

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 16, 2021

AGENDA

- I. **CALL TO ORDER:** 6:00 PM, Meeting held virtually via Zoom
- II. **ANNOUNCEMENTS**
- III. **CONSENT AGENDA**
 - A. Approval of Minutes: November 18, 2021
 - B. Approval of Minutes: October 21, 2021
- IV. **PUBLIC FORUM** (6:05-6:20)
 - A. Public Forum-if you wish to speak during public forum please register with Scott.fleury@ashland.or.us by 10am December 15th.
 - B. If you wish to provide public comment or discuss an agenda item please contact Scott.fleury@ashland.or.us by December 15th by 10am to register to participate. Written comments can also be submitted in the same time frame.
 - C. If you are interested in watching the meeting via Zoom please utilize the following link: <https://zoom.us/j/99731251718>
- V. **CRASH REPORT** (6:20-6:30)
- VI. **NEW BUSINESS**
 - A. 1100 Benson Way Type III Annexation (6:20-7:00, action required, review and provide recommendations on the Benson Way Pre-Application/Annexation project)
 - B. Climate Friendly and Equitable Communities Rulemaking (7:00-7:30, action required, Climate Policy Commission is requesting support for submitting a letter to the Department of Land Conservation and Development)
- VII. **OLD BUSINESS**
 - A. Parking Program (7:30-8:00, action required discuss Parking Program and associated Plan)
 - B. Traffic Calming Program (review updated pilot final draft as discussed previously).
- VIII. **TASK LIST** (If time allows)
 - A. Discuss current action item list
- IX. **FOLLOW UP ITEMS**
 - A. None
- X. **INFORMATIONAL ITEMS** (If time allows)
 - A. None
- XI. **COMMISSION OPEN DISCUSSION** (If time allows)
- XII. **FUTURE AGENDA TOPICS**
 - A. 2022 In-Person Meeting Discussion
 - B. Planning Department Presentation
 - C. Crosswalk Policy
- XIII. **ADJOURNMENT:** 8:00 PM

Next Meeting Date: January 20, 2022 Meeting

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



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CALL TO ORDER: 6:00pm

Commissioners Present: Mark Brouillard, Joe Graf, Corinne Vièville, Linda Peterson-Adams, Katharine Danner, Derrick Claypool-Barnes, Holly Christiansen

Commissioners Not Present: None

Council Liaison Present: Paula Hyatt

Staff Present: Scott Fleury, Elizabeth Beckerich, Steve MacLennan

Guests Present: Piper Von Chamier, Kim Parducci, Tara Kiewel, Michael Black & Clark Stevens

ANNOUNCEMENTS – The intergovernmental agreement for ramps and crosswalks on North Main St is moving forward and will be presented to City Council on December 7, 2021.

CONSENT AGENDA

- Various grammatical errors to be corrected.
- Peterson-Adams requested a change to the last paragraph to state “criteria should improve any capital improvement programs”.
- Jeff Jackson submitted corrections to Fleury regarding the Wimer Street parking discussion prior to the meeting but commissioners were unsure what the protocol is for someone from the public making a correction. Staff will review the video to ensure Jackson’s comments are appropriate and bring back at the December meeting for approval.

PUBLIC FORUM

Letters were submitted to the Commission and included in the packet for this month.

Multiple letters requested a traffic signal at the Walker and E Main intersection, however with the cost of traffic signals and the criteria needed to implement one it may not be feasible at this time, but the issue can be revisited later, possibly during the Transportation System Plan Update.

Another letter talked about the parking situation in front of 240 N First St. The resident requested that the yellow curb in front of their house be changed to a permit parking only spot.

Brouillard brought up general traffic etiquette as he has observed multiple people driving poorly, and he suggested a mailer to people reminding them of how to drive properly.

CRASH REPORT

Officer MacLennan stated that in September and October there were not very many crashes however the police department has seen a rise in DUIs. There was an accident involving a bicyclist who crashed into a car and was arrested for DUI. In October a pedestrian crossing Siskiyou Blvd from the north side to the south side was hit but minorly injured by a vehicle and the driver was cited.

Per Peterson-Adams, Christiansen requested a separate crash map for bikes and pedestrians. They also discussed a reporting system for citizens to report traffic incidents that don’t get reported to police. This topic will be discussed at a later date.

NEW BUSINESS

A. Bellview School Traffic

Traffic at Tolman Creek Road and Siskiyou Blvd has been problematic at school drop off/pick up times.

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Peterson-Adams stated that due to COVID regulations and staff shortages that bus travel for kids is not being utilized as before and it contributes to more parents all trying to drop off/pick up their kids at the same time and congesting traffic.

Danner suggested a sign be put in place reminding people of the drop off/pick up times so that they can avoid the area, or possibly a mailer in the utility bill to inform people. Fleury advised that the school was supposed to manage and implement a traffic safety plan, however he likes the idea of a reader board to inform drivers. Fleury also advised that staffing in administration is low right now but that once there is new staff in place, putting information in the utility billing mailer may be a possibility for both this issue and the traffic etiquette issue that Brouillard brought up earlier in the meeting.

Brouillard had multiple ideas for how to help traffic congestion including a system where kids are encouraged to walk or bike to school, building a separate drop off/pick up location, having kids bussed to a different location for drop off/pick up, or having parents and staff direct traffic.

Peterson-Adams suggested drafting a letter to the school with all the suggested solutions. Danner added that the PTA at Bellview is a strong entity and should be included as well.

All eyes from the Commissioners regarding sending a letter to the school of suggested solutions for the traffic congestion.

B. East Main Street Park

The director of the Parks and Recreation department, Michael Black, spoke about a proposed plan to build a park on East Main Street. The plot of land for the park is 6.5 acres and would be a neighborhood park with amenities like open space, trails, and playgrounds. Previously a different city park was sold to the YMCA and the funds from that sale were used to purchase this new plot. The new plot has not been annexed yet and approval from the Transportation Commission is part of the annexation process.

Piper Con Chamier, landscape architect, gave a presentation on the plans for the park, stating that it would include a dog park, a pump track and skills park for bikes, a natural picnic and trail area, a community garden, a central play area with multi-use courts, and parking.

Kim Parducci from Southern Oregon Traffic Engineering, provided traffic analysis to look at the impacts the park would have, studying the street capacity at all entry streets and driveways, as well as connections to the facility and crash history. It was also brought up that there are no sidewalks on East Main Street from Crocker St to Clay St and that would be updated as well in this plan. It was discussed that Clay St would become a bike boulevard. It was concluded that street capacity is sufficient to support development, adequate connections exist for all travel modes or will be provided, and that safety has been evaluated and no concerns were identified.

Michael Black went on to state that the neighborhood has been consulted multiple times and is largely in favor of the development. Money for the park could come out of the Parks and Recreation Department's CIP budget, as well as grants that community volunteers have offered to help secure. Additionally, Black assured that the seniors in the area have been taken into consideration and that they intend to make the park facilities useful and attractive to all ages. He will continue to work with the Senior Services Superintendent to ensure this.

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The Transportation Commission voiced their support of the project in general, particularly the bicycle boulevard conversion of Clay Street.

Old Business

A. Traffic Calming

Fleury presented the changes he made to the breakdown of scoring for Traffic Calming projects. Previously the scoring criteria has included ADT, speed, and crashes. The proposed scoring includes ADT, 20 MPH design speed, speed, posted, difference, speed (85%), design (85%), difference (85%-50%), crashes, sidewalk, bike facilities, pedestrian generators, and bus stops.

Graf stated that having the difference between the speed of 85%-50% of drivers seemed unnecessary and that seeing the 50% versus the speed limit made more sense. The issue was discussed at length and Commissioners agreed. Graf also requested that bike facility scoring match the sidewalk criteria.

Commissioners also discussed the point system. They agreed that if the average speed of 50% of drivers is over 1-5 MPH, they will get 2 points, if 5-10 MPH over they will get 4 points, and more than that will be 6+ points.

Peterson-Adams inquired about the minimum number of points total a proposal should receive to move forward into phase 2. After discussion it was decided that 12 points was reasonable since the Transportation Commission uses discretionary scoring along with the criteria point system in determining which projects move forward.

Peterson-Adams brought up having previous applicants apply again based on the new criteria and Commissioners decided that would be fair. Particularly the Faith Ave application. Per Fleury the next step for that project would be to post the speed as 20 mph because there are sharrows and "Share the Road" signs up already. Fleury spoke also about a possible pilot program of a temporary traffic circle at Faith Ave/Wine St and Faith Ave/Mae St to see if that changes the traffic issues.

Brouillard stated that he believes fixing traffic in the Faith Ave area will push traffic issues to Park St which has had more accidents than Faith Ave.

Fleury stated that education is also part of the Traffic Calming Program and that he would like to use the reader boards more, as it may raise awareness of things that can be done to help traffic calming.

B. Transportation System Plan (TSP) Council Presentation

Special thanks to Fleury and Peterson-Adams for presenting to City Council, and to Hyatt for her defense of the TSP. When the TSP was presented to Council it was an explanation of the TSP update as well as Vision Zero. There was much discussion between Councilors about it.

Fleury stated that the plan is still moving forward, the Commission is just waiting on ODOT's funding. The approximate date for funds is early spring or summer of 2022, which Fleury hopes will also coincide with the ability to do more in person public meetings so that citizens can be more involved. Fleury stated also that in person meetings would not eliminate online meetings/input, but that there needs to be an accurate platform such as the city website for people to get information as opposed to social media.

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Hyatt stated that she receives a lot of positive emails from residents regarding the TSP and told Commissioners to encourage their networks to speak up to City Council in support. Hyatt said that she would continue trying to educate others as much as she can.

C. I5 Emergency On-Ramp

Per Fleury, ODOT is still waiting on federal approval for the emergency onramp discussed previously. The current Federal Highway Administration representatives are new to Southern Oregon and therefore have more questions about the execution of the onramp than previous representatives. ODOT believes that the project will be done before the next fire season. ODOT is also working on planning with other emergency services entities to make sure that everyone is on the same page about operating protocol and how the access will be used. They're also setting up an interdisciplinary team to evaluate evacuation study needs and work on putting information/education out to the public.

FUTURE AGENDA TOPICS

- Consent Agenda for October minutes.
- Further discussion on letters received from the public.

ADJOURNMENT: @ 8:01pm

*Respectfully submitted,
Elizabeth Beckerich, Office Assistant II
Full Video Available by Request*

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CALL TO ORDER: 6:01pm

Commissioners Present: Mark Brouillard, Joe Graf, Corinne Vièville, Linda Peterson-Adams, Katharine Danner, Derrick Claypool-Barnes, Holly Christiansen

Commissioners Not Present None

Council Liaison Present: Paula Hyatt

Staff Present: Scott Fleury, Elizabeth Beckerich

Guests Present: Jeff Jackson, Maria Harris, Kat Smith

ANNOUNCEMENTS – Welcome to the new Commissioner, Holly Christiansen.

CONSENT AGENDA

Danner requested corrections to September meeting minutes. First correction on page 3 changing “the” to “there is”. Second correction to be on last page stating, “Fleury can look into is” being changed to “Fleury can look into it”. Peterson-Adams requested motion to approve the minutes as amended, Vièville motioned, Danner seconded, motion approved.

PUBLIC FORUM

Wimer Street Parking Restrictions – Ashland resident Jeff Jackson

Faith Street Traffic Calming – Kat Smith

CRASH REPORT

Officer MacLennan not present for crash report.

Christiansen inquired about the purpose of the Crash Report. Fleury explained that all accidents are tracked in a database and used for analysis in traffic calming to identify hot spots and systemic issues. It is also used for grant applications. Peterson-Adams added that the information is useful for programs such as Vision Zero as well. Christiansen asked why bikes and pedestrians are grouped together, as they should be separate groups. Fleury advised that in the database that information can be filtered to include one or the other. Christiansen inquired where the information for the database comes from and whether it's only accidents that are reported to the Ashland Police Department. Claypool-Barnes stated that the information was based also on accidents reported to the DMV. Graf added that talking to Officer MacLennan about accidents was useful for determining cause.

NEW BUSINESS

A. Wimer Street Parking Restrictions

Fleury stated that Officer MacLennan talked to him about the Police Department receiving complaints about the parking situation on Wimer Street. Specifically, driveways being blocked and people parking in the yellow zone. MacLennan asked that the Transportation Commission investigate switching the parking area from one side of the street to the other to remedy the issues. Fleury advised that parking being on the curbside closest to the Wimer Heights apartments would be beneficial to the pedestrians trying to access those apartments. Fleury also stated that due to how the striping was previously done on the south side of the street, site distance should be examined as well. Peterson-Adams inquired if the parking restrictions were approved if the striping would be included in that plan or if it would be a long-term goal. Fleury stated that if approved then site distance would need to be verified, then striping could occur.

Jeff Jackson and Maurice Monette of 407 Scenic Avenue, presented in writing and in person requests/concerns regarding the proposed parking changes. Jackson stated that they understand and

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support moving the street parking to the south side of Wimer but he requested that the length of restricted parking with yellow striping on the north side at the Scenic Avenue intersection be repeated on the south side of Wimer for multiple reasons. The first reason being that there had been 2 accidents reported in the area, with one fatal accident in 2019 where a driver was turning onto Wimer from Scenic. Jackson believes that yellow striping and/or preserving existing signage would help prevent accidents from happening again. The second reason Jackson stated was that there is a fire hydrant on the south side corner of the intersection and that without the same length of yellow striping and/or existing signage emergency vehicles will not be able to stage as they won't be able to park like they did for the recent fire. The third reason Jackson stated was that his home is on the National Historic Register, and the tree in his front yard is Tree of the Year. Jackson's neighbor Sam Whitford, who is a member of the Ashland Historic Commission, told Jackson that the view of the house and tree are valuable to the community, so therefore should not be blocked by additional parked vehicles. Jackson stated he would likely plant hedges as did the homes on the north side of Wimer to block the view of parked cars. Jackson stated if new parking begins on the north side of Wimer above where current intersection restrictions are on the south side of Wimer, it seems as though an equal or greater number of vehicles will still fit on the north side of Wimer given there are fewer egresses to protect than currently on the south side (2 compared to 4). Jackson requested that what is done on the north side intersection in terms of length of restricted parking be the same for the south side (whether by yellow striping or keeping existing signage).

Vièville motioned that the Transportation Commission approve the requested change of moving the parking from the north side to the south side, and also that the site distance be verified to make matching yellow striping along the curb as requested. Danner seconded.

Danner then inquired if any residents that currently live on the side where vehicles are parking had made any comments. Fleury replied that there was a letter from a resident in the apartments that is in favor of the change. Brouillard stated that he did not see a reason to carry on the yellow line as the historic house is being blocked by Scenic Avenue anyway, and three parking spots would be lost if they moved the parking because they were not taking the egress of the apartment complex into consideration. Peterson-Adams reminded commissioners that part of the motion is to have Public Works determine the site distance. Fleury stated that Public Works would have to look at the intersection in question in comparison to number of parking spaces. Graf requested that commissioners look at Google Street View and stated that he thinks it makes more sense to have parking near the apartments, and if parking is not moved that a crosswalk be put in as the area is a good candidate for Traffic Calming. Peterson-Adams stated that a high priority project to be completed soon is the bike boulevard from Scenic Ave to North Main St, and a medium priority project also to be completed is sidewalks from Thornton Way to North Main Street, so perhaps Traffic Calming applications for Wimer could wait until those are completed as they may alleviate some of the issues.

Commissioners looked at Google Street View of the area and saw that there were cars parked in the yellow. Brouillard stated that they are over parking and that's why they're parked in the yellow. Fleury argued that simplicity and a shorter walking distance is why they're parking in the yellow. Graf questioned if the picket fence in front of the historic house was in the correct spot/up to code and stated that the fence may be more of a problem in regard to the fire hydrant than the parking situation. Brouillard stated that the Tree of the Year in their yard is blocking site distance, and the yellow line should go past the tree. Brouillard asked if the historic residence is still being used as a Bed and Breakfast? The resident stated that the house is a private residence now. Graf requested that the motion be changed to include that the yellow line be extended. Brouillard disagreed stating that 407 Scenic Ave should not be the only house included in the yellow striping and it should go all the way to the intersection of Scenic Ave and Chestnut St as to not discriminate. Fleury

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stated that they could cover the area in signage to get the point across.

The motion was amended to be that site distance in the area of Wimer and Scenic will be verified at all access points. The amendment and main motion passed unanimously.

B. Draft Code Amendments – Changes to Annexation Standards

Maria Harris, Planning Manager from City of Ashland Community Development, presented on the project of changes to Annexation Standards. An update to the Annexation Standards was initiated by City Council in August of 2021 to look at issues raised on appeal before the Oregon Land Use Board of Appeals (LUBA). On the north end of town near the railroad trestle there was an annexation for 17 acres for a residential multi-family development. The frontage property was to have a sidewalk built to city standards and include a planting strip. One area of this sidewalk was approved for a bus pullout, which would go against the city code. The City granted an exception for the bus pullout as part of the annexation approval process. The exception decision was appealed to the board of appeals and they ruled a procedural error was made because rules state that there can be no exceptions. Despite that rule, exceptions have been made in the past, such as at the end of Helman St and Nevada St near the dog park, which was done because the builder applied for the development and the annexation at the same time. Another exception was Bud's Dairy on Main Street due to delineated wetland.

OBJECTIVES OF THE PROJECT

1. Address issues in appeal to LUBA.
2. Provide clear standards for the evaluation of needed housing.
3. Provide clarity and responsiveness in Ashland's development process.

EXCEPTIONS AND VARIANCES

- Approval authority may grant exceptions and variances to the annexation standards.
- Approval criteria can be used to grant exceptions and variances to annexation standards.
- Public facility requirements apply to annexations.
- Flexibility added to Exception to Street Standards.

PUBLIC FACILITY/TRANSPORTATION IMPROVEMENTS

- A. Clarification added that City Council may require additional public facility improvements and grant exceptions and variances to annexation standards. Requirements for transportation improvements reworded for clarity.
- B. Specify requirements bordering and in annexed area.
- C. Likely connections to destinations within a quarter mile.

NEXT STEPS

- November 1, 2021 – City Council Study Session
- November 9, 2021 – Planning Commission Public Hearing
- November 16, 2021 – City Council Public Hearing

In the presentation the idea of taking the words "safe and accessible" out of the Annexation Standards was brought up due to the words being subjective. Brouillard stated that he does not want to take those words out. Graf agreed that "safe" should not be taken out as all developments need to have the goal of safety in mind, and the language in the in the code implies that this is applied for all developments. Harris clarified that

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this change would not apply to most developments, just annexations. Vièville agreed with Graf and questioned if this change would set a negative precedent if “safe and accessible” are not involved. Peterson-Adams stated that the goal of taking the words out is clarity. Peterson-Adams then stated that the mission of the Transportation Commission is for people to be able to move through the city by mode of their choice, and the commission must consider safety. She went on to state that the Transportation Network Planning System that the Transportation Commission uses is the same one that the state uses, and they resolve to build a transportation system that increases safety, therefore requirements for annexation leading to development should include safety as well. Peterson-Adams also noted that “accessibility” is not specifically talking about ADA requirements but is more general.

Fleury asked Harris if builders can annex without providing a development proposal. Harris replied that requirements have been changed to where they need to do both, however some applications don't need a development proposal for things like bringing existing roads into the city. Fleury then asked if annexation is always a Type 3 project, and Harris responded yes. Fleury stated that those types of projects always come to the Transportation Commission and wondered if there is a way in the process to include guidance on what is “safe and accessible” to make it less ambiguous. Harris inquired if there is a way to put some sort of measurement into the code to help set a standard of what “safe” is. Vièville asked why “safe and accessible” is a problem as is, and Harris responded that “safe” is not tied to a Transportation or Engineering standard, and it's defined by whoever is reading it. Vièville asked if they (Transportation Commission) would need to come up with this definition and Harris stated that they are looking into hiring a Transportation Engineer to help with it. Claypool-Barnes clarified that the language needs to be rooted in math/engineering standards, to which Harris agreed.

Brouillard stated that the Webster's Dictionary definition of “safe” is “Freedom from damage, injury, or danger” and that he doesn't find that ambiguous. Claypool-Barnes argues that is it ambiguous from an engineering standpoint. Brouillard stated that annexation would widen roads and take out bike lanes which would be less safe.

Vièville inquired if there's a crosswalk on North Main St to which Peterson-Adams responded no, but LUBA talked about it previously however it wasn't taken into consideration. Graf added that it was brought up multiple times in the pre-application phase but no one from the Planning Commission was there to hear the comments.

Graf stated that if safety is not considered at this point then it will be later when complaints start to come in about traffic and pedestrian issues. Vièville stated that people with impairments need a crosswalk because they can't watch for cars coming to cross the street. Peterson-Adams reminds commissioners that they should be talking more generally and not about a specific project. Vièville replied that it sets a precedent when they do things for specific projects.

Fleury said that the city can request whatever they want but since there are multiple agencies involved, notably ODOT having right of way, in this specific project it ultimately isn't up to them. Fleury then stated that using sound engineering judgement and standards such as ODOT's provides a general requirement that the city can follow, and it exists already. It can help build what a safe network is and how it gets tied into design and layout, like at North Mountain Ave where it was specifically designed to slow people down. “Safe” can be defined in the proposal for a project and it would give the policy body comfort to know that it's safe based on standards that they can point to. Vièville stated that the standards need to be put into the language and then the Transportation Commission can revisit it.

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Peterson-Adams asked if that precludes keeping "safe and accessible" in the annexation? Fleury replied that no, it should be required for anything having to do with the Transportation Commission and city planning in general, to which Peterson-Adams clarified includes annexation.

Brouillard then stated that he thinks this discussion sounds like a discussion on how to annex Grand Terrace and thinks that it should be put to a vote to the citizens because it abuts county property, not city property.

Vièville stated that she feels this discussion is more about making developers able to build more houses, and the city standards are being changed to make them more accommodating to builders.

It was decided that Harris will provide the minutes from this meeting to the Planning Commission. Vièville asked if the Transportation Commission will revisit the topic after a traffic engineer looks at it? Harris replied that the next step is for this topic to go to a public hearing and then to City Council. Hyatt stated to Harris and Fleury that there are more details in this discussion than she can communicate to Council, and asked if there is a way to communicate this feedback in a more detailed way? Harris deferred to Fleury regarding minutes to be provided to Council. Vièville recommended that the conversation be sent to City Council for the upcoming November 1st study session. Peterson-Adams recommended that "safe and accessible" be put back into the language. Vièville stated that the commission needs to be more firm about it and the whole of the discussion needs to be given to City Council for their study session. Peterson-Adams said that part of their charge is to advise City Council and the Planning Commission, and that they're advising now that "safe and accessible" be put back into the document.

Fleury stated that the minutes could be done as early as next week however they would still only be a draft until they are approved at the next Transportation Commission meeting in November. Fleury suggested that the phrasing be something like "safe and accessible based on sound transportation engineering practices" or "safe and accessible utilizing transportation related engineering analysis and judgement". He went on to say that the language could then point to the ODOT or National Association of City Transportation Officials design guides as part of traffic impact analysis, enabling them to say that certain types of improvements will make things safer based on studies already done. It would also add flexibility for professionals in the field based on their knowledge.

Graf stated that he doesn't think it's fair to make City Council read the minutes and that presenting it as Fleury put it is ideal as it's shorter and more effective. Vièville agreed. Danner requested that Peterson-Adams revise the statement to include what Fleury said.

Graf motions that a recommendation be made to the Planning Commission and City Council, the language says "safe and accessible based on transportation engineering standards". Danner seconded. Brouillard requested to also include Peterson-Adams' previous statement. Danner seconded. All ayes except Claypool-Barnes who briefly left the meeting.

Hyatt added that the motion will be useful for all parties. Peterson-Adams stated that the Transportation Commission tends to have problems presented to them after they've already happened, and that they need to be caught earlier. Commissioners then stated their appreciation for Fleury's helpfulness and positive attitude.

Old Business-

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A. Traffic Calming

Peterson-Adams brought up a need to make improvements to the Traffic Calming program due to several people applying but not meeting requirements to put them into phase 2. It was suggested that the ranking system needs to be evaluated.

Kat Smith, a resident of Faith Avenue and former Transportation Commissioner, and her neighbors submitted a Traffic Calming Application in December 2020 and it did not meet requirements to go past the pre-application suggestions. Smith spoke about her experience being at 770 Faith Avenue for the last 11 years. She said that she has built connections with her neighbors through block parties and year after year the conversation comes back to traffic calming. Smith talked about the need for sidewalks due to a high population of elderly people, children, and people walking their dogs. She also talked about the suggestion of speed bumps and traffic circles to calm traffic. She stated that sharrowes were suggested and put in, and while they are helpful it's not enough to provide adequate results. Smith also stated that a speed radar trailer has been placed on her street twice with positive results. Signatures were submitted by the neighborhood twice for traffic calming measures but both times criteria was not met to continue the process. Smith suggested that Faith Avenue be used as a pilot area for a program like 20 is Plenty because the street is often used as a throughfare between Highways 66 and 99.

Brouillard stated that providing traffic calming measures on Faith Avenue would push the issues to areas like Park Street and all the other connector streets. Peterson-Adams stated that the basis for priority needs to be made for these streets and they can't do traffic calming projects based purely on a street being a "squeaky wheel". Vièville added that the school near Faith Avenue may contribute to more traffic. Smith stated that a city-wide effort would be ideal, and that Faith Ave is willing to be a pilot area for traffic calming measures.

Claypool-Barnes asked if Clay Street belongs to ODOT or if it had been transferred to the City of Ashland. Fleury responded that Jackson County is in the process of transferring the street over and that the city will improve it with a grant they were given. Claypool-Barnes inquired if that grant could be used for the whole neighborhood, but Fleury advised the funds would only cover street improvements. Claypool-Barnes stated that funding for traffic calming had still not been addressed.

Graf commented that in the document about prioritization the 50th percentile speed descriptor doesn't accurately describe what it is. Fleury stated that instead of using 25 mph as the base speed the intent was to use the measured 50th percentile speed as the base to start the scoring and said he would clean up the wording. Additionally, Graf questioned why having no sidewalk should earn 5 points whereas having no bike lane only counts for 2 points. Graf said that the point system needs to be considered along with the amount of crashes and speeding in a particular area, with criteria not solely based on crashes or speed. Peterson-Adams asked Graf if he thinks that having no sidewalks should earn less points to close the gap, to which Graf replied no, that having no bike lanes should earn more points. Vièville stated that the commission shouldn't wait for crashes to be an issue for them to approve a project.

Claypool-Barnes stated that a program needs to be created from the ground up and a supply and demand approach needs to be taken. He suggested that the scoring criteria should be based on what the commission can do and how many people want things done, and that basing what gets done on what funds are available would be beneficial. Christiansen added that she believes there are multiple unreported crashes and she's concerned about that. Fleury stated that the discussion was being looked at through the lens of Vision Zero and trying premeditatively to not have crashes is part of the solution. Fleury also stated

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that setting aside funds for projects can be done, but criteria needs to be decided first. The budget is still being decided so there is currently no specific budget set aside for traffic calming. Brouillard pointed out that in the past solutions that were suggested were not received well by residents and rejected.

Tying back into Christiansen's comment, Brouillard shared that he had experienced multiple accidents that went unreported, so he agreed with Graf that an area having no accidents should not mean that it shouldn't be considered for improvements. Claypool-Barnes pointed out that originally the idea that was discussed was that there would also be a citizen self-reporting aspect implemented. Peterson-Adams stated that that could be included in a statement of need and included on the application. Fleury agreed that a statement of need could push an application over the top. Peterson-Adams then asked if the commission could make a comparison with the new criteria and Faith Avenue, as it could change the outcome and point value. Fleury responded that he would build a spreadsheet for the few streets that have applied and how they will rank with the updated criteria, and stated that that may help Graf's concerns. Graf stated that one reason for having a numerical scoring system was to take the onus off the Transportation Commission. Another way to do that may be to state that they are going to score every project based on criteria and they will take that and other factors into consideration, making the final decision as the commission. That way the numbers aren't used as a crutch but will help make the decision.

Danner stated that if a project is not approved the first time around then they can be put on hold and a higher budget/more funds can be requested for the future to be put aside for said projects. Fleury added that there is potential for funds from other grants, and that he would like to be able to tell citizens that their projects are being put on hold and not forgotten rather than outright rejected.

Claypool-Barnes stated that he wants to open the scope of the program, as he believes it could be used for multiple safety issues and not just traffic.

Peterson-Adams stated that in the criteria it should be included if there are any Capital Improvement Programs already in the works, and if so, how far out they are, and that that should also be included when prioritizing proposed projects. The criteria should also improve any Capital Improvement projects. Fleury agreed, and it was pointed out that Faith Avenue is already in the Capital Improvement Program.

Claypool-Barnes requested that the Transportation Commission assess what it would look like economically if every request was funded and executed.

FUTURE AGENDA TOPICS

Traffic Calming

ADJOURNMENT: @ 8:07pm

*Respectfully submitted,
Elizabeth Beckerich, Office Assistant II
Full Video Available by Request*

Chapter 2.13

TRANSPORTATION COMMISSION

Sections:

- 2.13.010 Purpose and Mission**
- 2.13.020 Established Membership**
- 2.13.030 Powers and Duties, Generally**
- 2.13.040 Powers and Duties, Specifically**
- 2.13.050 Subcommittees**

2.13.010 Purpose and Mission

- A. *Role.* The Transportation Commission advises the City Council and Planning Commission on transportation-related issues, including safety, planning, and funding for auto, truck, transit, ride hailing, bicycle and pedestrian modes, and vehicle parking.
- B. *Mission.* The need for a Transportation Commission is emphasized in the Transportation Element:

“Ashland has a vision - to retain our small-town character even while we grow. To achieve this vision, we must proactively plan for a transportation system that is integrated into the community and enhances Ashland’s livability, character and natural environment. ...The focus must be on people being able to move easily through the City in all modes of travel. Modal equity then is more than just a phase. It is a planning concept that does not necessarily imply equal financial commitment or equal percentage use of each mode, but rather ensures that we will have the opportunity to conveniently and safely use the transportation mode of our choice, and allow us to move toward a less auto-dependent community.”

(Ord. 3173 § 1 (part), amended, 02/19/2019; Ord. 3003, amended, 02/18/2010; Ord. 2975, added, 11/18/2008)

2.13.020 Established Membership

- A. *Voting Members.* The Transportation Commission is established and shall consist of seven (7) voting members as designated by the Mayor and confirmed by the Council. Voting members will all be members of the community at large and will represent a balance of interest in all modes of transportation.
- B. *Staff Liaison.* The Director of Public Works or designee shall serve as the primary staff liaison and as Secretary of the Commission.

C. *Nonvoting Ex Officio Membership.* Including the staff liaison, there will be twelve (12) total nonvoting ex officio members who will participate as needed and will include one (1) member of the Council as appointed by the Mayor, Community Development and Planning, Police, Fire, Southern Oregon University, Ashland Schools, Oregon Department of Transportation, Rogue Valley Transportation District, Ashland Parks and Recreation, Jackson County Roads, Airport Commission. (Ord. 3173 § 1 (part), amended, 02/19/2019; Ord. 3076, amended, 11/06/2012; Ord. 3003, amended, 02/18/2010; Ord. 2975, added, 11/18/2008)

2.13.030 Powers and Duties, Generally

The Transportation Commission will review and make recommendations on the following topics as it relates to all modes of transportation:

- A. Safety: will develop, coordinate and promote transportation safety policies and programs;
- B. Planning:
 - 1. Will review and serve as the primary body to develop recommendations to the City's long range transportation plans and assist with ancillary transportation plans (sidewalk and safe routes to school, transit, traffic, parking, etc.).
 - 2. Will review and make recommendations in Type III Planning Actions during the pre-application process.
- C. Funding: will make recommendations to the Public Works Director on the transportation section of the City's Capital Improvements Program;
- D. Advocacy: will advocate and promote all modes of transportation to ensure that modal equity is a reality in Ashland.
 - 1. Facilitate coordination of transportation issues with other governmental entities.
 - 2. Select one (1) or more members to attend meetings with other transportation-related committees in the Rogue Valley.
 - 3. Examine multi-modal transportation issues.
- E. The Transportation Commission will review and forward traffic implementation designs to the Public Works Director for final approval and implementation. (Ord. 3173 § 1 (part), amended, 02/19/2019; Ord. 3003, amended, 02/18/2010; Ord. 2975, added, 11/18/2008)

2.13.040 Powers and Duties, Specifically

The Transportation Commission will review and forward all traffic implementation regulations to the Public Works Director for final approval and implementation of official traffic safety and functional activities. (Ord. 3003, amended, 02/18/2010; Ord. 2975, added, 11/18/2008)

2.13.050 Subcommittees

- A. *Purpose.* The purpose of a Transportation Commission Subcommittee is to focus on specific transportation topics of concern and bring back critical information for discussion with the whole body.
- B. *Membership.* Subcommittees will be established for a specified purpose and duration and will consist of three regular members of the Transportation Commission who shall sit concurrently on the full Commission. Specific Subcommittee members shall be appointed by the Transportation Commission. The Public Works Director and Transportation Commission Chair shall determine what matters warrant Subcommittee involvement and meetings shall be convened on an as-needed basis.
- C. *Minutes.* Meetings must be noticed and must have summary minutes. No final decisions will be made at the subcommittee level. All recommendations will go to the full Transportation Commission. All Subcommittee summary minutes will be forwarded for the next scheduled Transportation Commission meeting. (Ord. 3173 § 1 (part), amended, 02/19/2019; Ord. 3003, amended, 02/18/2010; Ord. 2975, added, 11/18/2008)

The Ashland Municipal Code is current through Ordinance 3199, passed June 15, 2021.

Disclaimer: The City Recorder's office has the official version of the Ashland Municipal Code. Users should contact the City Recorder's office for ordinances passed subsequent to the ordinance cited above.

Note: This site does not support Internet Explorer. To view this site, Code Publishing Company recommends using one of the following browsers: Google Chrome, Firefox, or Safari.

[City Website: www.ashland.or.us](http://www.ashland.or.us)

City Telephone: (541) 488-5307

[Code Publishing Company](#)

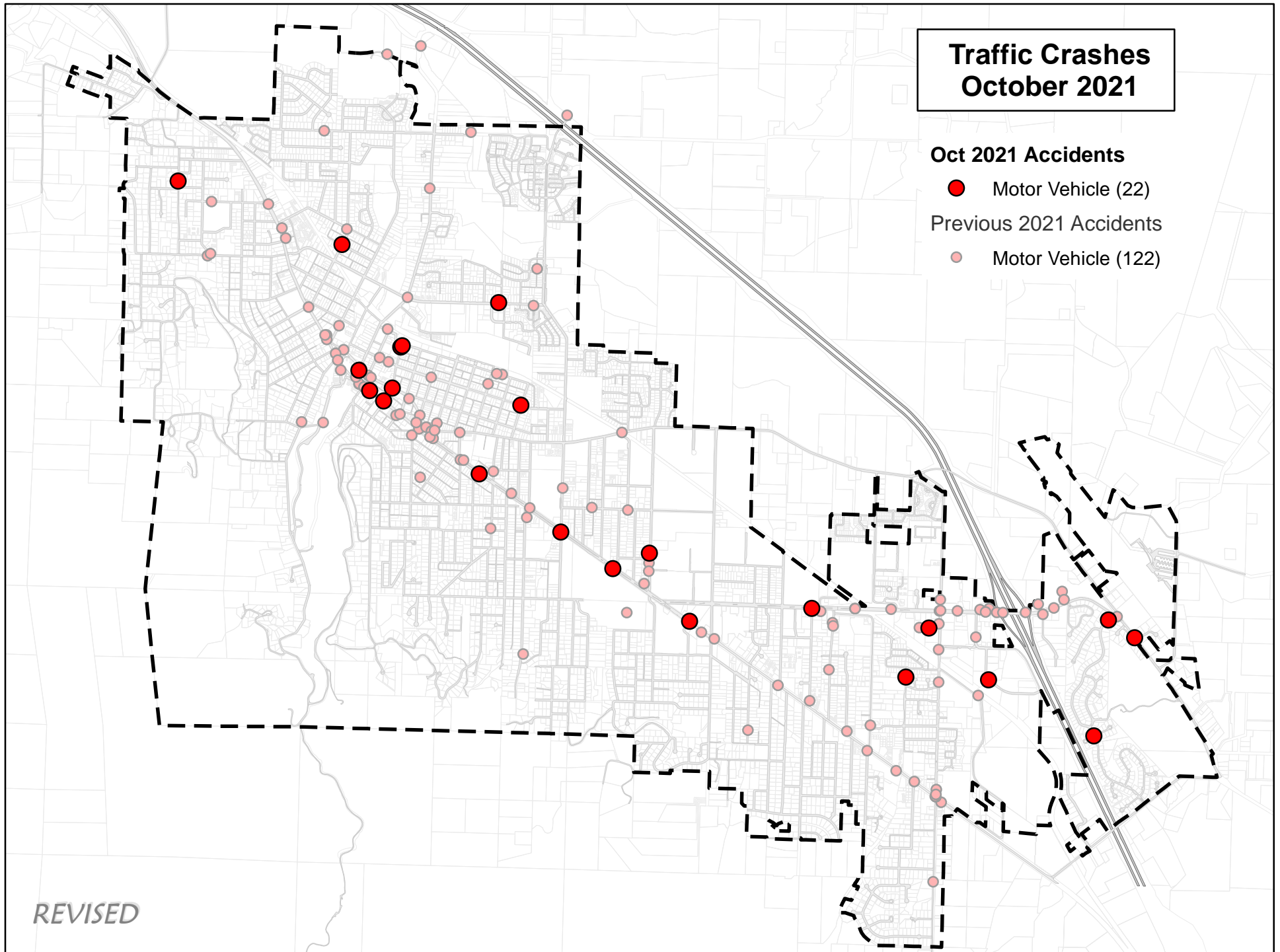
Traffic Crashes October 2021

Oct 2021 Accidents

● Motor Vehicle (22)

Previous 2021 Accidents

● Motor Vehicle (122)



REVISED

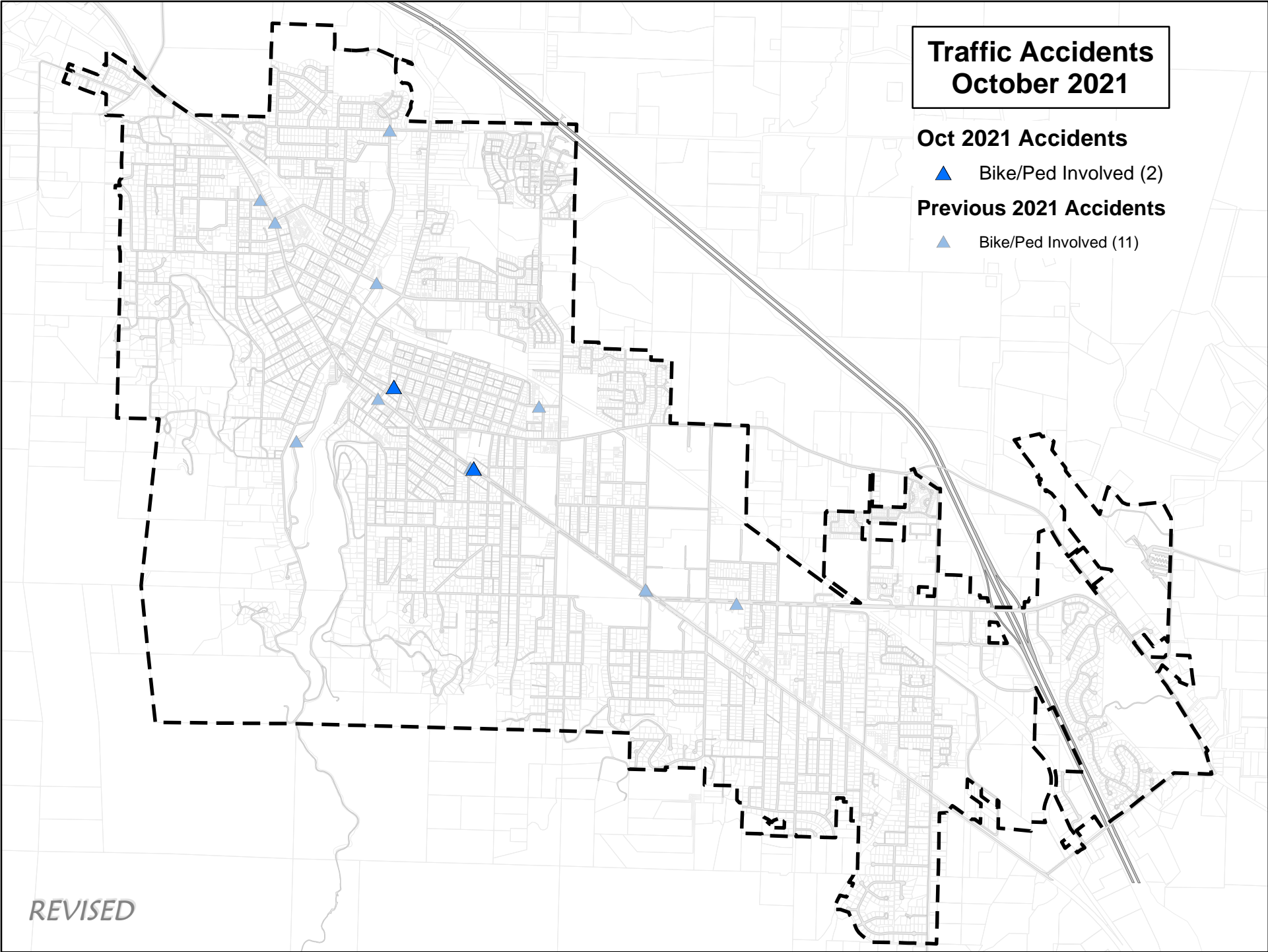
Traffic Accidents October 2021

Oct 2021 Accidents

▲ Bike/Ped Involved (2)

Previous 2021 Accidents

▲ Bike/Ped Involved (11)



REVISED

MOTOR VEHICLE CRASH SUMMARY

MONTH: OCTOBER 2021

NO. OF ACCIDENTS: 24

Rep	DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUI	Cited	Police On Site	PROP DAM.	HIT/RUN	CITY VEH.	CAUSE - DRIVER ERROR
Rep	1	2:30	Fri	Lithia Way at N First St	2	N	N	N	Y	Y	Y	Y	Y	N	Dv1 was wb on Lithia Way when Dv2 nb on N first St did not stop at the intersection and crashed into the side of v1, then left the area. Dv2 found and cited H&R. DUUI, eluding and reckless driving.
Rep	1	5:55	Fri	Siskiyou Blvd at S Mountain Av	2	N	N	N	N	Y	Y	Y	N	N	Dv1 was eastbound through intersection on a green light when dv2 failed to yield on conditional left turn and ran into v1. Dv2 cited for failure to obey tcd.
Rep	1	10:56	Fri	Jefferson Av near Washington St	2	N	N	N	N	N	Y	Y	N	N	Dv2 had stopped in the road to wait for a bicycle who was in the road, and DV1 waited as well. Dv1 thought V2 had started to move again and pulled out into road striking the side of v2. Info exchanged.
NR	4	9:30	Mon	Walnut St near Wiley	2	N	N	N	N	N	Y	N	N	Y	2 vehicles were illegally parked (facing wrong direction) on a narrow street. Dv2 in a City owned vehicle tried to pass between the 2 vehicles, but struck the mirror of the vehicle on the west side. Info excvchanged.
Rep	4	12:47	Mon	Siskiyou Blvd near Harrison	1	Y	N	P	N	N	Y	N	N	N	Witness in lane 2 had come to stop to allow ped to cross the street. When ped got to the lane 1, Dv2 struck the wagon that was being pulled by ped, and the ped was flipped into the median. Possible injury, information exchanged.

Rep	DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUI	Cited	Police On Site	PROP DAM.	HIT/RUN	CITY VEH.	CAUSE - DRIVER ERROR
Rep	5	11:40	Tue	Highway 66 at Applegate Wy	3	N	N	Y	N	Y	Y	Y	N	N	Dv2 was outbound, waiting to make a left turn onto Applegate Wy. Dv3 rear-ended v2, pushing it into the oncoming lane where v2 scraped v1. Dv3 cited for careless driving.
Rep	8	12:08	Fri	N First St near A St	2	N	N	N	N	Y	Y	Y	N	N	Dv1 contacted parked v2 while backing, presumably from angle parking. Dv1 cited for no operator's license and no insurance. No further information.
Rep	9	17:05	Sat	Ashland St at Park St	2	N	N	Y	N	Y	Y	Y	N	N	Dv1 made a left turn across oncoming traffic and caused collision with v2. Dv1 cited for failure to yield right of way.
NR	11	18:00	Mon	E Hersey St near Ann St	2	N	N	N	U	N	N	N	Y	N	Parked v1 was struck by unknown v2. No leads.
Rep	11	18:48	Mon	E Main St near S Pioneer	3	N	N	N	N	N	Y	Y	N	N	Dv1 in a semi was in the left lane and began to merge into the center lane, and did not see v2 in centerlane. V1 struck v2, and it moved around the front of v1 and spun into a parked vehicle. Information exchanged.
Rep	13	15:01	Wed	B St at Eighth St	2	N	N	N	N	Y	Y	Y	N	N	Dv2 was traveling eastbound on B St passing through 8th St intersection when v1 southbound on 8th did not stop at stop sign and crashed into v1. Dv1 cited failure to obey TCD
NR	14	9:36	Thur	Jaquelyn St	1	N	N	N	N	N	Y	N	N	N	Unattended vehicle rolled downhill and struck City of Ashland transformer. Information exchanged
Rep	14	13:07	Thur	N First St near A St	2	N	N	N	N	Y	Y	N	Y	N	Dv2 scraped the left side of parked v1 while attempting a right turn, and then left the area. Dv2 was found and cited for failure to perform duties of a driver/property damage.

Rep	DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUI	Cited	Police On Site	PROP DAM.	HIT/RUN	CITY VEH.	CAUSE - DRIVER ERROR
NR	15	UNK	Fri	Oak Knoll Dr	1	N	N	N	N	N	N	N	N	N	Driver crashed into mailboxes and left the area. Contact was made the next day and the driver was referred for driver evaluation. No further action taken.
Rep	17	2:22	Sun	Wightman St near Lee St	2	N	N	N	Y	Y	Y	Y	N	N	Dv1 was southbound on Wightman and crashed into parked v2. Dv1 arrested DUII, Reckless Driving, Criminal Mischief.
Rep	17	15:17	Sun	E Main St at N First St	2	N	N	N	N	N	Y	Y	N	N	Dv1 was traveling eastbound on E Main St, Dv2 turned left onto E Main St from N First St and v1 and v2 crashed. Fault not determined, information exchanged.
Rep	19	12:52	Fri	N Laurel St at Ohio St	2	N	N	N	N	N	Y	Y	N	N	Dv1 slowed and pulled over to the right to make a u-turn at the Ohio St intersection. Dv2, following, started to pass right when v1 began to turn and the 2 vehicles collided. Info exchanged.
Rep	23	11:56	Sat	Oak Knoll Dr near Ashland St	2	N	N	P	N	N	Y	Y	N	N	Dv2 executed a wide turn crossing into oncoming lane in order to access a driveway, and v1 did not see v2 on approach. Dv1 crashed into the rear of v2. Information exchanged.
Rep	25	21:20	Mon	Siskiyou Blvd near Avery St	1	N	N	N	N	N	Y	Y	N	N	V1 was struck by a deer running across the road, causing over \$2500 damage. Report only.
Rep	28	12:47	Thur	Siskiyou Blvd near Harrison	1	N	N	N	N	Y	Y	Y	N	N	Dv2 had just made a right onto Siskiyou Blvd from Harrison, when v1 came racing up from behind. V1 attempted to change lanes in front of v2 and collided causing damage. Dv1 cited for careless driving.
Rep	28	16:15	Thur	Lithia Way near N First St	1	Y	N	P	U	N	N	N	Y	N	Vehicle struck ped who was on the sidewalk crossing an alley junction. Driver of vehicle left the area without providing any information.

Rep	DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUI	Cited	Police On Site	PROP DAM.	HIT/RUN	CITY VEH.	CAUSE - DRIVER ERROR
Rep	28	17:04	Thur	Siskiyou Blvd at Frances Ln	2	N	N	P	N	Y	Y	Y	N	N	Dv1 exited shopping center and crashed into passenger side of v2. Dv1 then continued eastbound, drove on the sidewalk, crashed inot a tree and rolled over. Dv1 transported to ACH. Dv1 cited.
Rep	30	15:30	Sat	parking lot at business on Ashland St	2	N	N	N	N	Y	Y	Y	Y	M	Business parking lot on Ashland St. Dv2 struck v1 while reversing out of a parking spot and left the area. Dv2 was located and cited for failure to perform duties of a driver/property damage.
Rep	31	2:20	Sun	Oak St near Lithia Way	2	N	N	N	Y	Y	Y	Y	N	N	Dv1 rearended v2 at stop sign. Dv1 arrested DUII, Reckless driving, and criminal mischief 2.

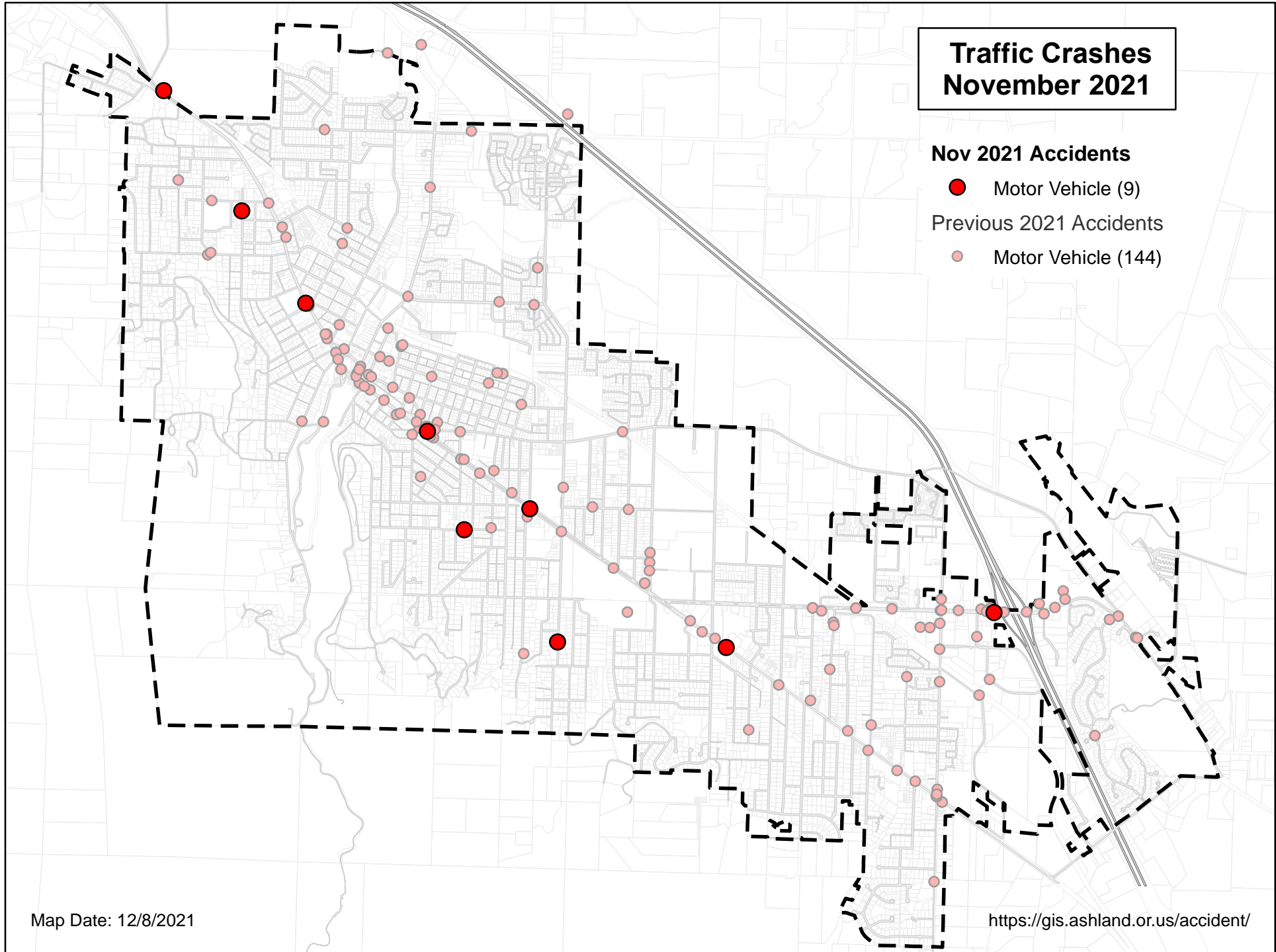
Traffic Crashes November 2021

Nov 2021 Accidents

● Motor Vehicle (9)

Previous 2021 Accidents

● Motor Vehicle (144)



Map Date: 12/8/2021

<https://gis.ashland.or.us/accident/>

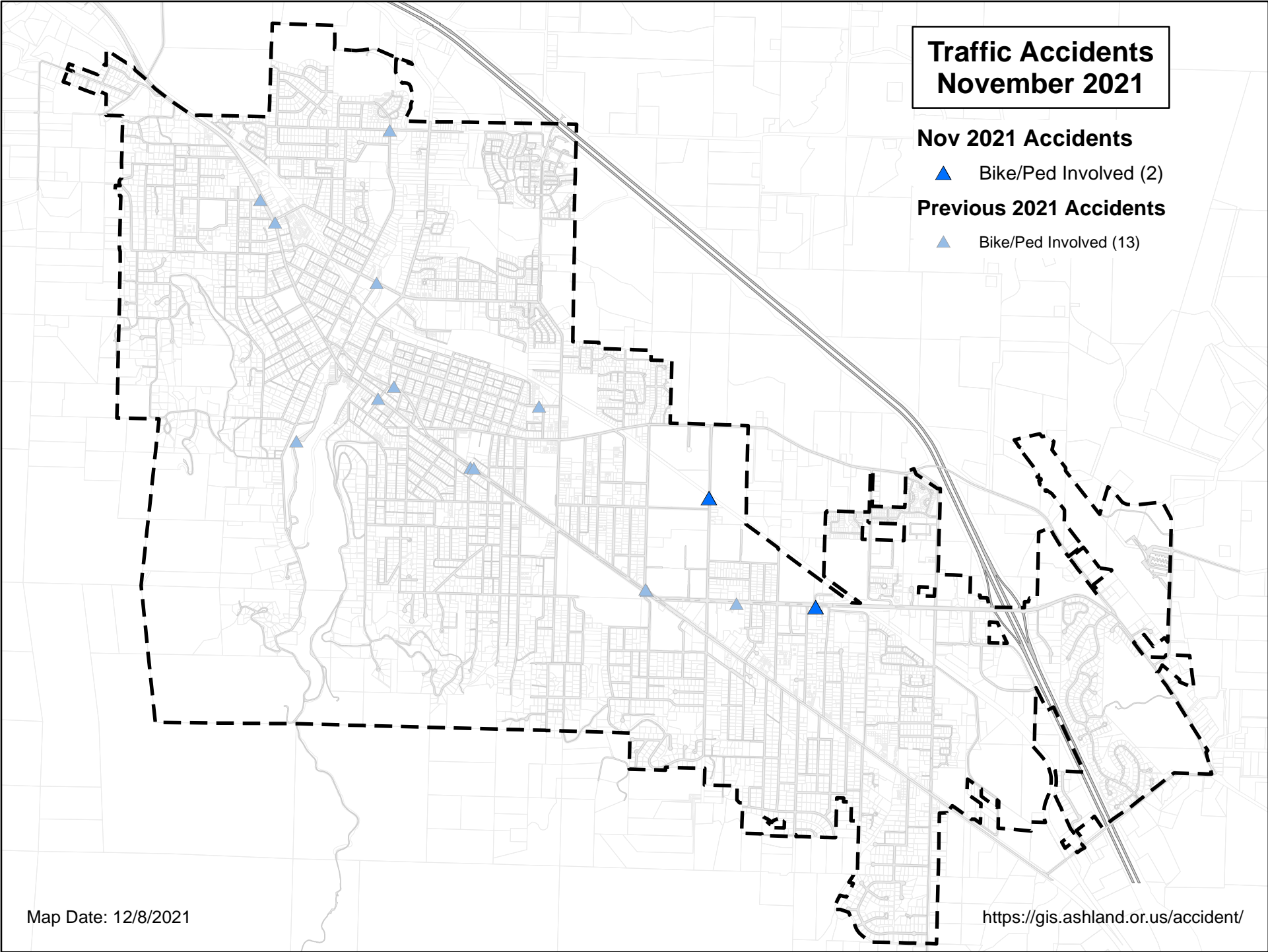
Traffic Accidents November 2021

Nov 2021 Accidents

▲ Bike/Ped Involved (2)

Previous 2021 Accidents

▲ Bike/Ped Involved (13)



MONTH: NOVEMBER, 2021

NO. OF ACCIDENTS: 11

Rep	DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUII	Cited	Police On Site	PROP DAM.	HIT/RUN	CITY VEH.	CAUSE - DRIVER ERROR
Rep	8	9:45	Mon	Scenic Dr near Maple St	1	N	N	N	N	N	Y	Y	N	N	Dv reported that foot became lodged between gas/brake pedal and while trying to recover, vehicle veered to the left striking a parked util trailer, a parked vehicle and a cluster of mailboxes.
Rep	9	17:25	Tue	N Main St at N Laurel St	3	N	N	P	N	N	Y	Y	N	N	V3 was stopped behind v2, waiting for traffic light to change. Dv1 was distracted by a deer crossing the street, and crashed into the rear of v3 pushing it into v2. No citation, possible injury.
Rep	9	19:31	Tue	S Mountain Av near Prospect	3	N	N	N	N	N	Y	Y	N	N	Dv SB on S Mountain Av moved to the right to allow an oncoming vehicle clearance to pass, but sideswiped 2 parked vehicles. Information exchanged.
Rep	10	9:35	Wed	Holly St near Harrison St	2	N	N	N	N	N	Y	Y	N	N	Dv1 was backing out of driveway onto Holly and there was no vision clearance. V1 impacted v2 which was passing by. Information exchanged.
Rep	12	10:49	Fri	Walker Av at Iowa St	1	N	Y	Y	N	N	Y	N	N	N	Cyclist began to cross Walker in the crosswalk as V1 was approaching. Dv1 stepped on the gas pedal instead of the brake and accelerated into B1. Cyclist transported to RRMC with suspected serious injuries.
Rep	13	17:18	Sat	Siskiyou Blvd at E Main St	1	N	N	N	U	N	Y	Y	Y	N	Stolen vehicle. Dv, traveling at a high rate of speed, lost control and crashed into the median, coming to rest against crosswalk control. Driver left the area.

Rep	DATE	TIME	DAY	LOCATION	NO. VEH	PED INV.	BIKE INV.	INJ.	DUII	Cited	Police On Site	PROP DAM.	HIT/RUN	CITY VEH.	CAUSE - DRIVER ERROR
Rep	15	17:27	Mon	N Main St	1	N	N	N	N	N	Y	Y	N	N	Dv1 slid off roadway while executing a left turn onto N Main St causing over \$2500 damage to own vehicle. Report only.
Rep	16	10:10	Tue	Siskiyou Blvd near Walker Av	2	N	N	N	N	N	Y	Y	N	N	Dv1 outbound (SW) on Siskiyou stopped for traffic to clear to make a turn into the Ashland Shopping Center. Dv2 rearended v1. Information exchanged.
NR	22	12:19	Mon	Ashland St near I5	2	N	N	N	N	N	Y	N	N	N	Dv1 was stopped at red light when rearended by v2. Minor damage, information exchanged.
Rep	24	12:36	Wed	Siskiyou Blvd at Beach/Morse	2	N	N	N	N	N	Y	Y	N	N	Dv1 SB on Morse was making a left turn onto Siskiyou. Dv2 was NB on Beach making a right turn onto Siskiyou. Drivers sidecrashed on Siskiyou and it was not clear who left the lane of travel. Info exchanged.
Rep	27	12:47	Sat	Ashland St near Faith Av	1	Y	N	Y	N	Y	Y	N	N	N	Dv1 was exiting parking lot to make a right turn onto Ashland St and did not see peds crossing the driveway ramp. Dv1 ran up onto the feet of P1 causing suspected serious injury. Dv1 cited failure to yield to ped.

For web app showing all mapped accident locations, go to <https://gis.ashland.or.us/accident/>

From: [City of Ashland, Oregon](#)
To: [Scott Fleury](#); [Taina Glick](#)
Subject: Transportation Commission Contact Form Submitted
Date: Thursday, December 02, 2021 9:06:15 AM

[EXTERNAL SENDER]

*** FORM FIELD DATA ***

Full Name: **Scott Calamar**

Phone:

Email:

Subject: **Street parking causes problems with mail and trash. Request sign.**

Message: **Hello, Public Works told me that I should contact your commission for the following. I am requesting either a sign made by the city or permission to install a sign. I live at 322 Wimer Street. I am one of a couple of properties off the street up a private drive. There are a number of cars parked on the downhill side of Wimer between 306 and 320. Which is generally fine. (Most come from the homes on the other side of the street, the uphill side.) We have two issues: 1?Our mail does not come until literally almost 8 pm on some days. I have written to the PO numerous times; they do nothing about it. As you probably know, they are understaffed, and we are at the end of a very long route; our carrier works very hard . But if cars are parked in front of the cluster of (about 8) mailboxes, we don?t get our mail that day. Packages and checks have often been delayed, as happened last night. At some point, the carrier used to put notices on the cars that parked in front of the mailboxes when she or he tried to deliver. She doesn?t do that anymore, and it?s possible that those people don?t even realize that the mail comes so late. They may be parking there at 5, thinking it?s okay. 2?Ashland Sanitary used to come up the private driveway when I moved in (21 years ago). They stopped that when Recology took over, and now we have to bring our cans (recycle, glass recycle, lawn waste, refuse for each home) down to the street. Recology asks for three feet between cans but with the parking situation (from last evening through this morning there are three cars parked there), there?s no room for that and there?s not even room for the cans from 320, 322, 324, 328, and whichever street-fronting houses put them out. So I request a sign that restricts parking in that section of the street. Except for holidays, garbage pickup is Thursday morning. Because the driveway is very steep, at least three of the houses put out at least some of their cans the evening before. That driveway also gets icy and is treacherous to walk in early winter mornings. We are senior citizens up here at 322 and 324. NO PARKING from 4 pm Weds to 10 am Thurs NO PARKING from 3 pm to 8 pm daily and Saturday in front of mailboxes EXCEPT DURING SNOW EMERGENCIES What are our chances of getting something like that? (I assume zero, right?) Please confirm you receive this? Thanks very much, Scott Calamar**

Attachment 1 file:

Attachment 2 file:

Attachment 3 file:

*** USER INFORMATION ***

SubscriberID: **-1**

SubscriberUserName:

SubscriberEmail:

RemoteAddress: **66.241.70.76**

RemoteHost: **66.241.70.76**

RemoteUser:

From: [City of Ashland, Oregon](#)
To: [Scott Fleury](#); [Taina Glick](#)
Subject: Transportation Commission Contact Form Submitted
Date: Wednesday, December 01, 2021 3:55:31 PM

[EXTERNAL SENDER]

*** FORM FIELD DATA ***

Full Name: **Victoria Sage**

Phone:

Email:

Subject: **Large Volume of Traffic Increase on Normal Street**

Message: **I was told to reach out to the Traffic Commission via this online form. I live at 614 Normal. I have noticed that there has been a rather large uptake on traffic on our part of the street between Ashland Street and Siskiyou overall and in particular on the weekends. I think our speed limit is 25 mph. We have cars and trucks going way faster than that. I have a large window facing Normal. They go so fast sometimes that it is difficult to see what kind of car it is. A few times two motorcycles raising up to Siskiyou. Work trucks pulling open bed loads behind them. Weekends, early mornings, and late evenings 18 wheelers going up and down. The good thing at least is that the 18 wheelers are not using their brakes. This is a residential neighborhood with quite a bit of kids out playing, people walking their dogs, people and families walking down to the bus stop on Normal and Ashland, people visiting the graveyards, and our immediate area people walking back and forth across Normal visiting with each other. We also have a fair amount of elderly around the area. My across the street neighbor's dog was hit by a car about 6 months ago. I am very concerned that we are going to end up with someone also getting hit. I know my neighbor had someone put a speed trap machine of sorts close to Normal by the graveyards, but we never heard anything back about that. What can we do about this? Can we at least get stop signs put in at Normal and Fremont? That would slow the traffic down a bit. Or like my neighbor was requesting, speed bumps put on the roads? That would be a deterrent to the 18 wheelers and the motorcycles particularly.**

Attachment 1 file:

Attachment 2 file:

Attachment 3 file:

*** USER INFORMATION ***

SubscriberID: **-1**

SubscriberUserName:

SubscriberEmail:

RemoteAddress: **66.241.70.76**

RemoteHost: **66.241.70.76**

RemoteUser:

From: [City of Ashland, Oregon](#)
To: [Scott Fleury](#); [Taina Glick](#)
Subject: Transportation Commission Contact Form Submitted
Date: Tuesday, November 23, 2021 2:02:34 PM

[EXTERNAL SENDER]

*** FORM FIELD DATA ***

Full Name: **Louise Shawkat**

Phone:

Email:

Subject: **Bikes**

Message: **By Jay Caspian Kang Opinion Writer In 1965, Luud Schimmelpennink, an anarchist and engineer in Amsterdam, rounded up some bicycles, painted them white and said anyone could use them under the condition that they never be locked. Schimmelpennink was part of Provo, a radical group that came up with social experiments to shake up the squares and draw the police into violent confrontations. The White Bicycle Plan, as Schimmelpennink called it, went far beyond just a few free bikes. In a pamphlet Provo distributed throughout Amsterdam, the group wrote: "The asphalt terror of the motorized bourgeoisie has gone on long enough. Accident victims are human sacrifices offered up to the new authority to which the masses have surrendered: the automotive authority. Carbon monoxide is his stifling incense, his image has ruined canals and streets in their thousands." To remedy this, Schimmelpennink called for Amsterdam to purchase 10,000 bicycles a year for its citizens and to develop an electric-car-share program. The City Council rejected much of his vision at the time, but versions of the White Bicycle Plan proliferated throughout Europe for the next three decades and led to the development of the first real shared bike programs. Today, nearly every major city in the United States, China and Europe has one. Additionally, a small version of the White Bicycle Plan was temporarily offered in Amsterdam. In that spirit, I am proposing my own very big idea, as I will do from time to time in this newsletter. I cannot promise they will be particularly sound, perfectly reasoned or even possible. But I hope they'll provoke fun conversations. ADVERTISEMENT Seriously, just give everyone a free e-bike City governments should purchase an electronic bicycle for every resident over the age of 15 who wants one. They should also shut down a significant number of streets to be used only by bicycles and a small number of speed-regulated, municipal electric vehicles. The Biden administration's Build Back Better Act includes a \$4.1 billion tax break for e-bike purchases. It would let you save 30 percent via a refundable tax credit capped at \$900. That may help with some e-bike adoption, but tax credits can feel a bit abstract, and even with the discount, e-bikes, which typically run between \$1,500 and \$4,500, will still be out of the budgets of most Americans. The Biden bill doesn't go far enough. We need to get cars off the road quickly and as painlessly as possible, and widespread adoption of e-bikes would curtail a lot of the following problems: " Vehicles produce about a third of the air pollution in the United States. " Cities spend billions of dollars a year in taxpayer money to repair roads. " An estimated 6,721 pedestrians were hit and killed by vehicles in 2020. " The building of roads and highways in America has usually come at the expense of poor, minority communities, who then have to deal with increased pollution, displacement and literal barriers that restrict their movement. " The needs of drivers " for parking, wide streets, traffic enforcement " often take priority over other initiatives that might improve urban design**

and city planning. Plus, it's fun. You get some exercise, you can lug two small kids and a load of groceries up and down hills with minimal effort, and you can avoid the alienation that comes with sitting in your car. By the way, I am not envisioning a world without cars. People will still need to go on longer trips, disabled people will still need to get around, and goods will still need to be delivered. Cars will be channeled through a few routes in each city. In keeping with Schimmelpennink's vision, transportation within the bicycles-only areas will be handled by a fleet of electronic taxis that will travel at speeds below 25 miles per hour. As for deliveries, many package deliveries in the United States can be handled by cargo e-bikes, which can transport hundreds of pounds at a time. Shutting down some streets for bikes is key not only for safety, but also because the more inconvenient driving becomes, the more people will start to consider other options. Available to them is a free-of-charge mode of transportation that will often be faster than sitting in traffic and having to find a parking spot. I admit, there may be obstacles: Revolt from drivers against any politician who voted for the plan. This is likely to be the most pressing, pragmatic problem, but we're in a climate emergency here. It's time for bold, decisive action. Many people who are disabled cannot ride e-bikes. There are a few companies that do make e-bikes for disabled people. These models may not work for everyone, but again, there will still be electronic taxis. We should ensure that the plan is compliant with the American With Disabilities Act. Everyone signs up for an e-bike and then doesn't use it. There is likely to be some waste. To minimize it, some cities might place conditions on their e-bike programs. For example, if you haven't used your e-bike in six months, the city, which could theoretically track the mileage of each e-bike, could ask for it back. But I'm not overly concerned with this problem. Will some people schlep their free bike across state lines to sell it? Maybe, but that shouldn't be an impediment to a big idea. There are already cities like Portland, Ore., and New York where you can easily rent e-bikes, but we haven't achieved a carless revolutions in those places. We're still in the early days of e-bike adoption. While many cities did, in fact, shut down roads during the pandemic, they didn't do so at the scale I'm envisioning here. And owning your own e-bike, as I'm proposing, is a significant improvement. It takes away the hassle of having to get to a docking station and pay a fee each time you want to ride. And people who can't afford to rent an e-bike for every trip can still have full access to one. How do you transport your kids? Each e-bike could have a free child seat option. These seats are safe and relatively cheap, and could be returned to the city once the child aged out of needing one. My wife and I take our young daughter to school quite regularly on our e-bike. Is this safe? I think so. The biggest threat to our commute, of course, comes from cars.

OPINION CONVERSATIONThe climate, and the world, are changing. What challenges will the future bring, and how should we respond to them? ? What should our leaders be doing? Al Gore, the 45th vice president of the United States, finds reasons for optimism in the Biden presidency. ? What are the worst climate risks in your country? Select a country, and we'll break down the climate hazards it faces. ? Where are Americans suffering most? Our maps, developed with experts, show where extreme heat is causing the most deaths in the U.S. ? What does climate devastation look like? In Sept. 2020, Michael Benson studied detailed satellite imagery. Here's the earth that he saw ? and the one he wants to see. Everyone looks like a giant nerd on their e-bike, which means you have a city of giant nerds. I have no solution to this problem. What about rain, snow and extremely cold or hot weather? It's not really that difficult to ride a bike in the rain. As for snow, it's not great to drive in it, either. Not every city in America is the same. You could do this in Portland, Ore., maybe, but not in Houston or Los Angeles. Which is why each city would create its own version of the plan. In cities like Los Angeles, where people are addicted to car culture, there may be a lot of resistance, of

course. But these places also have horrible traffic problems. It could take just one single timesaving, pleasant and safe trip on an e-bike to persuade these people to stop joining the mess of cars on the 405 freeway. So let's get started We need a few test cities. I propose my hometown, Berkeley, Calif., home to 121,000 residents; Iowa City; and Charleston, S.C. These are all places that have walkable areas but also a heavy dependence on cars. Three geographic areas will also give us more information on how weather will affect e-bike usage. I'll focus on Berkeley, but if readers have other suggestions for test cities or if the residents of Iowa City or Charleston want to let me know why this definitely will or will not work there, please do. Now, not everyone will opt into the program and not everyone is over the age of 15, but I want to think maximally, so let's assume that 50,000 residents eventually decide to sign up for the free e-bike plan. The e-bike company Evelo reports that it costs \$1,066.67 for it to manufacture one of its most popular models. This seems a bit high to me, but I want to err on the side of fiscal caution here. That puts our e-bike-only bill for the city of Berkeley at just over \$53 million, which may seem like a staggering amount of money, but is almost \$25 million less than the city's annual police budget. This could eventually be reduced, given the amount of time and resources police officers spend on traffic enforcement. That said, there will be sticker shock for this bill, but if local politicians think long-term, they will realize this program could eventually pay for itself. There are all sorts of long-term ways cities could make money by getting cars off the road. They'd save on overall health care costs from a more fit public and see a decrease in emergency services for vehicle accidents. Repurposed parking lots could allow for more housing to be built and, therefore, an increase in tax revenue. For the sake of brevity, I want to focus on just one of these possibilities: road repair. A report last year found that it would cost \$328 million to fix Berkeley's streets, an amount that would be drastically lowered in the future if there were simply fewer roads that allowed cars. Bikes do almost no damage to streets ? some estimates say that it takes 17,059 bicycle trips to equal the damage caused by an average car. Over time, savings on future road repairs alone could pay for a free e-bike plan in most cities and cover maintenance costs and the price of making roads more bike-friendly. When you factor in municipal budgets that could be reallocated, the cost concerns can be minimized. If you don't trust me, listen to an expert I presented my idea to Eric Goldwyn, the program director of the Transportation and Land-Use Program at New York University's Marron Institute. Eric and I have been friends since we were undergraduates and have spent much of the past 20 years talking about cities and their problems. Goldwyn: So the first thing I'd say is that transportation enables access to jobs, housing, schools and opportunity. Anything we can do to expand people's range of opportunities strikes me as worth thinking about. There has been a lot of work done on how households without access to a car have many fewer opportunities than those with access to a car. There's also some research on how families will bend over backward to afford a car because it is better, from their perspective, to take on debt, buy a clunker, and cycle in and out of car ownership than not have access to a car at all. A program like this won't solve every problem, but one can see the benefits of having a mode of transport that travels 15 miles an hour, or whatever, versus walking. So the e-bike still gives users way more access to all of the stuff a city/region has versus walking, which largely confines us to our immediate neighborhood. There are also some critiques like, "Where do we get all of these raw materials for batteries?" and "How will the rules of the road change?" But my basic thought is that it's a good idea. We need to try different things if we are serious about shifting people out of cars. Electrifying the transportation fleet is unambiguously good. Reducing the deaths, injuries and damages associated with car crashes is good. This kind of plan also allows

for other things to happen around land use. In addition to allowing for more density, we can create a more inviting street if there aren't cars zooming through them. I was once a skeptic, too! My last experience with bicycle commuting ? from Williamsburg, Brooklyn, to Times Square ? ended in a crash that tore up my leg. This accident, paired with horror stories from cyclists I know, put an end to my biking days. But then I saw a tweet from my colleague Jamelle Bouie in which he shared a photo of his e-bike loaded with groceries. This appealed to me during the pandemic because I had been feeling a bit trapped and wanting to spend as much time outdoors as possible. So I went out and bought my own e-bike. After about a year, I will report that while the e-bike has not entirely replaced the need for a car, my wife and I use it quite regularly. The rides I take open up the city and have made me feel less confined by it. Not being chained to a car or the pickup and drop-off area when I take my daughter to school allows me to have better conversations with fellow parents and take my time dropping her off. These benefits should be familiar to anyone who mostly gets around by bicycle, but the specific gift of an e-bike is that it takes away the need for people to be physically fit or even particularly motivated to exercise. If we can't even envision cities that provide free, fun forms of personal transportation, we may just lack the imagination to address climate change. Have feedback? Send a note to kang-newsletter@nytimes.com. Jay Caspian Kang (@jaycaspiankang), a writer for Opinion and The New York Times Magazine, is the author of ?The Loneliest Americans.??????

Attachment 1 file:

Attachment 2 file:

Attachment 3 file:

***** USER INFORMATION *****

SubscriberID: -1

SubscriberUserName:

SubscriberEmail:

RemoteAddress: 66.241.70.76

RemoteHost: 66.241.70.76

RemoteUser:

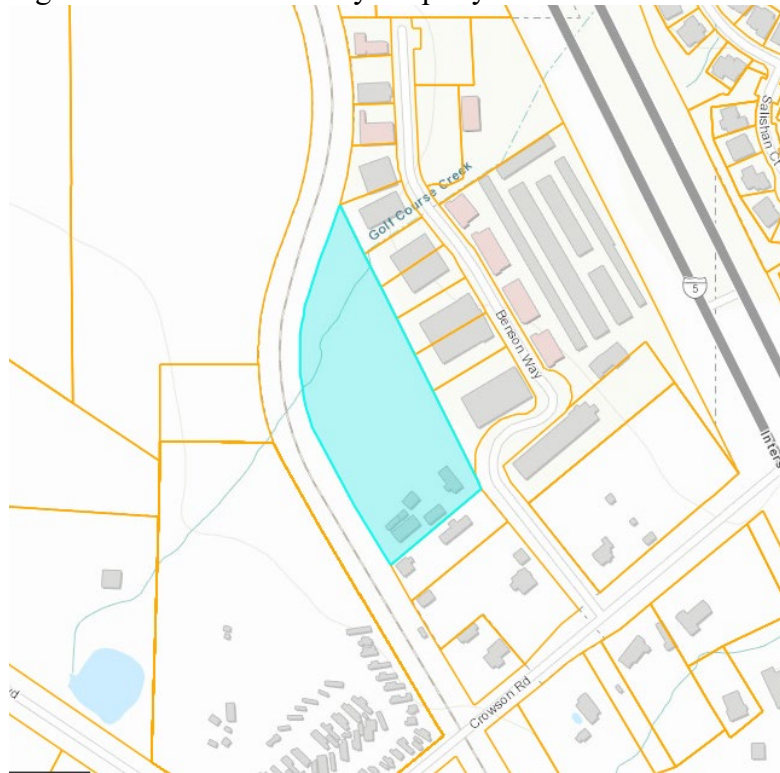
Memo

Date: December 6, 2021
From: Scott A. Fleury
To: Transportation Commission
RE: 11 Benson Way Annexation

BACKGROUND:

Before the Commission is a proposed annexation and development of a privately owned property on Benson Way. The subject property is 4.84 acres and zoned industrial. The preapplication package including site plans are attached for reference.

Figure 1: 1100 Benson Way Property



Transportation System Plan Projects-Subject Area

1. No roadway, bicycle or pedestrian improvements are defined in the TSP for the subject area.

Annexation “Adequate Transportation” Criterion (AMC 18.5.8.050.E)

1. For vehicular transportation a 20-foot wide paved access exists, or can and will be constructed, along the full frontage of the project site to the nearest fully improved collector or arterial street. All streets adjacent to the annexed area shall be improved, at a minimum, to a half-street standard with a minimum 20-foot wide driving surface. The City may, after assessing the impact of the development, require the full improvement of streets adjacent to the annexed area. All streets located within annexed areas shall

be fully improved to City standards. Where future street dedications are indicated on the Street Dedication Map or required by the City, provisions shall be made for the dedication and improvement of these streets and included with the application for annexation.

2. For bicycle transportation safe and accessible bicycle facilities exist, or can and will be constructed. Should the annexation be adjacent to an arterial street, bike lanes shall be provided on or adjacent to the arterial street. Likely bicycle destinations from the project site shall be determined and safe and accessible bicycle facilities serving those destinations shall be indicated.
3. For pedestrian transportation safe and accessible pedestrian facilities exist, or can and will be constructed. Full sidewalk improvements shall be provided on one side adjacent to the annexation for all streets adjacent to the proposed annexed area. Sidewalks shall be provided as required by ordinance on all streets within the annexed area. Where the project site is within one-quarter (1/4) mile of an existing sidewalk system, the sidewalks from the project site shall be constructed to extend and connect to the existing system. Likely pedestrian destinations from the project site shall be determined and the safe and accessible pedestrian facilities serving those destinations shall be indicated.
4. For transit transportation, should transit service be available to the site, or be likely to be extended to the site in the future based on information from the local public transit provider, provisions shall be made for the construction of adequate transit facilities, such as bus shelters and bus turn-out lanes. All required transportation improvements shall be constructed and installed prior to the issuance of a certificate of occupancy for any new structures on the annexed property.

CONCLUSION:

Ashland Municipal Code requires the Transportation Commission provided comments on Type III development proposals at the preapplication phase.

DESCRIPTION OF PROJECT

Project Description Annexation of Industrial Zoned Land

APPLICANT

Name Amy Gunter, Rogue Planning & Development Services, LLC Phone 541-951-4020 E-Mail amygunter.planning@gmail.com

Address 33 N Central Avenue, Suite 213 City Medford Zip 97501

PROPERTY OWNER

Name Manta Investments Day Time Phone _____

Address 700 Mistletoe Road City Ashland Zip 97520

DESCRIPTION OF PROPERTY

Street Address 1100 Benson (formerly 595 Crowson) Assessor's Map No. 39 1E 14D Tax Lot(s) 200

SUBMITTAL REQUIREMENTS

To request a pre-application conference, **submit this form with two sets of scalable plans, one large format 24"x36" and one no larger than 11"x17"**. Include the following information **plus** your submittal fee of \$142.25 (check, Visa, MasterCard or cash accepted):

1. **Completed Application.**
2. **Narrative** – Provide a written description of proposal and request. (If in Historic District, provide pictures of existing structures, elevations of proposed structures and details of planned exterior design features and materials)
3. **Site Plan** – The site plan should contain all applicable elements in the Site Plan Checklist (see reverse) plus any other information pertinent to this proposal. The site plan will be checked to insure all applicable information is included at the time the pre-application date is set.
4. **Additional information** - Provide in the narrative or with the site plan:
 - 1) Number of acres in development
 - 2) Total gross square footage of all structures
 - 3) Number of stories on each structure
 - 4) Indicate number of and square footage of:
 - a) Dwelling Units (include the units by the number of bedrooms in each unit – e.g. 10 1-bedroom, 25 2-bedroom, etc)
 - b) Office Spaces
 - c) Retail Units
 - d) Other Spaces
 - 5) Percentage of lot coverage by:

a) Structures	e) Landscaping
b) Streets & Roads	f) Number of parking spaces
c) Parking Areas/Driveways	g) Total square footage of landscaped areas.
d) Recreation Areas	h) Other pertinent information of the proposed development
5. **LEED® Certification** – Indicate whether project will be pursuing LEED® certification.
6. **Submittal Fee**



November 18, 2021

**Annexation Request
And Site Design Review for a phased,
industrial development**

Address: 1100 Benson (formerly 595 Crowson Road)

Map & Tax Lot: 39 1E 14D; Tax Lot: 200

Property Owner: Manta Investments LLC
700 MISTLETOE RD
Ashland, OR 97520-

Planning Consultant: Rogue Planning & Development Services, LLC
1314-B Center Dr., PMB 457
Medford, OR 97501

Architect: KSW Architects
66 Water Street, Ste. 101
Ashland, OR 97501

**Comprehensive
Plan Designation:** Industrial

Zoning: Jackson County Rural Residential (RR-5)

Adjacent Zones: Jackson County Rural Residential (RR-5), Employment (E-1) and Croman
Mill overlay

Overlay Zones: Water Resource Protection Zone
Wildfire Hazards Overlay Zone

Lot Area: 4.84 ACRES

Request:

Request for annexation of a 4.84-acre parcel into the city of Ashland. The Comprehensive Plan Designation of the property is zoned Industrial (M-1). The proposed zoning is as envisioned in the Comprehensive Plan. The annexation request includes a Site Design Review proposal for a phased site plan for development of the property.



Property Description:

The subject property is a 4.84-acre trapezoidal shaped parcel that is located to the west of Benson Way at the first right curve in the road. The parcel is bound on the west side by the railroad. South of the subject property is a RR-5 zoned, Jackson County, property occupied by a single-family residence and outbuilding. Further south is a city of Ashland zoned, Employment zoned property. To the east, is the South Valley Business Park, a 13-lot subdivision that consists of warehouse, manufacturing businesses, food manufacturing, offices, and mini-storage facilities.

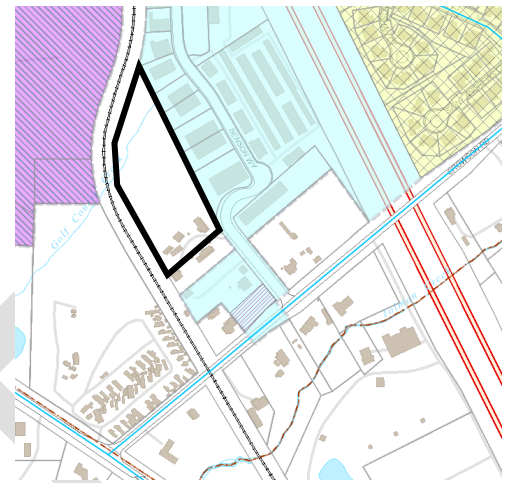


Figure 1: City of Ashland Zoning Map

The subject lot has frontage on Benson Way, access is provided via a 25-foot wide access easement on Lot 1 of the South Valley Business Park.

The Benson Way neighborhood and the South Valley Business Park is an employment zoned district that is accessed from Crowson Road between the railroad tracks and the freeway overpass.

Benson Way is classified as a neighborhood street. The right of way of Benson is 50-foot wide. The street is improved with approximately 40-feet of pavement and a partially completed five-foot wide curbside sidewalk on the south side of the street.

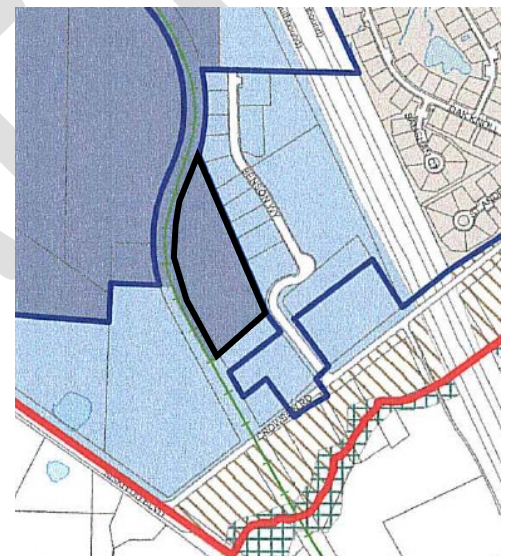


Figure 2: City of Ashland Comprehensive Plan Map

The driveway serving the property is directly adjacent to the south property line.

Presently the property has rural services including well and septic. The property is served by Pacific Power service.

The site slopes from the west adjacent to the tracks, to the east/southeast somewhat gradually between two to six percent with an embankment along Benson Way. Along the north portion of the property, accounting for approximately one acre is Golf Course Creek, an intermittent / ephemeral stream is present in the northern portion of the property running from west to east. The creek terminates into a culvert under the adjacent property to the east. The creek remains underground until it daylights in the Oak Knoll Subdivision and continues to the Golf Course.



There are a few larger stature trees in the yard area near the residence and again in the riparian area near Golf Course Creek. The large stature Oak trees in the creek corridor are in good condition and will be preserved by nature of being in the preservation area of Golf Course Creek.

Proposal:

The proposal is for Annexation of the 4.84-acre property. The property will be annexed as Industrial zoned property consistent with the Comprehensive Plan Designation.

The proposed conceptual site plan shows seven (7) separate building pad lot areas. The development of the property is proposed in a series of phases. Buildings #1 and #2 are 7,180 square feet in area. Buildings 3 – 7 are proposed to be 7,868 square feet in area. The buildings are situated at the perimeter of the property with a shared vehicular access, parking area, landscape areas, walkways are within the center of the property. The developed area proposed retains the riparian buffer zone. The parking area and the fire-truck hammerhead/turnaround area terminates at the riparian buffer zone allowing the entire development to benefit from the preserved natural area.

The Site Development Plan review required for annexations of Industrial zoned lands focuses on Phase 1. Phase 1 is proposed to be the public right-of-way improvements, improvements include a 12-foot of pedestrian sidewalk that has a 5'X5' street tree planting well.

Setback more than the required minimum, 10-feet, a 7,180 square foot industrial building footprint building is proposed. The structure is divided in to two separate units. Each unit has a street fronting entrance accessed from the public sidewalk.

These each have a dedicated parking area and all parking areas throughout the site will be shared. to allow adaptive reuse of the structures of the uses that area permitted and special permitted uses in the Industrial (M-1) zone.

The parking area is proposed to be accessed via the driveway curb cut that will be widened to provide adequate access to the site. Parking areas for each phase of the development will occur in conjunction with the site development. The site plan provides a demonstration that adequate parking can be provided for uses such as warehousing, food and other product production, technical or trade school, automotive repair, etc.

Parking:

The proposed parking areas are to the side and the rear of the proposed street fronting building. The conceptual layout provides adequate parking area, parking landscape medians, walkways and pedestrian connectivity.



The parking area proposed with Phase 1 demonstrates adequate area, landscaping, material choice, stormwater drainage and compliance with the standards.

The parking area will be designed in accordance with AMC 18.4.3.080. The parking area will be designed to minimize microclimatic effects through the development of bio-swaes and use of additional shade trees.

As the parking area expands with the expansion of the building areas, the parking areas will be installed as depicted on this plan.

Adequate bicycle parking will be provided within the structures in compliance with the bicycle parking standards for each buildings use. The bicycle parking will be located in a manner that provide adequate bicycle parking when considering the allowed uses of the zoning area.

The proposal includes frontage improvements only for the subject property. This is due to adamant opposition to modifications of the frontage on the adjacent property to the south and lack of improvements for the remaining 300-feet from the subject property out to Crowson Road where there are also no public sidewalks. The proposed frontage improvements comply with the standards.

Transportation Planning Rule Findings and a Transportation Impact Analysis will be obtained for review and approval.

Thank you for your consideration.

Amy Gunter
Rogue Planning & Development Services
541-951-4020
Amygunter.planning@gmail.com



ANNEXATION CRITERIA

18.5.8.050

Approval Criteria and Standards

An annexation may be approved if the proposed request for annexation conforms, or can be made to conform through the imposition of conditions, with all of the following approval criteria.

A. The land is within the City's Urban Growth Boundary.

Finding:

The property at 1100 Benson is within the City's Urban Growth Boundary.

B. The proposed zoning for the annexed area is in conformance with the designation indicated on the Comprehensive Plan Map, and the project, if proposed concurrently with the annexation, is an allowed use within the proposed zoning.

Finding:

The proposed zoning (M-1) of the annexed area is in conformance with the zoning designation as indicated on the Comprehensive Plan Map.

C. The land is currently contiguous with the present city limits.

Finding:

The properties to the east are within the city of Ashland. The subject property directly abuts the properties in the city.

D. Adequate City facilities for the provision of water to the site as determined by the Public Works Department; the transport of sewage from the site to the waste water treatment plant as determined by the Public Works Department; the provision of electricity to the site as determined by the Electric Department; urban storm drainage as determined by the Public Works Department can and will be provided to and through the subject property. Unless the City has declared a moratorium based upon a shortage of water, sewer, or electricity, it is recognized that adequate capacity exists system-wide for these facilities.

Finding:

There are adequate city facilities for the provision of water to the site. There is adequate water pressures in public lines that are available on the adjacent rights-of-ways and within the public utility easements.



The electric service is presently serviced by Pacific Power. The service will be changed to City of Ashland. At this time, there is an electric power pole near the south power line adjacent to Benson Way. This power pole will need to be removed and city infrastructure provided.

There are adequate sanitary sewer mains that serve the Benson Way neighborhood and can provide adequate service to the subject property.

There is an XXXX main along the east property line within the 10-foot public utility easement.

There is a large storm water sewer main in Benson Way. This main is capable of handling the stormwater generated by the future development of the property. The amount of storm water generated on the site is required to be at or below pre-development thresholds.

No moratoriums exist that indicate a shortage of water, sewer, or electricity within the city of Ashland.

E. Adequate transportation can and will be provided to and through the subject property. For the purposes of this section "adequate transportation" for annexations consists of vehicular, bicycle, pedestrian, and transit transportation meeting the following standards.

1. For vehicular transportation a 20-foot wide paved access exists, or can and will be constructed, along the full frontage of the project site to the nearest fully improved collector or arterial street. All streets adjacent to the annexed area shall be improved, at a minimum, to a half-street standard with a minimum 20-foot wide driving surface. The City may, after assessing the impact of the development, require the full improvement of streets adjacent to the annexed area. All streets located within annexed areas shall be fully improved to City standards. Where future street dedications are indicated on the Street Dedication Map or required by the City, provisions shall be made for the dedication and improvement of these streets and included with the application for annexation.

Finding:

Benson Way is a commercial street which was improved to the standards applicable at the time of the South Valley Business Park Development. The parcel has minimal frontage upon the public street and is served via a vehicular access easement that crosses the subject parcel along the front property line.

Benson Way has more than a 20-foot-wide paved surface and is a Neighborhood Street according to the Transportation System Plan. Benson Way has five-foot wide, curbside sidewalks on the properties to the east of the subject parcel.

There are no fully improved collector or arterial streets in the vicinity. The only street adjacent to the annexed area is Benson Way and it is improved to half street standards that applied at the time of its development more than 20 years ago. There is more than a 20-foot paved driving



surface and there is a five-foot wide curbside sidewalk on the same side of the right-of-way as the subject parcel.

There are no sidewalks to the south of the property on Benson. It is not anticipated that sidewalk improvements on the adjacent property to full city standards would be required.

A five-foot hardscape parkrow with a single tree in a street well and a seven foot sidewalk behind the parkrow is shown on the civil engineering plan. No street dedications are necessary to annex the property.

2. For bicycle transportation safe and accessible bicycle facilities exist, or can and will be constructed. Should the annexation be adjacent to an arterial street, bike lanes shall be provided on or adjacent to the arterial street. Likely bicycle destinations from the project site shall be determined and safe and accessible bicycle facilities serving those destinations shall be indicated.

Finding:

Benson Way is a neighborhood street. Neighborhood streets are considered shared streets for automobiles and bicyclist and a separate bicycle lane is not require. The annexation is not adjacent to an arterial street. Until Benson Way is connected to and through the Croman Mill site, the likely destinate to and from the project site for all traffic including bicycle transportation is from Crowson Road.

3. For pedestrian transportation safe and accessible pedestrian facilities exist, or can and will be constructed. Full sidewalk improvements shall be provided on one side adjacent to the annexation for all streets adjacent to the proposed annexed area. Sidewalks shall be provided as required by ordinance on all streets within the annexed area. Where the project site is within a quarter of a mile of an existing sidewalk system, the sidewalks from the project site shall be constructed to extend and connect to the existing system. Likely pedestrian destinations from the project site shall be determined and the safe and accessible pedestrian facilities serving those destinations shall be indicated.

Finding:

Safe and accessible pedestrian facilities exist on the properties to the east in the city limits. The proposed improvements along the frontage of the property include a five-foot hardscape tree well and seven feet of sidewalk. A ten-foot landscape buffer is provided behind the sidewalk and between the building and the front property line. These are the full sidewalk improvements required for a neighborhood street within the annexed area.

4. For transit transportation, should transit service be available to the site, or be likely to be extended to the site in the future based on information from the local public transit provider, provisions shall be made for the construction of adequate transit facilities, such as bus shelters



and bus turn-out lanes. All required transportation improvements shall be constructed and installed prior to the issuance of a certificate of occupancy for any new structures on the annexed property.

Finding:

There are no transit transportation facilities available presently. In the future as development is permitted and occurs in the area, RVTD could extend public transit from the present Ashland route 10 loop that includes the Tolman, East Main, Hwy 66 area into the Crowson Road and Benson Way employment areas.

F. For all residential annexations, a plan shall be provided demonstrating that the development of the entire property will ultimately occur at a minimum density of 90 percent of the base density for the zone, unless reductions in the total number of units is necessary to accommodate significant natural features, topography, access limitations, or similar physical constraints. The owner or owners of the property shall sign an agreement, to be recorded with the county clerk after approval of the annexation, ensuring that future development will occur in accord with the minimum density indicated in the development plan. For purposes of computing maximum density, portions of the annexed area containing undevelopable areas such as wetlands, floodplain corridor lands, or slopes greater than 35 percent, shall not be included.

Finding:

There are no residential components of the annexation.

G. Except as provided in [18.5.8.050.G.7](#), below, annexations with a density or potential density of four residential units or greater and involving residential zoned lands, or commercial, employment or industrial lands with a Residential Overlay (R-Overlay) shall meet the following requirements.

Finding:

There are no residential components of the annexation.

H. One or more of the following standards are met.

1. The proposed area for annexation is to be residentially zoned, and there is less than a five-year supply of vacant and redevelopable land in the proposed land use classification within the current city limits. “Redevelopable land” means land zoned for residential use on which development has already occurred but on which, due to present or expected market forces, there exists the likelihood that existing development will be converted to more intensive residential uses during the planning period. The five-year supply shall be determined from vacant and redevelopable land inventories and by the methodology for land need projections from the Housing Element of the Comprehensive Plan.

Not applicable



2. The proposed lot or lots will be zoned **CM, E-1, or C-1** under the Comprehensive Plan, and that the applicant will obtain Site Design Review approval for an outright permitted use, or special permitted use concurrent with the annexation request.

The proposed lot(s) will be zoned Industrial (M-1), consistent with the Comprehensive Plan. A phased site design plan is provided that demonstrates the development of the property with an outright permitted use is possible. The development proposal is divided into more manageable phase with Phase 1 shown as Building 1 nearest the street, the public frontage improvements, infrastructure extension and installation of the driveway and the parking area for Phase 1.

3. A current or probable public health hazard exists due to lack of full City sanitary sewer or water services.

There is a probable public health hazard because the site cannot be developed to the industrial intensity sought by the Comprehensive Plan with the present County Zoning and without adequate sanitary sewer or water services.

4. Existing development in the proposed annexation has inadequate water or sanitary sewer service, or the service will become inadequate within one year.

Not applicable.

5. The area proposed for annexation has existing City water or sanitary sewer service extended, connected, and in use, and a signed consent to annexation agreement has been filed and accepted by the City.

There are existing city services, but the parcel is not connected to city services. This standard is not met.

6. The lot or lots proposed for annexation are an island completely surrounded by lands within the city limits.

The lot is not surrounded by lands within the city limits. The subject property directly abuts the city limits along the east property line.



B. Basic Site Review Standards. Except as otherwise required by an overlay zone or plan district, the following requirements apply to commercial, industrial, non-residential and mixed-use development pursuant to section 18.5.2.020.

1. Orientation and Scale.

a. Buildings shall have their primary orientation toward the street and not a parking area. Automobile circulation or off-street parking is not allowed between the building and the street. Parking areas shall be located behind buildings, or to one side. See Figure [18.4.2.040.B.1](#).

Finding:

The proposed Phase 1 building has its primary orientation toward the street. The existing driveway easement is present between the front of the building and the street due to the location of the required access. There is very limited right-of-way frontage of the property when the driveway easement is excluded. The proposed parking area is located to the side of the building, accessed from the driveway.

b. A building façade or multiple building facades shall occupy a large majority of a project's street frontage as illustrated in Figure [18.4.2.040.B.6](#), and avoid site design that incorporates extensive gaps between building frontages created through a combination of driveway aprons, parking areas, or vehicle aisles. This can be addressed by, but not limited to, positioning the wider side of the building rather than the narrow side of the building toward the street. In the case of a corner lot, this standard applies to both street frontages. Spaces between buildings shall consist of landscaping and hard durable surface materials to highlight pedestrian areas.

Finding:

The building façade occupies the majority of the frontage. The front setback area consists of a 10-foot landscape buffer.

c. Building entrances shall be oriented toward the street and shall be accessed from a public sidewalk. The entrance shall be designed to be clearly visible, functional, and shall be open to the public during all business hours.

d. Building entrances shall be located within 20 feet of the public right-of-way to which they are required to be oriented. Exceptions may be granted for topographic constraints, lot configuration, designs where a greater setback results in an improved access or for sites with multiple buildings, such as shopping centers, where other buildings meet this standard.

Finding:

The building entrance is located as close to 20-feet from the front property line as possible.



There is a driveway easement, 10-foot landscape buffer and an eight-foot grade change along the frontage. The building is setback the minimum to achieve the required improvements while retaining orientation towards the street.

- e. Where a building is located on a corner lot, its entrance shall be oriented toward the higher order street or to the lot corner at the intersection of the streets. The building shall be located as close to the intersection corner as practicable.
- f. Public sidewalks shall be provided adjacent to a public street along the street frontage.

Finding:

A five-foot hardscape parkrow and a seven-foot sidewalk in compliance with the standards is proposed for the frontage improvements along Benson Way.

- g. The standards in subsections 18.4.2.040.B.1.a. through d, above, may be waived if the building is not accessed by pedestrians, such as warehouses and industrial buildings without attached offices, and automotive service stations.

Finding:

The building is oriented towards Benson Way.

The driveway access to the site is via an easement that crosses between the property and the public street requiring the driveway between the building and the street. The proposed phase one building has an entrance facing the public street. The building is required to be setback 10-feet from the front property line for a landscape buffer. The grade change and the large setback, coupled with the industrial zoning and uses the accessibility of the door not required.

SURVEY BY:

L.J. FRIAR & ASSOCIATES, P.C.
CONSULTING LAND SURVEYORS
816 WEST EIGHTH STREET
MEDFORD, OREGON 97501
PHONE: (541) 772-2782
EMAIL: lfriar@charter.net

MAP OF SURVEY
Located in the S.E. 1/4 of Sec. 14, T.39S., R.1E., W.M.
City of Ashland Jackson County, Oregon

for
Gilbert & Kristi Mastrofini
595 Crowson Road
Ashland, OR 97520

LEGEND:

- ⊙ = FD. BRASS DISK IN CONCRETE PER ODOT MARKING CENTERLINE OF I-5.
- = FD. 5/8" IRON PIN W/ PLASTIC CAP MKD. HUCK LS2023 PER FS13830.
- = FD. 5/8" IRON PIN W/ PLASTIC CAP MKD. EL SWAIN RLS758 PER FS4207.
- ⌘ = FD. 1/2" IRON PIPE. SEE FS4207.
- = SET 5/8" X 24" IRON PIN W/ PLASTIC CAP MKD. L.J. FRIAR & ASSOC.

ORJCO = OFFICIAL RECORDS OF JACKSON COUNTY, OREGON.
FS = FILED SURVEY #
C1 L1 = SEE COURSE DATA TABLE
JCDR = JACKSON COUNTY DEED RECORDS.

BASIS OF BEARINGS:

SURVEY NO. 13830 (SOUTH VALLEY BUSINESS PARK).

DATE: MAY 5, 2004 UNIT OF MEASUREMENT: FEET SCALE: 1"=50'

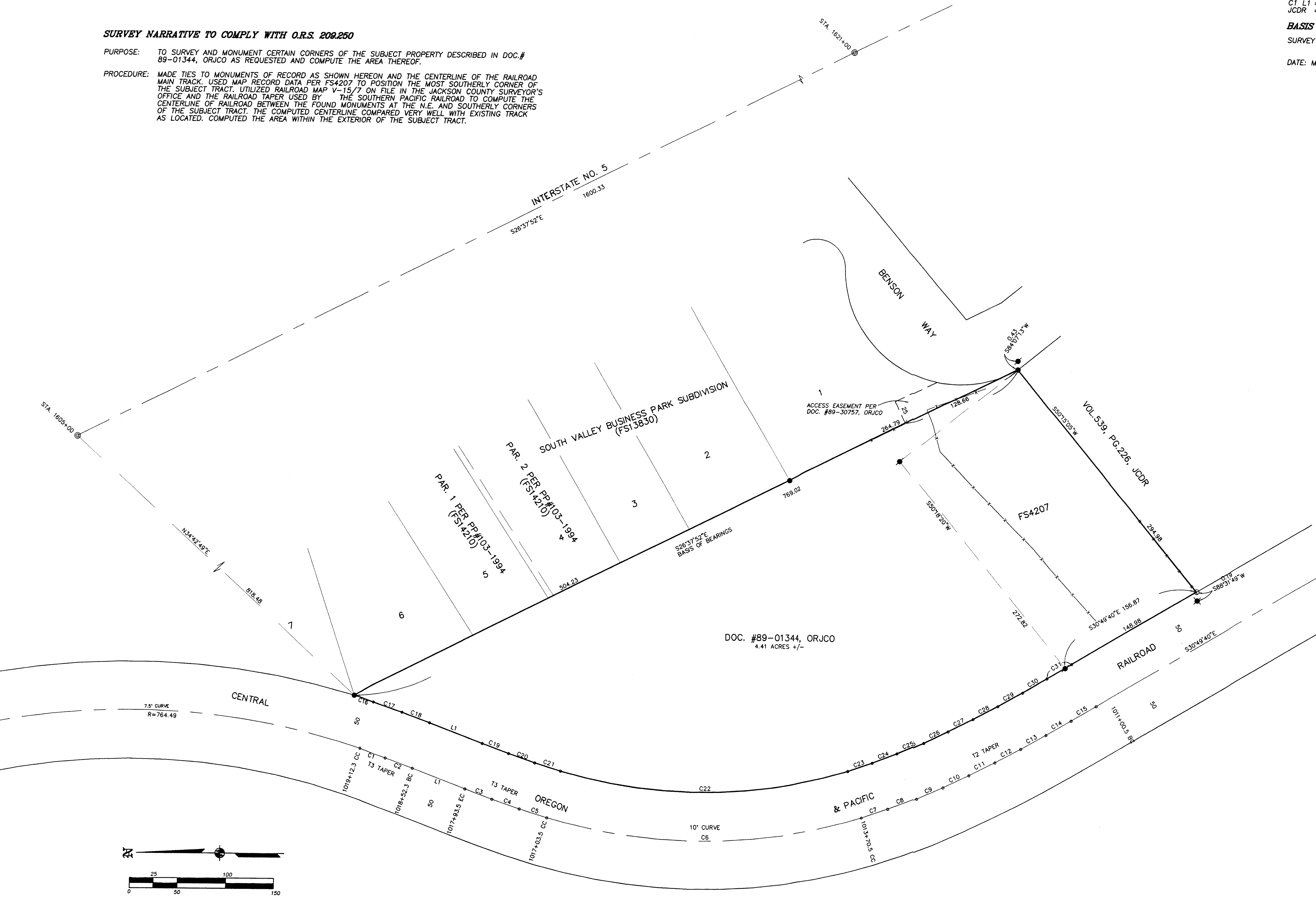
SURVEY NARRATIVE TO COMPLY WITH O.R.S. 209.250

PURPOSE: TO SURVEY AND MONUMENT CERTAIN CORNERS OF THE SUBJECT PROPERTY DESCRIBED IN DOC.# 89-01344, ORJCO AS REQUESTED AND COMPUTE THE AREA THEREOF.

PROCEDURE: MADE TIES TO MONUMENTS OF RECORD AS SHOWN HEREON AND THE CENTERLINE OF THE RAILROAD MAIN TRACK. USED MAP RECORD DATA PER FS4207 TO POSITION THE MOST SOUTHERLY CORNER OF THE SUBJECT TRACT. UTILIZED RAILROAD MAP V-15/77 ON FILE IN THE JACKSON COUNTY SURVEYOR'S OFFICE AND THE RAILROAD TAPER USED BY THE SOUTHERN PACIFIC RAILROAD TO COMPUTE THE CENTERLINE OF RAILROAD BETWEEN THE FOUND MONUMENTS AT THE N.E. AND SOUTHERLY CORNERS OF THE SUBJECT TRACT. THE COMPUTED CENTERLINE COMPARED VERY WELL WITH EXISTING TRACK AS LOCATED. COMPUTED THE AREA WITHIN THE EXTERIOR OF THE SUBJECT TRACT.

COURSE DATA TABLE

NUM	DELTA	ARC	RADIUS	LONG CHORD
C1	1°29'59"	30.00	1146.01	N18°55'38"E 30.00
C2	0°44'59"	30.00	2291.88	N20°03'08"E 30.00
C3	0°44'59"	30.00	2291.88	S20°03'08"W 30.00
C4	1°29'59"	30.00	1146.01	S18°55'38"W 30.00
C5	2°14'58"	30.00	764.08	S17°03'09"W 30.00
C6	33°15'26"	333.00	573.69	S0°42'04"E 328.34
C7	2°41'57"	30.00	636.78	S18°40'46"E 30.00
C8	2°23'58"	30.00	716.34	S21°13'44"E 30.00
C9	2°05'58"	30.00	818.64	S23°28'42"E 30.00
C10	1°47'59"	30.00	955.04	S25°25'41"E 30.00
C11	1°29'59"	30.00	1146.01	S27°04'41"E 30.00
C12	1°11'59"	30.00	1432.47	S28°25'41"E 30.00
C13	0°53'59"	30.00	1909.91	S29°28'40"E 30.00
C14	0°35'59"	30.00	2864.82	S30°13'40"E 30.00
C15	0°17'59"	30.00	5729.60	S30°40'40"E 30.00
C16	1°38'13"	23.27	814.49	N17°21'32"E 23.27
C17	1°29'59"	31.31	1196.01	N18°55'38"E 31.31
C18	0°44'59"	30.65	2341.88	N20°03'08"E 30.65
C19	0°44'59"	29.35	2241.88	S20°03'08"W 29.35
C20	1°29'59"	28.69	1096.01	S18°55'38"W 28.69
C21	2°14'58"	28.04	714.08	S17°03'09"W 28.04
C22	33°15'26"	303.98	523.69	S0°42'04"E 299.73
C23	2°41'57"	27.64	586.78	S18°40'46"E 27.64
C24	2°23'58"	27.91	666.34	S21°13'44"E 27.90
C25	2°05'58"	28.17	768.64	S23°28'42"E 28.17
C26	1°47'59"	28.43	905.04	S25°25'41"E 28.43
C27	1°29'59"	28.69	1096.01	S27°04'41"E 28.69
C28	1°11'59"	28.95	1382.47	S28°25'41"E 28.95
C29	0°53'59"	29.21	1859.91	S29°28'40"E 29.21
C30	0°35'59"	29.48	2814.82	S30°13'40"E 29.48
C31	0°17'59"	29.74	5679.60	S30°40'40"E 29.74
L1				S20°25'38"W 58.80



REGISTERED
PROFESSIONAL
LAND SURVEYOR

J. S. Friar

OREGON
JULY 17, 1986
JAMES E. HIBBS
RENEWAL DATE 6-30-05

RECEIVED

DATE 5-12-04 BY J.E.H.

This survey consists of:
1 sheet(s) Map
0 page(s) Narrative

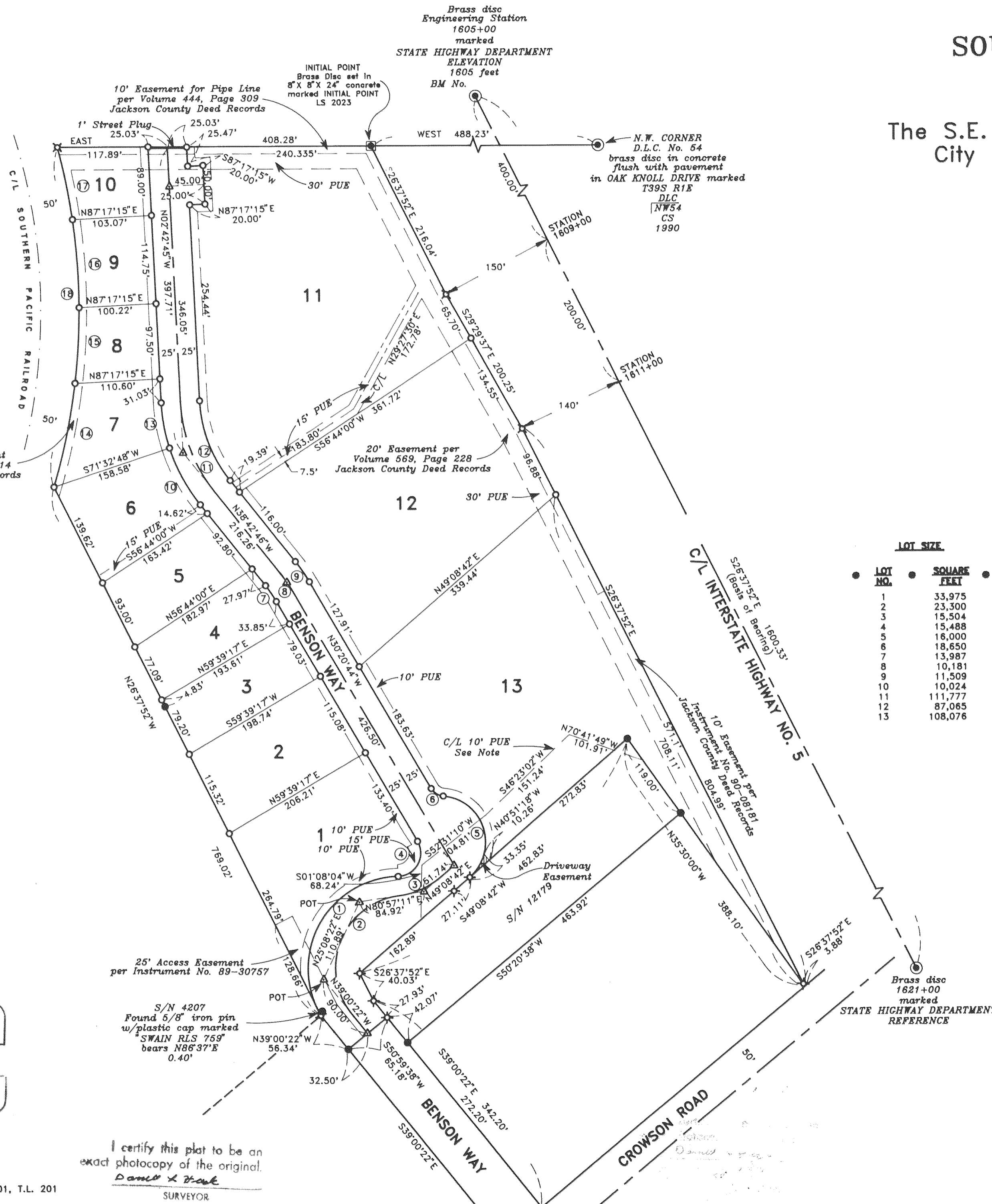
JACKSON COUNTY
SURVEYOR

THIS PLAT WAS PREPARED USING AN HP450C DESIGNJET WITH 51640A INKJET INK ON CONTINENTAL JPC4M2 POLYESTER FILM.

SOUTH VALLEY BUSINESS PARK

Located in:

The S.E. 1/4 of Section 14, T.39S., R.1E., W.M.
City of Ashland, Jackson County, Oregon



CURVE TABLE

CURVE	DELTA	RADIUS	LENGTH	CHORD	BEARING
1	119°17'10"	120.00'	249.83'	207.09'	S29°17'34"W
2	125°25'41"	95.00'	207.97'	168.86'	N21°49'20"E
3	31°48'29"	105.00'	58.29'	57.55'	N65°02'56"E
4	119°15'50"	30.00'	62.45'	51.77'	S29°18'14"W
5	134°13'45"	60.00'	140.56'	110.55'	N17°58'11"W
6	54°44'20"	20.00'	19.11'	18.39'	N57°42'54"W
7	08°22'02"	170.00'	24.83'	24.80'	S34°31'45"E
8	08°22'02"	195.00'	28.48'	28.45'	N34°31'45"W
9	08°22'02"	220.00'	32.13'	32.10'	N34°31'45"W
10	21°01'19"	230.00'	84.39'	83.92'	S28°12'06"E
11	36°00'01"	205.00'	128.81'	126.70'	N20°42'45"W
12	36°00'01"	180.00'	113.10'	111.25'	N20°42'45"W
13	14°58'41"	230.00'	60.13'	59.96'	S10°12'06"E
14	09°42'22"	814.49'	137.98'	137.81'	N11°40'25"E
15	06°54'23"	814.49'	98.11'	98.05'	N03°21'39"E
16	08°05'13"	814.49'	114.88'	114.79'	N04°07'51"W
17	06°44'29"	814.49'	95.77'	95.71'	N11°32'23"W
18	31°26'49"	814.49'	446.74'	441.16'	N00°48'17"E

NOTE: SEE NARRATIVE STATEMENT PERTAINING TO CURVES #14 THRU #18.

LOT SIZE

LOT NO.	SQUARE FEET
1	33,975
2	23,300
3	15,504
4	15,488
5	16,000
6	18,650
7	13,987
8	10,181
9	11,509
10	10,024
11	111,777
12	87,065
13	108,076

HOFFBUHR & ASSOCIATES, INC.
1062 E. JACKSON STREET MEDFORD, OREGON
779-4641

BY: DARRELL L. HUCK PLS No. 2023
SCALE: 1 inch = 100 feet May 25, 1993

BASIS OF BEARING - N.O.A.A. true bearing on the East boundary of Section 14, the reference line for this survey is the centerline of Interstate Highway No. 5 as shown on OAK KNOLL MEADOWS PHASE 2

- = Set 5/8"x24" Iron pin with plastic cap stamped "D. Huck LS 2023".
- ⊗ = Set 5/8"x30" Iron pin with plastic cap stamped "D. Huck LS 2023".
- = Found 5/8" Iron pin per S/N 12179 marked "D. McMahan LS 1913" unless otherwise noted.
- ⊙ = Found brass cap monument.
- △ = Set 2" dia. brass disc stamped LS 2023 on a 1" dia. pipe in a monument case.
- PUE = Easement for public utilities, sidewalk, storm drainage, gas, water, electric, telephone, cable television and sanitary sewer, construction and maintenance.
- POT = Point on Tangent.

NOTE: 10' P.U.E. as dedicated per Partition Plat No. 90-1990, recorded in Volume 1, Page 90 of "Partition Plats" in Jackson County, Oregon and on file as Survey No. 12179 in the Office of the Jackson County Surveyor.

REGISTERED PROFESSIONAL LAND SURVEYOR

Darrell L. Huck
OREGON (EXPIRES 4/1/93)
DARRELL L. HUCK
2023

EXR 6/30/95

I certify this plat to be an exact photocopy of the original.
Darrell L. Huck
SURVEYOR

102/40

GENERAL NOTES - SITE PLAN

- A. SITE PLAN KEYNOTES APPLY TO SHEET A0.1
- B. ARCHITECTURAL REFERENCE ELEVATION 100'-0" = XXX.XX' ON SURVEY AND CIVIL DOCUMENTS.
- C. REFERENCE CIVIL AND LANDSCAPE DRAWINGS FOR ADDITIONAL SITEWORK INFORMATION.
- D. WORK IN THE RIGHT OF WAY IS SHOWN FOR REFERENCE ONLY. REFER TO SEPARATE RIGHT OF WAY IMPROVEMENT DRAWINGS FOR INFORMATION.
- E. REFERENCE ELECTRICAL DRAWINGS FOR SITE LIGHTING SCHEDULE.

KEYNOTES - SITE PLAN

- 2 WATER RESOURCE PROTECTION ZONE 30' EACH SIDE FROM THE CENTERLINE OF EPHEMERAL STREAM



66 WATER STREET
SUITE 101
ASHLAND, OR
97520
TEL.: 541.488.8200

PRELIMINARY
THESE DRAWINGS SHALL NOT BE USED FOR: CONSTRUCTION BIDDING RECORDATION CONVEYANCE ISSUANCE OF A PERMIT

Project Status

ECO Industrial Park
Phases 1, 2, 3, 4
Manta Investments, LLC
Enter address here

REVISIONS

SITE PLAN & ZONING SUMMARY

PROJECT NO.: 21 - 017
ISSUE DATE: Issue Date
SHEET:

A0.1

SITE - PLAN 1
1" = 30'-0"

From: [Gary Shaff](#)
To:
Cc: December Commission meeting agenda
Subject: Tuesday, November 16, 2021 11:18:30 AM
Date:

[EXTERNAL SENDER]

Hi all,

I'm writing to ask that you consider, in conjunction with your respective commission's chairperson, the addition of the following agenda item to your December meeting agenda - [Climate Friendly and Equitable Communities Rulemaking letter to Council](#). The Climate Policy Commission, CPC, will consider the mater at their November 18th meeting and hope that the:

- A) Equity and Racial Justice Commission,
- B) Planning Commission,
- C) Transportation Commission,
- D) Conservation and Climate Outreach Commission, and
- E) Housing Commission

will review the same materials at their December meetings. It is anticipated, that with the commissions' endorsements, the City Council will forward the draft letter (which is included in the agenda item, link above) to the local regional representatives of the Oregon Transportation Commission and Land Conservation and Development Commission, LCDC.

The LCDC's Climate Friendly and Equitable Communities Rulemaking is cross-cutting; affecting mobility, equity, housing, cost of living, and land use. The agenda item focuses on improving transportation choices. If implemented, it would ensure that, in the future, all Ashland residents (regardless of age or ability) will have viable, safe, and convenient transportation modal choices (from anywhere to everywhere) and won't be reliant upon an auto/truck to satisfy daily needs (even for short trips - as is ostensibly required now).

The schedule is tight. Your commission's recommendation must occur in December if it is to be considered by Council (as a consent calendar item) at its early January meeting (tentative). The Council's letter must arrive in Salem before the 18th of January in order to be incorporated into the February 4th LCDC meeting packet.

If your commission does consider the mater, please extend an invitation to me to so that I will be available, during your meeting, to answer any questions that may come up. I will either attend the meeting or arrange for another CPC member to do so.

Thank you for consideration of this mater. Please share this email with your commission chair.

Gary Shaff
Member, Climate Policy Commission

Oregon Administrative Rule (OAR)
- Climate-Friendly and Equitable Communities Rulemaking -
Amendment Recommendations

Relationship to CEAP Goals and Policies:

URBAN FORM, LAND USE & TRANSPORTATION

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

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

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

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

CONSUMPTION & MATERIALS MANAGEMENT

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

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

Status and Next Steps

In response to the Governor’s Executive Order 20-04, the Land Conservation and Development Commission (LCDC) directed (via the Commission’s [Rulemaking Charge](#)) that the Department of Land Conservation and Development develop amendments to the Oregon Administrative Rules related to housing and transportation. The rulemaking will significantly strengthen Oregon’s rules about transportation and housing planning, particularly in the eight areas with populations over 50,000 people (Albany, Bend, Corvallis, Eugene/Springfield, Grants Pass, Medford/Ashland, Portland Metro, Salem/Keizer).

It is recommended that the CPC ask that the City Council to sign and forward the attached letter to LCDC Commissioner Stuart Warren and Oregon Transportation Commission member Julie Brown, both live in Southern Oregon.

Background:

The latest draft of the [Transportation Planning Rules](#) – beginning on page 43 of the linked document, spans one-hundred pages. The staff summary states, in part:

“The Transportation Planning Rules guide local governments as they make coordinated land use and transportation plans. The proposed amendments are intended to update Oregon’s land use and transportation planning systems at the state, regional, and local levels to meet the state’s goals for climate and equity. To meet our goals, urgent and aggressive action is needed. We must do things differently than we have in the past, or risk unacceptable outcomes. Our existing plans have resulted in a transportation system that serves motor vehicle traffic very well, with a complete network providing convenient and reliable access to anyone who has the ability and means to own and operate a car. However, in comparison to the investments in the automotive system, investments in the pedestrian, cycling, and transit networks have been left behind. As a result, these networks are incomplete.

“The results of these decisions mean that:

- Our transportation system inflicts barriers on many people, including people with disabilities, people with lower incomes, people of color, women, and the young and old;
- Our transportation system generates high levels of pollution, including pollution affecting the earth’s climate, as well as other air, soil, water, and noise pollution; and
- Our transportation system is costly to governments as well as families.

“The proposed amendments are intended to counter these systemic issues by placing an emphasis on building neighborhoods where it is not necessary to own and operate a motor vehicle to fully participate in community life. This includes access to work, shopping, school, medical facilities, parks, and other locations and services that people use every day. The end goal is to transform Oregon’s communities to be safe, equitable, sociable, and pleasant places where driving is not required, and the amount of driving is reduced. The proposed rule amendments will do this by:

- Requiring cities and counties to create more pedestrian-friendly places where mixed-use development is allowed and encouraged;
- Prioritizing investments in high-quality, connected, and safe pedestrian, bicycle, and transit networks;
- Right-sizing parking requirements; and
- Changing the methods of planning for transportation, including which standards are used to determine success or failure.”

These are laudable outcomes and will help to ensure that Ashland achieves net-zero emissions from the transportation sector by 2050. Regrettably, there is a serious flaw in the draft rule. As currently drafted, protected bike lanes will only be required on arterial and collector streets in “climate friendly areas” (CFA). Elsewhere within the city, the draft rule would mandate a minimum of a buffered bike lane on arterial and collector streets. CFA’s, as described in the draft Rule, will be limited to downtowns and other strategic locations where high density residential and significant employment centers are planned. As such, CFA’s will account for relatively small percentage of the land area within a city. In Ashland, CFA’s could be designated, through the city’s comprehensive planning process, in the downtown and the area surrounding OR99/OR66 intersection in what is known as the “transit triangle.”

The rule by not requiring protected bike lanes on all arterial and collector streets throughout the urban area will undermine the continuity and usefulness of the bicycle network. Clearly, the network for autos/trucks works because the design from one major street to the next is largely identical. A bicycle network composed of a few, short protected bike lanes (in CFA’s) and buffered bike lanes (on the balance of the arterial and collector streets within the city) will undermine the network’s function, usefulness, and, unfortunately, serve relatively few people. That is similar to the existing bike lane network which accounts for less than an estimated two percent of all travel (measured in vehicle miles of travel). People with less confidence or those lacking roadway experience (i.e. youth) will be unwilling to bicycle (or their parents won’t allow them to) because of the lower level of safety afforded by buffered bike lanes (just as is the case now).

Buffered bike lanes are ostensibly standard bike lanes with a second paint stripe. As illustrated in Figure 1, they can be equal in width to a traditional bike lane.

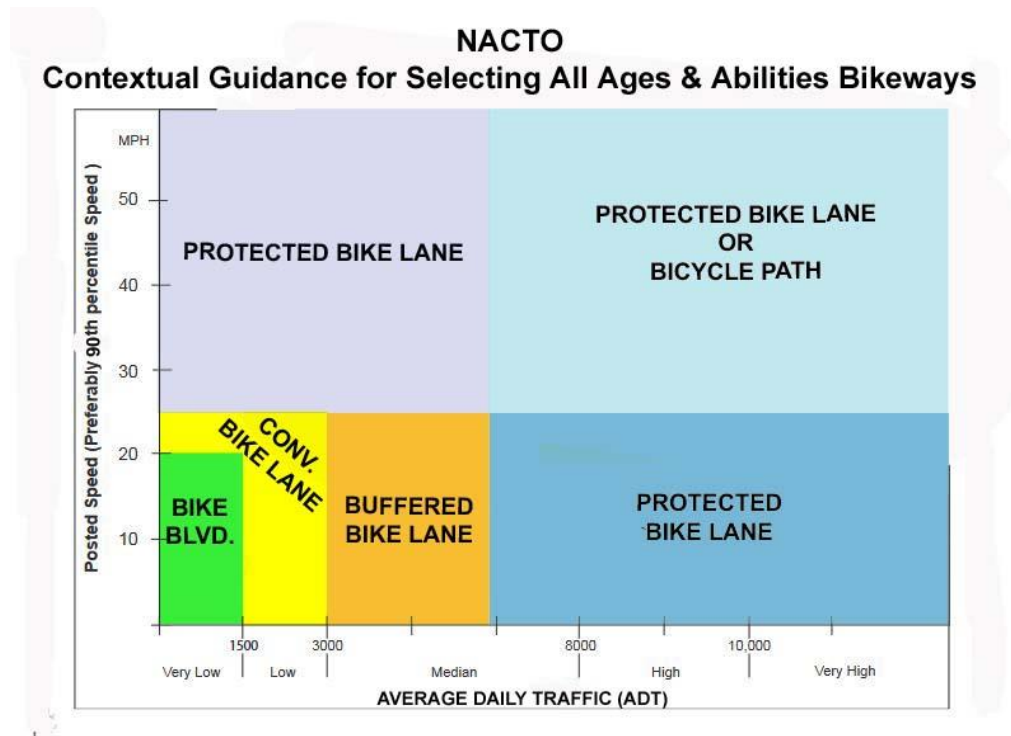
OR 99 north of the railroad underpass, just outside of Ashland, includes a short section of buffered bike lane. It is unlikely that you’ve observed many children or teens riding their bikes there. Buffered bike lanes don’t provide the level of protection necessary to create a bicycle riding environment that is safe for everyone (all ages and abilities).

Figure 1.



Buffered bike lanes have their place. Figure 2 illustrates the relatively narrow range of speed and traffic volumes where they are suitable for all ages and abilities. Virtually all arterial and collector streets operate at speeds greater than 25 MPH and most have volumes greater than 6,333 average daily traffic (ADT). That is too high, according to the National Association of City Transportation Officials, for buffered bike lanes.

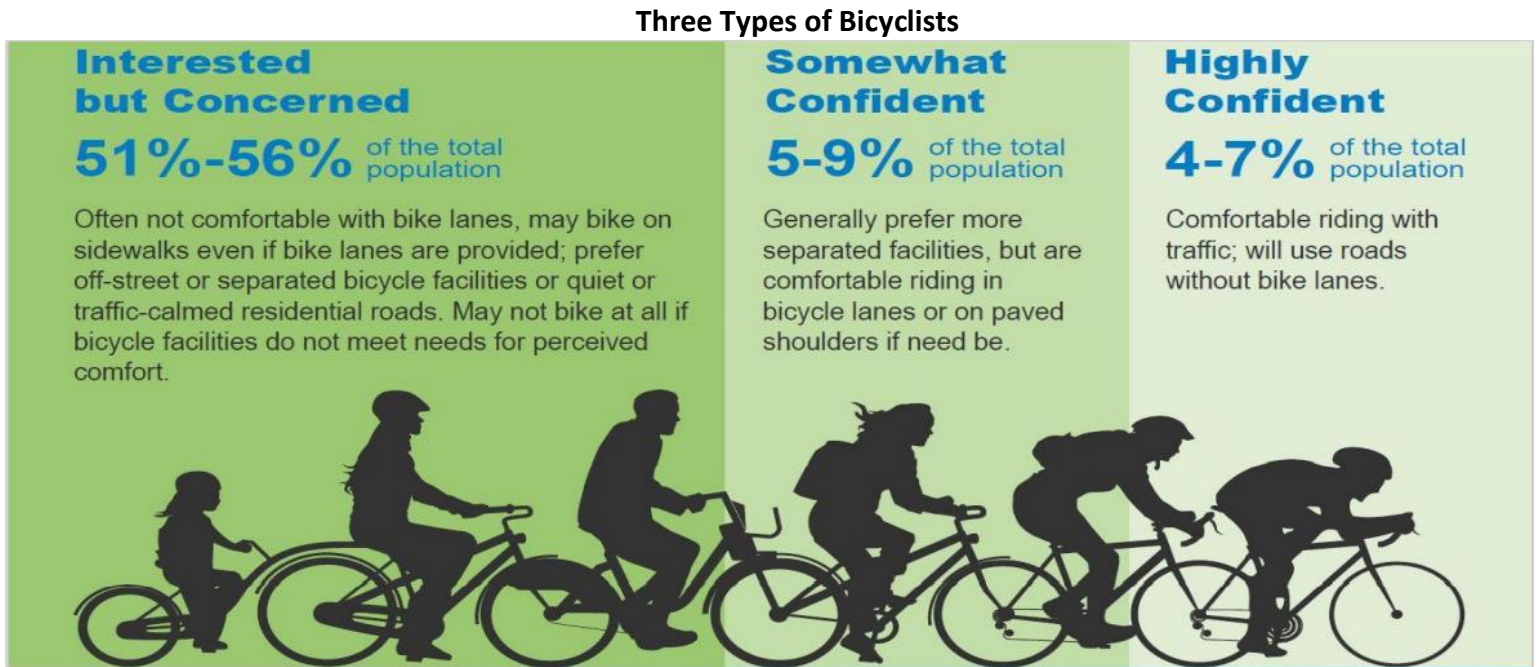
Figure 2.



Source: National Association of City Transportation Officials, NACTO, [Designing for All Ages and Abilities](#), 2020 – Graphical Summary of Table on page 4

The difference between a bicycle network that works for everyone versus one that works for the few is illustrated in Figure 3. Only by creating a functional, practical, safe and convenient bicycle network, including protected bike lanes on arterial and collector streets, will it be possible for the majority of people to feel safe bicycling for short trips in town and, thus, lead to a significant reduction in greenhouse gas emissions from the transportation sector.

Figure 3



Source: Dill, J., McNeil, N. (2012). Four Types of Cyclists? Examining a Typology to Better Understand Bicycling Behavior and Potential.

The draft rule has many excellent provisions that will reduce greenhouse gas emissions from the transportation sector, make communities safer for all road users, and boost housing affordability by reducing, for some, the cost of transportation. Yet, the rule can be improved by requiring protected bike lanes on arterial and collector streets throughout cities and between cities when they are close by. Draft language is shown below.

Recommended Amendments – Climate Friendly Transportation Planning Rule

660-12-0610(3) (deletions are shown in ~~strike-out~~ and new language is in **bold typeface**)

~~b) Cities and counties must plan for separated or protected bicycle facilities on arterials and collectors in climate friendly areas.~~

c) Cities and counties must plan for a **separated or protected** ~~minimum of a buffered~~ bicycle lane on arterials ~~or~~ **and** collectors **streets within urban growth/containment boundaries and between urban areas when separated by a distance of six or fewer miles (equal to an 18-minute e-bike ride when operated at 20 MPH).** ~~where separated or protected bicycle facilities are not otherwise planned.~~

d) **Separated bicycle facilities shall be of sufficient width to allow one bicyclist to overtake and pass another slower bicyclist.**

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To: LCDC Commissioner Stuart Warren and Transportation Commission member Julie Brown

DRAFT

Dear Commissioners,

We are writing to ask for your assistance to ensure that the Land Conservation and Development Commission's (LCDC) Climate Friendly Rule improves the safety for all road users and maximizes reductions in greenhouse gases from the transportation sector. At the most basic level we hope the Rule will serve to:

- 1) Significantly reduce greenhouse gas emissions from the transportation sector by 2035 and achieve net zero by 2050;
- 2) Transform land use in downtowns and other strategic locations to stimulate business development and boost residential use;
- 3) Redirect transportation investments to ensure that people of all ages and abilities can safely bike or walk from anywhere to everywhere; and
- 4) Make living without an automobile a practical choice in cities, and thus reduce the cost of living and improve housing affordability for Oregon's diverse households.

LCDC's Transportation Planning Rule ([OAR 660-12](#)) included in its purpose 1(c) "to provide for safe and convenient ... pedestrian, and bicycle access and circulation" and in 3(c) a key outcome was to reduce "reliance on single occupant automobile." Almost 30 years later after its adoption in 1991, these outcomes have yet to be realized. Consequently, the costs, congestion, and carbon emissions from all forms of transportation have grown. Alternate forms of transportation such as bicycling or walking continue to be dangerous endeavors, and as a result, used by few.

The [2013 Ashland Transportation System Plan](#) (TSP), on paper, suggests that our transportation system would be different than it is today. Goal #1 of the TSP states – "to create a "green" template for other communities in the state and nation to follow."

Objectives included:

- "1A. Create a prioritized list of active transportation (e.g., travel by bicycle, by foot and/or a combination of non-auto modes), green projects that reduce the number of auto trips, auto trip length, and vehicle emissions.
- "1B. Expand active transportation infrastructure to include features that encourage non-auto travel. Potential features include bicycle boulevards, bicycle lanes, wider bicycle trails, and improved lighting for bicycles and pedestrians.
- "1C. Establish targets for increasing biking, walking, and transit trips over the next 5, 10, and 20 years."

Needless to say, we haven't achieved the TSP's goal nor met its objectives. Our transportation system is still auto-centric just as it was in 1990. Yet, our TSP was, none the less, approved by LCDC. We can do better both at the State and local levels. In fact, we must in order to respond to the climate crisis.

The Climate Friendly Rule can make the vision of the original TPR a reality in Oregon cities. It is critical that the Rule ensures that communities construct, not just plan for, safe and convenient networks for non-car/truck modes and thus encourage residents to walk or roll from anywhere to everywhere (just as practical as using a car/truck is today). With these improvements, walking and bicycling could account for 25 to 35 percent of all travel by 2035, and could reach 40 percent or more by 2050. Emissions from the transportation sector would decline by roughly the same amounts. These reductions coupled with

electrification of cars/trucks may be enough to reach net zero by 2050. But I should be clear, instituting change at the local level to achieve these outcomes without clear State mandates will be challenging if not impossible.

Studies¹ show that most adults, roughly 50% of residents, would like to use bicycles for nearby trips but are afraid to share the road with cars/trucks. That is understandable. At speeds above 20 MPH there is a significant risk that a person walking or riding a bicycle, if struck by an automobile, will be seriously injured or die. The risk increases substantially with higher speeds.² It is essential, therefore, that the Climate Friendly Rule ensures that people riding bicycles and pedestrians (vulnerable users) are physically separated from passing cars/trucks on roadways with higher speeds and volumes. That isn't achieved with a buffered bike lane. The National Association of City Transportation Officials suggests that a buffered bike lane is only appropriate where almost all cars/trucks (90th percentile speeds) are traveling at, or less than 25 MPH.³ Motorists travel faster than that on virtually all arterial and collector streets.

Similarly, on lower volume & speed streets people must be safe regardless of age, ability, or choice of mode. These changes will help Ashland and other cities to ensure that kids can get to the library, school, playgrounds, friend's or relative's homes, or downtown by walking or rolling. This outcome will take time but the Rule should provide cities with direction and a timeframe to get there.

LCDC should set a performance standard for protected bikeways that ensures sufficient width to allow one bicyclist to overtake and pass another slower bicyclist. Today, users of bicycle infrastructure travel at a wide range of speeds. E-bikes can travel at a maximum, sustained speed of 20 MPH. That is contrasted with pedal bicycles which are typically operated at speeds of 12 MPH and scooters that travel even slower. A protected bikeway without sufficient width to allow passing would not be convenient or safe. In practical terms, that means that protected bikeways should be a minimum of seven feet wide and a recommended width of eight.

In closing, we would ask that if you can only make one change to the draft Rule, please revise the draft transportation planning rule, 660-12-0610(3) as shown below (deletions are shown in ~~strike-out~~ and new language is in **bold typeface**).

DRAFT

660-12-0610(3)

~~b) Cities and counties must plan for separated or protected bicycle facilities on arterials and collectors in climate friendly areas.~~

c) Cities and counties must plan for a **separated or protected** ~~minimum of a buffered~~ bicycle lane on arterials ~~or~~ **and collectors streets within urban growth/containment boundaries and between urban areas when separated by a distance of six or fewer miles (equal to an 18-minute e-bike ride when operated at 20 MPH)**. ~~where separated or protected bicycle facilities are not otherwise planned.~~

¹ [Federal Highway Administration, Bike Way Selection Guide](#), 2019, Page 12, Figure 6

² [Literature Review on Vehicle Travel Speeds and Pedestrian Injuries Among Selected Racial/Ethnic Groups](#), U. S. Department of Transportation, National Highway Traffic Safety Administration, 1991

³ [Designing for All Ages & Abilities: Contextual Guidance for High-Comfort Bicycle Facilities](#), National Association of City Transportation Officials, December 2017, page 4

d) Separated bicycle facilities shall be of sufficient width to allow one bicyclist to overtake and pass another slower bicyclist.

DRAFT

Thank you,

Ashland City Council

CC: Land Conservation and Development Commission
Oregon Transportation Commission

Why Bike-Friendly Cities are Safer for all Road Users

Wesley Marshall

ABSTRACT

Given the growing evidence suggesting that cities with higher bicycling rates find lower fatality rates, we examine road safety data from 24 California cities. This analysis included accounting for crashes across all severity levels but also for three different classes of road users: vehicle occupants, pedestrians, and bicyclists. Additionally, we looked at issues of street and street network design to see what role these characteristics might play in affecting road safety outcomes.

Overall, high bicycling cities generally show a much lower risk of fatal crashes for all road users when compared to most of the other cities in our database. The fact that this pattern of low fatality risk is constant for all classes of road users strongly suggests that the crashes are taking place at lower speeds. The most notable difference found between the safer and less safe cities was the density of street intersections. While we do not yet have the data to fully disentangle the various contributing factors, our results strongly suggest that safety benefits for all road users can be derived from a combination of the same steps that tend to attract more bicyclists. In other words, improving the streets to better accommodate bicycles may in fact lead to a self-reinforcing cycle that can help enhance overall safety for all road users.

INTRODUCTION

Davis, California, often referred to as the bicycle capital of America since becoming the first city to gain "platinum" status from the League of American Bicyclists, should also be renowned for another reason: road safety. From 1996 through 2007, the years examined for this study, Davis endured only nine fatal road crashes, of which only three occurred on regular, non-limited access streets. And despite a greater percentage of people biking to work than any other city in the United States, not a single one of these fatal crashes involved a bicyclist. With a fatal crash rate in Davis of less than 1.5 per 100,000 residents, far fewer people are killed on their roads than in the U.S. as a whole, which average 14.5 fatalities per 100,000 residents.

Another American city recognized as a "platinum" bicycling city, Portland, Oregon, increased bicycle mode share from 1.2% in 1990 to 5.8% in 2000. At the same time, the total number of road fatalities went from averaging over 60 per year around 1990 to fewer than 35 per year since 2000 (1). Moreover, there were only 20 total road fatalities in Portland in 2008, which is a remarkable safety record (3.6 fatalities per 100,000 residents) for a city of over 550,000 people. Such fatal crash rates compare extremely favorably with the countries reporting the lowest crash rates in the world such as the Netherlands at 4.9 per 100,000 residents (2).

These outcomes are not uncommon; other researchers have reported notable decreases in fatality rates in cities that have successfully increased their bicycle mode share (3, 4). Conventional thinking about road safety would suggest that the outcome of lower road fatality rates with more bicycle riders would be unlikely since, in general, bicycle riders experience a much higher fatality rate per mile traveled. But given the growing evidence suggesting that this is not the case, we examine road safety data from 24 California cities in this paper to garner evidence as to why cities with high rates of bicycle use typically see lower rates of road fatality for all road users. In other to better understand the trends in these cities, we not only examine the number of crashes of different severity levels but also the relative risk of a fatality or a severe injury given the fact that a crash occurred. These analyses were conducted for three classes of road users - pedestrians, bicycle riders and vehicle occupants - in order to help us understand if the underlying patterns were similar for all road user types. We also used census data as a rough estimate of the number of people walking, biking and driving in each city in order to gain a better understanding of the relative exposure rates in these cities for the different classes of road users. Finally, we looked at issues of street and street network design to see what role these characteristics might play in affecting road safety outcomes.

STUDY BACKGROUND

This research was based on an initial database of over 150 California cities. We focused on California cities in order to help maintain consistency in the data, especially in comparing injury severity outcomes. The earlier papers based on this dataset concentrated on the street networks characteristics of 24 of these California cities representing twelve medium-sized cities with good safety records and twelve with poor safety records (5, 6). In this study, we further sub-divide the group of twelve safer cities into the following three groups of four cities based upon bicycle mode share: high bicycling cities, medium bicycling cities, and low bicycling cities. The cities included were:

Group 1: Highest Bicycling Safer Cities

- Berkeley
- Chico
- Davis
- Palo Alto

Group 2: Medium Bicycling Safer Cities

- Alameda
- San Luis Obispo
- Santa Barbara
- Santa Cruz

Group 3: Low Bicycling Safer Cities

- Cupertino
- Danville
- Cupertino
- San Mateo

Group 4: Less Safe Cities

- Antioch
- Apple Valley
- Carlsbad
- Madera
- Morgan Hill
- Perris
- Redding
- Rialto
- Temecula
- Turlock
- Victorville
- West Sacramento

Journey to work data was collected along with street network measures, street characteristics, socioeconomic data, traffic flow information, and over 230,000 individual crash records from eleven years of crash data. All of this information was geo-coded in a GIS database with the intention of facilitating a more comprehensive spatial analysis.

LITERATURE REVIEW

Few studies have specifically looked at how safety varies for all road users depending upon the amount of walking or biking that is occurring. Transit usage however is one mode that has in fact been evaluated in terms of overall road safety. In an international study, Kentworthy and Laube concluded that cities with higher transit use also tended to have lower overall fatality rates (7). Litman, in a separate study, found that the per capita fatality rates of U.S. cities were lower with increased transit use (8). One reason behind these results, as the authors point out, is that more transit use tends to lower the overall amount of vehicle use.

If reducing vehicle use through more transit usage can help in terms of overall road safety, then the idea that increases in biking and walking can have a similar effect is promising. However, it is important to understand that the fatality rate in terms of miles traveled for vehicle occupants is approximately ten times that of transit users while most studies have shown that the fatality rates in terms of miles traveled for biking and walking are higher than for driving (8). One potentially confounding factor is that calculating safety on a per-mile basis might not be appropriate given that most biking and walking trips are generally shorter in distance than driving trips. Another point to consider is the handful of studies finding an increase in overall bicyclist and pedestrian safety emerging with increasing numbers of bikers and walkers. The thinking is that a driver changes his or her expectations based upon the perceived possibility of encountering a bicyclist or pedestrian. So when the number of bikers and walkers increases to the point where drivers begin to expect conflicts, the driver's behavior begins to change for the better.

For example, a 1996 study by Lars Ekman found no linear association between bicyclist exposure and conflict rate in a comprehensive study conducted in Sweden (9). To be more specific, Ekman determined that the conflict rate for an individual bicyclist was higher when the number of bicyclists was low, with this conflict rate subsiding as the flow of bicyclists increased. In terms of conflict rates for a bicyclist, the number of bicyclists was more significant than the number of vehicles on the road. Ekman also found that the risk to pedestrians was not affected by the number of pedestrians.

Another example is taken from the city of Copenhagen, where it was found that between 1990 and 2000, a 40% increase in bicycle kilometers traveled corresponded to a 50% decrease in seriously injured bicyclists (4). And in a 2003 study of California cities, Peter Jacobsen found results substantiating this idea of safety in numbers. Based on 68 California cities, but only one year of crash data, the results showed that the individual chance of a bicyclist or pedestrian being struck by a car drops with more people biking and walking (3).

These results are interesting because conventional wisdom links an increase in exposure with an increase in risk. Although not easily transferable to overall road safety, these studies do begin to suggest some explanation as to why places like Davis, Portland, and the Netherlands might be safer than places with lower bike use. While switching from driving to transit has been shown to decrease individual risk, switching from driving to biking or walking would, on average, increase individual risk. However, that average risk number does not explicitly consider situations where there is a critical mass of bikers and walkers that may be able to find better safety in larger numbers. In those cases, the idea that switching from driving to biking or walking can actually reduce one's individual risk is a possibility. In terms of overall road safety, strategies known to increase biking and walking such as traffic calming and decreasing vehicle speeds have also been shown to lead to better road safety outcomes (10, 11). Together, such strategies could help to reduce overall vehicle miles traveled (VMT), which could also play a role in improving road safety (12).

RESULTS

For the purposes of this study, the crashes analyzed only include those that did occur on surface streets and not those on limited access highways. This was done in order to fairly compare crashes on roads where walking and biking would be reasonably expected. Tables 1 and 2 summarize the data for this results section.

Mode Shares

Based on 2000 Census journey-to-work data, Figure 1 depicts biking, walking, and transit use for each set of cities. Also shown is the U.S. average for biking, walking, and transit use at 0.4%, 2.9%, and 4.6%, respectively (13). The high-bicycling cities in our study have more than 20 times more biking than the U.S. average, more than 2.5 times more walking, and 1.5 times more transit use. The low-bicycling cities and less safe cities match the U.S. average for biking and fall below the U.S. average for walking and transit use.

Overall vehicle mode share is well under 80% for the high-bicycling cities, 82% for the medium-bicycling cities, and over 94% for the low-bicycling cities and the less safe cities.

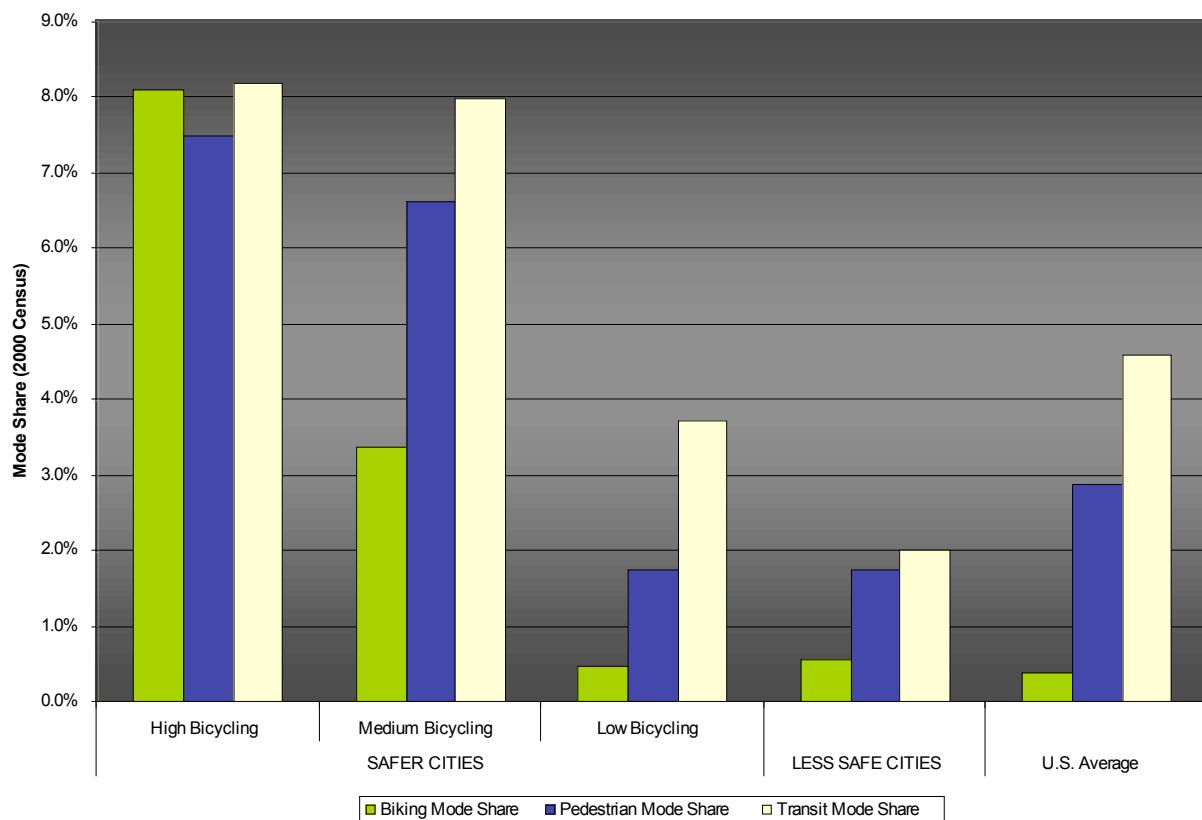


Figure 1 Bicycle, Pedestrian, and Transit Mode Shares (2000 Census)

Road Safety

In terms of road safety, the differences are not always found in terms of the overall crash numbers. In fact, the cities with the lower fatality rates would seem to be less safe if we only looked at overall crash frequency. This is an important distinction because many safety studies often focus on the overall number of crashes and ignore crash severity. In our results, another important difference seems to be in what is happening after the crashes occur. The crash severity risk outcomes - based upon the percentage of crashes for each road user type that result in a fatality - show that if you are in a crash in one of the Group 4 cities, then you are much more likely to die than if the crash took place in a city from one of the other groups. Overall, the risk of a fatality should a crash occur is similar for the three groups of safer cities for each road user type. For the less safe cities, the chance of a vehicle occupant or pedestrian crash resulting in a fatality is over four times greater than what we found in each of the safer groups of cities. Moreover, the chance of a bicycle crash resulting in a fatality is over 11 times greater in the less safe cities than in the safer cities.

Another key consideration in better assessing safety is considering relative exposure. With the intention of getting a better handle on the relative amounts of driving, biking, walking, and transit use in these sets of cities, we used a simple road user exposure metric in which we multiplied city population by mode share to find a rough number of travelers by each mode. This is similar to the method used by Jacobsen; in his study, he assumed that even though journey-to-work trips represent a small percentage of total trips, the percentage of each mode found for commuters is proportional to all trips (3). Though this exposure metric is admittedly imprecise and might be inaccurate if we were interested in absolute rates for vehicle, pedestrian, and bicycle safety, it should function adequately as a proxy toward finding the relative safety rates for these 24 cities.

To put this approach into context, Figure 2 depicts the fatal crashes not occurring on surface streets over the eleven year study period for one city from the highest bicycling group, Santa Barbara, and one from the less safe groups of cities, Rialto. These two cities have almost the same level of population (~92,000) living at almost the same population density (~5,000 people per square mile). Despite these similarities, bicycling mode share in Santa Barbara is over 3.6% (on the low end of our eight higher bicycling cities) while bicycling mode share in Rialto is nearly negligible at 0.2%. Walking mode share is over 6.5% in Santa Barbara and 1.3% in Rialto. In terms of fatality rates, Santa Barbara had 19 vehicular deaths with over 78,000 estimated vehicle users for a rate of 2.2 vehicle deaths per year per 100,000 drivers while Rialto had 68 vehicular deaths and over 88,000 estimated vehicle users for a rate of over 7.0 driver deaths per year per 100,000 drivers. For walking, Santa Barbara experienced 16 deaths over eleven years with over 6,000 estimated walkers for a rate of 24.2 pedestrian deaths per year per 100,000 pedestrians. Rialto had 39 deaths with less than 1,200 estimated walkers for a rate of almost 300 pedestrian deaths per year per 100,000 pedestrians. Santa Barbara also had an estimated 3,356 estimated bicyclists with only two deaths over eleven years for a rate of 5.4 bicyclist deaths per year per 100,000 bicyclists. For Rialto, we find one fewer bicyclist death but only 165 estimated bicyclists for a rate of 55.1 bicyclist deaths per year per 100,000 bicyclists.

Table 1 Summary of Results for Crashes Not on Limited Access Highways

	SAFER CITIES			LESS SAFE CITIES		
	High Bicyding	Medium Bicyding	Low Bicyding			
General Information	Population <i>(2000 average per city)</i>	70,328	65,742	61,087	59,845	
	Population Density <i>(people per sq. mi.)</i>	6,037	5,364	5,808	2,673	
	Income <i>(2000 average)</i>	51,669	46,579	81,721	46,408	
	Vehicle Mode Share	76.3%	82.0%	94.0%	95.8%	
	Biking Mode Share	8.1%	3.4%	0.5%	0.6%	
	Pedestrian Mode Share	7.5%	6.6%	1.8%	1.8%	
	Transit Mode Share	8.2%	8.0%	3.7%	2.0%	
	Estimated No. of Bicyclists	5,697	2,227	299	345	
	Estimated No. of Pedestrians	5,268	4,352	1,082	1,060	
	Estimated No. of Drivers <i>(estimates based upon mode share & population)</i>	53,625	53,908	57,422	57,302	
	Vehicle Safety	Vehicle Fatalities	10.3	11.3	6.5	37.8
Vehicle Severe Injuries		61.5	52.3	52.5	83.1	
Vehicle Other Injuries		2,315.5	1,878.5	1,861.3	1,673.0	
Vehicle Total Injuries		2,387.3	1,942.0	1,920.3	1,793.8	
Vehicle Property Damage Only <i>(crash counts averaged per city for 1996-2007)</i>		5,471.8	5,519.8	3,648.8	3,769.5	
Vehicle Fatality Risk <i>(% chance of crash resulting in fatality)</i>		0.19%	0.15%	0.14%	0.76%	
Vehicle Fatality Rate		1.0	1.1	0.6	10.3	
Vehicle Severe Injury Rate		6.0	5.0	5.1	22.6	
Vehicle Other Injury Rate <i>(avg. per year per 100,000 estimated drivers)</i>		224.3	181.0	168.4	455.0	
Pedestrian Safety		Pedestrian Fatalities	7.8	8.5	4.3	16.8
		Pedestrian Severe Injuries	26.8	33.5	20.0	21.3
	Pedestrian Other Injuries	292.0	244.3	142.0	102.3	
	Pedestrian Total Injuries <i>(crash counts averaged per city for 1996-2007)</i>	326.5	286.3	166.3	140.4	
	Pedestrian Fatality Risk <i>(% chance of crash resulting in fatality)</i>	3.07%	3.01%	3.01%	12.67%	
	Pedestrian Fatality Rate	7.6	10.1	20.4	246.2	
	Pedestrian Severe Injury Rate	26.4	40.0	96.0	313.5	
	Pedestrian Other Injury Rate <i>(avg. per year per 100,000 estimated pedestrians)</i>	288.0	291.5	681.5	1,503.9	
Bicycle Safety	Bicycle Fatalities	0.8	1.0	0.0	1.8	
	Bicycle Severe Injuries	24.5	32.8	11.8	48.3	
	Bicycle Other Injuries	539.0	398.0	202.3	111.1	
	Bicycle Total Injuries <i>(crash counts averaged per city for 1996-2007)</i>	564.3	431.8	214.0	161.3	
	Bicyclist Fatality Risk <i>(% chance of crash resulting in fatality)</i>	0.14%	0.22%	0.00%	1.36%	
	Bicycle Fatality Rate	0.7	2.3	0.0	82.9	
	Bicycle Severe Injury Rate	22.3	76.4	203.9	2,185.2	
	Bicycle Other Injury Rate <i>(avg. per year per 100,000 estimated bicyclists)</i>	491.5	928.5	3,510.0	5,022.1	

Now if we take this analysis to the city groups, we discover that even though the less safe cities have the lowest number of crashes occurring, Table 1 shows that these cities also found higher vehicle occupant crash rates across all severity levels. Another key consideration is the fact that even though the less safe cities had very low rates of biking and walking, they also experienced far more bicyclist and pedestrian fatalities than the other groups of cities. For a pedestrian, the fatality rate is more than 24 times greater in the less safe cities than in either of the city groups with significant biking, almost ten times greater for a severe injury, and over five times greater for all other pedestrian injuries. For the safer cities with low bicycling, the pedestrian fatality rate is approximately twice that found in the higher biking cities.

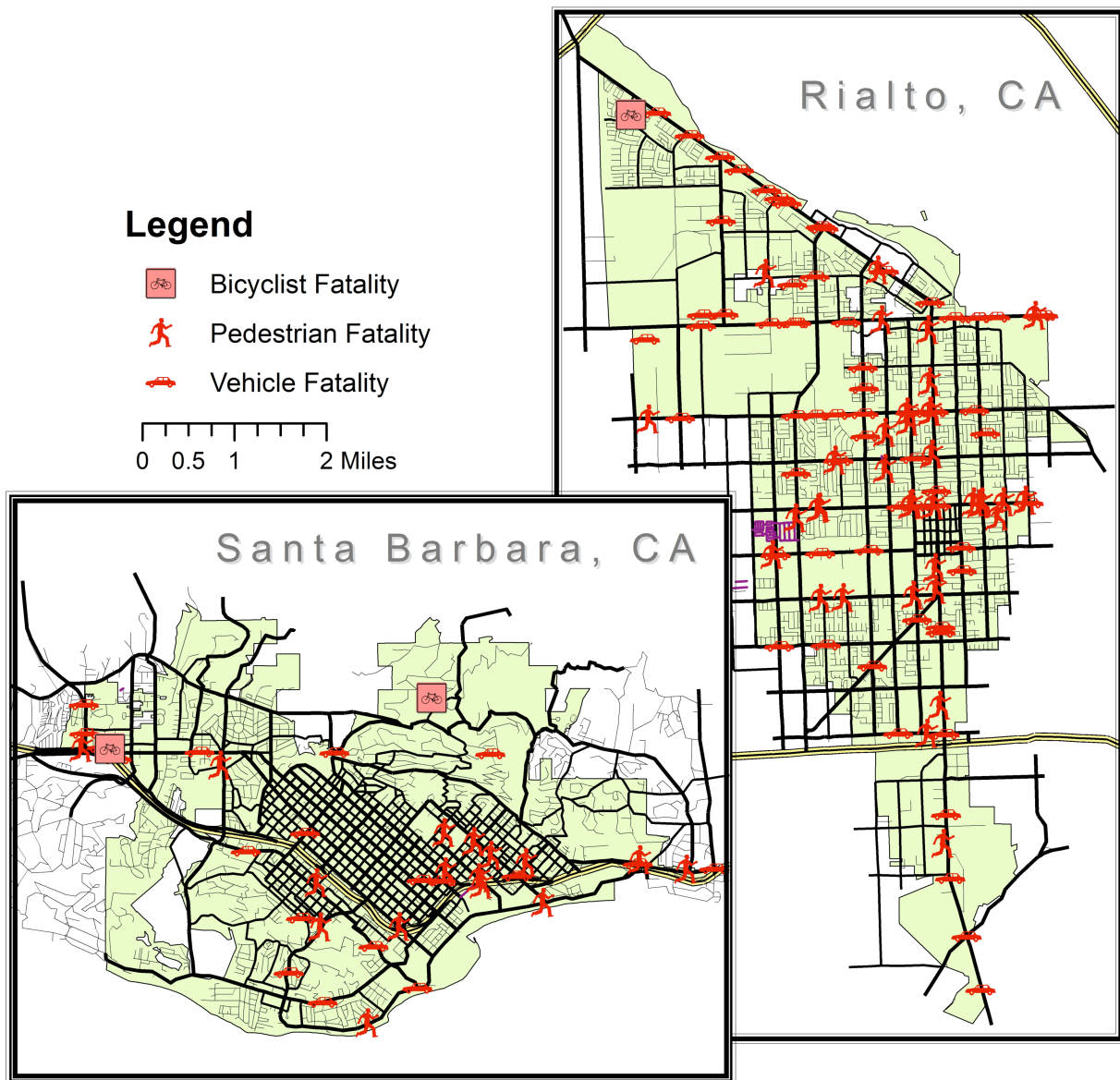


Figure 2 Bicycle, Pedestrian, and Vehicle Fatalities for Santa Barbara & Rialto (1996-2007)

For a bicyclist, the fatality rate is more than 75 times greater in the cities with the poor safety records compared to those with significant biking, over sixty times greater for a severe injury, and over seven times greater for all other bicyclist injuries. The safer cities with low bicycle mode shares had zero bicycle fatalities. However, in terms of all other injuries (including severe injuries) to a bicyclist, the crash rates were over 4 times greater in the low bicycling safe cities than in the higher biking cities.

Street Network Characteristics & Street Design

Overall, the variation in relative fatality rates, as well as the fact that a crash occurring in one of the less safe cities has a much higher chance of resulting in a fatality, suggests differences in the street network and in the design of the street. The data shown in Table 2 supports these findings. The constant factor for all three groups of safer cities when compared to the less safe cities was intersection density. For the two groups of higher bicycling cities, they also tended to be slightly more connected with fewer lanes and a narrower cross-section on the major streets than both groups of low-bicycling cities.

Table 2 Street & Street Network Characteristics

	SAFER CITIES			LESS SAFE CITIES
	High Bicycling	Medium Bicycling	Low Bicycling	
<i>Street Network & Street Design</i>	Measure for Street Network Density			
	<i>Intersection Density</i>	114.2	103.2	101.2
	<i>(intersections per sq. mi.)</i>			
	Measure for Street Connectivity			
	<i>Link to Node Ratio</i>	1.39	1.38	1.25
	<i>(# links / # nodes including dead ends)</i>			
	Centerline Miles of Major Roads	49.5	45.9	26.9
	Centerline Miles of Minor Roads	144.8	119.2	113.6
	Total Centerline Miles	199.0	169.6	146.0
	<i>(average per city)</i>			
	Sidewalks	50.3%	38.3%	85.6%
	Bike Lanes	24.9%	23.6%	38.4%
	On-Street Parking	41.1%	28.4%	42.8%
<i>(% length of arterial / collector type streets)</i>				
Avg. No. of Lanes	2.7	2.4	3.7	
Avg. Width of Roadway Cross-Section	50.9'	46.9'	59.7'	
<i>(average on arterial / collector type streets)</i>				

In order to taking a closer look at intersection density with respect to safety, we developed the graphs shown in Figures 3 and 4. For all road users, the chance that a crash would result in a fatality tended to be lower for the cities with lower density street networks. This same trend was found for vehicle crashes, pedestrian crashes, as well as bicycle crashes.

As for the other street design considerations, we look again at Santa Barbara and Rialto shown in Figure 2. Overall, Santa Barbara had the fewest average number of lanes on the arterial/collector roads of any city in the database while Rialto averaged almost a full lane

more. Santa Barbara also has more than three times the length of bike lanes on these same roads and about 30% more on-street parking – all of which seem to play a role in the road safety and biking/walking outcomes for Santa Barbara.

Another interesting example is Carlsbad - one of the less safe cities - which also happens to have the highest percentage of bike lanes on the arterial/collector roads of all the cities in the database with nearly 70% of the total length of these roads having a bike lane present. However, Carlsbad is on the low end of the street connectivity and street network density range and also has the highest average number of lanes present on these major roads in the database. So even with a high degree of bike lanes present, Carlsbad's bicycle mode share is only 0.3%. On the other hand, Berkeley - one of the highest biking cities - has one of the lowest percentages of bike lanes present on the major roads. In this case, the difference might be in the fact that Berkeley has the highest street connectivity and street network density of all the cities as well as other strategies for accommodating bicyclists such as bike boulevards. This is certainly not to say that bike lanes are hazardous because the safer, high bicycling cities did in fact tend to have more bike lanes. For instance, Davis and Antioch find very similar population densities, street connectivities, and street network densities, but Davis has significantly better safety outcomes and also happens to cover almost 2.5 times more of their major roads with bike lanes. Overall, the results suggest that many of these street design factors, along with the street network measures such as intersection density, seem to work in coincidence toward helping create an environment with a higher degree of biking and walking as well as improved road safety.

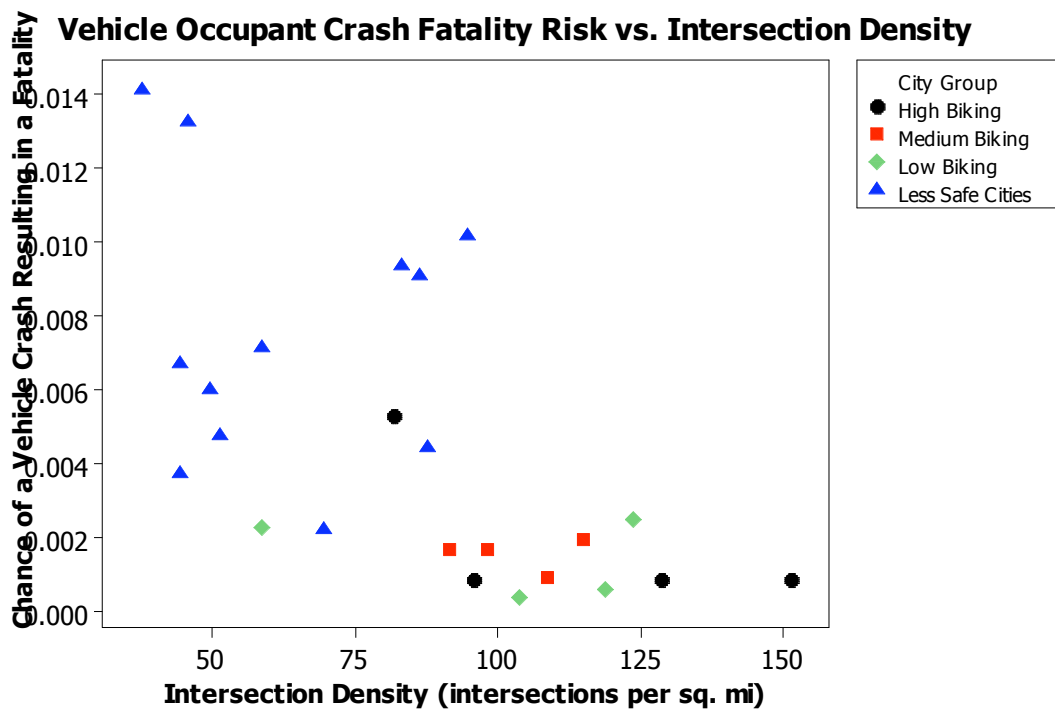


Figure 3 Chance of Vehicle Crash Resulting in a Fatality vs. Intersection Density

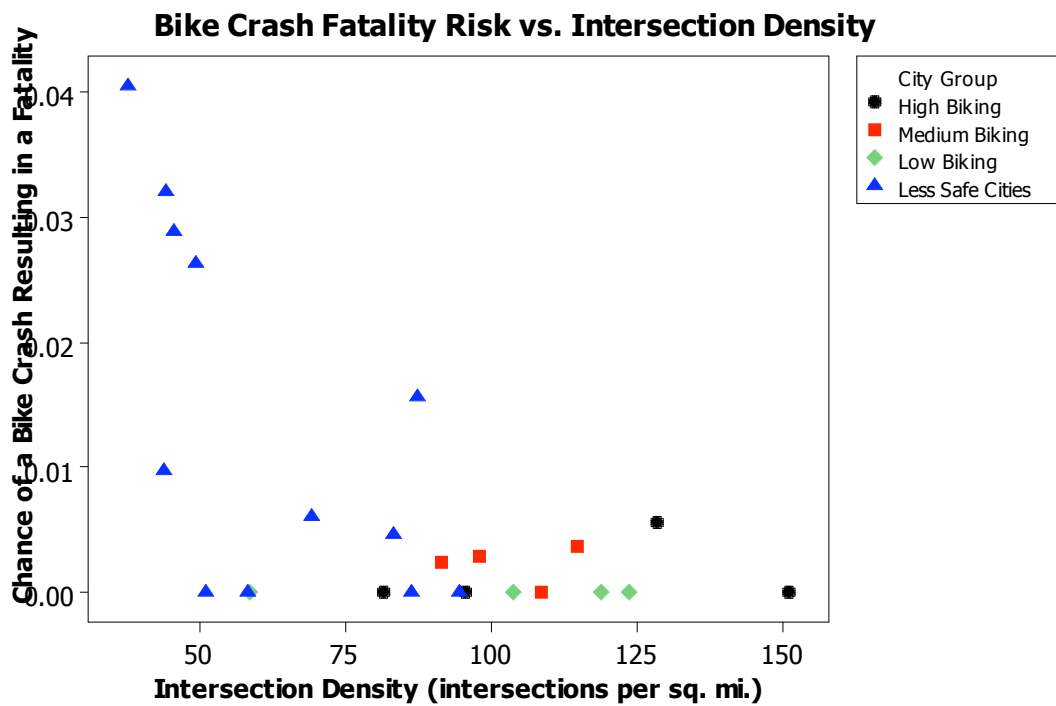
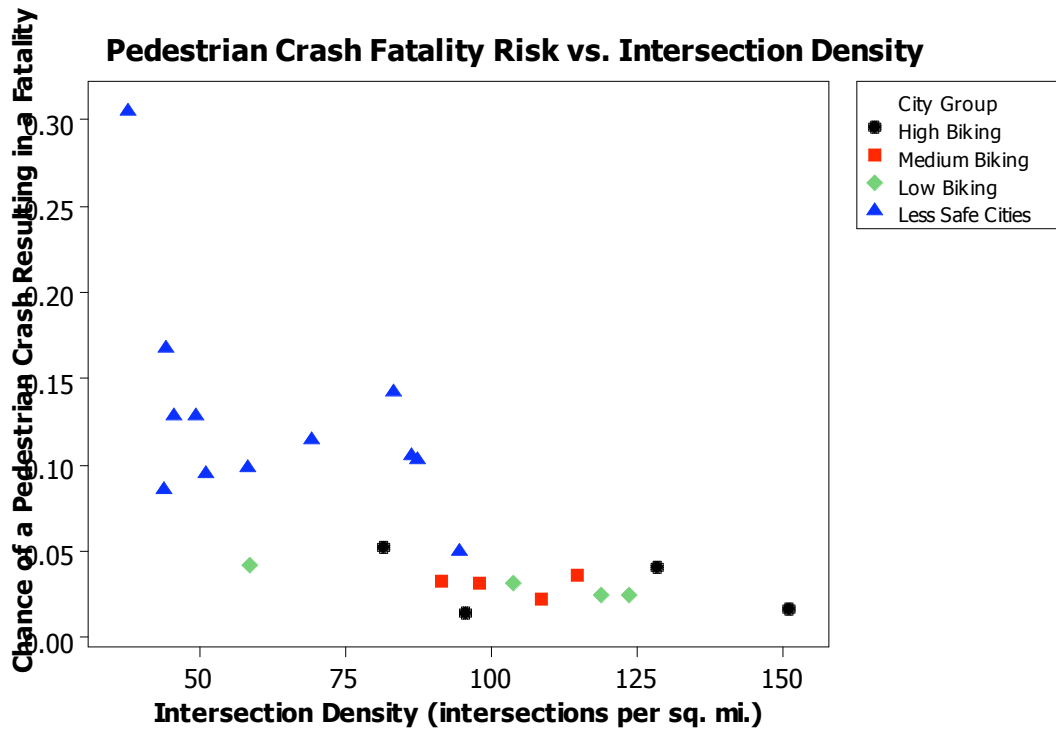


Figure 4 Chance of a Pedestrian or Bicyclist Crash Resulting in a Fatality vs. Intersection Density

CONCLUSION

High bicycling cities generally show a much lower risk of fatality or severe crashes for all road users when compared to many of the cities in our data base. The fact that this pattern is consistent for all classes of road users strongly suggests that the crashes are taking place at lower speeds in these high bicycling cities. The reason for lower speeds might be due to features such as traffic calming and other design elements that can help attract large numbers of bicyclists. Our street database contains some hints of these trends - for example, the high biking cities tend to have more bike lanes, fewer traffic lanes, and more on-street parking. At the same time, large numbers of bicycle users might also help lower vehicle speeds. It is important to note that the high biking cities do not necessarily have lower overall crash rates; rather, they have much lower severity levels for those crashes that do occur.

Our results also show that there is a group of four cities that have both low severity levels and low bike use. These cities represent an interesting hybrid exhibiting some characteristics in common with both the high-bicycling/low fatality cities as well as the low-bicycling/high fatality cities. These four cities tended to have high intersection densities similar to the values found in the high-bicycling cities; they also tended to have low levels of street network connectivity, more akin to the low-bicycling/high fatality cities. In other words, this subset of cities featured local streets high in cul-de-sacs but at a relatively high density. These cities also reveal some other unique features that might contribute to their lower fatality rates, including far fewer major roads than found in the other city groups.

Overall, the biggest difference found between the three groups of lower fatality cities and the high fatality cities was intersection density. The graphs depict the relationships between fatality risks and intersection densities for vehicle occupants, pedestrians, and bicyclists, respectively. Our results consistently show that high intersection density appears to be the single most important street design factor affecting crash severity. However, there appears to be other factors at work in leading to these lower fatality rates for both the high-bicycling cities and the low-bicycling/low fatality cities. In the case of the high-bicycling cities, these factors might include the work done to make the streets attractive to bicyclists as well as the sheer presence of many bike riders. We do not yet have the data to disentangle these effects, but our results strongly suggest that safety benefits for all road users can be derived from an amalgamation of the steps taken to attract more bicyclists; that is, as long as we define safety in terms of reducing fatality and severe crashes and not just in terms of reducing overall rates of crashes. Improving the streets to accommodate bicycles may in fact lead to a self reinforcing cycle that can help enhance overall safety for all road users. This combination of factors seems to go a long way toward overall safer and more sustainable cities.

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Memo

CITY OF
ASHLAND

Date: December 9, 2021
From: Scott A. Fleury
To: Transportation Commission
RE: Railroad District Parking Restrictions & Parking Program Discussion

BACKGROUND:

Railroad District Parking Restrictions:

In February of 2020 the Commission recommended conversion of a portion of A Street and First Street to timed two (2) hour parking. Since that recommendation Public Works has installed block face two hour signage along A Street to Second Street and Along First Street between A and B Streets. The Commission requested as part of that approval to review the parking zones at a meeting in the future. Recently the Commission has received public input from two residents adjacent to the parking restrictions along First Street requesting permit parking.

Another issue raised by the residents is the illegal right hand turn out of the Co-op parking lot onto First Street and then a left hand turn down the alley. There is a no right-hand turn sign at the Co-op driveway and there was previously a left hand turn arrow in the driveway as well. The left hand turn arrow now longer exists.

February 20, 2021 Minutes:

Brouillard moved to recommend proposal as provided by the City to do 2-hour parking on A St in the corridor specified. Peterson Adams seconded. Graf expressed concern about diverting parking issue to surrounding area. Borgerson agreed but noted that, except one residence, this whole area fronts business areas and those spots are high turnover. He cited precedent that exists in larger cities. Claypool Barnes wanted to know what businesses have done for enforcement on private parking. Borgerson pointed out that signage and poles are a minimal expense and reversing this plan would be simple if no improvement is seen. Danner expressed concern about spillover to surrounding residential areas. Graf wondered about how to monitor the effect of this proposal on surrounding areas.

Graf amended the motion to include a 2-year evaluation of the success of the plan. Brouillard seconded. Claypool-Barnes opined that the Co-op is the source of the area parking problem and would like them to present data regarding what they have done with their private parking. Brouillard supports the amendment.

Vote on amendment: Ayes: Brouillard, Peterson Adams, Graf, Borgerson, Claypool-Barnes, Danner.

Vote on amended motion: Ayes: Brouillard, Peterson Adams, Graf, Borgerson, Danner. Nay: Claypool-Barnes

Motion passes.

Diamond Parking

Staff has reached out to Diamond Parking regarding any issues or complaints regarding the parking restrictions in the area. Diamond has informed staff they are seeing very good compliance with respect to the restrictions and the only complaints received were from the Co-op regarding non-compliance. Diamond did increase their enforcement of the area and that has in turn increased compliance.

Food Co-op and Ashland Hardware

As the initial requesters, staff reached out to the Co-op and Ashland Hardware regarding their thoughts on the change as well. Ashland Hardware has not received any complaints regarding the parking situation and has obtained off-street parking for its employees as they can utilize the private parking area near the old Oak Street Tank and Steel (Plexis) buildings. Staff is still waiting for formal feedback from the Co-op.

The primary area of concern voiced by residents occurs along the First Street section where the parking restrictions were placed (November Public Comments). Photographs of the east side section in question are shown below. Two residents along this section of roadway inquired into residential parking permits for their residence. One of the residents is potentially interested in increasing the width of the driveway apron and parking area to fully accommodate two parking spaces off-street instead of a residential parking permit.

Figure 1: First Street Parking (east side)



Figure 2: First Street Parking (east side)



Figure 3: First Street Parking (east side)



Discussion for consideration on the east side of First Street include:

1. Remove the two hours signage adjacent to the residential properties and return to original condition
2. Allow one residential parking permits for each adjacent residence to utilize the street parking
3. Make no changes
4. Discuss more formal residential parking permit program as outlined in the parking plan

Ashland Municipal Code Parking Regulations:

A copy of the existing AMC for parking regulations is attached for reference. There has been some confusion and discussion about parking regulations and associated signage, specifically around the block face rule requirement as now posted along A Street and First Street as this signage has not been used previously by the City. The parking restrictions were also mentioned at the December 6th Council Study Session and Councilor Hyatt referenced she would connect with the Transportation Commission on the issue in her capacity as Liaison.

AMC 11.026.020 (3)(a)(b) specify the block face rule applies to signed parking areas.

3. Park on a street or in a City parking facility longer than the time specified by applicable official parking signs:

a. The period of time so specified shall begin when the vehicle is parked in a particular limited time zone on a particular block face; and

b. The period shall be terminated when the vehicle is moved and parked on a different block face, at which time a new period shall begin as stated in subsection 3.a of this section;

Previously Judge Turner requested that parking signs be updated to include block face requirements for clarity. A Street is the first location where block face signage was installed. There is an issue that still requires resolution with the AMC and that has been referred to the City Attorney for an AMC update. The existing code does not specify the time frame for when a vehicle can return to the same block face and repark. Typically, a vehicle would only be allowed to park along the same block face one time during the enforcement period specified on the signage. Public Works is working with the City Attorney on the AMC update and also will be working towards updating all the signage downtown at some point to include block face rule requirements.

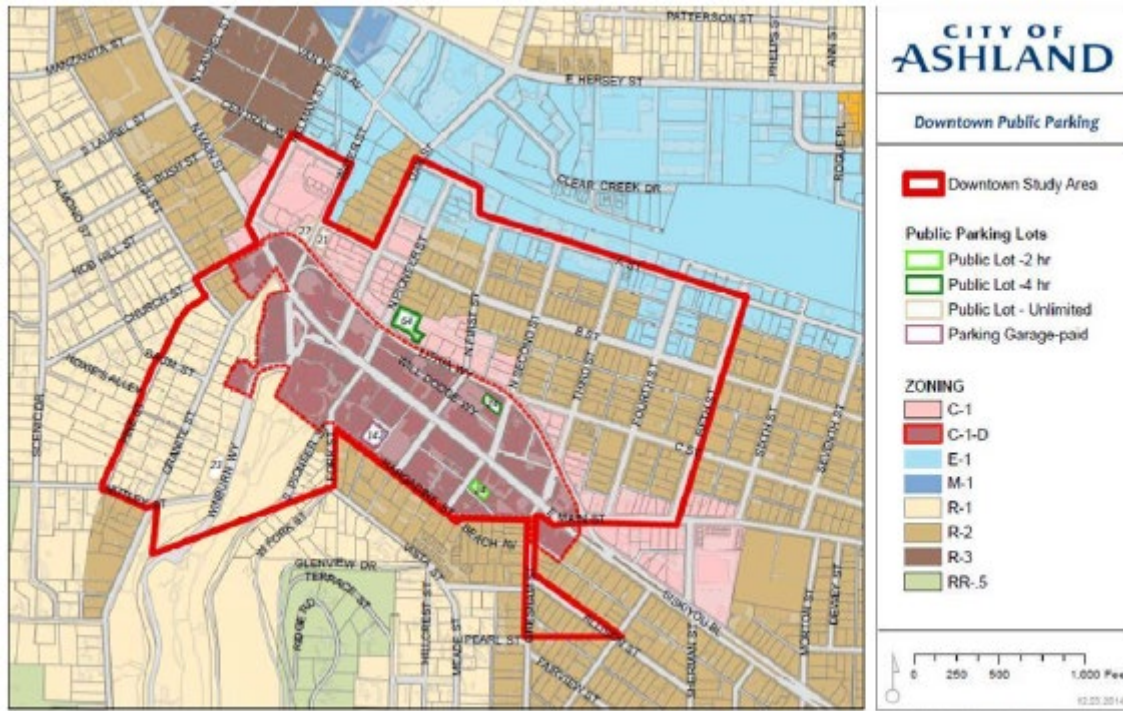
Downtown Parking:

In 2017 the final version of the Downtown Strategic Parking and Management “Plan” was developed and accepted by the City Council. The “Plan” developed strategies for management and improvement to downtown parking and was designed in phases over a 36-month period. The full plan is attached for reference and to be used during discussion. .

The plan recommended the hiring of a parking coordinator and establishing a Downtown Parking Advisory Committee. Since the plan was accepted neither has happened and parking management has shifted from the Administration Department to Public Works. The parking plan defines 20 strategies to be followed over two phases and the 36-month window. Without adequate staffing for the program and no developed advisory committee downtown parking has been managed in the “was” condition with new forward movement on the strategies.

Diamond Parking currently performs parking management oversight for the City under an approved contract.

Figure 1: Study Area



With respect to a residential permit program, it is listed as strategy number 16 of 20 in the parking plan and one of the phase 2 actions. The residential permit program is meant to be analyzed after paid parking is implemented due to the concern of employees moving towards parkign in residential areas.

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 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.

CONCLUSION:

This item is for discussion by the Commission on how to best proceed forward with parking regulations, parking concerns, parking expansion, paid parking and permit related programs.

Bike parking also needs to be considered as part of the overall program and solution to parking needs downtown.

Chapter 11.26

PARKING REGULATIONS

Sections:

- 11.26.010 Application of State law**
- 11.26.020 Prohibitions**
- 11.26.030 Exceptions to Prohibitions**
- 11.26.040 Obstructing Enforcement**
- 11.26.050 Abandoned Vehicles**
- 11.26.060 Storing Vehicles**
- 11.26.070 Loading Zones**
- 11.26.080 Buses or Taxis**
- 11.26.090 Penalties**
- 11.26.100 Restricted Parking Areas, Hours and Limits**
- 11.26.110 Penalties, Immobilizers Installation, Towing, Warning Letter, Show Cause, and Warrants**

11.26.010 Application of State law

The requirements in this Chapter [11.26](#) are to be applied in conformance with ORS [221.275](#), ORS [221.277](#), ORS [221-285-287](#), and ORS [221.333](#), which are incorporated herein by reference.

11.26.020 Prohibitions

In addition to the parking prohibitions in the motor vehicle laws of Oregon, no person shall:

1. Except where the street is marked or where officially indicated otherwise, stand or park a vehicle in a street other than parallel with the edge of the roadway, headed in the direction of lawful traffic movement, and with the curbside wheels of the vehicle within 12 inches of the edge of the curb or, if no curb, as close as possible to the edge of the shoulder;
2. Park on a street or in a City parking lot in a manner or at a time prohibited by official signs;
3. Park on a street or in a City parking facility longer than the time specified by applicable official parking signs:
 - a. The period of time so specified shall begin when the vehicle is parked in a particular limited time zone on a particular block face; and

- b. The period shall be terminated when the vehicle is moved and parked on a different block face, at which time a new period shall begin as stated in subsection 3.a of this section;
4. Park so as not to be entirely within the painted lines of a single parking space;
5. Park within an area marked off by traffic markers or by painted curb or pavement;
6. Park within 10 feet of a fire hydrant or within 30 feet of a fire station;
7. Park in a street intersection, including the area used for crosswalks, or upon a sidewalk, or upon a bicycle path;
8. Park upon a bridge, viaduct, or other elevated structure used as a street, or within a street tunnel, or upon any parkway, unless marked or indicated by official signage otherwise;
9. Park across or within the entrance to an alley or driveway;
10. Park in an alley, except to load and unload persons or materials for not longer than 20 consecutive minutes in any two-hour period;
11. Park in an unimproved portion of the front setback of any structure in any residential zoned district;
12. Park on any public right-of-way with expired vehicle registration;
13. Park on any public right-of-way with the principal purpose of:
 - a. Displaying the vehicle for sale;
 - b. Washing, greasing, or repairing the vehicle, except repairs necessitated by an emergency; or
 - c. Selling merchandise from the vehicle, except in an established marked place or when so authorized or licensed under the ordinances of this City;
14. Park, stand or stop a truck or bus on a public street or in a public parking area with its engine running, if such engine emits exhaust fumes into the air. Vehicle engines shall be turned off when loading and unloading passengers or merchandise. This subsection shall not apply to:
 - a. An engine running for less than five minutes;
 - b. A vehicle in the moving traffic lane waiting to move with the normal flow of traffic;
 - c. An engine needed to operate equipment used to load or unload merchandise; or
 - d. Emergency vehicles, utility company vehicles, or any construction and maintenance vehicles which have engines that must run to perform needed work; or
15. Use a parking lot owned by the City for purposes other than parking of a vehicle as defined in ORS [801.590](#) unless otherwise permitted by special use permit issued by the City Manager's Office. (Ord. 3192, amended, 11/17/2020; Ord. 3141, amended, 04/18/2017)

11.26.030 Exceptions to Prohibitions

Notwithstanding prohibitions stated in Section [11.26.020](#), parking prohibitions do not apply:

1. On days or in areas City Council has designated by resolution as exempt from posted parking time limits;
2. To official City, state or federal vehicles necessarily in use for construction or repair work, or to a vehicle with a Special Permit for Delivery, Maintenance or Construction or to federal or private vehicles primarily used for the collection, transportation, or delivery of mail and parcels;
3. To vehicles used in official public improvement projects in accordance with the terms of a public contract or official permit.

11.26.040 Obstructing Enforcement

1. No person shall erase, remove or otherwise conceal any mark made on a motor vehicle tire by a person acting within authorization by the City to enforce any provisions of Chapter [11.26](#).
2. No person shall discard, mutilate, or destroy any summons or complaint or citation formally issued for violation of any provisions of Chapter [11.26](#), if the matter complained of has not been finally resolved by the court having jurisdiction over the summons or complaint.

11.26.050 Abandoned Vehicles

1. It is unlawful to park, store, leave, or permit the parking or storing of an abandoned vehicle upon any public or private property within the City for a period of time in excess of 72 hours, unless the vehicle is (1) completely enclosed within a building; or (2) stored in connection with a lawful business enterprise allowed to store such vehicles outside.
2. If the owner of an abandoned vehicle or the private property owner or lessee responsible for placement, or allowing for or assisting in the placement of the subject vehicle in front of or contiguous to his or her real property fails to remove the vehicle after notice is provided as required in ORS [819.170](#), then the Chief of Police or the Chief's designee may tow the vehicle and dispose of it in accordance with ORS [819.110\(1\)\(a\)](#), [819.110\(2\)-\(5\)](#) and ORS [819.120](#) through ORS [819.280](#).

11.26.060 Storing Vehicles

1. Except as otherwise provided, no person owning or controlling an oversized vehicle shall cause or permit it to be parked within any public right-of-way for longer than 24 consecutive hours.
 - a. An Oversized vehicle may be legally parked on a public right-of-way in front of or contiguous to the vehicle owner's dwelling, provided it meets all of the following criteria:

- A. Is not parked for more than 72 hours;
 - B. Does not constitute a hazard to traffic on public streets;
 - C. Does not restrict vision of motorists on a public street;
 - D. Does not obstruct view from any other property;
 - E. Has a currently valid license or registration;
 - F. Is operable, including adequate tires; and
 - G. Is attached to a vehicle if required for movement of the oversized vehicle.
- b. To comply with the 72 hour time restriction, an oversized vehicle must be moved more than 100 feet from the parked location at which the 72 hour time period has expired.
2. It is unlawful for any person to park or store any personal vehicle on any public right-of-way:
- a. For more than 72 hours, and
 - i. In a manner that results in the accumulation of debris around or under the vehicle or in a condition that prevents it from being driven, including flat tires; or
 - ii. The personal vehicle is being used primarily as a container for the storage of personal items in or on the vehicle.

11.26.070 Loading Zones

1. No person shall stop, stand, or park a vehicle for any purpose or length of time other than for the expeditious unloading and delivery or pickup and loading of materials, freight, or passengers in a place designated as a loading zone during the hours when the provisions applicable to loading zones are in effect. A stop for loading and unloading of passengers and personal baggage must not exceed 5 minutes. A stop for loading or unloading of materials must not exceed 15 minutes.
2. No person shall stop, stand, or park a vehicle for any purpose or length of time other than for the expeditious loading or unloading of passengers in a place designated as a passenger loading zone during the hours when the provisions applicable to passenger loading zones are in effect.

11.26.080 Buses or Taxis

The driver of a bus or taxicab shall not stand or park the vehicle upon a street in a business district at a place other than at a bus stand, except that this provision shall not prevent the driver of a taxicab from temporarily stopping for the purpose of and while actually engaged in the loading or unloading of passengers or from parking in compliance with sections [11.26.020](#) through [11.26.030](#) of this chapter.

11.26.090 Penalties

Violation of any provision within [11.26.010](#) to [11.26.090](#) is a Class II violation, punishable in accordance with AMC [1.08.020](#), and the vehicle is subject to the methods for impounding, appeal, and disposition as provided under ORS [819.110](#) – ORS [819.280](#), or as may otherwise be provided in this chapter.

11.26.100 Restricted Parking Areas, Hours and Limits

1. Parking areas, effective hours, and time limits shall be established by traffic regulations promulgated and published by the City Manager as authorized in section [11.12.010](#) to [11.12.050](#).
2. *City Parking Lot.* Parking in any parking lot owned by the City shall be restricted and controlled under the authority of the City Manager. (Ord. 3192, amended, 11/17/2020)

11.26.110 Penalties, Immobilizers Installation, Towing, Warning Letter, Show Cause, and Warrants

After the City posts a notice of violation on the vehicle parked in violation of this chapter, the owner or operator of a vehicle is subject to the fines and other penalties provided in this chapter, and such vehicle is subject to the methods for impounding, appeal, and disposition as provided under ORS [819.110](#) – ORS [819.280](#), or as may otherwise be provided in this chapter.

1. *Penalties for parking violations.*
 - a. *Fines.* Presumptive fines for each parking violation and enhanced penalties for multiple parking violations within any calendar year shall be established by resolution of the City Council.
 1. A presumptive fine is the fine amount imposed against a person who pleads no contest to or is otherwise found guilty of a violation and is separate from and in addition to other penalties or charges provided herein, including any penalties for multiple parking violations.
 2. A presumptive fine for a parking violation under this section will be imposed unless the court finds reasonable grounds for either increasing or reducing the fine.
 3. Fines shall include the original ticketed amount and any enhanced penalties, if such penalties are established.
2. *Immobilizer (boot) Installation and /or Towing.*
 - a. When a registered owner of a motor vehicle has either (1) five or more outstanding unpaid City of Ashland parking violations on any number of motor vehicles, or (2) a City of Ashland parking violation, or any number of such violations, with a total unpaid balance that exceeds \$150, regardless of the number of motor vehicles involved, then any City enforcement official is authorized, directed and empowered to immobilize such a

motor vehicle or vehicles found upon a public street within the City or in a City off-street parking lot by installing on or attaching to the motor vehicle a device designed to restrict the normal movement of the vehicle. In the alternative, or in addition to immobilization, after 24 hours has elapsed, any City enforcement official authorized, directed and empowered to order such vehicle towed, by a licensed tow company under contract with the City or its designee, as applicable.

b. For purposes of this section, bail or fine shall be outstanding on a citation when the citation is issued and shall remain outstanding until the bail is posted or the fine is paid.

c. Ten days before immobilizing or towing a vehicle according to the provisions of this section, the City, or the City's contracted parking enforcement service provider shall post a notice on the vehicle or mail a notice by certified mail, return receipt requested, to the registered owner of such vehicle as shown by the records of any relevant state motor vehicles department notifying the owner that the motor vehicle or vehicles may be immobilized and/or towed if outstanding parking bail or fines have not been paid within ten days after posting or mailing of the notice.

d. If the vehicle is so immobilized, the person who installs or attaches the device shall conspicuously affix to the vehicle a written notice on a form approved by the City, advising the owner, driver, or person in charge of the vehicle that it has been immobilized pursuant to this section and that release of the vehicle may be obtained upon full payment of the outstanding balance owed to the contracted parking enforcement service provider. The notice shall also specify that the vehicle is subject to tow.

e. In the event the vehicle is towed, the person who orders the tow, shall send by certified mail, return receipt requested, a notice advising the registered owner of the vehicle that it has been towed pursuant to this section and that release of the vehicle may be obtained upon receipt by the towing company of full payment of the outstanding balance owed.

f. A vehicle towed and impounded pursuant to this section shall be held at the expense of the owner or person entitled to possession of the vehicle. Personnel, equipment and facilities of private tow companies under contract with the City or the contracted parking enforcement service provider may be used for the removal and storage of the vehicle.

3. *Warning Letter, Show Cause, and Warrants.*

a. *Warning Letter.* The Ashland Municipal Court may choose to send a warning letter by first class mail informing defendants they have outstanding parking tickets and that their attendance is necessary at a preliminary hearing before issuing a show cause order and warrant.

b. *Show Cause.* The Ashland Municipal Court may issue an order that requires a defendant to appear and show cause why the defendant should not be held in contempt of court, including contempt for failure to appear as ordered or failure to comply. The show cause order shall be mailed to the defendant by certified mail, return receipt requested, no less than ten days prior to the appearance date; alternatively service may be made by any other recognized method, such as personal service according to the same timeframe.

c. *Warrant.* If the defendant is served and fails to appear at the time specified in the show cause order, the court may issue an arrest warrant for the defendant for the purpose of bringing the defendant before the court. (Ord. 3122, amended, 2016)

The Ashland Municipal Code is current through Ordinance 3199, passed June 15, 2021.

Disclaimer: The City Recorder's office has the official version of the Ashland Municipal Code. Users should contact the City Recorder's office for ordinances passed subsequent to the ordinance cited above.

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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

Table of Contents

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APPENDIX

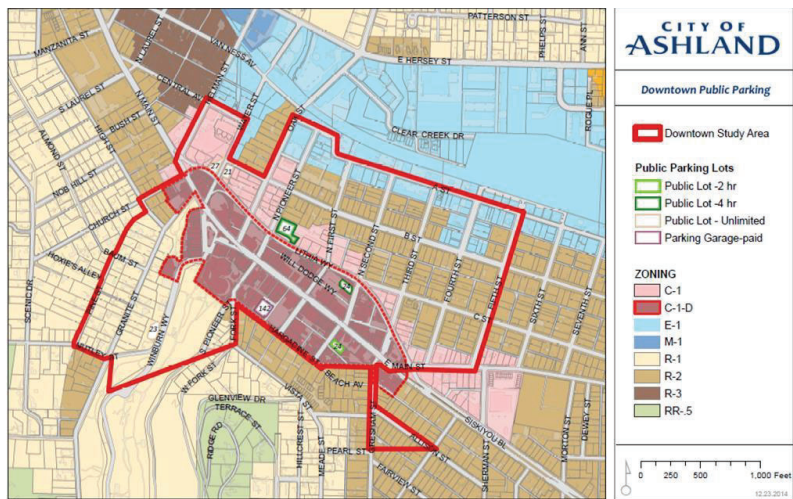
A. ACTIONS & IMPLEMENTATION SCHEDULE

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 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. 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).

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.

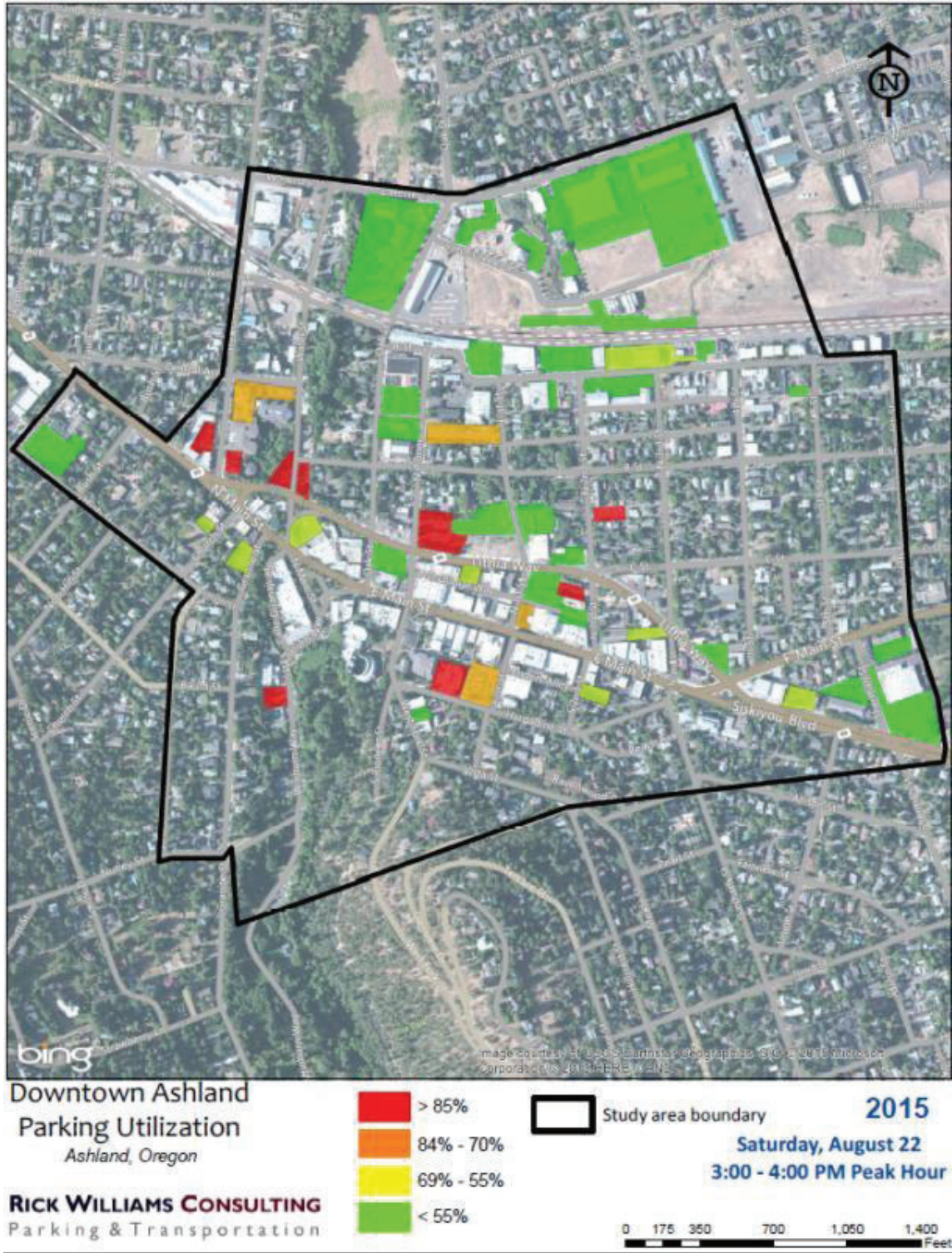
Implementation Timeline: *Immediate: Short-listing sites (by February 2016)*

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:

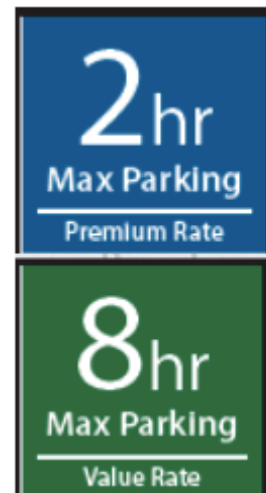
- Staple or U racks: \$150 - \$200
- Wall Mounted racks: \$130 - \$150
- Bike Corral \$1,200⁴
- Art Rack variable based on design

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	

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

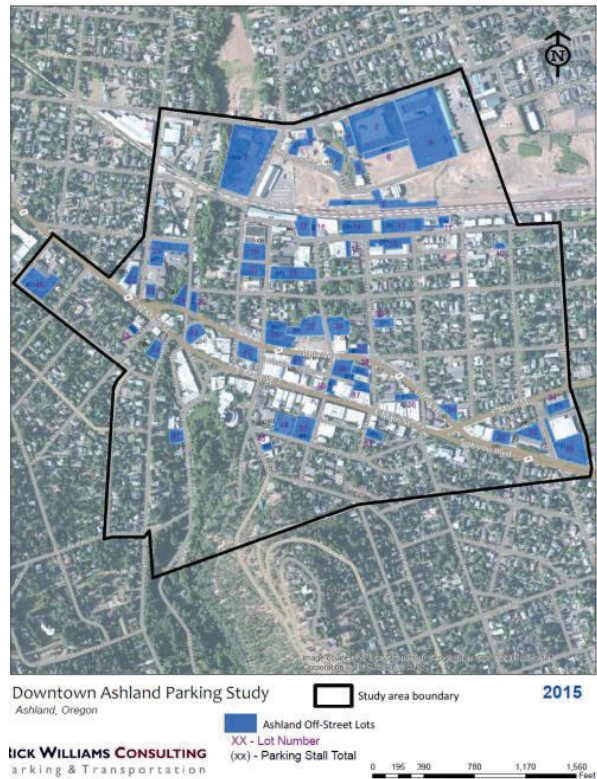
Explore expanding access capacity – new parking supply and/or transit/shuttle options

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.

VI. SUMMARY

The parking management 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
<p>10 Simplify on-street time stays. Consider incorporation of new brand/logo into on-street signage per input derived in Strategy 9.</p>	✓	✓		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.
<p>11 Deploy new off-street signage package</p>		✓		Implements Strategy 9.
<p>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.</p>		✓		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.
<p>13 Evaluate and pursue on-street pricing in high occupancy areas (85%+).</p>		✓		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.
<p>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.</p>		✓		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.
<p>15 Deploy wayfinding system as developed in Strategy 14.</p>		✓		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.

Memo

CITY OF
ASHLAND

Date: December 6, 2021
From: Scott A. Fleury
To: Transportation Commission
RE: Traffic Calming Program Final Draft

BACKGROUND:

The Commission over the past couple of meetings has discussed updates to the Traffic Calming Program and recommended numerous updates. The updates have been captured in the attached final draft for review.

CONCLUSION:

Commission should provide a final review of attached document prior to staff uploading to the City website.

**City of Ashland Pilot Traffic Calming and Safety
Improvement Program**



Acknowledgements

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Section 1: Introduction

Section 1.1 Traffic Calming and Safety Improvement Program Overview

The City of Ashland's Traffic Calming and Safety Improvement Program is part of the City's commitment to the safety and livability of our neighborhoods and shall incorporate the goals, policies and objectives of the City's comprehensive plan. A collaborative effort of City staff, the Transportation Commission and residents, the program is designed to reduce the impacts of traffic and provide for a safe roadway network for all users. Through active participation by area residents, the City can identify the problem, plan the approach, implement solutions and evaluate the effectiveness.

The program is open to all roadways within the City and works in two distinct phases. The initial phase focuses on data collection along with passive and easily implementable measures such as law enforcement, radar speed trailer placement and temporary signage. If phase one does not prove effective in meeting the defined goals for traffic calming or safety improvement, then a project can move to phase two. Phase two calls for engineering and construction of permanent physical treatments to address the defined problem.

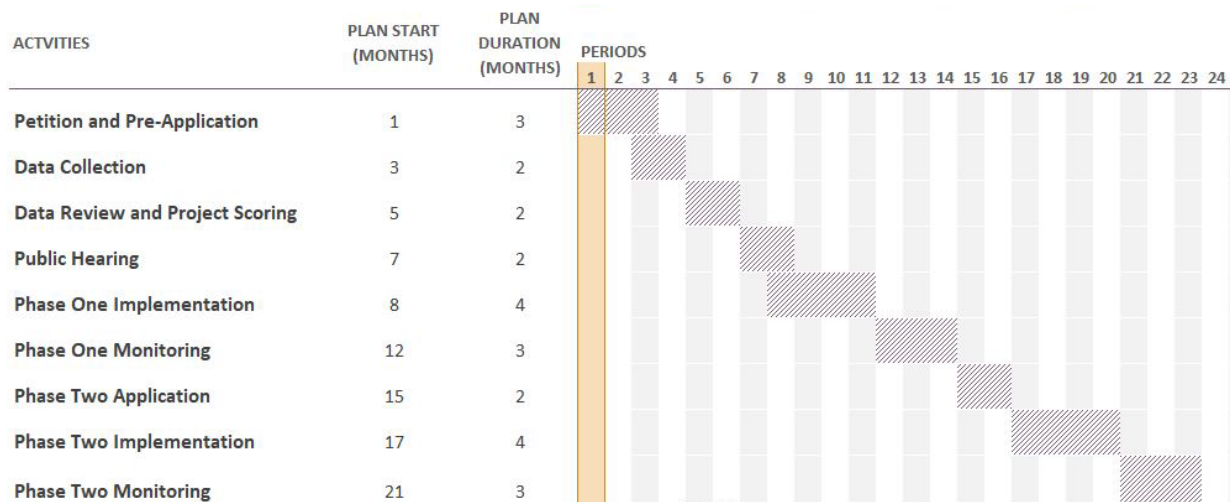
Neighborhoods can submit one application per calendar year

Section 1.2 Program Timelines

The City will accept traffic calming application petitions continuously. The City as time allows will initiate phase 1 for each application received. If the City receives multiple traffic calming application petitions during a six (6) month span the scoring criteria of the applications will be compared and discussed by Public Works Staff and the Transportation Commission at a regularly scheduled Commission meeting.

Figure 1 shows the general timeline for activities for the City's Traffic Calming and Safety Improvement Program. Overall timeline can be affected by staff availability and scheduling of public meetings.

Cumulative duration shown here is the anticipated maximum. If prior phases are completed earlier in the duration window given, then subsequent steps also could be completed earlier.



Section 2: Project Request and Review Process

Section 2.1: Petition & Pre-application Process

The petition and pre-application process are meant to create neighborhood support for potential Traffic Calming and Safety Improvement Program implementation within a neighborhood or project area. The petition and pre-application forms are attached as Appendix A.

The petition and pre-application require a **statement of need** that detail the issues encountered in the neighborhood due to traffic safety along with a minimum of five (5) adult signatures* from distinct addresses within the neighborhood showing they are in favor of entering into the Traffic Calming and Safety Improvement Program. **Please be as specific and detailed as possible with respect to statement of need.**

Once a verified petition is submitted to Public Works, the City will define the initial study area and begin data collection. After data collection is complete, the City will move forward with targeted enforcement, speed trailer placement and distribution of temporary yard signage if requested.

The study area will initially be influenced by street system configuration, location of schools, hospitals, and/or business centers. Data collection within the study area will include review of accident reports and capturing speed and traffic volumes.

*Signature must be from resident who has property rights control over distinct address.

Section 2.2: Phase One Immediate Actions

After data collection is completed, and the data shows some measures are warranted, the City will move forward with directly implementable soft measures for traffic calming. The two items below represent passive traffic calming measures that will be implemented after a successful traffic calming petition is verified by Public Works.

Radar Speed Trailer

The Ashland Police Department can place a portable trailer mounted radar unit that detects vehicular speed and displays it on a digital reader board. The trailer shows the drivers actual speed vs. the posted speed limit. The unit employed by the City of Ashland also collects driver speeds and volumes that can be compared to the previously collected information.



Police Enforcement

After data collection phase is completed the Ashland Police Department can use the information collected to perform targeted enforcement within study area during known times of excessive speed.



Temporary Speed Signage

The City offers free of charge “keep kids alive drive 25” temporary yard signs. The signs can be picked up at 51 Winburn Way at the Community Development Building. A total of five signs will be given to residents for each block/neighborhood request.



Reader Message Board

A reader message board can be deployed onsite with appropriate messaging for drivers in a residential zone.

“Residential Neighborhood, Slow DOWN”

“25 MPH Speed Limit”

“Drive like your kids live here”



Neighborhood Flyer

A neighborhood notice/flyer will be generated by the City and sent to adjacent properties.

Section 2.3: Phase Two Project Ranking, Acceptance and Prioritization

The City of Ashland has established criteria for phase two improvements that must be met to proceed forward. Data from the collection phase will be used to score and rank the project initially. If more than one application is received in a calendar year, then the projects will be compared and prioritized based on additional established criteria.

Criteria	Definition	Value	Points
Average Daily Traffic (ADT)	Traffic volume over a 24-hour period	<500	0
		500-1000	1
		1000-1500	2
		1500-2000	3
		2000-3000	4
		>3000	5
50 th Percentile Speed used as baseline to 85% for scoring criteria	The speed at or below which 50 percent of all vehicles are observed to travel under free-flowing conditions	1-5	2
		5-10	4
		10+	6
Crashes	Number of reported crashes, correctable by traffic calming on the project street within the last 5 years	1	2
		2	4
		3	6
		4	8

		>5	10
Pedestrian Generators	Public and private facilities on or near the project street, such as schools, parks, community houses, senior housing, etc., which generate a substantial amount of pedestrian traffic	<1 mile ¾-1 mile ½ - ¾ mile ¼ - ½ mile < ¼ mile	1 2 3 4 5
Bus Stops	Access to transit within ¼ mile of project street	< ¼ mile	1
Sidewalks	Existing facilities	No sidewalk Sidewalk 1 side Sidewalk both sides	5 2 0
Bicycle Facilities	Existing Facilities	No bike facilities Sharrows Bike Lanes Shared Use Path	5 2 0 0

A total score of 12 points is required to move forward with any phase two solution.

Depending on the number of applications received during a calendar year, the Transportation Commission will review each project and associated initial scoring at a minimum every six (6) months within any one calendar year. An additional set of prioritization criteria listed below will assist in ranking projects to move forward with the limited funding available for the program.

If a Transportation Commission member is within a project boundary, they will recuse themselves from discussion of project scoring and prioritization process.

The Transportation Commission review will use the criteria listed below, with 60 points being the maximum score (evaluators are to start at zero and award points accordingly):

How well was the problem explained (3 points), documented (3 points) and observable (4 points)?

From the current tools available in the Traffic Calming Program Toolbox, how well does the project's component(s) address the traffic issue in the short term (4 points) and long term (6 points)?

Who (such as pedestrians, bicyclists, motorists and property owners) will benefit from the project (6 points)?

Are specific individuals identified who would benefit from the project (4 points)?

How strongly have the general neighborhood and adjacent residents/property owners demonstrated support for the project (4 points)?

Estimated truck and cut through traffic greater than 10% (2 points)?

Has the project received recent endorsements from area organizations, such as the neighborhood associations, service organizations, schools, etc. (4 points)?

In comparison with the other projects in the same funding category (striping/signage or infrastructure/signaling), how high is the priority for this project (20 points.)?

When all scores from the Transportation Commission review have been submitted, they will be combined with the City's scores to prioritize the projects based on the total City and Transportation Commission scores. Upon acceptance of the combined scores by the Transportation Commission, the prioritized project list will then be matched up with available funding to determine how many projects will receive funding. In most cases, not all projects will be chosen as there is a limited amount of funding for the City's traffic calming program.

Projects that are not selected due to funding restraints may be rolled over into the next year's project selection process. If it is not funded within those two cycles, the project will be removed from the list. Additional projects may be funded beyond the final project list if supplementary funding is made available to the program or a surplus of funds remain after the initial projects are constructed.

Section 2.4: Phase Two "Neighborhood Meeting"

If the City of Ashland receives numerous traffic calming program applications during any budget biennium, each application will be ranked and phase one data assessed to determine project prioritization. Phase two work begins once projects are ranked and the need for traffic calming and safety improvements is verified. Public Works will verify if the minimum criteria are met to proceed forward with any phase two actions. If the project fails to meet the minimum established criteria it will not move forward to phase two, but the City will still place the radar speed trailer onsite perform periodic targeted enforcement and offer free temporary speed signs.

To move forward with any phase two improvements the minimum scoring based on the established criteria shall be 12 points.

After projects are prioritized public meetings will be scheduled at a regular Transportation Commission meeting starting with the highest priority project. Resident support for a traffic calming and safety program is inherent to its success. To develop full support and consensus on project goals and potential solutions, the public hearing will be held by the Transportation Commission at a regularly scheduled meeting where goals and solutions will be discussed and agreed upon. The public hearing will consist of a report prepared by Engineering staff, public input from neighborhood residents and discussion by the Commission. Based on all information provided and discussion The Commission can recommend to the Director of Public Works potential phase two solutions for implementation. A majority of phase 2 solutions have budget ramifications that must be accounted for in the timing and approval of solutions.

Section 3.0: Phase Two

After completion of the data collection phase and immediate implementable actions have been enacted, the City and Transportation Commission will rank all projects in the program and schedule public hearings with neighborhood groups to discuss the potential of phase two actions. A clear set of goals with respect to traffic calming actions should be established in the public meeting, which will enable the pursuit of solutions that match with defined goals. Phase two installations can be considered “pilot” or final in-place solutions depending on the evolution of phase two.

The following phase two measures are listed in general order of cost and difficulty of implementation. Some measures could be implemented in the near term using available funds in the current Public Works budget. Other measures, particularly those requiring significant changes to the roadway, will be implemented only if initial measures fail to calm traffic, and may require inclusion in future budgets as a capital improvement project.

Traffic Safety Campaign

An information letter is prepared by the City and mailed to residents within the study area. The letter explains traffic volumes and speeds captured during data collection. The informational packet will also contain traffic calming features, traffic laws and bicycle and pedestrian safety information. The goal is to heighten traffic safety awareness within the project area.



Vegetation and Vision Clearance

Removal of vegetation that obscures sight lines or traffic control signage, creating a hazardous situation, shall be considered as a phase two improvement. Removal shall be done by either homeowners or City staff depending on property ownership.



Signage

The addition of appropriate signage shall be considered, including additional speed limit signs, parking restrictions, and pedestrian and bicyclist informational signs.



Pavement Markings

The addition of pavement markings shall be considered. Markings can include centerlines, fog lines, identification of crossings and speed limits.



Intersection Painting

The City of Ashland has a permit approval process for intersection street painting on low volume residential roadways. Painted intersections help create a community identity and are a great way to organize your neighbors around a common goal. They may also have indirect effects on helping to slow traffic in your neighborhood by making drivers aware that residents take pride in their neighborhood, encouraging them to be more respectful while driving down your street.



Curb Extensions

Curb extensions visually and physically narrow the roadway, creating safer and shorter crossings for pedestrians while increasing the available space for street furniture, benches, plantings, and street trees. Curb extensions may be implemented on downtown, neighborhood, and residential streets, large and small.

Curb extensions have multiple applications and may be segmented into various sub-categories, ranging from traffic calming to bus bulbs and midblock crossings.



(NACTO Image)

In Street Speed Reduction Measures

Median

Medians create a pinchpoints for traffic in the center of the roadway and can reduce pedestrian crossing distances.

Median refuge islands are protected spaces placed in the center of the street to facilitate bicycle and pedestrian crossings. Crossings of two-way streets are facilitated by allowing bicyclists and

pedestrians to navigate only one direction of traffic at a time. Medians configured to protect cycle tracks can both facilitate crossings and function as two-stage turn queue boxes.



(NACTO Image)

Pinchpoints

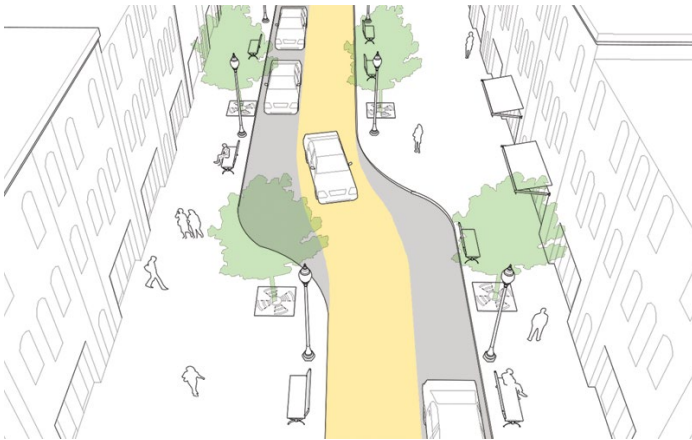
Chokers or pinchpoints restrict motorists from operating at high speeds on local streets and significantly expand the sidewalk realm for pedestrians.



(NACTO Image)

Chicane

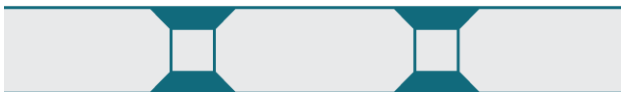
Offset curb extensions on residential or low volume downtown streets create a chicane effect that slows traffic speeds considerably. Chicanes increase the amount of public space available on a corridor and can be activated using benches, bicycle parking, and other amenities.

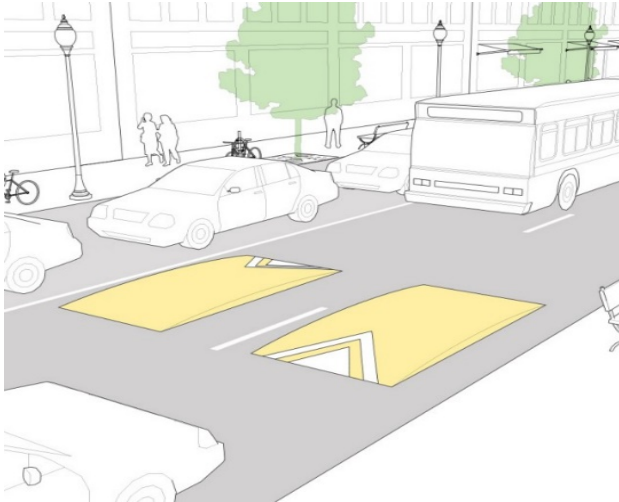


(NACTO Image)

Speed Hump/Cushion

Speed cushions are either speed humps or speed tables that include wheel cutouts to allow large vehicles to pass unaffected, while reducing passenger car speeds. They can be offset to allow unimpeded passage by emergency vehicles and are typically used on key emergency response routes. Speed cushions extend across one direction of travel from the centerline, with longitudinal gap provided to allow wide wheel base vehicles to avoid going over the hump.



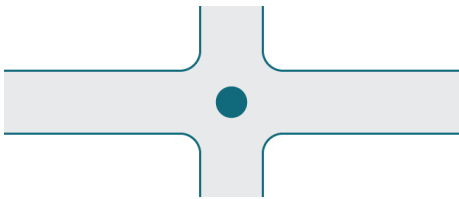


(NACTO Image)

Roundabout/Traffic Circle

Mini roundabouts and neighborhood traffic circles¹ lower speeds at minor intersection crossings and are an ideal treatment for uncontrolled intersections.

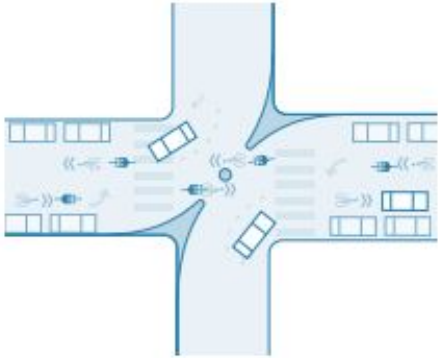
Mini roundabouts may be installed using simple markings or raised islands but are best applied in conjunction with plantings that beautify the street and the surrounding neighborhood. Careful attention should be paid to the available lane width and turning radius used with traffic circles.



(NACTO Image)

Diverters

A traffic diverter breaks up the street grid, requiring motor vehicles to turn while allowing passage for pedestrians and bicyclists.



(NACTO Image)

Gateway Treatments

Curb extensions are often applied at the mouth of an intersection. When installed at the entrance to a residential or low speed street, a curb extension is referred to as a “gateway” treatment and is intended to mark the transition to a slower speed street.



(NACTO Image)

Stationary Radar Signs

A radar speed sign is an interactive sign that displays vehicle speed as motorists approach. The purpose of radar speed signs is to slow cars down by making drivers aware when they are driving at speeds above the posted limits. They are used as a traffic calming device in addition to or instead of physical devices such as speed humps, speed cushions, speed tables, and speed bumps.



Other

As transportation network solutions evolve so to can traffic calming and safety improvements. Other solutions may be brought to light during the analysis and public hearings that can be implemented and will not be disregarded if not specifically mentioned within this document.

Monitoring

After approved phase one activities have been implemented the City will monitor changes in driver behavior including speed and accident reduction. The monitoring phase will begin 4-6 months after the end of phase one activities.

The City and Ashland and its Transportation Commission would like to thank the National Association of Transportation Officials (NACTO) for allowing the use of some images contained within this document.

Appendixes

Appendix A: Petition & Pre-application

Petition to Initiate Neighborhood Traffic Calming Program

Location: _____

Statement of Need:

A resident of _____ has requested initiation of the City of Ashland Traffic Calming program to address concerns of _____ on _____. In order to begin the process, this petition must be signed by at least 5 adult citizens representing separate properties on _____ between _____ and _____. This level of neighborhood support is needed to justify data collection, analysis, and development of a traffic calming plan.

Please sign the attached petition, include your address and telephone number, and indicate whether you support (yes) or oppose (no) this proposal. If this petition receives the necessary neighborhood support, the City of Ashland staff will collect data about traffic conditions in the identified area for use in developing a Proposed Improvement Plan.

Printed name:		Phone:	
Address:		Support	Oppose
Signature:		Date:	

Printed name:		Phone:	
Address:		Support	Oppose
Signature:		Date:	

Printed name:		Phone:	
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Address:	Support	Oppose	
Signature:	Date:		

CITY OF ASHLAND

Transportation Commission **Action Item List**

December 16, 2021

Action Items:

1. TSP Update (2020-21)
 - Solicitation documents have been submitted and scored by project team
 - Scope, schedule and fee documents under review (TC December 2019/January 2020/February 2020)
 - Professional services contract requires Council approval
 - Schedule Council approval (April 7, 2020)
 - TSP Postponed until timing to start project is more appropriate (FY22/23)
 - Review Scope and Fee (May & June 2021)
 - Recommend approval of a contract with Kittelson Associates to City Council
 - August 2021 approval anticipated
 - Approval postponed (COVID)
 - i. Council Business Meeting scheduled for November 2, 2022 to provide background on TSP and Vision Zero
 - ***Potential Grant Funding through ODOT (Spring/Summer of 2022)***
2. Main St. Crosswalk truck parking (**no change**)
 - Analysis is included in the revitalize downtown Ashland plan and was recently discussed during the kickoff meeting.
 - The Revitalize Downtown Ashland Transportation Growth and Management grant project has begun that will assess safety and parking in the downtown core. (February 2020) No change- March 2020
 - ***The Revitalize Downtown Ashland Project has been cancelled with the expectation to re-start the project at a more appropriate time in the future (1-2 years).***

3. Siskiyou Blvd. and Tolman Creek Intersection Improvements
 - The Oregon Department of Transportation removed median island and restriped Tolman Creek portion of intersection to allow for better right-hand turning truck movements.
 - The Oregon Department of Transportation is also looking at curb ramp design changes to the intersection. (February 2020) No change-March 2020
 - Reference ODOT Intersection Change Schematic Drawing (September 2020)
 - Forwarded TC comments to ODOT regarding review of 60% Design (September 2020)
 - ***ODOT Provided Advance Plans of intersection redesign (March 2021)***
4. 20 is Plenty Subcommittee Work (**November 2020 start**)
 - Mark Brouillard is participating in the 20 mph is plenty subcommittee work with the Climate Policy Commission representatives.
 - Commission endorsed recommendation developed in the 20 is Plenty report discussed at the January 2021 meeting. Next steps include continued discussion of program and associated strategies for public outreach (education, engineering, enforcement, evaluation), inclusion into the TSP update, updating CIP, and holding a formal Council discussion.
 - 20 Is Plenty programmatic discussion to be scheduled for April 2021.
 - Commission recommended moving forward with the Vision Zero program and associated resolution. Options to meet the Vision Zero goal could include the 20 Is Plenty Program and other associated safety improvements (vehicular, bike & ped). The TSP update could assist at a programmatic level in meeting Vision Zero goals.
 - Vision Zero Resolution drafted and recommendation to approve by Council made by the Transportation Commission.
 - Approval of Resolution postponed aligning with TSP update
 - i. Council Business Meeting scheduled for November 2, 2021
5. Railroad District Parking Limitations Review
 - At a future meeting TBD, discuss current parking limitations in railroad district.