

Note: Anyone wishing to speak at any Transportation Commission meeting is encouraged to do so. If you wish to speak, please rise and, after you have been recognized by the Chair, give your name and complete address for the record. You will then be allowed to speak. Please note the public testimony may be limited by the Chair.

ASHLAND TRANSPORTATION COMMISSION
December 15, 2016
AGENDA

- I. **CALL TO ORDER:** 6:00 PM, Civic Center Council Chambers, 1175 E. Main Street
- II. **ANNOUNCEMENTS**
- III. **CONSENT AGENDA**
 - A. Approval of Minutes: November 17, 2016
- IV. **PUBLIC FORUM**
- V. **NEW BUSINESS**
 - A. Downtown Parking and Multi Modal Circulation Study
 - Discuss final draft plan and public forum (30 min.)
- VI. **TASK LIST**
 - A. Discuss current task list
- VII. **OLD BUSINESS**
 - A. Intersection Repair
 - Discuss an intersection repair program similar to Portland (5 min.)
 - B. Vegetation Maintenance Program
 - Provide update on public outreach program development (5 min.)
- VII. **FOLLOW UP ITEMS**
 - A. CMAQ Grant Application-Chip Seal Project
 - Recommendation for chip seal grant application (5 min.)
 - B. Grandview Shared Road Improvements
 - City staff have started construction of improvements (5 min.)
- VIII. **INFORMATIONAL ITEMS**
 - A. Commission Business-Individual Meetings Discussion
 - B. Action Summary
 - C. Accident Report
 - D. Making an Impact Newsletter (November)
- IX. **COMMISSION OPEN DISCUSSION**
- X. **FUTURE AGENDA TOPICS**
 - A. TSP update process
 - B. North Main Crosswalk Analysis/Post Road Diet Analysis (January)
 - C. CIP Budgeting
- XI. **ADJOURNMENT:** 8:00 PM

Next Meeting Date: January 26, 2017

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 2016

Name	Title	Telephone	Mailing Address	Email Address	Expiration of Term
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Danielle Amarotico	Commissioner	541-840-3770	265 Alta Avenue	Danielle@CommonBlockBrewing.com	4/30/2017
Joe Graf	Commissioner	541-488-8429	1160 Fern Street	jlgtrans15@gmail.com	4/30/2018
Alan Bender	Commissioner	541-488-4967	145 Almond Street	Alan.bender@erau.edu	4/30/2017
Corinne Vièville	Commissioner	541-488-9300 or 541-944-9600	805 Glendale Avenue	corinne@mind.net	4/30/2019
David Young	Commissioner	541-488-4188	747 Oak Street	dyoung@jeffnet.org	4/30/2018
Sue Newberry	Commissioner	775-720-2400	2271 Chitwood Lane	sue.j.newberry@gmail.com	4/30/2019

Non-Voting Ex Officio Membership

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David Wolske	Airport Commission			david@davidwolske.com

Staff Support

Scott Fleury	Eng. Service Manager	541-488-5347	20 E. Main Street	fleury@ashland.or.us
Karl Johnson	Associate Engineer	541-552-2415	20 E. Main Street	johnsonk@ashland.or.us
Kyndra Irigoyen	Administrative Assistant	541-552-2427	20 E. Main Street	irigoyenk@ashland.or.us

ASHLAND TRANSPORTATION COMMISSION

MINUTES

November 17, 2016

These minutes are pending approval by this Commission

CALL TO ORDER

Graf called the meeting to order at 6:04 pm

Commissioners Present: Joe Graf, Corinne Viéville, Danielle Amarotico, Dominic Barth, David Young (6:10pm), and Sue Newberry

Commissioners Absent: Alan Bender

Council Liaison Present: Stef Seffinger

SOU Liaison Present: Janelle Wilson

Staff Present: Scott Fleury and Kyndra Irigoyen

Staff Absent: Mike Faught and Steve Mac Lennan

ANNOUNCEMENTS

None.

APPROVAL OF MINUTES

Approval of October 27, 2016 minutes

The minutes were approved as amended.

ADJUSTMENTS TO THE AGENDA

None.

PUBLIC FORUM

Louise Shawkat 870 Cambridge St

Read from her attached letter.

NEW BUSINESS

Intersection Repair

Fleury said we had citizens come in and give public testimony previously and it seemed there was support to move forward with the project. He asked what components of the program, that are similar to what Portland has, with the permit and process itself, should move forward. He thinks the permit that Portland has in place works relatively well, but needs to be catered to Ashland. We should define what the eligibility requirements are and develop a fee. We currently have a block party permit and a road closure permit. We also need to talk about coordination between the Transportation Commission, the Public Arts Commission, and potentially the Historic Commission if an intersection repair is in a historic district. In the Historic Commission code and the Public Arts Commission code, it has an overlap, that they should have a say or give contribution for this type of public right of way process via art. Fleury said he wants to cater the permit to Ashland and then bring back to the Commission for review. After approval, he will then take it the Public Arts Commission and the Historic Commission to obtain their input. If needed, bring back to the Commission, and finally to Council for approval.

Barth asked if the intersection repair was just paint. Fleury said yes. Barth asked if the paint would cause skidding across the road. Fleury said we would have to look into that. Barth asked about a theme, if this was in the historic district. Fleury said that is why he would like to take this to the Historic Commission as well. Fleury said we have citizens coming forward with their own ideas of what it should be. He does not want a commission to control the process, but to offer input on the process itself. Amarotico asked if Fleury saw this as something that would always be brought forward by citizens or if the City would pick an intersection; who is leading this? Fleury said it would be coming from the citizens. In Portland, they must obtain signatures by the people in the neighborhood before the painting can occur, which is part of the permit process. Newberry asked why it is called a repair program. Kat Smith said it is the name of the non-profit organization in Portland. Smith said in Portland, they usually go to a high traffic intersection where they want to slow traffic. Not only is there a mural on the ground, but they have benches, a free

library; so they call it intersection repair because they are doing more than just the mural. Newberry said it just sounds confusing and could be confusing to homeowners and suggested changing the name. Smith said she would like to call it something different. Fleury said he does not have an issue with changing the name. Newberry asked how this works with marked crosswalks. Fleury said if there were marked crosswalks, the art would have to be within the boundaries of the markings. Smith said in Portland they have worked within the confined area of the four crosswalks in an intersection.

Graf asked if Fleury was going to give the Commission a draft policy and decide on the fees. Fleury said he will draft a permit, figure out some different names for the project, run it through the legal department, bring it to the Commission to talk about fees and the process of going to the Public Arts and Historic Commissions. Graf asked if we were only thinking of this at intersections or will there need to be policy for an intersection and one for other parts of the street. He asked who is going to pay for it. This group of citizens is paying for it, but once we have a policy in place, will it be in the policy that the citizen group needs to pay for it or will they ask the City to paint it. Fleury said it would be his expectation that whoever brings it forward would pay for the materials needed to facilitate the project. Viéville asked if there will be standards or requirements for the materials used. Fleury said yes, there should be standards for materials used. He believes the permit is on a one year cycle, the group can go back and refresh the mural if needed. Viéville said it should be a requirement that they maintain the art. Seffinger said the Public Arts Commission is currently in the process of changing its public arts mural standards and if you have input before they finalize the plan, it might make some sense. Young said in response to Viéville, he would hate to encumber anyone who wants to do this by attaching requirements for maintenance, it might fade away and that is ok. He said he agrees we need some standards, but we should not push this too far out into the future. He supports this project. Newberry suggested that we have a test case that would give us guidelines for the future. Smith said ideally, they would like to paint it in the summer, they are applying for a grant. Newberry asked if we could have a formalized process before that. Fleury said he thinks we can and if not then we could use this as a pilot process. Newberry said she would like to do this as a pilot. Rachel Gibbs said she has worked on intersection repair projects in Portland. Barbara Massey said she would love to see this project happen in her neighborhood.

Amarotico asked Newberry if she was saying to move forward as a pilot project or create standards first and if we cannot create standards fast enough, then move ahead as a pilot project. Newberry said yes. Fleury said he will bring that forward to the other Commissions, that we have a group who is ready to go as a pilot project. Barth asked about the difference between the two Public Works permits that Fleury referred to earlier. Fleury said the right of way closure permit is \$202 and the block party permit is \$16.

Young motioned staff develop the criteria for the intersection repair program.

Viéville asked if he could change it to mural instead of repair. Young said what about using the word *enhancement*.

Young m/s Viéville staff develop the criteria for the intersection enhancement program.

Young suggested that the permit be renewable.

All in favor.

Graf asked if there will be some kind of neighborhood input at the commission. Fleury said yes.

Vegetation Maintenance Program

Fleury said Newberry came to meet with Public Works staff and had a meeting to develop a good program. We need to develop a name and how we will market this education program. The things we talked about in our meeting were setting goals and specific strategies to meet these goals. Many of these things revolved around public education, outreach, awareness, and how the public can reach out to the city to report issues. We talked a lot about how to do outreach in the community. We talked about developing brochures, including seasonal information for leaves, snow, and ice. He said that Newberry noticed that in the Community Development building there were not any brochures on the wall about this. We talked about using the leverage of safe routes to school day to develop new stories, public service announcement on JPR, and more updates on the City website. He said that John Peterson, from the streets

department was at the meeting, who said it would be good to have one staff person who could go zone by zone to maintain this issue. He does not have staff support to do this right now, only temps during the summer. Fleury said we will be spending some staff time working on our goals and strategies for this program. Newberry said they want to approach this in a systematic way.

Barth asked about Fleury's memo referencing the web application. Fleury said it is incomplete at this time. It is going to be an app for your phone where a citizen can report an issue using their location. They can take a picture, upload, and tag their location based on GPS location. The issue will be routed to the appropriate person at the City, who will update the status of the issue.

Young said he is concerned about enforcement and informing the homeowners of their responsibilities. Fleury said there is a nuisance ordinance for this. Newberry said this is part of the outreach and education that needs to happen. Young said we should educate people to report on an issue they see. Shawkat asked if this app is a duplication of MyAshland app where you can report issues. Fleury said this app has the same form as we have on the website to report issues. All of the issues are routed to Anne Seltzer who then routes them to the appropriate person.

Fleury said he will develop some of these materials and bring it back to the Commission. Seffinger suggested working with the chamber or with rental agencies to include in the rental agreement about some of these issues, so that the renters would know there is this ordinance and they have responsibility.

OLD BUSINESS

None.

FOLLOW UP ITEMS

CMAQ Grant Application

Fleury said he is in the process of getting the updated estimate for the chip seal grant and then will submit it. After submittal, it goes through a long review process. Fleury and Faught will make presentations to various committees who will review the grant application. We will probably have an idea of where we stand next summer.

Grandview Shared Road Improvements

Fleury said we are in the process of converting the upper part of the road on Grandview into a shared road. We are in the process of ordering the intelligent speed limit signs, general share the road signs, and 15 MPH speed signs. Expecting to be done by the end of December for the upper section. Young asked about the new guardrail. Fleury said they added 20 ft. of new guardrail to protect the transformer there. Amarotico asked where the 15 MPH signs will be posted. Fleury said the only portion that will be a shared road will be from Ditch Rd to the stop sign around the corner. There will be speed signs and share the road signs as you enter that zone.

Washington St. Extension

Fleury said we have been working for a long time with the Brombachers to secure the connection between Tolman Cr and Washington St. We have developed a site plan for future development. It has been approved by planning. We then went into the right of way acquisition phase. We have agreed to a purchase price that was taken to Council and approved to finalize the acquisition. We will finalize the engineering and permitting for the roadway and bridge. We are hoping to start construction this next summer. The next phase is to obtain funding for the construction of the connection. We have funds to purchase it now. This project is vastly similar to the Jefferson St extension project that occurred about eight years ago.

Downtown Supersharrows

Fleury said they have contracted with Kittleson to analyze the truck parking issue. He said it is moving forward; he needs to touch base with Kittleson. He said the feasibility analysis should turn around quickly. He said they will have an analysis by the end of the year.

INFORMATIONAL ITEMS

Task List

Graf asked if there is a timeframe for the next phase of study for the Wimer, Hersey, Main St. traffic light. Fleury said

yes he needs to touch base with Parducci. He thinks she is close to finalizing a few things. Young asked if we could prioritize some of the items; some have been ongoing for years and items get pushed aside. Fleury said Parducci is also in the process of doing a road diet update report. Newberry said she presumes she will be modeling to see how would it impact it if the existing signals are retained and one is added because that will cue the traffic and add some gaps for the side streets to make right turns. Fleury said yes the scenarios will include those traffic lights working in unison throughout the system if the Hersey and Wimer light was added and the different delays at those signals to facilitate the movements of the through. She will also do a gap study at the critical intersections. Newberry said she hears a lot of complaints that there are not enough gaps in the traffic. She said for the task list, some of these things have different statuses; it might make it easier if Fleury could organize by what is happening or what is due.

Young asked when we will move along on this. Fleury said with Parducci's work on the road diet, this is included. He thinks she will be able to wrap this up by January. Newberry said every intersection is a legal crosswalk if it is marked or not, she cannot find anywhere in the City policy when we mark and do not mark crosswalks. As a pedestrian, vehicles will more likely yield when there is a marked crosswalk. She asked if we have a policy of marking crosswalks. Fleury said in general, if we get a request, the MUTCD requires a study to see if a crosswalk should be marked. Newberry said we should have some kind of policy on this. Young said it is dangerous out there. He has walked to the hospital many times and it is a fatality waiting to happen. He thinks it is the biggest glaring hole in the City's transportation infrastructure. He said we have been bringing this up for two or three years. Viéville said a doctor offered to pick her up and drive her across the street because of the danger. Graf said it is clear that this Commission has said we want to have crosswalks. If the decision is not have a light at Hersey and Wimer, there are going to be one or two marked crosswalks that this Commission will insist on putting in. There has to be marked crosswalks that are safe for people to cross. Seffinger said one of the concerns people have addressed to the Council is how to get to the hospital in terms of the road diet slowing people's ability to get to the hospital when it is congested and the ability to turn left at the light.

COMMISSION OPEN DISCUSSION

Graf reminded everyone of the public meeting to consider the parking strategy at 5:30 pm at the Ashland Hills Hotel. Young said this meeting has not been publicized well to the community. The Chamber and Faught have complete responsibility for this meeting, along with the consultant Rick Williams. There has been no input by the committee. Barth said this seems typical of what happens here and then we get an apology by Faught, but it does not change the fact that something we have been involved in suddenly vanishes or fizzles, is it time to take a conservative look at what we can do and should do. He said we have never been told about this upcoming meeting, the ad-hoc committee was not consulted about it, and if it is strictly a chamber thing, what does that have to do with the people of Ashland and the public. Graf said what he knows for sure is that neither Young nor he had input. He has told this body once or twice about this meeting. Barth asked if there is a way to clarify what their mandate truly is and where there is accountability. We have spent time talking about electric shuttles and the Nevada St Bridge, the first meeting was grossly underprepared and there were apologies. Newberry said she spent her Saturday at a workshop for engaging public process. She was disappointed that there was no one from the City there. She said part of her career included public involvement; we do not have a sophisticated way to engage the public in Ashland in the public process. Barth said his concern is that people have expectations that when they present something here, that we have effect on it.

Viéville asked about the alleys by the co-op. Fleury said he looked at the site and we could add a 'no right turn' sign at the driveway outlet to keep people from turning there, but some of it will be enforcement.

Young said he is a low point in his 20 years on the commission. He feels that we have no input on the agenda. This Commission voted to make the internal circulator a priority. Then all of a sudden we have to revisit the whole thing and now it is dead. He has people contacting him about it and he has nothing to tell them. We are the Transportation Commission and we advise the Council on the transportation issues. He said he fully believes we are being stonewalled from moving ahead and it is frustrating. This never gets on the agenda. He said he says something with a lot less passion than this and is shot down by Faught every time. He said he is tired of it. We have a community of people that have been actively trying to get us to do something. Barth said he thinks he is bringing up a broader, longer-term example of something all too familiar. It can be everything from sidewalks, to the stop sign at N Main, or when Grandview first came up and Faught first said something about it, it is just endemic. He said even on these simple things we do not get that far. He asked how we find out what our role is, is there accountability, and are we

spending the time in here to get things done, or is this just a gestor so the City can say we have a committee to listen to people. Graf said our ordinance says that we make recommendations to the Public Works director for some things and it is unclear what those certain things are and we do not have staff to do some of things we want to do.

Seffinger asked what their most important issue is right now so she can mention it at the Council meeting. Young said as a body we can vote to recommend to Council and that is we have historically done and now all of a sudden everything goes through the Public Works director first. Seffinger asked if the most important issue was to look at the shuttle. Barth said that was supposed to go to Council to consider the shuttle. Young said it did not go to Council and that was almost six months ago. Graf says he remembers that we first wanted Council to consider an ad-hoc committee for the shuttle and then we decided to look into the TSP to piggyback on the TSP because it was faster than forming a new committee. Young said we have not looked at it since. Viéville said if staff is too overwhelmed to do the research, what prevents citizens from doing the research and presenting it. Young said there is a sense that all the work they do will not result in any action; where is the body that will work with the citizens? Newberry said citizens developing a program, without engaging someone from the City, are in a difficult position. One of the things recommended at the workshop she attended was to start with a steering committee, by bringing people from the City into the citizen process early on. Young said the trolley is in the TSP. It spent months in the Downtown Committee and was not well represented, everyone thought it was too expensive. Consultants from Eugene did an analysis for \$1.1 million. Graf said there are questions about what routes are the best and he does not think it can be done for \$1.1 million. We have to consider the number of vehicles, how to compete with free parking, and how it will be ran. None of these questions have been answered. The citizens have talked about buying a \$300,000 bus and doing a pilot project. Young said it is that kind of thinking that makes it sound like it is not worth pursuing. We need to work out something that is viable with all points of view. He said this has been identified as a priority since 2012. There is record of himself making a request in the Downtown Committee to start the process for this. Viéville asked if we could put this on the agenda for an entire meeting to figure out a plan. Young suggested sponsoring a public forum. Newberry said we are not ready for a public forum; we need to get it on our agenda and talk it through. She asked to put this on the agenda. Graf said we can put it on the agenda but we need specifics to talk about. Barth said we heard from the e-shuttle project on August 28, 2015, he wants to check the minutes for September and October for something specific that sent this to Council. Graf said he does not think it went to Council, he believes we recommended to Council to an ad-hoc committee and we backed off it because of the issue of making an official committee. We talked about doing it through the TSP process because it is already in there with some study money and decided to do the internal circulator piece and then it sort of died. Barth thinks a feasibility study would be great. Graf said we need to figure out who will do the feasibility study. Young said an ad-hoc committee could do this. Newberry said the shuttle is on the list, are we developing an RFP for engineering services? Fleury said when the Commission first discussed moving this forward, he believes that staff came back to the Commission and said that we were in the process of the TGM grant cycle and would like to apply to support the TSP update. We would use the monies we have in SDC funds, to match funding to support the addition of the study for the shuttle as essentially the primary focus of the TSP update. He thinks that in addition to that was the program number five, the transit service program, to expand transit along with refining it with a feasibility of it. He said we did not get the grant so there are no additional funds for that purpose. We would have to reallocate funds for that feasibility study. He said if the Commission wants to have the discussion for the feasibility study, he could bring in the scoping documents to develop the feasibility study RFP. Newberry said the feasibility study would replace the phrase on the list 'engineering services'. Fleury said that is what we would solicit for but it would be an RFP and the sub caveat of that feasibility study for a shuttle and develop the appropriate scope that someone could respond to. Newberry asked if we have a budget to do a feasibility study. Fleury said he would have to reallocate funds. Young said the general sense in this community is that Public Works never met a consultant that they did not like. So much of the focus is paying consultants to chase money, which is why we had to take an issue onto the ballot to repair our streets. The priorities are skewed. Newberry asked if the RFP was developed. Fleury said no. Newberry said it would be interesting to put together what would be an RFP because it defines the steps that have to be done in order to do a feasibility study and if we could see those things defined, we would be able to decide if that is something we could bring a group of people together to do it. Young asked for this to not be on the December agenda because he will not be here. Graf said January is ok.

Fleury said he is hoping to have the report for N Main in the next packet along with the crosswalk analysis. He said he is also working on the crosswalk at Mix and the loading zone issue. He said ODOT gave us money a while ago

redo the ADA ramps within the downtown area, we are working on that currently. Viéville asked if it was possible to put bumps on each side of the intersecting streets for ADA compliance by the path along Siskiyou. Newberry said the path itself is ADA compliant and it is an ODOT thing. Fleury said he would have to look into it.

Young asked when the Nevada St Bridge will come back on the agenda and where it is at. Graf said they are trying to figure out what to do next. He said his understanding is that we will have to approve whatever comes to us. Fleury said the Commission will make a recommendation on an 'option' or 'no option' to Council and Public Works will support that or have their own recommendation.

FUTURE AGENDA TOPICS

TSP update process

North Main Crosswalk Analysis/Post Road Diet Analysis

Downtown Parking and Multi Modal Circulation Study

CIP Budgeting

ADJOURNMENT

Meeting was adjourned at 8:36 p.m.

Respectfully submitted,

Kyndra Irigoyen

Public Works Administrative Assistant

Nov. 18, 2016

Dr. Joe Graf
Chair, Transportation Commission
City of Ashland
20 East Main St.
Ashland, OR 97520

Dear Dr. Graf and fellow Commissioners:

The recent passage of measure 15-156 by Ashland voters opens the door for improvements to city streets currently in need of attention. East Hersey Street has been consistently mentioned by city councilors and staff as a street at or near the top of the list of those needing serious repair work.

As an Ashland resident living on East Hersey and as a former member of the city's (now defunct) traffic safety committee, I am writing to suggest that the Transportation Commission take an active part in the planning for improvements to East Hersey. I make this request out of fear that improvements limited to re-paving will have not only positive effects, but also negative ones such as increasing the speed of traffic on the street.

At present, East Hersey is a very busy street, primarily carrying traffic from North Main, West Hersey and Oak streets to North Mountain Ave. and vice versa. As a result of its service as a connector street and the lack of any controlled four-way intersections between Oak and North Mountain, motorists on East Hersey consistently drive faster than the posted 25 mile an hour speed limit.

The speed of traffic on East Hersey makes it extremely unsafe for residents to back out of their driveways on the north side of the street. (Some try backing in, which is even more unsafe and probably illegal.) It also makes it difficult to parallel park on either side of the street and for vehicles to enter it from side streets and/or heavily used business access driveways on the south side of East Hersey.

My suggested solution is one that I think could cause some knee-jerk negative reaction in the community but makes good sense if one makes the effort to consider it with an open mind.

I suggest the installation on East Hersey of traffic calming devices commonly referred to as "speed humps." These humps would be much like those in use on Oak -- humps that signs erroneously, I feel, refer to as "bumps."

I use the terminology "speed humps" because this type of traffic control is far less severe than the "speed bumps" we see in parking lots or in use on streets in some other communities. Speed humps have flatter "edges" than speed bumps and are like a large table-top, allowing vehicles to pass over them without severe jarring while still forcing drivers to slow down.

The Transportation Commission on Sept. 17, 2009, noted that "because of all the traffic calming construction that took place on Oak Street in 1999, the current average speeds (on Oak) are close to the posted speed of 25 mph." This is what I hope would be the result should speed humps be installed on East Hersey.

One concern about installing devices to slow down traffic is that the result might be an increase in traffic on a nearby through street, such as may have occurred on Helman

Street after humps were installed on Oak. I would point out that there is no west-east through street anywhere near East Hersey -- the closest one being B Street -- should drivers feel the need to avoid humps on Hersey.

A valid concern about speed bumps is their impact on emergency vehicles, such as forcing them to slow down to avoid the "jarring" of persons being transported to the hospital and/or delaying response time to a fire call or other emergency.

Speed humps, because of their gentle edge slopes and wide surfaces, would not create the problems inherent with the installation of speed bumps.

Ashland Fire and Rescue Department Chief John Karns, in response to a Nov. 16 email from me, said speed bumps are a concern of first responders but, in a followup email, indicated that the "humps on Oak St. aren't causing us any particular difficulty." (See enclosed email string below.)

In closing, it appears to me that speed humps on East Hersey would be an effective traffic calming device that would increase the safety of motorists trying to access the street and of pedestrians trying to cross it. There would, however, be a resultant inconvenience to those who wish to continue to use the street at a speed in some cases well above the posted limit.

Safety versus inconvenience. Those appear to be the choices.

Thank you for your consideration of this matter.



Tom Pyle

251 East Hersey St.
Ashland, OR 97520

(encl: emails)

From: John Karns <john.karns@ashland.or.us>
Subject: RE: Speed Bumps/Humps
Date: November 18, 2016 7:36:27 AM PST
To: Tom Pyle <amatom2@charter.net>

Tom,

The traffic calming "humps" on Oak St. aren't causing us any particular difficulty. I checked with a number of our personnel and they felt that those humps didn't reduce their response times much at all. We generally respond code 3 (lights and sirens) at no more than 10 mph over the limit, even in ideal conditions, so the profile of those humps aren't much of an issue for us.

Regards

John Karns / Fire Chief
Ashland Fire & Rescue
455 Siskiyou Boulevard
Ashland, OR 97520

John.karns@ashland.or.us
Phone: 541-552-2217
TTY: 1-800-735-2900
Fax: 541-488-5318

"Remember, when the disaster strikes, the time to prepare has passed"

-----Original Message-----

From: Tom Pyle [mailto:amatom2@charter.net]
Sent: Thursday, November 17, 2016 9:23 AM
To: John Karns
Subject: Re: Speed Bumps/Humps

Chief Karns:

Thank you for your quick and thorough explanation of first responders' position regarding speed bumps. I recognize that each point you raised must be considered if a community is considering installing such "traffic calming devices" and that your department must be involved in the decision process. I guess my only remaining question would be: From a first responder point of view what is your opinion of the speed bumps (or humps) currently in place on Oak Street?

Tom

On Nov 17, 2016, at 8:04 AM, John Karns wrote:

Tom,

Thanks for your inquiry. Hopefully I can shed some light on the issue. Traffic calming strategies have for some time been a concern of all first responders. Speed bumps, or "humps," have become the most prevalent approaches, probably due to a relatively low cost. Obviously the concerns for fire departments are increased response time to scene as well as transport time to a medical receiving facility in the case of an EMS response. Also, trauma patients can be compromised by a poor quality "ride", depending on the nature of the injury. While the latter may sound trivial, I've been in the back of ambulances many times with patients suffering from soft-tissue and/or orthopedic injuries who seem to feel every bump in the road and let you know it.

With that said, properly designed traffic calming devices have their place and have produced the desirable results, depending on location. The use of speed bumps needs to be carefully analyzed and I'm not a traffic engineer. I do know that they come with their own issues. An increase in noise with assuredly be realized by residents along with the signage and/or street markings that is required. They often just move the concern to the next street over.

So to summarize, we understand the need for traffic calming interventions in some scenarios, but we have a keen interest in where and what strategy is being employed. We aren't summarily opposed to them, but need to be involved in the decision process. Don't hesitate to contact me if you have any questions and please have a safe and enjoyable holiday season.

John Karns / Fire Chief
Ashland Fire & Rescue

455 Siskiyou Boulevard
Ashland, OR 97520

John.karns@ashland.or.us
Phone: 541-552-2217
TTY: 1-800-735-2900
Fax: 541-488-5318

"Remember, when the disaster strikes, the time to prepare has passed"

-----Original Message-----

From: Tom Pyle [mailto:amatom2@charter.net]
Sent: Wednesday, November 16, 2016 11:12 AM
To: John Karns
Subject: Speed Bumps/Humps

Chief Karns:

I have for some time wondered about Ashland Fire and Rescue's opinion of the so-called "speed bumps" on Oak Street, and if you would be opposed to installation of such "traffic calming devices" on any other Ashland streets where speeding may be a problem.

I put "speed bumps" in quotation marks because what exists on Oak are really humps rather than bumps. The slightly sloped edges and the depths of the hump are so different than a bump that it seems like it might be something fire and rescue equipment could negotiate without concern for jarring its vehicles and/or response time.

Am I correct in this assumption, or do the Oak Street humps cause problems for your department?

Thanks for considering my inquiry.

Tom Pyle

Andrea Napoli
325 Stoneridge Ave
Ashland, Or. 97520

Nov. 16, 2016

Ashland Transportation Commission
20 E. Main Street
Ashland, OR 97520

Re: Support for E. Nevada Street Bridge

Dear Commissioners,

I live in the Meadowbrook neighborhood at 325 Stoneridge Avenue. My backyard fronts E. Nevada Street, less than 100' from the proposed E. Nevada Street Bridge project location. I would like to let the Commission know that **I very much support this project** and feel that it is an important and sensible connection for the City and my neighborhood for the following reasons:

Allow for Walking & Biking, Connection to Downtown and Elementary School: The current single ingress/egress to our neighborhood discourages walking/biking to downtown or the elementary school due to the out-of-the-way distance and multiple steep grades. A connection over Bear Creek would make downtown easily accessible by walking or biking, in addition to creating an immediate connection to the elementary school for the kids in our neighborhood to walk to school rather than being driven.

Success of Mixed-Use Buildings in Meadowbrook Neighborhood: The bridge connection has been a planned transportation project since the subdivision was planned for a reason. As you know, there are mixed use and commercial buildings in my neighborhood, both existing and currently under construction. So far, we have had a coffee shop occupy the commercial building, but it was only in business for a few months before having to close its doors. In order for commercial uses to be successful here there will need to be accessibility from surrounding neighborhoods to increase the customer base and support businesses. The potential failure of the mixed use and commercial buildings in our neighborhood is very concerning.

Reduce Miles Travelled by Cars: The east side of Ashland needs a more sensible north/south connection. Currently, Eagle Mill Road provides that connection but is a longer, out-of-the-way route resulting in more miles travelled by cars.

Issues from Single Ingress/Egress to Neighborhood: There have been instances in the winter when I was unable to get up the very steep grade to get to work in the morning due to ice, even with studded tires. Adding this connection would delete that problem as well as making better access for emergency vehicles.

Support an RVTD Transit Route: Transit is very important to populations that do not or cannot drive, such as residents of the Mountain Meadows retirement community. In order to provide transit service

to the East Ashland neighborhoods RVTD has expressed that they would need to use E. Nevada Street with the bridge connection. Without this connection, transit service in these neighborhoods would likely not be feasible.

I understand some of my neighbors concerns about speeding traffic on E. Nevada Street with the bridge connection. However, traffic calming improvements (speed humps, chicanes, etc.) would be an inexpensive solution to this potential problem. I do not understand, however, the demand by some of my neighbors that our neighborhood remain as a giant disconnected cul-de-sac. While it is nice to have very little outside foot, bike, or car traffic on the city streets I live on, it does not make sense from a greater perspective to provide connectivity. This longtime planned connection was a major factor in our decision to buy our home here 1-year ago. Having a walkable/bikeable connection to downtown was/is incredibly important to us.

I urge the Commission to not give into the demands of a few, while ignoring a sensible connection for the neighborhood and the City, for all reasons listed above.

Thank you,



Andrea Napoli

Memo

CITY OF
ASHLAND

Date: December 8, 2016
From: Scott A. Fleury
To: Transportation Commission
RE: Downtown Parking Study-Draft Plan Review

BACKGROUND

As recommended by the adopted 2012 Transportation Master Plan, the City Council appointed the Downtown Parking Management and Multi-modal Circulation Advisory Committee at its November 5, 2013, business meeting. Committee membership includes ex officio members from the Chamber, trucking industry and city staff. In addition, 13 voting members were appointed (2 from the Chamber board, 2 Planning Commissioners, 2 Transportation Commissioners, and 7 stakeholders from the downtown area). Stakeholders include: merchants/business owners-managers, property owners, downtown residents, OSF, Pioneer/A Street, Fourth/A Street, and one citizen at large.

The Downtown Parking Management and Circulation Ad Hoc Advisory Committee has completed the parking management portion of its task. However, with regard to potential multi-modal traffic circulation projects, the Committee recommended the City take a long-term comprehensive look at the community's vision for Ashland's downtown core. The visioning process would develop a plan for the downtown that covers a 20- to 50-year window. *The draft downtown strategic parking management plan is attached for reference.* The Committee has agreed to support the proposed downtown parking strategy developed by Rick Williams Consulting.

On December 1, 2016 at the City held a public presentation along with a question and answer segment for the proposed parking plan recommended by the Ad-Hoc committee. Rick Williams presented the draft plan and answered public questions. All questions and answers were tracked by staff and will be used as part of the final documentation presented before Council.

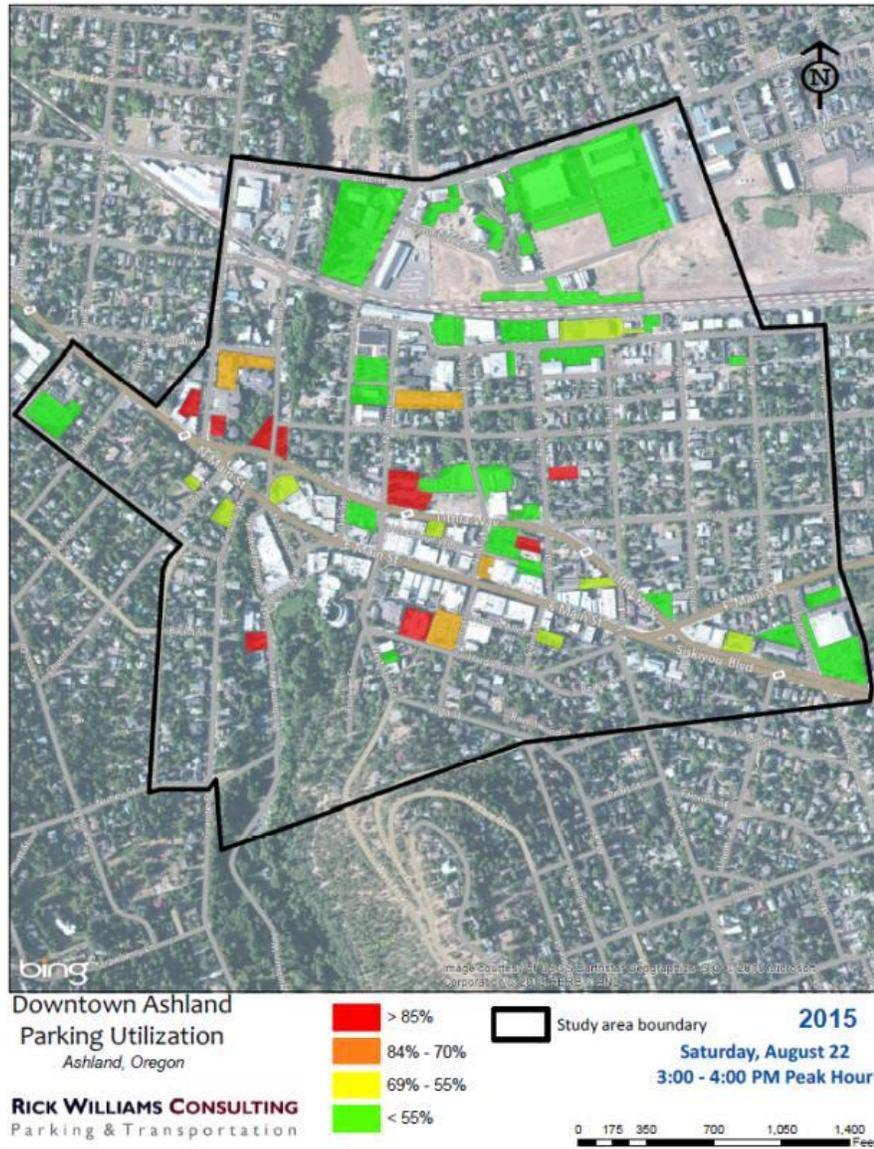
Draft Parking Plan Summary:

The first primary component of the plan is Guiding Themes and Principles which include the City's role and coordination, priority customers, active capacity management, information systems (supply & customer based) and integration with other modes.

The proposed phase 1 action strategies include:

- Formalize the guiding themes and principles as policies for downtown access within the parking and transportation system plan;
- Adopt the 85% rule as the optimum occupancy standard for measuring performance of the parking supply and triggering specific management strategies and rate ranges ;
- Establish a Downtown Parking and Transportation Fund as a mechanism to direct funds derived from parking into a dedicated fund;

- Create a Centralized Parking Management Division;
- Develop a job description and hire a Downtown Parking Coordinator for the City of Ashland;
- Establish a Downtown Parking Advisory Committee (DPAC) consisting of downtown stakeholders to assist in program implementation and review;
- Develop a reasonable schedule of data collection to better assess performance of downtown parking;
- Identify off-street shared use opportunities and feasibilities based on data findings in Strategy #7, Establish goals for transitioning employees, begin outreach to opportunity sites, negotiate agreements, and assign employees to facilities (see Downtown Ashland Parking Utilization map on next page);
- Create a critical path timeline to a new parking brand that can be utilized at all City-owned lots and shared supplies and in parking marketing/communications;
- Simplify on-street time stays;
- Develop a new off-street signage package;
- Expand the bike parking network to create connections between parking and downtown in order to encourage employee bike commute trips and draw customers to downtown businesses;
- Evaluate and pursue on-street pricing in high occupancy areas (85%);
- Solicit firms to establish wayfinding and dynamic signage systems in the public right of way integrated with the off-street system using City parking brand developed in Strategy #9; and
- Deploy wayfinding system as developed in Strategy 14.



Potential downtown Multi-modal projects:

- A draft concept plan that reduces East Main from three lanes to two lanes, adds a bike lane, widens sidewalks and provides truck loading zones;
- Removes vehicular traffic from the Beaver Slide by creating a multi-use path for bicycles and pedestrians;
- Constructs a roundabout at the intersection of Pioneer/Fork/Hargadine;
- Street Improvements on A Street and B Street for improved pedestrian and bike activity and safety; and
- Includes Downtown projects identified in adopted Transportation System Plan.

CONCLUSION:

The Commission is asked to provide comments if any on the draft plan for inclusion into the final staff report that will be presented before the City Council.



2016

City of Ashland, Oregon Downtown Strategic Parking Management Plan

PROJECT SUMMARY AND RECOMMENDATIONS FOR PARKING MANAGEMENT

FINAL REPORT
March 15, 2016



RICK WILLIAMS CONSULTING
Parking & Transportation

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APPENDIX

A. ACTIONS & IMPLEMENTATION SCHEDULE

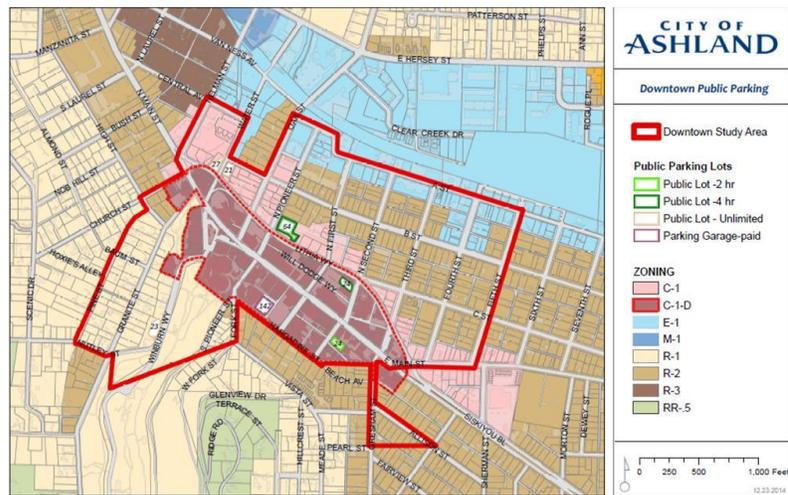
CITY OF ASHLAND: DOWNTOWN STRATEGIC PARKING MANAGEMENT PLAN

I. BACKGROUND

In 2013, the City of Ashland commissioned a study to evaluate the state of parking in the downtown. The study was conducted by Community Planning Workshop and the University of Oregon, and analyzed use, occupancy, and demand for customer and employee parking throughout the downtown, and developed an initial set of recommended strategies and programs.¹ The project study area is illustrated in **Figure A**.

The City subsequently determined that developing a more targeted parking plan for the downtown core would be beneficial, both as a guide to daily management and as a template for future decision-making. To this end, the City engaged Rick Williams Consulting to work with its Downtown Parking Management and Circulation Ad Hoc Advisory Committee and Southern Transportation Engineering to compile a complete, simple, and effective set of operating strategies for management of the City's downtown parking supply.

Figure A
Project Study Area



The Advisory Committee includes representatives of the business and development sectors, citizens, City staff, City Commissions, and the City Council. Southern Transportation Engineering assisted with a multimodal project component. The study entailed in-depth discussions with the Advisory Committee and other community stakeholders to develop a comprehensive parking management plan that responds to the unique access environment, goals, and objectives of Downtown Ashland. This was coupled with an evaluation of planned multimodal projects in the downtown core and existing parking policies, standards, and actual usage.² The parking management plan and its development process are summarized in this report.

¹ See: *Ashland Downtown Parking Management and Multi-Modal Circulation Plan -October 2014*, (Community Planning Workshop and the University of Oregon).

² Usage data was derived from two sources: (1) *Ashland Downtown Parking Management and Multi-Modal Circulation Plan (October 2014)* and (2) Off-street usage data collected by Rick Williams Consulting (August 2015).

II. THE ROLE OF PARKING IN DOWNTOWN

A successful downtown has a clear sense of place, and comprises an exciting and attractive mix of uses and amenities. The role of parking is to support the realization of this vision. Simply put, *people do not come downtown to park*. They come to experience an environment that is unique, active, and diverse. A well-managed parking system helps make it safe, easy, and convenient for them to do so.



Discussions with stakeholders resulted in a number of desired outcomes for parking management. Parking management in downtown Ashland should:

- Support a “messy vitality” by creating a vital, active, and interesting downtown environment.
- Get the right parker to the right stall.
- Assure convenient, affordable, and available parking for visitors and customers.
- Ensure that parking in a district is managed to meet the needs of its priority users.
- Ensure reasonable and safe parking for employees.
- Communicate a clear sense of movement to parking options.
- Provide for an integrated system on and off-street (parking & pedestrians).
- Integrate alternative modes, particularly biking.
- Anticipate and respond to increasing demand for access to the downtown.

Parking is just one tool in a downtown's economic development toolbox, and must be managed to ensure an effective, efficient system of access that caters to the needs of priority users. In the case of downtown Ashland, the priority user for the City-owned parking system has been identified as the customer and visitor. The Advisory Committee concluded that the objective of parking management in downtown should be:

“To support the development of a vibrant, growing, and attractive destination for shopping, entertainment, recreation, living, and working. The components of this plan need to be simple and intuitive for the user, providing an understandable system that is affordable, safe, secure, and well-integrated into other access options (i.e., transit, bike and walk).”

III. PLAN ORGANIZATION

The strategies outlined below are intended to spark discussion between the City of Ashland and downtown stakeholders on policies and actions that will support a vital and growing downtown.

We begin with a set of Guiding Themes and Principles developed by the Advisory Committee and designed to serve as a framework for decision-making. The principles encourage the use of parking resources to support economic development goals and to effectively serve the diversity of customers and visitors using the downtown (see Section IV).

Following this list, recommended parking management strategies are presented as a series of steps intended to follow a logical progression, with each action providing the groundwork necessary for subsequent actions. Steps are divided into policy actions and operations, and further categorized as specific action strategies intended to be carried out in two phases that range from immediate to long-term (see Section V and Appendix A).

Following this is a comprehensive summary of planned multimodal projects in the downtown core. When developing the City's Transportation System Plan (TSP), Policies #3 - #9 presented policies aimed at enhancing the downtown environment for multiple transportation modes while also facilitating economic prosperity. These policies considered wider sidewalks, preferred pedestrian treatments, alley enhancements, bicycle parking, incentives for truck loading/unloading, and downtown parking management. The multimodal component categorized projects as pedestrian, bicycle, transit, intersection and roadway, and railroad. Planned projects specific to the downtown area for each are described (see Section VI).

As the City and its partners consider these strategies, discussion of the "who, what, and how" of implementation will be essential, and it may be determined that strategies should be reordered or implemented concurrently. Such refinements will be based on opportunities and challenges that arise, momentum, resource identification, and broader community input. The plan presented here is a template for a new approach to parking and multi-modal management in downtown Ashland, and changes and refinements can be expected.

IV. GUIDING THEMES AND PRINCIPLES

The development of Guiding Principles for parking in downtown Ashland supports creation of a parking system that facilitates and contributes to a vital and growing downtown. Guiding Principles are based on the premise that growth and development in the downtown will require an integrated and comprehensive package of strategies to support economic development and redevelopment. The ensuing parking plan becomes but one critical element of a larger coordinated package for economic growth.



The results of stakeholder input can be summarized as five Guiding Themes comprising seventeen Guiding Principles. Ideally, these will establish a basis for consensus and provide near - and long-term direction for parking management in the downtown.

A. CITY ROLE AND COORDINATION

1) **Centralize management of public parking to ensure optimal use of the supply.**

Parking issues are too complex and widespread for status quo approaches to management. The City needs to provide more focused, coordinated, and strategic attention to daily management and delivery of near- and long-term parking solutions.

2) **Coordinate parking in a manner that supports the unique character of emerging downtown districts and neighborhoods. Where appropriate, manage parking by zone.**

The downtown comprises several unique economic enclaves (e.g., the core, the theater district, the railroad area). As the areas differ economically, so too do the character and needs of their patrons. This may require a management approach tailored to each area, known as management by parking zone.

3) **Ensure that a representative body of affected private and public constituents from within downtown routinely informs decision-making.**

Active participation by those affected guarantees an understanding of and consensus on parking management and the “trigger” points for decision-making built into the parking plan. This is best accomplished through an established parking advisory committee that reviews performance, serves as a sounding board for issues, and acts as a liaison to the broader stakeholder community.

4) Create a sense of security at all times, on-street and off-street.

Public off-street lots should be maintained so as to not deter users due to poor design, pavement quality, or perceived security issues. Safe and well-lit links between parking areas and shopping, entertainment, and work sites should be planned for and provided.

B. PRIORITY CUSTOMER

1) The on-street parking system is a finite resource and will be managed to provide a rate of turnover that supports “district” vitality.

Most users of the downtown favor on-street parking. The parking management plan recognizes this premium on-street parking resource needs to be managed to provide a rate of customer and visitor turnover that supports downtown and district vitality. With this principle comes the recognition that growth in downtown parking demand will, over the longer term, need to be accommodated in off-street locations. Longer-term patron and employee parking must be managed so as not to conflict with customer parking, particularly on-street. On-street parking must be managed according to demand and time-stays conducive to customer need.

2) The most convenient on-street parking will be preserved for the priority user – as defined by base zoning in the affected district.

The on-street parking system in the downtown must be formatted in a manner that assures turnover and minimized conflicts between the priority user and other users. Ashland will use base zoning in parking districts (e.g., commercial versus residential) to facilitate and support reasonable definitions of priority users.

3) Provide sufficient parking to meet employee demand, specifically in conjunction with other reasonable travel mode options.

All parking strategies should be coordinated with transportation demand management goals and objectives to ensure that employees and customers have reasonable options available for access. For downtown Ashland, this should be initiated with efforts to encourage bicycling to the downtown, with longer term goals for transit/shuttles and ridesharing. This effort should be pursued as a partnership between the City and private sector businesses.

C. ACTIVE CAPACITY MANAGEMENT

- 1) Manage the public parking system using the 85% Occupancy Standard to inform and guide decision-making.**

The *85% Rule* is an operating principle for coordinating parking supply. When occupancies routinely reach 85% during peak periods, more *intensive and aggressive* parking management strategies are called for to assist patrons in finding available parking. The 85% Rule will facilitate reasonable and effective decisions regarding time stays, enforcement, and other decisions related to capacity management.

- 2) Supplies in excess of the 85% Occupancy Standard will require best practice strategies to minimize parking constraints.**

Several strategies identified in the plan are triggered by the 85% Rule. The City and the Advisory Committee are committed to moving forward with recommended strategies when parking demand requires them. Changes to the status quo can be difficult, but continued constraints in parking and access will adversely impact the downtown's success and ability to absorb growth.

- 3) Encourage shared parking in areas where parking is underutilized. This will require an active partnership with owners of private parking supplies.**

Numerous parking facilities in some downtown locations are underutilized. Efforts should be made to facilitate shared use agreements between different users (public and private) to direct parking demand into these facilities, in order to maximize existing parking resources.

- 4) Capacity will be created through strategic management of existing supplies, reasonable enforcement, leveraging parking with alternative modes, and new supply.**

Active effort must be made to manage the parking system on a daily basis. This will require partnerships with the private sector to leverage existing off-street supplies and to coordinate management in a manner that supports the development and growth of alternative modes. New parking supply becomes more feasible when all capacity options are maximized.

D. INFORMATION SYSTEMS (SUPPLY & CUSTOMER-BASED)

Supply-based

1) Use performance measurements and reporting to ensure Guiding Principles are achieved.

Committing to a routine and objective system of measurement and reporting ensures that decision-making will be informed. Key metrics include occupancy, turnover, average duration of stay, rate of violation, and customer input. Performance monitoring also provides a basis for routine evaluation of program effectiveness.

Customer-based

2) Improve existing, and create new, information and educational resources (outreach, education, maps, websites, etc.) for use by the public and private sectors.

Efforts to improve understanding, awareness, and ease of use of the parking and access system should be upgraded. A clear schedule should be maintained for the dissemination of information. This could be coordinated through a partnership between the City and a downtown business association.

3) Develop and implement a unique and creative wayfinding system for the downtown that links parking assets and provides directional guidance, preferably under a common brand/logo.

Parking resources should be clearly identified and explained through branding and signage, increasing understanding of how to access on- and off-street parking resources. A common brand that unifies marketing materials, signage systems, and other communications simplifies customer recognition and use of the system.

E. INTEGRATION WITH OTHER MODES

1) Encourage and facilitate increasing percentages of use, particularly by employees, of alternative travel modes to free up parking capacity.

Parking should not be the only access option for employees. Every parking stall occupied by an employee means a lower rate of turnover and less access for customers and visitors. Employees should be given reasonable access to parking, but encouraged to use alternative modes that include walking, biking, transit, and ridesharing. If Ashland develops a strong system of alternative mode options for employees, these will then become options for residents, visitors, and customers.

2) Increase bike parking on and off-street to enhance the broader bicycle network.

The City of Ashland's bike parking network should be as effectively formatted as the auto parking system. On- and off-street parking facilities for bicyclists are efficient and low-cost.

3) Explore remote parking locations and transit/bike connections to minimize the need for new parking structures.

As the City explores new parking supply options, scenarios should include remote locations connected by transit and bike networks. Such options may be more cost-effective than structured parking and/or may be necessitated by land supply constraints in the downtown.

V. RECOMMENDED DOWNTOWN PARKING MANAGEMENT STRATEGIES

From discussions with the City and stakeholders, specific parking management strategies have been identified and are recommended for implementation. These recommendations are informed by evaluation of current policies and practices, information in the 2014 Community Planning Workshop report, and data collection in off-street facilities conducted by RWC in August 2015.

This report contains recommendations for changes in current management/organization and several near-term Action Strategies for the first 18-months of implementation (Phase 1). The timing of implementation outlined in this document assumes that Phase 1 work will *formally* begin in July 2016 and run through November 2017. However, some work should precede Phase 1 (January – June 2016) through work with an interim Parking Work Group led by current Public Works staff.

Phase 2 would begin in January 2018. *However, any and all strategies can be implemented on an accelerated schedule or be reordered based on opportunity and resources.* The proposed timeline is provided as a means to communicate a reasonable schedule and order of tasks.

The strategies recommended in this report will assist the City in more effectively managing its downtown parking supply and preparing for future growth. They are organized as follows:

- Policy and Organizational Action Strategies: Phase 1 (0 – 18 months)
- Recommended Parking Management Strategies: Phase 1 (0 – 18 months)
- Recommended Parking Management Strategies: Phase 2 (18 – 36+ months)

A summary of all recommended Strategies is attached as an Implementation Schedule at the end of this report.

A. POLICY AND ORGANIZATION ACTION STRATEGIES

These elements ensure that the goals of the parking management plan can be achieved by incorporating parking system management into the City's development policy. Grounding in the Guiding Principles and application of the 85% Rule as the threshold for decision-making connect the various policy elements. Centralizing the policy recommendations within a responsible and responsive Parking Services Division ensures that the life of the parking management plan extends beyond the first round of strategy implementation. It is recommended that the Policy Recommendations be adopted and implemented in the very near term.

STRATEGY 1:

Formalize the Guiding Themes and Principles as policies for downtown access within the parking and transportation system plan.

Implementation Timeline: Immediate to Near-Term (by July 2016)

Formalizing the Guiding Principles by incorporating them into the policy element of the City's parking/transportation system plan will inform decision-making and development of future public facilities. Incorporating these principles into City policy assures the intent and purpose for parking management, established through this study, is carried out over time.

Estimated Costs (STRATEGY 1):

It is estimated that costs associated with this strategy would be minimal and mostly expended in efforts of existing staff to develop resolutions and ordinances through routine city planning processes.

STRATEGY 2:

Adopt the 85% Rule as the optimum occupancy standard for measuring performance of the parking supply and triggering specific management strategies and rate ranges.

Implementation Timeline: Immediate to Near-Term (by July 2016)

In the parking industry, it is assumed that when parking exceeds 85% occupancy in the peak during peak periods, the supply becomes constrained and may not provide full and convenient access to its intended user. Once parking routinely exceeds that figure, the 85% Rule requires that strategies be implemented to bring peak period occupancies below 85%.

The parking inventory for Ashland revealed that existing peak occupancies within the core are often in excess of 85% for significant periods of the day. Having the 85% Rule formalized in policy will assure that a process for evaluating and responding to parking activity is in place.

Estimated Costs (STRATEGY 2):

It is estimated that costs associated with this strategy would be minimal and mostly expended in efforts of existing staff to develop resolutions and ordinances through routine city planning processes.

STRATEGY 3:

Establish a Downtown Parking and Transportation Fund as a mechanism to direct funds derived from parking into a dedicated fund.

Implementation Timeline: Immediate to Near-Term (by July 2016)

As the supply of parking becomes constrained, it will be important to direct funds into supporting transportation and access in the downtown. This can be done with existing and/or future parking revenue, or with new revenues generated as a result of implementing this plan. The Downtown Parking Fund should be dedicated to:

- a. Debt service
- b. Parking operations
- c. Lot/garage maintenance
- d. Marketing and communications
- e. Transportation Demand Management programs
- f. New supply

It is recommended that such a fund be established as soon as feasible to ensure that new revenues are appropriately directed.

Estimated Costs (STRATEGY 3):

It is estimated that costs associated with this strategy would be minimal and mostly expended in efforts of existing staff to develop resolutions and ordinances through routine city planning processes.

STRATEGY 4:

Centralize Parking Management. Consolidate the management and administration of parking management within a single division for Parking Services.

Implementation Timeline: Immediate to Near-Term (by July 2016)

The success of any multi-faceted parking system is dependent on administration, management, and communication of the City's parking program. This includes daily management of facilities, oversight of third-party vendors, financial accounting and reporting, marketing/communications, customer service, and strategic and capital planning.

Ashland's existing administrative system for managing parking is spread across multiple departments, divisions, and commissions, which include Public Works, Community Development, Administrative Services, and Police. From a strategic management point of view there is no clear single point of responsibility for guiding the parking system in a manner that gives due diligence to the complexity of

the existing system and the level of technical and response capability called for in the Parking Management Plan.

Industry best practices recommend centralized management under the purview of a professional Parking Coordinator. Centralized management best supports the concept of an integrated parking system, as all elements of the parking system (off-street, on-street, enforcement, and oversight of any third-party provider) are consolidated within a single division and leadership structure. As such, administration and decision-making are structured to consider parking assets both individually and as a system. Resources can be managed in a tailored fashion where necessary and leveraged as appropriate and most efficient.

It is recommended that the City begin internal discussion on restructuring parking management into a single Parking Services Division.

A "downtown parking coordinator" will direct daily operation of the system, strategic implementation of policies and programs, and planning for growth.

Estimated Costs (STRATEGY 4):

At this time, the costs associated with restructuring parking management into a single operating division are unknown. There may be efficiencies, and there may be new costs (see Strategy 5, below). It is recommended that any new costs be supported by revenues derived from the parking system.

STRATEGY 5:

Develop a job description and submit a service package to create and hire a position of Downtown Parking Coordinator for the City of Ashland.

Implementation Timeline: Near-Term (by September 2016)

A single person should be assigned to oversee and manage all aspects of parking in the downtown, providing the community a single reference point for parking management. As stated in Strategy 4, consolidating parking operations within a single department under a Downtown Parking Coordinator creates administrative and operational efficiencies and seamlessly integrates on- and off-street parking, enforcement, and long-range strategic planning. It also provides a point of accountability and assures that adopted policy is fully implemented. The process for approving this type of service addition should be completed immediately to facilitate near-term hiring or restructuring of an existing position (see discussion below related to position options).

Ideally, this person will staff a representative stakeholder group (see Strategy 6) to routinely review parking activity in the downtown overall and by district. Information would be used to evaluate "action triggers" and implement appropriate strategies.

The Downtown Parking Coordinator will, at minimum, lead in:

- Coordinating and implementing all approved aspects of the Parking Management Plan.
- Oversight of all personnel (City and third-party) involved in the delivery of on-street, off-street or enforcement services in downtown municipal parking resources.
- Acting as liaison among businesses, users, and other agencies.
- Coordinating with Administrative Services in the creation of consolidated financial reporting systems for parking.
- Annual budgeting for parking services.
- Oversight of any third-party management agreements for parking operations or enforcement services in City facilities.
- Ensuring contract compliance by third-party parking providers.
- Coordinating with relevant Departments and Divisions necessary policy and code changes approved in the Parking Management Plan.
- Developing new signage and communications systems.
- Developing and implementing marketing and communications programs and their on-going delivery.
- Routinely assessing and recommending rate and fee adjustments based on demand dynamics.
- Oversee data collection efforts as defined by policy.
- Coordinating the transition to new parking revenue collection technologies necessary to implement performance-based pricing, as called for in Phase 2 of the Parking Management Plan.
- Development of RFPs for parking services, equipment, and technology.
- Coordination of review and selection of parking services, equipment, and technology providers.
- Assessment of other upgrades (e.g. signage, lighting, security, maintenance, enforcement) as necessary.
- Development and negotiation of contract agreements as necessary.
- Developing usage tracking and reporting systems to measure and monitor program success or failure.
- Troubleshooting program glitches.
- Hosting and facilitating the work of a Downtown Parking Advisory Committee.

Options for establishing this position include:

Option A:

New position/FTE

Ashland could establish a new position and solicit professionals from within the parking industry. The consultant team favors this approach given the complexity of the recommendations in the Parking Management Plan.

New technology, responsive demand management, financial management, communications, coordination and integration of on and off-street assets, monitoring/reporting, and community liaison functions, to name a few, will require an individual who has demonstrated, successful experience with managing multi-faceted municipal or private sector parking systems.

Option B:

An existing FTE & Contract Consultant

This model proved successful in Ventura, California. After adoption of a comprehensive parking plan in 2008, parking control was consolidated within a smaller number of departments, with an existing City employee assigned responsibility for coordinating operations and implementation of the plan. Through the reorganization process, it was determined that internal FTE capacity was available, and existing City staff could be utilized for the new position; ensuring that there was no additional burden on the parking fund. The reorganization process also identified the need to provide training and assistance to the Parking Coordinator to elevate their skill set to a level commensurate with new programs, services, and responsibilities called for in the parking plan.

To this end, the City of Ventura contracted with a professional parking and transportation consulting firm to provide ongoing training and mentoring to the new Parking Coordinator. The consultant also provided assistance in establishing reporting formats, operating protocols, organizational development, and additional implementation planning to the City. The consultant contract provided up to 20 hours per week in consulting assistance and was in place for one year following adoption of the new parking plan. The Ventura model has been very successful, and was pursued because internal staff capacity was available and engaging the consultant was seen as less of a burden on the parking fund budget.

Option C

Improvement of systems and protocols with existing staff

There are likely improvements in efficiency, coordination, and communications that could be made within the City's existing parking operations. These could include:

- Increasing the total FTE responsible for administration.
- Establishing a Parking Management Work Group, facilitated by a designated parking coordinator, that routinely reviews operations, performance, occupancy, and rates, and supports responsive and strategic decision-making.
- Designate a parking coordinator to oversee the work of a Parking Advisory Committee.
- Consolidate reporting and performance monitoring.

Though the City currently has staff involved in the downtown parking program, the existing parking management format does not have a central point of responsibility and reporting. This makes it difficult

for users to conveniently understand and maximize downtown parking options. This is of particular importance given the complex and dynamic nature of the parking strategies recommended in this plan.

For this reason, the consultant team recommends Option A or B. Additional discussion and costing may be needed to determine which option best fits Ashland's organizational structure.

Estimated Costs (STRATEGY 5):

As with Strategy 4, the costs associated with the restructuring of current management responsibilities into a single operating division under the leadership of a Parking Coordinator are unknown. It is recommended that any new costs be supported by revenues derived from the parking system.

STRATEGY 6:

Establish a Downtown Parking Advisory Committee (DPAC) consisting of downtown stakeholders to assist in program implementation and review.

Implementation Timeline: Near-Term (consistent with hiring in Strategy 5)

The City should develop and approve a process through which a representative cross-section of downtown interests *routinely* assists the Parking Coordinator in the review and implementation of the Parking Management Plan. It is recommended that the City Council formally appoint members to the Parking Advisory Committee.

The stakeholder advisory process and a Parking Advisory Committee will assist the Parking Coordinator in implementing the parking management plan, review parking issues,; and advise City Council and other decision-making bodies on strategy implementation based on adopted policy for parking management and use dynamics identified for specific parking areas.

Once the Parking Coordinator is established, the process of review, evaluation, and decision-making with the DPAC can be formally initiated. A consistent schedule of meetings should be established using this plan as a template for discussion. .

Until a Parking Coordinator is hired, the City should consider a partnership with the Chamber of Commerce and the existing Downtown Parking Management and Circulation Ad Hoc Advisory Committee to form an interim Parking Work Group. This will ensure completion of the groundwork necessary to costing, scheduling, research and coordination of subsequent Phase 1 Strategies.

Estimated Costs (STRATEGY 6):

There should be no additional costs associated with this recommendation if it can be initiated as a volunteer effort, hosted by the City and/or downtown business interests. Once fully implemented, the DPAC process would be part of the task portfolio of the Downtown Parking Coordinator.

B. RECOMMENDED PARKING MANAGEMENT STRATEGIES: PHASE 1

This section details a range of operational enhancements that should be implemented within 18 months of Plan adoption.

STRATEGY 7:

Develop a reasonable schedule of data collection to better assess performance of the downtown parking supply.

Implementation Timeline: *Immediate (August/September 2015 – Completed)*
Near-Term (Spring and/or Summer 2016)
Long-Term (Based on strategic schedule)

A system for routine data collection will need to be established. To date, comprehensive statistical analyses of on-street parking (2014) and off-street parking (August 2015) have been completed. This has provided very good data for parking activity during the summer peak season, as well as potential shared use opportunities in off-street surface parking facilities located in or adjacent to the project study area. Conversations with the Advisory Committee indicated that a better understanding of off-peak data would also be useful, particularly as Phase 2 issues related to pricing are considered.

Objective and up-to-date data will help the City and local stakeholders make better informed decisions as the downtown grows and redevelops. The system does not need to be elaborate, but it should be consistent and routine and structured to answer relevant questions about occupancy, seasonality, turnover, duration of stay, patterns of use, and enforcement. Parking information can be collected in samples, and other measures of success can be gathered through third-party data collection and/or volunteer processes. A methodology for conducting parking inventory and data analyses is provided in Oregon Transportation & Growth Management's *Parking Made Easy: A Guide to Managing Parking in Your Community*, most specifically Chapter 7. The guide can be found at www.oregon.gov/LCD/TGM/docs/parkingprimerfinal71213.pdf. Data derived from these efforts can be used by the City and a future Downtown Parking Advisory Committee to inform decisions, track use, and assess success measures.

It is recommended that the City:

- a. Work with an interim Parking Work Group (see Strategy 6 above) to develop a data collection schedule to address issues raised regarding peak and non-peak parking dynamics. Given the recent completion of both on and off-street occupancy studies, additional data collection could be done through sampling rather than all-day occupancy counting. The near-term data collection schedule should be completed no later than March 31, 2016.
- b. Schedule and initiate a non-peak-season occupancy study for both on and off-street systems.
- c. Conduct inventory and occupancy analyses no less than once every 24 months.

Estimated Costs (STRATEGY 7):

It is estimated that a data inventory and occupancy/utilization study would range from \$20,000-\$30,000 if conducted by a third-party consultant. Costs can be minimized in subsequent surveys given that the inventory/database would be built and through sampling and possible use of volunteers to collect data.

STRATEGY 8:

Identify off-street shared use opportunities and feasibilities based on data findings in Strategy 7. Establish goals for transitioning employees, begin outreach to opportunity sites, negotiate agreements, and assign employees to facilities.

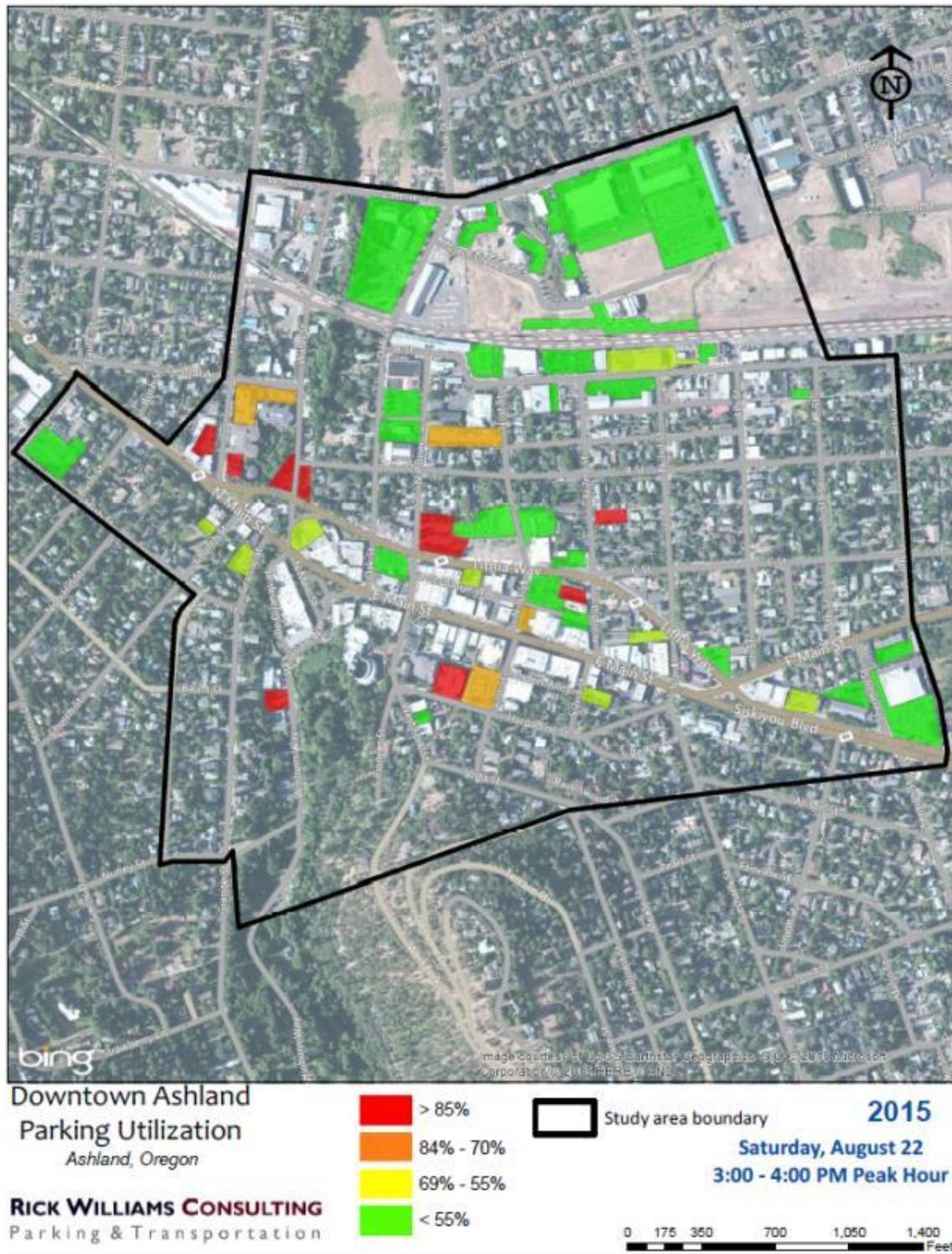
Implementation Timeline: *Immediate: Short-listing sites (by February 2016)*

Near-Term: Outreach (February – July 2016)

Mid-Term: Negotiations and Assignment (August 2016 – December 2016)

A data collection effort by Rick Williams Consulting examined two days of occupancy activity in August 2015 (Friday 10/21 and Saturday 10/22). The study quantified actual hourly use of these facilities over a twelve-hour period each day. Fifty-one off-street sites comprising 1,998 parking stalls were surveyed. Findings from the study revealed that many sites are significantly underutilized, with an average total of approximately 1,000 stalls empty during peak periods of the day. The opportunity to direct downtown employees into these parking facilities would have a significant impact on on-street occupancies, particularly in areas where employees are using the on-street system and thereby denying customer/visitor use of the on-street supply. **Figure A** (next page) illustrates the findings of the off-street study.

Figure A
Peak Hour Parking Availability (Off-street Parking)



The interim Parking Work Group should consider the following for completion by February 2016, with later tasks transitioned to a Parking Coordinator and Downtown Parking Advisory Committee.

- a) Use the data from the August 2015 parking study to identify a subset of the 51 facilities surveyed that could serve as reasonable shared use “opportunity sites.” Criteria for determining sites could be proximity to downtown, a meaningful supply of empty stalls, pedestrian/bike connectivity, walk distance/time, safety and security issues, etc.
- b) Based on the above, develop a short list of opportunity sites and identify owners.
- c) Establish a target goal for the number of downtown employees to transition into opportunity sites.
- d) Begin outreach to owners of private lots.
- e) Negotiate shared use agreements.
- f) Obtain agreements from downtown businesses to participate in employee assignment program.

Estimated Costs (STRATEGY 8):

It is estimated that costs associated with this strategy would be minimal and mostly expended in efforts of existing staff and volunteers to review and identify opportunity sites and conduct outreach to potential private sector participants. Planning in this regard may determine that funds are needed to create incentives and/or improve the condition of lots or pedestrian/bike connections.

STRATEGY 9:

Create a critical path timeline to a new parking brand that can be utilized at all City-owned lots and shared supplies and in parking marketing/communications.

Implementation Timeline: Near-Term (by December 2016)

Guiding Principle D. 3 (p. 8) calls for development and implementation of “a wayfinding system for the downtown that links parking assets and provides directional guidance, preferably under a common brand or logo.” The intent of this principle is to create a brand that unifies the public supply of parking and is easily communicated, both at parking sites and, ideally, through a wayfinding system located throughout the downtown and on maps, websites and other communications and promotions.



The linchpin of any such program is a brand. It is recommended that the City and interim Parking Work Group engage a design firm to develop an attractive and recognizable “parking brand” for use by the City of Ashland at all of its public off-street facilities, and any shared use facility that offers visitor access. The design professional would:

- a) Work with stakeholders and the City to create a new parking brand for Ashland.
- b) Develop options and assist in developing a final recommended brand/logo.
- c) Develop cost estimates for the creation and placement of new brand/logo signage packages at all City-owned off-street sites and shared use facilities.
- d) Assist in signage creation.

Estimated Costs (STRATEGY 9):

It is estimated that engaging a design consultant to carry out the tasks identified above would range from \$15,000 - \$20,000.

STRATEGY 10:

Simplify on-street time stays. Consider incorporation of new brand/logo into on-street signage per input derived in Strategy 9.

Implementation Timeline: Near-Term (January 2017 - June 2017)

Multiple time stay designations in a downtown are often confusing to customers, particularly very short-term stalls (e.g., 5, 15, 30 and 60 minute stalls) that do not provide an adequate amount of time for a typical customer visit. Implementing this strategy will bring understandable and consistent time stays need to downtown (e.g., core versus theater and Lithia Park). Additionally, a new brand/logo can be incorporated into the on-street system as a means of integrating the on and off-street systems. This would require coordinating changes in the on-street system to the branding work in Strategy 9, which would have a recommendation developed by December 2016. This would be similar to the effort completed in Springfield, Oregon where a stylized P was created for the public parking system and incorporated into on and off-street signage. This is illustrated in the example to the right.



The 2014 Community Planning Workshop study outlined a series of recommendations for reformatting on-street time stays throughout the downtown. This work should serve as a template for action, with refinements developed through DPAC discussion, new data, and public input.³ An initial timeline for action would be:

³ See: *Ashland Downtown Parking Management and Multi-Modal Circulation Plan -October 2014*, (Community Planning Workshop and the University of Oregon).

- a) Coordinate with Strategy 9 to determine brand/logo integration into new on-street signage (July 2016 – December 2016).
- b) Identify/quantify changes to be made (July 2016 – December 2016)
- c) Initiate formatting changes (January 2017 – June 2017)
 - Eliminate 1-hour time stays, increase to 2 hours.
 - All block faces with retail/office/restaurant should be 2 hours.
 - Increase 4 hour stay options - assess feasibility of Residential Permits in select 4-hour zones – i.e., areas currently zoned R.
 - Assess supply capacity (based on data update) for feasibility of employee on-street permit program(s) in 4-hour parking areas (**contingent on residential program**).

Estimated Costs (STRATEGY 10):

Based on information from other cities, estimated per unit costs for signage upgrades would be:

- *A standard signage package would have two poles with blade signs per block face – one at each end of the block with arrows pointing inward.*

Unit Costs- Signage

- *Only material costs are provided in these estimates.*
- *Pole unit cost = \$470*
- *Blade sign unit cost = \$30*
- *Unit cost for poles (\$470) include hole boring and the pole*

STRATEGY 11:

Deploy new off-street signage package

Implementation Timeline: Near-Term (January 2017 - June 2017)

The new brand/logo developed in Strategy 9 would be incorporated into new signage packages to be placed at all City-owned public facilities. This would create a uniform and easily identifiable look for public parking, setting the foundation for future expansion of the brand into a downtown wayfinding system. Placement of the new off-street signage package should occur no later than June 2017.

Estimated Costs (STRATEGY 11):

The costs of the new signage system would be developed in Strategy 9.

STRATEGY 12:

Expand bike parking network to create connections between parking and the downtown to encourage employee bike commute trips and draw customers to downtown businesses.

Implementation Timeline: Near-Term (October 2016 - June 2017)

When we talk about parking management, we're not just talking about cars. Communities throughout Oregon support bicycling as a key sustainable transportation strategy, and the Oregon Transportation Planning Rule requires it for new developments. Ashland has the benefit of a strong bike culture, a high number of local bike shops, and active efforts to expand the City and downtown's bike lane system. What the downtown may be lacking is sufficient "trip-end" bike parking amenities on-street, off-street, and in private buildings. Providing adequate bicycle parking will expand the capacity of the overall parking supply downtown.

It is recommended that the City expand its approach to bike parking in the downtown to deliver a four-strategy approach. It is assumed that this approach would support current efforts to expand the City's bike lane network. This effort should begin subsequent to the hiring of the Downtown Parking Coordinator (October 2016).

Elements of the four-strategy approach would include:

- a) *On-sidewalk bike parking (October 2016 – December 2016)*. Identify locations for added bike parking within the pedestrian amenity zones.
- b) *Bike corrals ((October 2016 – December 2016)*. Identify locations for additional bike corrals either in plaza areas or on-street and adjacent to high-traffic businesses.
- c) *On private property (October 2016 – December 2016)*. Identify areas on private property for bike parking improvements, especially for employees – e.g., interior bike cages, wall rack locations, and other secure areas.
- d) *Identify funding/incentives and install (January 2017 – June 2017)* – Assemble funding sources necessary to implement a) – d).



Example: Interior Wall Racks



Example: Bike Corral Ashland, OR



Example: Art Rack Baker City, OR

Estimated Costs (STRATEGY 12)

The cost of an inventory of potential bike parking locations could be incorporated into the data collection portion of Strategy 7 above. Site identification could also be done through volunteer efforts and by working with downtown stakeholders and bike advocates. Costs are likely minimal.

Estimated unit costs for actual bike infrastructure:

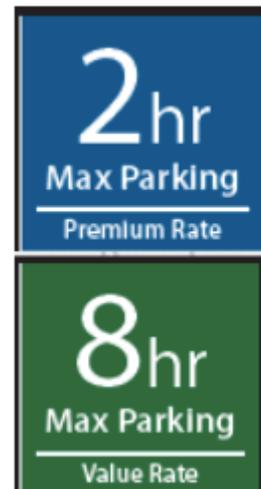
- Staple or U racks: \$150 - \$200
- Wall Mounted racks: \$130 - \$150
- Bike Corral \$1,200⁴
- Art Rack variable based on design

STRATEGY 13:

Evaluate and pursue on-street pricing in high occupancy areas (85%+).

Implementation Timeline: Near-Term (January 2017 - June 2017)

Recent data collection efforts have demonstrated that the on-street system routinely exceeds the 85% occupancy standard for sustained periods during the summer months. The Advisory Committee has indicated that less is statistically known about non-peak seasons. Strategy 7 addresses the need for additional occupancy and use data. Given that data collection would provide updated information for multiple seasons, it is recommended that the Parking Coordinator initiate a process with the Downtown Parking Advisory Committee to evaluate transitioning the downtown on-street parking system to paid parking.



Hourly on-street occupancy data can also be used to model potential revenue hours for different rate scenarios. Revenue hours can then be integrated into an expense/revenue pro forma to objectively estimate the feasibility of moving to an on-street pay-to-park program. Data derived from an improved inventory database and real-time use information will allow development of an accurate feasibility model.

Paid parking can support higher turnover within the system, yield higher compliance by employees directed to off-street locations so as not to compete for on-street parking with customers and visitors, create a more reasonable value relationship between parking and alternative modes, and provide

⁴ Based on City of Portland, Oregon cost estimate for 6 staple racks (12 bike parking spaces), striping, bollards and installation.

revenue streams necessary to support operations, marketing/communications, program delivery, and infrastructure (e.g., new capacity).

Issues to examine, with supporting data, include:

- a) Establish Parking Enterprise Fund (Strategy 3)
- b) Update database (on-street counts/samples) (Strategy 7)
- c) Develop expense/revenue model using occupancy data to estimate financial viability of new revenue collection technology.
- d) Determine revenue collection technology that will best serve Ashland
 - Single meter vs pay station
 - Pay & Display vs Pay by Space
- e) Consider/adopt seasonal pricing, using data sets to assist
- f) Finalize pricing format
- g) Finalize time stay format and hours of operation
 - Consider No Limit parking in current 4 HR areas
- h) Solicit vendors for revenue collection technology

Estimated Costs (STRATEGY 13)

It is assumed here that the evaluation process would be incorporated into the routine schedule developed by the new Parking Coordinator and Downtown Parking Advisory Committee. Data collection efforts are a part of Strategy 7. General equipment costs for revenue technology are:

- Multi-Space Meters (pay stations) \$5,000 - \$7,000 per unit (serving 8 – 14 spaces)
- Single-Space Meters \$500 - \$700 per unit (serving one space)
- Back office support Varies by system and software selected

STRATEGY 14:

Solicit firms to establish wayfinding and dynamic signage systems in the public right of way, integrated with the off-street system using City parking brand developed in Strategy 9.

Implementation Timeline: Near-Term (January 2017 - June 2017)

Many cities brand their public parking facilities and use dynamic signage in the public right-of-way. These systems inform customers and direct them to available parking. Portland, OR, and San Jose, CA are good examples (see photo at right).



Dynamic signage is linked to occupancy information collected at individual or multiple parking sites, usually through loop detector/parking counter systems. This information is displayed at building entry plazas and/or at major roadway entry portals. The signs provide an address or facility name and real-time stall availability.

The most successful programs tie into a parking brand incorporated into both the on-site and right-of-way signage. This provides customers a visual cue that translates from their first encounter on the roadway to being able to conveniently identify a parking location with available parking. Dynamic signage also complements parking apps and can be linked in real time to smartphones and/or websites. The idea behind branding the Ashland system with a name, logo, and marketing is to make it immediately recognizable to the customer.

An engagement with a wayfinding firm would bring an industry professional to:

- a. Develop a signage package that incorporates a uniform design, logo, and color scheme into all informational signage related to parking (see Strategy 9).
- b. Brand each off-street public facility, open to public access, with the established logo package.
- c. Evaluate off-street facilities for installation of real-time counter systems that link to wayfinding signage.
- d. Identify key entry points into the downtown for placement of informational signage.
- e. Conduct cost feasibility analysis.
- f. Establish installation schedule.

Estimated Costs (STRATEGY 14)

It is assumed that costing for wayfinding would be incorporated into the solicitation.

STRATEGY 15:

Deploy wayfinding system as developed in Strategy 14.

Implementation Timeline: Near-Term (June 2017 – November 2017)

Implements plan developed in Strategy 14.

Estimated Costs (STRATEGY 15)

Developed and approved through Strategy 14 process.

C. RECOMMENDED PARKING MANAGEMENT STRATEGIES: PHASE 2

This section outlines longer-term strategies. It is anticipated that Phase 2 efforts will take place between January 2018 and June 2019. These strategies build upon and are facilitated by work completed in Phase 1 (July 2016 – December 2017). Phase 2 focuses on data, capacity management, communications, capacity growth, and identification of funding sources.

Any and all Phase 2 strategies can be accelerated or moderated as necessary depending on community support and consensus, opportunity, and/or funding. The City and Downtown Parking Advisory Committee may elect to reorder strategies as opportunity dictates. As with Phase 1, all strategies outlined here will require consistent and dedicated management and coordination with active participation by the private sector.

STRATEGY 16:

Implement on-street pricing.

Work completed in Strategies 13 – 15 (Phase 1) will establish the timing for implementing on-street parking pricing. Initial steps will include outreach to potentially affected residential communities, and development of a marketing and communications plan to be rolled out in advance of on-street parking pricing. These action steps are outlined below.

Step A (Strategy 16)

Explore residential and employee permit programs (on-street)

Implementation Timeline: *Synched to pricing launch date*

Changes to parking management in the commercial zones of the downtown could cause issues related to employees seeking parking in residential areas. In anticipation of this, the City Parking Coordinator and DPAC should begin an outreach and education process to residents and businesses in adjacent neighborhoods. The purpose of this is to raise awareness and understanding of programs being developed, and to begin framing possible mitigation strategies and solutions if new parking systems in the downtown exacerbate parking problems in neighborhoods.

The most effective strategy to manage parking in neighborhoods adjacent to commercial/retail areas is an area permit program. Residents in areas zoned Residential (R) would be issued permits that allow unlimited parking on-street within the permit zone during specifically designated hours (determined through use data that would be assembled in updates per



Strategy 7). All other users (e.g., visitors and employees) would be limited to a time stay (e.g., 3 hours) or, if occupancy surpluses are indicated through data updates, through an additional employee permit.

Adjacent neighborhoods should be *allowed the option* of requesting an area permit program if spillover is considered to be a problem and constraints are identified through data collection updates. The City should be prepared to respond with an already approved Area Parking Permit Zone (APPZ) program. The program would prioritize on-street parking in residentially zoned neighborhoods for residents and visitors. Employee parking permits can be introduced into approved APPZs when parking surpluses are demonstrated and priority parking is assured. To this end, and in coordination with Strategy 16, the City should:

- a. Develop and approve an Area Parking Permit Zone program.
- b. Initiate outreach/education to neighborhoods on downtown parking management plan and area parking permit concept.
- c. Be prepared to implement residential permit program in areas zoned R (if requested by neighborhood).
- d. Assess supply capacity (based on data updates) for feasibility of employee on-street permit program(s) in residential permit areas, contingent on establishment of an APPZ for residential use.

Estimated Costs (STRATEGY 16 – Step A):

There should be no additional costs associated with the outreach and policy work associated with this task, as this work would be within the ongoing responsibilities of the Parking Coordinator and the DPAC. Costs associated with delivery of an Area Parking Permit Zone program will need to be further developed. Some cities charge users for the permit, at a rate that covers cost of management and administration. Other cities use parking revenue from the meter zone to underwrite the cost of an APPZ, viewing it as a cost of mitigation. Others use revenue from employee permits as a means to cover costs for residential permits. Any or a combination of these funding options will need to be further explored.

Step B (Strategy 16)

Develop a marketing / communications and new system roll out plan

Implementation Timeline: *Synched to pricing launch date*

Implementation of paid parking, a new brand/logo and new rules of use will come with many questions, which are best anticipated and proactively solicited. A clear plan for marketing and communicating the new system and its purposes, goals, and benefits will facilitate community awareness and understanding as well as acceptance if strategically addressed. The Parking

Coordinator and DPAC should develop a plan that incorporates any of the following elements deemed appropriate.

Goal

- Inform and involve the downtown business community—employers, merchants, employees, and customers—in preparing for implementation of new time limits and paid on-street parking.

Approach

- Enlist a subgroup of the Downtown Parking Advisory Committee to help design communications with downtown stakeholders and customers.
- Engage and update the downtown business community through credible partner organizations.
- Communicate with downtown customers and employees through merchants and employers.
- Provide friendly, timely response to persons who have questions/problems.

Materials & Tools

- Website/updates
- Letter to downtown businesses
- Fact sheet/map
- Presentation tools: PowerPoint, display boards
- Merchant/employer packet: “Customer Parking Kit”
- Point-of-purchase customer information
- FAQs (frequently asked questions)
- Posters
- Utility bill inserts
- Business cards: hotline number
- Meter graphics/instructions
- Pay Station demo video
- New signage: permanent, temporary (samples for merchants)
- List of off-street parking resources/rates
- Bicycle options

Tacoma Downtown Parking Implementation
Rollout Schedule (2010) – Rev. 3/12/2010

	February	March	April	May	June	July	August	September
Task Force	Task Force Recruitment	*Task Force Meetings	*	*	*	*	*	*
Stakeholders	*Stakeholder Meetings			*		*		
City Council			O	O				
Code Changes/ Ordinances			Code Changes/ Ordinances					
Enforcement			Enforcement Planning			Enforce New Time Limits		Enforce Paystations
Signage		Procurement		Installation				
Paystations		Procurement		Preparation & Testing		Installation: Area A	Area C	Area B
Communications	Communications Plan	Materials & Tools	Advance Communications	Rollout Communications	Celebration			
Phase	PREPARATION February to March 15	ROLLOUT PLANNING March 15 to April 30	INSTALLATION PREP May 1 to June 30	INSTALLATION July 1 to September 6	EVALUATION			

O = Environment and Public Works Committee

**Sample: Pay to Park Rollout Schedule
Tacoma, Washington**

- Transit options
- Grace period notice
- Interested parties e-mail list
- Website/links
- Social media: Facebook, Twitter, YouTube
- Order form (for more materials)
- Paid advertising

Target Audiences

- City policymakers (Council, Commissions, Task Forces)
- City staff
- Downtown Parking Advisory Committee
- Police Department
- Enforcement staff
- Downtown merchants/employers
- Downtown customers/visitors
- Downtown employees
- Downtown residents
- Neighborhood associations
- Business district associations
- Chamber of Commerce
- Oregon Shakespeare Festival
- News media
- Hard to reach audiences

Communications Partners

- Chamber of Commerce
- Neighborhood Associations
- Rogue Valley Transportation District (RTVD)
- Ashland Community Development
- Southern Oregon University
- Major employers

Community Briefings

- Organize a speakers' bureau to reach interested stakeholders in their regular group meetings.

Media Strategy

- Seek understanding and editorial support of local media outlets (print, radio, TV)
- Demonstration workshop/training session for media

- Monitor local media coverage – respond as needed.

Customer Support

- Pay station/meter demonstrations (established in contract with selected vendor)
- Customer parking cards to distribute to merchants/customers (option in contract)
- Hotline: single point of contact (established in contract)
- Grace period for enforcement during rollout
- Protocols and service levels for handling problems, complaints (established in contract)

Spokesperson(s)

- City spokesperson
- DPAC spokesperson
- Partner organizations

Estimated Costs (STRATEGY 16 – Step B):

Costs associated with a communications and rollout plan are difficult to ascertain at this time, as such costs would be a combination of time allocated by the Parking Coordinator and DPAC as well as time provided by existing internal City public relations and information resources. Some cities have opted to employ professional third-party public outreach/communications firms and/or added certain rollout functions to the responsibilities of the selected parking revenue collection technology firm(s).

Step C (Strategy 16)

Initiate on-street paid parking

Implementation Timeline: January 2018 (launch)

Work completed in Strategy 13 (Phase 1) will establish the format, type of technology, and timing for implementation of this strategy. Strategy 13 is scheduled to be completed in June 2017, leaving adequate time before the beginning of Phase 2 in January 2018 to:

- Conduct outreach to the community (Step A)
- Develop a marketing/communications plan (Step B)
- Solicit vendor bids through an RFP process.
- Evaluate proposals.
- Award contract to preferred vendor.
- Refine budgets and expense/revenue forecast model (Strategy 7).
- Select a target launch date.
- Launch.



Example: On-street Pay Station

Estimated Costs (STRATEGY 16 – Step C):

Estimated costs for a new on-street pay-to-park system were provided in Strategy 13. They are repeated here, below.

- Multi-Space Meters (pay stations) \$5,000 - \$7,000 per unit (serving 8 – 14 spaces)
- Single Space Meters \$500 - \$700 per unit (serving one space)
- Back office support Varies by system and software selected

STRATEGY 17

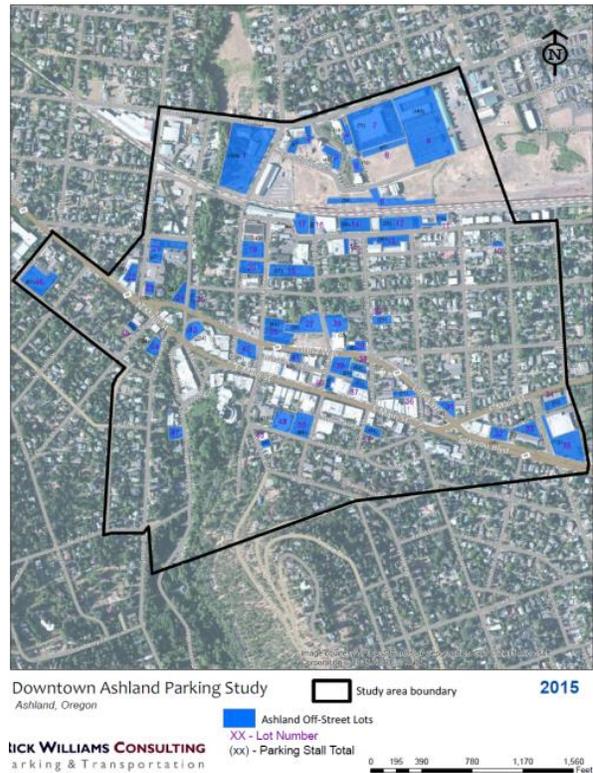
Explore expanding access capacity – new parking supply and/or transit/shuttle options

Implementation Timeline: January – June 2018

As Ashland’s downtown grows employment, residents, and visitors, existing supplies of parking and alternative mode access will need to be expanded. Adding bicycle trip capacity was discussed above in Phase 1 (Strategy 12). With implementation of paid parking, and possibly area permit programs, the City should evaluate other forms of access capacity as well, including new parking supply and improved transit and/or shuttle options. These types of capacity growth require sophisticated infrastructure and are very costly. It will be important for Ashland to give adequate time and effort to determine the most beneficial and cost-effective formats for increasing the capacity of the downtown access system. Planning for, and finding funding for, new capacity is time-consuming, so focused and objective evaluation will greatly facilitate decision-making before access constraints create adverse impacts on the downtown.

1. Identify new garage opportunity sites

One form of new access capacity would be adding to the current supply of parking through construction of a new parking garage and/or creation of new surface parking supply in a location outside the downtown and linked by transit or shuttle. The consultant team conducted an inventory of potential off-street parking opportunity sites in August 2015. These sites provide a starting point for evaluating potential sites in the downtown. A map of those sites is provided at right. To date there has been no evaluation of potential “remote” sites.



The Community Planning Workshop (2014) developed an initial database of existing parking occupancies in the downtown. Many areas of the downtown already exceed 85% occupancy in summer peak periods, and additional information on parking utilization will be developed in Phase 1 (Strategy 7). Additional data should be used to evaluate parking constraints and determine whether there is a deficit of parking downtown. This data will be useful in helping to “right size” any parking facility that might be developed.

It is recommended that the Parking Coordinator and DPAC initiate the following:

- a. Establish desired parking “need” (w/ Strategies 7 & 13).
- b. Evaluate locations where parking is possible downtown.
- c. Evaluate “remote” sites that could be connected via shuttle/transit (surface lot option).
- d. Evaluate public/private partnerships to develop supply.
- e. Coordinate site evaluation with Community Development.
- f. Coordinate with Ashland Chamber of Commerce, particularly through contacts with potential site partners in the private sector.
- g. Engage local developers in evaluation process.
- h. Narrow to feasible site(s).

2. *Explore shuttle/circulator connections (remote connector)*

As with an evaluation of new parking supply, it will be equally important to evaluate the cost and feasibility of new transit and/or shuttle capacity. Transit and shuttles could be especially valuable as a means to improve employee commute options, provide circulator links through downtown for visitors, and link remotely located parking supply.



The Parking Coordinator and DPAC should involve RVTD, Community Development, and the community in discussions regarding a transit option that would best serve the downtown and effectively shift an increasing percentage of trips onto a transit/shuttle system.

It is recommended that the Parking Coordinator and DPAC:

- a. Evaluate route options.
- b. Explore connections to remote parking in conjunction with parking supply evaluation
- c. Determine desired levels of frequency/type of vehicle/seasonality.
- d. Circulator shuttle or existing transit?

- e. Coordinate with RVTD.
- f. Narrow to preferred option(s).

Estimated Costs (STRATEGY 17):

The City and DPAC may want to retain third-party assistance in this process, particularly as regards the design and formatting of transit/shuttle systems. These systems will impact traffic and circulation and create land use issues related to transit/shuttle stops. Identifying and locating potential parking sites could be accomplished internally, with assistance from the Chamber of Commerce, local developers, and Community Development. As an estimate, the City could incur costs of \$30,000 - \$50,000 for route and system planning for a new transit/shuttle option. Some of this money could be used to cost the transit/shuttle option, which would reduce costing estimates for transit/shuttle described in Strategy 20 below.

STRATEGY 18

Develop cost forecasts for preferred parking supply and shuttle/transit system options.

Implementation Timeline: June – September 2018

Information derived from Strategy 17 will provide realistic data on parking and transit/shuttle enhancements that have community input and initial feasibility. Parking will have been evaluated as to location, size and format (garage or surface lot). Transit/shuttles will have been evaluated as to desired format, frequency, and routing.

Estimated Costs (STRATEGY 18):

Initial costing of garages/lots in the form of expense/revenue and financing pro formas can range from \$5,000 - \$7,500. This cost would be contingent on data and information already provided to a consultant from Strategy 19.

Rick Williams Consulting does not have expertise in costing transit/shuttle systems. These numbers need additional evaluation.

Estimated costs for new parking supply will range by type of supply. Estimates from projects recently completed in the Pacific Northwest are provided below.

- Structured Underground \$35,000 - \$45,000 per stall
- Structured Above Ground \$20,000 - \$25,000 per stall
- Surface Lot \$ 5,000 - \$ 7,000 per stall

NOTE: Does not include operating cost or full cost of land

STRATEGY 19

Explore and develop funding options

Implementation Timeline: September 2018 – March 2019

A wide range of funding sources and revenue streams could be used to implement an enhanced parking management plan and develop new parking or transit capacity in Ashland. Given the costs new infrastructure, consideration of new funding mechanisms is prudent.

The list of potential sources here is not exhaustive, nor are these sources mutually exclusive. Funding for parking facilities, particularly garages, in emerging urban areas generally requires multiple sources.

The use of fees continues to evolve as various State laws or City ordinances are authorized. Implementation of fees should be reviewed by the City Attorney to determine their feasibility in light of applicable laws.

The funding options provided below assume a more detailed discussion of the role of the City in future funding of parking and transit, and public discussion regarding use of public funds to build and operate new systems.

Options Affecting Customers

User Fees

Many cities collect revenue through parking meters and/or sale of permits and direct it to parking or transportation development enterprise funds. Transit or shuttle riders pay in the form of monthly or daily fares. These funds can be used to construct/bond for additional parking or transit capacity.

Event Ticketing Surcharges

This would impose surcharges in conjunction with local and regional facilities (e.g., performing arts, sports, and concert arenas) to support development of access systems. Fees are generally applied to ticket costs.

Parking Fines

Revenues are collected for parking violations and a portion directed to parking development enterprise funds.

Options Affecting Businesses

Parking and Business Improvement Area or District (BIA or BID)

An assessment on businesses rather than property owners, these can be based on assessed value, gross sales, square footage, number of employees, or other factors established by the local legislative

authority. Salem, OR assesses a fee on businesses in its downtown Parking District to support parking services and future supply. Portland assesses a business income tax through the State of Oregon to support transit.

Options Affecting Property Owners

Local Improvement District (LID)

An LID is a property tax assessment that requires buy-in by property owners within a specifically identified boundary. LIDs usually result from a petition process requiring a majority of owners to agree to an assessment for a specific purpose—in this case, a parking facility or transit infrastructure improvement).

Options Affecting Developers

Fee-in-Lieu

Developers may be given the option to pay a fee in lieu of providing parking with a new private development. Payment of a fee-in-lieu provides the developer access entitlements to public parking facilities near the development site.

Fees-in-lieu can be assessed up to the full cost of parking construction. Generally, fees-in-lieu do not provide sufficient revenue to fully fund parking facilities, and are combined with other revenue sources

If an in-lieu parking fee is considered by the City, there needs to be greater policy clarity on the intent and purpose of the fee and the City's role in using the fees to either increase parking supply in the future or increase access capacity through enhancement of alternative mode programs. Lack of specificity in this regard limits discussion of the type of in-lieu fee developed, the rate itself and the programs and strategies that would need to be in place to implement desired outcomes. A useful guide to the diversity of fee-in-lieu programs and their advantages and disadvantages is Donald Shoup, *Journal of Planning and Education Research*, 18:307-320, 1999.

Public/Private Development Partnerships

Development partnerships are generally associated with mixed-use projects in which parking is used to reduce the cost of private office, retail, or residential development. Public/private development can occur through a variety of arrangements, including:

1. Public acquisition of land and sale or lease of land/air rights not needed for parking to accommodate private use;
2. Private development of integrated mixed-use development with sale or lease-back of the public parking portion upon completion; and

3. Responsibility for public sector involvement directly by the City, through a public development authority (PDA), or other special purpose entity such as a public facility district created for the project district or downtown area.

Options Affecting the General Public

General Obligation (GO) Bonds

Local jurisdictions may issue non-voted or voted bonds to develop parking or transit infrastructure, subject to overall debt limit requirements. With GO bonding, the municipality pledges its full faith and credit to repayment of the debt from general fund resources. In effect, general fund revenues would be reserved to repay debt that could not be supported by parking or transit revenues alone. Again, there may be imposed limits on the municipality for voter approved or non-voted debt.

Refinancing GO Bonds

This involves refinancing existing debt at lower rates, and pushing the savings from the general fund to debt coverage for new infrastructure. In these times of lower interest rates, the City of Ashland may have already maximized this option.

Revenue Bonds

Revenue bonds dedicate parking fees and other designated revenue sources to the repayment of bonds, but without pledging the full faith and credit of the issuing authority. Revenue bonding is not appropriate in situations where a local jurisdiction's overall debt limit is a factor and projected revenues are insufficient to cover required debt service.

63-20 Financing

A potential alternative to traditional GO bonds, revenue bonds, and LID bond financing, 63-20 financing allows a qualified non-profit corporation to issue tax-exempt bonds on behalf of a government. Financed assets must be capital and must be turned over free and clear to the government by the time bonded indebtedness is retired. When a municipality uses this technique to finance a public facility, it can contract for the services of a non-profit corporation (as the issuer) and a builder. The issuer acts on behalf of the municipality, but has no real business interest in the asset being acquired.

Community or Urban Renewal (Tax Increment Financing)

Though originally created for the limited purpose of financing the redevelopment of blighted communities, tax increment financing (TIF) has developed into an integral part of the revenue structure of many local governments. The rapid growth of TIF as an economic development technique of choice to finance land acquisition, site development, and property rehabilitation/revitalization began in the early 1980s. Tax increment financing can provide an ongoing source of local property tax revenue to finance economic development projects, and other physical infrastructure projects, without having to raise property tax rates. Moreover, TIF can leverage future general fund revenues to support the repayment

of property-tax backed debt, without having to go directly to voters for approval, and without violating debt limitations.

State and Federal Grants

In the past, a variety of state and federal grant programs have been applied to funding parking and transit infrastructure in business districts. In the current environment of more limited government funding, there may no longer be readily identifiable programs suitable for parking facility development, though transit may be more feasible.

General Fund Contribution

Local jurisdictions may make either one-time capital or ongoing operating contributions to a downtown parking or transit/shuttle program.

Estimated Costs (STRATEGY 19):

This is very much a process task, requiring research and conversations with City policy- and decision-makers and legal counsel, and discussion with a range of potentially affected stakeholders. For the purposes of this Plan discussion, it is assumed that costs would be absorbed internally by the City and the new Parking Services Division.

STRATEGY 20

Initiate new capacity expansion

Implementation Timeline: June 2019

This strategy would be catalyzed by completion of Strategies 17 – 19 and would complete Phase 2 of the downtown Strategic Parking Management Plan. By June 2019, the City and DPAC would have evaluated and researched the most effective option(s) for expanding access capacity in the downtown. This would be a capacity enhancement that provides the highest benefit to downtown in accommodating growth and funding through a package of finance options that are cost-effective and publicly supported.

MULTIMODAL DOWNTOWN PROJECTS

When developing the City's Transportation System Plan (TSP), Policies #3 - #9 presented policies aimed at enhancing the downtown environment for multiple transportation modes while also facilitating economic prosperity. These policies considered wider sidewalks, preferred pedestrian treatments, alley enhancements, bicycle parking, incentives for truck loading/unloading, and downtown parking management. The multimodal component categorized projects as pedestrian, bicycle, transit, intersection and roadway, and railroad. Planned projects specific to the downtown area for each category are listed below:

Pedestrian Plan

- (P17) Beaver Slide – Fill gap in existing sidewalk network from Water Street to Lithia Way.
- (P18) A Street – Fill gap in existing sidewalk network from Oak Street to 100' west of 6th Street.
- (P64) Water Street – Fill gap in existing sidewalk network from Van Ness Avenue to B Street.
- (P72) C Street – Fill gap in existing sidewalk network from Fourth Street to Fifth Street

Bicycle Plan

- (B13) B Street – Fill gap in existing bicycle network from Oak Street to N Mountain Avenue.
- (B14) A Street – Upgrade bikeway, slow travel speeds, and encourage commercial activity from Oak Street to 6th Street.
- (B16) Lithia Way – Fill gap in existing bicycle network from Oak Street to Helman Street.
- (B17) Main Street – Fill gap in existing bicycle network from Helman Street to Siskiyou Boulevard.
- (B20) Water Street – Fill gap in existing bicycle network from Hersey Street to N Main Street.
- (B21) Oak Street – Fill gap in existing bicycle network from Nevada Street to East Main Street.
- (B34) 1st Street – Fill gap in existing bicycle network from A Street to East Main Street.
- (TR3) New Trail – Expand existing bicycle network to include a multi-use path from the new trail to Hersey Street.
- (TR4) New Trail – Expand existing bicycle network to include a multi-use path from A Street to the Clear Creek Drive Extension.

Intersection and Roadway Plan

- (R5) Lithia Way (OR 99 NB)/E Main Street Intersection Improvements – Improve safety by improving visibility of signal heads and identifying/implementing treatments to slow vehicles on northbound approach.
- (R11) Lithia Way (OR 99)/Oak Street Intersection Improvements – Install a traffic signal.
- (R24) Clear Creek Drive Extension – Construct a new roadway to connect the two existing segments of Clear Creek Drive providing a continuous east-west roadway between Oak Street and N Mountain Avenue.

Railroad Crossings

- (X1) 4th Street At-Grade Railroad Crossing – Pursue a new at-grade ped/bike railroad crossing at 4th Street.

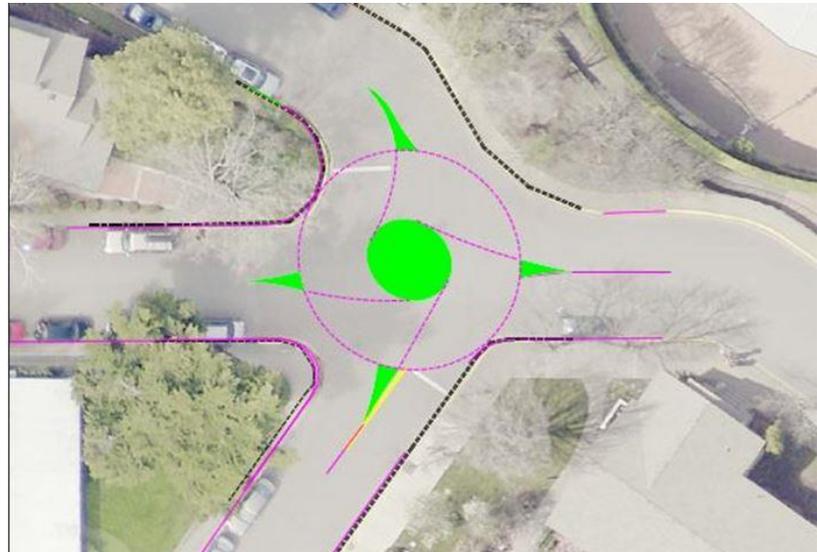
In addition to planned projects in the TSP, other projects have been identified that will compliment and further enhance the downtown area by encouraging multimodal transportation.

Other Downtown Projects

- Beaver Slide – Reduce vehicular traffic on Beaver Slide and create multi-use path for improved pedestrian and bicycle circulation.



- Pioneer/Fork/Hargadine Intersection Improvements – Improve safety and circulation by implementation of a mini-roundabout to enhance intersection sight distance and provide a vehicular turn-around.



- A Street Improvements – Encourage pedestrian and bicycle activity with enhanced sidewalks and streetscapes in conjunction with City sewer utility project. Consider landscaped planters, pavers, improved lighting and signage as possible examples of improvements.



- B Street Improvements – Improve pedestrian and bicycle safety by implementing traffic calming measures and consistency with signing and striping at intersections.



- Lithia Way/3rd Street Intersection Improvements – Evaluate intersection improvements to enhance safety for all travel modes. Consider relocating driveway on west side of 3rd Street south of Lithia Way, removing on-street parking on Lithia Way that restricts intersection sight distance from 3rd



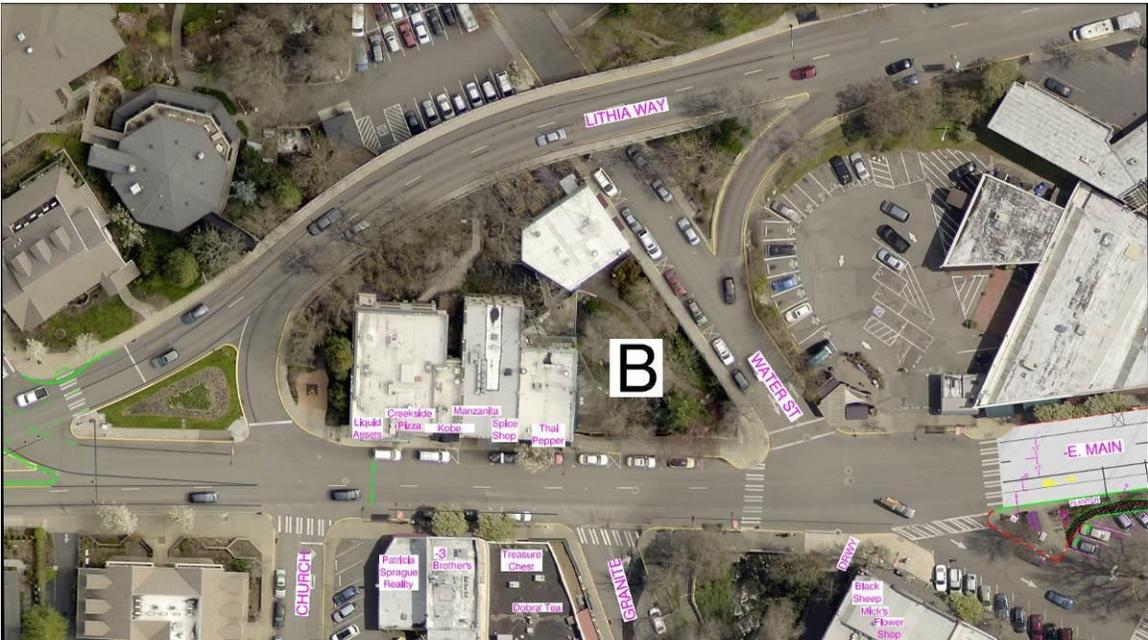
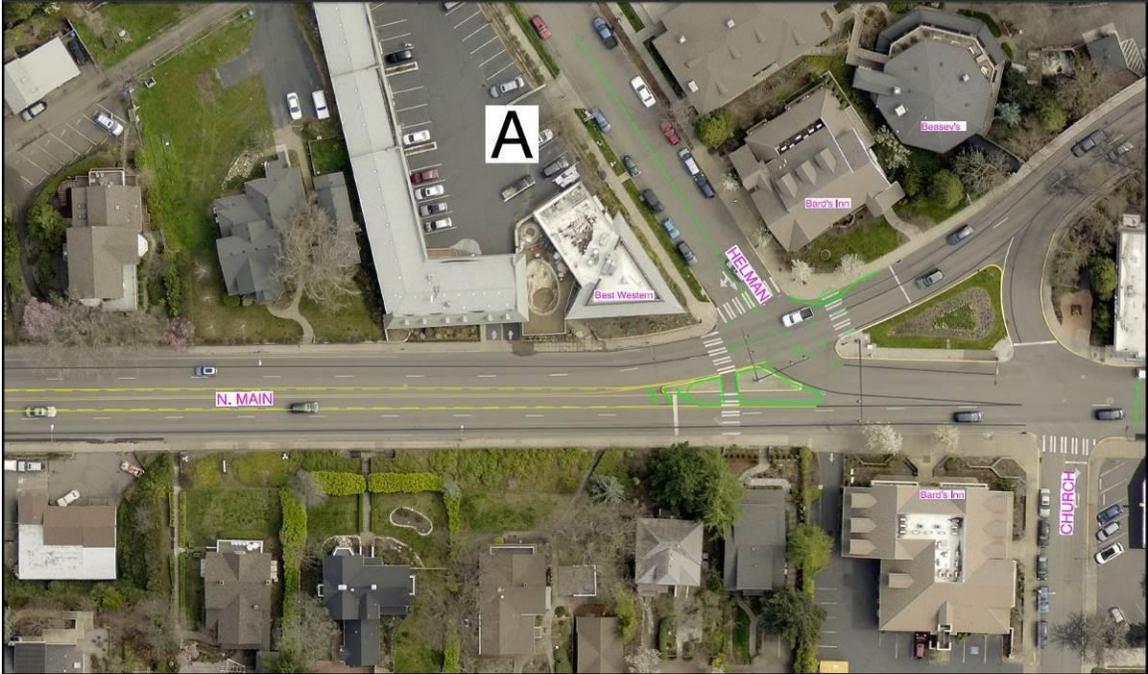
Street, and making 3rd Street one-way between Lithia Way and N Main Street.

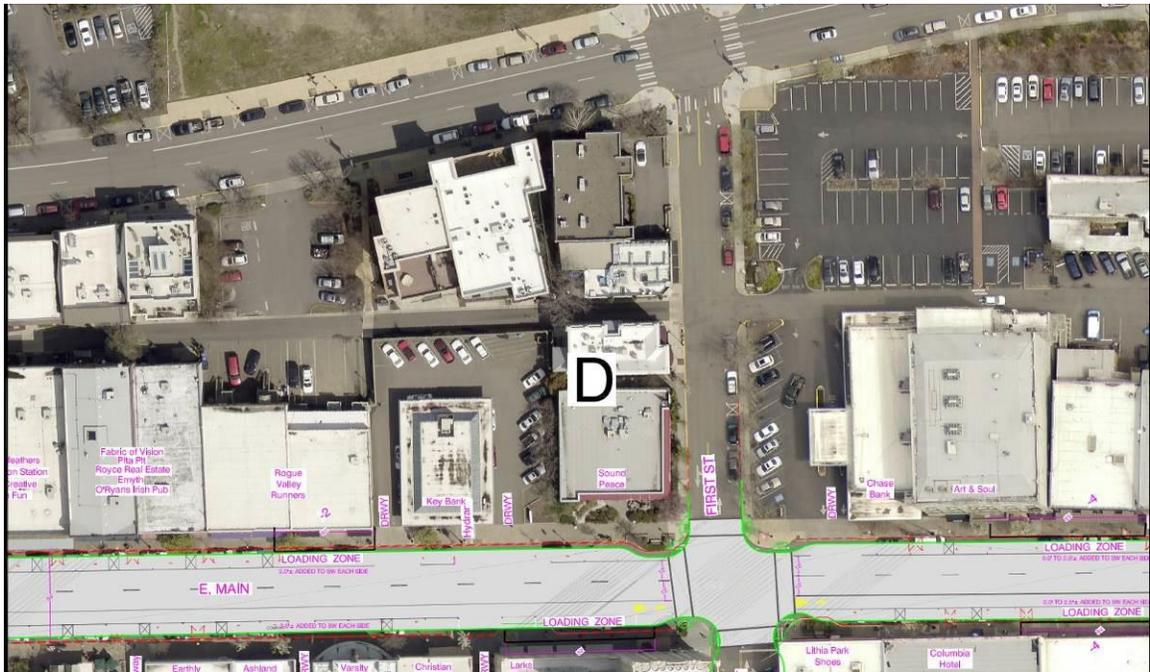
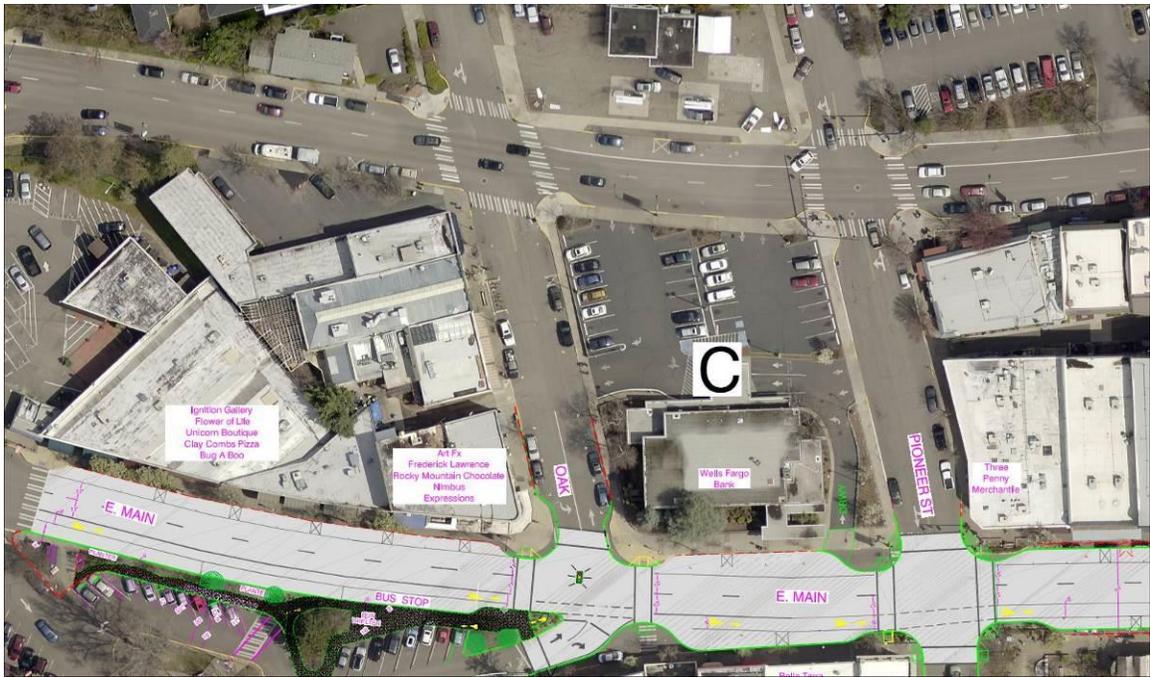


- 3-Lane to 2-lane Street Conversion – Convert N Main Street from a 3-lane section to a 2-lane section between Oak Street and Gresham/3rd Street. Additionally, incorporate loading/unloading zones for truck deliveries, wider sidewalks for pedestrians, and a continuous bicycle lane through the downtown area (consistent with TSP bicycle project B17) for cyclists. Vehicular progression and pedestrian safety will be improved by installation of two new traffic signals at N Main Street/Oak Street and Lithia Way/Oak Street. Removal of a traffic signal at Helman Street/N Main/Lithia Way and transitioning Lithia Way into a single lane at Helman Street will reduce pedestrian crossing distances at the intersection and improve traffic flow transitioning from the downtown couplet to N Main Street as well as fill in gaps to the existing bicycle network along Lithia Way between Oak Street and Helman Street (consistent with TSP project B16).

MAP KEY









VII. SUMMARY

The parking management and multi-modal strategies recommended here are intended to provide a template for action leading to a more efficient and organized parking system for the downtown. The strategies would be led by a Downtown Parking Coordinator with informed insight and direction from a representative Downtown Parking Advisory Committee.

The strategies envisioned here will be implemented over a minimum of three years, triggered by the 85% Rule and documented parking demand. Overall, the strategies are designed to “get the right parker to the right parking spot” in a manner that supports the Guiding Principles established as a part of this plan.

APPENDIX
ACTION STRATEGIES IMPLEMENTATION SUMMARY

ACTIONS & IMPLEMENTATION SCHEDULE

Strategy Strategies	Phase 1 Immediate (0 – 6 months)	Phase 1 (6 – 18 months)	Phase 2 (18 – 36+ months)	Comment
POLICY ACTION STRATEGIES				
1 Formalize the Guiding Themes & Principles as policies for downtown access within the parking and transportation system plan.	✓			Provides decision-making framework and policy foundation for decisions/actions. Target by July 2016.
2 Adopt the 85% Rule as the optimum occupancy standard for measuring performance of the parking supply and triggering specific management strategies and rate ranges.	✓			The parking inventory for Ashland revealed that existing peak period occupancies within the core are often parked in excess of 85% for significant periods of the day. Having the 85% Rule formalized in policy will assure that a process for evaluating and responding to future parking activity is in place.
3 Establish a Downtown Parking and Transportation Fund as a mechanism to direct funds derived from parking into a dedicated fund.	✓			As the supply of parking becomes constrained over time, it will be important to direct funds into a specific account intended to support on-going transportation and access in the downtown.
4 Centralize Parking Management. Consolidate the management and administration of parking management within a single division for Parking Services.	✓			Centralized administration and management best supports the concept of an integrated parking system as all elements of the parking system (off-street, on-street, enforcement and oversight of any third party provider) are consolidated within a single division and leadership structure.
5 Develop a job description and submit a service package to create and hire a position of Downtown Parking Coordinator for the City of Ashland.	✓	✓		Consolidating parking operations within a single department or bureau under a Downtown Parking Coordinator creates administrative and operational efficiencies and seamlessly integrates on-street, off-street, enforcement and long-range strategic planning. Target by September 2016.

Strategy Strategies	Phase 1 Immediate (0 – 6 months)	Phase 1 (6 – 18 months)	Phase 2 (18 – 36+ months)	Comment
<p>6 Establish a Downtown Parking Advisory Committee (DPAC) consisting of downtown stakeholders to assist in program implementation and review.</p>	✓	✓		<p>The stakeholder advisory process and a Parking Advisory Committee will: (a) assist the Parking Coordinator/Coordinator in the implementation of the parking management plan; (b) review parking issues over time; and (c) advise City Council and other relevant decision-making bodies on strategy implementation based on adopted policy for parking management and use dynamics identified for specific parking areas.</p>
PARKING MANAGEMENT ACTION STRATEGIES (PHASE 1)				
<p>7 Develop a reasonable schedule of data collection to better assess performance of the downtown parking supply.</p>	✓	✓	✓	<p>A system for routine data collection will need to be established. Conversations with the Advisory Committee indicated that a better understanding of “off-peak” data would also be useful, particularly as Phase 2 issues related to pricing are considered.</p>
<p>8 Identify off-street shared use opportunities and feasibilities based on data findings in Strategy 7. Establish goals for transitioning employees, begin outreach to opportunity sites, negotiate agreements, and assign employees to facilities.</p>	✓	✓		<p>The 2015 study of off-street lots quantified actual hourly use of these facilities over a twelve hour period each day. Fifty-one (51) off-street sites comprising 1,998 parking stalls were surveyed. Findings from the study revealed that many sites are significantly underutilized, with an average total of approximately 1,000 stalls empty during the peak hour of the day.</p>
<p>9 Create a critical path timeline to a new parking brand that can be utilized at all City-owned lots and shared supplies and in parking marketing/communications.</p>	✓	✓		<p>The intent is to create a brand that unifies the “public” supply of parking and is easily communicated; at specific parking sites and, ideally, through a system of wayfinding and guidance systems located throughout the downtown and in maps, websites and other communications and promotions.</p>

Strategy Strategies	Phase 1 Immediate (0 – 6 months)	Phase 1 (6 – 18 months)	Phase 2 (18 – 36+ months)	Comment
10 Simplify on-street time stays. Consider incorporation of new brand/logo into on-street signage per input derived in Strategy 9.	✓	✓		The 2014 Community Planning Workshop study outlined a series of recommendations for reformatting on-street time stays throughout the downtown. This work should serve as a template for action moving forward.
11 Deploy new off-street signage package		✓		Implements Strategy 9.
12 Expand bike parking network to create connections between parking and the downtown to encourage employee bike commute trips and draw customers to downtown businesses.		✓		What the downtown may be lacking is sufficient “trip-end” bike parking amenities, both on-street, off-street and in private buildings. Providing adequate bicycle parking will expand the capacity of the overall parking supply downtown.
13 Evaluate and pursue on-street pricing in high occupancy areas (85%+).		✓		Data collection would provide updated information on use for multiple seasons; it is recommended that the Parking Coordinator initiate a process with the Downtown Parking Advisory Committee to evaluate a transition of the downtown on-street parking system to paid parking.
14 Solicit firms to establish wayfinding and dynamic signage systems in the public right of way, integrated with the off-street system using City parking brand developed in Strategy 9.		✓		These systems are designed and implemented as a means to inform and direct customers to available parking within a brand that communicates quality, cost effectiveness and convenience.
15 Deploy wayfinding system as developed in Strategy 14.		✓		Implements Strategy 14. No later than November 2017.

Strategy Strategies	Phase 1 Immediate (0 – 6 months)	Phase 1 (6 – 18 months)	Phase 2 (18 – 36+ months)	Comment
PARKING MANAGEMENT ACTION STRATEGIES (PHASE 2)				
16 Implement on- street pricing <ul style="list-style-type: none"> A. Explore residential and employee permit programs (on-street) B. Develop a marketing / communications and new system roll out plan C. Initiate pricing 			✓	Completes the necessary outreach, data collection and planning for launching paid parking within the downtown on-street parking supply.
17 Explore expanding access capacity – new parking supply and/or transit/circulator options			✓	As Ashland’s downtown grows employment, residents and visitors; existing supplies of parking and alternative mode access will need to be expanded.
18 Develop cost forecasts for preferred parking supply and shuttle/transit system options.			✓	Information derived from Strategy 19 will provide realistic data on parking and transit/shuttle enhancements that have community input and initial feasibility. Parking will have been evaluated as to location, size and format (garage or surface lot). Transit/shuttles will have been evaluated as to desired format, frequency and routing.
19 Explore and develop funding options				There are a wide range of potential funding sources and revenue streams that could be used to support implementation of an enhanced parking management plan in the Ashland downtown as well as to plan for and support development of new parking or transit capacity.
20 Initiate new capacity expansion				This strategy would be catalyzed by completion of Strategies 19 – 21 and would complete Phase 2 of the downtown Strategic Parking Management Plan.

CITY OF ASHLAND

Transportation Commission **Action Item List**

December 15, 2016

Action Items:

1. Hersey/Wimer intersection signal warrant analysis-
 - a. Kim Parducci of Southern Oregon Transportation Engineering (SOTPE) was authorized to perform a signal warrant analysis by city staff.
 - b. Once complete information will be sent to TC and discussed with ODOT
 - c. Warrant analysis memo discussed at September 22nd meeting
 - d. Parducci recommends modeling the road diet network with installation of the signal to determine queuing changes if any for the corridor.
 - e. *Parducci to model system and develop a final recommendation (January)*
2. Super Sharrow analysis for downtown
 - a. Commission motion-Council/Downtown Committee support the urgent implementation
 - i. Follow up-Council at the August 1, 2016 study session voiced support for the super sharrow concept and forwarded to the Downtown for review and analysis.

Meeting Minutes:

Mr. Faught explained the Transportation Commission was working on a potential shuttle program as an alternative mode from a transit standpoint and thought the Transportation Commission should continue working on the transportation piece. Council supported the super sharrow project for the interim and wanted the Committee to review the proposal then disband. The remaining charges for the Committee would go into the broader context of urban design. Council also wanted the Transportation Commission to continue researching the trolley or shuttle component and public transportation in general. Council would look into the urban design study for the downtown after the election and form a new committee then.

- b. Staff in process of developing solicitation document in order to perform engineering review, recommendations and design of a super sharrow project for the downtown corridor. Scoping will include super sharrow location and truck parking along with public meetings and coordination with ODOT.

- a. Staff to work with Traffic Engineer on potential striping improvements to prevent wrong direction vehicle movements from occurring.*
- 12. Nevada Bridge Project
 - a. Project ranked as high priority in current adopted transportation system plan (TSP)
 - b. Grant Application-received \$1.5 million in surface transportation funding for project
 - c. Create additional cost estimates for various bridge configuration
 - i. Standard bridge cross section
 - ii. Separated vehicular/pedestrian/bicycle cross section
 - iii. Completely separated vehicular bridge and pedestrian/bicycle bridge cross section
 - iv. Pedestrian/bicycle and emergency vehicle only cross section
 - d. Held public meeting at TC to take public input on proposed project
 - e. Attended informational meeting at private residence with concerned citizens
 - f. Solicit traffic engineer to perform Traffic Impact Analysis (TIA)*
 - g. Schedule future public meeting at TC to discuss project and take public input*
- 13. Glenview Dr. Shared Roadway
 - a. Develop preliminary engineering requirements for roadway conversion*
 - b. Develop and schedule public hearing at TC regarding project*
- 14. TSP Update
 - a. Develop Request for Proposal to solicit consultant services*
 - i. Scope of services to specify focused effort on transit program for the City of Ashland.*
 - ii. Coordination with Rogue Valley Transportation District (RVTD)*
 - iii. Coordination with outcomes of Climate Energy Action Plan*
 - iv. Develop technical review committee for TSP update*
 - b. Publicly advertise RFP documents*
 - c. Make consultant selection*
- 15. Siskiyou Blvd. and Sherman St. intersection issues
 - a. Citizen reported potential hazard with length of intersection (Siskyou)
 - b. Staff forwarded information to Traffic Engineer for review and recommendations**

Transportation Commission
Action Summary
as of June

Month Year	Item Description	Status	Date Complete
October 22 TC	N. Main Deer Signs	ODOT	12/15
June 25 TC	88 N. Main Loading Zone	TR15-02	
December 19 TC	Orange Ave. Bike Boulevard	TR13-14	11/14
October 24 TC	Faith Ave. Sharrows/Signs	TR14-2	11/14
August 26 TC	N. Mountain Ave Improvements	TR13-12	
May 23 TC	Bike Path Signage	Approved TR13-08	
May 23 TC	Plaza Parking Prohibition	Approved TR13-09	6/13
February 28 TC	Main St. Parking Restriction	Approved TR13-07	4/13
February 28 TC	Fair Oaks No Parking Restriction	Approved TR13-03	4/13
February 28 TC	East Main Crosswalk Signage	Approved TR 13-04	4/13
October 12 TC	B St. and Eighth St. sight distance	Approved, TR 2012-04	
October 12 TC	B St. and Second crosswalk sight distance	Approved, TR 2012-05	
September 12 TC	B St. and Second sight distance analysis	Staff report complete	
September 12 TC	Lithia/First Intesection Analysis	Traffic Engineer under contract to perform services	
August 12 TC	Centerline marking on Takeima Way	Approved, TR 2012-03	9/12
March 12	Sharrow markings on Maple St.	approved, TR 2012-01	10/12
March 12	Centerline marking on Crispin St.	approved, TR 2012-02	10/12
March 12	Loading zone on Lithia Way	not approved	
November 11 TC	Parking prohibitions on Highwood Dr.	approved, TR 2011-09	2/26/12
October 11 TC	Crosswalk on A Street	approved TR 2011-08	12/1/11
August 11 TC	Parking prohibitions on Almond	approved TR 2011-07	✓
August 11 TC	Stop sign at 4th and A Streets	not approved	
Jul 11 TC	Parking Prohibitions on E. Nevada	approved;TR 2011-04	3/6/12
Jul 11 TC	Stop Sign at Starflower	approved yield; TR 2011-05	11/17/11
Jul 11 TC	A' Shared Road	approved; TR 2011-06	10/28/11
June 11 TC	N. Main Road Diet	TC recommend implementation asap, approved 8/2/11	
June 11 TC	Parking prohibition on Central	TR 2011-03, install painted centerline, only	✓
May 11 TC	Stop sign on Homes	Stop sign not approved, other improvements implemented.	
May 11 TC	Stop sign on Pinecrest	not approved	
May 11 TC	Left turn signal at Wightman	recommended review by traffic engineer	
May 11 TC	Memorial Sign Request	recommended development of a policy, approved by Legal/Planning. Approved by Council	1/27/12
Apr 11 TC	N. Main Road Diet Pilot	Approved by Council 8/2/11	
Feb 11 TC	Parking Prohibitions Meadowbrook	TR 2011-02 order sent to Street Div.	✓
Feb 11 TC	Parking Prohibitions on Liberty St	TR 2011-01 order sent to Street Div.	✓
Feb 11 TC	Bike Corral on Third Street	Completed & installed	✓
Dec 10 TC	Petition for ped. rail crossing	referred to TSP process	
Dec 10 TC	Siskiyou Blvd x-walk at Frances	no action required	12/16/10
Nov 10 TC	S Mountain Mid Block Crosswalk	Approved to be installed in cooperation with SOU	
Nov 10 TC	E Main @ RR Crosswalk Review	Commission asked stop sign replaced	
Oct 10 TC	A St Sharrow Designation	Commission asked for Kittleson review	
Oct 10 TSC	Safety Sleeve for Bollard @ RR Park	replaced	✓
Oct 10 TSC	Storm Drain on Bike Path @ N Mtn	staff is researching	
Oct 10 TSC	Additional Vehicle Parking Downtown	Contacted ODOT	
Oct 10 TSC	Crosswalk at Lithia and E Main	TR 2010-06, order sent to Street Division	✓
Oct 10 TSC	Stop Sign at Helman & Nevada	not approved	✓
Oct 10 TSC	Stop Sign on 'B' @ Third	not approved	✓
Oct 10 TSC	Crosswalk on Siskiyou @ Morton	not approved	✓
Aug 10 TSC	Grandview/Sunnview/Orchard/ Wrights	vegetation clearance referred to street dept for	
Aug 10 TSC	15 Minute Parking on A Street	TR 2010-05, order sent to Street Division	
Aug 10 TSC	First St Parking Prohibition Change	TR 2010-04, order sent to Street Division	
Aug 10 TSC	Granite St Parking Prohibition Change	not approved, Swales will resubmit request	✓
Aug 10 TSC	Hargadine St Parking Prohibition Change	review as part of TSP update	
Aug 10 TC	Bridge Street Parking Prohibition Change	Memo received from Fire Dept recommending against change	✓
Jul 10 TSC	Change		
Aug 10 TC	Truck Route Ordinance Review	Staff researching, Nov 2010 agenda item	
Jun 10 TC	2 Year Project List Goal Setting	3 goals selected	✓
Jul 10 TC	Audible Crosswalk Signals for Downtown	Vieville working w/staff to develop priority list for \$27K budget	
Jul 10 TC	Shared Road Policy	review as part of TSP update	
Mar 10 TSC	Yield Sign at Terrace @ Holly	TR 2010-02	✓
Mar 10 TSC	Ashland St @ YMCA Crosswalk	not approved by ODOT	✓
Mar 10 TSC	Oak St Crosswalk at A St	included in Misc Concrete Project; bids due 11/17/10	
Jul 09 TC	Additional Downtown Bike Parking	Implementation list complete, will be installed as budget permits	
Nov 09 TC & TSC	Crosswalk for East Main @ Campus Way	Staff applying for funding through grant application	
Nov 09 TC & TSC	Grandview Shared Road Improvements	TR 2010-03, other improvements likely in future	
Aug 09 TC	Oak Street Sharrows	TR 2010-01	✓
Jul 09 TC	Will Dodge Way Improvements	Complete	9/2010
Apr 09 TC	Siskiyou Bv Pedestrian Improvements	complete	✓
Aug 09 TSC	Union/Allison and Fairview Intersection	not approved	✓
Nov 09 TSC	Yield Sign at Palmer Rd	not approved	✓
Nov 09 TSC	Stop Sign at Indiana St	not approved	✓
Dec 09 TSC	Terrace St Traffic Calming	not approved	✓
Dec 09 TSC	Ashland Village Traffic Calming	not approved	✓

MOTOR VEHICLE CRASH SUMMARY

MONTH: OCTOBER 2016

NO. OF ACCIDENTS: 21

DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUII	CITED	PROP DAM.	HIT/RUN	CITY VEH.	CAUSE - DRIVER ERROR
4	10:08	Tues	N Main St near Maple St	2	N	N	N	N	N	Y	N	N	DV1 stopped behind other vehicles at red light. V2, a front loader full of sand, attempted to stop but back tires slid on the wet pavement causing v2 to rearend v1.
7	09:59	Fri	Siskiyou Blvd at Beach St	2	N	N	P	N	N	Y	N	N	V1 stopped behind V2 at a stoplight. When the light turned green, Dv2 began to make a right turn. Dv1 accelerated straight forward, rearending V2. Poss. minor injury, no citation.
7	13:50	Fri	Pinecrest Terrace	2	N	N	N	N	N	Y	N	Y	DV1, backing out of driveway, backed into a parked City of Ashland vehicle damaging the left front quarter panel. Report taken.
11	08:04	Tues	Ashland St at Clay St	1	N	N	N	N	N	Y	N	N	Dv1 veered into the median and struck a street tree. No injuries. Driver referred to the Driver Safety Unit.
13	01:08	Weds	1380 Siskiyou	2	N	N	N	N	Y	Y	Y	N	Cited for Hit and Run and Reckless driving. No further details.
13	12:14	Thurs	Lithia Way near Second St	2	N	N	N	N	N	Y	N	N	V2 stopped at a red light at intersection. Dv1 rearended v2, admitted fault due to brake failure. Info exchanged.
14	12:19	Fri	N Pioneer near A St	2	N	N	N	N	N	Y	N	N	DV1 struck a parked car. DV1 left scene, but then returned. Information was exchanged, DV1 was given a warning.
14	18:07	Fri	Ashland St at E Main St	1	N	N	N	N	Y	Y	N	N	DV ran off the road and struck a guardrail. Driver reported falling asleep at the wheel, but was uninjured. Cited: Driving uninsured, careless driving, driving while suspended
15	13:49	Sat	Ashland St at Exit 14	2	N	N	N	N	N	Y	N	N	Dv1 travelling westbound decided to back up in the travel lane to pull into gas station. Dv2 eastbound passed v1 then made a uturn. Dv2 ran into back of v1.
16	13:40	Sun	Lithia Way near Oak St	2	Y	N	N	N	N	Y	N	N	Dv1 stopped for a ped (not in a crosswalk) and Dv2 rearended v1. Dv2 warned for following too closely.
17	17:40	Mon	Parking lot at 51 Water St	1	N	N	N	U	N	Y	Y	N	Hit and run fixed object (City of Ashland street light pole), no leads

DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUII	CITED	PROP DAM.	HIT/RUN	CITY VEH.	CAUSE - DRIVER ERROR
19	15:20	Weds	Siskiyou Blvd at Sherman	2	N	Y	N	N	N	Y	Y	N	DV1 began to execute a right turn at an intersection but paused to wait for a bicyclist passing in the bike lane. V1 rear-ended by DV2. Dv2 left scene. Registered owner out of state. Case closed
19	20:33	Weds	N Main St at Laurel St	2	N	N	N	N	N	Y	N	N	V1 was stopped at red light. Dv2 rear-ended V1. No citations.
20	15:55	Thurs	Ashland St at Exit 14	2	N	N	P	N	N	Y	N	N	Dv1 stopped mid intersection in traffic and was rear-ended by Dv2. Possible minor injuries, no citation.
21	13:25	Fri	S Second St near E Main St	1	N	N	Y	N	N	Y	N	N	DV struck a parked car, and then proceeded on the sidewalk until striking a parking zone sign. Driver transported. No citation
22	16:27	Sat	Alameda St at Perozzi	2	N	N	N	N	N	Y	N	N	DV1 pulling into parking space contacted parked v2 causing minor damage. Info exchanged
25	20:12	Tues	Siskiyou Blvd at Union St	1	N	Y	N	N	N	N	N	N	DV1 pulled out to turn right at an intersection and was in the bike lane when the bicyclist impacted the side of the vehicle. Non injury, no citation. Report only.
27	11:15	Thurs	Gresham St at Hargadine	2	N	N	N	N	N	Y	N	N	Dv2 pulled out from stop making a left turn and collided with V2 which had just made a right turn onto street. No one at fault due to the short sight distance between Hargadine and E Main St. Info exchanged.
28	12:15	Fri	Ashland St at Stadium St	1	N	N	N	N	Y	Y	N	N	Dv1 ran into and knocked over a City solar crosswalk sign and hit a tree in the median. DV distracted by container of mashed potatoes that slid off the dash. Cited for operating outside of prov license restriction
29	14:22	Sat	Ashland St west of Tolman Creek Rd	2	N	N	N	N	N	Y	N	N	Dv1 was turning left onto street from driveway. Dv2 changing lanes from lane 1 to lane 2. V1 and V2 collided. Info exchanged.
31	10:46	Mon	N Main St near Hersey St	3	Y	N	P	N	Y	Y	N	N	Dv1 stopped in travel lane waiting for a ped to clear sidewalk before making a right turn into a parking lot. V2 rear-ended v1, v3 rear-ended v2; Unclear order this occurred. Dv3 cited following too close, Dv2 cited for following too close, dws, uninsured.

MOTOR VEHICLE CRASH SUMMARY

MONTH: NOVEMBER, 2016

NO. OF ACCIDENTS: 16

DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUII	CITED	PROP DAM.	HIT/RUN	CITY VEH.	CAUSE - DRIVER ERROR
2	07:25	Wed	S Mountain Av at Iowa St	1	Y	N	Y	N	N	N	N	N	Dv pulled out from stop sign and struck ped who was crossing the street. Ped was transported to hospital with injury. Info exchanged between parties.
5	13:16	Sat	Siskiyou @ Indiana	2	N	N	N	N	Y	Y	N	N	Dv1 was making a left turn with a green light. Dv2 was distracted, ran a red light and crashed into v1. Dv2 cited for failure to obey a traffic control device.
5	18:30	Sat	N Main St @ Glenn	2	N	N	N	Y	Y	Y	N	N	V1 struck v2 in a parking lot. DV1 arrested DUII. No narrative provided.
7	09:30	Mon	Indiana St near Madrone St	2	N	N	N	N	N	Y	N	N	Dv2 was inching out of a parking spot. Dv1 was travelling north in the travel lane. V2 and v1 contacted. Report taken, info exchanged.
8	11:08	Tue	Faith Av at Clay St	2	N	N	N	U	N	Y	Y	N	Dv1 rearended v2 at a stop sign, jumped out of the vehicle and fled. Report taken, warrant requested re: charges Hit and Run, Reckless driving, reckless endangering, dws.
8	12:03	Tue	Terrace St near Ashland Loop	2	N	N	N	N	N	Y	N	N	Dv2, a garbage collector, was just pulling out from a stop as v1 began to pass on the left side. Dv1 sideswiped v2. Info exchanged
9	08:30	Wed	Siskiyou @ University Way	2	Y	N	N	N	Y	Y	N	N	ped in crosswalk; Dv2 reports being stopped waiting for peds to cross when rearended by v1. Dv1 reports dv2 changed lanes in front and struck left front of v1. Dv1 cited for DWS, info exchanged.

DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUII	CITED	PROP DAM.	HIT/ RUN	CITY VEH.	CAUSE - DRIVER ERROR
9	15:34	Wed	Glenview Dr near Ashland Loop Rd	1	N	N	N	N	Y	Y	N	N	Dv1 lost control around curve and ran off the road. Possible minor injuries to 2 passengers. Dv1 cited for careless driving, and operating a vehicle outside of license restrictions (new licensee to have no passengers for 6 mo)
10	19:02	Fri	E Hersey at Oak St	2	N	N	N	N	N	Y	N	N	Dv1 westbound on Hersey within intersection was struck by dv2 southbound on Oak St. Dv2 did not wait for vehicle to clear intersection before moving forward. Info exchanged.
11	UNK	Fri	Normal Av near Fremont St	2	N	N	U	U	N	Y	Y	N	V1 was struck while parked on the side of the street by an unknown vehicle. No leads.
12	17:22	Sat	N Main St at Bush St	2	N	N	P	N	N	Y	N	N	Dv2 stopped in travel lane, waiting to make a left turn. Dv1 rearended v2. Dv1 admitted fault. Information exchanged.
15	09:43	Tue	E Main St near Third St	2	N	N	N	N	N	N	N	N	unclear location. No narrative. Sideswipe accident. Report only, minor damage.
17	13:30	Thur	S Mountain Av near Iowa	1	Y	N	Y	U	U	N	Y	N	ped in crosswalk; Driver of vehicle bumped into ped who was crossing in the crosswalk, and driver left the scene. No leads. Ped sustained minor injury.
17	20:20	Thur	Siskiyou near Walker Av	1	N	N	N	N	N	Y	N	N	unclear location; Dv1 turning left into parking lot misjudged distance and drove into ditch causing damage to vehicle. Report only.
29	08:03	Tue	N Mountain Av at B St	2	N	N	N	N	Y	Y	N	Y	Dv1 was stopped waiting to cross street, v2 approached stop bar and stopped. V1 began to cross intersection. Dv2 did not see v1 and proceeded into intersection striking v1. Dv1 cited for failure to obey tcd.
30	15:15	Wed	Plaza near Winburn Way	2	N	N	Y	U	N	N	Y	N	Dv1 paused, waiting for a vehicle to back out of a parking spot, then slowly reversed to make room. V2 rearended V1, and drove off. D1 injured. No leads

Marion County Sheriff's Office Launches Program to Combat Distracted Driving

Marion County Sheriff's Office recently began an 8-week education and enforcement effort focused on combating distracted driving.

Beginning October 10th, deputies began hosting educational booths at schools, markets, and football games, using virtual reality goggles to demonstrate distracted driving dangers.

This outreach has helped provide opportunities for conversation between drivers and deputies

about the potentially fatal consequences of talking or texting while driving.

Campaign efforts also include targeted patrols, social media posts, and a display trailer parked throughout the County.



Marion County Sheriff's Office Distracted Driving Campaign Display Trailer

The campaign will conclude with a parent-accompanied teen driver class, featuring a distracted driving obstacle course. Marion County Sheriff's Office is still taking applications for that program; to sign up [click here](#) and search "distracted driving."

The program was recently featured in an article in the Statesman Journal. You can read more details in the article, [here](#).

Peak Season for Wildlife Crossing

From the [State Farm Newsroom](#)

Did you know that the likelihood of colliding with a large animal more than doubles in autumn, during deer mating season? Whether one hits a large animal or it jumps into the side of a vehicle, such collisions can cause significant injuries and property damage. No matter where you live, it's important to keep your eyes up and focus on the road, helping you take action in the event a large animal is suddenly in your path. **Some tips to help keep drivers safe include:**



- Slow down, particularly at dusk and dawn
- If you see one deer, be prepared for *more*

- deer to cross the road
- Pay attention to deer crossing signs
- Always buckle up, every trip, every time
- Use your high beams to see farther, except when there is oncoming traffic
- Brake if you can, but avoid swerving, which could result in a more severe crash
- Remain focused on the road, scanning for hazards, including animals
- Avoid distractions, like devices or eating, which might cause you to miss seeing an animal
- Do not rely on products such as deer whistles, which are not proven effective
- If riding a motorcycle, always wear protective gear and keep focus on the road ahead

Rock Those Reflectors!

From Trimet.org

This season, bright is in. Be seen wearing light-colored and fluorescent clothing, and step up your look by adding reflective materials and personal lights.

There are lots of ways to add shine:

Get reflective: Go for outerwear and accessories that feature reflective material—you'll find coats, jackets, scarves, caps, gloves, hats, umbrellas and more.

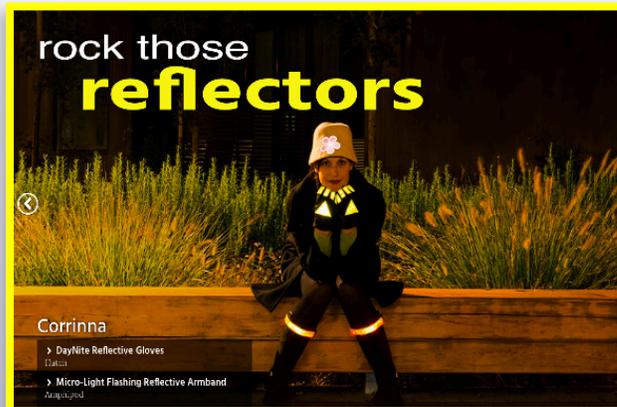
Layer with a reflective vest: It's easy to throw a lightweight, reflective vest or sash over your coat. Check out the selection at outdoor, sports and bike stores.

Slap a reflective band on your arm, leg or ankle: Using reflective bands is an easy way to add reflection to your body (and keep your pants out of your bike chain). These can be seen from all angles, meaning they're more likely to attract drivers' attention.

Some bands even include lights!

Add flair with personal reflectors and lights:

Add flexible reflectors with Velcro to purses, helmets, laptop cases, shoes, zipper pulls and backpacks.



Lights come in all sizes—some are specific to bikes and wheelchairs, and smaller ones attach easily to strollers, backpacks and purses.

Bike safely: Don't be afraid to dress up your bike, too, to make it easier for others to see you.

Have the right bike lights: By law you must have a light in front and a red reflector in the back, before

sunrise and after sunset. But don't stop there—add more than what's required.

Invest in proper gear: Bright outerwear such as vests and jackets come in neon, fluorescent and reflective colors and patterns, so you can choose a set to match your style.

Get creative: Put reflective stickers or tape on handlebars, spokes, helmets and backpacks. Light yourself up!

Oregonian Nightlife GIF

Help get the word out that Oregonians need to look out for each other during dark days and nights. Download ODOT - TSD's fun, animated "Oregonian Nightlife" [gif file](#) for posting on your website, Facebook, and more!



Janelle Lawrence
Executive Director

Contact Us

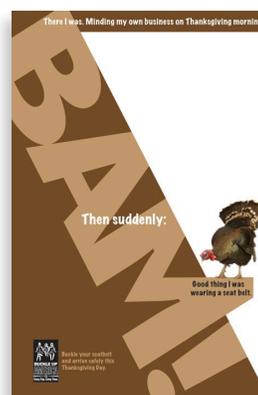


Funded through a grant from ODOT Transportation Safety Division

Thanksgiving Weekend Campaign Materials

Thanksgiving weekend, millions will hit our nation's roads, eager to spend time with family and friends. It's one of the busiest travel times of the year, and unfortunately more people on the roadways means the potential for more vehicle crashes.

During the Thanksgiving holiday weekend in 2014 (6 p.m. on Wednesday, November 26, to 5:59 a.m. on



Monday, December 1), 341 passenger vehicle occupants were killed in traffic crashes across the nation. Tragically, 50% of those killed were not buckled up at the time of their fatal crash.

Use the social norming marketing tools at TrafficSafetyMarketing.gov, which can be distributed to fit your local needs and objectives. These materials can help partner your office with other States, communities, and organizations on this seat belt safety initiative.

Winter Driving Tips

Stay safe on the roads this winter with NHTSA's Winter Driving Tips. [Click here](#) to view the interactive infographic.

Stay Vigilant While Driving

► Keep your gas tank close to full, even with a hybrid-electric vehicle. If you get stuck in a traffic jam or in snow, you might need more fuel than you anticipated to get home or to keep warm.

► If road conditions are hazardous, avoid driving if possible. Wait until road and weather conditions improve before venturing out in your vehicle.

Driving in Winter Conditions

► Drive slowly. It's harder to control or stop your vehicle on a slick or snow-covered surface. On the road, increase your following distance enough so that you'll have plenty of time to stop for vehicles ahead of you.

► A word of caution about braking: Know what kind of brakes your vehicle has and how to use them properly. In general, if you have antilock brakes, apply firm, continuous pressure. If you don't have antilock brakes, pump the brakes gently.

► If you find yourself in a skid, stay calm and ease your foot off the gas while carefully steering in the direction you want the front of your vehicle to go. This steering maneuver may require additional counter-steering before you can regain full control of the vehicle. Continue to stay off the pedals (gas and brake) until you are able to regain control of your vehicle.



What To Do in a Winter Emergency

If you are stopped or stalled in wintry weather, follow these safety rules:

- Stay with your car and don't overexert yourself.
- Put bright markers on the antenna or windows and keep the interior dome light turned on.

► To avoid asphyxiation from carbon monoxide poisoning, don't run your car for long periods of time with the windows up or in an enclosed space. If you must run your vehicle, clear the exhaust pipe of any snow and run it only sporadically — just long enough to stay warm.

Navigating Around Snow Plows

- Don't crowd a snow plow or travel beside it. Snow plows travel slowly, make wide turns, stop often, overlap lanes, and exit the road frequently.
- The road behind an active snow plow is safer to drive on. If you find yourself behind a snow plow, stay behind it or use caution when passing.
- When you are driving behind a snow plow, don't follow or stop too closely. A snow plow operator's field-of-vision is limited; if you can't see the mirrors, the driver can't see you. Also, materials used to de-ice the road could hit your vehicle.

► Snow plows can throw up a cloud of snow that can reduce your visibility to zero in less time than you can react. Never drive into a snow cloud – it can conceal vehicles or hazards.

Get more Winter Driving Tips [here](#).

Transportation Safety Workshops

Topic	TREC Events <small>TREC Workshops are typically held at PSU.</small>	UP Highway Safety Workshops	OSU Kiewit Center	Date	Time	Registration
TREC Webinar: Topic TBA				11/15	10 am	Register
TREC Workshop: Transit-Oriented Topic TBA				11/18	12 pm	More Info
TREC Workshop: Improving Activity-Based Travel Demand Models for Local Applications, Title TBA				12/2	12 pm	More Info
UP Workshop: Improving Safety Features of Roadways - Bend				11/14	All Day	More Info
UP Workshop: Improving Safety Features of Roadways - Gold Beach				11/28	All Day	More Info
OSU Workshop: Traffic Engineering Fundamentals				11/29-12/1	All Day	More Info

Keep Your Child Warm and Safe While Driving

During cold weather it seems like common sense to bundle up before getting into the car. However, safety belts and child restraints provide the best protection when they contact the strongest parts of the body. Thick coats and bulky blankets may make this impossible.

Car Seats: Avoid placing thick winter coats or blankets on a child before strapping them into their child safety seat with harness straps. During a crash the coat or blanket can compress causing the harness straps to be too loose. They also make it difficult to place the harness straps on the shoulders and over the hips and the retainer clip level with the arm pits.



Option 1: Strap child in car seat in lighter coat, then add blanket or coat over the child once they are secure. // **Option 2:** Zip around the straps by placing jacket on child. Open front of jacket and pull it out of the way on both sides; buckle straps and chest clip. Once harness is tight, zip or snap jacket closed over harness straps.

Booster Seats: While seated in the booster seat, the safety belt needs

to be snug across the child's hips and collarbone to provide the best protection. Thick winter coats can interfere with correct fit and allow the safety belt to be too loose or not contact the strongest parts of the body. Loose fit can result in injury or ejection.

Solution: Buckle the child into their booster seat then add their jacket by inserting their arms into the sleeves and wearing it backwards. Or cover them with a blanket, poncho or 'wearable blanket' (a blanket with sleeves).

Drivers and Older Passengers: Safety belts need to be snug across the hips and collarbone to provide the best protection. Heavy coats can interfere with correct fit and allow the safety belt to be too loose or not contact the strongest parts of the body. Loose fit can result in injury or ejection.

Solution: Wear a lighter coat in the vehicle and put the heavier one on when leaving the vehicle. Warming up the car before a trip can help. Passengers can wear coats but be sure that the child is secured in the harness system, or safety belt before you add heavy coats or blankets. A little creativity can help protect drivers and passengers in winter driving.

New Online Resource: The Ultimate Car Seat Guide



With car crashes on the rise in the U.S., it is more important than ever to make sure children are buckled up. While most families put kids in car seats, 6 out of 10 are installed incorrectly.

To help families protect kids on the move, Safe Kids Worldwide has a new resource: [The Ultimate Car Seat Guide](#). The Guide offers easy to understand tips on how to choose and use a car seat. Parents and caregivers can now get helpful tips for free, right on their phone, tablet or computer.

Take a look for yourself, and share it with expecting parents and those with young children at home. Together we can help protect kids on the move.

Feel free to share! You can go [here](#) to download the widget to share on your website, email newsletter or blog.

Update to Transportation Safety Action Plan Completed

The updated Transportation Safety Action Plan was formally adopted on October 15th. You can find the adopted plan at <http://www.oregon.gov/ODOT/TD/TP/Pages/tsap.aspx>

Car Seat Check-Up Events and Fitting Stations

www.ChildSafetySeatResourceCenter.org

Date	City	Location	Address	Time
11/16	Redmond	Redmond Fire	341 NW Dogwood Ave	2 pm - 4 pm
11/19	Vancouver*	Peace Health*	92nd Ave Entrance	8:45 am - 2 pm*
11/19	Beaverton	Park Place Center	4915 SW Griffith Dr	9 am - 12 pm
11/19	Bethany	Doernbecher Ped Clinic	15220 NW Laidlaw	9 am - 11:30 am
12/1	Redmond	Redmond Fire	341 NW Dogwood Ave	11 am - 2 pm
12/3	Vancouver	Legacy Salmon Creek	2211 NE 139th St	9 am - 12 pm
12/3	Lake Oswego	Lake Oswego Fire	300 B St	10 am - 1:30 pm
12/3	Milwaukie	AMR	9800 SE McBrod	10 am - 1 pm
12/3	Portland	Providence St. Vincent	9205 SW Barnes Rd	10 am - 12:30 am
12/8	Ontario	Ontario Fire	444 SW 4th St	4 pm - 6 pm

*Peace Health Event: Registration required by 8:45 am for 9-10 am class. First come, first served. Must attend class to participate in the clinic, which is held from 10 am - 2 pm.

Kyndra Irigoyen

From: Sue Newberry <sue.j.newberry@gmail.com>
Sent: Tuesday, December 06, 2016 3:33 PM
To: Marty Breon; Joe Graf; Kyndra Irigoyen
Subject: Re: On-site meeting regarding proposed automobile bridge over Bear Creek at Nevada

Follow Up Flag: Follow up
Flag Status: Flagged

Marty:

You certainly would be impacted by a bridge, and I understand your concern. Many other residents have written articulate letters expressing their concerns and many have testified during the Transportation Commission meetings. One benefit of public expression regarding issues is that everyone present listens to a variety of input, ideas, and opinions. Letters are distributed to all commissioners and included in minutes. Those who are not in attendance can read the minutes. I dislike the formality of the current system and find it constraining for both the public and commissioners, but it does assure that we all hear the same thing and that a permanent record is kept.

The list of questions I made during public testimony at the April 28 meeting were prompted by public testimony. I have not lived here long enough to understand the street network, so testimony was very illuminating. For example, those concerned about additional traffic on their streets had a good point. It made me wonder if a traffic model had been run. This is a tool that engineers use to forecast the amount of traffic that will occur on each street given a specific change, and would usually be prepared during the planning phase. Testimony also made me question how well W. Nevada Street would function as a downtown bypass, since it basically ends in a subdivision. I wondered if there had been a plan to connect it to N. Main at one time. Other commissioners also had questions. I expect those questions will be addressed at the January meeting.

Let's continue to meet at the Commission so all interested parties can hear the same thing. I really look forward to seeing the new options and hearing answers to questions that were asked in April. I also look forward to hearing the reactions of you and others once the new options are presented.

I'm not aware of the rumor you mentioned, but I am committed to the Transportation Commission. I have much to learn about this wonderful community, but I believe I can make a significant contribution in the transportation arena.

Sincerely,
Sue Newberry
Transportation Commission

On Mon, Dec 5, 2016 at 10:41 AM, Marty Breon <marty@breon.org> wrote:

Good morning Ms. Newberry,

We are neighbors of the proposed bridge over Bear Creek at Nevada. We have been waiting for the subject to return to the Transportation Commission. Mike Faught recently informed me that it will be on your agenda in January. We hope to see proposals for a bike and emergency vehicle bridge that "won't overwhelm the site." While I realize that's subjective, room for interpretation is appropriate.

I was intrigued by your mention of twelve questions on your list that arose as a result of the comments made at the TC meeting in April 2016. I would appreciate it very much if you could meet us at our home on Bear Creek and talk about some of those questions. And of course to see some of the reasons we are oppose building an automobile bridge over Bear Creek. Granted summertime, when weather is beautiful and communing with the creek is a natural, winter is what we are stuck with.

Is it possible for you to make a “site visit?” Our driveway is the last one on Nevada making our house and the one next door, the nearest neighbors to the proposed project and the most impacted. We will be available January 7 and 8 and again 19 – 24. Please let me know if any of these dates work for you. If you prefer to meet elsewhere, that’s fine. But on-site will be more informative.

I have heard rumors that you are being considered to replace Pam Marsh on the City Council. I have no idea if the rumors are based on more than idle speculation. I am hoping for more women “in charge.” In Ashland, there are now shamelessly few! If there is truth to the rumor, congratulations! If you join the Council, please make time to visit us. All of the City Council members have been down to see for themselves, and eventually it will be up to the Council to decide.

*Best,
Marty Breon
295 East Nevada Street
Ashland, OR 97520
[541 512-5844](tel:5415125844)*

Kyndra Irigoyen

From: Mike Faught
Sent: Tuesday, November 22, 2016 3:36 PM
To: Marty Breon
Cc: John Karns; Dave Kanner
Subject: RE: Updates on Proposed Bridge over Bear Creek at East Nevada

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Marty... Thanks for your continued interest in the East Nevada Street project. I will answer each of your questions below in red, however I thought I might describe the process we will be following for the project as they impact some of your questions. The next step in the process is to update the Transportation Commission (TC) which will include the emergency vehicle and ped/bike bridge only option. To that end, we plan on recommending that the Chair of the TC add the East Nevada Street project update to the commissions agenda for January 26, 2016. Once we provide the TC with the update, they will make a recommendation to the City Council (please note that the TC may want to have additional meetings in order to make their final recommendation).

The outcome of this process really needs to be completed before any future decisions or recommendations are made regarding potentially removing the project from the TSP...

Bcc: City Council, Transportation Commission

From: Marty Breon [mailto:marty@breon.org]
Sent: Monday, November 21, 2016 12:53 PM
To: Mike Faught
Cc: Greg Lemhouse; Pam Marsh; Carol Voisin; Michael Morris (Council); Rich Rosenthal; Stefani Seffinger; John Stromberg; Joseph Graf; dyoung@jeffnet.org
Subject: Updates on Proposed Bridge over Bear Creek at East Nevada

Good morning, Mike -

It's been some time since we communicated. We naturally remain interested in how the information about the proposed project is being gathered and presented to the powers that be.

Recently I noted that a project was added to the agenda for the City Council because it had recieved sufficient public scrutiny in the past. (It was on the TSP and Capitol Improvements list.) Clearly we can not let the City Council assume that the proposed bridge has had sufficient public scrutiny. We have so far shielded the City Council from our opposition, honoring the commission structure Ashland has adopted. Some neighbors opposed to the automobile bridge have lost confidence in the Transportation Commission. They have been unresponsive. Many favor moving the issue directly to the City Council. I have been watching for this to show up on the TC agenda, but, surprisingly, it has been absent. So, I too am questioning the wisdom of pressing our case before the Transportation Commission.

I have the following questions which I expect you or staff to respond to:

- *When do you plan to put the proposed bridge on the agenda for the Transportation Commission? At this point staff will recommend that the chair of the TC add the East Nevada Street Bridge project update to the commission's January 26, 2016 agenda.*
- *Have proposals for the two new bridge designs (bike plus emergency vehicles) been presented to the Transportation Commission as requested last April? Not yet, that will be part the TC East Nevada Street project update.*
- *Have you informed the City Council of the serious opposition Public Works has encountered to the proposal? We will take the TC recommendation, including support and opposition, to the City Council once the TC has completed their review.*
- *Have you completed your assessment of opposition (and/or support) to the proposed project? No.*
- *Have you informed the Commissioners and the City Council of the funds swap and how that materially changes the scope of the proposed project? I'm not sure what you mean here. If you're referring to a proposed project that alters the current approval, (for example an emergency vehicle and bike/ped facility only) then we have not informed the council yet as we need to wait and see what the TC recommends.*
- *When does the contract expire for Al Densmore, the lobbyist who is searching for additional funding for the proposed project? December 31, 2016*
- *What process do you recommend for getting the proposed automobile bridge removed from new TSP revision and what is the timeline for this? This appears to us to have been postponed. If approved in the next budget cycle, the TSP update will begin sometime after July, 2017.*

Thank you in advance for addressing my questions.

Marty Breon