.
- There was a substantial increase in the percentage of programs providing community information (55 to 93%).
- The percent of programs installing seats using a CPS Technician rose sizably from 64 to 91%.
- The rate of programs able to estimate their current level of car seat distribution improved dramatically from 38% to 90%.

The graph to the right reflects the steadily increasing use of child seats and boosters. The subsequent two graphs compare observed child seat and booster use to the injury rates among children during the past 10 years.



## Allstate/Governor's Highway Safety Administration (GHSA) Awards Teen "Peer to Peer" Traffic Safety Grant

Oregon was one of three states awarded a grant to promote teen traffic safety. This award comes because of a cutting edge proposal by the Driver Education Advisory Committee (DEAC) and ODOT—Transportation Safety Division to hold a two-phase teen driver project that starts with a media campaign and ends in a statewide teen rally.

First, every high school in the state will receive promotional materials for phase one concept: a teen driven, media submission, promoting traffic safety. The submissions may be for any venue; radio, television, internet or print ad. The winning submission will be produced by ODOT into a



full-feature media traffic safety message in 2011. The winner will be announced in March of 2011.

Second, all of the teens who submit entries in this contest will be invited to apply for a new state-wide Teen Traffic Safety Commission "For Teens By Teens" which will host a statewide rally, scheduled for May 2011.

"Parents can say something 10 times to their kids," says William Warner, ODOT—TSD Driver Education Program manager, "but until one of their friends says the same thing, it doesn't count!" This project addresses that concept directly with high expectations for improving traffic safety with teens.

The Teen Traffic Safety effort is for Teens who are 15 to 18 years of age. Materials and application forms will be in schools around the last week in November.

How you can help? Start asking around in your high schools in December to see if they have posted the information that the DEAC will be sending out in mid-November. Talk it up and then be available when students in your area start to connect and talk about Traffic Safety. You can help make a difference for Oregon Teens!

## 2009–2010 Mini Grant Review

*Continued from Page 1*

A total of 12 Building Safer Communities and 10 Bicycle Safety grants were awarded this past year. Some projects worked alongside local law enforcement while others worked with schools or

the community library, and all of the projects included community involvement and education. Projects ranged from radar equipment in Beaverton to bike helmet reward programs in Ontario, young driver DUII programs in Warrenton, and bike commuter lunch seminars in Bend.

The mini grant projects continue to be a success. Thank you to all the grantees for the work you do in your communities. ACTS Oregon is looking forward to another great year in 2010–2011!





## Check Up Clinics and Fitting Stations

Please check [www.childsafetyseat.org](http://www.childsafetyseat.org) under Child Passenger Safety/Calendar for current list, specific dates, locations and times.

Date	City	Location	Address	Time
11/13/10	Albany	Albany Fire Station #12	120 SE 34th Avenue	8:00 A.M. to 10:00 A.M.
11/13/10	Beaverton	Beaverton Police	4755 SW Griffith Drive	9:00 A.M. to 12:30 P.M.
11/13/10	Hillsboro	Tuality Hospital	334 SE 8th Avenue	9:00 A.M. to 11:00 A.M.
11/13/10	Milwaukie	Clackamas Fire District #1	2930 SE Oak Grove Boulevard	10:00 A.M. to 1:00 P.M.
11/17/10	Prineville	Crook County Fire	500 NE Belknap	3:00 P.M. to 6:00 P.M.
11/18/10	Madras	Jefferson County Fire	765 SE Adams Drive	11:00 A.M. to 1:00 P.M.
11/18/10	Eugene	Eugene Fire	1725 W 2nd Avenue	5:00 P.M. to 7:00 P.M.
11/20/10	Portland	Portland Fire	2915 SE 13th Place	10:00 A.M. to 1:00 P.M.
11/20/10	Salem	Keizer Fire	661 Chemawa Rd NE	11:00 A.M. to 3:00 P.M.
11/24/10	Bend	Bend Fire	1212 SW Simpson	10:00 A.M. to 1:00 P.M.
11/24/10	Forest Grove	Forest Grove Fire	1919 Ash Street	3:00 P.M. to 5:00 P.M.
12/02/10	Redmond	Redmond Fire	341 Dogwood Avenue	10:00 A.M. to 1:00 P.M.
12/04/10	Beaverton	Beaverton Police	4755 SW Griffith Drive	9:00 A.M. to 12:30 P.M.

## ACTS Oregon is now on Facebook!

Come see what the ACTS Oregon team is up to and become our Facebook friend! Look for the Facebook icon on our website or visit this link: [www.facebook.com/pages/Beaverton-OR/Alliance-for-Community-Traffic-Safety/109482789108752?ref=ts](http://www.facebook.com/pages/Beaverton-OR/Alliance-for-Community-Traffic-Safety/109482789108752?ref=ts).

Find us on **facebook**



## ACTS Oregon Membership

It's not too late to join other traffic safety advocates in supporting ACTS Oregon through membership. [www.actsoregon.org/membership.html](http://www.actsoregon.org/membership.html). The ACTS Oregon Annual Report is available at [www.actsoregon.org/indexACTS.html](http://www.actsoregon.org/indexACTS.html).

## ACTS Oregon Membership Annual Meeting

A big thank you to State Farm Insurance for sponsoring the ACTS Oregon Annual Meeting Breakfast on October 13th. Helen Liere, founder of ACTS Oregon shared the story of how ACTS Oregon was formed, along with the story of her vehicle crash and survival. Her willingness to share was inspirational to those who attended. In addition, Stephen Manning was honored for his seven years of service on the ACTS Oregon Board.

We also wish to thank Mike and Carolyn Lavery, Fuddy Duddy Fudge for donating fudge for all current ACTS Oregon members attending the Conference. Over twenty people joined ACTS Oregon during the meeting. June Clark joined Tammy Franks, Dan Marcisz, Paul Hoffer, and ABATE Oregon as a Lifetime member, showing her support for our traffic safety efforts.

**Where will the CONNECTIONS lead your COMMUNITY?**  
**FIND OUT...**



**Become a MEMBER of the**  
**Alliance for Community Traffic Safety in Oregon!**

**From:** Department of Transportation [usdot@govdelivery.com]  
**Sent:** Friday, December 03, 2010 6:12 AM  
**To:** slocumn@ashland.or.us  
**Subject:** U.S. DOT Proposes Rear View Visibility Rule to Protect Kids and the Elderly

NHTSA 17-10  
Friday, December 3, 2010  
Contact: Karen Aldana  
Tel: 202-366-9550

## **U.S. DOT Proposes Rear View Visibility Rule to Protect Kids and the Elderly**

*Regulation Is Aimed at Preventing Accidental Fatalities and Injuries to Pedestrians in Low-Speed Back-Up Accidents*

The U.S. Department of Transportation today proposed a new safety regulation to help eliminate blind zones behind vehicles that can hide the presence of pedestrians, especially young children and the elderly. The proposed rule was required by Congress as part of the Cameron Gulbransen Kids Transportation Safety Act of 2007. Two-year old Cameron Gulbransen, for whom the Act is named, was killed when his father accidentally backed over him in the family's driveway.

"There is no more tragic accident than for a parent or caregiver to back out of a garage or driveway and kill or injure an undetected child playing behind the vehicle," said Transportation Secretary Ray LaHood. "The changes we are proposing today will help drivers see into those blind zones directly behind vehicles to make sure it is safe to back up."

The proposal, issued by the National Highway Traffic Safety Administration (NHTSA), would expand the required field of view for all passenger cars, pickup trucks, minivans, buses and low-speed vehicles with a gross vehicle weight rating of up to 10,000 pounds so that drivers can see directly behind the vehicle when the vehicle's transmission is in reverse. NHTSA believes automobile manufacturers will install rear mounted video cameras and in-vehicle displays to meet the proposed standards. To meet the requirements of the proposed rule, ten percent of new vehicles must comply by Sept. 2012, 40 percent by Sept. 2013 and 100 percent by Sept. 2014.

"The steps we are taking today will help reduce back-over fatalities and injuries not only to children, but to the elderly, and other pedestrians," said NHTSA Administrator David Strickland. "And while these changes will make a difference, drivers must remember that no technology can, or should, replace full attention and vigilance when backing up. Always know where your children are before you start your car and make sure you check that there is no one behind you before you back up."

NHTSA estimates that, on average, 292 fatalities and 18,000 injuries occur each year as a result of back-over crashes involving all vehicles. Of these, 228 fatalities involve light vehicles weighing 10,000 pounds or less. Two particularly vulnerable populations – children and the elderly – are affected most. Approximately 44 percent of fatalities involving light vehicles are children under five—an unusually high percentage for any particular type of crash. In addition, 33 percent of fatalities involving light vehicles are elderly people 70 years of age or older.







# ASHLAND DAILY TIDINGS

MONDAY | November 15, 2010

Vol. 135, Issue 127 www.dailytidings.com

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## Full circle

City official has transformed his health one mile at a time

By Vickie Aldous  
Ashland Daily Tidings

Whatever the weather, Mike Faught bikes from his Phoenix home to his job in Ashland and back again after a day's work.

In the process, the city of Ashland's public works director has discovered what cyclists go through when they bike in and around town. He's also lost 76 pounds from his 6-foot-1-inch frame.

Before he became a public works director, Faught was in good shape. He would run four miles during his lunch break, worked out at a gym and even finished a small triathlon. But long hours in an upper level management position took their toll, and eventually he was doing little more than incidental walking.

"I didn't have time to work out, or at least I didn't think I had time," said Faught, whose weight reached 306 pounds.

In December 2009, he started biking the eight miles to his Ashland job three days a week. He's moved a bit farther away since then and now bikes 11 miles to work four days a week.

"Number one, I needed to get exercise. And number two, I was always talking to the community about using alternative modes of transportation. I needed to do it myself," he said.

SEE CIRCLE ON PAGE A4

Julia Moore | Daily Tidings

Mike Faught, Ashland public works director, commutes to work in Ashland by bicycle. He's lost more than 70 pounds.

**5,000**

Number of miles Faught estimates he has logged on his bike. He's ridden over Santiam and Siskiyou passes.

**76**

Number of pounds Faught has lost since December 2009. He rides 11 miles to work four days a week.

**\$50**

Amount of money he says he saves on gasoline each week because he's not driving his pickup.

# Full Circle

City official has transformed his health one mile at a time

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Before he became a public works director, Faught was in good shape. He would run four miles during his lunch break, worked out at a gym and even finished a small triathlon. But long hours in an upper level management position took their toll, and eventually he was doing little more than incidental walking.

"I didn't have time to work out, or at least I didn't think I had time," said Faught, whose weight reached 306 pounds.

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"Number one, I needed to get exercise. And number two, I was always talking to the community about using alternative modes of transportation. I needed to do it myself," he said.

SEE **CIRCLE** ON PAGE **A4**

## Circle

CONTINUED FROM PAGE **A1**

The city is in the midst of updating its Transportation System Plan to try and make Ashland accessible to bicyclists, pedestrians and bus users, as well as drivers.

Faught said riding his bike almost every day has opened his eyes to the shortcomings of various roads.

"We have a lot of work to do in terms of creating a good bike system for people who aren't seasoned bikers," he said.

Faught said he wouldn't ride into town on North Main Street, which is also known as Highway 99, when he first started biking to work.

The intimidating stretch of road has fast-moving cars and its shoulders narrow dangerously as it swoops below an underpass.

Faught said he used to ride

to work using the Bear Creek Greenway, a bicyclist- and pedestrian-only path stretching between Rogue Valley cities.

Then he took a bike safety class from local instructors Bill Heimann and John Colwell. That has given him the confidence to tackle more challenging roads.

Heimann, an instructor with the League of American Bicyclists, said cyclists in the class learn that they have the same rights and responsibilities on the road as drivers.

"Would you drive the wrong way down a one-way street? No," Heimann said.

The class has proven so effective that the Ashland Municipal Court allows law-breaking bicyclists to take the \$70 class instead of paying a hefty ticket.

They learn the rules of the road, and also how to execute safety maneuvers such as quick turns and stops. The class will

be offered again in the spring through the Ashland Parks & Recreation Department.

Heimann said Faught has shown a lot of dedication to get up every morning, get dressed in his cycling gear and bike to work. "It's amazing. It's just amazing," Heimann said of Faught's progress over the past year.

In addition to biking to work, Faught has joined Heimann and other long-distance cyclists on journeys over the 4,310-foot elevation Siskiyou Pass, beyond the Greensprings and even to Portland via Dead Indian Memorial Road, Highway 97, Bend, Sisters and the 4,817-foot Santiam Pass.

He estimated he's logged close to 5,000 miles on his bike.

Faught, who is now down to 230 pounds, said his goal is to weigh 200 pounds. "I'm still 30 pounds heavier than the guys I'm riding with," he said with a

laugh, noting that the weight seems like even more on mountain passes.

In addition to losing weight, Faught said he saves about \$50 on gas each week because he's not driving his truck, which gets 14 miles per gallon in town.

He encouraged other people to visit a local bike shop and get properly fitted to their bikes. Biking tights and water-resistant jackets make it easier to ride in the rain. Dressing in layers helps, as does pedaling through a full circle, not just down.

"Just get out and try it. It's a lot of fun. You can get into a routine, just like you got into a routine driving a car," Faught said.

Staff writer Vickie Aldous can be reached at 541-479-8199 or [valdous@yahoo.com](mailto:valdous@yahoo.com).

76

Number of pounds Faught lost since December 2009: 76  
rides 11 miles to work days a week.

\$50

Amount of money he saves on gasoline each week because he's not driving his truck.

5,000

Number of miles Faught estimates he has logged on his bike. He's ridden over 5,000 miles and Siskiyou passes

Mike Faught, Ashland public works director, commutes to work in Ashland by bicycle. He's lost more than 70 pounds.

# BIKING TO THE CITY

MTC and Caltrans are proposing a bike and pedestrian pathway along the western span of the Bay Bridge. But will it find funding?

By Nick Sucharski

**F**antasies of bicycling and walking between San Francisco and Oakland along the Bay Bridge are slowly inching their way toward reality. The **Bay Bridge Bikeway Project**, a joint venture between the **Metropolitan Transportation Commission** and **Caltrans**, hopes to allow bicyclists and pedestrians to travel between the two cities along the full span of the bridge. If approved, MTC officials said it would be the largest engineering feat of its kind in history.

The forthcoming completion of the eastern span already includes a fifteen-and-a-half-foot-wide elevated pathway on the south side to allow bicyclists and pedestrians to ride and walk to Yerba Buena Island. The pathway won't extend to the western span, which would allow folks to make it to San Francisco. But that may change, as the MTC is currently working on a project study report for release early next year that officials hope will jump-start planning for a western pathway and put the project on the radar for funding.

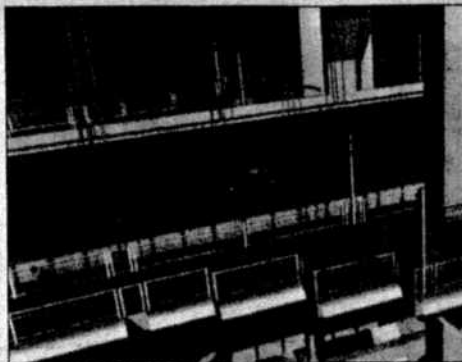
The MTC study revisits and builds upon data gathered for a 2001 Caltrans study, which examined the feasibility of adding cantilevers on both sides of the western span's upper deck to accommodate bike and pedestrian traffic. However, a decade's worth of development changes on the San Francisco touchdown side of the bridge's potential bikeway have caused the MTC to rethink the designs for the approach into the city as well as the cantilevers themselves, according to MTC Project Manager **Peter Lee**, who's in charge of the study.

According to Lee, the 2001 study had the bikeway's San Francisco touchdown in the Rincon Hill area, but the area has changed so dramatically over the last decade that the designers and engineers are now looking into a single pathway along one side of the bridge's upper deck instead of the proposed two — an alternative that may prove to be cheaper as well. Lee says the initial feasibility study also didn't include enough analytical work on the approaches and touchdowns, which prompted the current project study report.

The western suspension bridge is lifted 220 feet above the water, which makes the touchdowns even more challenging in San Francisco, said **East Bay Bicycle Coalition** Project Manager **Dave Campbell**. "How do you get people down from that height and get them down safely?" he asked.

The biggest structural challenge of the \$1.2 million MTC study, Lee said, is figuring out how to add a structure alongside the bridge between San Francisco and Yerba Buena Island. He pondered how to manage staging equipment for the construction as well as how to handle traffic delays. "No one's ever done this before," he said. "Typically, people just build a new bridge."

However, Lee said, building an unattached



Biking all the way to San Francisco is under consideration.

western span is not an option, mostly because it would distort the bridge's image. In 2001, preliminary funding priced the bikeway project on the western span at between \$160 and \$390 million for two alternatives that varied only slightly in design. The cheaper of the two involved adding two pathways on both sides of the span while using suspender cables to lift them. The more expensive alternative suggested adding two pathways but replacing the lower concrete deck with lightweight steel to mini-

## THE MTC IS WORKING ON A STUDY REPORT THAT OFFICIALS HOPE WILL JUMP-START PLANNING FOR A WESTERN PATHWAY AND PUT THE PROJECT ON THE RADAR FOR FUNDING.

mize refraction. Today, Lee estimates that the project will cost half a billion to a billion dollars. "Half a billion dollars — that's a whole bridge somewhere else," Lee said.

But funding is truly the biggest obstacle. While there is currently no source of funding for the western bike pathway, the MTC and Caltrans are eyeing increased bridge toll revenue as one way to help fund the project, says MTC spokesman **John Goodwin**. "There's no cheap way in finding funding to shoehorn something into a 75-year-old structure," he said, adding that it's very rare to receive one pot of funding for a project of this caliber.

Getting funding from the Bay Bridge toll increase has been a rollercoaster ride at best, said Campbell. In 2009, the bicycling public was in an uproar after the **Bay Area Toll Authority**, which acts as an MTC oversight on all Bay Area bridge toll revenue, was told by its lawyers that it did not have the right to allocate toll profits toward the bikeway project.

In response, Senator **Loni Hancock** introduced SB 1061 in February, which asked for toll-increase revenue to be used for the construction of a bridge maintenance pathway alongside the western span. The current law, according to Hancock's proposed legislation, states that the toll authority is authorized to use toll monies for capital projects involving planning, construction, and maintenance of the authority's bridges. The pathway would, in turn, double as a bicycle and pedestrian cantilever.

However, because state legislators were unable to pass a state budget on time, the bill was

tee in August, which effectively killed the bill for the current legislative session. Now it will need to be reintroduced next year.

In the meantime, the MTC and Hancock requested an opinion and clarification by the State Assembly's Legislative Council on the MTC's authority to allocate toll funds for the bikeway. The Legislative Council concluded that any leftover toll revenue from the current construction and retrofitting project of the eastern span can be allocated for the bikeway project, Campbell said. He added that the opinion stated that most of the revenue generated from the toll increases over the past ten years can be used to fund the pathway on the bridge.

However, the Legislative council stipulated that any qualifying project can potentially obtain leftover retrofitting funding from toll monies. The bikeway project is just one of many others vying for toll revenue funds, Campbell said. He added that even though he believes Caltrans and the MTC are going under budget on building the eastern span because construction bids have been low, he doesn't expect there to be much leftover once the retrofit money is spent.

Toll revenue for the bridge exceeds \$1 million daily, with a quarter of a million people crisscrossing the bridge every day, according to the toll authority. So far, Lee said, there's been no opposition to the bikeway project, just an inability to fund it. If there's any retrofit money left for the bikeway and maintenance pathway, then some funding will come from commuters. "People love it," said Lee about the pathway. "When they don't have to pay for it, they're always for it."

San Francisco's recent purchase of Treasure Island and the city's development goals have created another incentive to expedite a bikeway project on the western span, said Campbell. The **Treasure Island Development Agency and Planning Department** will erect 8,000 housing units with 300,000 square-feet of commercial space and 300 acres of parks according to the agency's fifteen-year plan. "It makes no sense to build 8,000 homes on Treasure Island and not give them a way to walk or bike into the city," Campbell said.

The desire to put a pathway on the suspension bridge may come down to "political feasibility," says Goodwin. Will the demand for a bikeway meet the threshold that makes it a financially desirable project? Bay Area residents' demand to ride into San Francisco from their East Bay dwellings and vice versa will have to be strong enough to push the project to fruition, he said. Why pedestrian and walking lanes weren't added during the bridge's construction evades him, he said. "They should have done it in the 1930s."

Once the East-Bay-to-Yerba-Buena-Island span is completed, projected for late 2013, it will be another six months to a year before eastbound traffic will be allowed through because of the alignment of the old bridge's Oakland approach in correlation to the touchdown of the new bridge, according to Caltrans spokesperson **Bart Ney**. Bicyclist and pedestrians will suffer the same delay since their pathway is attached to the eastbound lanes.

The next step for the bikeway project is to reintroduce Hancock's legislation in hopes that a funding source can be locked down, said Campbell. Even if funding was attained and approved, however, it would be close to a decade before the start of construction, Lee said. ●

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# COLLECTIVE BIKE RIDING GAINING TRACTION

New groups geared toward getting tourists, the black community, and everyone else to experience Oakland on two wheels.

By Angela Kilduff

**A**t eight in the evening on a Friday in October, a crowd of zombies gathered at Frank Ogawa Plaza, groaning for "brains." Red and white bike lights flashed like hyperactive strobes. It wasn't Halloween; it was the **East Bay Bike Party**, and more than three hundred people came out for the monthly ride. A speaker bike blasted Michael Jackson's "Thriller," and a woman offered makeup to help folks get their zombie on. As departure time approached, the message from the megaphone was this: "Love that right lane. Pretend you're driving in a car. Show 'em some love." **Critical Mass**, this is not.

The East Bay Bike Party got rolling in May, and it's modeled after the **San Jose Bike Party**, a ride that attracts thousands of cyclists and just celebrated its third anniversary. Collective rides and bike tours are becoming increasingly popular in Oakland, which may be one of the bike-friendliest cities in the country, and they're enticing a diverse group of people to get out and ride.

"There's so much out there to see, you kind of have to get on your bike to see it," said **Karen Hester**. Over the past two years, she has led bike tours of East Bay co-housing communities and a tasting tour connected to the **Eat Real Festival**. The four- to ten-mile rides are flat, and the routes stick to bike trails and backstreets whenever possible. Occasionally, a serious cyclist shows up, but for the most part her tours attract casual riders and some who rarely ride.

For the event organizer and wedding planner, bike tours are "a little sideline thing that I've added to my repertoire." They combine her interests in co-housing and eating locally, and when she considers the act of sharing them with others, she says, "It's really like a piece of art."

Other events have incorporated bike tours, including the Secret Gardens of the East Bay and Build it Green Home Tour. The popular **Oaklandish Tour De Taco** is on hiatus at the moment because its guide, **Cyrus Farivar** of **CaliforniaTacoTrucks.com**, moved to Germany.

In April, **Jon Zalon** turned his longtime love of wine and bikes into **East Bay Winery Bike Tours**. When people hear about it, many react like customer Laura Ho. "I'm surprised there's wineries in our own backyard," she said. There are actually 21 urban wineries in the **East Bay Intners Alliance**, and the tour stops at three of them along the flat twelve-mile route. "It's actually safer riding than Napa," Zalon said. "All city streets are either bike safe, bike route, or ke path."

Zalon outfits his customers with helmets and brid bikes. His own bike has an **Xtracycle**, cargo attachment with a 300-pound capacity.



Red, Bike and Green seeks to strengthen bike culture within the black community.

ity — enough to carry a picnic lunch and wine bought along the way. "I wanted to do it as a totally green business," he said.

He calls the ride "gritty and pretty." It leaves from Jack London Square, follows the Embarcadero to the Park Street Bridge, and crosses into Alameda. The scenery ranges from East Oakland's produce distributors and graffitied buildings to neat rows of bungalows along Alameda's palm-lined avenues. After lunch beside the beach, the tour winds through the old naval base, and riders return to Oakland by ferry. A recent trip included tastings at **Irish Monkey Cellars**, **Rock Wall Wine Company**, and **Urban Legend Cellars**.

Zalon originally thought tourists in San Francisco would be his primary customer base, but there has been a lot of local interest. He offers a B.Y.O.B (Bring Your Own Bike) discount, and promotions with **Groupon** and **LivingSocial** have helped lure locals. A cyclist since the Sixties, Zalon became an entrepreneur after a thirty-year career in programming. It's his sole focus right now, but he anticipates picking up a little programming work during the winter months.

East Bay Bike Party organizers also expect a smaller turnout in the coming months. **Ashley Elliott**, one of the many volunteers who organize the monthly East Bay Bike Party rides, has been an Oakland resident since 2006 and has seen the bike community change. "As the infrastructure has gotten better, the culture has gotten better," she said.

This year those improvements earned Oakland a bronze-level **Bike Friendly Community** designation from the **League of American Bicyclists**. The assessment considered factors like bike infrastructure and education and the work of nonprofits like **East Bay Bike Coalition** and **Walk Oakland Bike Oakland**, as well as "signature cycling events" like the East Bay Bike Party. Boulder, Davis, and Portland are the only communities to reach platinum, the highest level, and San Francisco has achieved a gold ranking. To improve cycling in Oakland, the League of American Bicyclists urged the city to add bike lanes on busy roads, improve signage and road conditions.

expand share-the-road campaigns and education opportunities for children and adults.

Strengthening bike culture in Oakland's black community is **Red, Bike and Green's** mission. **Jenna Burton** formed the group in 2007, but it launched officially this year with a group ride on April 24. The organization's purpose is three-pronged: "to improve the physical health, individual economy and local environment of African Americans by strengthening the relevance of bike culture within the Black community."

More than 50 people ages 6 to 65 participated in the first ride, an 8-mile loop that passed by landmarks significant to the black community. Organizer **Nick James** described the ride as a great success, an "impromptu space of activism, community art, and entertainment, as well as recreation." James does **Red, Bike and Green's** branding — giving the web site, flyers, and T-shirts a bold, signature look.

Since April, there have been two a month with an average turn out of 45. Now that the rainy months have arrived, Red, Bike and Green will do one ride a month and use the time to strategize. The group is run by ten volunteers, and has chapters planned in Brooklyn, Philadelphia, and Washington, DC.

From the East Bay Bike Party to Red, Bike and Green, these opportunities to ride are open to all, especially beginners. The East Bay Bike Party has a "no child left behind policy," a pledge not to abandon slower riders. Because there's strength (and greater visibility) in numbers, collective rides can help inexperienced cyclists gain confidence.

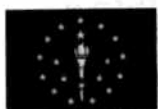
As the recent zombie ride wound through 13.5 miles of Oakland, it made several stops for socializing, dancing, and even bike sumo in Jack London Square. Perplexed pedestrians pointed and cheered as hundreds rode by on cruisers, fixies, scraper bikes, tandem bikes, cargo bikes, road bikes, and speaker bikes. Oakland may be considered bronze, but its spirit is definitely going for gold.

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# A SAFER ROUTE ON THE ROADS IN INDIANA

BY TOM VANDERBILT



AMERICAN ROADS ARE safer than ever, according to the Department of Transportation. But

that positive development masks a more regrettable trend: once the world's least dangerous place to drive, the U.S. is now 12th in its rate of road deaths per miles driven, a new International Transport Forum report shows. On a per capita basis, the U.S. falls to 28th, pinched between Cambodia and South Korea.

While there are myriad factors in this slide, one in particular deserves a look. Roundabouts, the circular alternatives to stoplights, are common abroad, where they eliminate one of driving's most dangerous moves—the left turn against oncoming traffic—and can reduce fatal accidents by as much as 90 percent.

Fortunately, the U.S. is also starting to think inside the circle. Maryland, Missouri, and Georgia have built dozens of roundabouts in recent years, and hundreds more are in the works nationwide. But Carmel, Ind., is leading the nation, having built about 60 since 2001. For a city that claims “one of the country's first automatic stop-and-go traffic signals,” it's saying something that the lights are now being torn down. The benefits, however, may say something more: in the revamped intersections, there has been an 80 percent drop in crashes involving injuries.

VANDERBILT is the author of *Traffic*.

FROM LEFT: CHIP SOMODEVILLA—GETTY IMAGES; YOSHIKAZU TSUNO—AFP-GETTY IMAGES; BILL O'LEARY—THE WASHINGTON POST-GETTY IMAGES

Newsweek  
10/11/10

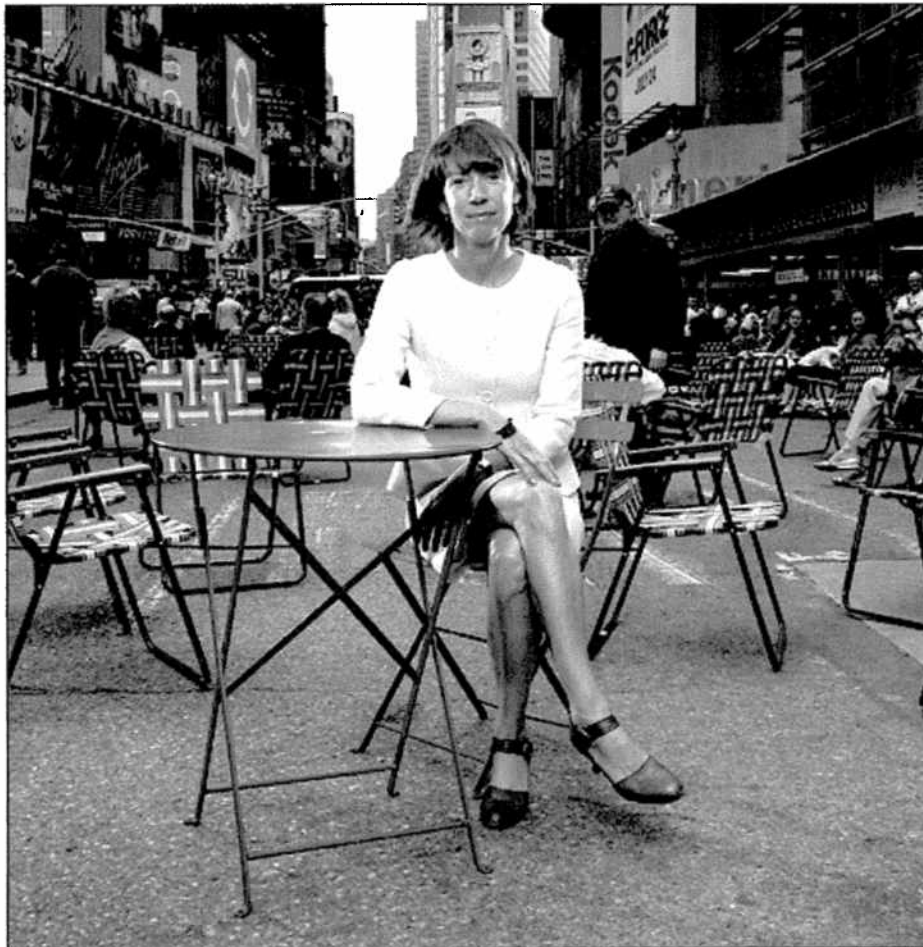
# Esquire

<http://www.esquire.com/features/brightest-2010/janette-sadik-khan-1210>

## Janette Sadik-Khan: Urban Reengineer

The new city of the future

By Lisa Taddeo



**Janette Sadik-Khan**

Olugbenro Ogunsemore

**Once there was** a man so in love with the road that he held meetings in his limousine. Ribbons of asphalt snaking like moon rays into the horizon made him think of the future, of the forward movement of luxury and dominion. But even more than this man loved the road, he cherished what the road connoted. Speed. Efficiency. Action. Getting from a start point to an end point like a time traveler, with no thought at all to the deterrents along the way. *Way, what way?* There is only *arrival*.

This man, who was not the governor or the mayor or the president, built a city on biblical muscle, for here was a mortal who passed

policy like a prophet. Red tape became dead tape in the fury of his creation. For forty long years — from the 1920s to the 1960s — he could not be stopped. Beet-faced officials and pleading villagers came to the base of his ziggurat, holding notices and petitions. Don't raze our homes, begged the villagers, and the officials stomped their wing-tipped feet in indignation. But not a single hair bristled on the prophet's neck. He knew best, but more relevantly he held the keys to the coffers, so he simply figured out a way around the masses. He built right through the wails of their protestation, he tore down their tenements and shot highways through their towns and bridges over their rivers and

drove tunnels down deep below their stomping feet. He upended and reassembled their whole world, and the city vibrated forward with the movement of his passion.

But finally the man went too far. He proposed one highway too many. The world was changing, the wealthy landowners were starting to hold preservation dearer than innovation, and the man was no longer called a visionary but a destructionist. And so they tore their despot down from his four-wheeled throne in that worst way in which despots can be removed — quietly.

And for the next half century, the building stopped as the city licked its concrete wounds. The roads went cold and quiet. No asphalt was poured, no tunnels dug, no streets reimagined. Instead, the thrum of panicked building was replaced by a system of smug gridlock. Bureaucracy as far as the eye could see, red tape longer than purgatory. The city awoke every morning grappling out of quicksand, dead set, it seemed, on maintaining past inconveniences.

Until one day about five decades after Robert Moses was dethroned, another prophet was anointed. One who wore silk dresses.

She looked nicer than Moses, and she had a new way of doing things — using facts and numbers the way he had used will and force. She seemed gentler, too, but she imposed her way almost as much. And whether or not the new officials and the new villagers agreed with her, the intestines of New York City began to quickly unravel once again.



Liu Xin/Xinhua Press/Corbis

**During three Saturdays this past August, Sadik-Khan closed down several main streets to traffic and sponsored dance classes, running events, festivals, and pop-up pools like these.**

**At a ribbon cutting** in Union Square, New York City's Department of Transportation commissioner, Janette Sadik-Khan, walks the politician walk, four steps and your arm is grabbed, five more and you are spun into a circle of pearls and L'Air du Temps. The commissioner has Anna Wintour hair, a tight face, and a tan, thin body that does not look fifty but mid-thirties, sexy. She wears wraps over sleeveless dresses and when they fall away during rousing handshakes there is a toned yoga shoulder exposed, brownish and unabashed.

She smiles a lot, half like a lady and half like a man. Today, before her speech in Union Square, she admires one of her trademark swaths of pedestrian play zone. It's a strip of epoxy gravel spotted with metal tables and chairs and slotted between the sidewalk and the street, and appropriately it feels

like a hybrid of the two. Repurposed planters with pastel hibiscus protect the pedestrians from traffic, and on the flip side of the cars is part of Sadik-Khan's empire of new bike lanes. The commissioner *loves* bikes.

The new plaza has been up only a few days and already it's peopled with iPad readers and texters and nearby business employees having their before-work coffee.

"People just right away use new spaces, they don't question them," she says, smiling. "There is such a *hunger* for open spaces in New York. We want to sate it as much as possible."

A woman seated at one of the tables does not make eye contact but says to Sadik-Khan, "Who's going to maintain this area?"

Sadik-Khan turns, ever smiling, to address the willful dissenter. "The local businesses do, and the city of New York does."

"You don't know that," says the woman.

"Uh, yes I do. It's already happening in Madison Square, and in Herald Square, and in Times Square." These are the other places where she has created pedestrian plazas; specifically in the latter she has entirely closed down Broadway to vehicles between Forty-seventh and Forty-second Streets. *No cars on a long and wild strip of Broadway!*

"Local businesses are going to lose money if cars have nowhere left to park."

Sadik-Khan nearly laughs in the woman's face. "Quite the opposite! Revenues from businesses in Times Square have risen 71 percent! That's the biggest increase in history!"

Stat! The commissioner dispatches data streams as though from a machine gun, pelting dissenters with a language that is part English and part numerical: *Injuries to motorists and passengers in the project areas are down 63 percent. Pedestrian injuries are down 35 percent. Eighty percent fewer pedestrians are walking in the roadway in Times Square.*

The dissenter does not speak again. In a city of people who matter and people who don't, the woman at the table does not have the position or the information to pause the forward movement of the new commissioner, and so the dissenter disappears into a statistic. And Sadik-Khan moves toward the green ribbon.

**Mayor Michael Bloomberg** is well known to be a data-driven mayor. If you are going to add a fire hydrant in Harlem, he wants to know how many German shepherds are expected to urinate on it. Sadik-Khan is the one out there monitoring the pH balance. And that attention to detail and conversion of detail into data is how she realized her power.

Prior to her appointment in 2007, Sadik-Khan was the senior vice-president of Parsons Brinckerhoff, one of the world's largest engineering firms, and before that she was deputy administrator of the Federal Transit Administration under President Bill Clinton and director of the Office of Transportation under former New York mayor David Dinkins. Somewhere along that résumé she developed the unique superpower of being perpetually right, or at least convincing people of it at data gunpoint. Today she manages forty-five hundred city employees and oversees the safety of New York City's transportation infrastructure, including its highways and byways and bridges and ferries.

"Janette," says the mayor, "uses a data-driven approach to tackle tough challenges and build consensus around innovative solutions." At its most innocent, this is precisely what the DOT commissioner does. Builds consensus, using data. But perhaps more empirically, the commissioner *wreaks* consensus, *inflicting* data.



The boldest and most passionate change she's made is closing down Times Square to traffic and painting a plaza there. The plazas at Madison, Herald, and Union Squares have since followed, and now a whole long stretch of Broadway — two hundred thousand square feet, the size of three and a half football fields — is a pedestrian parkland, tables and flowers and sweating tourists resting their eighty-pound Toys 'R' Us bags while billboards glint commercially above them. In the most elementary terms, Sadik-Khan has plucked the city from under the chassis of the automobile and distributed it, Robin Hood — like, to runners and cyclists and mothers with strollers and large men with small dogs.

In her thrall to expedite Bloomberg's PlaNYC mission to turn New York into a butterfly by 2030, Sadik-Khan is shutting down half of Thirty-fourth Street to traffic, creating Manhattan's first river-to-river rapid bus corridor in 2012, plus striking out the beginnings of an eventual eighteen-hundred-mile master bike plan and sprinkling more car tolls to deter more cars. There will be one million more people in New York by 2030, and big changes have to happen to accommodate that influx. The world's most famous street, well, it just didn't conform to the grid.

"Broadway," she says, "was simply a powerful farmer's precolonial footpath, and the great thing it did was create these wonderful squares." But now she doesn't need it anymore. So she restored the grid by doing the math. There were seventy pedestrians for every ten cars in Times Square, but cars were louder and more catered to, so, "you know, the balance was in the wrong direction." She turned it into a village green, where tourists have room to rubberneck on the sidewalks while busy New Yorkers can zoom out of their way across the plaza. That's a pretty monstrous change, and it happened over a long weekend.

"I don't hate cars," says the commissioner, not pissed, but almost. "It's a matter of balance. Until a few years ago, our streets looked the same as they did fifty years ago. That's not good business, to not update something in fifty years! We're updating our streets to reflect the way people live now. And we're designing a city for people, not a city for vehicles." This is a swipe at the old guard, and a new prophecy. Robert Moses took a city of narrow old roads and tore it down and rebuilt a metropolis for gleaming hoods and raw motor, and Sadik-Khan is going to change it back.

Millions of New Yorkers love the new plazas and walking spaces and bike lanes. But millions of car drivers are pissed off. Their roads are being seized. And this is where Sadik-Khan's stats ride in on their unassailable and nonpolluting white horse. Say you drive your Honda Accord from a subway-starved swath of Queens to your job in midtown. And you've noticed the traffic is worse. Go find Sadik-Khan pedaling her Specialized Globe bike from her home in the West Village to her office downtown. Tell her you *know*, dammit, that traffic in midtown is worse. She will smile and say, Listen. If vehicles are going more slowly, then that's safer for everyone! She will say that vehicle-related injuries are down a tremendous 63 percent.

But she won't stop there. After stuffing you full with safety data she'll insist you try a pie of peripheral benefits. One of the reasons GPS units were plugged into all thirteen thousand yellow taxis in New York was so that the DOT could track the performance of the new system. More stats! They found that northbound taxi trips in west midtown were 17 percent faster in the fall of 2009 (after the Broadway shutdown) than in the fall of 2008. And the stats don't lie!

Like Bible-thumpers and vegans, she has a million different figures memorized cold. She has them organized into trees. If you go this way, she will cut you off with this branch of reasoning. Head in that direction and she has a unique countering set of facts. Either way, it trickles down to the same end result. You have your tardy-to-work card, but she has just saved a few hundred lives. One argument is the clear winner, and it doesn't drive a Honda.

**The legend of the quick-change** artist began in DUMBO, that sexy industrial hangarland of Brooklyn under the Manhattan Bridge overpass. Over one nonholiday weekend, Sadik-Khan transformed a parking lot into a park. She painted a white border, and the space within it green for grass, and then she grabbed some leftover blocks and voilà — instant magic plaza.

"It was a quick way of showing you can transform a space in a matter of hours instead of a matter of years," says the commissioner. It was a powerful message. Thousands of idealists in corduroy pants converged and salivated for more.

In that little park in DUMBO, you can see how Sadik-Khan has managed to get so much done so fast. Yes, she wields data like a weapon to stun the public into submission for the greater, greener good. But she is also a master of other — some might say keen, others dark — political arts. She wants to move fast. Won't get stuck in red tape. Hates it like hell. So like Moses, she's figured out her own way around it.

Whereas most city officials and past DOT commissioners would have insisted on capital funds for something like, say, a bike lane, Sadik-Khan teases them out on the cheap. When you use capital funds for a project, you need approval from a few different places, and it takes months, sometimes years. So she takes a bunch of guys already painting double lines and gets them to dot a bike lane with the extra paint. Where she wants a plaza to swallow a car lane, she convinces abutting stores and the local business-improvement chapter to pay for the cleaning and to take the chairs and tables in every evening and set them out every morning. She tells them that shutting down the street will actually help their business, the way it did in Times Square. She shows them the numbers and where once they may have been against her, suddenly they are footing her bill. She doesn't even need to check in with Bloomberg. Like a high school cappella group trying to get to Ibiza for spring break, Sadik-Khan finds money between seat cushions. She uses her guile and glamour to get what she needs, craftily but lawfully.

More downright rebelliously, she sometimes circumvents the community by experimenting with test swatches called pilots, like little harbingers of the future. With a pilot change, you don't necessarily need community permission, since the idea is that you may end up just taking it down. For example, with the DUMBO parklet, a past commissioner might have educated the residents first, tried to get them to buy into the plan. But it takes months to convince a neighborhood to agree to a change. Instead, she just painted. She did the same thing in the Meatpacking District, when she drummed up a plaza next to the Apple store, and again on Willoughby Street in Brooklyn. She's figured out a quiet way to get her way without getting the pesky public in her face.

Part of this is psychological warfare. Moses once said, "Once you sink that first stake, they'll never make you pull it up." Sadik-Khan has co-opted those words. Under her rule, bike lanes materialize overnight. Sidewalks become pop-up cafés and flowers bloom inside repurposed pots in quick and cowering deference. New Yorkers aren't used to this kind of change. So there they sit at their new café and they sip their Darjeeling, looking rather stunned or drugged and if not pleased, then at the very least *seated*.

Some love her for it. When overnight she shut down an entire turning lane on a busy avenue in Brooklyn so that pedestrians could cross the street in peace, the community thought she was a saint. But later, when she didn't so much as reply to a letter from Brooklyn Borough president Marty Markowitz asking her to reconsider the addition of a bike lane that could slow traffic considerably, a lot of Brooklyn wanted to lock up her paint cans. But she didn't have to answer to him. She had the power to do just as she pleased.

The bike lane was painted in.

"She has this remarkable speed," says Sam Schwartz, who was the traffic commissioner from 1982 to 1986 and is now a consultant and transit columnist. "A speed the likes of which is unmatched." He readily acknowledges that Sadik-Khan has done more in the past few years than anyone did in the past fifty.

"She's preparing us for a future that will have fewer cars," says Schwartz. This is something that is tough to swallow for many. But Sadik-Khan is using her method to make biking look cooler. If it's such a pain in the ass to drive in the city, then owning a car won't be a luxury. It will be a Members Only jacket. So roads that had four lanes now have three, and three lanes are thinning to two.

Her next passion project is to reconcile the geography of New York, to provide clear Disney signage and let people know, if they are in Chinatown, that Little Italy is a mere six minutes' walking distance from where they are standing. This will drive profits, she says, and make things easier for visitors. SoHo This Way, Gentle Tourist.

The project will be announced this month, but it won't surprise people who know her if she stakes a few signs before it's fully under way, the way she did in DUMBO. If objects are already up, then it only costs more to take them down. Like Robert Moses before her, she removes the debate by negating the question.

But for all that power, there is something soft over something hard. She smiles and says things like, "You know the way Broadway just *kisses* Seventh Avenue?" There is something of a fairy-tale beguilement here, a traffic dictator disguised in silk dresses. If Moses had owned a pink fingernail of her beguilement, he might have scored a bridge across the Atlantic.



Matthew Roth/Streetsblog San Francisco

**Sadik-Khan's ideas are spreading to other cities. San Francisco is experimenting with carving out pedestrian plazas.**

**At another event,** an evening wine fundraiser to further revitalize Union Square, one of her pet squares, the commissioner has on a brown shawl and a silver dress and brown Mary Janes with a sustainable heel. She does not eat meat but she loves the bigeye-tuna roll at the Blue Water Grill stand. She drinks the exact perfect amount. People stop and thank her and get inside her space. She is a back-of-the-hand toucher and an emphatic and loving nodder. She gives you her whole neck

when she laughs. Everything that is pussycat about her is mostly because she has excellent social skills.

While Moses was a man, tall as a spire and gruff, Sadik-Khan is sly-eyed and disarming. Another reason for her ability to paint that bike lane, perhaps, is that you didn't see the dress coming. She may bake for her lawyer husband and go to parent-teacher meetings at her son's school, but you can bet she has found a new way to streamline a brownie.

Force exerted with a smile is the most relevant kind for the times in which we live. She mentions a secret little sushi spot she found by City Hall. One day, former deputy mayor Kevin Sheekey showed up and Sadik-Khan said to herself, No, get *out*! This is *my* place! Laughing, she shows her throat, but she means it. Don't go to her fucking place. And right now, in this moment in history, New York City is her place.

But to anyone with a clear enough scent of human ambition, this is about more than New York. At the intersection of visionary and engineer you'll find the personal aspiration that is, often, what drives change like this. New York is a testing zone; Sadik-Khan is using it to show the world — the president — what the world city of the future could look like. "If you can do it here," she says with a smile, "you can do it anywhere."

What she's doing in New York is trickling across the nation. Parklets are popping up in San Francisco. Portland, Oregon, the outdoor hipster capital of the country, was inspired by New York City, of all places, to have protected bike lanes — an idea Sadik-Khan lifted from Copenhagen, where the bike lanes are protected from traffic by a single-file line of parked cars.

Next on her list is another idea from Copenhagen, a public bike share. There would be stations in lower Manhattan and midtown and Brooklyn to start. You could pick up a bike after touring City Hall and drop it off on Forty-second before you see *The Lion King*. She's a little reticent to discuss it, but the fact that she's mentioning it at all means she knows she'll keep pushing until it comes out a year on the other side. And then there is her dream to get all city workers a Zipcar membership, so no one will actually own his own city vehicle. This could halve the city's fleet of sixteen thousand passenger cars. True to form, she has already begotten a pilot of this plan. Since Labor Day, three hundred city workers have been using twenty-five cars, whereas they had previously been using fifty. It is the New York City of the future. It is, most likely, the Everycity of the future.

But the parklets and the bike lanes are not the most important thing she can export. In the grand scheme, they are just the precursors. The real wonder here is that this is a new way of governing. In large part she learned it from Bloomberg and then set it to a fast beat. It's about policy dictated by facts rather than interest groups. It's about not simply cutting the red tape of bureaucracy but, if need be, finding a path entirely around it. It's about actually taking action, *now*. Sadik-Khan has shown that it's still possible in 2010 for a government official to get things done as quickly and efficiently as Moses did, but with different and greener results.

This evening the Union Square restaurants have laid out tastes of their kitchens beside gourds and haystacks. Fried chicken wrapped in paper and roasted-corn soup with crab and ham in short plastic cups. A country band is playing on the stage beneath the white tent. Bloomberg is not here, so Sadik-Khan is the most fetching political celebrity in the square. Back by the tuna rolls, she is a conspiratorial leaner-in. Like a good officeholder, she knows how to make you feel like you're with her, likely not next week, but definitely tonight, and maybe a lucky window of tomorrow.

Yet the personality part of her accomplishes something more divine. A local barbecue place has an offering of ribs, huge joints of meat glossed in Chinese spare-rib red. To the meatless, they are grotesque, like car-related injuries. The commissioner reaffirms her passion for the tuna and leaves

when desirable people leave, early enough to be missed, having stayed long enough to be remembered. It isn't until she is completely out the door that the people who were in her midst converge upon the ribs, with red wine and enterprising incisors. They are not entirely ashamed, but almost.

Back in her West Village bedroom, the commissioner dreams in futuristic pastoral, the Cross Bronx Expressway melting down into benches, joggers in ponytails loping across lime-green plazas, and bicycles, many thousands of them, as far as the eye can see.

<http://www.esquire.com/features/brightest-2010/janette-sadik-khan-1210>