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 20, 2018
AGENDA

I. **CALL TO ORDER:** 6:00 PM, Civic Center Council Chambers, 1175 E. Main Street

II. **ANNOUNCEMENTS**

III. **CONSENT AGENDA**
- **A.** Approval of Minutes: November 15, 2018

IV. **PUBLIC FORUM** (6:05-6:20)

V. **NEW BUSINESS**
- **A.** Transit Feasibility Presentation (6:20-7:15, action required, recommend to City Council acceptance of study in order to develop priorities moving forward)
  - ➢ Nelson Nygaard will present transit feasibility study documentation and potential RVTD discretionary funding application packages
- **B.** Downtown Plaza Sidewalk Reconfiguration (7:15-7:30, action required, recommend changes if any to Public Works Director regarding sidewalk design)
  - ➢ Review design plan of Main St. sidewalk to eliminate trip hazards

VI. **OLD BUSINESS**
- **A.** Draft Americans with Disabilities (ADA) Right of Way Transition Plan (7:30-7:50)
  - ➢ Commission shall review draft plan and provide input in order to finalize the draft

VII. **TASK LIST** (If time allows)
- **A.** Discuss current action item list

VII. **FOLLOW UP ITEMS**
- **A.** None

VIII. **INFORMATIONAL ITEMS** (If time allows)
- **A.** Accident Reports
- **B.** Bicycle Map Development

IX. **COMMISSION OPEN DISCUSSION** (If time allows)

X. **FUTURE AGENDA TOPICS**
- **A.** 2019 Goals and Objectives
- **B.** Trails Master Plan
- **C.** Bicycle facility TSP discussion
- **D.** MUTCD 4-way stop sign training
- **E.** Twenty (20) Year Capital Improvement Plan
- **F.** Crosswalk Policy

XI. **ADJOURNMENT:** 8:00 PM

Next Meeting Date: January 17, 2019 Meeting

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

CITY OF ASHLAND

CITY OF
ASHLAND

Transportation Commission

Contact List as of December 2018

Name	Title	Telephone	Mailing Address	Email Address	Expiration of Term
Vacant					4/30/2018
Joe Graf	Commissioner	541-488-8429	1160 Fern St.	jlgtrans15@gmail.com	4/30/2021
Corinne Vièville	Commissioner	541-488-9300 or 541-944-9600	805 Glendale Ave.	corinne@mind.net	4/30/2019
Derrick Claypool-Barnes	Commissioner	503-482-9271	1361 Quincy St #6F	dorkforest@gmail.com	4/30/2021
Sue Newberry	Commissioner	775-720-2400	2271 Chitwood Lane	sue.j.newberry@gmail.com	4/30/2019
Kat Smith	Commissioner	541-326-7517	770 Faith Ave.	ladybikesafety@gmail.com	4/30/2020
Bruce Borgerson	Commissioner	541-488-5542	209 Sleepy Hollow Dr	wave@mind.net	4/30/2020
Non-Voting Ex Officio Membership					
Paula Brown	Director, Public Works	541-488-5587	20 E. Main Street	paula.brown@ashland.or.us	
Michael Morris	Council Liaison	541-621-9406	20 E. Main Street	mike@council.ashland.or.us	
Brandon Goldman	Planning Department	541- 488-5305	20 E. Main Street	goldmanb@ashland.or.us	
Steve MacLennan	Police Department	541- 552-2433	20 E. Main Street	maclenns@ashland.or.us	
Vacant	SOU Liaison	541-552-8328	1250 Siskiyou Blvd		
Dan Dorrell, PE	ODOT	541- 774-6354	100 Antelope Rd WC 97503	Dan.w.dorrell@odot.state.or.us	
Edem Gómez	RVTD	541-608-2411	3200 Crater Lake Av 97504	egomez@rvtd.org	
Jenna Stanke	ODOT	541- 774-5925	100 Antelope Rd WC 97503	Jenna.MARMON@odot.state.or.us	
David Wolske	Airport Commission			david@davidwolske.com	
Vacant	Ashland Parks				
Vacant	Ashland Schools				
Staff Support					
Scott Fleury	Deputy Public Works Director	541-488-5347	20 E. Main Street	fleurys@ashland.or.us	
Karl Johnson	Associate Engineer	541-552-2415	20 E. Main Street	johnsonk@ashland.or.us	
Taina Glick	Administrative Assistant	541-552-2427	20 E. Main Street	taina.glick@ashland.or.us	

ASHLAND TRANSPORTATION COMMISSION
MINUTES
November 15, 2018

These minutes are pending approval by this Commission

CALL TO ORDER:
Newberry called the meeting to order at 6:00 p.m.

Commissioners Present: Corinne Vièville, Bruce Borgerson, Kat Smith, Sue Newberry, Joe Graf
Commissioners Absent: None
Council Liaison Absent: Michael Morris
Staff Present: Scott Fleury, Taina Glick, Steve MacLennan

ANNOUNCEMENTS
None

PUBLIC FORUM
Linda Peterson Adams 642 Oak St
She spoke of having met with Paula Brown and Jamie Dempster of Nelson Nygaard and posed several questions regarding use of data and public meetings.

Heulz Gutcheon
Opined of the problems with RVTD.

CONSENT AGENDA
Approval of Minutes: October 18, 2018
Minutes approved as presented.

NEW BUSINESS
RVTD 2040 Master Plan Presentation
Fleury introduced Paige West from RVTD who presented the RVTD 2040 Transit Master Plan. See attached.

Commissioners asked clarifying questions about the data presented.

Derek Claypool 1361 Quincy St
Claypool questioned West about where to obtain additional data regarding upcoming projects funded by the State Transportation Improvement Fund.

Louise Shawkat 870 Cambridge
Spoke of her opinion for the urgent need to reduce greenhouse gasses and airborne particulate matter.

James Stephens 640 Oak St
Inquired West about how RVTD intends to measure the success of their master plan, and if they plan to add smaller busses to their fleet.

Bicycle Friendly Map Development
Newberry spoke about a meeting she attended with Egon DuBois, David Chapman, and Lea Richards regarding development of a map of bicycle friendly facilities. She suggested 3 options to consider:

Option 1: Not to develop a bike map
Option 2: Separate map for bikeways

Option 3: Suggest The Chamber reconsider exclusion of bicycle friendly facility map.

Newberry and commissioners discussed options.

Egon DuBois 381 W Nevada St
He supported exclusion of the bike route information from the map provided by the Ashland Chamber because of the complexity and excess information included. He believed that the map produced by the county is easier to read and suggested The City contact the county to see if it could be expanded to include Ashland. DuBois provided a copy of the county map to commissioners to view.

Derek Claypool 1361 Quincy St
Claypool works for a bike shop and stated they provide a bicycle facility map to their customers. He stated they receive many requests for bicycle maps.

Louise Shawkat 870 Cambridge St
Shawkat suggested the TC work with other local organizations to develop and provide a more detailed map. She does not believe The City does a good job of distributing information to new comers to Ashland.

Graf moved that the Chair of TC be authorized to form Sub-committee to study the feasibility of development of a map that includes bike, transit, and pedestrian facilities. Vièville seconded.

Graf believed that a bike map is important, as is way-finding.

Borgerson does not object to the motion, but wondered if inclusion of bike, transit, and pedestrian information on the same map would create another confusion.

Newberry called for the vote. All ayes. Motion passed.

Graf, Newberry, and Vièville volunteered for the subcommittee.

Accident Report Citation Inclusion Discussion
Fleury provided history for inclusion or exclusion of citation information in the Accident Report.

Borgerson moved that citation information be included in the Accident Report.
Smith seconded.

Borgerson provided a personal story and believed that data can be used to develop a pattern that may help determine areas to be looked into.

Smith believed similarly adding using the data to determine education opportunities. She supported the return of citation data to the list.

Vièville believed citation information is good educational data.

Graf does not support inclusion of citation information. He expressed concern about having citation information included

in the public record due to inconsistent issuance of citations in similar cases. He did not see the value.

Borgerson reminded commissioners that officers consider extenuating circumstances.

Vièville wondered if tracking of citation vs non-citation were possible on a map.

Newberry called for a vote.

Ayes: Smith, Borgerson, Vièville

Nay: Graf

Motion passed.

INFORMATIONAL ITEMS

Accident Report

Officer MacLennan spoke of the accident report, indicating that pedestrian collisions were reduced this reporting period. Newberry wondered if data were available that shows when pedestrians were struck in crosswalks. Vièville questioned if data were sorted by time of day.

FUTURE AGENDA TOPICS

Trails Master Plan

Bicycles facility TSP discussion

MUTCD 4-way stop sign training

Twenty (20) year Capital Improvement Plan

Crosswalk Policy

ADJOURNMENT: Borgerson moved to adjourn. Vièville seconded. Ayes: Graf, Vieville, Borgerson. Nay: Graf. Meeting adjourned at 8:05 p.m.

Respectfully submitted,
Taina Glick
Public Works Administrative Assistant

RVTD 2040 Transit Master Plan

Programming the Statewide Transit Improvement Funding

KITTELSON & ASSOCIATES

Public Involvement Overview

ROGUE VALLEY TRANSPORTATION DISTRICT

2040 TRANSIT MASTER PLAN

WHAT

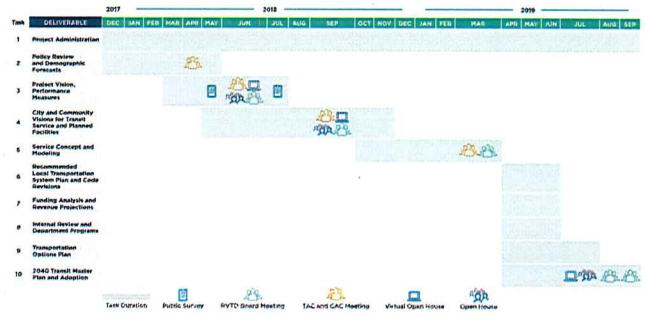
Rogue Valley Transportation District (RVTD) is beginning a process to review the transit services and facilities provided in the Rogue Valley service area with the purpose of identifying near-, mid-, and long-term transit services for the existing RVTD service area and the surrounding areas into which RVTD may extend. Once developed, the 2040 Transit Master Plan will provide RVTD Board of Directors, managers, and staff a framework for providing transit and transit-related serviced to the Rogue Valley and beyond. It will be the only plan in Jackson County and the Rogue Valley dedicated to transit and is intended to be used by RVTD to identify new services, further policy discussions, and achieve significant progress in RVTD departments.

WHY

RVTD currently operates under the "Rogue Valley Transportation District Ten-Year Long Range Plan, 2007-2017", which was adopted in 2007. Although it served as a starting point for community discussion regarding transit, the current plan is outdated both in terms of service planning and approaches to providing public transportation.

In addition, RVTD is fiscally sound but faces future funding challenges. In 2016, voters passed a 5-year levy, which allowed RVTD to keep recently-added services and provided funds for two new routes. However, RVTD faces a looming revenue deficiency in 2022 once the 5-year levy expires.

WHEN



HOW YOU CAN PARTICIPATE

Watch for more information about our in-person and online open houses currently scheduled in June 2018, September 2018, and July 2019 where we will be seeking public input.

Visit the project website at

RVTD2040TransitMasterPlan.com

for updates and meeting dates. The project team will also be collecting continuous feedback via the interactive project map located on the website. Provide your input today!

CONTACT

Paige West
Rogue Valley Transit District
Strategic Programs Manager
pwest@rvtd.org | (541) 779-5821

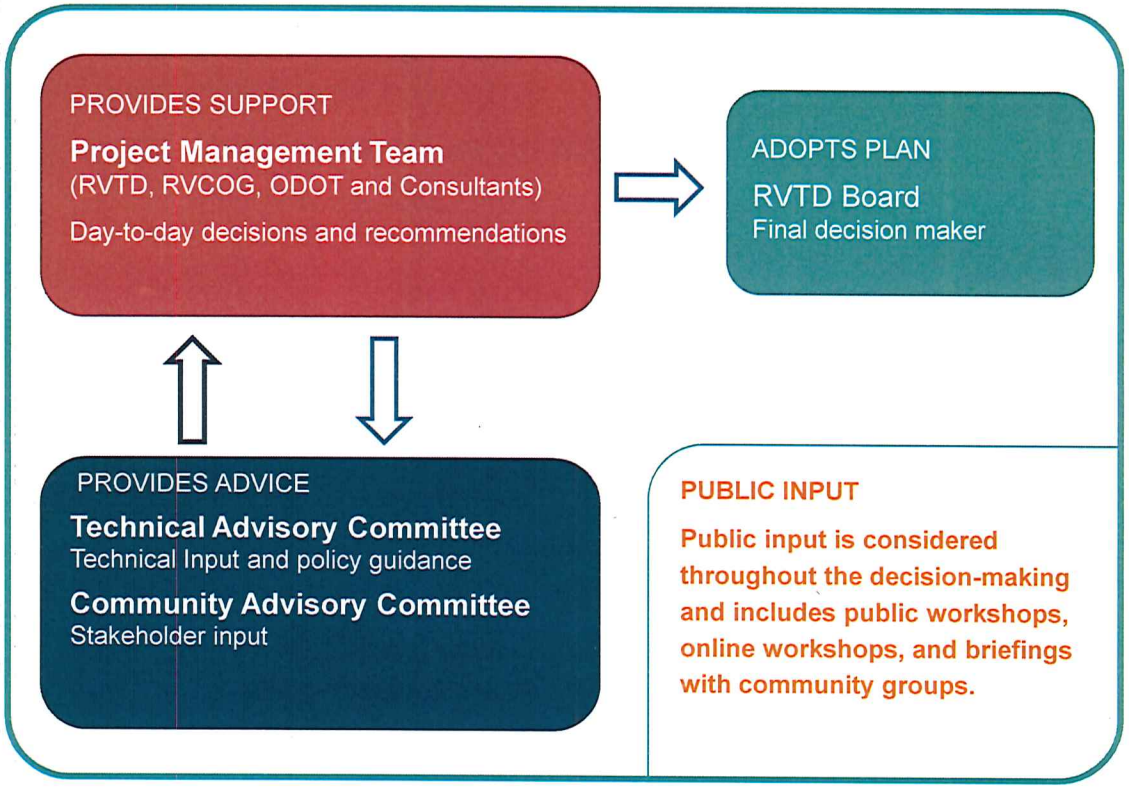
PUBLIC INVOLVEMENT SCHEDULE OVERVIEW

Below is the anticipated schedule of key meetings and public involvement activities.

TIMEFRAME	TYPE OF MEETING	MEETING OBJECTIVES
2018		
Early April		**CAC #1** Review project background, roles and responsibilities, project schedule, and procedures for making decisions or providing feedback. Discuss existing services, measures, policies, and demographics.
May to June		**Public Survey** Solicit input on project vision, goals, and transit needs. Distributed via mail, email, and internet.
Early June		**CAC #2** Review vision statement, goal areas, evaluation criteria for transit improvements, and modeling and analysis tools.
June		**Open House and Virtual Open House #1** Present project background and solicit input on project vision, goals, and transit needs.
June		**RVTD Board Meeting #1** Review project background, roles and responsibilities, project schedule, and procedures for making decisions or providing feedback. Solicit input on project vision and goals.
September		**CAC #3** Review transit supportive areas and community transit vision.
September		**Open House and Virtual Open House #2** Present transit supportive areas and community transit vision and solicit feedback.
September		**RVTD Board Meeting #2** Present transit supportive areas and community transit vision and solicit feedback.
2019		
March		**CAC #4** Review service enhancement analysis of agreed upon service scenarios.
March		**RVTD Board Meeting #3** Review service enhancement analysis of agreed upon service scenarios.
July		**CAC #5** Review and solicit feedback on draft 2040 Transportation Master Plan.
July		**Open House and Virtual Open House #3** Review and solicit feedback on draft 2040 Transportation Master Plan.
August		**RVTD Board Meeting #4** Review and solicit feedback on draft 2040 Transportation Master Plan.
September		**RVTD Board Meeting #5** Present Final 2040 Transportation Master Plan for adoption.

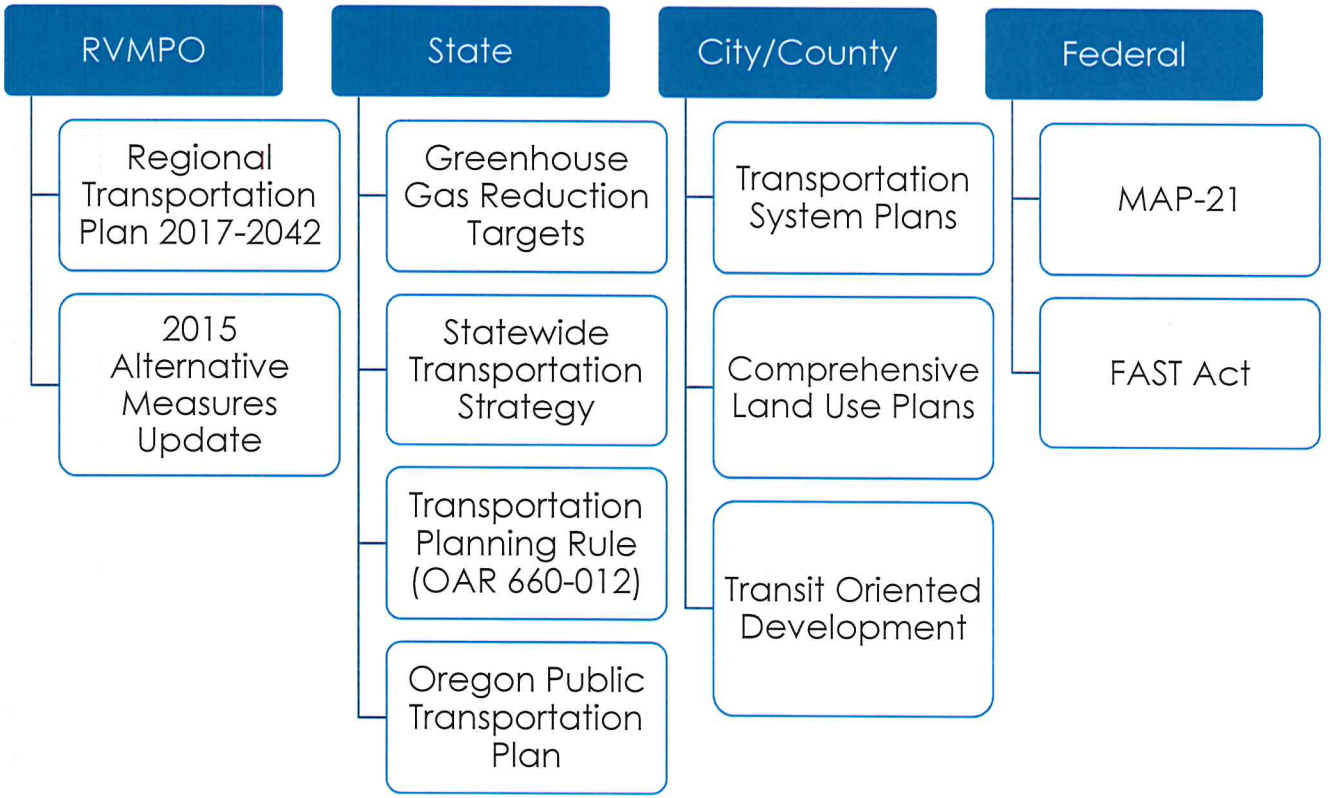
Public Survey · Virtual Open House · Open House · RVTD Board Meeting · Citizen Advisory Committee Meeting

Decision-Making Structure



Memo 3: Review of Existing Plans

Additional Existing Plans



Identifying Transit Supportive Areas (TSAs)

Land Use and Density

Demographics

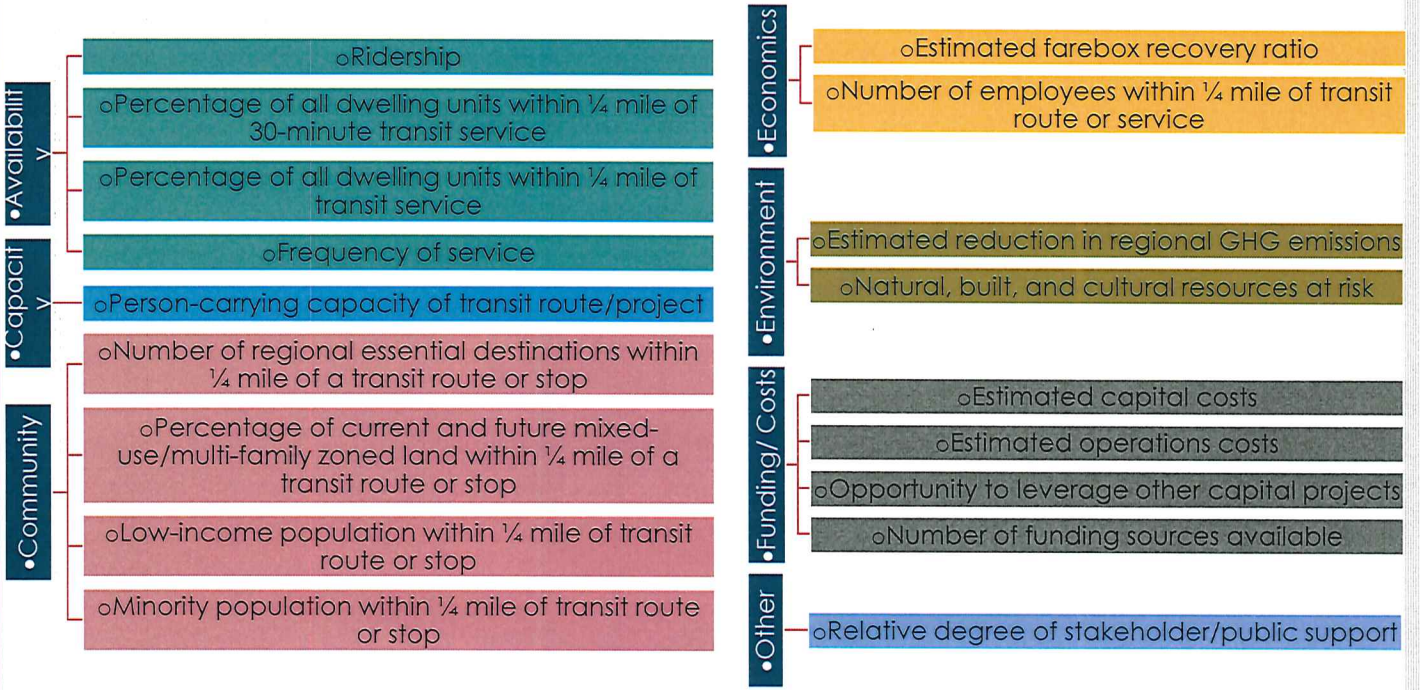
Growth Projections

Other Considerations for providing fixed-route service:

- *Cost*
- *Infrastructure*
- *Access*

Documenting a Community Transit Vision

Sample of Evaluation Criteria



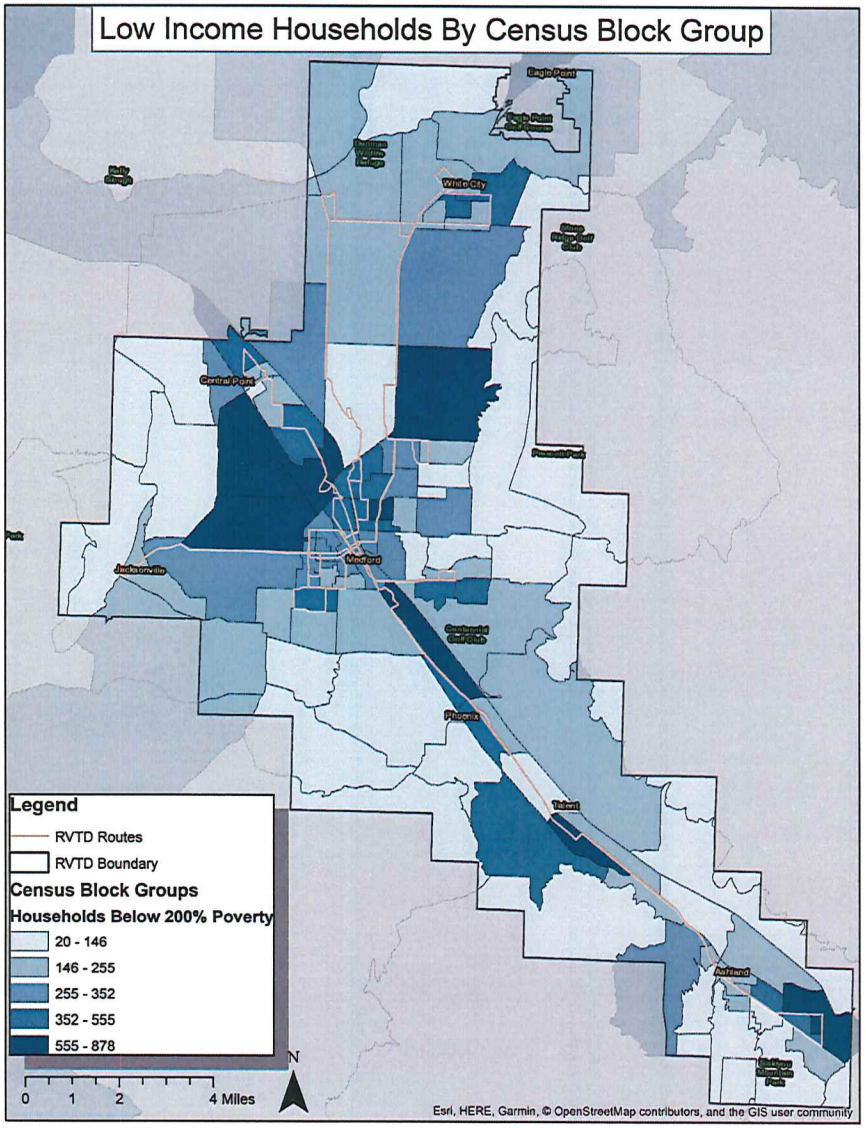
Baseline Evaluation Criteria Benchmarks

How well is transit serving communities today?

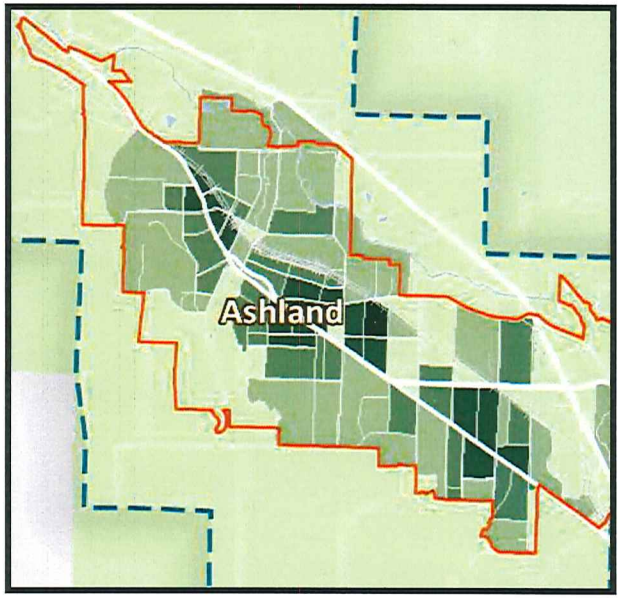
TRANSIT ACCESS TO ESSENTIAL DESTINATIONS	Percent	Number
% Essential Destinations accessible within a 30-minute transit trip from Front Street Station or future transit center	31%	120 out of 382
% Essential Destinations within 1/4-mile walk of a transit	57%	216 out of 382

HOW WELL IS HIGH-DENSITY HOUSING BEING SERVED BY TRANSIT?	Percent	Number
% Multi-family/mobile home parks within 1/4 mile of transit	71%	211 out of 296

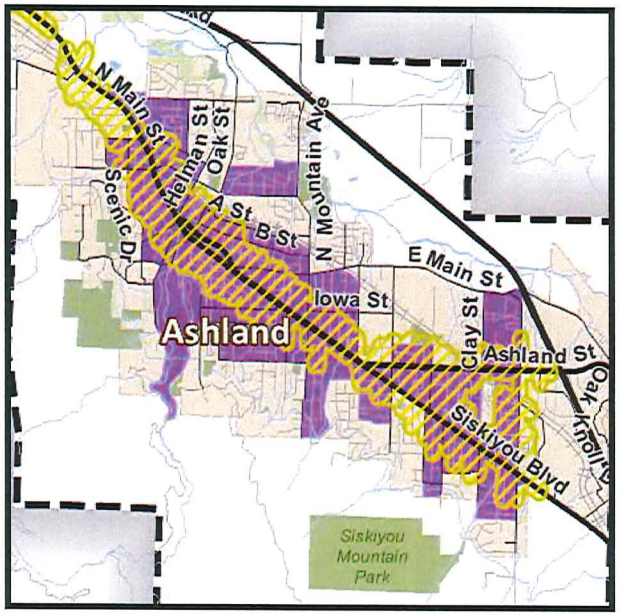
Households that are below 200% Poverty Level



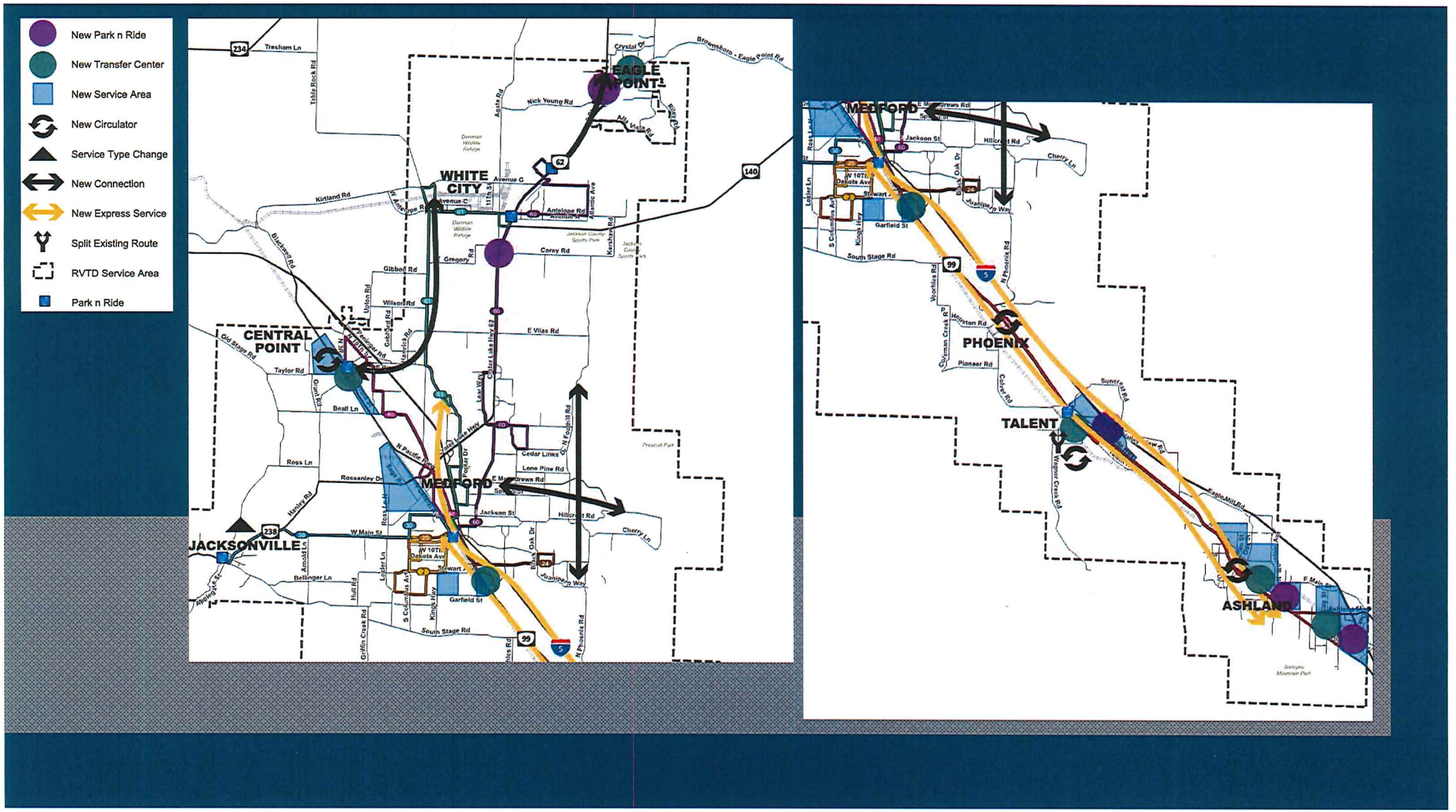
City of Ashland Overview



2017 Households per Acre

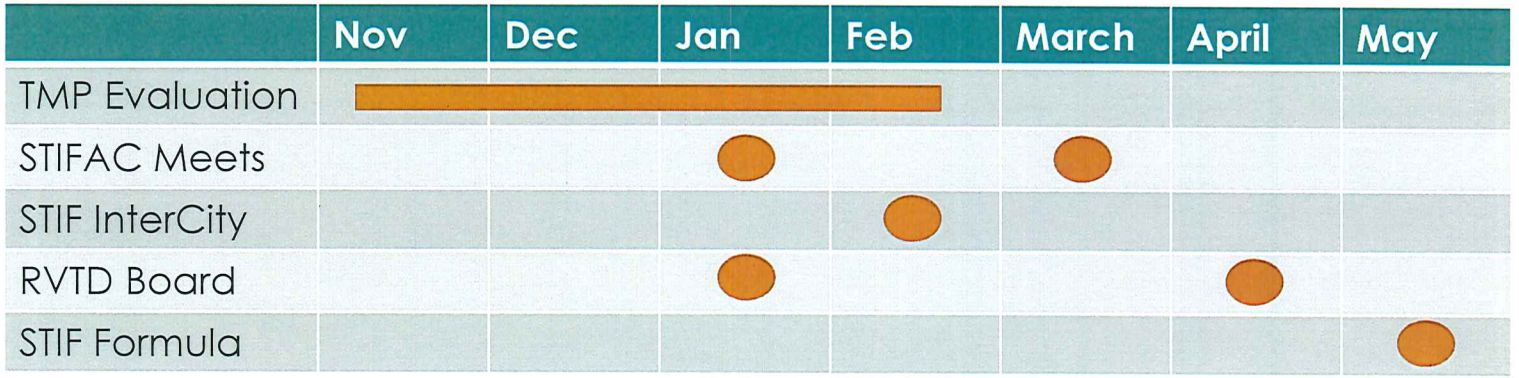


Transit Supportive Areas 2017


New Park n Ride
New Transfer Center
New Service Area
New Circulator
Service Type Change
New Connection
New Express Service
Split Existing Route
RVTD Service Area
Park n Ride
EAGLE POINT
WHITE CITY
CENTRAL POINT
MEDFORD
JACKSONVILLE
PHOENIX
TALENT
ASHLAND

Next Steps

- Modeling and Evaluation of Service through Feb. 2019
- STIF InterCity Fund Due Feb. 1
- Draft Proposed List of STIF Formula Projects March 2019
  - STIFAC reviews in March, RVTD Board in April
- Statewide Transit Funds (STIF) due May 1
- Funds are available November 2019 (~$3.5 Million)



Memo

CITY OF ASHLAND

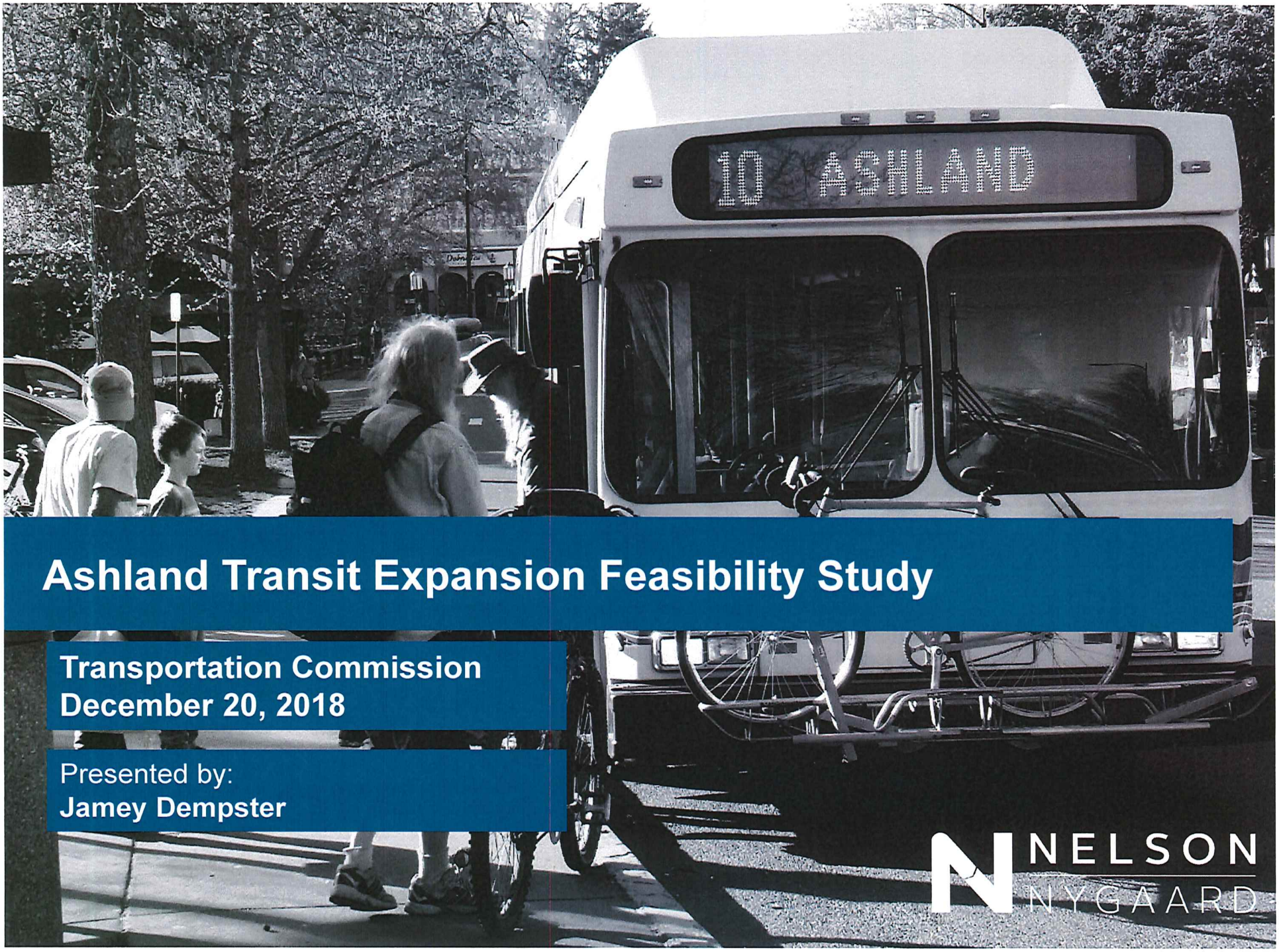
Date: December 13, 2018
From: Scott A. Fleury
To: Transportation Commission
RE: Transit Feasibility

BACKGROUND:
Nelson Nygaard will present the updated technical memorandum #2, Strategy Development and Evaluation to the group for discussion. The final executive summary is still being developed and Nelson Nygaard and staff hope to have it sent out to the Commission prior to the meeting.

- Review and discuss projects and strategies
- Provide input on technical memorandums
- Provide a recommendation to accept the study and use for prioritization of future funding streams for projects and improvements
- Provide a recommendation on a discretionary funding application completed by RVTD in support of projects defined in the study.

CONCLUSION:
This item is for Commission discussion and recommendations regarding acceptance of the study for use as prioritization document for funding and projects. It is expected to include the study in an update to the Transportation System Plan, which is expected to begin in the 2020/21 biennium.

Commission will also discuss and can develop a recommendation towards support of a discretionary funding application by RVTD for projects defined in the study. Specifically, an express route between Medford and Ashland or potential electrification fleet additions.



Ashland Transit Expansion Feasibility Study

Transportation Commission
December 20, 2018

Presented by:
Jamey Dempster

NELSON NYGAARD

AGENDA

- Presentation objectives
- Project update
- Review strategies
- Immediate opportunities and actions

PRESENTATION OBJECTIVES

- Review proposed strategies
- Discuss immediate opportunities
- Consider advancing Study to City Council

PROJECT OBJECTIVES

- Flexible "menu" of public transportation strategies
- Operational feasibility
- Near- and long-term actions
- Immediate opportunities

PROJECT UPDATE

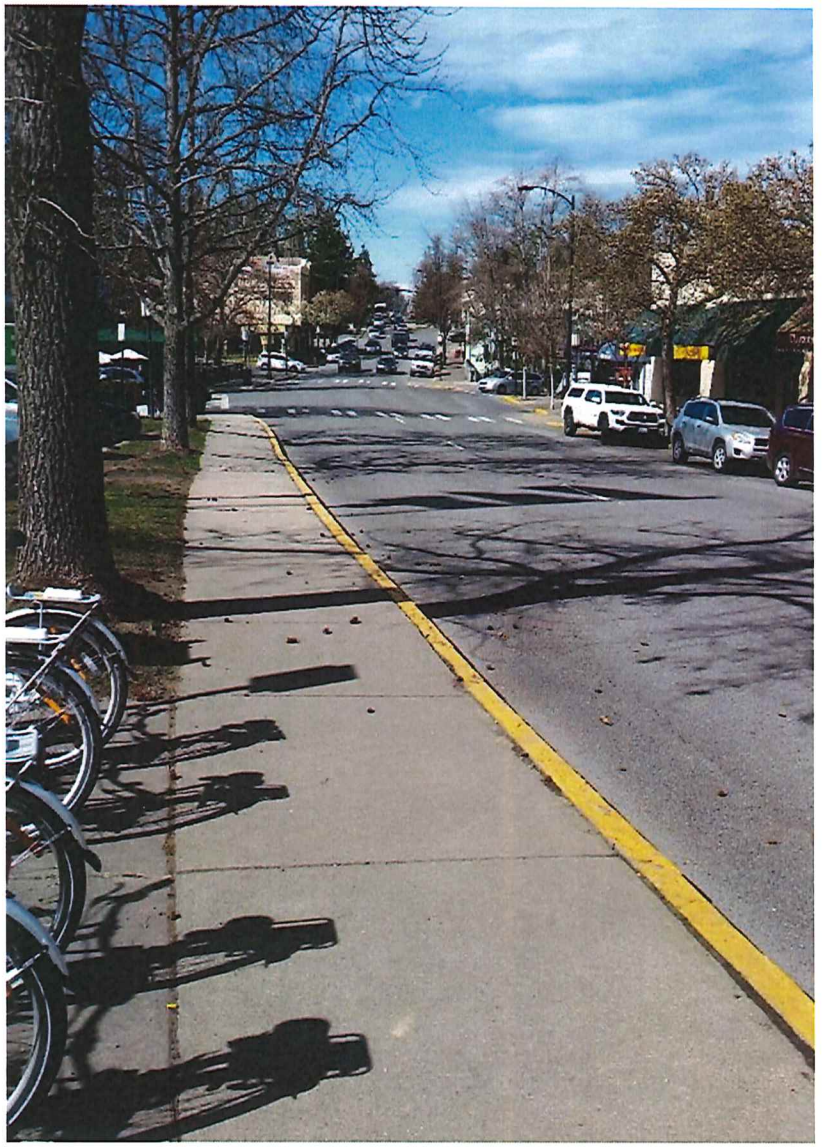
- Stakeholder interviews
- Central corridor strategy
- Private funding
- Ridership
- Immediate opportunities
- Electric vehicle research

REVIEW STRATEGIES

- Bicycle and pedestrian infrastructure improvements
- Transportation demand management
- Electric buses
- General public demand response
- Fixed routes
  - Local coverage
  - Central corridor
  - Medford-Ashland Express

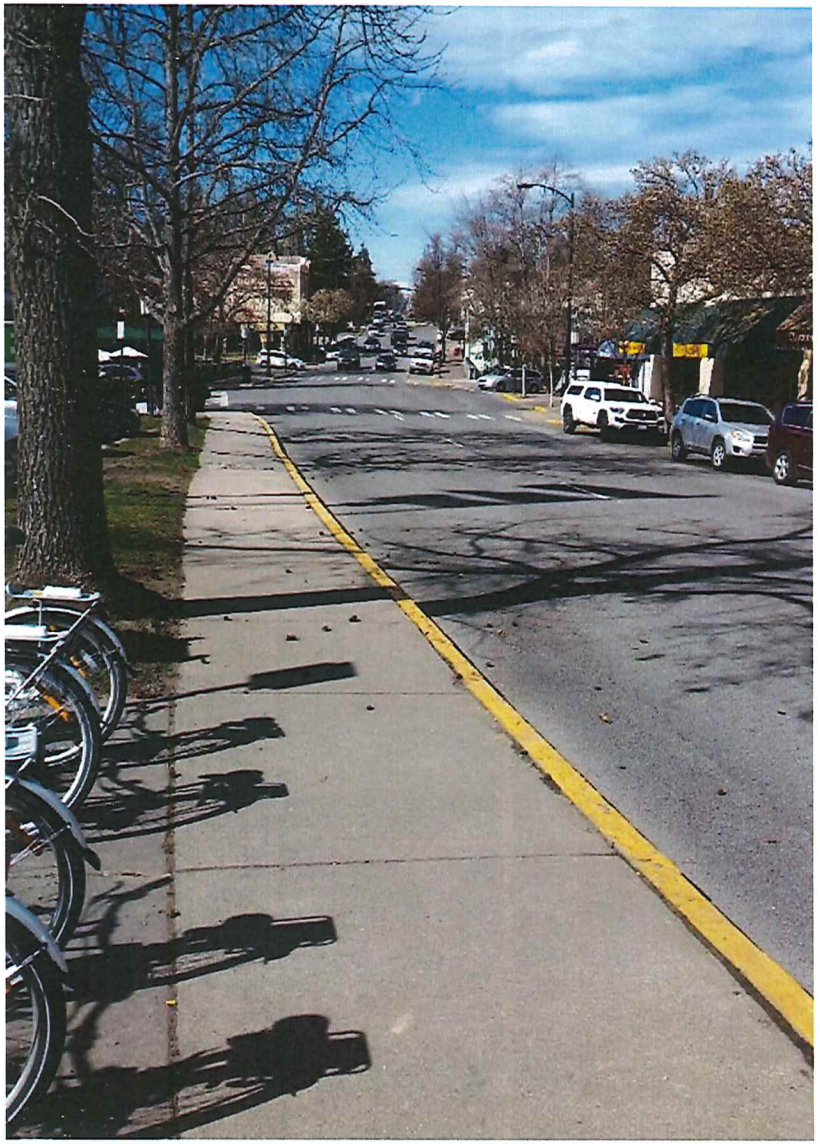
BICYCLE - PEDESTRIAN INFRASTRUCTURE

- Access improvements
  - comfort, convenience, safety
- Bus stop improvements
  - Amenities, maintenance, access
- $5,000 to $100,000+



BICYCLE - PEDESTRIAN INFRASTRUCTURE

- Prioritize and implement active transportation projects
- Bike share expansion study
- Review / align land use code



TRANSPORTATION DEMAND MANAGEMENT

- Actively promote public transportation information
- Support transportation options
- Support carpool program; explore vanpool options
- $20,000 - $80,000

TRANSPORTATION DEMAND MANAGEMENT

- Ashland specific marketing material
- Local transportation management association or program
- Staff support

ELECTRIC VEHICLES

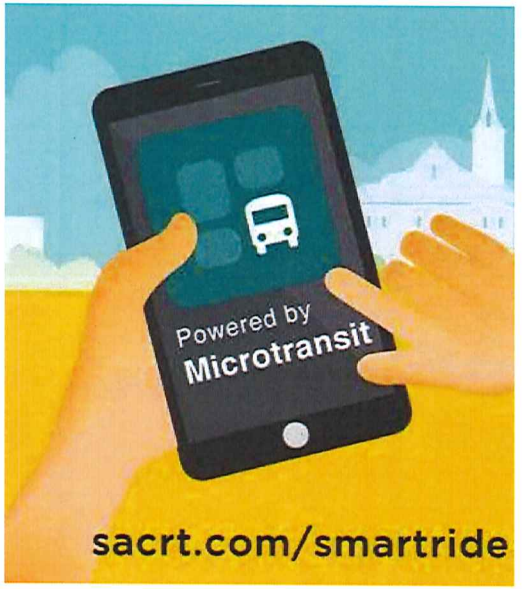
- Common are large, 30-40 feet – smaller vehicles emerging
- Charge time and scheduling
- Wheelchair access, other compliance requirements
- Combine with local route or demand response
- $50,000 - $1,000,000

ELECTRIC VEHICLES

- Match vehicle to service
- Request for information
- Vehicle storage and charging facility
- Vehicle specifications and procurement
- Monitor and improve

GENERAL PUBLIC DEMAND RESPONSE

- Flexible service model
- Connect to regional routes
- Enhanced reservation system
- Operator consideration: RVTD or private vendor
- $50,000 - $200,000 (evening to full day)

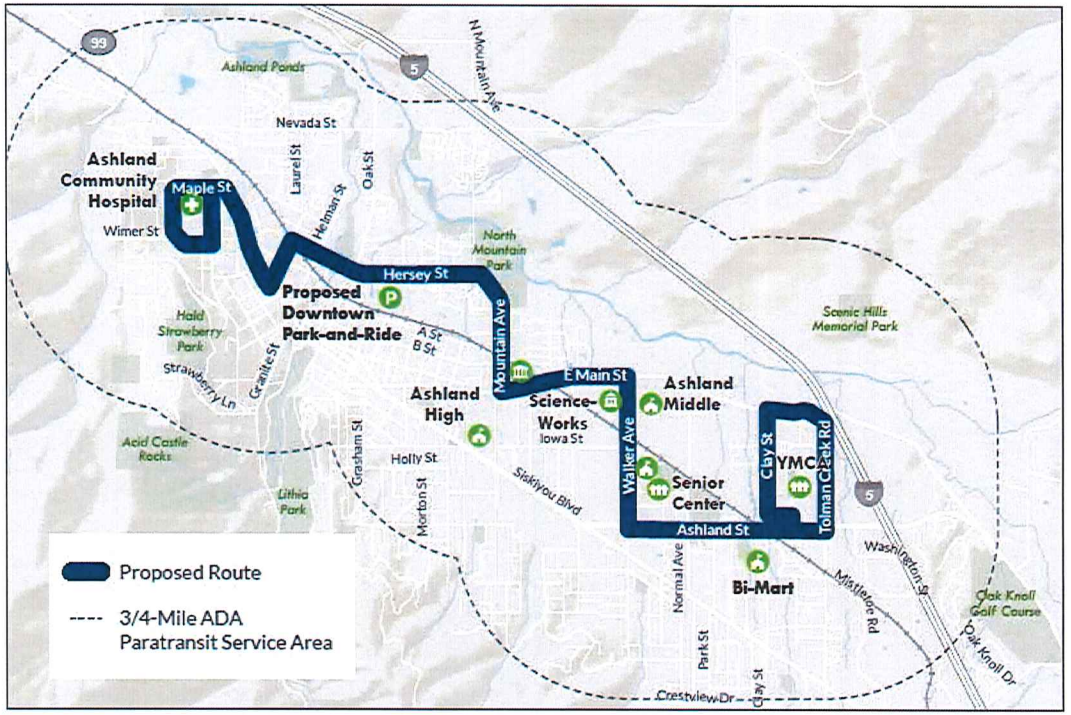


GENERAL PUBLIC DEMAND RESPONSE

- Service planning
  - Goal and objective
  - Performance measures
  - Support programs
  - Long-range funding plan
- Request for information
- Funding applications
- Implement and monitor

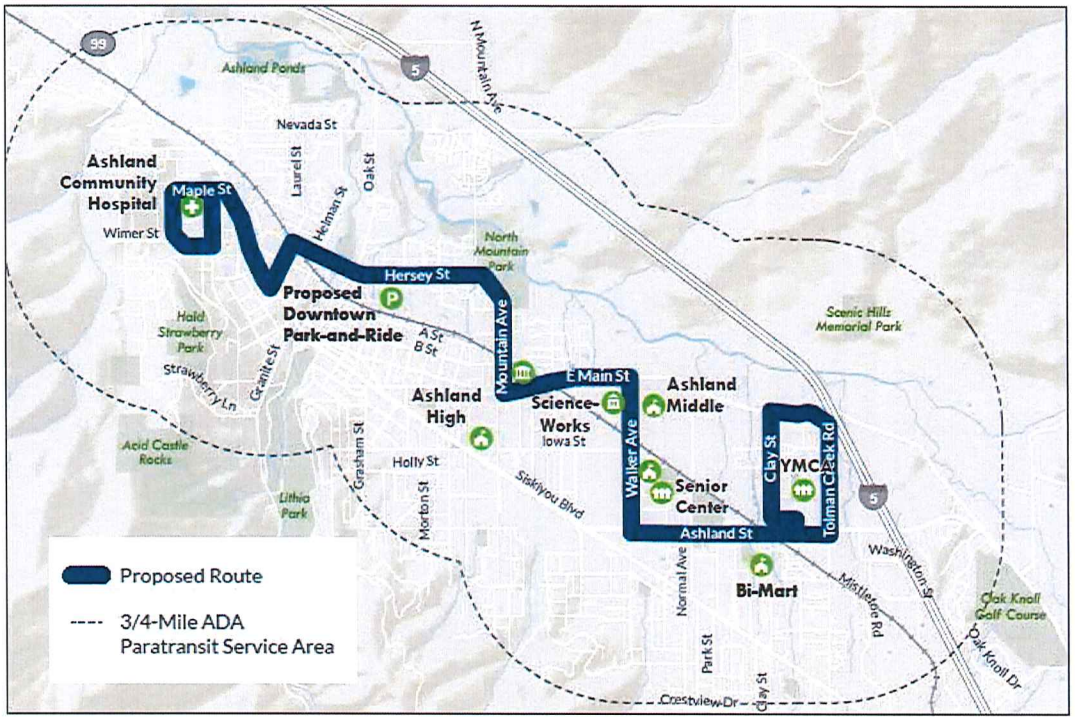
LOCAL COVERAGE ROUTE

- Expand coverage to off central corridor
- Expand paratransit area to new areas
- Connect to regional routes
- Builds on past plans
- $200,000 with 1 bus at 1-hour headway



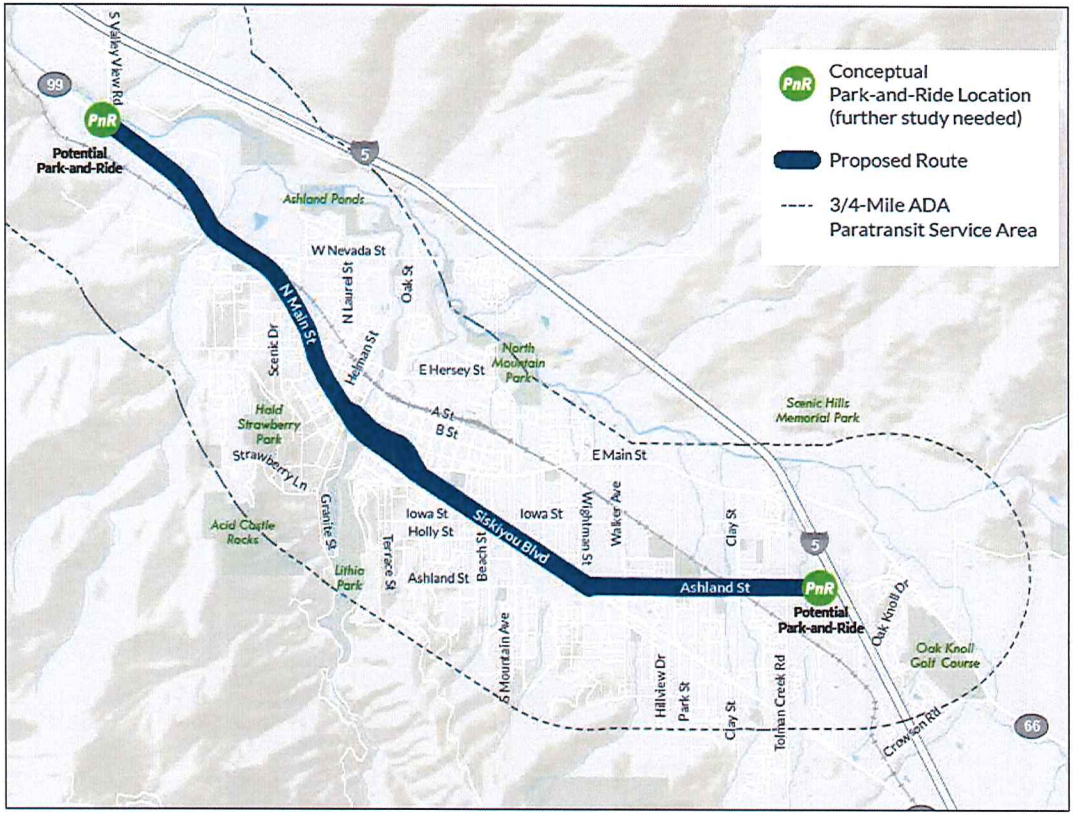
LOCAL COVERAGE ROUTE

- Operations and capital plan
- Sidewalk and crossing improvements
- Marketing and TDM
- Secure funding
- Implement, monitor and improve



CENTRAL CORRIDOR ROUTE

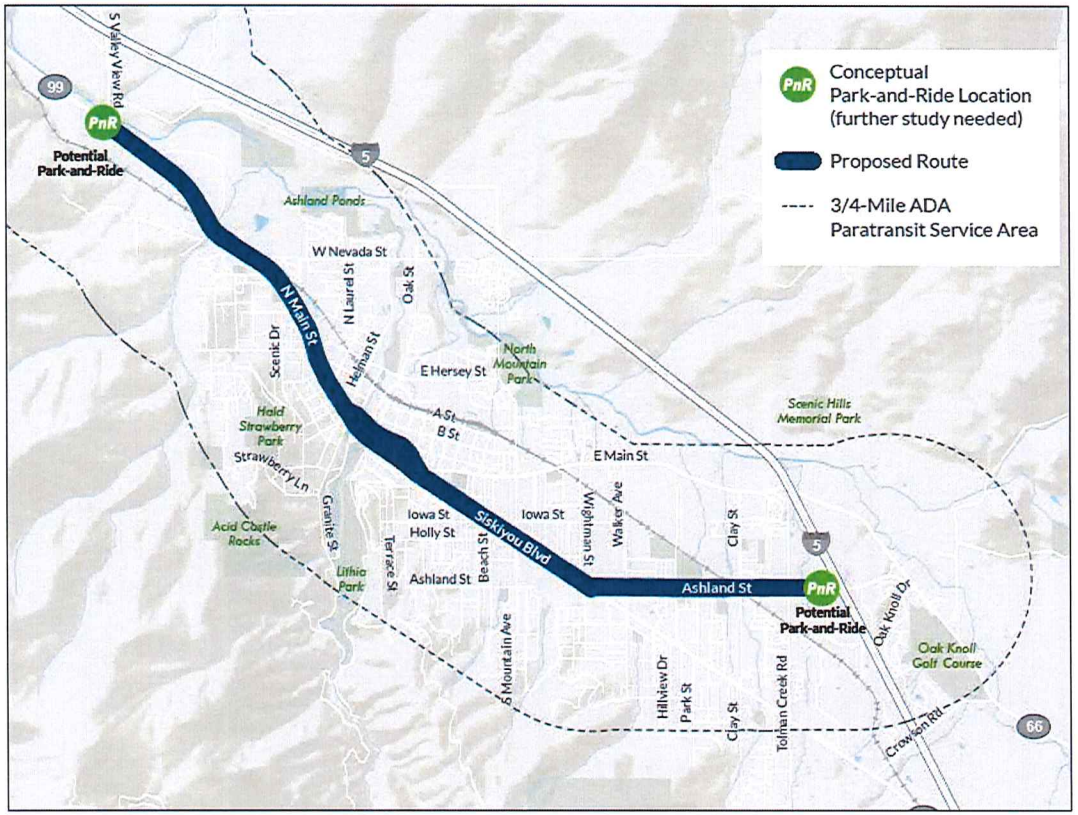
- Expand capacity on productive transit corridor
- Link to parking program to incentivize transit use
- Builds on transportation, climate plans



- $400,000 and 2 buses at 90 minute headway

CENTRAL CORRIDOR ROUTE

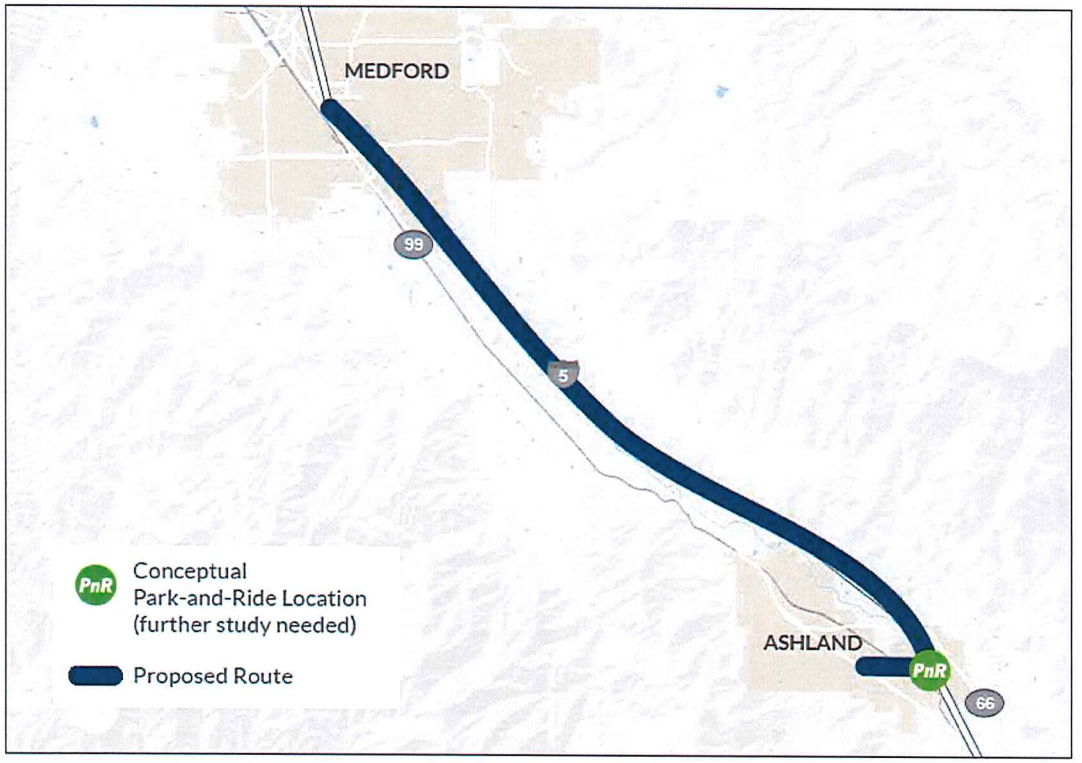
- Operations and capital plan
- Managed parking program
- Design, construct parking facilities
- Transit vehicle storage and fueling facility



- Bus stop and sidewalk improvements
- Implement and monitor transit service

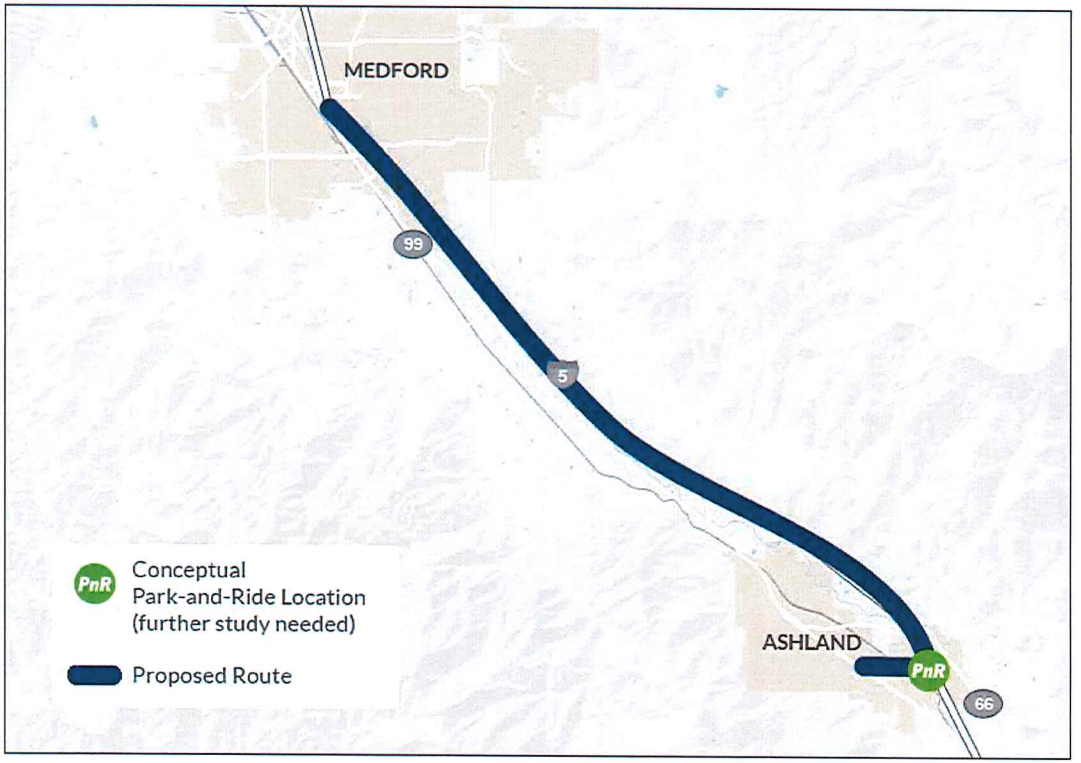
MEDFORD-ASHLAND EXPRESS

- Increase convenience and access for regional trips
- Augment Route 10 service on Highway 99
- Builds on past local and regional transit plans
- $140,000 +1 vehicle at 90 minute headway



MEDFORD-ASHLAND EXPRESS

- Operations and capital plan
- Support regional marketing and information
- Integrate with parking programs and policies
- Support bike-ped infrastructure
- Ongoing monitoring and improvements



NEXT STEPS

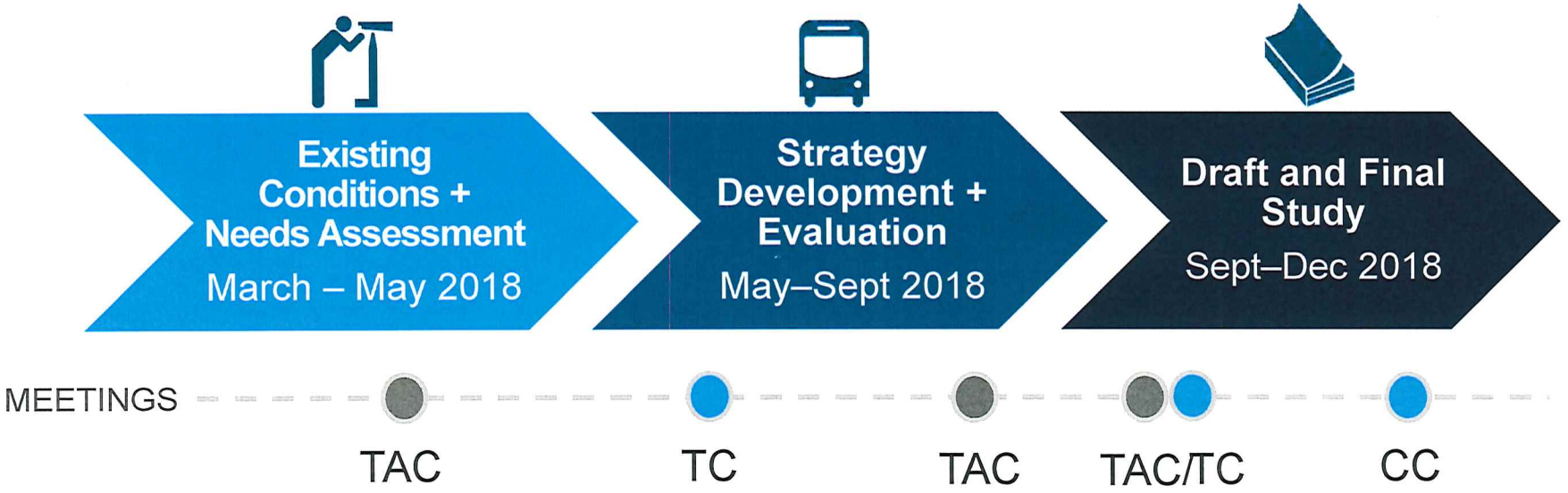
- Active transportation improvements
- Support information and marketing programs
- Statewide transportation improvement Fund
  - February and May 2019
  - Coordinate with RVTD
  - Select project
  - Letter of support and local plan requirement

Thank You!

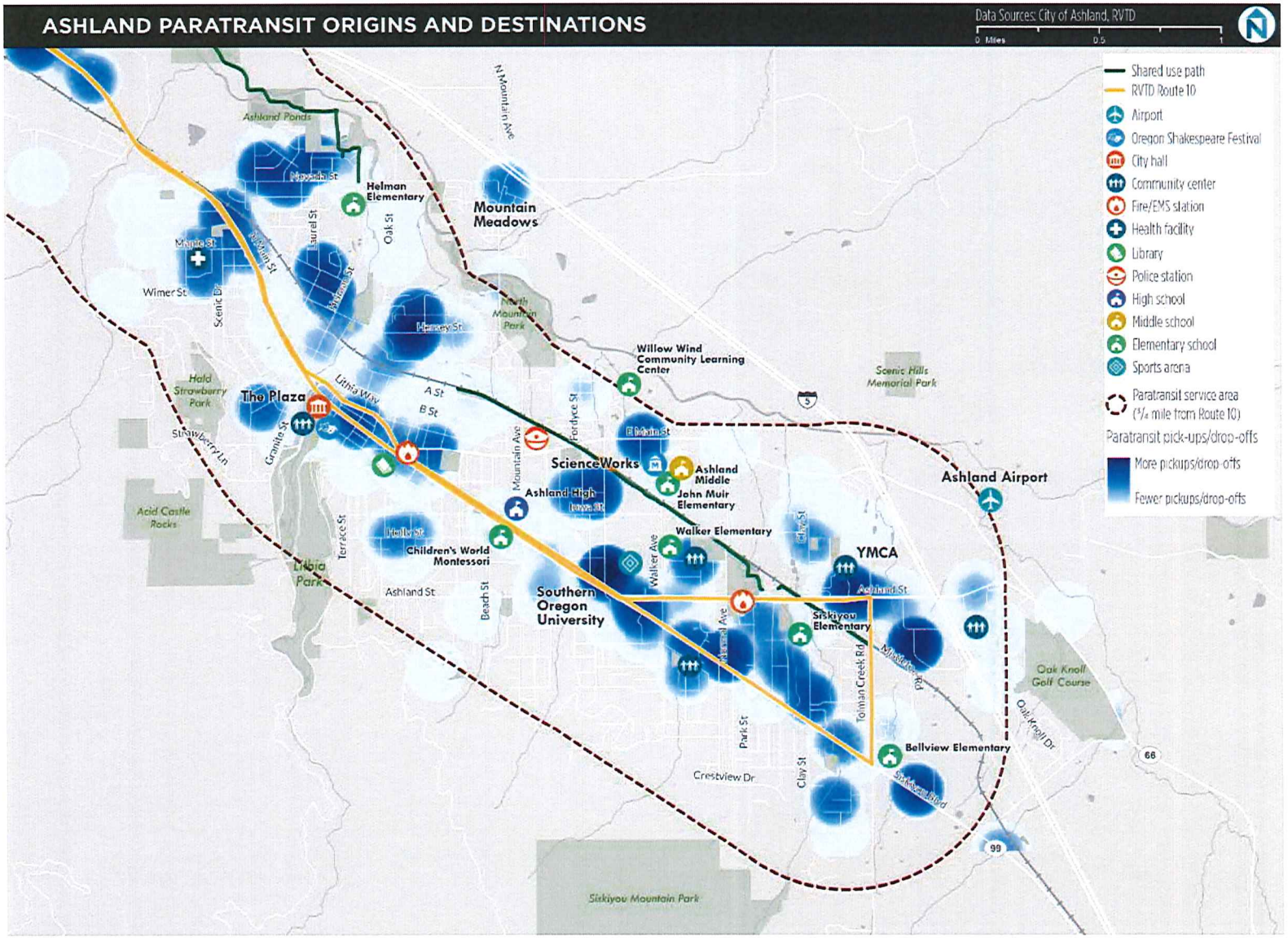
Jamey Dempster

jdempster@nelsonnygaard.com

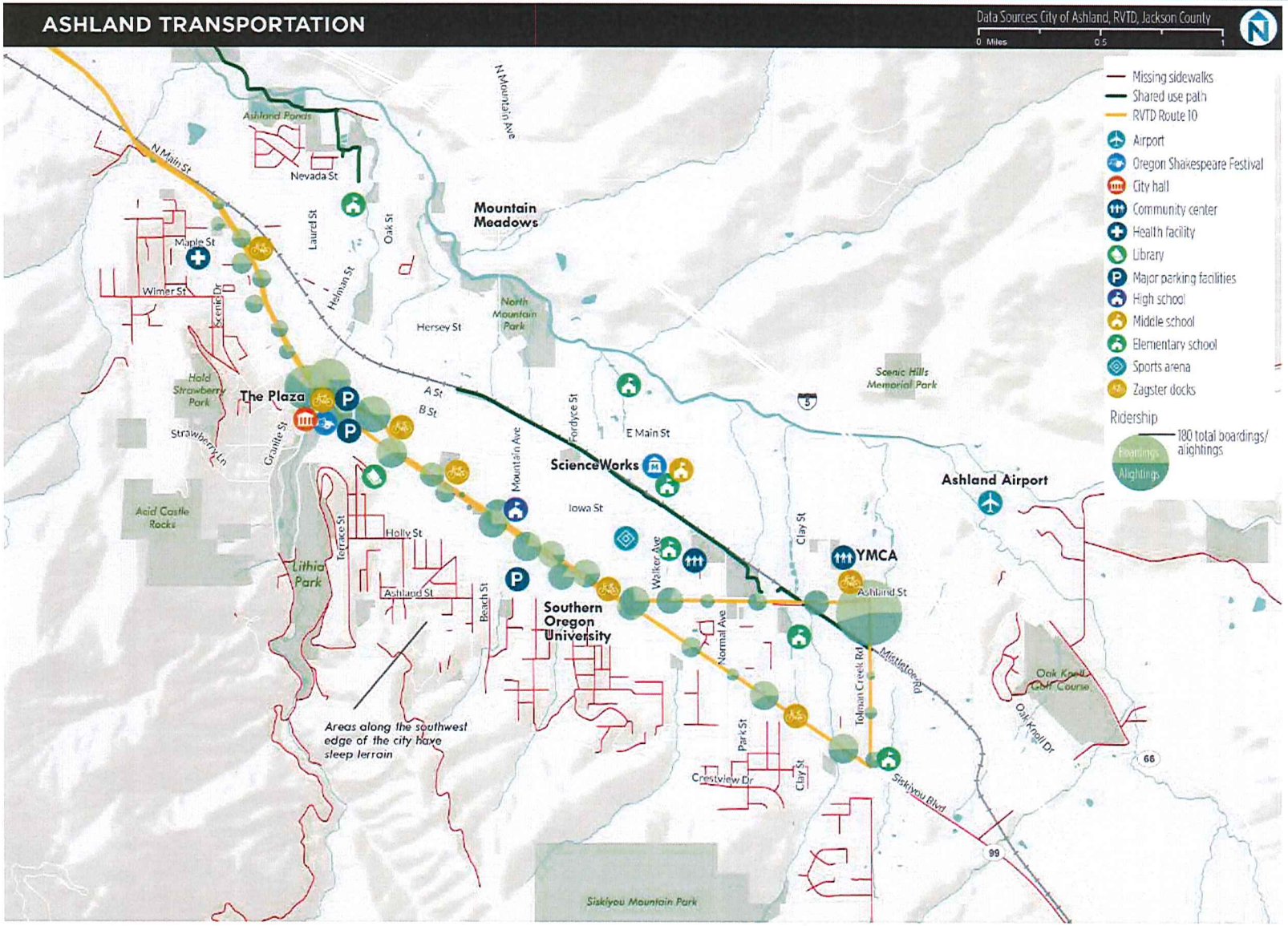
PROJECT SCHEDULE



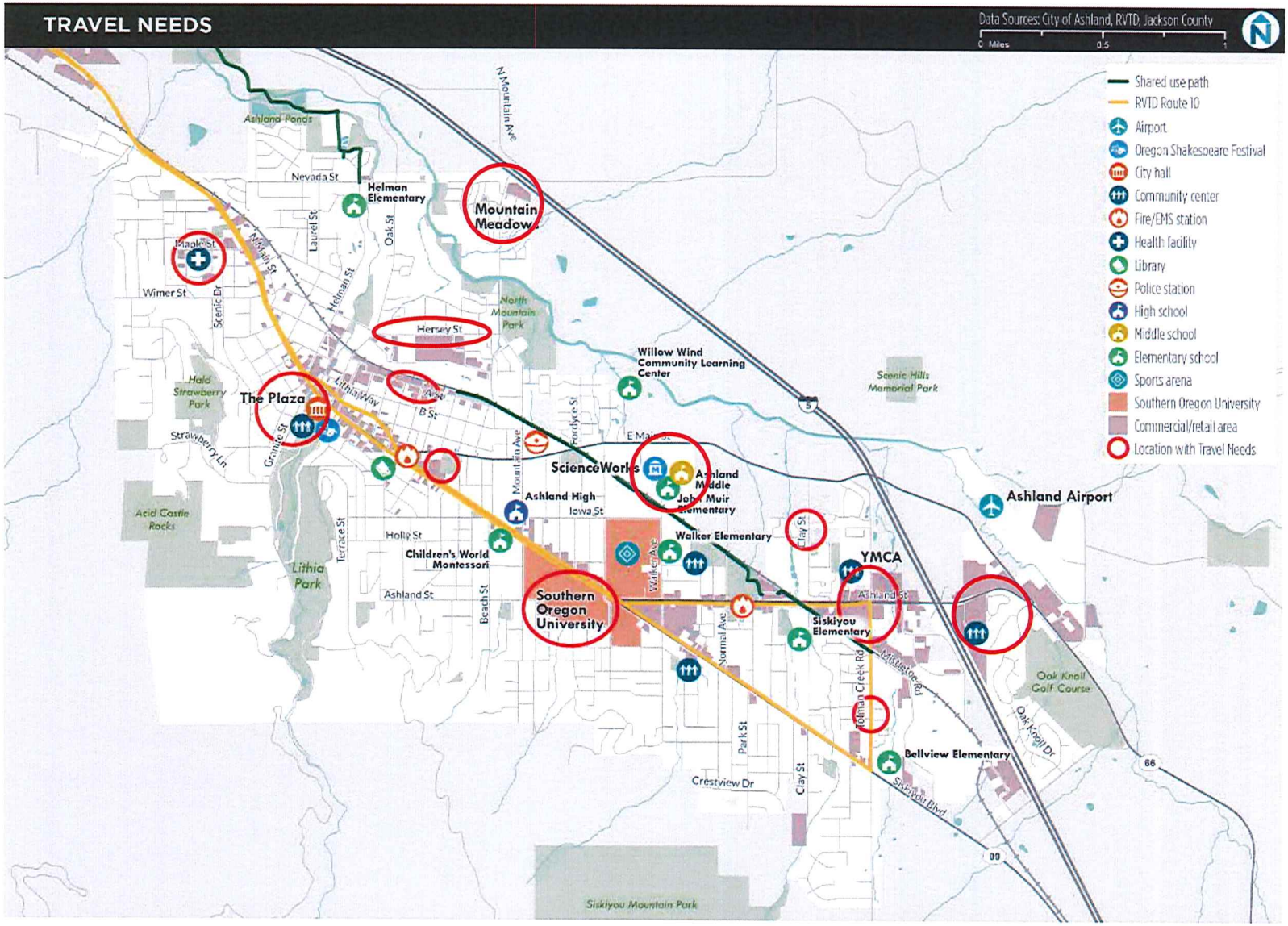
Transit Ridership



EXISTING CONDITIONS ANALYSIS

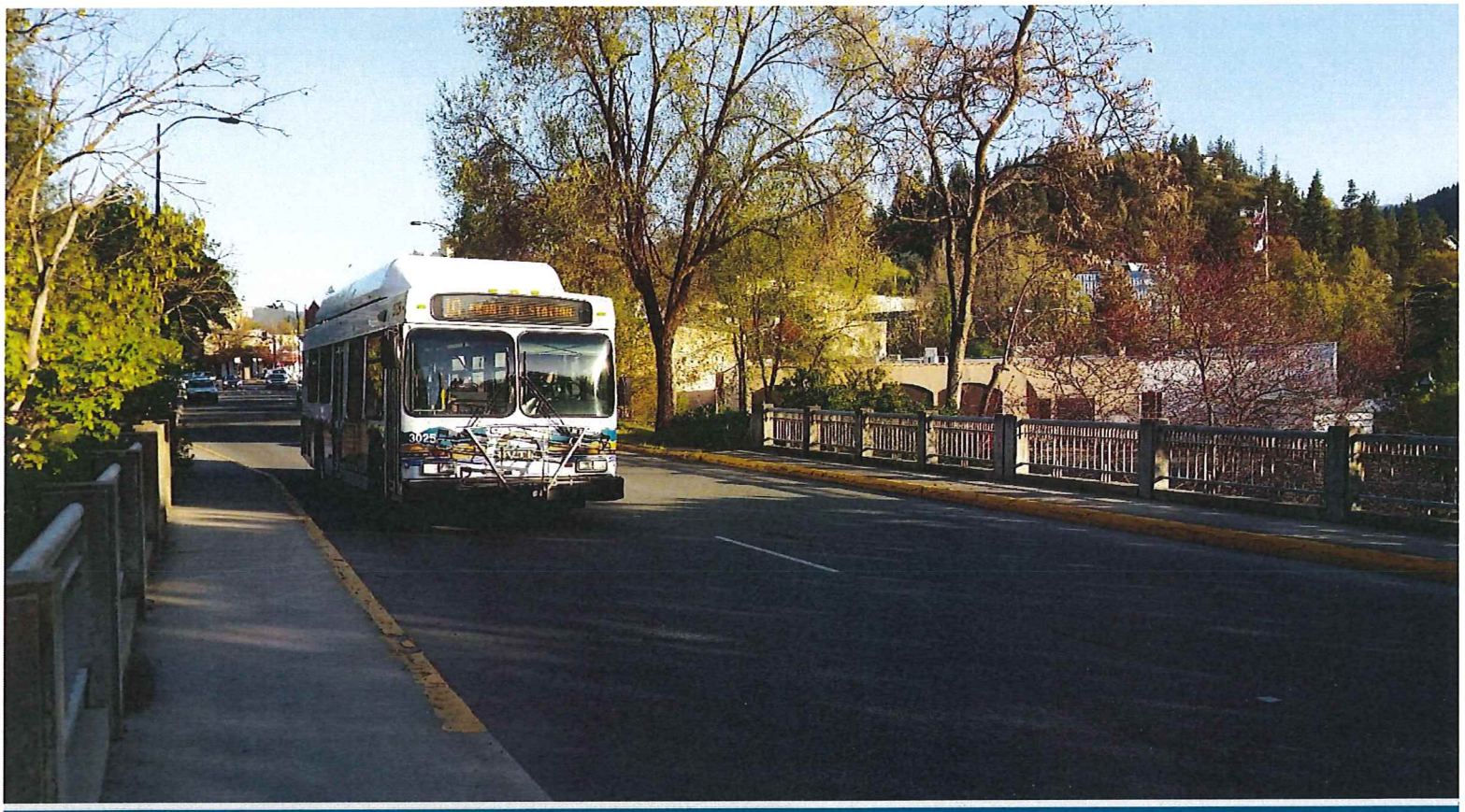


NEEDS AND OPPORTUNITIES



NEEDS AND OPPORTUNITIES

- High frequency service
- Reliable service
- Access to local destinations
- Transportation options
- Late night service (to 12 am)
- Sunday service
- Shorter travel time to Medford
- Connect to Medford Airport
- Downtown parking alternative
- Comfortable walking
- Safety/perceived safety
- Transit information
- Low price



ASHLAND TRANSPORTATION EXPANSION FEASIBILITY STUDY

Technical Memorandum #1
Existing Conditions and Needs Assessment

June 2018

CITY OF ASHLAND

NELSON NYGAARD

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1 EXISTING CONDITIONS AND NEEDS ASSESSMENT INTRODUCTION

The City of Ashland Public Transportation Feasibility Study will assess how public transportation can help create a transportation system to best serve residents, workers and visitors. The purpose of the Existing Conditions and Needs Assessment technical memorandum is to understand local conditions, trends, resources, and needs for people living, working or visiting in Ashland. The memorandum documents Nelson\Nygaard's findings to date on transportation services and infrastructure (Section 2), analysis of transportation markets (Section 3), information from the general public and key city partners (Section 4).

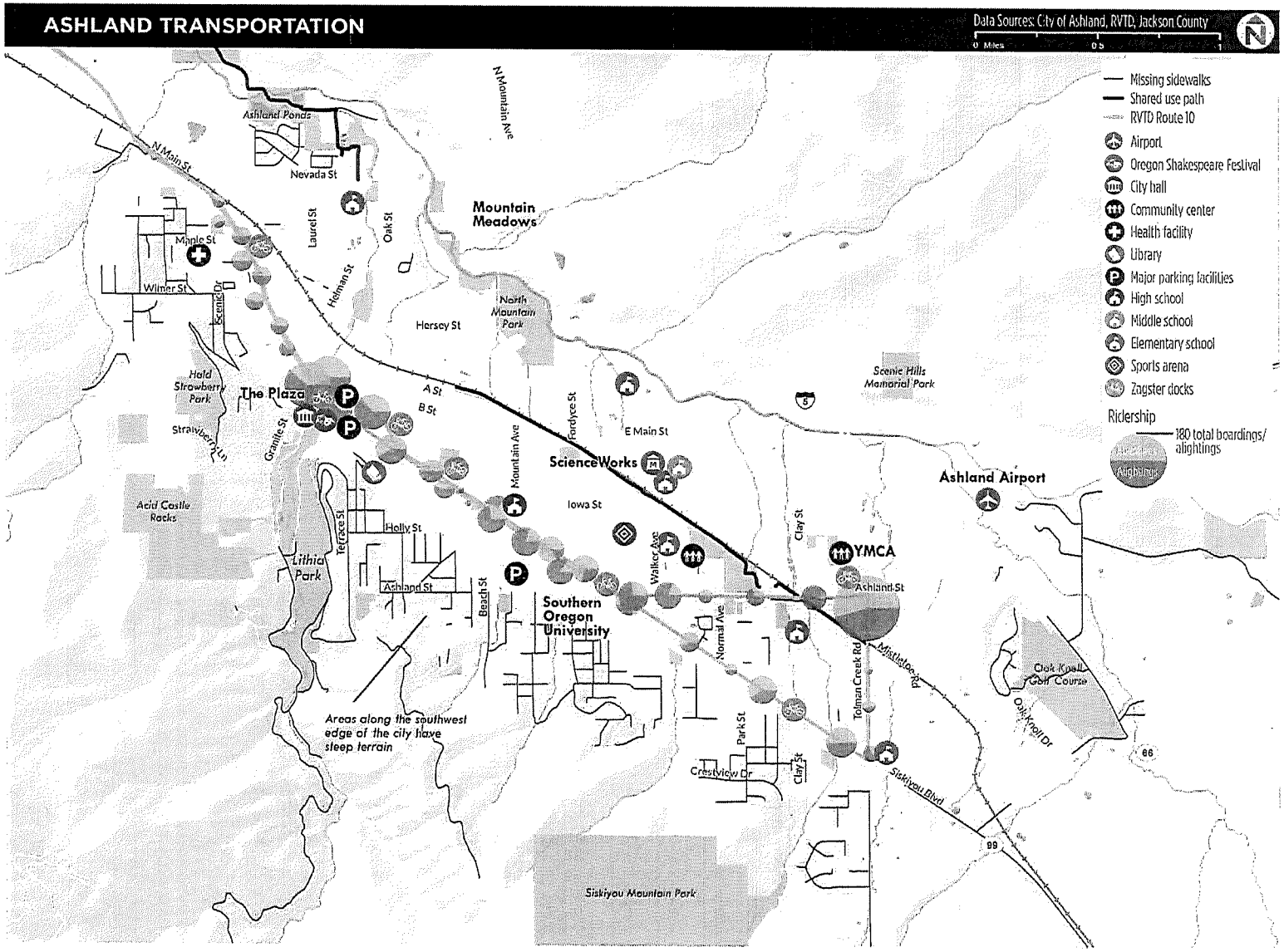
Section 5 summarizes the transportation needs and opportunities Nelson\Nygaard identified from the research and discussions. The information will form the base for the next study phase, to identify a flexible set of strategies with the potential to best serve Ashland. The needs and opportunities will lead to a clear service design and evaluation guidelines tailored to the community's top expectations for public transportation.

2 TRANSPORTATION SERVICES AND INFRASTRUCTURE

Residents and visitors to Ashland have many ways to get around the city and to connect with other areas of the Rogue Valley. The variety of transportation options in Ashland are identified in Figure 2-1 and on the following pages. The components of Ashland's transportation system include:

- **Transit** - RVTD provides transit service on Route 10 that connects many parts of Ashland (downtown, SOU, Ashland Street and Tolman Creek Road) and provides service to other communities in the region, including Medford, Phoenix and Talent. Route 10 is shown in Figure 2-1 as the solid yellow line.
- **Pedestrian Facilities** – Pedestrian crossings and sidewalks provide important access and connectivity for people on foot. Although Downtown, SOU and areas along Main Street and Siskiyou Boulevard have relatively good sidewalk connectivity and frequent crossings, other areas of the city lack sidewalks or safe, well-marked crossings. However, this tends to be in areas of the city that have steep terrain, lack network connectivity, are low-density, or have low-demand. Missing sidewalks are shown with a red line in Figure 2-1.
- **Bicycle Facilities** – Ashland has 30 miles of bicycle facilities, including bike lanes, shared lane markings and paths. Bike lanes are the most common facility, and 26% of the city's major roadways have them. The Bear Creek Greenway provides an off-street separated multi-use path that connects to Medford. Within Ashland, the Central Path runs parallel to the railroad between the Railroad District and Tolman Creek Road. These paths are shown with a solid green line in Figure 2-1.
- **Bike Share** – Zagster provides bike share for the Rogue Valley. Seven station are located in Ashland, all along the city's primary roadway network. One station serves SOU, three stations are in or near downtown, and the other three serve the northern and southeastern parts of the city. These stations are shown in Figure 2-1 with a gold bicycle symbol.
- **Parking** - As a major tourism destination with a popular downtown area, parking can at times be a limited resource. Studies have shown that parking in downtown Ashland exceeds 85% occupancy. All on-street spaces are free, and most have time limits. Off-street parking tends to be underutilized in relation to the on-street parking supply. Major parking facilities are shown with a blue P symbol in Figure 2-1.

Figure 2-1 Ashland Transportation Map



PUBLIC TRANSPORTATION

Rogue Valley Transportation District (RVTD) serves Ashland with Route 10. Route 10 begins at Front Street Station in Medford and travels along Pacific Highway (Highway 99) through Phoenix, Talent, and into Ashland. Within Ashland, Route 10 provides service along Main Street through downtown, along Siskiyou Boulevard through Southern Oregon University (SOU), east along Ashland Street, south along Tolman Creek Drive, and northwest along Siskiyou Boulevard and Lithia Way, through SOU and downtown and back to Medford.

Schedule

Route 10 operates Monday through Saturday. The first bus from Medford on weekdays arrives at Ashland Plaza at approximately 5:40 AM and departs Ashland a little after 6 AM. The last bus on weekdays from Medford arrives at approximately 8:40 PM and departs shortly after 9 PM. See Figure 2-2 shows the first and last trip times in downtown Ashland. See Appendix B for the full Route 10 schedule. In April 2018, RVTD increased Route 10's Saturday frequency from every hour to every 30 minutes.

Figure 2-2 First and Last Bus in Downtown Ashland

Service Day	Direction	First Bus	Last Bus	Headway
Weekdays (Monday-Friday)	From Medford / To SOU and Tolman Creek	5:39 AM	8:39 PM	20 min (30 min early morning and evening)
	From Tolman Creek and SOU / To Medford	6:12 AM	9:12 PM	
Saturdays	From Medford / To SOU and Tolman Creek	7:39 AM	6:39 PM	30 min
	From Tolman Creek and SOU / To Medford	8:12 AM	7:12 PM	

Source: Rogue Valley Transportation District

Fares

Passengers using RVTD can pay for various trip types: single ride, day pass, 20-ride pass or 1-month pass. Each pass type has a full fare and reduced fare option. The reduced fare is available to passengers between 10 and 17 years of age, 62 years of age or older, Medicare cardholders, disabled Veterans, Valley Lift clients, and people with disabilities.

Figure 2-3 RVTD Fare Structure

Pass Type	Full Fare	Reduced Fare
Single Ride	$2.00	$1.00
Day Pass	$6.00	$6.00
20-Ride Pass	$32.00	$16.00
1 Month Pass	$56.00	$28.00
Summer Youth Pass	-	$44.00

Source: Rogue Valley Transportation District

Ridership

In 2017, there were approximately 714 boardings and 790 alightings on Route 10 in Ashland each day. The top 10 busiest stops accounted for more than half of all transit activity in the city (see Figure 2-4). Four of the first five busiest stops are in downtown Ashland. The other six busiest stops in the top 10 serve a mix of retail/commercial areas, Southern Oregon University, Ashland High School, and residential areas along Siskiyou Boulevard. Figure 2-1 shows ridership, with circles sized proportionally to the total activity by stop. For a list of all stops and ridership in Ashland, please see Appendix C.

Figure 2-4 Top 10 Busiest Stops in Ashland (Average Daily Activity), 2017

Rank	Stop Code	Stop Name	Boardings	Alightings	Boardings and Alightings
1	10640	Tolman Creek Rd - South of Ashland St	136	113	248
2	10450	N Main St - South of Water St	46	73	119
3	10810	Lithia Way - North of Oak St	68	37	105
4	10800	Lithia Way - North of 2nd St	26	46	72
5	10470	E Main St - South of Gresham St	31	22	53
6	10690	Siskiyou Blvd - North of Bellview Ave	26	25	52
7	10530	Ashland St - East of Siskiyou Blvd	13	36	50
8	10770	Siskiyou Blvd - South of Morse St	37	12	49
9	10510	Siskiyou Blvd - South of University Wy	10	38	47
10	10710	Siskiyou Blvd - North of Faith Ave	28	19	46
Top 10 Total			**420**	**421**	**841**
Ashland Total			**714**	**790**	**1,504**

Source: Rogue Valley Transportation District

Note: Numbers may not sum to the total due to rounding.

Route 10 is RVTD's longest and busiest route, serving four communities. It accounts for approximately 41% of RVTD's fixed-route ridership. Between June 2017 and March 2018, Route 10 carried approximately 38,900 passengers each month (see Figure 2-5). Service during the summer (June through September 2017) averaged approximately 36,000 monthly boardings, whereas activity when SOU was in session (October 2017 through March 2018) averaged approximately 41,000 monthly boardings. Due to data limitations, it is not clear how much of this ridership occurred within Ashland.

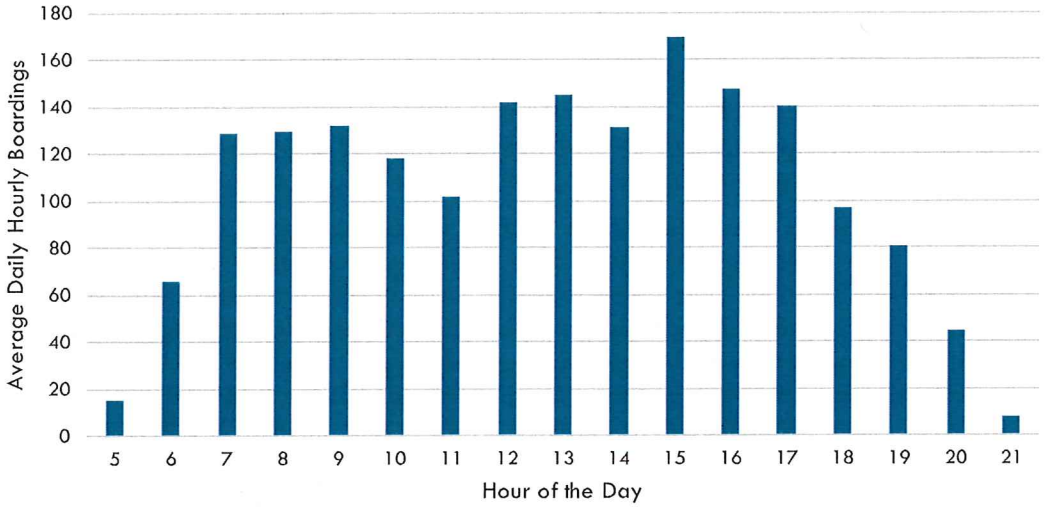
Figure 2-5 Average Monthly Fixed-Route Ridership (June 2017 through March 2018)

Route	Monthly Ridership	Percent
Route 10	38,877	41%
All other routes	56,309	59%
Total	**95,186**	**100%**

Source: Rogue Valley Transportation District

Most of Route 10's ridership occurs between 7 am and 5 pm, with a peak at 3 pm, and small dips in ridership at 10 and 11 am, and at 2 pm. Figure 2-6 shows the average hourly ridership from May 2018.

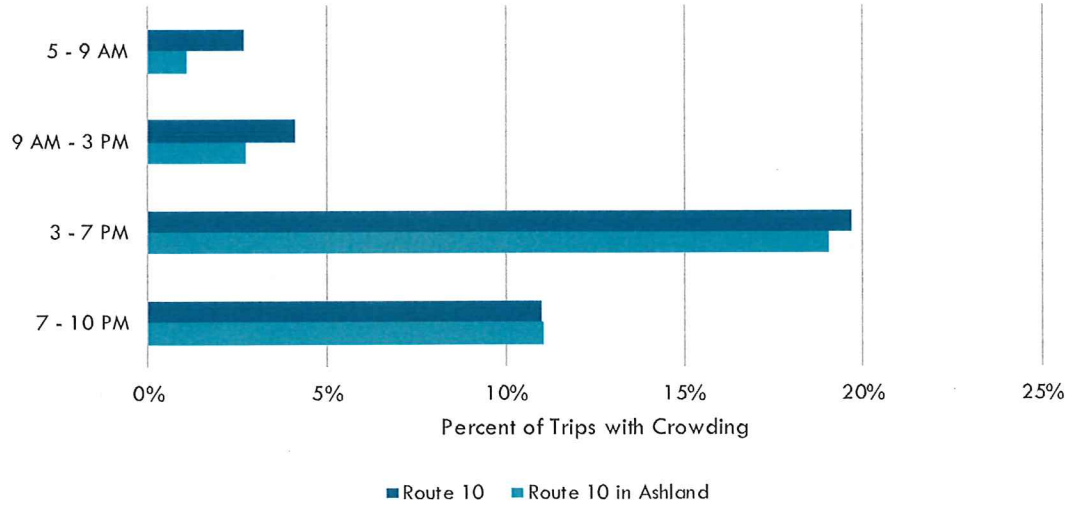
Figure 2-6 Route 10 Average Weekday Fixed-Route Boardings by Hour of the Day (May 2018)



Source: Rogue Valley Transportation District

RVTD defines crowding as when a bus has 30 or more passengers on-board at any given bus stop. In May 2018, Route 10 was considered crowded at nearly 20% of the stops between 3 and 7 pm. Crowding also occurred just over 10% of the time between 7 PM and 10 PM, and less than 5% of the daily trips before 3PM. Compared to the entire route between Ashland and Medford, Ashland had about the same level of bus crowding on a typical day, and slightly less than crowding in Medford (see Figure 2-7).

Figure 2-7 Route 10 Trips with Crowding (May 2018)



Source: Rogue Valley Transportation District

On-Time Performance

RVTD measures on-time performance by bus trip. If a bus arrives at the last stop at or before the time printed on the schedule, it is considered "on-time." For trips that end at Front Street Station, "on-time" includes early arrivals – this accounts for the need for passengers to transfer. RVTD's on-time performance target is 95% for minor routes, and 90% for major routes.

RVTD provided the project team with stop-level data collected September 2017 through April 2018 between 11 am and 6 pm. This data indicates the average departure delay by stop, and the percent of trips arriving at a stop within five minutes of the scheduled time. Route 10 departed stops an average of four minutes after the scheduled time, about the same as RVTD's system-wide average. The average departure delay for stops in Ashland was about three minutes.

On average across all its stops, 67% of Route 10 buses arrive within five minutes of the scheduled time, ranging from 25% to 97% depending on the stop. Northbound trips on Route 10 tend to have greater delay than southbound trips. However, the reverse is true at stops in Ashland – southbound trips are more delayed than northbound trips (Figure 2-8). This suggests that trips on Route 10 get progressively further behind schedule along the route, and that layover time allows the following return trip to operate closer to its scheduled time at the start of the trip.

Figure 2-8 On-Time Performance

	Southbound	Northbound	Overall
Average Departure Delay			
Route 10 (overall)	03:11	04:40	04:01
Route 10 in Ashland	03:39	02:10	02:51
Route 10 outside Ashland	02:58	05:41	04:32
Percent Departures within 5 min of scheduled time			
Route 10 (overall)	76.2%	59.9%	67.0%
Route 10 in Ashland	69.5%	87.9%	79.4%
Route 10 outside Ashland	79.3%	48.7%	61.6%

Source: Rogue Valley Transit District

Note: Data based on observations from September 2017 through April 2018, between 11 am to 6 pm

Service Data

During Fiscal Year 2016-2017, RVTD operated approximately 750,000 revenue miles and 44,550 revenue hours on fixed-route services. Route 10 accounted for approximately 40% of these miles and hours (see Figure 2-9). These service levels are comparable to the percent of RVTD's ridership that Route 10 carries, indicating service on Route 10 is proportionate to its level of demand. Overall, Route 10 operates at an average of 17 miles per hour, which is similar to the operating speed on all other routes.

During weekdays, Route 10 requires six vehicles to operate, based on its 120-minute cycle time and headway of 20 minutes. During weekends, Route 10 is served by four buses.

Figure 2-9 Annual Fixed-Route Service Data, FY 2016-2017

Route	Revenue Miles			Revenue Hours		
	Weekdays	Saturdays	Annually	Weekdays	Saturdays	Annually
Route 10	295,806	14,183	309,989	17,391	834	18,225
All other routes	411,789	28,070	439,858	24,591	1,731	26,321
Total	**707,595**	**42,253**	**749,847**	**41,981**	**2,565**	**44,546**
Percent Route 10	***42%***	***34%***	***41%***	***41%***	***33%***	***41%***

Source: Rogue Valley Transportation District

Bus Stops

There are 41 bus stops within the City of Ashland, serving both directions. These stops have a variety of amenities, including shelters, lighting, seating and landing pads, as shown in Figure 2-10. Most stops have lighting and landing pads. About two-thirds of stops do not have a shelter, and half (51%) do not have seating.

Figure 2-10 Number and Percent of Bus Stops in Ashland with Amenities

Amenity	Exists	Partial	None
Shelters	14 (34%)	-	27 (66%)
Lighting	27 (66%)	12 (29%)[A]	2 (5%)
Seating	20 (49%)	-	21 (51%)
Landing Pad	33 (80%)	5 (12%)[B]	3 (7%)

Source: Rogue Valley Transportation District

Note: [A] Partial lighting refers to stops that receive lighting from a street light or an adjacent building. [B] Partial landing pad refers to stops that have a landing pad that is smaller than the minimum ADA requirement of 5 feet by 8 feet.

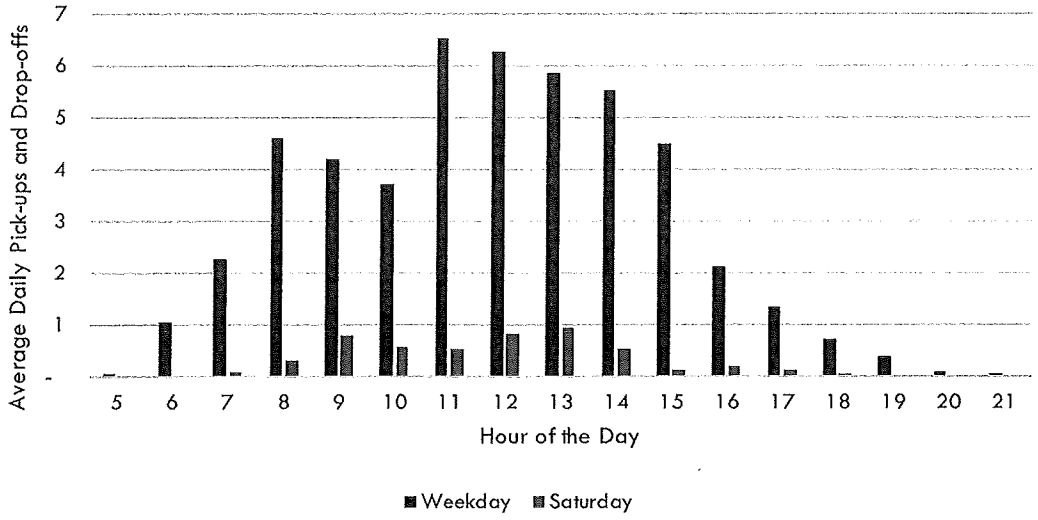
RVTD has a bus stop hierarchy, composed of four classes. Each bus stop is assigned a class based on the average daily boardings at that stop. Stops with the most activity have the highest level of amenities, and each subsequent class is assigned fewer amenities. Regardless of the number of boardings, RVTD's Bus Stop Design Guidelines (2011) indicates all stops should have adequate lighting, ADA accessibility, pedestrian safety, and a bus stop sign. However, RVTD is not able to provide amenities at many stops that warrant them because of limited sidewalk and right-of-way width, limited funding, design requirements for ADA compliance, and staff capacity.

Demand Response Transit

RVTD operates demand response service (also known as ADA paratransit or Valley Lift) in Ashland, consistent with federal requirements under the Americans with Disabilities Act (ADA) to provide service within three-quarters of a mile of the fixed-route service (i.e. Route 10). Valley Lift operates Monday through Friday from 5 am to 9:30 pm, and on Saturdays from 7 am to 7:30 pm. To reserve a trip, passengers call the Valley Lift call center by 5 pm the day before their requested trip. Rides can be scheduled up to 30 days in advance. For trips where the exact time is unknown, passengers may schedule a "will-call" trip for no additional charge, where the passenger can call when they are ready to be picked up.

Between May 2017 and April 2018 in Ashland, there were about 50 pick-ups or drop-offs per weekday, on average, and five pick-ups or drop-offs each Saturday. Tuesdays and Wednesdays were the busiest days of the week, with approximately 55 pick-ups and drop-offs per day. Unlike RVTD's fixed-route system, where ridership increases throughout the day, paratransit service in Ashland peaks at 11 am and then decreases, likely reflecting trips to access services (e.g. medical, shopping) that have daytime business hours. Paratransit service on Saturday peaks at 9 am and again at 1 pm.

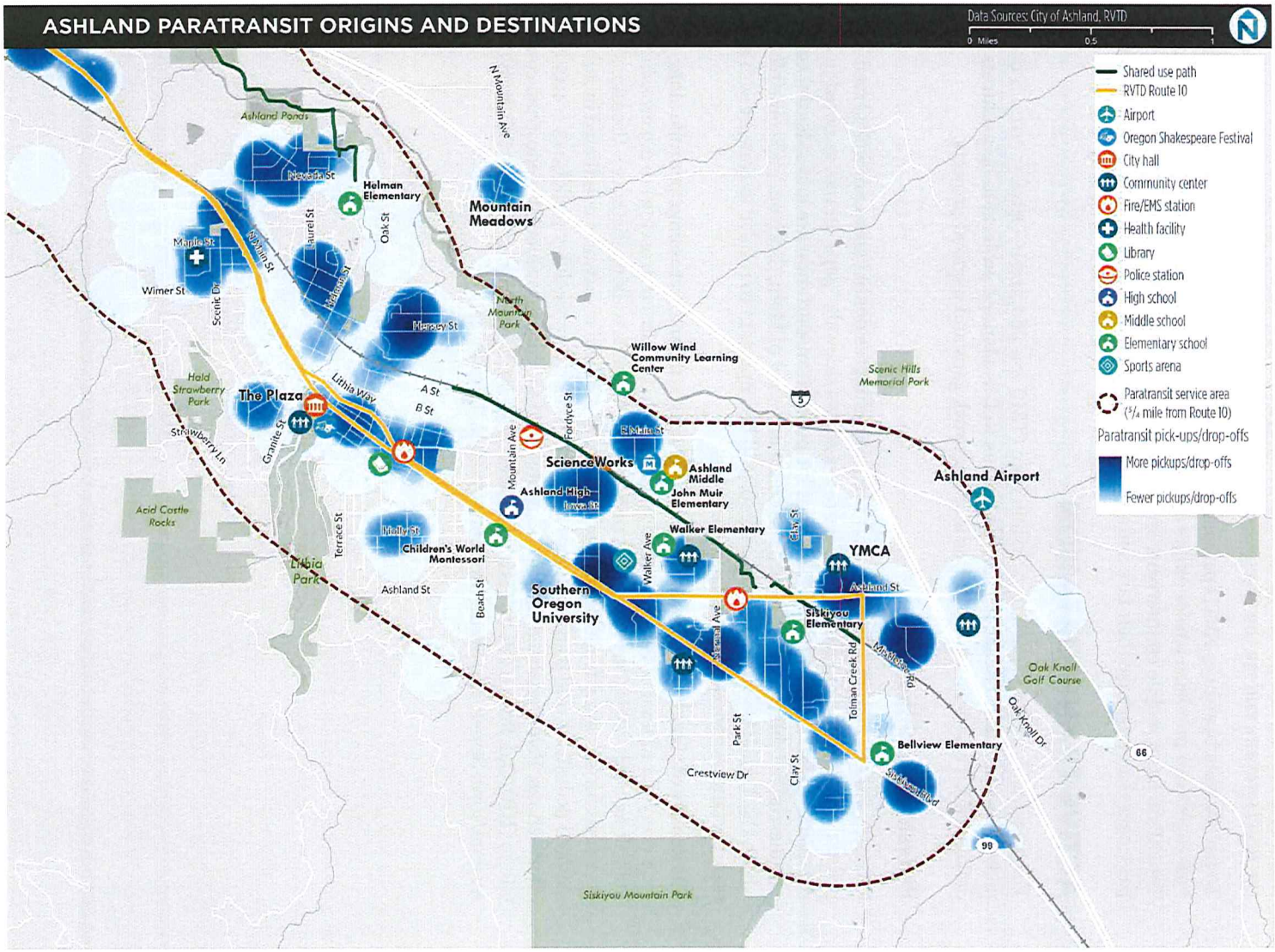
Figure 2-11 Average Daily Paratransit Pick-ups and Drop-offs in Ashland by Hour



Source: Rogue Valley Transportation District

The primary pick-up and drop-off locations in Ashland are concentrated near SOU, near Ashland Street and Tolman Creek Road, which includes the YMCA, Albertsons, Bi-Mart, Shop'n Kart, and various medical and wellness facilities. Near Hersey Street is another relatively active area. The ADA paratransit activity is summarized in a map in Figure 2-12.

Figure 2-12 Ashland ADA Paratransit Origins and Destinations



Source: Rogue Valley Transportation District

Technology and Amenities

RVTD uses OneBusAway to provide passengers with real-time information on the location of buses and the estimated time until a next bus is expected at a bus stop. The service is available on the RVTD website and via the OneBusAway mobile application.

To pay for each boarding, RVTD passengers can use a contactless card – known as TouchPass. Passengers can purchase passes online and maintain a balance, even if they lose their card. TouchPass has a mobile counterpart, known as the TouchPass Mobile App, through which passengers can purchase their fare and use as proof of fare payment upon boarding the bus.

ACTIVE TRANSPORTATION

The 2034 Ashland Transportation System Plan (TSP) was adopted in October 2012. It describes pedestrian and bike network gaps in Ashland as well as planned projects to help address those deficiencies. This section summarizes those network gaps and planned projects.

Pedestrian Facilities

Centrally located streets downtown and in surrounding residential areas are well served by pedestrian crossings and sidewalks. Figure 2-1 shows sidewalk "gaps" in red, as noted in the TSP completed in 2012. The most relevant gaps for public transportation are in residential and commercial neighborhood, such as areas south and west of Main/Siskiyou, and some blocks within the Transit Triangle area. These gaps will be important to resolve in concert with any transportation service strategies in these areas.

The density of signalized or marked crosswalks ranges from 2.5 crossings per mile along avenues (one every 0.4 miles or 4 minutes walking distance to the closest crossing) to 2.9 crossings per mile along boulevards (one every 0.35 miles or 3-4 minutes walking distance). Crossings per mile decreases further away from downtown. A study of Ashland crosswalks conducted in 2009 counted pedestrian and traffic volumes during the afternoon weekday peak (3:15 – 4:15 PM) at 31 intersections. Five signalized intersections observed the highest vehicular/pedestrian conflicts: OR 99 (NB)/Oak Street; OR 99 (SB)/Oak Street; OR 99/Wimer Street/Hersey Street; Walker Avenue/Iowa Street; and South Mountain Avenue/Iowa Street.

Figure 2-13 Marked Crosswalk on Main St in Downtown Ashland

Pedestrian crossing at Main Street and 1st Street.
Source: Nelson\Nygaard

Figure 2-14 identifies the sidewalk network coverage throughout Ashland. About one quarter (26%) of streets have sidewalks on both sides of the street. Over half (54%) of the major street network (i.e., neighborhood collectors, avenues and boulevards) do not have sidewalks. Similar to pedestrian crossings, sidewalk coverage decreases further away from downtown. Several residential developments located on the periphery of the city have constructed sidewalks on both sides of all streets. There is also about 6.8 miles of off-street multi-use path within the City.

In addition to crossings and sidewalks, terrain can also impact pedestrian facilities. The topography throughout the southwestern portions of the City can make walking more challenging, particularly for older adults or people with disabilities. Where walking is challenging, people are less likely to use public transportation.

Figure 2-14 Sidewalk Inventory

Sidewalk Presence	Neighborhood Collectors		Avenues		Boulevards		Total	
	Miles	%	Miles	%	Miles	%	Miles	%
Both Sides	0.6	13%	6.6	24%	5.1	34%	12.3	26%
One Side	1.4	30%	6.4	24%	1.5	10%	9.3	20%
No Sidewalk	2.7	57%	14.0	52%	8.6	56%	25.3	54%
Total	4.7	100%	27.0	100%	15.2	100%	46.9	100%

Source: Ashland 2034 Transportation System Plan (2012)

Planned sidewalk projects are important to consider in understanding potential transit routes and services, as that is the primary way to reach a bus stop. The fiscally constrained plan in the TSP

describes 39 pedestrian related projects over the next 25 years to improve connections throughout the city. Projects located on designated Safe Routes to School, streets with higher traffic volumes and speed, and adjacent to land use destinations are high priority. One project is to create a TravelSmart Education Program to inform and encourage walking and biking in Ashland.

Bike Facilities

Ashland has just over 30 miles of different types of bike facilities, which includes on-street facilities, such as shared roadways, shoulder bikeways, and bike lanes and off-street facilities, such as multi-use paths and greenways. Bike lanes are the most prevalent bike facility in Ashland. Figure 2-15 shows the bike facility coverage along all major roadways (i.e., neighborhood collectors, avenues, and boulevards) in Ashland.

Figure 2-15 Bike Facility Inventory

Facility Type	Miles	Percent
Bike lanes	12.70	42%
Shared roadway/signed shared roadway	8.30	28%
Multi-use path	4.06	14%
Greenway Trails	2.89	10%
Shoulder bikeway	2.10	7%
Total	**30.05**	**100%**

Source: Ashland Transportation System Plan

The City's planned bicycle facility projects included 24 projects over the next 25 years. One project will aim to encourage biking and retrofit the bike program by establishing funds and processes for installing off-street bicycle racks at existing business and establishments.

PARKING

The Ashland Downtown Parking Management & Circulation plan indicates that parking demand in downtown Ashland exceeds 85%, particularly during summer peak periods. The Plan provides 20 strategies to address the parking needs in downtown Ashland.

The on-street supply also includes motorcycle parking, parking for persons with disabilities, loading zones, and 1-hour parking in front of the library. Two commercial bus loading/unloading spaces are available along Pioneer Street between Lithia Way and Main Street as well as two commercial bus parking spaces along Lithia Way before Pioneer Street, and one commercial bus parking space along Pioneer Street between B Street and Lithia Way for after 5:30 pm.

The off-street parking supply, listed in Figure 2-16, includes five lots and one garage. There is no charge to park in any of the lots, though three of them have time limits of two or four hours. The garage on Hargadine Street costs $2 for parking between 6am and 6pm and $2 per hour between 6pm and 12am with a $10 maximum. The City also offers monthly daytime parking passes for this garage, valid Monday through Saturday from 6am to 6pm, at $30 per month.

Figure 2-16 Off-Street Parking Supply

Lot/Garage Name	Time Limit or Cost	# of Spaces
Water Street/B Street Lot	None	48
Winburn Way/ Nutley Street Lot	None	23
Second Street near Hargadine Street	2 hours, Free	24
Lithia Way/Pioneer Street	4 hours, Free	64 (2 vehicle chargers)
Lithia Way/Second Street	4 hours, Free	24
Hargadine Street Garage	▪ $2 between 6 am and 6pm ▪ $2/hour 6 pm-12 am, $10 maximum	142

Source: City of Ashland

In 2014 the City of Ashland administered three surveys to gather input from the public on parking needs and to engage residents, employees, and visitors in the development of the downtown parking management plan. Key takeaways from these surveys included:

- Peak periods will continue to present a challenge. Parking access and availability is limited during the Oregon Shakespeare Festival and peak tourist season. Several downtown business owners indicated that the lack of available parking during peak periods has negative impacts on their business.
- Focus incremental, short-term strategies that are low-cost, low-effort, and non-controversial, such as wayfinding, signage, education, and outreach strategies.
- There is interest in satellite parking areas with a bus shuttle or trolley service.
- Transportation/parking demand management strategies have potential benefits for Ashland residents.
- Multi-modal infrastructure improvements should be focused on downtown bicycle facilities, which currently seem inadequate.
- Regulatory, enforcement, and pricing strategies will be controversial and could deter people from visiting downtown.
- Many downtown employees use valuable on-street parking.

TDM SERVICES

Rideshare

People in Ashland are able to find a carpool or vanpool through Oregon's rideshare matching and trip logging service, *Drive Less. Connect.* (DLC). The Oregon Department of Transportation (ODOT) provides the statewide tool and RVTD administers the tool for the region. The Rogue Valley Transportation District is responsible for promoting and supporting carpools and vanpools in the Medford and Rogue Valley area. The DLC site allows people to set up and manage their own carpool or vanpool, or join an existing one. By logging trips made by non-drive alone modes, such as carpooling, walking, taking public transit, or biking, users can also see their savings in dollars, carbon dioxide emissions, fuel, and non-single occupancy vehicle miles. According to RVTD, there were 1,339 registered users in the carpool network in the Rogue Valley as of July 2018.

Southern Oregon University (SOU) students can access the Raider Rideshare network,[1] which is a carpooling network for SOU students. This network is also available through DLC. SOU students also have access to two ZipCars which are parked on SOU's campus.

Bike Share

Bike share complements transit, and is often seen as an extension of the transit system itself, allowing users to easily and inexpensively complete the first or last mile of their trip. The Rogue Bike Share program has eight stations, seven of which are throughout Ashland. Program partners and funders include the Rogue Valley Council of Governments, RVTD, ODOT, Southern Oregon University, and the City of Ashland.

People register with the bikeshare company Zagster, and reserve bikes on smartphones through their mobile application. The rates are pay-as-you-go, at $3.00 per hour. Riders can also purchase an annual membership for $25. Annual membership holders have up to two hours free, and then pay $3.00 for every additional hour. Students, faculty and staff of Southern Oregon University or Rogue Community College can obtain a discounted annual membership for $15. Recipients of the Supplemental Nutrition Assistance Program (SNAP), Temporary Assistance for Needy Families (TANF), Medicaid, or are enrolled in the Jobs Opportunity and Basic Skills (JOBS) program, are eligible to receive a free annual membership with extended free hours by contacting the DHS Self Sufficiency Office.

Figure 2-17 Rogue Bike Share Station at Ashland Plaza

Rogue Bike Share station, Ashland Plaza.
Source: Nelson\Nygaard

[1] See more information at https://inside.sou.edu/crc/rideshare.html, accessed April 2018.

Between March 1 and April 30, 2018, 430 trips were made on Rogue Bike Share, or approximately seven trips per day. The busiest four stations accounted for approximately 83% of the trips (see Figure 2-18).

Figure 2-18 Rogue Bike Share Usage Data (March/April 2018)

Station	Number of Trips Starts and Ends	Percent
Southern Oregon University	316	37%
Ashland Plaza	152	18%
Siskiyou Blvd & Glendale Ave	127	15%
Growler Guys (Lithia Way between 2nd and 3rd Streets)	119	14%
Safeway (Siskiyou Blvd & Sherman St)	89	10%
Ashland YMCA	40	5%
North Main & Maple St	13	2%
Front Street Station (Medford)	4	<1%
Total	**860**	**100%**

Source: Rogue Valley Council of Governments

Pass Programs

RVTD provides two types of bus pass programs to employers and schools: the U-Pass and the Fare Share.

The **U-Pass program** allows employers to purchase monthly bus passes (normally $56 per month) for employees at a discounted rate of $3.85 per month. Schools that participate can purchase monthly passes for $1.95 per month. To qualify for the program, employers and schools must have 10 employees or students at minimum participate.

The **Fare Share program** allows employers and schools to share the cost of transit access with their employees or students. For $0.45 per person per month, companies and schools can provide access to reduced monthly passes for employees at $10 per month and students at $5 per month. To qualify for the program, employers and schools must have 100 employees or students at minimum participate.

RIDE HAILING

Transportation Network Companies (TNCs) provide on-demand transportation to members of the public by connecting personal vehicle drivers with passengers via a smartphone mobile application. Within the mobile app, passengers can request a ride, pay for their trip, and rate their driver. Some companies offer "ridesplitting" to allow customers to split the cost of a shared ride. Lyft and Uber are two TNCs that dominate the market. As of April 2018, Uber can drop people off in Ashland, but pick-ups are not allowed. The City is developing an ordinance to regulate TNCs in the city.

3 TRANSPORTATION MARKETS

This section provides a better understanding of the transit ridership markets (i.e., where people are traveling to and from) in Ashland. The following analysis shows geographic distributions of population and employment as well as historic trends of transit dependent populations (i.e., older adults, low income, zero vehicle household, youth, and students). Tables and maps in this section use data from Portland State University population estimates and projections, the 2010 U.S. Census, and the 2016 American Community Survey.

POPULATION

Population growth rates and density are important indicators for developing public transportation services. Growth rates help communities identify trends in transportation demand while population density can suggest which neighborhoods or destinations are important to serve. As shown in Figure 3-1, the Ashland population increased at a slower rate than Medford, Jackson County, and the State between 2010 and 2017.

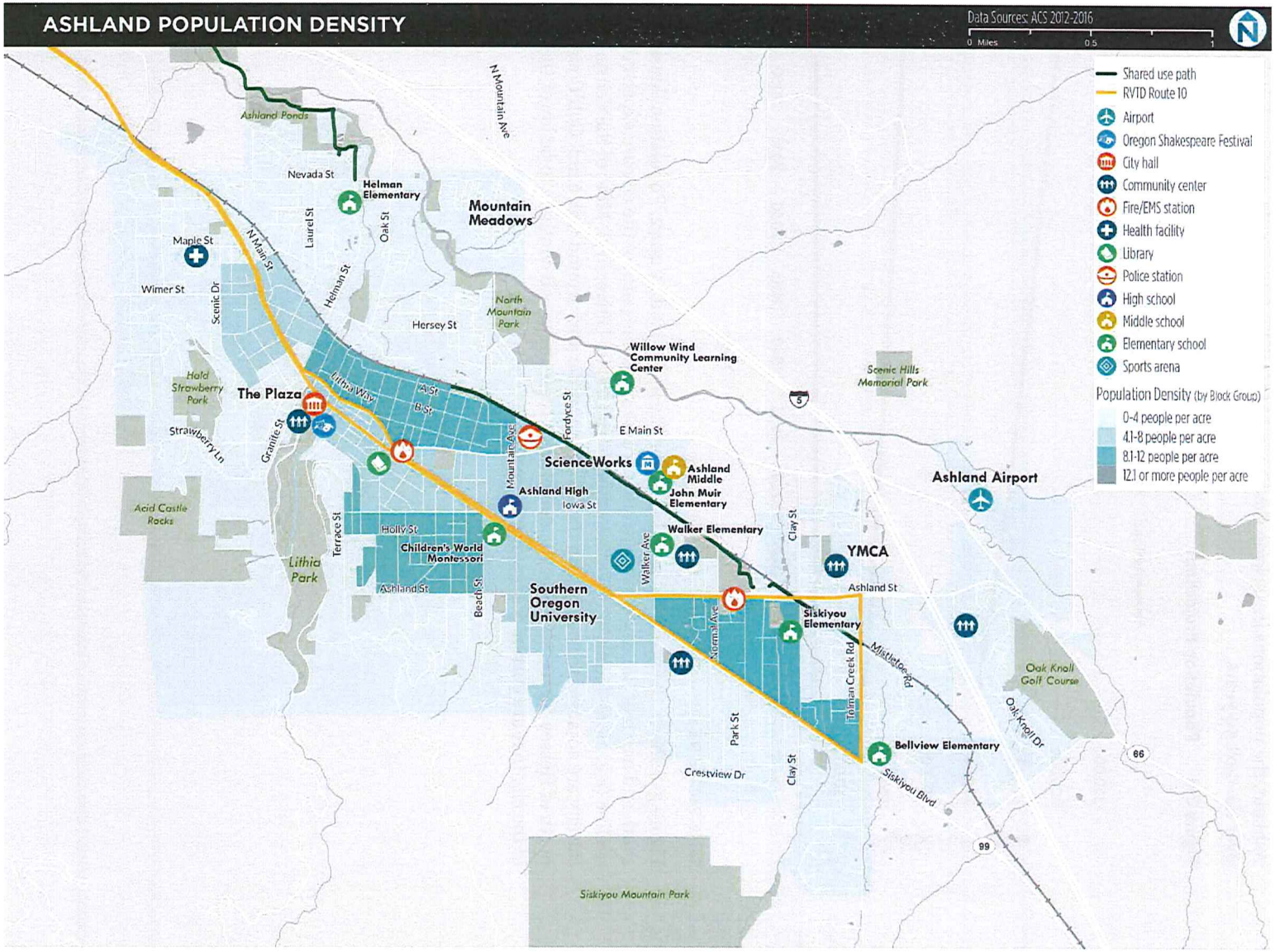
Figure 3-1 Historic Population Trends

Geography	2010	2017	Percent Change
Ashland	20,095	20,700	3%
Medford	74,980	79,590	6%
Jackson County	203,340	216,900	7%
Oregon	3,837,300	4,141,100	8%

Source: Portland State University Annual Population Estimates and Reports 2010 and 2017

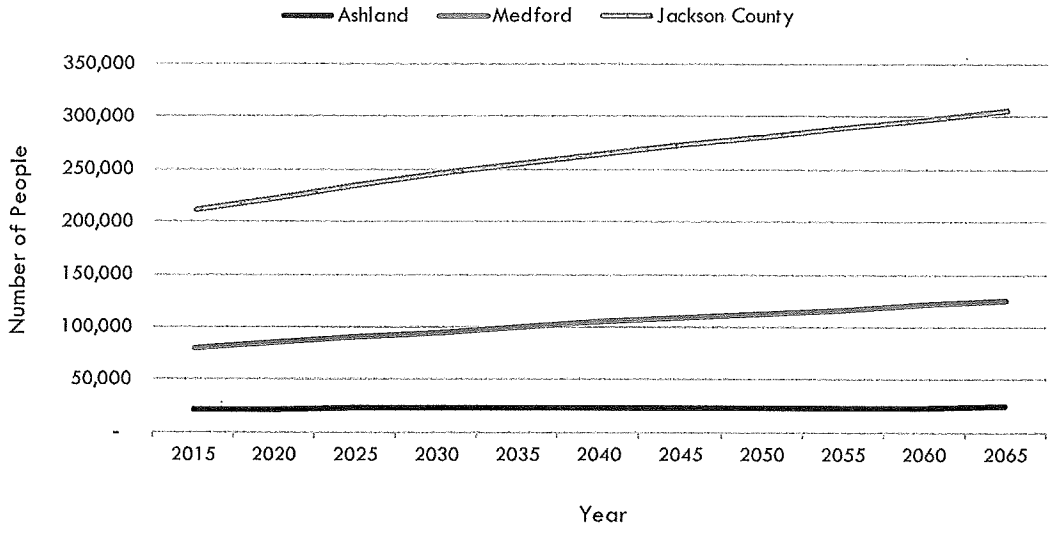
Figure 3-2 shows the population density in Ashland. The densest parts of the city are adjacent to Siskiyou Boulevard and are well served by bus transit. Much of the city, particularly on the city outskirts, has a lower density of zero to four people per acre.

Figure 3-2 Population Density



According to Portland State University's Population Forecast Program, Ashland's population is expected to increase slightly to 24,100 by 2065—a 17% increase from the 2017 population. Unlike Ashland, the populations in Jackson County and Medford are expected to increase more rapidly over the next 50 years.

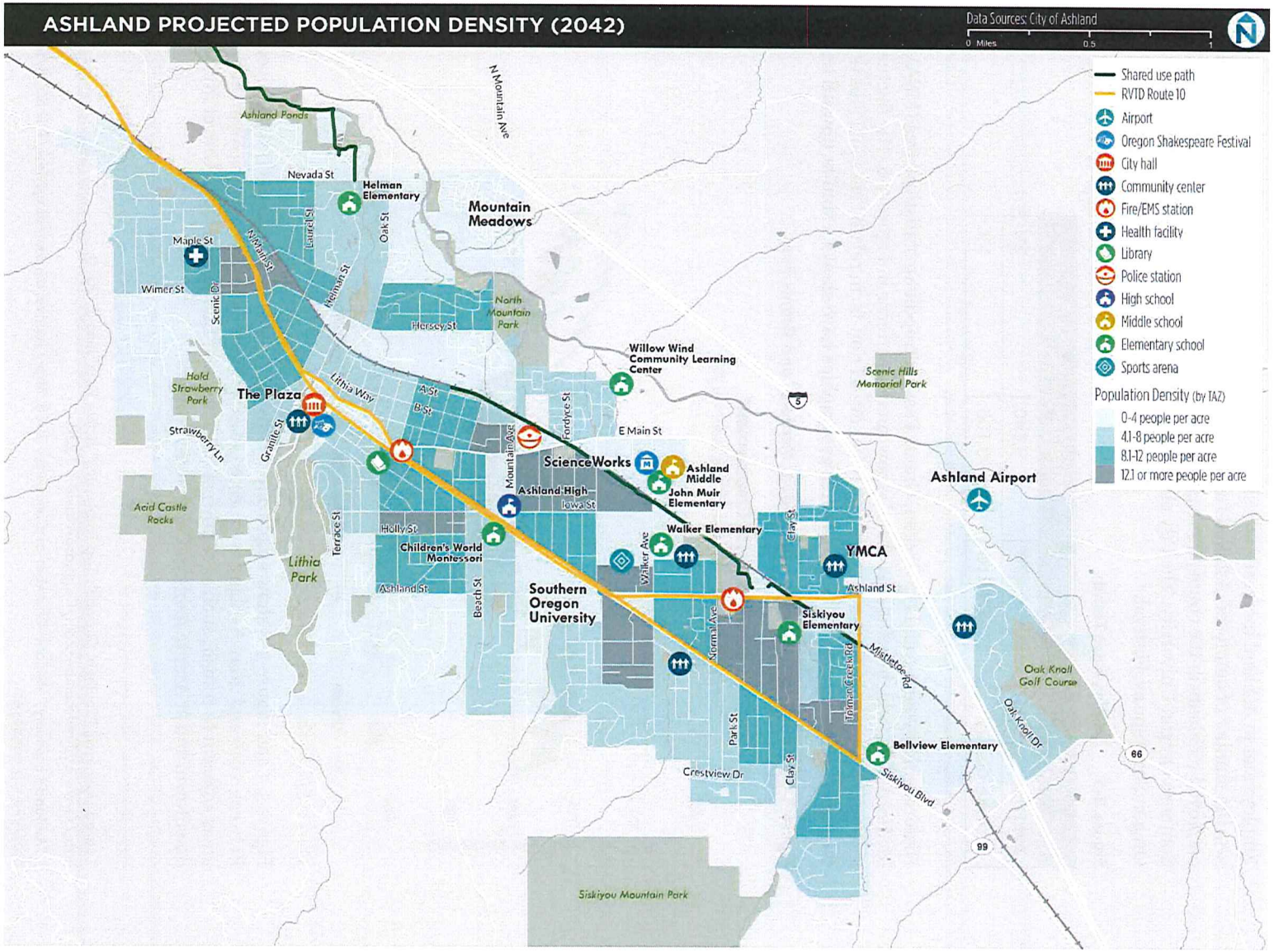
Figure 3-3 Population Projections



Source: Portland State University Population Forecast Program

Figure 3-4 shows the projected population density in Ashland by 2042. Population density in the south and north of the city is expected to increase but some parts of the city are expected to have a decline (e.g. along Lithia Way and near Southern Oregon University). Most of the denser parts of the city are adjacent to transit with the exception of the area around Oak Knoll Golf Course and north of Hersey Street. However the densities in these areas will continue to be lower than areas of the city that are currently served by transit.

Figure 3-4 Projected Population Density, 2042



EMPLOYMENT

Employment in Ashland increased at a slightly faster rate than the county. As shown in Figure 3-5, the number of employed Ashland residents increased 2% since 2010 while the number of employed residents in the county increased 1%. Some of the major employers in Ashland include Southern Oregon University, The City of Ashland,[2] Asante Ashland Community Hospital, and the Oregon Shakespeare Festival.[3]

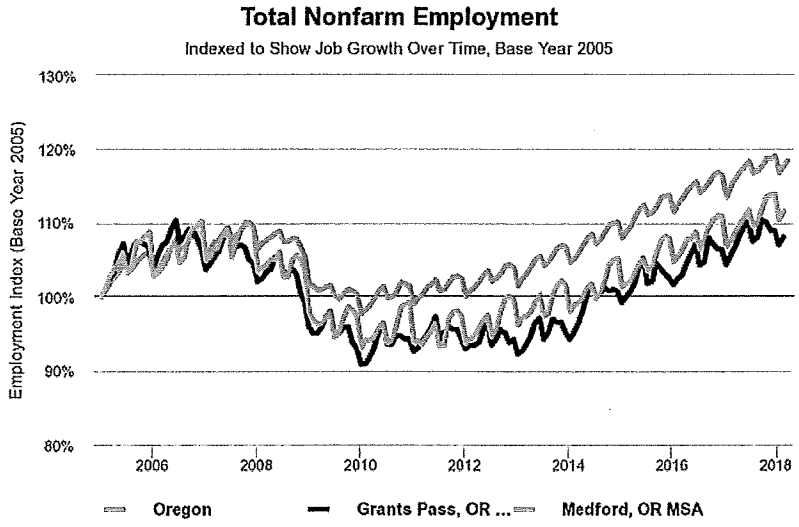
Figure 3-5 Employment Trends

Geography	2010	2016	Percent Change
Ashland	9,470	9,640	2%
Jackson County	89,410	90,180	1%

Source: American Community Survey 5- Year estimates 2010 and 2016

Historic employment trends in Oregon, Grants Pass metropolitan statistical area (MSA), and Medford MSA (which includes Ashland) show similar patterns in Figure 3-6. The fluctuations in the number of jobs indicates that there may be several non-farm related seasonal jobs throughout the state. Between 2012 and 2018, all three geographies have shown a similar upward trend.

Figure 3-6 Employment Growth in Oregon, Medford, and Grants Pass



Source Oregon Employment Department Qualityinfo.org

Figure 3-7 and Figure 3-8 show employment density in Ashland in 2016 and 2042 respectively. Between 2016 and 2042 Ashland is expected to experience an increase in employment density in areas adjacent to transit, such as southeast Ashland, near Southern Oregon University, near downtown, and at Asante Ashland Community Hospital.

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[2] Jared Hokanson, "Southern Oregon's Top Employers," Active Rain, June 2, 2010, http://www.ashlandchamber.com/Page.asp?NavID= 1234.

[3] "Ashland's Economy," Ashland Chamber of Commerce, 2018, http://activerain.com/blogsview/1675528/southern-oregon-s-top-employers.

Figure 3-7 Employment Density

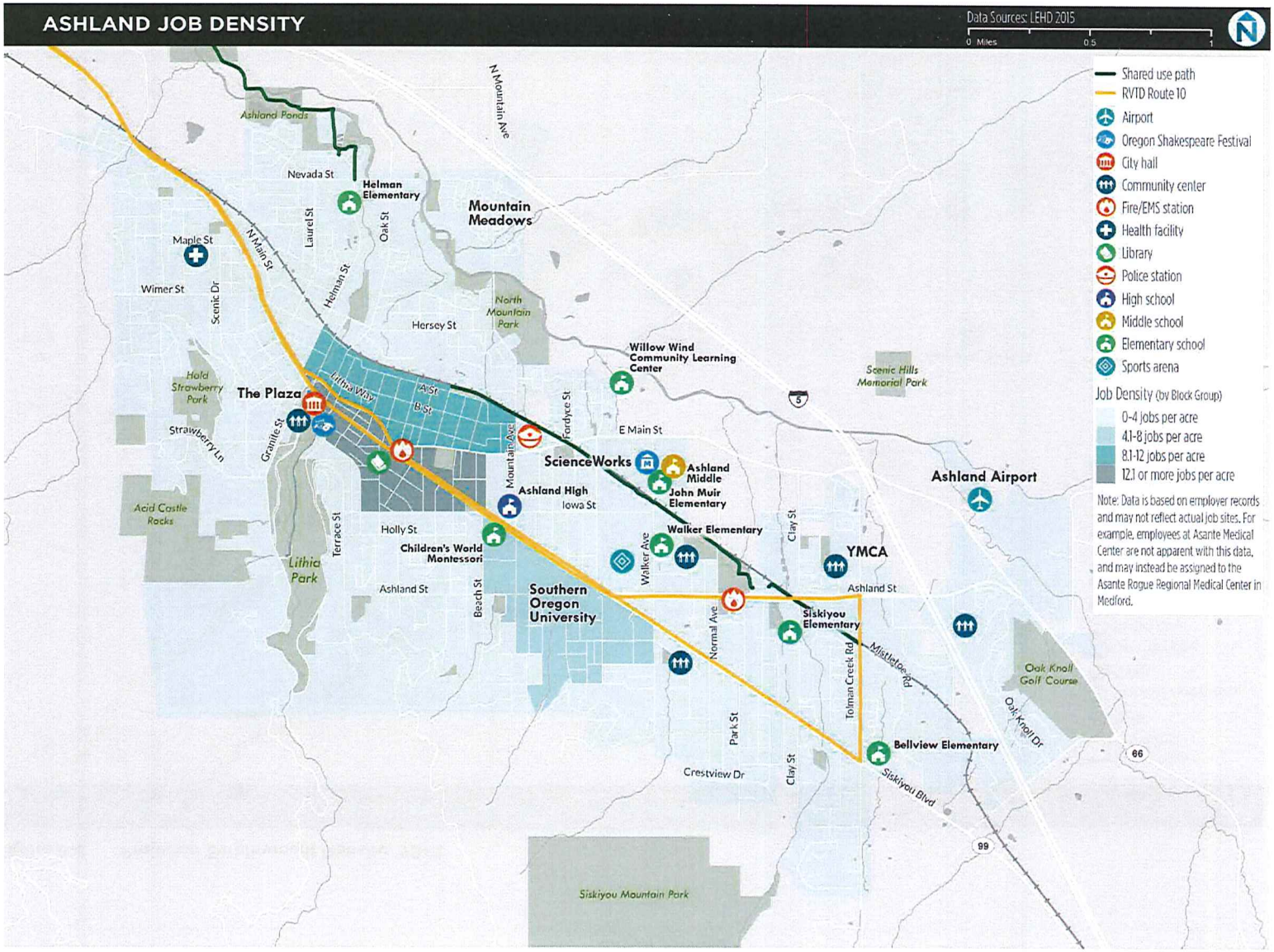
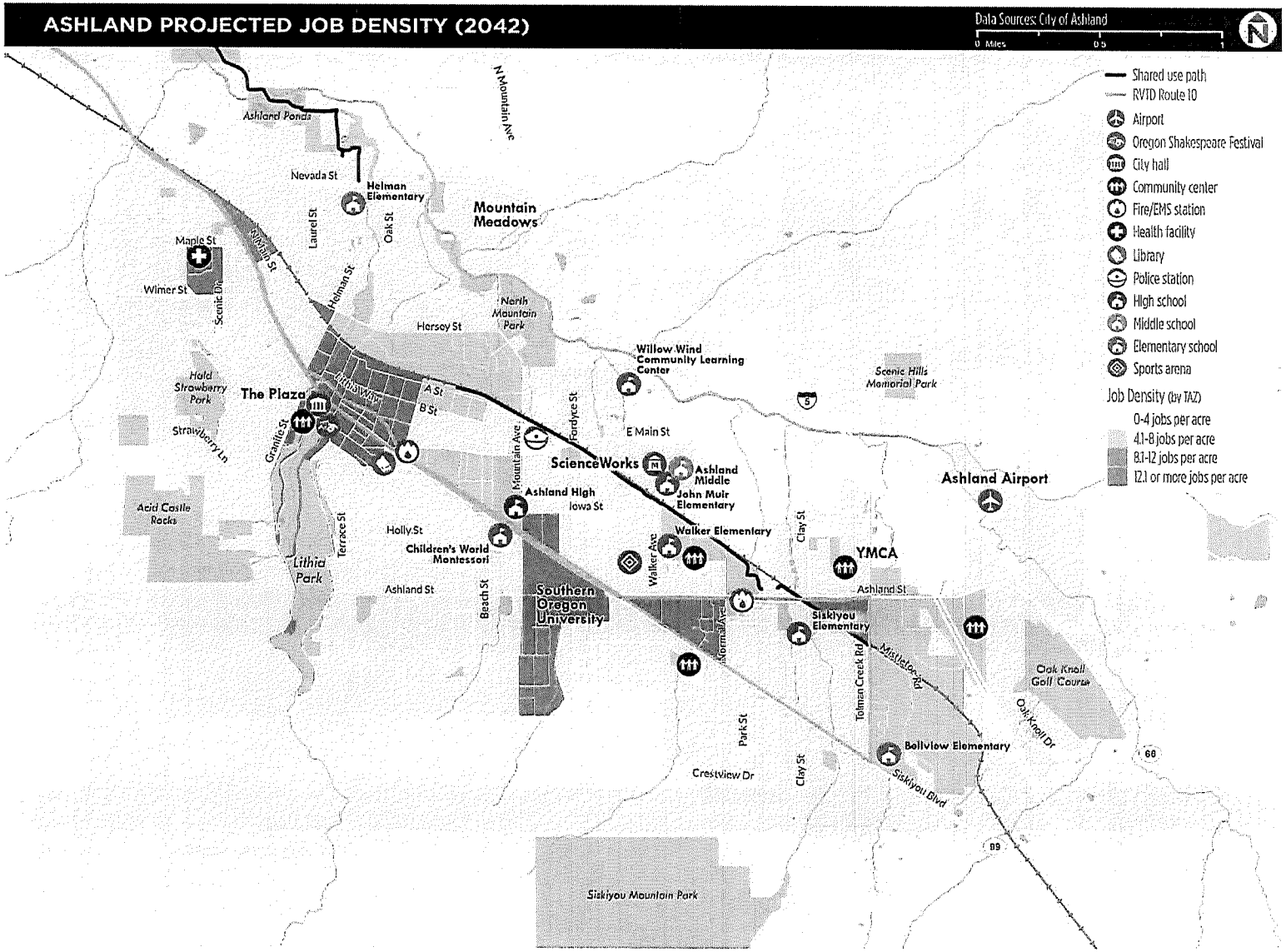


Figure 3-8 Projected Employment Density, 2042



TRANSIT DEPENDENT POPULATIONS

In addition to population and employment densities, other demographic groups are more likely to use public transportation, including older adults (65 years or older), low income households, zero vehicle households, youth (18 to 24 years old), and students. Public transportation can be a critical resource for people with limited mobility to maintain independence by getting them where they need to go affordably, efficiently, and safely.

Older Adults

For this analysis, older adults are defined as people age 65 and older. Older adults are less likely to drive because of physical restrictions, limited incomes, or other reasons. The proportion of older adults in Ashland and Jackson County was the same in 2010. Between 2010 and 2016, the older adult population in Ashland increased by 27%—nearly 1,000 people. Older adults in Jackson County also increased but at a slower rate than Ashland.

Figure 3-9 Older Adults (65 years and older)

Geography	2010		2016		Percent Change 2010-2016
	#	% of Total Pop	#	% of Total Pop	
Ashland	3,530	18%	4,490	21%	27%
Jackson County	35,830	18%	42,580	20%	19%

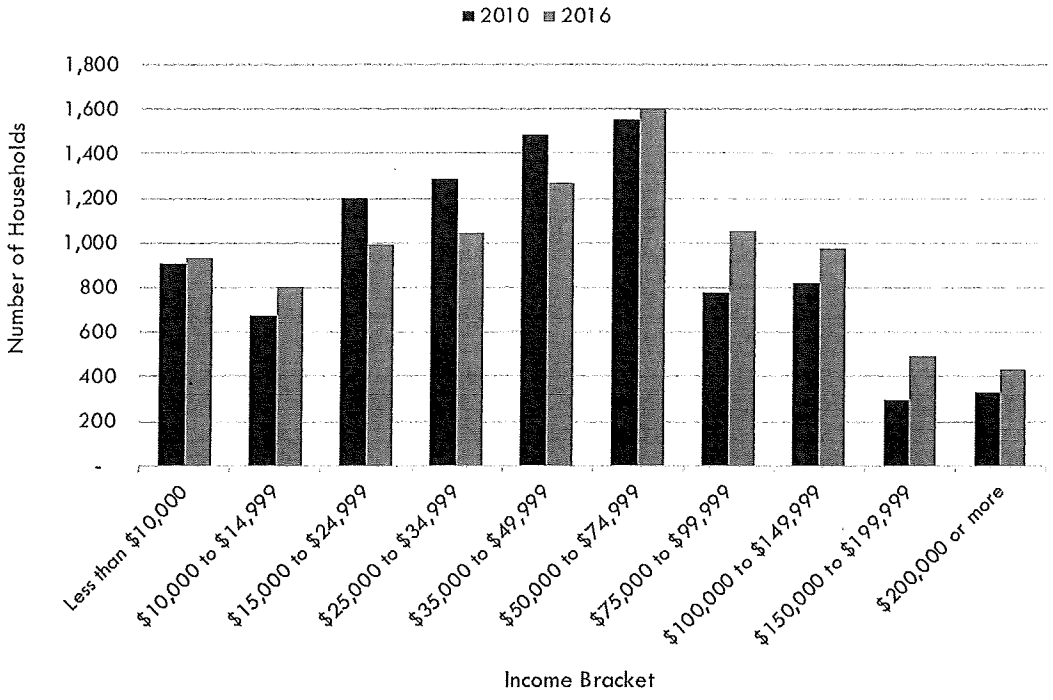
Source: U.S. Census, 2010 and American Community Survey, 2016

Low Income

People who earn a lower income may be less likely to afford their own car and more likely to use public transportation. Overall, household incomes in Ashland have been trending upward. Figure 3-10 shows household income trends for the City of Ashland between 2010 and 2016. In 2010, at least 44% of households had an income below the median income of $40,140. The median income increased to $47,314 in 2016. At least 39% of households had an income below the 2016 median. In both 2010 and 2016, most households had an income between $50,000 and $74,000.

Between 2010 and 2016, the number of households with incomes in lower income brackets ($15,000–$24,999, $25,000–$34,999, and $35,000–$49,999) decreased while the number of households with incomes in some of the higher income brackets ($75,000–$99,999, $100,000–$149,999, and $150,000–$199,999). Of the 10 income brackets shown in Figure 3-10, the total number of people in the five lowest brackets has decreased by 9% and the total number of people in the five highest income brackets has increased by 21%.

Figure 3-10 Household Income Trends in Ashland



Source: American Community Survey 5- Year estimates 2010 and 2016

Zero Vehicle Households

People who do not regularly have access to a vehicle at home have greater mobility restrictions than if a vehicle is always available. As shown in Figure 3-11, Ashland and Jackson County both have a small proportion of zero vehicle households but the number of households without a vehicle has been increasing since 2010. The proportion of zero vehicle households in Ashland (8%) is slightly higher than the proportion in Jackson County (7%). Between 2010 and 2016, the number of zero vehicle households in both Ashland and Jackson County has increased by one percentage point. It is unclear if the increase is due to financial circumstances, personal lifestyle choices, or other factors.

Figure 3-11 Zero Vehicle Households

Geography	2010		2016		Percent Change 2010-2016
	#	% of Total HH	#	% of Total HH	
Ashland	680	7%	790	8%	16%
Jackson County	4,930	6%	5,610	7%	14%

Source: American Community Survey 5- Year estimates 2010 and 2016

Youth

For this analysis, youth is defined as people ages 15 to 24. Youth may not have a license to drive or may not be able to afford their own car. Figure 3-12 shows historic trends of the youth population

in Ashland and Jackson County. In 2010, youth made up a larger proportion of Ashland's population—almost 20%—than Jackson County. The number of youth has declined in both Ashland and Jackson County between 2010 and 2016, but Ashland had a faster rate of decline.

Figure 3-12 Youth (15 to 24 years)

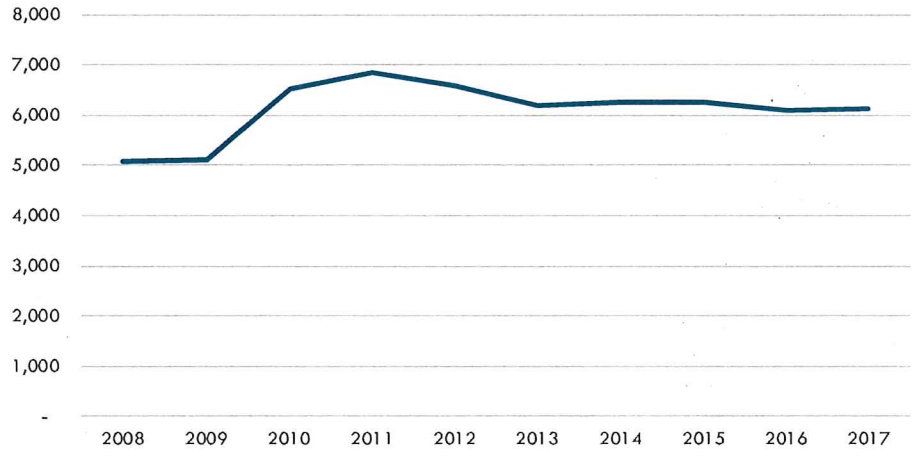
Geography	2010		2016		Percent Change 2010-2016
	#	% of Total Pop	#	% of Total Pop	
Ashland	3,800	19%	3,360	16%	-12%
Jackson County	25,430	13%	24,900	12%	-2%

Source: U.S. Census, 2010 and American Community Survey, 2016

Students

Southern Oregon University (SOU) is a public institution that specializes in liberal arts. The university primarily attracts students from Oregon, but enrollment does include students from other states as well as other counties. Figure 3-13 shows SOU enrollment trends from 2008 to 2017. Enrollment increased most between 2009 and 2010, increasing by over 1,400 students (28%). Between 2011 and 2013, enrollment decreased by 10% but has remained fairly even through 2017.

Figure 3-13 Southern Oregon University Enrollment Trends



Source: Southern Oregon University; https://inside.sou.edu/ir/enrollments.html

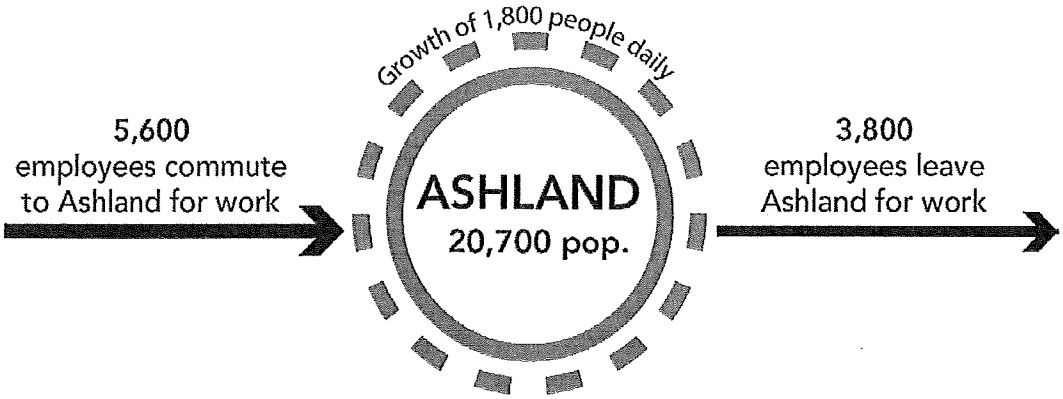
TRAVEL FLOWS

The U.S. Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) On the Map tool allows users to access employer and household information, such as where workers live and where workers work. This data highlights common commute patterns and can help anticipate travel needs to and from the city.

Approximately 8,900 workers were employed within Ashland in 2015, of which 5,600 (63%) of these workers travel in from surrounding cities, primarily Medford, Talent, Phoenix, and Central Point. Nearly 7,100 people living in Ashland were employed, of which 3,800 (53%) travel to surrounding cities for work, primarily Medford, Grants Pass, Central Point, Portland, and

Eugene. Approximately, 3,330 people both live and work in Ashland. As shown in Figure 3-14, these commute patterns increase the Ashland population by 1,800 people each day.

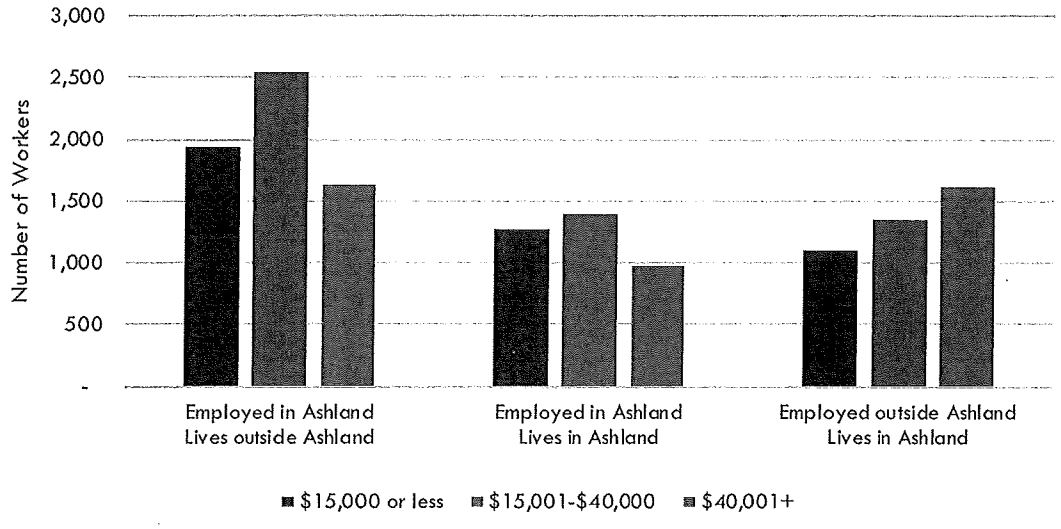
Figure 3-14 Ashland Commute Patterns, 2015



Source: Longitudinal Employer-Household Dynamics (LEHD), 2015; Portland State University Annual Population Estimates and Reports 2017

The work trip patterns also show that people working in Ashland that live elsewhere tend to have lower incomes, on average, than people that live in Ashland and work elsewhere. Figure 3-15 shows the commute types by three income categories providing a general picture of travel markets.

Figure 3-15 Income Categories by Commute Type, 2015



Source: Longitudinal Employer-Household Dynamics (LEHD), 2015

Figure 3-16 shows how these travel flow trends have changed between 2005 and 2015. Overall, more people are commuting to and from Ashland for work and fewer people are employed and living in the city. The number of workers commuting into Ashland for work increased by 25%. The number of worker living in Ashland and commuting elsewhere for work increased by 6%. Workers employed and living in Ashland has decreased by 10% between 2005 and 2015. Increases in the number of people traveling in and out of Ashland highlights the need for regional transit connections between Ashland and neighboring cities.

Figure 3-16 Ashland Commute Patterns, 2005

Category	2005		2015		% Change
	#	%	#	%	
Workers employed in Ashland	8,200	100%	8,900	100%	9%
Live outside of Ashland	4,500	55%	5,600	63%	25%
Employed and living in Ashland	3,700	45%	3,300	37%	-10%
Workers living in Ashland	7,200	100%	7,100	100%	-2%
Employed outside of Ashland	3,600	50%	3,800	54%	6%
Employed and living in Ashland	3,700	51%	3,300	46%	-10%

Source: Longitudinal Employer-Household Dynamics (LEHD), 2005 and 2015

4 COMMUNITY OUTREACH

The project team did a series of outreach in April, which included in-person outreach, stakeholder interviews, and a TAC meeting.

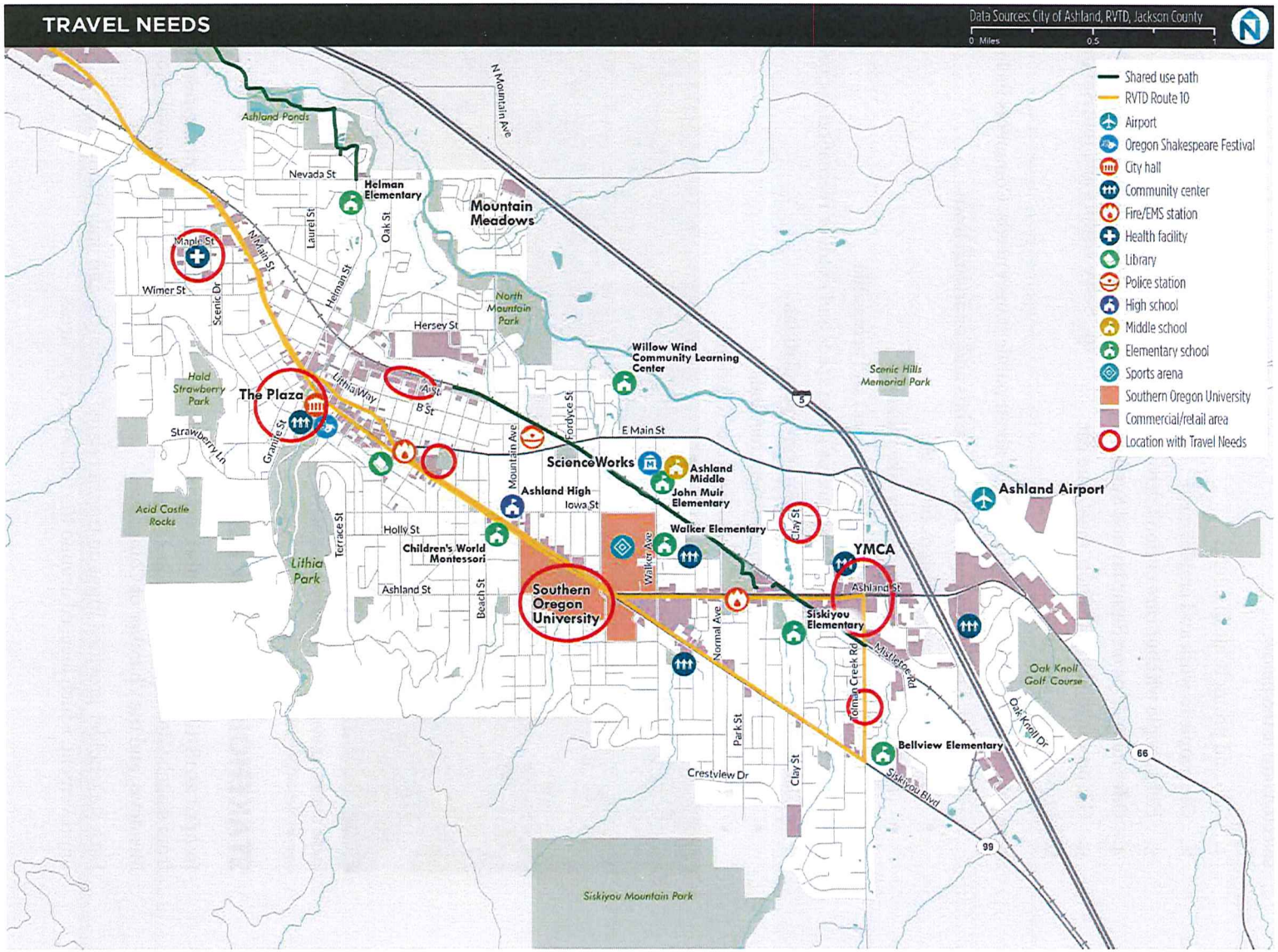
IN-PERSON OUTREACH

The project team gathered public input at SOU on April 23, 2018 and at the Ashland Growers Market on April 24, 2018. The purpose of this in-person outreach was to gather feedback about travel needs within Ashland, and to/from other communities in the region; and the most important roles of public transit.

People were asked to identify regional communities and/or specific locations in Ashland that they travel to frequently or where improved transportation would help them access. Of the people who participated in this exercise, most of them want to travel outside of Ashland to Medford Airport, Downtown Medford, and Talent; others noted needing to get to other parts of Medford, Central Point, and White City.

Travel needs within Ashland are circled in red in Figure 4-1 and primarily include commercial areas (i.e., Railroad District, Downtown Ashland and the Plaza, at Siskiyou Boulevard and Main Street), SOU, and Asante Ashland Community Hospital. Most of these destinations within Ashland are currently served by Route 10 today.

Figure 4-1 Travel Needs Within Ashland



People were also asked to select the top three choices of what Ashland should focus on when considering its public transportation system. The top 10 responses, in order of the times it was selected, are listed below.

1. Use and promote clean energy
2. Get people to work and employment
3. Help people without cars or don't drive
4. Offer more trips on Saturday and Sunday
5. Get people to places to shop, meet, and eat
6. Provide trips at night (after 8 PM)
7. Offer more frequent service
8. Connect Ashland to other cities
9. Provide connections within Ashland, especially to medical services
10. Serve visitors and tourism markets

Some people provided additional comments about public transit needs. Comments included:

- Low-cost, easy ways to get people to the bus and/or around town
- Small, electric cars, scooters, bikes, etc.
- More bike infrastructure and/or bike racks
- Make biking more safe (light, lanes, signs) and accessible
- Help underserved populations access green space and outdoor recreation opportunities
- Need to find ways to include low income populations
- Different, more convenient payment methods
- Education and information to change perceptions

Public outreach at the Ashland Farmers Market (left) and at Southern Oregon University (right).
Source: Nelson\Nygaard

STAKEHOLDER INTERVIEWS

In April 2018, the project team also conducted three in-person interviews with representatives from stakeholder organizations in Ashland, including Oregon Shakespeare Festival, Mountain Meadows, and the Chamber of Commerce.

Each stakeholder provided input on transit related challenges and opportunities for improvement, which focused around the following topic areas.

Access to Transit

Current barriers to riding transit include frequency, reliability, and hours of service. Stakeholder interviewees indicated that if transit service ran more often and was more reliable more people would be interesting in using it. There is also a need for transit to operate on evenings and weekends, particularly during the peak tourists season from May through October. The hilly terrain in Ashland can also make access to transit more difficult, particular for people with limited mobility or disabilities. Any new transit services within Ashland (e.g. a local shuttle or circulator) should serve the Railroad District and Downtown equally. Some people do not feel safe walking around Ashland late at night due to a lack of street lighting and wildlife. Additional lighting could improve safety, access to transit, and walkability.

Pedestrian and Bike Infrastructure

Improved pedestrian and bike facilities are needed in Ashland. Stakeholders expressed a desire for improved pedestrian infrastructure downtown and bike lanes along Main Street. Stakeholders also noted that pedestrian infrastructure also needs to be designed in a way that is functional for people with disabilities or limited mobility, including older adults which are a notable share of tourists. However, some local business owners fear that expanding pedestrian and bike infrastructure may take away parking and impact their business.

Parking

Parking is a very important part of the transportation issues in Ashland. People understand the need to balance walking, biking, and driving, and businesses are concerned about how that may impact customer access to their business.

Loading areas and drop-off zones are also an important consideration. The roadway around the Plaza is often congested with people trying to park, taxis dropping people off, and multiple deliveries by truck.

Stakeholder interviewees indicated there is not enough handicapped parking in the area. This is problematic for people that are not able to park farther away (e.g. on the hill south of Main Street) and walk to their destination.

Parking near the Albertsons and Bi-Mart were identified as potential park-and-ride locations that can reduce downtown parking pressure. Those are the largest parking lots in the city and the Chamber of Commerce already has an existing partnership with Albertsons to use that parking for various events, including the 4th of July, Festival of Lights and the Halloween Parade.

Airport Access

Transport to and from the airport was identified as a need, and there was recognition that visitors and local businesses would benefit from improved access to the airport in Medford. The Oregon Shakespeare Festival and Chamber of Commerce both indicated that multiple times in the past staff members would travel to the airport to pick up or drop off colleagues or visitors because of the lack of an existing connection. Stakeholders did not refer to Route 61, which serves the airport Monday through Saturday every 60 minutes, suggesting lack of awareness that the service exists, or recognizing the inconvenient transfers.

Cultural Shift

There currently is a lack of transportation options in the region. To decrease the number of cars on the road, Ashland needs to create more pedestrian and bike friendly options and encourage the use of transit. This could also help broaden the appeal of downtown for residents during off-peak tourist season.

TAC MEETING

The purpose of the Technical Advisory Committee (TAC) is to provide guidance throughout the duration of this project by bringing their perspectives to technical approach, analysis results, strategy development and evaluation, and content of deliverables. The TAC is comprised of city staff and relevant community stakeholders and will meet three times over the course of this project.

The first TAC meeting took place on April 23, 2018 in Ashland. Attendees participated in an open discussion about transportation needs and opportunities as well as a prioritization exercise. TAC members were split into groups of two or three to prioritize their top service preferences. The top services identified by the group were:

- Direct service to Medford
- Later service in the evening
- Higher frequency service on Siskiyou Boulevard and Main Streets
- Visitor/tourist shuttles
- Door-to-door service for people with limited mobility
- Transportation marketing and information
- General circulation shuttles around Ashland, connected to park-and-rides
- Publicly owned taxis and TNCs
- Electric vehicles

Meeting notes and the results from this exercise are included in the Appendix.

5 TRANSPORTATION NEEDS AND OPPORTUNITIES

This section summarizes the transportation need and opportunities identified through the existing conditions analysis and conversations with the TAC, key city partners, and the general public through the events described in Section 4. Figure 5-1 summarizes the transportation needs most relevant to transportation market or user types including Ashland residents, employees and visitors. The needs are marked by a symbol to represent whether the need is generally a high priority issue, or a secondary one. The section following the figure describe the transportation needs in more detail.

Figure 5-1 Transportation needs and opportunities by rider type

	Market Type:	*Frequent users or needs*			*Occasional users or needs*		
		Limited Car	**Students**	**Commuters**	**Residents**	**Visitors Tourists**	**Businesses**
Transportation Needs & Priorities	High frequency service	●	●	○	○	●	○
	Reliability	●	●	●	●	●	●
	Local connections	●	●	○	●	○	○
	Transportation options	●	●	○	○	●	●
	Late night service (to 12 am)	○	●	○	○	●	○
	Sunday service	●	○	○	○	○	○
	Shorter Travel time to Medford	●	●	●	○	○	○
	Connect to Medford Airport	○	○	○	○	●	○
	Alternatives to parking downtown	○	●	●	●	●	●
	Comfortable walking environment	●	●	●	●	●	●
	Safety/perceived safety	○	●	○	●	●	●
	Information	○	○	○	○	●	○
	Low price	●	●	●	○	○	○

● = High priority; ○= Medium to low priority

High frequency service refers to how often a bus is available. Higher frequencies allow people to make trips without rigid planning. Route 10 offers service every 20 minutes – although this is the highest in the RVTD system, past plans and stakeholders note a need for more frequent service.

Reliability, like frequency, reflects users' need to know they will arrive at their service within an expected amount of time. Reliability can be affected by service interruptions (traffic, breakdowns, etc.), or operational issues with route timing. Stakeholders didn't mention specific issues with Route 10 but noted the importance to any transportation service strategy.

Local connections are key for people making local trips in Ashland. The 2012 TSP, RVTD's Long Range Plan, and conversations with local stakeholders indicated the potential to serve mobility needs with bus routes in parts of the city not served by Route 10 today. Given that most people will walk or roll one-quarter mile to a transit stop, there are not many areas in Ashland lacking service, given the relatively narrow shape of the city. Some of the most important destinations included the following, with places accessible by Route 10 noted with an "*".

- Downtown and Ashland Plaza*
- Asante Medical Center
- Railroad District
- Mountain Meadows
- Southern Oregon State University*
- Scienceworks and the Growers Market
- Tolman Creek Road and Ashland Street (Bi-Mart, Albertsons)*
- YMCA Community Center
- Residential areas including southwest of downtown, Oak Knoll Drive, and Helman neighborhood

Transportation options refers to having multiple mobility services, such that a person can choose a solution for any type of trip. Transportation options include (but are not limited to) fixed route transit, demand response transit, taxis or transportation network companies, carpooling or biking. With a growing population of people with higher-than-average incomes, and a younger generation coming to recreate and attend classes, mobility options will likely not be restricted to traditionally low-cost public transportation.

Night service refers to bus trips available after 9:20 pm, the last run on Route 10 in Ashland. Residents on a night out, visitors and students were key markets for later evening service. Some performances at the Oregon Shakespeare Festival end as late as 11:00 pm, and students may meet late or attend events in town.

Sunday service would provide service during the only day of the week when transit service is not currently provided in Ashland. Sunday service could be designed to either serve local trips within the City of Ashland only, or to expand Route 10's schedule to provide regional connections to Talent, Phoenix and Medford. Sunday service would provide options for people who do not have a car, and provide greater flexibility for people to run errands or go to the grocery store.

Travel time to Medford on Route 10 is scheduled at 50 minutes, about 30 minutes longer than a car trip, on average. Past plans and stakeholders have noted the need for faster travel times between these communities to attract and maintain rider markets. Faster travel times would be particularly of interest to work commuters, students and people making occasional trips. This could be especially true as people seek housing at more affordable prices outside Ashland.

Connecting to the Medford Airport is a regional travel need for students, tourists, visiting actors and other workers, and residents with visitors. The connection today from Route 10 to Route 61 is not timed for regular use, and the travel time to Ashland is over three times longer than driving. Other transportation services are not generally available or reliable.

Alternatives to parking downtown is a preference for many people who try to find a parking space in the compact downtown area. On-street occupancy is high in downtown Ashland (often over 80% utilized) due to low cost to parking, high demand, limited mobility options, and

propensity to drive. There is a concern by officials and business owners that employees are using parking spaces that could instead be used by customers, thereby reducing business access. Past plans recognized satellite parking may be an effective solution, in conjunction with a shuttle bus.

A comfortable walking environment is a key issue for mobility and public transit. Many neighborhoods in Ashland, including areas along Main Street and Siskiyou Boulevard have good sidewalk connectivity and relatively frequent pedestrian crossings. However, some areas have sidewalk gaps limiting access and mobility for people. These sidewalk gaps are common on the city's southwestern edge where terrain and street connectivity also present mobility challenges.

Likewise, bicycle facilities exist on many streets in Ashland, but the network is not well connected nor suitable for a range of rider abilities. Steep terrain is a deterrent for walking or rolling, and people express a reluctance to walk or bike up the hills.

Safety, or perceived safety, is a top concern for people who do not frequently use the bus today. This is a need partly unique to Ashland, where students, actors, and tourists visit from other cities, and are unfamiliar with the city. There are two key issues that appear to be driving the safety concern: one is lack of comfort walking in the city, and the other is lack of comfort with riding in the bus. People noted unlit sidewalks, unlit bus shelters, vegetation, and wildlife and top concerns in Ashland. Others noted being uncomfortable or unfamiliar with using transit. Safety will continue to be a key issue as the City's population is expected to become older over the coming decades, and tourism is expected to remain a top economic driver.

Information is a critical part of using public transportation and accessing mobility services in general. RVTD conducts robust outreach and marketing efforts for the region, and while people are generally aware that there is bus service, there appears to be low awareness of how often it comes or where it goes. People indicated a need for, and generally expect, easy-to-access information about transportation services, whether electronic or other means.

Low price transportation services for low-income community members has been a top concern in Ashland, reflected in past reduced and free-fare programs offered by the city and RVTD. Reducing bus ticket costs as much as possible is noted in several plans, and stakeholders expressed the need to increase transit access through a low fares. RVTD fares are relatively low region-wide today.

The needs and opportunities described above will form the basis for developing potential strategies and an evaluation framework in the next phase of the study. The strategies will be targeted to address these needs and opportunities, and the evaluation framework will provide a process by which to refine strategy elements in ways that best meet short- and long-term travel needs in Ashland.

ASHLAND TRANSPORTATION EXPANSION FEASIBILITY STUDY

Technical Memorandum #2
Strategy Development and Evaluation

December 2018

CITY OF ASHLAND

NELSON NYGAARD

Table of Contents

Table of Figures

1 EVALUATION OVERVIEW

The purpose of the Strategy Development and Evaluation technical memorandum is to introduce and evaluate public transportation projects, investments, and programs that will support the transportation needs of people living in, working in, and visiting Ashland.

The project team identified the strategies based on research documented in the Existing Conditions and Needs Assessment technical memorandum, and through continued conversations with City staff and project stakeholders. The priority needs identified through the first phase of the plan included:

- High frequency and reliable service
- Local connections and transportation choices
- Expanded hours: Late night (~12 am) and Sunday
- Shorter Travel time to Medford (and the Airport)
- Reducing driving to downtown to reduce car parking and roadway use, and vehicle emissions
- Safe and comfortable transit access
- Clear and easy to find Information
- Low prices

The key markets to consider and serve include:

Residents, especially with low incomes and limited access to automobiles. Residents may seek work, shopping or personal trips with some flexibility, and will prioritize safety, comfort and easy access. Residents are more likely to be interested in expanded service hours, regional express routes, and flexible local service.

Students typically have low incomes and limited access to automobiles. Students may seek transportation to and from events later in the evenings, flexible mobility options, and affordable express transit routes to/from Ashland.

People working in Ashland, or commuting from Ashland, especially people with low incomes and limited access to automobiles. These schedules are typically not flexible, and reliability is a critical issue.

Recreational visitors, who visit Ashland most in the summer months, and travel to and from locations on commercial corridors. Visitors have some flexibility in timing, seek travel later in evenings, and prioritize having easy-to-access information and procedures.

This memorandum is organized into six sections, described below.

Section 2 Strategy Development identifies proposed strategies to support the needs and opportunities identified in the Existing Conditions and Needs Assessment report, with information on project activities, costs, and partners. This is a longer list than might otherwise be feasible, to help stakeholders consider and balance tradeoffs in service and program design.

Section 3 Strategy Evaluation provides a qualitative and quantitative strategy evaluation summary, to help understand how benefits are distributed across potential markets, and how transportation needs would be met.

Section 4 Funding introduces potential funding sources used previously, are upcoming through the new Oregon Statewide Transportation Improvement Fund, and other options available to the City either directly or through partnerships.

Section 5 Governance provides various governance structures for the City of Ashland to consider in order to implement, oversee, and fund local transit services

Section 6 Stakeholder Input summarizes the outcomes of the Technical Advisory Committee and Transportation Commission meetings where the strategies were reviewed, including key takeaways and recommendations

Section 7 Recommended Strategies identifies the strategies that best meet City and project goals, based on analysis and feedback from stakeholders

2 STRATEGY DEVELOPMENT AND EVALUATION

The City of Ashland is pursuing opportunities to improve mobility for people living, working, and visiting the city. One of the ways to do this, and the focus of this project, is through a public transportation system. Public transportation can offer important and effective connections for people and communities, and help Ashland make progress on its local goals. To do this, stakeholders need a clear understanding of transportation needs and how public transportation solutions can address those needs. The City must prioritize the needs and solutions to focus limited financial and organizational resources with the greatest community benefits.

The City's review of the draft strategies will help the project team understand top public transportation priorities, and refine strategy details (e.g., changing routing, adjusting service levels, etc.).

The strategies are presented in **Figure 4,** organized in six categories. The six categories include 20 preliminary strategy types, each of which include options or variants for stakeholders to consider. The strategy categories and types include:

1. Route 10 modifications
2. New local fixed routes
3. New regional fixed route service
4. Local demand response services
5. Capital strategies
6. Program and mobility management

Individual strategies and variants are described in more detail below.

ROUTE 10 MODIFICATIONS

Route 10 is the only fixed-route in Ashland, and provides a regional connection between Ashland, Talent and Medford. Service currently operates every 20 minutes on weekdays. Route 10 modifications include strategies that increase frequency, improve reliability, extend the route further east, add Sunday service and extend service later into the evening

Figure 2 provides a draft route map illustrating the options for modifying Route 10, as well as local circulation within Ashland.

M-1 through M-5: Increase Frequency

Strategies M-1 through M-5 increase frequency on the existing Route 10.

Strategies M-1 and M-2 *increase service along the entire Route 10*, between Front Street Station in Medford to Tolman Creek Road, from the existing service level (every 20 minutes) to service as frequent as every 10 minutes. The least expensive option is to increase service to every 15 minutes during peak commute times Monday through Friday. The most expensive option increases frequency to every 10 minutes all-day, Monday through Saturday.

Strategies M-3 and M-4 *increase service on portions of Route 10* by adding additional trips ("overlay service") between the existing trips, to provide 10-minute service. One option is to

provide overlay service in Ashland only, between Asante Community Hospital and the terminus (either Tolman Creek Road or Ashland Hills Hotel & Suites – see M7). The other option is to provide overlay service as far north as Talent, to accommodate the increasing connections between the two communities. The buses that provide the overlay service would operate independently of the Route 10 trips that continue to Medford, but would be scheduled to provide consistent 10-minute headways.

Strategy M-5 increases service on portions of Route 10 by adding an overlay route from Exit 14 to Exit 19. This option would provide service to the area's hotels, could serve as a local circulator if coordinated with the establishment of a park-and-ride (Strategies S-2 or S-3), would increase service on the existing corridor served by Route 10, and address recommendations from previous plans for a local transit route connecting the two freeway interchanges. This route is assumed to operate every 30 minutes, Monday through Friday.

M-6 through M-7: Schedule Reliability Improvements

Stakeholder feedback and on-time performance analysis point to issues with buses adhering to scheduled stop times. On-time performance is affected by a wide range of factors. Two common factors are more riders (affecting boarding time), and traffic and unsignalized pedestrian crossings (affecting travel time). Two proposed strategies could create more time in the existing Route 10 schedule.

- *Add time to the existing schedule to make sure drivers have time to complete the segment on time.* The time needed could range from five to 20 minutes, depending on the time of day. The exact timing would be determined by analyzing past runtimes and driver schedules, and confirmed by test trips under normal conditions. However, increasing the scheduled time may require an additional bus, and would not improve the efficiency or convenience for riders.
- *Consolidate stops in Ashland.* The average spacing between stops in Ashland is 1,133 feet, with a range from 623 to 1,870 feet. Eight stops are located less than 800 feet from the previous stop, and 18 stops are located less than 1,050 feet from the previous stop. These are closer together than is generally recommended to maintain a balance between efficient transit travel speeds and rider access needs (a range of 1,320 to 1,760 feet could be considered along a major arterial, with anything less than 600 feet as strong candidates for consolidation or relocation). Bus stop delays (which include slowing, stopping, loading, and re-entering traffic) can take as little as 10 seconds for stops with minimal boarding activity and no re-entry delay, or up to 2.5 minutes for major stops with heavy passenger volumes, delays from traffic signals and waiting for a gap to pull back into traffic. Reallocating several stops at strategic locations that have high levels of bus stop delay could reduce bus travel time in Ashland by a few minutes. This would require significant coordination between RVTD, ODOT and the City. Stop consolidation could be coordinated with strategies V-3 and V-4.

M-8: Route 10 Terminus Realignment

M-8 would change the alignment of Route 10's terminus. Instead of serving a large one-way loop on Ashland Street, Tolman Creek Road and Siskiyou Boulevard, Route 10 would instead provide bi-directional service on Ashland Street, and extend service across I-5 to serve the hotels and

businesses located there. This change would simplify the route and reduce travel times for some riders.

A key consideration for this potential change to Route 10 is where to turn the bus around. In the past RVTD has considered turning the bus around in the Ashland Hills Hotel's unused parking lot, and a loop on East Main Street to Tolman Creek Road. Alternatively, service can be extended to the Jackson County Weigh Station where there is sufficient turning radius for a bus to turn around. The weigh station, however, is outside the RVTD district boundary.

M-9 through M-10: Add Sunday service

Strategies M-9 and M-10 would add Sunday service to Route 10 between 8 am and 8 pm. M-9 would add Sunday service along all of Route 10 (from Medford to Ashland) and M-10 would add Sunday service only on Route 10 within Ashland.

For RVTD to offer Sunday bus service, significant operational changes and increased funding would be required. Operating on Sundays will require the entire agency to be in operation, including scheduling, maintenance, and executive staff. RVTD is continuing to explore Sunday service region-wide. For Ashland alone to consider Sunday service, it would need to explore other service operators.

M-11 through M-14: Add Late Night Service

Late night service (on Route 10 between 9 pm and midnight) could be provided in Ashland under different operating scenarios with the goal of expanding mobility options for people working in restaurants, students at Southern Oregon University, and people enjoying social and cultural activities after 9 pm.

Strategies M-11 and M-13 assume late night service on the full Route 10, whereas Strategies M-12 and M-14 assume late night service on Route 10 within Ashland only. Strategies M-11 and M-12 assume late night service for the entire week – Monday through Saturday. Strategies M-13 and M-14 assume late night service on the days of the week that are most likely to have a stronger demand for late-night service (Thursday through Saturday nights). See Figure 1 for a list of strategies broken out by days of the week, and route portion.

Figure 1 Late Night Service Strategies

Route 10 Portion	All week (Mon-Sat)	Partial week (Thur-Sat)
All (Medford-Ashland)	M-11	M-13
Partial (Ashland only)	M-12	M-14

RVTD is not currently prepared to offer service past its existing hours of service (last trip to Ashland leaves at 8 pm and last trip to Medford leaves at 9 pm). This strategy could be addressed through private transportation providers, whether operating a fixed route or on-demand through a shuttle or taxi-like service.

NEW LOCAL FIXED ROUTES

See **Figure 2** for a draft route map illustrating these strategy options for adding local fixed-route service (i.e., set schedules and stops) in Ashland.

L-1: New Local Route – Asante to East Ashland

The route proposed in L-1 would provide local service within Ashland between Asante Community Hospital and Tolman Creek Road, via Main Street, Laurel Street, Hersey Street, Mountain Avenue, East Main Street, Walker Avenue and Ashland Street. Service would operate every 60 minutes, using one 30-to-40-foot bus. This route would provide coverage and connections where no service exists today, such as to Asante Community Hospital, East Main St, ScienceWorks, Ashland Middle School, within a few blocks of the Senior Center, Clay Street, and Tolman Creek Road north of Ashland Street. Additionally, this route would extend RVTD's paratransit service area to include Mountain Meadows.

L-2: New Local Route – Plaza to Mountain Avenue

The route proposed in L-2 would provide local service within Ashland between Mountain Meadows and downtown Ashland, via Gresham Street, Holly Street, Morton Street, Ashland Street and Mountain Avenue. Service would operate every 30 minutes, using one small bus or van. This route would connect residential areas in steep terrain areas south of downtown Ashland, Ashland High School, and Mountain Meadows. Turning radii and street widths will constrain the vehicle sizes that can operate this route on Mountain Meadows roadways.

L-3: New Downtown/Central Ashland Circulator Route

This proposed route would provide local circulation for visitors, patrons and employees in downtown Ashland and in the Railroad District, as well as students at Ashland High School. Service would connect to a potential park-and-ride location on Clear Creek Drive. This route would be most effective if implemented along with Strategy T-3 (downtown paid parking). Service would operate in a counter-clockwise direction, with service every 15 minutes using a single bus. The park-and-ride would need a dedicated turnaround facility for the vehicle.

NEW REGIONAL FIXED ROUTE SERVICE

Regional services include routes that operate between Ashland and other communities in the Rogue Valley region. Typically these regional services would operate with limited stops at designated locations.

R-1 and R-2: Route 10 Limited Stop Service

Route 10 would be augmented by limited stop service that would connect Medford and Ashland, with one stop each in Medford, Phoenix, Talent, Downtown Ashland, near SOU, and at Tolman Creek and Ashland Street. Limited stop service would decrease travel times for passengers traveling between these locations. It would take approximately 40 minutes to travel from Downtown Medford to Tolman Creek Road, in comparison to the 60 minutes today.

R-3 and R-4: I-5 Express

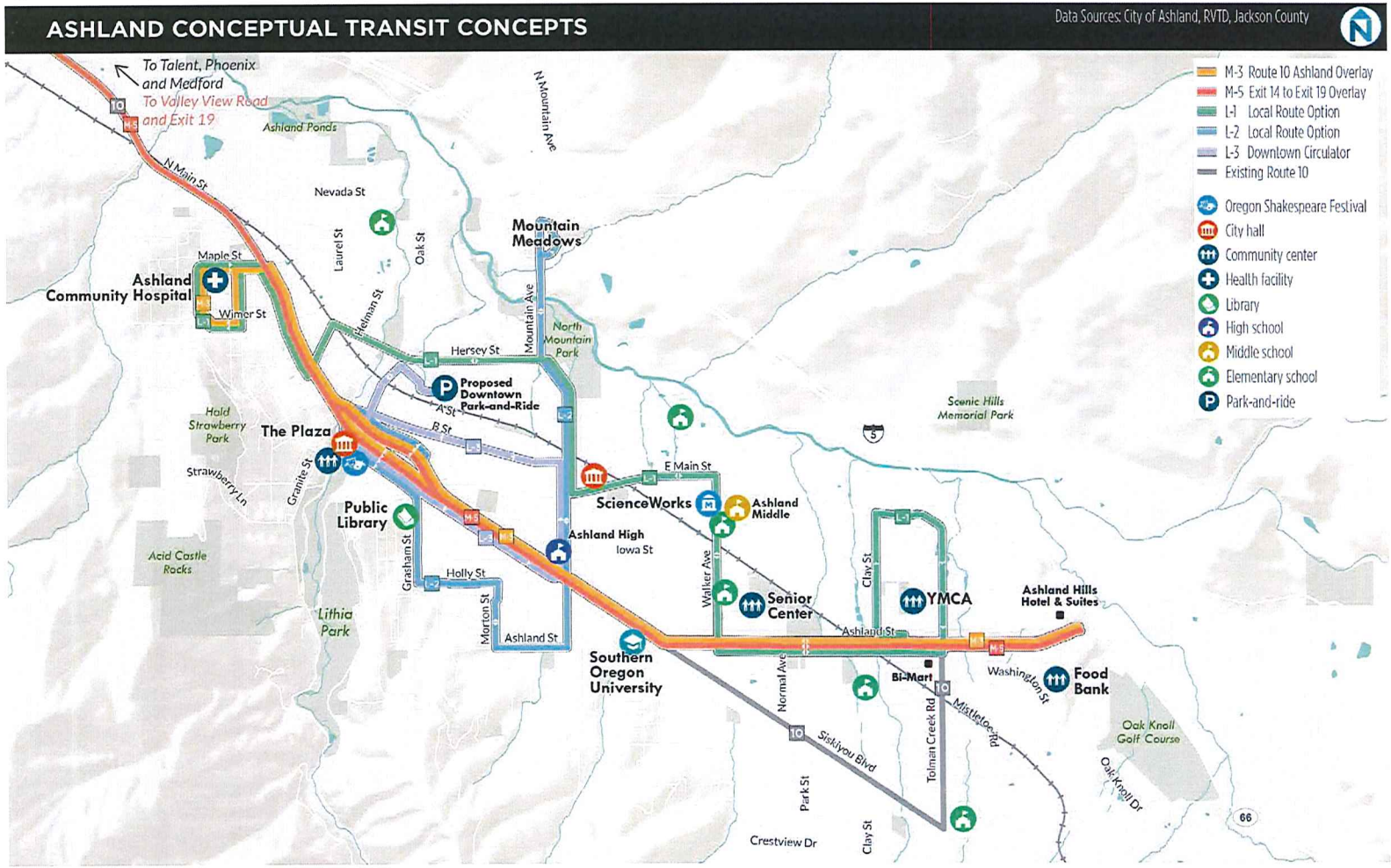
Alternatively, express service on I-5 can also provide shorter travel times for passengers traveling between Ashland and Medford. This option would not serve intermediate destinations between Ashland and Medford, such as Phoenix or Talent. End-to-end travel times would be approximately 25-30 minutes. Park-and-rides could be located near I-5 and Valley View Road or near I-5 and Ashland Street to provide parking options for Ashland-to-Medford commuters. The terminus and stops in Ashland would be defined following this initial presentation of strategies, if this approach is recommended through stakeholder feedback.

R-5: Medford Airport Connector

Some stakeholders said that public transportation access to the Medford Airport would be a practical and convenient regional connection, often related to visitors and tourists from out of town, and colleagues arriving for work. Some bus connections today have a very long layover at the Medford Front Street Station, between Route 61 and Route 10 (up to 51 minutes for people connecting from Route 10 to Route 61[1]). To address this issue, a new route could provide a direct connection between Ashland and Medford Airport. The frequency, days of service and hours of service could be adjusted based on demand. This route would be best served initially by 15-passenger vans. This service is envisioned to be managed and funded in large part by private businesses with interest in this connection.

[1] One Route 61 run per hour from or to Medford Airport connects with Route 10 within a 10 minute transfer time. The other two connections per hour can range from about 30 to 50 minutes.

Figure 2 **Initial Proposed Local Fixed Route Service Map**



LOCAL DEMAND RESPONSE SERVICES

Local demand response services operate differently than fixed-route transit. Instead of serving the same route according to a pre-determined schedule, demand response services pick-up and drop-off passengers at requested locations based on reservations. Reservations can range from 24 hours in advance, to less than 10 minutes depending on the type of service and service availability.

Local demand response services can take multiple forms, and can be provided in a number of ways. Typical public transportation demand response services are provided for seniors or people with disabilities. The RVTD Valley Lift service is an example of this. However, local demand response services can also be provided for the general public, either through the transportation district or other operators. Demand response service in this strategy list also includes ride-hailing, such as taxi providers or transportation network companies (TNCs) that typically provide trips for one- or two people.

The business model, fares, and costs will be more fully developed following input from stakeholders on which of these strategies are seen to best address the priority transportation needs in Ashland. Please refer to Appendix A for more information on emerging mobility services.

D-1 through D-3: General Public Demand Response Shuttles

General public demand response shuttles would provide curb-to-curb service using smaller transit vehicles (vans or cutaways) seating up to eight people. Riders would be able to reserve vehicles less than 60 minutes in advance using either a smartphone application or a telephone number. The scheduling software would group rides as much as possible to increase productivity and efficiency. Rider costs would depend on fare policy, such as matching the local fare, or charging a higher amount for "premium" local service. This operational approach is intended to replace or supplement existing fixed routes where productivity is expected to be about 1 to 6 rides per revenue hour. RVTD does not currently have capacity to schedule trips less than 60 minutes in advance; vendors offering software and/or operations for this strategy are available in the region (and are interested in implementing pilot program to introduce their service and test demand).

D-4 through D-6: General Public Taxi or Transportation Network Company Subsidy

A taxi or transportation network company (TNC) subsidy program would provide reduced-cost curb-to-curb trips for customers reserving trips using a smartphone application or telephone reservation system. The subsidy can be paid by the city through monthly contract or via a voucher system (trip receipts sent to city as a type of invoice). The city can set the amount of subsidy, typically a flat rate (e.g. $5 per trip), with customers paying the remaining share depending on the distance and time of their trip. This model could supplement fixed route public transportation service where there is expected low productivity (1 to 4 rides per revenue hour) due to geography (low density housing or development) or due to service time (e.g., late night service).

D-7: Senior and Disabled Demand Response

Some local agencies provide specialized door-to-door public transportation service to specialized rider groups with limited mobility options, such as older adults and people with disabilities. This service would have limited eligibility to ensure capacity for people most vulnerable to transportation limitations. Riders may pay a flat fare, or may vary based on distance. The strategy is envisioned to supplement the existing ADA complementary paratransit service.

CAPITAL STRATEGIES

I-1 through I-8: Pedestrian and Bicycle Infrastructure

Eight strategies support pedestrian and bicycle access. These strategies focus on providing safe and comfortable pedestrian and bicycle infrastructure that improves access to public transportation, including sidewalks, crosswalks, lighting, bike lanes and bicycle parking.

S-1 through S-3: Park and Ride

There are three options for park-and-ride locations in Ashland. Two locations support regional travel by locating park-and-rides near I-5 on/off ramps to provide connections to regional routes that serve Medford, or provide off-site parking for regional residents who are traveling into Ashland. One park-and-ride option supports local circulation by providing peripheral downtown parking. These options are best implemented with downtown paid parking and transit routes that would serve these park-and-ride facilities.

S-4 and S-5: Bus Stops

In addition to actual transportation service, amenities at bus stops are an important aspect of a transit trip. Two strategies provide bus stop amenities or ongoing maintenance to ensure comfortable, clean and safe locations for people to wait for the bus.

The RVTD Bus Stop Design Guidelines include a hierarchy of four classes that are based on boarding volume. Each class has different expectations for the amenities that are provided based on the stop's class - some elements are required, and others are encouraged but optional. RVTD requires a sign, adequate lighting, and access and safety at every bus stop. A shelter, bench, maps and schedule, bike rack, and trash can are required at all stops with up to 60 average daily boardings.

RVTD staff have noted that different reasons lead to required or optional amenities not being available at a bus stop. One key reason is that there is not enough space at the bus stop to fit the amenity, and neighboring land owners do not allow the district to install items on their property. Therefore, one key opportunity is for Ashland and RVTD to work together to find site-specific bus stop design solutions to ensure that riders have full safety, comfort, and convenience at each stop. The number of bus stops needing amenities is listed in Figure 3. The stops and their missing amenities are listed in Appendix B.

Figure 3 Bus Stop Amenities in Ashland

Amenity	Number of stops in Ashland lacking an amenity
Bus stop sign	7
Lighting	2
Shelter(s)	2
Bench	5
Map and schedule	4
Bike rack	6
Trash can	0

Source: RVTD

V-1 and V-2: Transit Vehicles

Strategies V-1 and V-2 provide electric buses for Ashland's local transit service, and the necessary infrastructure to support these buses, including a bus maintenance and charging facility.

V-3 and V-4: Implement Transit Priority Treatments

Strategies V-3 and V-4 implement various transit priority treatments to ensure transit reliability and on-time performance. The strategies include transit signal priority, bus only lanes and queue jumps as elements of a transit priority program in Ashland.

PROGRAM AND MOBILITY MANAGEMENT STRATEGIES

T-1 through T-4: Transportation Options

Transportation options includes investments in bike share programs that serve as local extensions of the transit network; marketing and transit information; supporting the vanpool program providing commuters an efficient and shared transportation option; and developing a single payment service for transit and bike sharing.

T-4 through T-6: Marketing and Transit Information

Marketing is an important tool to ensure the public is aware of what transportation services are available, and how to use them. Strategy T-6 is intended to provide marketing materials to the public, including maps and schedules. Strategy T-7 would be a more comprehensive effort to ensure all transportation services at the City of Ashland are coordinated to provide consistent messaging to the public, and to ensure all transportation efforts and activities are mutually supportive.

T-7 through T-12: Subsidized Fares

There are six different strategies to provide subsidized fares. Subsidized fares can range from reduced fare programs to full subsidies so that transit is free for the end user. The six strategies provide these reduced or free fares ranging from limited groups (such as people with low incomes,

people with disabilities, or hotel guests) to the general population (all Ashland residents or all transit boardings in Ashland).

PUBLIC TRANSPORTATION STRATEGY SUMMARY

Figure 4 provides a list of all the strategies, with key information such as revenue hours, cost, vehicles and potential ease of implementing the strategy.

Annual Revenue Hours Added – For transit strategies, these columns provide a high and low estimate for the number of additional revenues hours that would be added each year. The range is based on differences in potential frequency or different alignment options. Most options assume a span of 6 am to 8 pm, six days a week. Values are rounded to the nearest 10 hours.

Additional Operational Cost – The additional annual cost is based on the total annual revenue hours multiplied by an hourly operating cost. Values are rounded to the nearest $1,000. Two hourly operating costs were used:

$40.55 is the cost identified by RVTD as the incremental cost of new service during times when service is already operating.

$64.99 is the cost identified by RVTD as the cost for providing service during a day of the week or time of day when service is not currently provided.

Vehicles – This column identifies the range of new vehicles that would be needed to operate the strategy.

Other Capital Costs –This column identifies the estimated capital cost to implement the strategy, not including vehicles. Costs are either listed as one-time expenses, or as annual, recurring expenses.

Phase – This column classifies each phase as either Near, Medium or Long. The phasing was identified based on the relative level of effort needed to implement the strategy. Simple strategies were assigned the Near term. More complex strategies that require additional coordination or resources were assigned the Long term.

Figure 4 Ashland Proposed Public Transportation and Mobility Strategies

#	Type	Strategy	Annual Revenue Hours Added		Additional Operations Cost		New Vehicles	Other Capital Costs	Phase
			Low	High	Low	High			
Modify Route 10									
M-1	Increased frequency on corridor served by existing Route 10	**Increase frequency on Route 10, All day,** Mon-Sat, Medford-Ashland	10,820	29,950	$439,000	$1,215,000	2 to 6	-	Long
M-2		**Increase frequency on Route 10, Peak commute times,** Mon-Fri, Medford-Ashland	3,120	8,320	$127,000	$337,000	2 to 6	-	Medium
M-3		New overlay route, All day, Mon-Sat, **Ashland only**	10,950		$444,000		2	-	Near
M-4		New overlay route, All day, Mon-Sat, **Talent - Ashland**	20,770		$842,000		4 to 6	-	Medium
M-5		New overlay route, All day, Mon-Sat, **Exit 14 to Exit 19,** every 30 minutes	9,460		$409,000		2	-	Medium
M-6	Schedule improvements	Improve reliability by adding between 5 and 20 minutes to each cycle to reflect actual run times	2,710	3,030	$110,000	$123,000	1	-	Near
M-7		Consolidate some stops in Ashland to reduce travel time	0		-	-	-	-	Near
M-8	Route realignment	Run Route 10 bi-directional on Ashland St (terminating at Ashland Hills Hotel)	2,630		$107,000		1	-	Near
M-9	Add Sunday service	8 am - 8 pm, Medford-Ashland	2,600		$169,000		4	-	Long
M-10		8 am - 8 pm, Ashland only	1,300		$84,000		2	-	Medium
M-11	Late night service on Route 10 (9 pm - 12 am)	**Mon-Sat,** Medford-Ashland	6,030		$392,000		-	-	Long
M-12		Mon-Sat, **Ashland only**	3,020		$196,000		-	-	Medium
M-13		**Thu-Sat,** Medford-Ashland	3,220		$210,000		-	-	Medium
M-14		Thu-Sat, **Ashland only**	1,610		$105,000		-	-	Near

#	Type	Strategy	Annual Revenue Hours Added		Additional Operations Cost		New Vehicles	Other Capital Costs	Phase
			Low	High	Low	High			
New local fixed routes									
L-1	Expand coverage with new fixed routes (see maps) Mon-Sat, 6 am – 8 pm	**New local route** between Asante and Bi-Mart, via Main St, Laurel St, Hersey St, Mountain Ave, E Main St, Walker Ave, Ashland Street and Clay St. Every 30 min.		4,890		$211,000	1	-	Near
L-2		**New local route** between Downtown and Mountain Meadows, via Gresham St, Holly St, Morton St, Ashland St and Mountain Ave. Every 30 min.		4,520		$196,000	1	-	Medium
L-3		**New downtown/central Ashland circulator** from potential park-and-ride on Clear Creek Dr, via downtown, Main St, Siskiyou Boulevard, Mountain Ave, B St, returning to Clear Creek park-and-ride. Every 15 min		4,450		$193,000	1	-	Near (seasonal or pilot)
New regional fixed routes									
R-1	Route 10 limited-stop service *(stops in Medford, Phoenix, Talent, Downtown Ashland, SOU and Ashland St & Tolman Creek Rd)*	**All day** (6 am – 8 pm), Mon-Sat; every 60 minutes		7,020		$285,000	2	-	Long
R-2		**Peak commute times** (6-9 am, 4-7 pm), Mon-Fri; every 30 minutes		5,460		$221,000	3	-	Medium
R-3	I-5 Express (Medford-Ashland) *(no intermediate stops)*	**All day** (6 am – 8 pm), Mon-Sat; every 60 minutes	4,680	5,460	$190,000	$221,000	1 to 2	-	Long
R-4		**Peak commute times** (6-9am, 4-7pm), Mon-Fri; every 30 minutes	3,640	4,250	$148,000	$172,000	2 to 3	-	Medium

#	Type	Strategy	Annual Revenue Hours Added		Additional Operations Cost		New Vehicles	Other Capital Costs	Phase
			Low	High	Low	High			
R-5	Medford Airport Connector	Ashland to Medford Airport **direct service;** every 90 minutes, Mon-Sat; 7am-8pm; seasonal (6 months per year)	2,260	2,260	$92,000	$147,000	1	-	Long
Local demand response services									
D-1	General public demand response shuttles	**Standard:** Citywide, Mo-Sa, 6 am - 9 pm	8,740	17,470	$380,000	$759,000	2 to 4	-	Long
D-2		**Late night:** Citywide, Mo-Sa, 9 pm to 1 am	2,500	4,990	$203,000	$406,000	2 to 4	-	Medium
D-3		**Late night weekend:** Citywide, Th-Sa, 9 pm to 1 am	1,250	2,500	$101,000	$203,000	2 to 4	-	Near (pilot)
D-4	General public taxi / TNC subsidy	**Standard:** Citywide, Mo-Sa, 6 am - 9 pm	Varies		-	-	-	-	Long
D-5		**Late night:** Citywide, Mo-Sa, 9 pm to 1 am	Varies		-	-	-	-	Medium
D-6		**Late night weekend:** Citywide, Th-Sa, 9 pm to 1 am	Varies		-	-	-	-	Near (pilot)
D-7	Senior and disabled demand response	**Door-to-door** on-demand service for seniors and people with disabilities	4,370	8,740	$177,000	$354,000	1 to 2	-	Medium

#	Type	Strategy	Annual Revenue Hours Added		Additional Operations Cost		New Vehicles	Other Capital Costs	Phase
			Low	High	Low	High			
Pedestrian and Bicycle Infrastructure									
I-1	Sidewalks and streetscapes	Multi-modal infrastructure investments (crosswalks, pedestrian safety, and general investments) - main category	-	-	-	-	-	$100k/yr	Medium
I-2		Add pedestrian scale lighting to bus stops (approximately 5 lights per year). Combine w/ below.	-	-	-	-	-	$20k/yr	Near
I-3		Replace bus stop lighting with energy-efficient or solar-powered lighting (between 4 and 12 lighting retrofits per year)	-	-	-	-	-	$12k/yr	Near
I-4		Sidewalk infill where sidewalks are missing (0.5 miles of sidewalk infill annually)	-	-	-	-	-	$80k/yr	Near
I-5		Widen sidewalks in busy areas and near bus stops	-	-	-	-	-	*Determined during design and prior to construction*	Medium
I-6		Add marked crossings to improve access to stops along high volume and/or high speed roadways (four new high visibility crosswalks per year)	-	-	-	-	-	$10k/yr	Near
I-7		Add buffered or protected bike lanes to provide last-mile connections (0.5 miles per year)	-	-	-	-	-	$16k/yr	Medium
I-8		Add bicycle parking at bus stops (5 racks per year)	-	-	-	-	-	$35k/yr	Near

#	Type	Strategy	Annual Revenue Hours Added		Additional Operations Cost		New Vehicles	Other Capital Costs	Phase
			Low	High	Low	High			
Bus stops and park-and-rides									
S-1	Park and Ride	Clear Creek Drive (see L-1)	-	-	$20,000	$50,000	-	*Based on location and size*	Medium
S-2		Near Valley View Road and I-5 (see R-2, R-3)	-	-	$20,000	$50,000	-		Medium
S-3		Near Ashland Street and I-5 (see R-2, R-3)	-	-	$20,000	$50,000	-		Medium
S-4	Bus stops	Ashland ongoing bus stop maintenance program (direct)	-	-	$18,000	$27,000	-	-	Near
S-5		Add bus stop shelters, benches, and garbage cans (two bus stops per year)	-	-	-	-	-	$30k/yr	Near
Vehicles and Equipment									
V-1	Transit vehicles	Electric bus (35 foot / 25 seats)	-	-	-	-	1 to 3	$800 k	Medium
V-2		Ashland bus barn / storage / charging	-	-	-	-	-	$500k - $1M	Long
V-3	Implement transit priority treatments	Signal timing improvements, including Transit Signal Priority	-	-	-	-	-	$125k-$1M / intersection	Medium
V-4		Establish bus only lanes and queue jumps	-	-	$10k / mile		-	$100k-310k / mile	Long
Programs to support transit use, improve access, reduce costs and improve access to information									
T-1	Transportation Options	Expand existing bike share program (additional 20-50 bicycles)	-	-	$2k – $10k		-	$20k – $50k	Medium
T-2		Add e-bikes to bike share program (additional 20-50 bicycles)	-	-	$4k – $20k		-	$40k - $100k	Medium
T-3		Develop vanpool program	-	-	$10k-20k / vehicle		-	$50k/ vehicle	Near
T-4		Common fare payment service for bike share and public transit	-	-	$50-100k		-	-	Medium

#	Type	Strategy	Annual Revenue Hours Added		Additional Operations Cost		New Vehicles	Other Capital Costs	Phase
			Low	High	Low	High			
T-5	Marketing and transit information	Transit information - local distribution program	-	-	$20-$100k		-	TBD	Near
T-6		Coordinate with city transportation department (transit, parking, TDM, emissions reduction)	-	-	-	-	-	-	Near
T-7	Subsidized fares	Reduced fare program for low-income and people with disabilities	-	-	$100k-$300k		-	-	Medium
T-8		Reduced fare program for all Ashland residents	-	-			-	-	Medium
T-9		Reduced fare program for all Ashland hotel guests	-	-			-	-	Medium
T-10		Free transit for low-income and people with disabilities	-	-			-	-	Medium
T-11		Free transit for all boardings in Ashland	-	-			-	-	Medium
T-12		Free transit for Ashland residents only	-	-			-	-	Medium

3 STRATEGY EVALUATION

Each of the strategies presented above serve Ashland in different ways, and therefore have diverse impacts on the community. To identify the strategies that most effectively support the transportation and mobility needs of Ashland, and to support prioritization, Figure 5 provides an evaluation of each strategy. This evaluation provides a quantitative assessment of access, a qualitative assessment of which focus areas are supported by each strategy, and which markets would be served by each strategy.

Access – These columns provide the number of people and jobs that are within a ¼ mile of proposed routes. For operational or programmatic strategies, no numbers are provided. The values were estimated using the transit planning tool Remix, which creates a ¼ mile straight-line buffer around potential stop locations. These values don't account for guests, tourists, non-resident students, and other populations that neither live nor work in Ashland but travel into Ashland during the day.

Markets Served – Identifies which markets would be served by each strategy (noted with an "X". The five markets are *residents, visitors, employees, students and seniors*.

Electric Vehicle – Identifies which strategies would be able to use an electric vehicle, assuming existing range limitations and charging capacity.

Estimated Daily Ridership – Provides a range of values for the additional daily ridership that may be expected for each strategy (capital, infrastructure and programs strategies do not have estimates). These values are planning-level estimates with a high margin of error.

Figure 5 Strategies Evaluation

#	Type	Strategy	Access		Markets Served					Electric Vehicle	Estimated Daily Ridership
			Population	Jobs	Residents	Visitors	Employees	Students	Seniors		
Route 10 Modifications											
M-1	Increased frequency on corridor served by existing Route 10	**Increase frequency on Route 10, All day**, Mon-Sat, Medford-Ashland	19,521	15,474	●	●	●	●	●	-	1,400 – 4,500
M-2		**Increase frequency on Route 10, Peak commute times**, Mon-Fri, Medford-Ashland	19,521	15,474	-	-	●	●	-	-	420 – 1,440
M-3		New overlay route, All day, Mon-Sat, **Ashland only**	7,181	5,377	●	●	-	●	●	-	825 – 1,155
M-4		New overlay route, All day, Mon-Sat, **Talent - Ashland**	10,460	6,082	●	●	●	●	●	-	1,340 – 2,010
M-5		New overlay route, All day, Mon-Sat, **Exit 14 to Exit 19**, every 30 minutes	7,748	5,530	●	●	●	●	●	-	775 – 1,085
M-6	Schedule improvements	Improve reliability by adding between 5 and 20 minutes to each cycle to reflect actual run times	-	-	●	-	●	●	-	-	350 – 540
M-7		Consolidate some stops in Ashland to reduce travel time	-	-	●	-	●	●	-	-	–
M-8	Route realignment	Run Route 10 bi-directional on Ashland St (terminating at Ashland Hills)	18,293	15,183	●	●	●	●	●	-	250 – 350
M-9	Add Sunday service	8 am - 8 pm, Medford-Ashland	19,521	15,474	●	-	-	-	●	-	1,750 – 2,250
M-10		8 am - 8 pm, Ashland only	7,181	5,377	●	-	-	-	●	-	625 – 875
M-11	Late night service on Route 10 (9 pm - 12 am)	**Mon-Sat**, Medford-Ashland	19,521	15,474	●	-	-	●	-	-	270 – 520
M-12		Mon-Sat, **Ashland only**	7,181	5,377	●	-	-	●	-	-	90 – 260
M-13		**Thu-Sat**, Medford-Ashland	19,521	15,474	●	●	-	-	-	-	360 – 650
M-14		Thu-Sat, **Ashland only**	7,181	5,377	●	●	-	-	-	-	135 – 325
New local fixed routes											
L-1	Expand coverage with new fixed routes (see maps) Mon-Sat, 6 am – 8 pm	**New local route** between Asante and Bi-Mart, via Main St, Laurel St, Hersey St, Mountain Ave, E Main St, Walker Ave, Ashland Street and Clay St. Every 30 min.	6,433	3,068	●	-	-	●	●	●	400 – 560
L-2		**New local route** between Downtown and Mountain Meadows, via Gresham St, Holly St, Morton St, Ashland St and Mountain Ave. Every 30 min.	5,743	4,397	●	-	-	-	●	●	375 – 525
L-3		**New downtown/central Ashland circulator** from potential park-and-ride on Clear Creek Dr, via downtown, Main St, Siskiyou Boulevard, Mountain Ave, B St, returning to Clear Creek park-and-ride. Every 15 min	4,343	4,063	-	●	●	-	●	●	350 – 490

#	Type	Strategy	Access		Markets Served					Electric Vehicle	Estimated Daily Ridership
			Population	Jobs	Residents	Visitors	Employees	Students	Seniors		
New regional fixed routes											
R-1	Route 10 limited-stop service *(stops in Medford, Phoenix, Talent, Downtown Ashland, SOU and Ashland St & Tolman Creek Rd)*	**All day** (6 am – 8 pm), Mon-Sat; every 60 minutes	3,781	4,707	●	-	●	●	-	-	805 – 1,035
R-2		**Peak commute times** (6-9 am, 4-7 pm), Mon-Fri; every 30 minutes	3,781	4,707	●	-	●	●	-	-	420 – 630
R-3	I-5 Express (Medford-Ashland) *(no intermediate stops)*	**All day** (6 am – 8 pm), Mon-Sat; every 60 minutes	2,600	3,834	●	-	●	●	-	-	450 – 630
R-4		**Peak commute times** (6-9am, 4-7pm), Mon-Fri; every 30 minutes	2,600	3,834	●	-	●	●	-	-	280 – 480
R-5	Medford Airport Connector	Ashland to Medford Airport **direct service**; every 90 minutes, Mon-Sat; 7am-8pm; seasonal (6 months per year)6am - 8pm, every 90 minutes (9 runs); Mon-Sat	2,735	2,442	●	●	-		-	X	75 – 225
Local demand response services											
D-1	General public demand response shuttles	**Standard:** Citywide, Mo-Sa, 6 am - 9 pm	21,000	10,000	●	●	●	●	●	●	28 – 224
D-2		**Late night:** Citywide, Mo-Sa, 9 pm to 1 am	21,000	10,000	●	●	-	●	-	●	4 – 48
D-3		**Late night weekend:** Citywide, Th-Sa, 9 pm to 1 am	21,000	10,000	●	●	-	●	-	●	8 – 48
D-4	General public taxi / TNC subsidy	**Standard:** Citywide, Mo-Sa, 6 am - 9 pm	21,000	10,000	●	●	●	●	●	-	–
D-5		**Late night:** Citywide, Mo-Sa, 9 pm to 1 am	21,000	10,000	●	●	-	●	-	-	–
D-6		**Late night weekend:** Citywide, Th-Sa, 9 pm to 1 am	21,000	10,000	●	●	●	●	●	-	–
D-7	Senior and disabled demand response	**Door-to-door** on-demand service for seniors and people with disabilities	21,000	10,000	●	-	-	-	●	●	14 – 84

#	Type	Strategy	Access		Markets Served					Electric Vehicle	Estimated Daily Ridership
			Population	Jobs	Residents	Visitors	Employees	Students	Seniors		
Pedestrian Infrastructure											
I-1	Sidewalks and streetscapes	Multi-modal infrastructure investments (crosswalks, pedestrian safety, and general investments) - main category	-	-	●	●	●	●	●	-	-
I-2		Add pedestrian scale lighting to bus stops (approximately 5 lights per year). Combine w/ below.	-	-	●	●	●	●	●	-	-
I-3		Replace bus stop lighting with energy-efficient or solar-powered lighting (between 4 and 12 lighting retrofits per year)	-	-	●	●	●	●	●	-	-
I-4		Sidewalk infill where sidewalks are missing (0.5 miles of sidewalk infill annually)	-	-	●	●	●	●	●	-	-
I-5		Widen sidewalks in busy areas and near bus stops (combine w/ I-10 prioritization)	-	-	●	●	●	●	●	-	-
I-6		Add marked crossings to improve access to stops along high volume and/or high speed roadways (four new high visibility crosswalks per year)	-	-	●	●	●	●	●	-	-
I-7		Add buffered or protected bike lanes to provide last-mile connections (0.5 miles per year)	-	-	●	-	●	●	-	-	-
I-8		Add bicycle parking at bus stops (5 racks per year)	-	-	●	-	●	●	-	-	-
Bus stops and park-and-rides											
S-1	Park and Ride	Clear Creek Drive (see L-1)	-	-	●	●	●	-	-	-	-
S-2		Near Valley View Road and I-5 (see R-2, R-3)	-	-	●	●	●	-	-	-	-
S-3		Near Ashland Street and I-5 (see R-2, R-3)	-	-	●	●	●	-	-	-	-
S-4	Bus stops	Ashland ongoing bus stop maintenance program (direct)	-	-	●	-	●	●	●	-	-
S-5		Add bus stop shelters, benches, and garbage cans (two bus stops per year)	-	-	●	-	●	●	●	-	-
Vehicles and Equipment											
V-1	Transit vehicles	Electric bus (35 foot / 25 seats)	-	-	●	-	●	-	●	●	-
V-2		Ashland bus barn / storage / charging	-	-	-	-	-	-	-	●	-
V-3	Implement transit priority treatments	Signal timing improvements, including Transit Signal Priority	-	-	●	●	●	●	●	-	-
V-4		Establish bus only lanes and queue jumps	-	-	●	●	●	●	●	-	-

#	Type	Strategy	Access		Markets Served					Electric Vehicle	Estimated Daily Ridership
			Population	Jobs	Residents	Visitors	Employees	Students	Seniors		
Programs to support transit use, improve access, reduce costs and improve access to information											
T-1	Transportation Options	Expand existing bike share program	-	-	●	●	●	●	-	-	-
T-2		Add e-bikes to bike share program	-	-	●	●	●	●	-	-	-
T-3		Implement paid parking downtown	-	-	●	●	●	●	●	-	-
T-4		Develop vanpool program	-	-	●	-	●	-	-	-	-
T-5		Common fare payment service for bike share and public transit	-	-	●	●	●	●	-	-	-
T-6	Marketing and transit information	Transit information - local distribution program	-	-	●		●	●	●	-	-
T-7		Coordinate with city transportation department (transit, parking, TDM, emissions reduction)	-	-	●	●	●	●	●	-	-
T-8	Subsidized fares	Reduced fare program for low-income and people with disabilities	-	-	●	-	-	●	●	-	-
T-9		Reduced fare program for all Ashland residents	-	-	●	-	-	●	●	-	-
T-10		Reduced fare program for all Ashland hotel guests	-	-	-	●	-	-	-	-	-
T-11		Free transit for low-income and people with disabilities	-	-	●	-	-	●	●	-	-
T-12		Free transit for all boardings in Ashland	-	-	●	●	●	●	●	-	-
T-13		Free transit for Ashland residents only	-	-	●	-	-	●	●	-	-

4 FUNDING

The proposed projects above represent a range of project costs, from cost-neutral options representing only staff time, to operations (i.e. ongoing) and capital (i.e. one-time) costs exceeding $1 million. The range of funding options available to the city are likewise far ranging, including local, region, state and federal funds. All strategies proposed for evaluation are considered to have a reasonable likelihood of funding through one or more funding sources. Ashland has not dedicated staff time or funding for any of the transit improvements noted above. In the past the City has used a mix of local funds to support a broader reduced fare program.

Appendix C lists potential funding sources for the City of Ashland and its local partners to consider. There are several important issues to consider for the primary funding sources.

It is important to note that RVTD makes many changes for communities using existing or supplemented federal, state, and regional transit funds. This is a great opportunity for Ashland; it also means that the potential strategies or changes need to fit within RVTD's regional service and funding priorities. The agency must balance needs from across the region, and allocate service to the greatest needs as defined by the organization's vision and goals. The District must also consider funding eligibility criteria, such as serving low income households and meeting complementary paratransit requirements. Therefore, a key part of feasibility – particularly for near-term strategies – is understanding how Ashland and RVTD can address common needs and goals.

Federal Funds [FTA §5307, §5339, §5304, §5311(f)]

Federal funds are programed in the Rogue Valley area through a regional planning process through RVTD.

Federal vehicle funds may be available through Oregon Department of Transportation (ODOT) solicitations, particularly for projects serving seniors and people with disabilities.

Federal Intercity funds §5311(f) are awarded through ODOT to communities serving rural, geographically-separated areas and connecting communities to longer-distance, inter-regional transit services. These funds may be combined with state funding programs (see below) in future funding cycles. RVTD and Ashland are not eligible for these funds because they are in an urbanized area.

Federal grant programs generally require 50% local match for operations, and 20% local match for capital (vehicles, equipment, bus stops) projects. RVTD uses the funding for operations, new vehicles, and vehicle maintenance.

Direct recipients of Federal funds must comply with Federal transit regulations and manage grants through Federal financial management systems. The same requirements apply if the Federal funds are awarded by ODOT. This can carry significant administrative start-up and maintenance costs. For example, agencies must document annually the agency Certifications and Assurances.[2] These are pre-award certifications that must be signed by an authorized representative, covering 21 categories, including issues such as non-discrimination, procurement,

[2] https://www.transit.dot.gov/funding/grantee-resources/certifications-and-assurances/fiscal-year-2018-annual-list-certification-0

suspension and debarment, financial management, lobbying, private sector competition, asset management and safety, and protections under the Americans with Disabilities Act.

State Funds

Statewide Transportation Improvement Fund (STIF) *formula funds* will be allocated to RVTD to serve the Rogue Valley. RVTD must document expected services and projects funded through this program in a STIF Plan every two years, to be approved by an advisory committee made up of local stakeholders. ODOT's estimate for annual funding after 2020 is $3.2 million annually, ramping up from $1.26 starting July 1, 2019. The final amounts will depend on tax revenue collected locally, which is updated annually. The Statewide Transportation Improvement Fund program is intended to improve and expand public transportation in Oregon. This means the STIF is intended to supplement existing public transportation funding sources, and not result in shifts in sources such that total funding remains static. How local agencies and their partners accommodate new funds has yet to be determined.

The Statewide Transportation Improvement Fund *discretionary and intercommunity programs* will provide funding to local agencies for short-term pilot or capital projects. More information on eligibility and project types will be included with the solicitation; Ashland would need to comply with state compliance requirements. Applicants apply directly to ODOT, unlike the formula program which is processed through RVTD.

Private Funds

Transit service can also be funded through private organizations and the local business community. This can be achieved through one of two options:

A partnership in which private organizations or businesses contribute funding to a city or a transit agency to operate public transit services. This can be in the form of increased funding to operate additional service, or to provide free or reduce fares.

Private organizations operate a transit service themselves, either directly or with a contract with a transportation provider. This option is typically provided if there is a specific need that is not served well with existing public transit services, or one in which it would be too costly or inefficient for public transit to serve (such as airport or hotel shuttles).

5 GOVERNANCE

The City of Ashland must determine how to implement, oversee, and fund local transit services. Several potential service delivery models are presented below. The first service delivery scenario below – a partnership with the transit district (i.e., RVTD) – would provide the greatest service coordination and lowest administrative cost for most service types. The potential service delivery scenarios below will help stakeholders understand and inform future decision-making as the service evolves over time. The service models are generalized for discussion, and allow for mixing approaches to best meet service and operational needs, such that some services are with RVTD and some could be managed or procured locally.

In all service delivery models, the most successful partnerships will depend on the City clearly stating the needs to be served through the transportation service, a clear set of desired outcomes, and a balanced and clear process for making changes or adjustments to service. These factors will ensure the City receives the service it expects for the funds expended. It will also help ensure riders and potential riders have access to a reliable transit service with which they build a relationship over time.

SERVICE DELIVERY MODEL SCENARIOS

Transit district, agency, or non-profit partnership

- Ashland would partner with RVTD to implement new or improved transit service.
- Services would be planned, delivered and monitored under conditions detailed in a minimum five-year interagency agreement (see Roles and Responsibilities), such that Ashland is RVTD's "customer". The agreement should specify the service cost and payment structure, the agreement time period, and the services to be provided, and a process for service planning and implementation.
- RVTD would plan transit service in Ashland in coordination with transit service across the region.
- The interagency agreement would ultimately be overseen by the City of Ashland and the RVTD Board of Directors.
- Service and fare coordination would be highest in this scenario.
- Ashland would have responsibility for: interagency agreement management, local funding and budgeting, and supporting RVTD service analysis and planning.
- This service model is used in other Oregon cities such as Philomath and Silverton. RVTD and the City have used this service model in the past. In Forest Grove, the city partners with a non-profit to operate local transit service, and the regional agency continues to provide regional connectivity.

Competitive contracting

- The City would select a transit operations contractor through a competitive procurement (i.e., bid) process. The Ashland City Council or its designees would oversee public transportation services.
- The business-to-government agreement or contract should specify the cost and payment structure, the contract time period, and describe the services to be provided.
- Ashland could apply for and receive some public transportation funding grants through the Oregon Department of Transportation, depending on service type and how the city fits within RVTD. To do this, the City must work closely with RVTD and ODOT to understand eligibility and project types, qualify as a recipient, and ensure service coordination with RVTD; this would require a time consuming administrative process.
- Service and fare coordination would be lower in this scenario.
- With no federal or state public transportation funding, Ashland would have responsibility for: contract management, local funding and budgeting, scheduling, service analysis and planning, marketing, mobility management and coordination, vehicle procurement and maintenance, and fare collection.
- With federal or state public transportation funding, Ashland would add responsibility for grant management, and Federal Transit Administration and ODOT compliance requirements including ADA complementary paratransit.
- This service model is used by other local agencies such as Corvallis Transit System, Canby Area Transit, Yamhill County, and Columbia County. Ashland has not contracted for ongoing transportation services in the past.

In-house service delivery

- The City would provide local transit service directly, with drivers and administrators functioning as City employees. The Ashland City Council or its designees would oversee public transportation services.
- Cost structure and budgeting would be determined by transit managers and, if applicable, the drivers' union.
- Ashland would likely apply for and receive public transportation funding grants through the Oregon Department of Transportation, depending on service type and the city's administrative choices.
- Service and fare coordination would likely be lower in this scenario.
- With federal or state public transportation funding, Ashland would have responsibility for administration, grant management, human resources, local funding and budgeting, scheduling, service analysis and planning, marketing, mobility management and coordination, vehicle procurement and maintenance, fare collection, and Federal Transit Administration and ODOT compliance requirements including ADA complementary paratransit.
- Examples include Wilsonville's South Metro Area Regional Transit (SMART), Sandy Transit, and Albany Transit System.

ROLES AND RESPONSIBILITIES

It's important for an agreement or contract, including any referenced operations plans and other documents, to lay out the process and procedures required for the parties to request and implement significant service changes. In general, the number of service change "windows" should be limited and be based on performance measures that are clear and communicated well to partners and customers. Coordinated and well communicated changes – and the underpinning analysis – will help minimize rider disruptions by providing consistent, reliable service. The coordination process will also minimize "change order" costs (compliance, labor management, and administration) inherent in service analysis and changes.

Operating transit service requires a range of functions and responsibilities. The service models differ in part by which organization takes on these functions and responsibilities, as described below. For more information see the ODOT Compliance Field Guide[3], and the Federal Transit Administration Award Management Circular 5010.1E[4].

- *Human resources (for operations staff):* hiring and supervising staff, managing benefits, training, etc.
- *Legal counsel:* some legal counsel may be necessary to make sure the new service complies with federal and state rules and regulations
- *Grants management:* developing grant applications for state and federal grant sources and ensuring reporting requirements are met
- *Service planning and coordination:* ensuring service meets customer needs and recommending service modifications as necessary, and coordinating with other public transportation services
- *Marketing/customer relations:* marketing the service to residents and workers through a website and printed materials, and responding to customer concerns and complaints
- *Policy oversight:* forming an oversight body to adopt service policies, establish goals and objectives, and routinely review system performance
- *Vehicle maintenance and fueling:* keeping up transit vehicles in good working order
- *Facility oversight:* setting up and maintaining facilities necessary for vehicle maintenance and fueling
- *Road supervision:* direct oversight to make sure transit routes are operated safely and on time
- *Fare collection:* developing a secure method for fare collection, depositing funds in a secure location, and possibly distributing passes and tickets

The figure below provides a comparison of staffing implications and potential strengths and weaknesses of each service model scenario.

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[3] https://www.oregon.gov/ODOT/RPTD/Pages/Compliance-Review.aspx as of September 2018.

[4] https://www.transit.dot.gov/regulations-and-guidance/fta-circulars/award-management-requirements-circular-50101e as of September 2018.

Figure 6 Comparison of Service Delivery Scenarios

Functional Category	Scenario 1: District Partnership	Scenario 2: Contracted	Scenario 3: In-House
Human Resources (for Operations Staff)	Minimal	Low	High
Legal Counsel	Low	Medium	High
Vehicle Maintenance and Fueling	Minimal	Low to high	High
Non-Vehicle Maintenance	Minimal	Medium	High
Road Supervision	Minimal	Low	High
Grants Management	Low	High	High
Fare Collection	Minimal	Low	High
Service Planning and Coordination	Low	High	High
Marketing/Customer Relations	Low	High	High
Policy Oversight	Low	High	High
Estimated FTE	**0.5 FTE**	**1.0 to 2.0 FTE**	**3.0 FTE or more**

6 PROJECT EVALUATION FEEDBACK

The project team shared draft strategy evaluation results with the project Technical Advisory Committee (TAC) and the Ashland Transportation Commission. The purpose of the meetings was to solicit feedback on (a) the city priorities by understanding which strategies appeared to meet the city's goals from the representatives' perspectives, and (b) feedback on specific strategies included in the evaluation.

TECHNICAL ADVISORY COMMITTEE

The second TAC meeting was Tuesday, September 25. The group recommended sharing Technical Memorandum #2 with the Transportation Commission following some recommended changes. Key issues that emerged from the conversation included the following issues.

- The group suggested a blended version of the Route 10 limited stop and the I-5 Express. This blended option would provide I-5 express service between Ashland and Medford during the day, with the route changing to a limited stop service along OR-99 during the evening.
- Some TAC members expressed interest in more detail on net greenhouse gas emissions by strategy. This would be calculated by estimating transit vehicle emissions, less the avoided personal car emissions for people who would otherwise drive. The group recognized, however, that the technical analysis and modeling required for that exercise was unlikely to change which strategies are top priority for those interested in emissions. The analysis was also beyond the scope of this study. Emissions, however, will continue to be an important issue to consider.
- The TAC prioritized strategies given a hypothetical funding constraint. Overall, the group prioritized the following strategies highest:
    - local fixed-route service between Asante Medical Center and Tolman Creek Drive (strategy L1),
    - general public demand response service,
    - bus maintenance/storage facility,
    - bicycle and pedestrian infrastructure supporting access to transit, and
    - downtown circulator (strategy L3), and
    - direct or express Ashland to Medford service (strategy L2)

Figure 7 Strategy Prioritization Feedback

Priority	Strategy	Needs Addressed[5]	Notes
High	Local Route L-1 (Asante to Tolman Creek)	Local connections	Interest in coverage options
	I-5 Express – Direct Medford-Ashland service	Shorter travel time to Medford	Already a priority for RVTD in regional plan; could combine with **Route 10 limited**
	Local Route L-3 (Downtown circulator)	Local connections; Reducing vehicle emissions and parking demand	Interested inasmuch as it supports **downtown parking** implementation
	General public demand response	Local connections	Flexible approach for **low density,** steep areas
	Electric vehicle maintenance/storage facility	Reducing local vehicle emissions	Applies to **any transit service** strategy (small-to-large vehicles)
	Pedestrian/bicycle infrastructure	Comfortable walking environment; Safety & perceived safety	Scalable and easily integrated into **city infrastructure workplans**
Medium	Late Evening/Night Service in Ashland	More service hours: Late night	Important market serving **students, recreational** trips, and people **working late;** requires non-RVTD service
	Route 10 Limited – skip stop on Hwy 99	Shorter travel time to Medford	[See I-5 Express]
	Local Route L-2 (Mountain Meadows to Downtown)	Local connections	Important area to serve but too **low demand** for fixed route. Potentially in Valley Lift w/ Local Route, or citywide general public demand response
	Increased Frequency – Route 10 service area (in Ashland only)	High frequency service; Reliability	Not feasible as a closely integrated strategy with existing Route 10 due to **schedule constraints;** Could operate as a separate service
Low	Bus stop improvements	Safety & perceived safety	Not listed as a priority for Ashland as it fits within RVTD maintenance
	Sunday Service	More service hours: Sunday	Not feasible for action until RVTD has 7-day management and operations in place
	Increased Frequency – Route 10 (Medford to Ashland)	High frequency service; Reliability	Not feasible within existing Route 10 due to schedule adherence constraints on the corridor; Ashland could pursue independent of RVTD service
	Medford Airport Connector	Connections to airport	Not feasible for RVTD action due to existing routes serving the area; low priority given other needs

[5] The needs listed in this column are from Technical Memorandum #1 Existing Conditions and Needs Assessment.

TRANSPORTATION COMMISSION

The Transportation Commission's October meeting (held on Thursday, October 18, 2018) included a presentation of the strategies listed in this report, and the results from the TAC meeting. The Commissioners requested the project team take the following steps to address strategy questions.

- Link strategies to existing Ashland transportation and climate plans that include relevant public transportation projects.
- Clarify and/or consider the impacts on greenhouse gas emissions in the city's implementation processes.
- Adapt the Route 10 overlay project (Increased Frequency – Route 10) to more closely reflect the Exit 14 to Exit 19 route proposed in earlier plans, with the intent to serve hotels and other activity centers in the central corridor. Include potential future park-and-ride facilities.
- The project team should speak with people who can share information about people with disabilities, the school district, and local advocates for public transportation.
- A commissioner was interested in ridership estimates for the proposed services, as an indicator of how "viable" a project is, if ridership productivity is a priority goal.
- Note potential private funding opportunities in the technical report, as one option for the city to pursue.

The project team addressed these comments in the strategy development described in the following section, and throughout the technical memoranda.

7 FEASIBLE TRANSIT OPTIONS

The project team identified a set of feasible public transportation strategies that offer the City of Ashland a flexible "menu" of transportation opportunities to carry forward.

The planning process for the Public Transportation Expansion Feasibility Study is focused on potential projects' *operational* and technical feasibility. The project phases capture projects or project elements that are not feasible today and have reasonable expectation to be implemented in the future. The strategies derive from the project evaluations above, and an assessment of transportation needs. The needs reflect information from past transportation plans, discussions with community stakeholders, and existing conditions analysis (see this study's Technical Memorandum 1).

This study, however, was not intended to be a consensus-building process determining the *social* and *financial* feasibility of the public transportation strategies described here. Determining which projects to move forward, and at what scale, will require the City to identify local priorities to which to allocate public resources, whether through purchase or staff time. To assist the city's prioritization process, each strategy includes a description of the transportation markets best served (i.e. the needs addressed and served), action steps, scalable cost and staff time estimates, and potential project partners. The intent is that the city can use the information to decide which needs to address, and how based on the availability of local resources.

Overview

This remainder of this chapter provides details on seven transit options that the project team is recommending to advance to further consideration by the City of Ashland. The projects are based on the strategies outlined earlier in this memorandum, with refinements and modifications. The projects address needs identified through discussions with local stakeholders.

Near Term Funding Opportunities

The information in this Study can support the City of Ashland and related stakeholders advance local public transportation strategies through two project funding and planning opportunities. RVTD is facilitating coordination on each of these processes, and is guided by stakeholder and advisory committees.

RVTD Transit Master Plan. The Master Plan started in 2018 and is expected to conclude in 2019. Some strategies in the Ashland Transit Expansion Feasibility Study are already under consideration in RVTD' long-range Transit Master Plan, to be completed in 2019. The information here can support the City of Ashland stakeholders advocating for local projects in that planning process. The RVTD plan will identify the District's priorities and planned investments over the immediate- to long-term.

Oregon Statewide Transportation Improvement Fund (STIF). Transit expansion projects described here have immediate funding opportunities through the new statewide funding programs. The *STIF formula program* will result in over $2 million annually in new public transportation funds for the Rogue Valley region, starting in Summer 2019 (applications due from RVTD in May 2019). The *STIF Discretionary and Intercommunity programs* will fund discrete, one-time projects such as capital purchases or pilot projects (applications due February 2019). While ODOT does not allocate the funds specifically to

Ashland, the prioritization and project development process lets stakeholders like Ashland advocate for their projects. The STIF programs are guided by funding requirements set by the Oregon Legislature, which include serving low income communities, coordinating regional transportation service needs, and including projects in a locally adopted transportation plan.

The sections below provide summaries of the strategies, including project purpose and benefits to the community, estimated costs and timing, and action steps that make the project feasible from a technical and operational standpoint.

Bicycle and Pedestrian Investments and Bus Stop Infrastructure

Safe pedestrian and bicycle access and connectivity, and bus stop amenities that improve comfort are key components to a viable, responsive transit system that is well-used, accessible and convenient. These strategies are intended to improve access to transit and to improve the passenger experience.

Access investments include an array of strategies that aim to improve comfort and convenience of walking or bicycling.

Pedestrian investments includes sidewalk infill where sidewalks are missing, widening sidewalks where they are narrow, investing in streetscape elements such as benches and street trees, adding marked crosswalks, median refuge islands and curb extensions at key locations where demand or safety concerns warrant.

Bicycle investments include buffered or protected bike lanes, bicycle parking, wayfinding, and increasing the number of bicycles in the Rogue Bike Share fleet and/or adding additional bike share stations.

Bus stop improvements include ongoing bus stop maintenance; adding new benches, shelters, lighting, bike racks and/or trash cans where demand warrants; and adding signage, wayfinding, maps and schedules to provide confirmation to passengers about what routes serve the stop, where the bus goes, and when it is expected to arrive. Amenities should be prioritized at stops with higher levels of boarding activity, or stops located close to destinations that are used by people with disabilities or older adults.

Funding opportunities are flexible, given the broad base of infrastructure design and construction resources. RVTD is responsible today for bus stop design, construction, and maintenance. Ashland can contribute in-kind design and construction resources for bus stops, particularly for requested design elements that fit in RVTD's design guidelines. Ashland will lead on sidewalk and bicycle facility improvements in the city, and can coordinate with Oregon DOT and RVTD to identify potential funding sources beyond those identified in the Transportation System Plan.

Action Plan

There are a range of different directions and actions the city can take, as described below.

1. **Develop a comprehensive active transportation project list or plan.** The assessment can include a citywide asset and programs inventory. Historical pedestrian and bicycle collision data can help identify high risk areas, and illustrate correlations between collision frequency, severity, location type, and person movements. Include locations with sidewalk gaps, needed pedestrian crossings, bike lanes, and other investments to respond to non-motorized transportation safety.

2. **Conduct a Rogue Bike Share expansion study** to review existing bike share use and demand, locations where demand exceeds supply or capacity, and areas with potential demand but no bike share stations. Recommendations for short- and medium-term improvements, electric bike or e-scooter opportunities and applications, and capital and operational costs and resources.
3. **Develop a comprehensive assessment of bus stop needs** by location, based on existing ridership, adjacent land uses, and available rights of way. Develop Ashland-specific bus stop design and branding guidelines in collaboration with RVTD. Use bus stops needs and guidelines to recommend specific investments by stop.
4. **Review of existing land use codes**, and the development and permitting system to identify opportunities for code and policy changes that can ensure new development contributes to bicycle and pedestrian connectivity that will support public transportation.
5. **Implement priority recommendations** from the active transportation and bike share expansion plans. Leverage funding opportunities from ODOT, Jackson County, Safe Route to School programs, RVMPO, RVCOG, and private development funds.

Category	Description
Roles	
Ashland	Facilitates planning, funding and project development of local infrastructure projects
RVTD	Programmatic support through regional transportation options programs, and coordination with regional safe routes to school programs and funding
Other	Oregon DOT can coordinate on active transportation and public transportation projects and funding opportunities. Rogue Bike Share can coordinate with Ashland and RVTD to help provide clear and convenient links between the cycling and transit services. Property owners would provide new sidewalk and bicycle infrastructure through new construction and redevelopment requirements
Operational Summary	
Opportunity timeframe	Medium-long term
Cost	Crosswalks, sidewalk improvement program $100,000 per year
	Bus stop lighting: $5,000 (standard) – $10,000 solar
	Sidewalk infill construction: $100,000 - $200,000 per mile (varies)
	Striped bike lanes: $30,000 – $50,000 per mile
	Bicycle parking racks: $7,000 - $10,000 each

Marketing and Transportation Demand Management

Marketing and transportation demand management (TDM) strategies are crucial to growing ridership on public transportation services. Information about public transportation service was a reported barrier to accessing services in this study, and other transportation plans. Information-sharing strategies are a highly flexible, scalable, and modest investment in encouraging transit

use. Through coordinated efforts with RVTD, the City of Ashland can supplement public transportation information sharing.

Action Plan

Key actions to implement the strategy include the following.

1. **Create local, Ashland-specific transit information materials** on the City website, supplementary flyers and posters, or place information in other organizations' materials that have a vested interest in transportation access. This could include partners such as the Chamber of Commerce, Southern Oregon University, or the Ashland Senior Center
2. **Create a local transportation management program** with various responsibilities, including engaging local stakeholders in identifying and addressing transportation needs, creating local transportation information resources (as noted above), planning and hosting promotional events and information sessions, and coordinating with RVTD, ODOT and other transportation providers and facility owners. Depending on selected priorities and the particular strategy, marketing and TDM programs can appeal to a general audience, or be created for targeted markets such as students, tourists, commuter, or older adults and people with disabilities.

Category	Description
Roles	
Ashland	Provides financial support to RVTD's marketing and TDM programs to tailor information and strategies to Ashland
RVTD	Currently manages marketing and TDM programs region-wide
Other	Local partner organization (such as Chamber of Commerce or the city itself): implement a city-led marketing and TDM program; provide transportation service information to local businesses and employers
Operational Summary	
Opportunity timeframe	Immediate-medium term
Cost	Low end: Minimal marketing and TDM program support - $20,000 / year
	High end: One full-time TDM program manager - $80,000 / year

Electric transit vehicles, storage, and charging infrastructure

Investing in electric vehicles will result in significant emissions reductions compared to conventional fuels, cleaner air, and quieter vehicles. Compared to conventionally fueled buses, electric vehicles have higher up-front costs for the propulsion technology, as much at two times more. The electric vehicles promise lower operating costs, however, as electricity is typically less expensive than petroleum based fuels, and experiences less dramatic price changes. Emissions and exhaust from electric buses would be significantly reduced from RVTD's current fleet of 35 foot compressed natural gas (CNG) and diesel vehicles. This is particularly true due to Ashland's commitment to generating and purchasing clean energy for its local electric utility. Figure 8 summarizes estimated vehicle and charging equipment costs.

Figure 8 Electric vehicle costs

Vehicle type	Vehicle cost	Charging equipment
Electric sedan or SUV	$50,000 – $120,000	$1,000 - $5,000
Electric shuttle van (10-15 passenger)	$100,000 – $200,000	$5,000 - $20,000
Electric bus (35-40 foot)	$700,000 – $1,000,000	$4,000 - $65,000 at depot $380,000 - $500,000 on-route

Source: Transit Cooperative Research Program Synthesis 130: Battery Electric Buses – State of the Practice (2018), National Academy of Sciences, Washington, D.C.

Electric vehicles are operating in increasing numbers of transit agencies across the United States, though the practice is still new. In Oregon, transit providers such as Josephine County, Lane Transit District, Trimet, and South Metro Area Transit (SMART) are implementing or testing 35-40 foot electric buses.

Key issues related to charging equipment includes:

- Some charging infrastructure is built into the vehicles
- Costs continue to decline as deployment grows worldwide
- Vehicles must meet FTA and ODOT purchase and testing requirements
- Equipment cost varies based on plug-in or inductive technology
- All costs vary based on vehicle type and size, battery capacity, and manufacturer

Smaller Electric Vehicles

Route 10 is today served by 35-foot buses with CNG or diesel buses. The length of these bus is not well suited to some areas of Ashland, such as streets with steep terrain or tight corners. Ashland and RVTD may consider smaller vehicles, such as **battery electric passenger vans or mini-buses**, rather than the 35 foot buses used today. This would help match vehicle capacity to expected demand, and to provide greater flexibility should the route extend into more narrow streets or steep grades. While vehicles smaller than 30 feet exist, the vehicles are relatively untested in public transportation service. A key issue is that vehicle size does not allow for enough battery capacity to operate regularly available services, without disruptive charging (out of service) time. Industry experts and vendors noted that the vehicles are likely to be available within the next five years. Some current manufacturers with vehicles shorter than 30 feet available in the U.S. include:

- Zenith Motors (Kentucky)
- Lightning systems (Colorado)
- Lion Electric (Canada)
- Emoss (Netherlands)
- Greenpower (Canada, California)[6]

[6] Approved FTA Transit Vehicle Manufacturer

- Hometown Trolley (Wisconsin)[7]

Lifecycle Costs

Researchers and practitioners have noted that it is difficult to clearly assess battery electric bus lifecycle costs because the vehicles have not been in service for the typical 12-year heavy duty bus lifespan. Transit agencies are continually evaluating costs associated with life cycle costs, and how to compare them to conventional technology. Figure 9 presents a brief comparison, however, estimating the Local Route (described above) and how the fuel costs would compare over one year. Over a 8-year assumed vehicle lifespan, the total savings could be $280,000 for fuel alone. Other potential cost differences may include vehicle maintenance, which has been reported by some agencies to be lower.

Figure 9 Local Route Estimated Annual Cost Comparison

Operating Costs	Diesel Bus	Electric Bus	Savings with Electric Bus
Local route kilowatt hours	NA	77,900	
Fuel economy	3.2 miles/gallon	1.73 kWh/mile	
Variable fuel cost rate	$3.27/gallon[8]	$0.11/kWh	
Energy charge	NA	$9,000	
Fixed cost – Basic and other charge	NA	$2,000	
Annual fuel cots	$46,000	$11,000	$35,000

Note: Annual costs based on 45,000 annual vehicle revenue miles on the local coverage route; rates based on 2018 values City of Ashland City Council Resolution Proposing Rate Increase May 1, 2018.

Operational considerations

Deploying an electric bus requires planners and operators to account for the vehicle charge time, or the number of miles the vehicle can travel on a full battery charge. This is especially important for smaller electric vehicles, which could have less than a 100 mile range. The driving range can decrease based on factors related to:

- Operator behavior (acceleration)
- Steep grades
- Heavy loads
- Temperature

The local route (see above) for example, operates about 150 miles per weekday, and 125 miles on Saturdays, as proposed. A 10 to 15 minute quick charge could fit between local route runs, as currently planned with a 13 minute layover. Two electric vehicles would allow for more charging time and greater flexibility (lengthening route or adding deviations), by swapping vehicles when the battery reached the low threshold. A conventionally fueled backup vehicle could also serve this charge break.

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[7] Approved FTA Transit Vehicle Manufacturer, and on Oregon DOT Price Agreement

[8] Cost of diesel fuel has ranged between $2.00 and $4.00 between 2014 and 2018. The average diesel retail price in November 2018 was $3.27 (Source: US Energy Information Administration)

Working with RVTD

RVTD is interested in exploring smaller electric vehicles in the near- to medium-term. The district is not yet exploring electric replacements for its full-sized buses. RVTD requires the vehicles meet the following requirements to operate in public transportation service, per FTA and Oregon DOT requirements:

- Meet vehicle procurement requirements such as Altoona testing, Buy America, etc.[9];
- Accommodate people with disabilities, meaning they need to accommodate a wheelchair ramp or lift[10];
- Include a manufacturers' warranty, to mitigate risk; this RVTD policy applies to most vehicles, and would be especially important for relatively untested technology.

Action Plan

There are several steps Ashland can pursue for electric vehicles, in partnership with RVTD.

Near term

1. **Determine what public transportation service the vehicle will support.** This is an essential step - without a clear problem (i.e. a transportation need) to solve it will be hard to establish clear criteria helping understand if the vehicle is meeting the City's goals. It will also be hard to develop clear vehicle specifications, such as transmission rating, battery capacity, and passenger amenities. Deploying an electric transit vehicle can help meet the city's climate and transportation goals, by testing the concept and gaining local experience with the propulsion technology, in which case the service type is almost a secondary question. However, RVTD can consider only an electric sub-fleet at this time, and will not replace vehicles on Route 10. To work together, therefore the vehicle must be matched to a transportation service.
2. [Optional, if time permits] **Issue a request for information (RFI) from vehicle manufacturers and qualified vendors.** Electric vehicles shorter than 30 feet are available or public transportation service, but are relatively new and the market is changing very quickly. Gaining information from potential suppliers is a useful way to help agencies understand risks related to operations, maintenance and cost. The RFI could also provide information on the pace of development, in case desired specifications will be available in the future. Topics may include: chassis size, batter capacity, battery lifespan, estimated maintenance costs, meeting FTA testing requirements, wheelchair ramp or lift capacity and energy use, build time, ongoing support and warranty conditions.
3. **Identify location for vehicle storage and charging facility.** This may be as simple as an uncovered parking area and charging station for smaller vehicles, to a covered facility and specialized inductive charging equipment, for example. In either case, Ashland is a logical lead for site purchase and improvements, and could include

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[9] For information see Oregon Department of Transportation "Vehicle Purchase Guidance", available December 2018 at https://www.oregon.gov/ODOT/RPTD/RPTD%20Document%20Library/How-to-buy-vehicles.pdf

[10] For information see U.S. Americans with Disabilities Act, 49 CFR Part 37 Subpart E Section 105, accessed December 2018 at https://www.transit.dot.gov/regulations-and-guidance/civil-rights-ada/part-37-transportation-services-individuals-disabilities#sec.37.105

equipment installation if not included with vehicle. The location should include area for driver personal vehicle parking and breaks, including access to amenities such as restrooms.

4. **Develop vehicle specifications and procurement plan.** Once the feasible options have been assessed and matched to an operations project, Ashland can support RVTD in developing vehicle specifications, identify primary and local match funding sources, and describe facilities, agency roles and responsibilities, ADA access and other compliance requirements, spare and backup vehicles, and a monitoring plan. This may include letters of support from the City of Ashland, as evidence of strong regional partnerships and funding commitments, as needed. This plan should be submitted to the Oregon DOT and the FTA, as necessary for the procurement process.

Medium- to long-term

5. **Purchase the vehicle, test, and put into operations.** Given preparation, this step would focus on vehicle operations, training, and ensuring charging effectively meets vehicle cycle times. Funding applications may be most likely to succeed as a vehicle deployment pilot project. Other agencies across the country are interested to know how well the vehicles work in real service

6. **Monitor and continually improve service delivery.** As a pilot project, Ashland and RVTD will want to closely monitor the vehicle performance to ensure the vehicle meets operational, maintenance, and service delivery goals. Monitoring should include issues such as battery performance and energy consumption, road calls, interior functions (lights, doors, etc.), driver feedback, drivetrain performance.

Category	Description
Roles	
Ashland	Locate vehicle storage and charging location in the city, provide site improvements as needed and feasible. Support RVTD in developing/ prioritizing service operations plan, vehicle specifications, and funding applications.
RVTD	Procure vehicle meeting all FTA and ODOT requirements; train drivers and other relevant staff, operate vehicle. Lead grant funding applications and developing procurement/operating plans. Work with Ashland to locate and design local storage and charging facility.
Other	ODOT staff can support local agencies through the procurement and funding solicitation processes, ensuring compliance and other needs are fully met. Other transit providers, vendors and vehicle manufacturers are important information sources to help agencies understand risks and benefits associated with electric vehicles.
Operational Summary	
Opportunity timeframe	Short-term: Request for information, deployment planning, procurement (as feasible) Medium- to long-term: ongoing monitoring, vehicle procurement and operations.

Cost	Small transit vehicles: $200,000 per vehicle Large transit vehicles: $750,000+ per vehicle Planning and procurement: TBD, based on staff capacity

General Public Demand Response

Demand response denotes public transportation service provides flexible service for areas with more geographically dispersed transportation needs, and can provide solutions for areas with low- to moderate transportation demand. While fixed routes offer greater operational productivity (riders per hour), demand response can fit Ashland's transportation needs, as population and employment density off the Route 10 corridor is low to moderate. Demand response typically serves 2 to 6 riders per hour.

Local demand response service has been included in regional transportation plans, through stakeholder interviews, and in discussions with project advisors. The service type mentioned for this project was different than dial-a-ride and other demand response service historically offered through Valley Lift, however[11]. People expressed interest in:

- Flexible curb-to-curb service in Ashland;
- Bring people to Route 10 bus stops for regional connections;
- On-demand scheduling similar to taxi or ride-hailing services;
- Shared rides to reduce rider cost and/or operator efficiency; and
- Day-time or late-night service, augmenting existing RVTD service hours.

General public demand response is a very flexible service model. While this brings opportunity, it can is threatened by vague or unspecified goals. Ashland and partners (e.g. RVTD) need to create clear service goals to guide clear operating plans that deliver maximum benefits to the target market, rather than creating a service that tries to be too many things to too many people. Likewise, the city needs to set realistic expectations and communicate progress with performance measures that clearly indicate progress toward the intended goals.

Service delivery and procurement models

RVTD partnership: Ashland can partner with RVTD as the primary service planning and operating partner for local demand response service. RVTD is interested in meeting this need in Ashland, and has considered demand response service models in long-range planning. The agency offers demand response service today, but would need to add technological capacity to offer a short (30-minute) reservation window and convenient mobile reservation system for riders (i.e. by smartphone or website). RVTD has identified potential state funding sources, both for a start-up or pilot project, and can support ongoing service with existing federal and state resources by folding the service into the regional priorities.

RVTD has capacity to offer the service during normal operating hours, from about 6 a.m. to 9 p.m. Federal and state funds RVTD would use require providers to offer equivalent service to

[11] Valley Lift is available to eligible people within ¾ mile of fixed route service with previous-day reservations; see Technical Memorandum #1 for more information.

people with disabilities (known as the "equivalent service" requirement), which means the vehicle would need to wheelchair capacity, whether boarded by lift or ramp.

This approach leverages RVTD's experience and administrative capacity already in place, with minimal added management duties.

Private vendors: Ashland can explore procuring service from private providers using city funds. Ashland would not be able to use federal or state funding through this service model. Ashland could therefore avoid the federal and state funding requirements, although the city may want to provide full accessibility regardless of regulation. Generally this approach would provide the greatest control to Ashland to define the service type and rules. Two procurement options appear relevant to the city's needs:

- Procure service from a "microtransit" vendor offering vehicles, operations, reservations, and maintenance for a citywide (or other) service area. These vendors have limited but publicly unconstrained markets, but may include Ashland. The service would likely need to be at large enough scale to attract relevant vendors.
- Contract or create taxi voucher program with local companies. This is feasible inasmuch as there are local taxi companies available in Ashland. Some stakeholder noted concerns about service quality, driver training, and vehicle maintenance. However, the voucher system offers flexibility and could be used for small scale supplementary service. Late night service, for example, would have particular benefit during the summer months, when resident, visitor, and employee transportation needs extend later due to theater and other events.

In both cases, this approach will have the highest administrative costs for the city.

Action Plan

There are several ways for Ashland to support delivery of late night transit services, depending on available funding and investment priorities decided by City leadership.

Near term

1. **Create a service plan.** Prioritize and describe the local demand response service, including specific service goals, intended rider market(s), service area, service hours, reservation technology and criteria (i.e. advanced reservation window), vehicle type and spare vehicle plan, providing equivalent service, service quality, eligibility criteria (as applicable), marketing, and feasible costs. The information in this plan will help select a feasible service delivery model. Key elements to include are:
    - Clear goals and performance measures indicating how the service will be deemed successful or not;
    - Program elements in the service plan;
    - Robust marketing and information program to publicize the service and help people understand how it works; and
    - Long-range, sustainable funding plan, should it prove successful for the community.
2. [Optional] **Issue a request for information from private vendors.** This request for information can gauge what service are available locally from third-party transportation service vendors. The RFI can include questions about available services, management, potential delivery models, vehicles, and reservation systems.

Medium- to long-term

3. **Identify funding sources and apply for pilot program grant funding** (as applicable). Framing the service as a one-time pilot project can help mitigate the risks to both funders, Ashland and project partners. To show the service pilot will provide useful information, however, the application will need full information from the operations plan, above.
4. **Implement and monitor service.** The demand response system can continue to evolve in ways that meet service goals, such as increasing service coverage, hours, or increase productivity by evolving into more of a fixed-route service type (i.e. consolidating stops and departure times). Improvements will require good information and a regular program to collect and monitor operations details.

Category	Description
Roles	
Ashland	Lead partner with RVTD (as regional service pilot) or direct procurement manager. Financial support for planning, marketing, and stakeholder outreach
RVTD	Operations, administration (if lead delivery agency) Coordinate local service with regional transit services
Other	Local partners (institutions, businesses) can explore ways to support and augment service
Operational Summary	
Opportunity timeframe	Short-term: Request for information, deployment planning, procurement (as feasible) Medium- to long-term: ongoing monitoring, vehicle procurement and operations.
Cost	$50,000 - $200,000 (dependent on number of hours, and number of days per week)

Local Coverage Route (Asante Community Hospital to Tolman Creek)

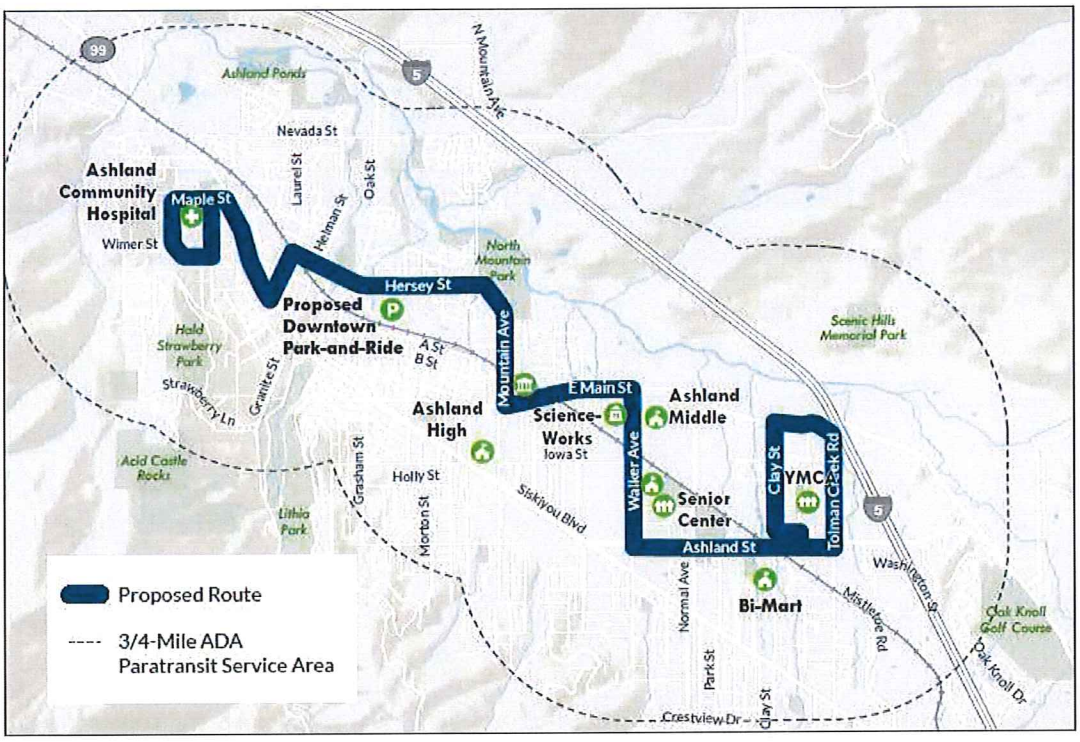
This route would provide local service between Asante Community Hospital and Tolman Creek Road, via Hersey Street and East Main Street. The purpose of this route is to provide additional **transit service coverage** in areas of Ashland that are not served by transit today. In particular, this route aims to provide transit access to businesses and employers along Hersey Street, Ashland City Council chambers and other municipal offices on East Main Street, the Rogue Valley Growers Market, ScienceWorks, and Ashland Middle School.

This route would also expand the Valley Lift paratransit service area in Ashland to include Mountain Meadows, a neighborhood which has experienced unmet transportation needs. This route would serve low income neighborhoods, as indicated by Census tracts with incomes below 200% of the federal poverty guidelines. These areas include east of Mountain Avenue between East Main Street and Siskiyou Boulevard, including the "transit triangle."

The local transit route fits past planning and public engagement efforts in Ashland. A similar local route was designed in the 2012 Ashland Transportation System Plan, responding to the mobility needs even in lower density population areas having lower potential ridership demand. Other plans, such as the Climate Action Plan support public transportation as one way to encourage people to switch to more efficient mobility options as a way to reduce vehicle emissions, traffic, and parking demands.

RVTD staff have preliminarily indicated this local route would fit with regional funding priorities. The district has operated local routes in Ashland in the past, which were discontinued through service changes, and planners have looked to expand service coverage in the area. Providing access to low income communities is critical for the new STIF program, and this route would provide that nexus. Regional districts must always balance diverse needs and geographies, and ranking the project high enough for funding is uncertain.

Figure 10 Local Coverage Route Concept



Action Plan

The steps to implement this strategy include the following.

1. **Create an operating and capital plan** detailing the route alignment, schedule, vehicle type (size, fuel, other specifications), vehicle storage and fueling plan, bus stops or bus stop improvements, and ongoing service monitoring plan (if different than overall RVTD monitoring).
2. **Identify sidewalk and crossing improvements** near bus stops, and ensure these improvements line up with planned bicycle and pedestrian investments

3. **Plan out and implement early marketing and TDM** efforts in advance of starting the route, to support rider information, and build up demand.
4. **Secure funding**, as needed, through local planning and solicitation processes, in close partnership with RVTD.
5. **Start running the route** in Ashland, building on the programmatic and support elements in place.
6. **Monitor and report** on route success, using metrics that emphasize local mobility, reliability, and service coverage.

Category	Description
Roles	
Ashland	Coordinate land use near planned or existing bus stops; provide in-kind bus stop design and construction support; contribute funds for operations and capital (vehicles, equipment), as financially feasible
RVTD	Service operator; guides bus stop design and location for its routes; facilitates and manages federal and state transit funding opportunities.
Other	Southern Oregon University, Ashland Senior Center, Asante Community Hospital, major employers: potential funders and technical advisors
Operational Summary	
Opportunity timeframe	Near term
Operating cost	$200,000
Frequency	60 minutes
Hours	Monday-Friday: 6 am to 9 pm; Saturday: 7 am to 8 pm
Vehicles	1 small bus or passenger van

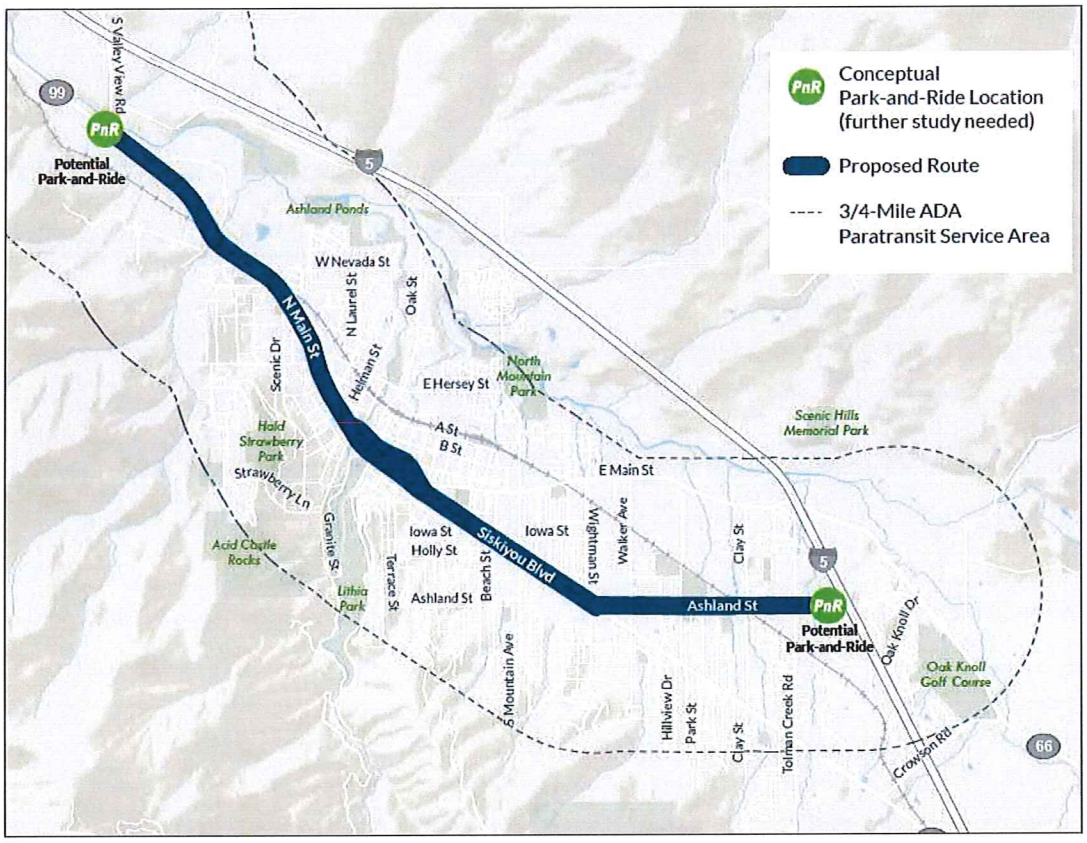
Central Corridor Shuttle

This route would enhance transit service on Ashland's most productive transit and busiest travel corridor on Main Street, Siskiyou Boulevard and Ashland Street. This route would nearly mirror Route 10, effectively adding frequency and rider capacity. The corridor has some of the city's key shopping, employment and tourism centers, including the Oregon Shakespeare Festival, Southern Oregon University, many hotels, downtown Ashland's shops and restaurants, and the "transit triangle" commercial center and one of the busiest transit stop in the region.

The Climate Action Plan and the Downtown Parking Plan captured this long-considered local transit strategy, making a clear link between public transportation use and goals to reduce vehicle *emissions, traffic, and parking issues* borne from personal vehicles. Achieving these ambitious and worthwhile goals will require more than just public transportation service: even the most attractive and well planned route exists alongside roads and parking lots designed to accommodate cars and trucks. A similar hurdle is the transit vehicle emissions and size, which can work against the environmental and spatial goals if the transit service isn't reducing personal vehicle trips.

Ashland may need to lead the funding and implementation of this strategy, as it will be challenging to raise the route in RVTD's regional priorities. RVTD's regional focus is to serve transportation disadvantaged communities, putting resources to areas where public transportation provides crucial mobility and connections to work, services and society.

Figure 11 Central Corridor Route Concept



Action Plan

Regardless of delivery approach, several related efforts need to advance and be in place to create a comprehensive strategy that feasibly achieves the environmental and transportation goals envisioned.

1. **Create an operating and capital plan.** The city, with RVTD or other selected operator, should clearly lay out the operational requirements and how the service will interact with related initiatives, programs, and policies intended to create a comprehensive service that delivers on transportation and environmental goals. The plan should clearly describe the needs to address through this strategy, and the measures used to track progress and continually improve the strategy.
2. **Manage downtown (and other area) parking to incentivize shared transportation modes.** The City identified several projects, programs and policies in the Downtown Parking Plan that would help create an environment where other transportation options are more attractive than driving to and parking in Downtown

Ashland. Two key projects include a paid parking management system, and creating a transportation management association. The former would allow for more efficient parking space allocation, while the latter could support the organizational and educational efforts needed to continually improve the system.

3. **Develop park-and-ride near I-5 exits 14 and 19.** Encouraging people to ride buses into Ashland will require safe, comfortable, and easy to access parking areas outside the city where people can leave their vehicles. This would provide key access points for day employees and students (i.e. commuters) and day trip recreational visitors. Overnight recreational visitors could leave their vehicles at hotels, space permitting. Key considerations include enough land for sufficient parking capacity, environmental issues related to parking lot construction and paving, bus stop design, and vehicle (personal and transit) access.
4. **Vehicle storage and fueling facility.** Local routes will be most efficient to operate when the vehicle is kept in Ashland. This will reduce vehicle and driver "deadhead," or driving out of service to and from the facility where the vehicle is housed overnight. Likewise, it will be most efficient to fuel the vehicle in Ashland. This is especially important if the route uses an **electric vehicle**, which will need to maximize service time, and require mid-day charging.
5. **Improve bus stop amenities and sidewalk improvements.** Diverting driving trips to public transportation will require safe, comfortable, and convenient bus stops. This is especially true for this strategy, which will need to capture trips from people who may not typically decide to ride public transportation.
6. **Implement the strategy and monitor progress.** Starting the service will be a major initiative, and will continue to evolve over time. The city and it's selected operator should create procedures to continually monitor and report out on the project to build accountability, make improvements, and ensure progress toward the diverse environmental and transportation goals.

Category	Description
Roles	
Ashland	May need to fund and procure service (either from RVTD or third-party contractor), as it appears challenging to advance for funding in RVTD regional priorities, which focus on serving transportation disadvantaged communities; Other: Coordinate stop and park-and-ride development, as needed; market service and coordinate with related programs.
RVTD	Potential service operator; facilitate federal, state and regional funds if participating in the project; coordinate local and regional routes.
Other	Southern Oregon University, Ashland Senior Center, Asante Community Hospital, Oregon Shakespeare Festival, hotels / tourism industry, major employers: potential funders and technical advisors
Operational Summary	
Opportunity timeframe	Medium to long term
Operating cost	$400,000
Frequency	90 minutes
Hours	Monday-Friday: 6 am to 9 pm; Saturday: 7 am to 8 pm
Vehicles	2 buses, or 2-4 passenger vans

Medford-Ashland Express

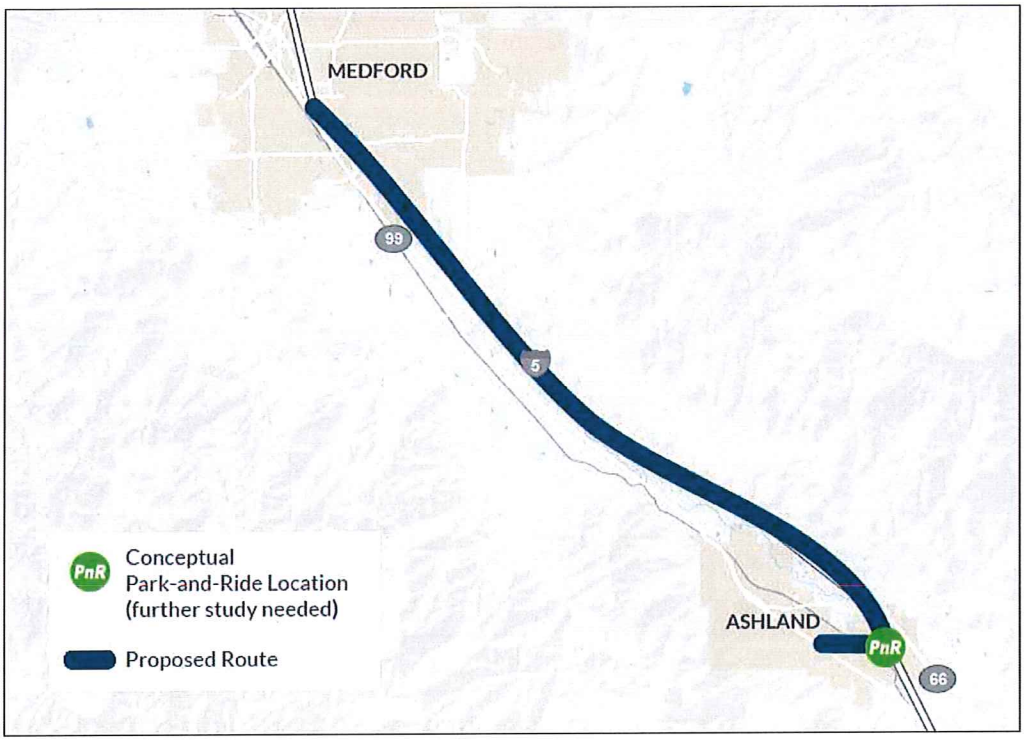
The express route would serve intercity travel needs between Medford and Ashland by using I-5 during the day for faster, more reliable service than on Highway 99. The route could end in Ashland at or near Southern Oregon University to improve regional connectivity for students and staff, one of Route 10's largest market segments. With other connections to the limited stops in Ashland, other commuters and travelers in both directions will have improved travel times on efficient and reliable service.

An express route between the two cities is included in several past transportation plans, including the 2012 Ashland Transportation System Plan. The route is likely to replace some personal vehicle trips, as the distance is enough to have noticeable effects on people's daily transportation costs. A key to this strategy is maintain travel times on par with personal vehicles, and reliably adhering to schedule such that people can use it and arrive to work or class on time.

The express route is aligned well with RVTD priorities, and the regional transit district is a well suited service provider. The RVTD Transit Master Plan and this study both show a strong travel market between the two cities, and strong transit ridership even on the locally-focused Route 10. With connections in Ashland to Route 10 or a new local route, an express route would enhance local and regional service connections.

Important considerations for the express route will need to be addressed through an operating plan. People expressed varied needs for travel in evenings, in particular employees and students. The cost estimate below represents operating the express on I-5 until 6:00 p.m. The route could continue on Hwy 99 either as the Route 10 or providing skip-stop (i.e. faster) service along the same route. RVTD and Ashland should monitor and assess ridership trends and customer surveys to best balance operations costs with benefits to riders seeking faster Ashland-Medford trips later in the evening.

Figure 12 Medford-Ashland Express Route Concept



Action Plan

Key actions to implement the strategy include the following.

1. **Support an operating and capital plan.** RVTD has indicated it will likely advance this strategy over the near and medium terms. Ashland can work closely with RVTD to ensure local stakeholders needs are considered and addressed to the extent feasible given the operating requirements.
2. **Add to regional marketing and information efforts.** The City can support RVTD's marketing and traveler information programs to ensure local residents, visitors, and employees have access to the most recent information.
3. **Explore integration with parking management programs.** Ashland can consider financial or other incentives to encourage commuters to ride the express, if it meets their transportation needs. This would be particularly relevant as part of the Downtown Parking Plan projects, programs, and policies.
4. **Support RVTD in monitoring and evaluating the route.** Ashland can add value to regional transit system development and planning by collecting and sharing local feedback about how the route serves local residents, employees, and visitors. While local needs won't necessarily override regional needs and operational feasibility, the City can be an active and constructive partner, and identify ways to support transit services.

Category	Description
Roles	

Ashland	Coordinate local needs with RVTD; potential funder and/or in-kind bus stop design and development support
RVTD	Operates transit service, provides input on bus stop placement, potential funding contributor
Other	Southern Oregon University, Oregon Shakespeare Festival, major employers: potential funders and technical advisors
Operational Summary	
Opportunity timeframe	Short term
Operating cost	$140,000
Frequency	90 minutes
Hours	Monday-Friday: 6 am to 6 pm on I-5 only (not including evening service on Hwy 99 to 9 p.m.)
Vehicles	1 bus

8 APPENDICES

APPENDIX A MOBILITY SERVICE PROVIDERS SNAPSHOT

Mobility-as-a-Service vendors are often referred to Mobility Service Providers (MSPs). Mobility Service Providers (MSPs) offer transportation services through a mobility manager and/or the rider or customer. This can simplify service delivery for both the riders and a transit agency. However, this can lead to transit agencies losing or weakening their customer relationship. Transit agencies can be both a mobility manager and a mobility service provider.

This summary focuses on private vendors that may be able to partner with a local district/agency, or provide an example of future business models.

Figure 13 At-a-Glance Overview of Mobility Service Providers

Vendor Type		Description
	**Transportation Network Companies (TNCs)/Ride-hailing/Ride sourcing**	Ride-hailing services match riders with drivers with riders in real-time through mobile apps that also accept payment via credit card or voucher. These platforms typically operate through a network of third-party contractor drivers using non-commercial vehicles. Ride-hailing drivers are not themselves travelers and do not share a destination with their fare-paying passengers. Ride-hailing companies are distinguished from taxi services by the inability to street hail (ride-hailing companies can only pick up prearranged rides). They typically offer several ride types, such as private ride (along the lines of a traditional taxi), and pooled-ride/fare splitting (in which multiple users with origins and destinations along a similar route can hail the same driver in real time). Ride splitting is the assigning of fares traveling along similar routes to one car, and enabling the splitting of the fare; their rides are typically 60% less than regular service rides.
	**Microtransit**	Microtransit is a shuttle service that operates along a dynamically generated route using technology to match capacity to demand. Microtransit can be on-demand in real-time or fixed route service updated frequently to meet market needs. The shuttles often operate in areas during peak-period commute hours where public transit is reaching capacity or may be unavailable. Companies can vary by fleet type (buses or vans), route structure (fixed or dynamic), and, more recently, fleet ownership. Microtransit is distinguished from private shuttles because, in addition to being available to the public, of its ability to automate routing, billing, customer feedback and reservations.
	**Autonomous Vehicle Shuttles (AV Shuttles)**	AV shuttles operate on pre-defined, fixed routes in controlled environments, thus minimizing many remaining technical and operational challenges and enabling the vehicles to operate with minimal human intervention.

Vendor Type		Description
	**Car Share**	Car Sharing programs allow people to access a shared fleet of vehicles on as-needed, per-hour or per-mile basis for point-to-point or round-trip trips. Car Sharing programs reduce the need for businesses or households to own vehicles, and they also reduce personal transportation costs and vehicle miles traveled (VMT).
	**Bike share**	Bike sharing is a system of bicycles that is available to users to access as needed for point-to-point or round-trip trips, traditionally to station kiosks in dense urban areas. Docked bike share systems are generally unattended and offered through public-private partnership. Advances in bike share locking technology have allowed for dockless, free-floating bikes, lockable anywhere within a geographic region. This model is becoming increasingly popular and are often privately owned and operated.
	**Scooter share/ eScooters**	Scooter share is a system of electric scooters whereby users use an app to rent and ride to their destination and then park the scooter in a similar fashion to parking a bike.
	**Dynamic Carpooling/ eCarpool**	Ride sharing is the third-party service of matching of riders and drivers with similar shared destinations, enabling them to split the cost of the ride. Unlike ride sourcing and ride splitting, the driver is not fare-motivated. There are two types of new mobility ride sharing services. On-demand, dynamic matching is the matching of riders to drivers who share similar origins and destinations, facilitated through a ride-matching software platform with no long-term commitment required. This model differs from TNCs primarily because the platform pairs the rider with a driver who is taking a trip independent of rider using their personal vehicle, and the cost to the rider is based on the actual cost of the trip. Second is the batching of matches, where travelers enter their desired pickup and drop-off schedule and all of the inputs are matched at a certain hour every day, alerting the users of their upcoming schedule.

APPENDIX B BUS STOP AMENITY NEEDS

Figure 14 Bus Stop Amenities by Stop

Stop ID	Stop Name	Daily Boardings	Class	Bus Stop Sign	Lighting	Shelter(s)	Bench	Map and Schedule	Bike Rack	Trash Can
10400	N Main St - South of Ashland Mine Rd	0.7	D	X	-	-	-	-	-	-
10410	N Main St - North of Grant Rd	6.9	D	-	-	-	-	-	-	-
10420	N Main St - North of Maple St	12.1	C	-	-	-	-	-	-	-
10430	N Main St - South of Wimer St	8.7	D	-	-	-	-	-	-	-
10440	N Main St - South of Laurel	4.8	D	-	-	-	-	-	-	-
10450	N Main St - South of Water St	46.1	B	-	-	-	-	-	-	-
10460	E Main St - North of 1st St	12.0	C	-	-	-	X	-	-	-
10470	E Main St - South of Gresham St	30.8	B	-	-	-	-	X	X	-
10480	Siskiyou Blvd - South of Sherman St	9.9	D	X	-	-	-	-	-	-
10490	Siskiyou Blvd - North of Liberty St	0.1	D	X	-	-	-	-	-	-
10500	Siskiyou Blvd - South of Beach St	12.1	C	-	-	-	-	-	-	-
10510	Siskiyou Blvd - South of University Wy	9.7	D	-	-	-	-	-	-	-
10520	Siskiyou Blvd - South of Avery St	5.9	D	X	-	-	-	-	-	-
10530	Ashland St - East of Siskiyou Blvd	13.4	C	-	-	-	-	-	-	-
10530	Ashland St - East of Siskiyou	8.7	D	-	-	-	-	-	-	-
10540	Ashland St - East of Walker Ave	7.7	D	-	-	-	-	-	-	-
10550	Ashland St - East of Lit Wy	5.2	D	-	-	-	-	-	-	-
10560	Ashland St - East of Park St	5.9	D	-	-	-	-	-	-	-
10570	Ashland St - West of Tolman Creek Rd	1.3	D	-	-	-	-	-	-	-
10640	Tolman Creek Rd - South of Ashland St	135.7	A	-	-	X	X	X	X	-

Stop ID	Stop Name	Daily Boardings	Class	Bus Stop Sign	Lighting	Shelter(s)	Bench	Map and Schedule	Bike Rack	Trash Can
10650	Tolman Creek Rd - South of Grizzly Dr	3.1	D	-	X	-	-	-	-	-
10660	Tolman Creek Rd - South of Dianne St	4.8	D	-	-	-	-	-	-	-
10680	Tolman Creek Rd - North of Siskiyou Blvd	4.8	D	-	X	-	-	-	-	-
10690	Siskiyou Blvd - North of Bellview Ave	26.3	C	-	-	-	-	-	-	-
10700	Siskiyou Blvd - South of Glendale Ave	16.0	C	-	-	-	X	-	-	-
10710	Siskiyou Blvd - North of Faith Ave	27.6	C	-	-	-	-	-	-	-
10720	Siskiyou Blvd - South of Normal Ave	4.6	D	-	-	-	-	-	-	-
10730	Siskiyou Blvd - North of Harmony Ln	12.9	C	-	-	-	X	-	-	-
10740	Siskiyou Blvd - South of Ashland St	32.3	B	-	-	-	X	X	-	-
10750	Siskiyou Blvd - North of Bridge St	31.0	B	-	-	X	-	X	X	-
10760	Siskiyou Blvd - South of Palm St	34.2	B	-	-	-	-	-	X	-
10770	Siskiyou Blvd - South of Morse St	36.8	B	-	-	-	-	-	X	-
10780	Siskiyou Blvd - South of Morton St	0.2	D	-	-	-	-	-	-	-
10790	Siskiyou Blvd - South of Sherman St	16.3	C	-	-	-	-	-	-	-
10800	Lithia Way - North of 2nd St	25.9	C	-	-	-	-	-	-	-
10810	Lithia Way - North of Oak St	67.7	A	-	-	-	-	-	X	-
10820	N Main St - North of Central St	7.9	D	X	-	-	-	-	-	-
10830	N Main St - South of Glenn St	9.5	D	-	-	-	-	-	-	-
10840	N Main St - North of Maple St	10.1	C	X	-	-	-	-	-	-
10850	N Main St - North of Grant St	3.9	D	-	-	-	-	-	-	-
10860	N Main St - South of Jackson Rd	0.4	D	X	-	-	-	-	-	-

Source: Rogue Valley Transit District Bus Stop Amenity Guidelines.

Note: X denotes where amenity is not available.

Figure 15 RVTD Bus Stop Amenity Guidelines

Amenities	Class A	Class B	Class C	Class D
Daily Boardings	**More than 60**	**31-60**	**11-30**	**0-10**
Required Elements				
Bus stop sign	●	●	●	●
Adequate lighting	●	●	●	●
Access and safety	●	●	●	●
Class-based Elements				
Shelter(s)	●	●	-	-
Bench	●	●	●	-
Map and schedule	●	●	○	-
Bike rack	●	●	○	-
Trash can	●	●	○	-
Nearby restrooms	○	-	-	-
Nearby food/drink	○	-	-	-

Notes: ● Required
○ Optional, but encouraged

APPENDIX C POTENTIAL FUNDING SOURCES

Figure 16 Public Transportation Funding Options

Program Name	Description	Eligible Agencies	Eligible Activities	Applicability/Assessment/Comments
Federal				
FTA 5307 Urbanized Area Formula Grants	The 5307 program provides transit capital and operating assistance in urbanized areas and for transportation-related planning. RVTD uses these funds for service in the Rogue Valley.	Transit Districts in urbanized areas. RVTD receives these funds directly from FTA.	Capital (e.g. vehicles, some maintenance) Operations Planning	The formula funds in the Rogue Valley support the existing routes and services across the region. The program funds are not expected to be a funding source for new services.
FTA 5339 Buses and Bus Facilities Grants Program[12]	A national discretionary program available for replacing, rehabilitating, and purchasing transit vehicles and related equipment Also can be used for the construction of transit-related facilities. Local match is 20%.	Public transportation operators/ FTA recipients	Capital	RVTD received $800,000 in FY 2016 from this program. Subject to federal budget availability
USDOT BUILD Grants Program[13]	Competitive grant program for capital projects that will have a significant impact on a region, metropolitan area, or the nation. The grant is available every 2-5 years. Applicants propose projects directly to USDOT. Applications are scored by new (post 2015), non-federal revenue for the project. Local match may vary.	State Local government authorities Public transportation operators Tribal governments Metropolitan planning organizations Multi-jurisdictional	Capital	Could be used for major projects such as a transit center. Highly competitive national fund.

[12] Federal Transit Administration, Fact Sheet: Grants for Bus and Bus Facilities, Chapter 53 Section 5339, U.S. Department of Transportation, 2015. https://www.transit.dot.gov/sites/fta.dot.gov/files/5339%20Bus%20and%20Bus%20Facilities%20Fact%20Sheet.pdf

[13] U.S. Department of Transportation, TIGER Grants Overview, 2015. https://www.transportation.gov/sites/dot.gov/files/docs/TIGER%20Fact%20Sheet_2015.pdf

Program Name	Description	Eligible Agencies	Eligible Activities	Applicability/Assessment/Comments
USDOT TIFIA Program[14]	Federal credit assistance program for surface transportation projects for: Secured loans, loan guarantees, and lines of credit. Applicants propose directly to the USDOT.	States US Territories Local government authorities Public transportation operators Private entities undertaking projects sponsored by public authorities	Capital	Could be used for major building projects. Cities may be more competitive and face fewer administrative hurdles through the Oregon Transportation Infrastructure Bank.
State				
Statewide Transportation Improvement Fund (STIF) - Formula	HB2017 passed in 2017 by the Oregon Legislature created a dedicated funding source for public transportation from a payroll tax of one-tenth of one percent on wages paid to employees. The Formula program accounts for 90% of total STIF funding, distributed to/through Qualified Entities.	Public Transportation Service Providers meeting STIF rules to/through Qualified Entities. Local agencies may receive funds through agreements with RVTD.	Operations Capital Planning Marketing	RVTD is the local Qualified Entity; Cities coordinate with RVTD. This will be a significant source of public transportation funding for Oregon agencies starting 2019.
Statewide Transportation Improvement Fund (STIF) – Discretionary and Intercommunity	The Discretionary fund accounts for 5% of total STIF funding. Discretionary fund focus areas are described in program rules. The Intercommunity fund accounts for 4% of total STIF funding. ODOT may combine this fund with other related fund sources, changing eligibility by solicitation year.	Public Transportation Service Providers meeting STIF rules Local agencies apply directly to ODOT.	Capital Planning Operations (vary by solicitation) Marketing Pilot projects	RVTD is the local Qualified Entity; Cities coordinate with RVTD. Discretionary projects are evaluated by QE advisory committee, ODOT Area Commissions on Transportation, and ODOT. Discretionary funds could be used for one-time uses, such as pilot programs or capital expenses.

[14] Federal Highway Administration, Transportation Infrastructure Finance and Innovation Act (TIFIA), U.S. Department of Transportation, 2015. https://www.fhwa.dot.gov/fastact/factsheets/tifiafs.cfm

Program Name	Description	Eligible Agencies	Eligible Activities	Applicability/Assessment/Comments
Oregon Special Transportation Fund (STF) - Formula[15]	ODOT awards funds every two years to STF agencies by formula based on population. Funds must be used to provide service to older adults and people with disabilities.	Designated STF Agencies receive funds and manage local award process to any public or non-profit transit providers.	Capital Operations Planning	RVTD County is the local STF Agency; eligible providers coordinate through the RVTD process.
Oregon Special Transportation Fund (STF) - Discretionary[16]	Grants for transit agencies providing service to older adults and people with disabilities. ODOT awards funds at irregular intervals based on available funding. Funding criteria target innovative capital, start up and pilot programs, though subject to change.	Public and non-profit local transit providers apply through the local STF agency.	Capital Planning	RVTD is the local STF Agency; eligible providers apply through that partner. This is not considered a sustainable funding source, though a good resource for one-time funding needs.
State Transportation Improvement Program (STIP)[17] Enhance Program	The Enhance program provides funding to projects that enhance, expand, or improve the transportation system. This has included public transportation capital needs. ODOT Area Commissions on Transportation prioritize and recommend Enhance projects. ODOT offers the Enhance program every 1-2 years as funding allows. The program is related to ODOT's maintenance (Fix-It) program, which includes ODOT-selected projects to maintain the roadway system statewide, including bicycle and pedestrian infrastructure. Local match is typically 20% but may vary.	Local government authorities	Capital Sidewalk infrastructure	This program is primarily used for infrastructure projects, including pedestrian infrastructure. Some transit providers have been awarded bus purchases. This is not considered a sustainable funding source given changes in state funding

[15] Oregon Department of Transportation, Public Transportation Funding in Oregon, 2017. http://www.oregon.gov/ODOT/RPTD/RPTD%20Document%20Library/Transit-funding-in-Oregon.pdf

[16] Oregon Department of Transportation, Public Transportation Funding in Oregon, 2017. http://www.oregon.gov/ODOT/RPTD/RPTD%20Document%20Library/Transit-funding-in-Oregon.pdf

[17] Oregon Department of Transportation, About the STIP. http://www.oregon.gov/ODOT/STIP/Pages/About.aspx

Program Name	Description	Eligible Agencies	Eligible Activities	Applicability/Assessment/Comments
Planning Grant Program (from ODOT via FTA 5303, 5304, and 5305)[18]	Discretionary ODOT grant program for transit plans that lead to improved public transportation systems. ODOT awards funds through irregularly-scheduled solicitations depending on available funds, or on an as-needed basis. Local match is 20%	Rural, and small urban public transportation providers	Planning	Flexible, but one-time resource to create and maintain local public transportation plans.
Oregon Transportation Infrastructure Bank (OTIB)[19]	Statewide revolving loan fund "designed to promote innovative financing solutions for transportation needs." Cities as well as transit districts are eligible to borrow from the bank. There is a funding pool set-aside for public transportation projects. Rates are typically very low and more favorable to local agencies than other loan programs.	Cities Counties Transit districts Port authorities Special service districts Tribal governments State agencies Private for-profit and not-for-profit entities	Transit capital projects (facilities, vehicles) Active transportation access projects on highway rights-of-way	This has been a resource for public transportation providers for cost-effective loans for construction projects. A sustainable, regular local funding source is required to demonstrate the provider can make the debt service payments.
ODOT Transportation Growth Management (TGM) Program	TGM Grants help local communities plan for streets and land use to foster more livable, economically vital, and sustainable communities and increase opportunities for transit, walking and bicycling. ODOT solicits proposals and awards funds annually. Local match is 20%.	Counties Cities Public transportation providers	Planning	This is a possible source for future land use and transportation planning. Ashland has received TGM funding for local planning projects.

[18] Oregon Department of Transportation, Public Transportation Funding Options, 2017. http://www.oregon.gov/ODOT/RPTD/Pages/Funding-Opportunities.aspx#2f96a75c-e0ff-4504-aae5-ec14cee35125

[19] Oregon Department of Transportation, Financial Services: Oregon Transportation Infrastructure Bank, 2017. http://www.oregon.gov/odot/about/pages/financial-information.aspx

Program Name	Description	Eligible Agencies	Eligible Activities	Applicability/Assessment/Comments
Local				
Employer Payroll Tax	An employer payroll tax is a progressive tax imposed directly on the employer. The tax is based on payroll for services performed within a transit district, including traveling sales representatives and employees working from home. This tax applies to covered employees and self-employed workers.	Mass Transit Districts formed under Oregon Revised Statute 267.	Operations Capital Administration Equity	Several transit districts or providers in Oregon use a payroll tax as their primary local funding source, including TriMet, the City of Wilsonville, the City of Sandy, the South Clackamas Transportation District, the City of Canby, and Lane Transit District.
Gasoline Tax	A gas tax is a tax on the sale of gasoline for use in motor vehicles. Motorists already pay federal, state, and local taxes on motor fuel so the levy would not impose a new type of tax.	State Local government authorities	Operations Capital Administration Equity	Various cities and counties in Oregon have local gas taxes, ranging from $0.01 to $0.05 per gallon.[20] Gas tax revenues are currently on a declining trend, due to factors such as increasing vehicle fuel efficiency, and adoption of alternative vehicle fuel sources. This long-term trend is expected to continue.[21]
Transit District Property Tax	A property tax dedicated to funding public transportation is usually assessed at a rate per $1,000 of property value. Property taxes may be permanent, or temporary and need to be re-approved by voters.	State Local government authorities	Any	There are several examples of dedicated property taxes for transit in Oregon. RVTD currently levies $0.30 per $1,000 in property value in Jackson County. Other examples: Tillamook County has a tax of $0.20 per $1,000 in property value to fund operation of its transit system. Basin Transit (Klamath Falls) has a levy of $0.38 per $1,000 in property value. Ashland can support regional tax initiatives to support RVTD services.

[20] State of Oregon, Fuels Tax Group, http://cms.oregon.gov/ODOT/CS/FTG/pages/current_ft_rates.aspx#bm3

[21] Oregon Department of Transportation, Oregon State Fuel Taxes, 2017. http://www.oregon.gov/ODOT/FTG/Pages/Current%20Fuel%20Tax%20Rates.aspx

Program Name	Description	Eligible Agencies	Eligible Activities	Applicability/Assessment/Comments
Local Option Sales Tax	A tax assessed on the purchase of goods or services within the jurisdiction of a taxing authority.	State Local government authorities	Any	Sales taxes are used to fund transit in other states, despite not currently being used in Oregon. A specific local option sales tax can collect revenue from specific items or activities.
Motor Vehicle Registration Fee	A tax assessed on the registration of private motor vehicles within the jurisdiction of a taxing authority.	Counties Special districts	Any	A $2 annual registration fee likely return $1 per registered vehicle, due to common payment exemptions. Typically implemented by county.
System Development Charges (SDC)	Systems Development Charges (SDCs) are fees paid by land developers intended to reflect the increased capital costs incurred by a municipality or utility as a result of a development. Development charges are calculated to include the costs of impacts on adjacent areas or services, such as increased school enrollment, parks and recreation use, or transit use.	Local government authorities	Capital	Cities use transportation system development charges and other fees associated with new developments. Ashland collects SDCs to address impacts of new development on the City's existing various systems, including water, wastewater, transportation (streets, sidewalks, bike lanes, etc), storm drains and parks.
Property Access Fee, Land Value Capture, or Benefit Assessment Districts	Property access fee, land value capture, and benefit assessment districts are mechanisms for sharing transit costs with owners of property located near a transit resource who benefit directly from the proximity to the transit resource. These mechanisms help finance transit through taxes on nearby private development, where the property value increased as a result of transit investments.	Local government authorities	• Operations • Capital • Administration	This is not a common source in Oregon.

Program Name	Description	Eligible Agencies	Eligible Activities	Applicability/Assessment/Comments
Tax Increment Financing	Tax increment financing (TIF) is the primary finance tool used within urban renewal areas. TIF is generated when an urban renewal area (URA) is designated and the assessed value of all property in the area is 'frozen.' Over time, the total assessed value in the area increases above the 'frozen base' from appreciation and new development. The value in the area greater than the frozen base is called the incremental assessed value, and taxes generated on the incremental assessed value are received by the URA, rather than other taxing districts.	Urban Renewal Area	TIF could only be used on capital transit projects that directly benefit the URA. Projects that benefit the broader area can only receive TIF funding proportional to the benefits the URA receives.	Could be used to fund capital improvements in conjunction with an urban renewal district, if established in the future.
Utility fee	A utility fee is a charge assessed to city utility customers on a monthly basis, included in the utility bill. All utility customers pay the fee, including tax-exempt entities. The monthly charge can be fixed or indexed (e.g. to the cost of gasoline), and is typically adjusted each year. Residential customers pay on a per unit basis (different for single-family and multi-family residential customers), and other utility customers pay based on ITE's trip generation estimate for that particular business or industry.	Local government authorities	Any	The City of Corvallis, Oregon has a utility fee called the Transit Operations Fee (TOF). It provides about $1M per year to Corvallis Transit System, which makes up about one-third of CTS' funding. It has proven to be a consistent source of transit funds since implemented in 2011. The revenue from the TOF is dedicated to transit only, and cannot be used for any other purposes.
Public and Private Partnership Funding Programs				
Advertising	Advertisements: Transit providers can display paid advertisements on agency properties, including the inside and outside of fleet vehicles.	Local agencies managing transit vehicles or transit stops	Operations Administration Capital	Has been a stable funding source for some transit providers. Some agencies contract with an advertising broker that provides guaranteed minimum revenue.

Program Name	Description	Eligible Agencies	Eligible Activities	Applicability/Assessment/Comments
Transit Pass Program	Employer transit pass programs are partnerships between a transit agency and private employers, and offer employers the opportunity to purchase a transit pass for all employees, often at discounted rates. The other organization may be able to take a tax deduction on the cost of the transit pass.		Any	Local partnerships have been a stable source of transit funding statewide, providing predictable funding for transit providers, and reduced fare costs for pass purchasers and their stakeholders, members or employees. The Linn-Benton Loop receives partial funding from Samaritan Hospital and HP. The funding allows all employees with either organization to ride free.
Naming Rights / Sponsorships	Historically, the selling of naming rights to people or organizations that make a donation for a capital improvement was most common for large organizations, such as universities or hospitals. Selling naming rights has become more common among smaller organizations and some transit agencies sell naming rights to vehicles, stations, or transit corridors.		Any	Selling naming rights may provide revenue for transit. Typically, naming rights are sold for a defined amount of time, with payments on a recurring basis.
Public-Private Partnerships and Joint Development	A public-private partnership is a mutually beneficial agreement between public and private entities that seek to improve the value of an asset. Transit funding from public-private partnerships can be for capital projects (such as a mixed use development that combined a transit station or center) or for operating funds.		Any	Mountain Line (the transit agency in Missoula, Montana) receives partial funding from 15 local organizations (some public and some private) to offset lost revenue from a temporary fare-free pilot. The organizations provide funding to support transit, reduce congestion and reduce parking constraints.

Memo

CITY OF ASHLAND

Date: December 12, 2018
From: Scott A. Fleury
To: Transportation Commission
RE: Plaza Sidewalk Improvements

BACKGROUND:
Before the Commission is a design and layout for removal and replacement of an existing sidewalk connection that fronts Main St. adjacent to the Plaza area.

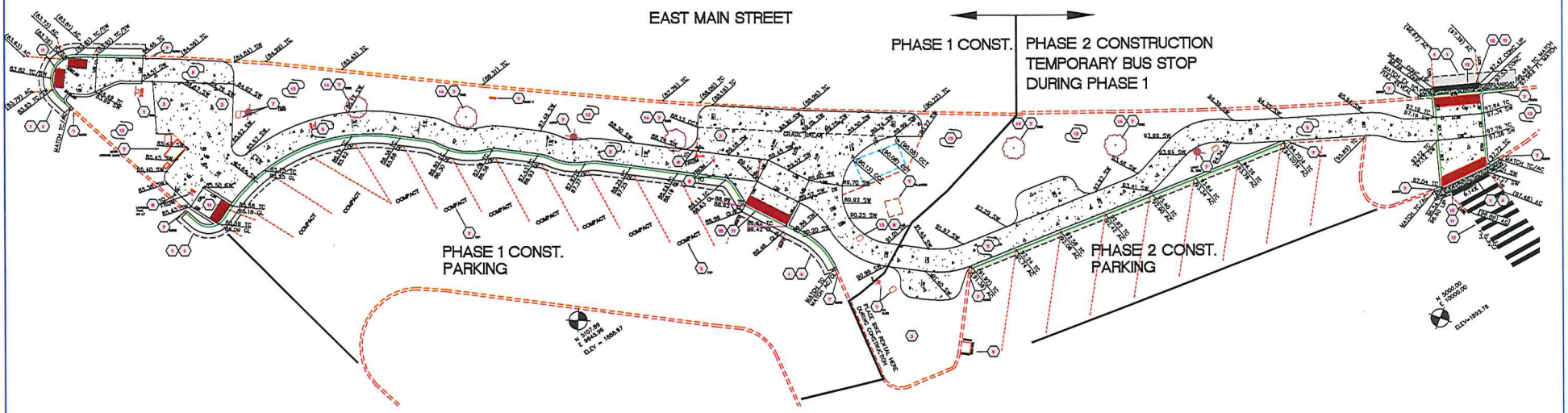
2.13.030 Powers and Duties, Generally

5. The Transportation Commission will review and forward traffic implementation designs to the Public Works Director for final approval and implementation.

Figure 1: Current Condition

CONCLUSION:
This item is for Commission discussion and recommendations to the Public Works Director for any changes to the sidewalk design/layout.

GRADING PLAN



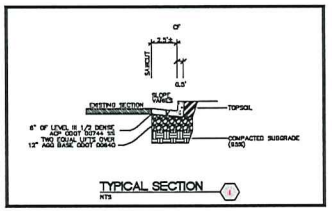
CONSTRUCTION NOTES

1. CONSTRUCT TYPICAL SECTION PER DETAIL BELOW
2. CITY FORCES TO PAINT "COMPACT" AS INDICATED. PAINT SHALL BE WHITE FAST DRYING "TRAFFIC LINE PAINT" CONFORMING TO THE STATE HIGHWAY STANDARD SPECIFICATIONS. REPLACE EXISTING STRIPING AS-NEEDED, PAINT CURBS YELLOW AS REQUIRED.
3. CITY FORCES TO RELOCATE BICYCLE RACKS FOR TEMP USE AND REMOUNT EXISTING BIKERACKS POST CONSTRUCTION, COORDINATE WITH COA INSPECTOR
4. TACK COAT SAWCUT EDGE OF OF ASPHALT FOR ADEQUATE BOND WITH PROPOSED ASPHALT. APPLY SAND AT JOINT AFTER ASPHALT PLACEMENT.
5. CONSTRUCT SIDEWALK PER ODOT STD RD720
6. RELOCATE SIGN AS SHOWN
7. PROTECT EXISTING ITEM AS NOTED
8. ADJUST TO GRADE
9. INSTALL INLET PROTECTION AS-NEEDED PRIOR TO CONSTRUCTION.
10. CONSTRUCT MODIFIED CURB AND/OR GUTTER PER ODOT STD RD700, E=6" , (GUTTER PAN LESS THAN 5%) PER ADA STD
11. CONSTRUCT ADA RAMP AS SHOWN PER CURRENT ADA STANDARDS, BRICK RED TRUNCATED DOMES.
12. CITY FORCES TO INSTALL THERMOPLASTIC PAVEMENT STRIPING – 9" WIDE WITH 12" WIDE SOLID WHITE STRIPES. MODIFIED CONTINENTAL PER DRAWING. STRIPING SHALL BE METHOD B, TYPE B-HS PREFORMED FUSED THERMOPLASTIC HIGH SKID, NON-PROFILE 3.0 MM PREFORMED PER SECTION 00867 OF THE OREGON STANDARD SPECIFICATIONS FOR CONSTRUCTION.
13. CONTRACTOR TO COORDINATE IRRIGATION REPAIR REPLACEMENT WITH BILL MILLER AT PARKS DEPARTMENT
14. INSTALL TREE PROTECTION FENCING ON ALL TREES, city forcef

LEGEND

- = SIDEWALK, DAVIS COLORS SAN DIEGO BUFF #5237 POWDER DOSE RATE 1.5 LBS PER SACK (94LBS) CEMENT
- = EXISTING STREET LIGHT
- = EXISTING JUNCTION BOX
- = EXISTING TREE
- (xxx) = EXISTING GRADE
- = SURVEY HORIZONTAL & VERTICAL CONTROL

SCALE 1" = 10'



TYPICAL SECTION

CALL FOR UTILITY LOCATES 48 HOURS PRIOR TO EXCAVATION – 811

REGISTERED PROFESSIONAL ENGINEER 84357PE OREGON JULY 08, 2016 SCOTT ALEXANDER FLENTKE

EXPIRES:

PLAZA SIDEWALK IMPROVEMENTS
CITY OF ASHLAND
20 E. MAIN STREET
ASHLAND, OREGON

DRAWN BY JFB	DATE 09-27-2018	PROJECT NO.
DESIGNED BY PB	DATE 09-27-2018	
REVIEWED BY SF/KJ	DATE 09-27-2018	DRAWING NO.
REVIEWED BY KG	DATE	2018-77

PUBLIC WORKS ENGINEERING
www.ashland.or.us 541-488-5587 fax 488-6006

SHEET NO. C2 OF 3

Memo

CITY OF ASHLAND

Date: December 12, 2018
From: Scott A. Fleury
To: Transportation Commission
RE: ADA Transition Plan

BACKGROUND:
The draft ADA transition plan was previously included in the Commission's packet for the April 19, 2018 meeting, but there was insufficient time to discuss.

The draft plan is included again for review and input.

A public right of way ADA transition plan is a requirement for organizations of greater than 50 people.

The plan must include the following components:

1. Designate an ADA coordinator
2. Self-Evaluation of facilities (barriers)
3. Develop implementation program
4. Monitor and update plan as necessary
5. Establish a grievance procedure

The City is currently working on development of a full self-evaluation of right of way facilities through our Geographic Information Systems division (GIS). They are identifying and mapping curb ramp deficiencies along with signalized locations in order to formally define barriers. The City is also working with the Oregon Department of Transportation to upgrade deficient curb ramps along State Highways that run through the City. ODOT is required through a legal settlement to upgrade all facilities within their public right of way by December 31, 2032.

CONCLUSION:
This item is for Commission discussion and recommendations for any changes to the draft document.

City of Ashland Public Right of Way Americans with Disabilities Transition Plan

The City of Ashland ("the City") Americans with Disabilities Act (ADA) Transition Plan for Public Rights-of-Way ("the Plan") recognizes the goals of the Architectural and Transportation Barriers Compliance Board's (Access Board) proposed guidelines for the design, construction, and alteration of pedestrian facilities in the public R/W as published for public comment on July 26, 2011 (and published with corrections on July 29, 2011) in the Federal Register, 36 CFR Part 1190, Docket No. ATBCB 2011-04. (2011 Notice of Proposed Rulemaking or NPRM). The City's commitment to safe and equitable pedestrian accessibility within the R/W is expressed in various plans and documents (outlined below) and considers the Plan to not be just a fulfillment of a federal requirement, but rather an instrument by which the City can provide a richer mobility experience, to the extent possible, to persons with disability within the community

Discrimination against persons with disabilities is prohibited on federal, state, and local levels and enforced with enacted laws and regulations and approved/accepted policy plans and documents. A summary of those edicts most closely related to the funding, design, construction, and alteration of pedestrian facilities in the R/W to ensure access by pedestrians with disabilities is provided below.

The following is a summary of various federal, state, and local ADA-related plans and documents.

Federal

Title VI of the Civil Right Act of 1964, [42 U.S.C. 2000d-1] Title VI prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving federal assistance.

Section 504 of the Rehabilitation Act of 1973 [29 U.S.C. 794] Section 504 prohibits discrimination against individuals with disabilities under any program or activity receiving federal financial assistance. The DOT routinely provides such assistance to state and local governments for the development of transportation networks.

Section 109 of Title I of the Housing and Community Development Act of 1974 [42 U.S.C. 5309] Section 109 prohibits discrimination on the basis of race, color, national origin, sex or religion in programs and activities receiving financial assistance from the U.S. Department of Housing and Urban Development's (HUD) Community Development and Block Grant Programs.

Americans with Disabilities Act of 1990 (42 U.S.C. 12101 et seq.) The ADA prohibits discrimination against individuals with disabilities and Title II of the ADA applies specifically to state and local governments. The Department of Justice (DOJ) issues Title II regulations, with the exception of those regulations specific to public transportation and related accessibility standards for the design, construction, and alteration of facilities which are issued by the Department of Transportation (DOT). The DOT's current ADA standards became effective in 2006.

State

Oregon Revised Statutes Chapter 447 - Standards and Specifications for Access by Persons with Disabilities (sections 447.210 to 447.310)

477.310 Standards for Curbing: Provided for the construction of curb cuts or ramps and minimum standards for those items whenever a curb or sidewalk is constructed or replaced at any point in a block which gives reasonable access to a crosswalk.

Oregon Department of Transportation Standard Drawings and Specifications (2015 or newer)

Oregon Department of Transportation Bicycle and Pedestrian Design Guide

City of Ashland (codes/policies)

Ashland Municipal Code Section 18.4.6 - Public Facilities

Ashland Municipal Code Section 13 - Streets and Sidewalks

Ashland Municipal Code Section 9.08 – Nuisances

Ashland 2012 Comprehensive Transportation System Plan

The City of Ashland Administrative ADA equal access policy

3.1 Specified in ADA Guidelines

Compliance with the ADA is expected to be met for all permanent and temporary facilities located in the R/W when either newly constructed or altered, and when elements are added for pedestrian use. The types of facilities cited by the Access board that must be readily accessible and usable in the R/W by pedestrians with disabilities are listed below:

• Sidewalks, pedestrian overpasses and underpasses, and other pedestrian circulation paths including requirements for pedestrian access routes, alternate pedestrian access routes when pedestrian circulation paths are temporarily closed, and protruding objects along or overhanging pedestrian circulation paths;

• Pedestrian street crossings, medians and pedestrian refuge islands, including requirements for curb ramps or blended transitions, and detectable warning surfaces;

• Pedestrian street crossings at roundabouts, including for detectable edge treatments where pedestrian crossing is not intended, and pedestrian activated signals at multi-lane pedestrian street crossings;

• Pedestrian street crossings at multi-lane channelized turn lanes at roundabouts and at other signalized intersections, including requirements for pedestrian activated signals;

• Pedestrian signals, including requirements for accessible pedestrian signals (APS) and pedestrian pushbuttons;

improvements are typically development driven; whereas, City capital projects are typically community need driven. Privately engineered plans are submitted to the City for review, approval, and inspection and are subject to the same evaluation for ADA compliance as pavement resurfacing projects.

Building Permits – Private property owners that obtain building permits through the City's Planning Department are required to reconstruct pedestrian facilities altered or impacted by the permitted work to meet ADA compliance requirements.

Utility Permits – Utility companies obtain a right of entry permit in order to construct and maintain facilities located in the City right of way. In the course of the utility's work, if existing pedestrian facilities are altered or impacted, those facilities are required to be reconstructed for ADA compliance.

Other City Projects – Other City capital or maintenance projects that alter existing facilities may also trigger reconstruction of pedestrian facilities for ADA compliance and are subject to the same evaluation for ADA compliance as pavement resurfacing projects.

ADA Exceptions

Where existing physical constraints make it impracticable for altered facilities to fully comply with new construction requirements; compliance is required to the extent practicable within the scope of the project. Examples of potential physical constraints described in the NPRM include, underlying terrain, right of way availability, underground structures, adjacent developed facilities, drainage, or the presence of a notable natural or historic feature. Cost alone is not considered a constraint. The Department of Justice regulations have deemed, "the additional cost of alterations to provide an accessible 'path of travel' to the altered area disproportionate when it exceeds 20 percent of the cost of the alteration to the 'primary function' area. (See 28 CFR 35.151(b)(4)(iii))." (2011 NPRM Section by Section Analysis page 21)

The determination of a physical constraint and compliance to the maximum extent practicable is made on a case-by-case basis and the justification(s) for the decision must be well-documented. For Capital and PEPI projects, this documentation must be included in the design exception request process and requires approval of the City Engineer.

Public Right of Way ADA Coordinator:

Director of Public Works or Designee

Self-Evaluation:

Perform an evaluation of public right of way within the City and identify existing barriers and provide equivalent access the maximum extent feasible. In addition, to evaluate policies and practices that create barriers.

City staff shall investigate and note any curb ramp, sidewalk, shared use trails, signalized and un-signalized crossings, deficiencies within the transportation system and log information in a GIS database. This will both geo-located the deficiency, but also describe deficiency in detail. The

Grant funding sources include: Surface Transportation Program (STP), Congestion Mitigation Air Quality (CMAQ), Oregon Department of Transportation (ODOT) Enhance/Fix it, Community Development Block Grant (CDBG)

The City actively seeks grant funding for improvement projects that include installation of sidewalk and curb drop ramps. Typical grant funding obtained supports high pedestrian traveled routes and defined safe routes to school zones.

Staffing:

The City of Ashland Street Department dedicates staff to ensuring vegetation compliance along sidewalks to ensure vegetation barriers are removed after a complaint is received.

Engineering staff manages capital improvements including roadway and utility projects. Where applicable on a given project accessibility barriers will be removed in coordination with project engineering.

Program:

The City of Ashland has developed a comprehensive road overlay program that will include the installation and or replacement of ADA curb drop facilities adjacent to each overlay as required by the Federal Highway Administration (FHWA). This program is funded by a voter approved food and beverage tax that allocates a certain percentage of the tax towards pavement maintenance requirements.

The City of Ashland performs a miscellaneous concrete repair program biennially within the appropriated budget to remove barriers. This includes construction, repair and alteration of existing ADA curb ramps.

Project Prioritization:

Projects will be prioritized based on numerous criteria and factors.

In general the factors will include:

- Safety
- Citizen requests or complaints regarding inaccessible locations
- Pedestrian levels of service
- Population density
- Presence of a disabled population
- Cost
- Employment centers
- School zones
- Hospital zones
- Bus route connectivity
- Required infrastructure/pavement projects

CITY OF
ASHLAND

Transportation Commission
Action Item List

December 20, 2018

Action Items:

1. Super Sharrow analysis for downtown **(no change)**

2. TSP Update and Internal Circulator Feasibility Analysis

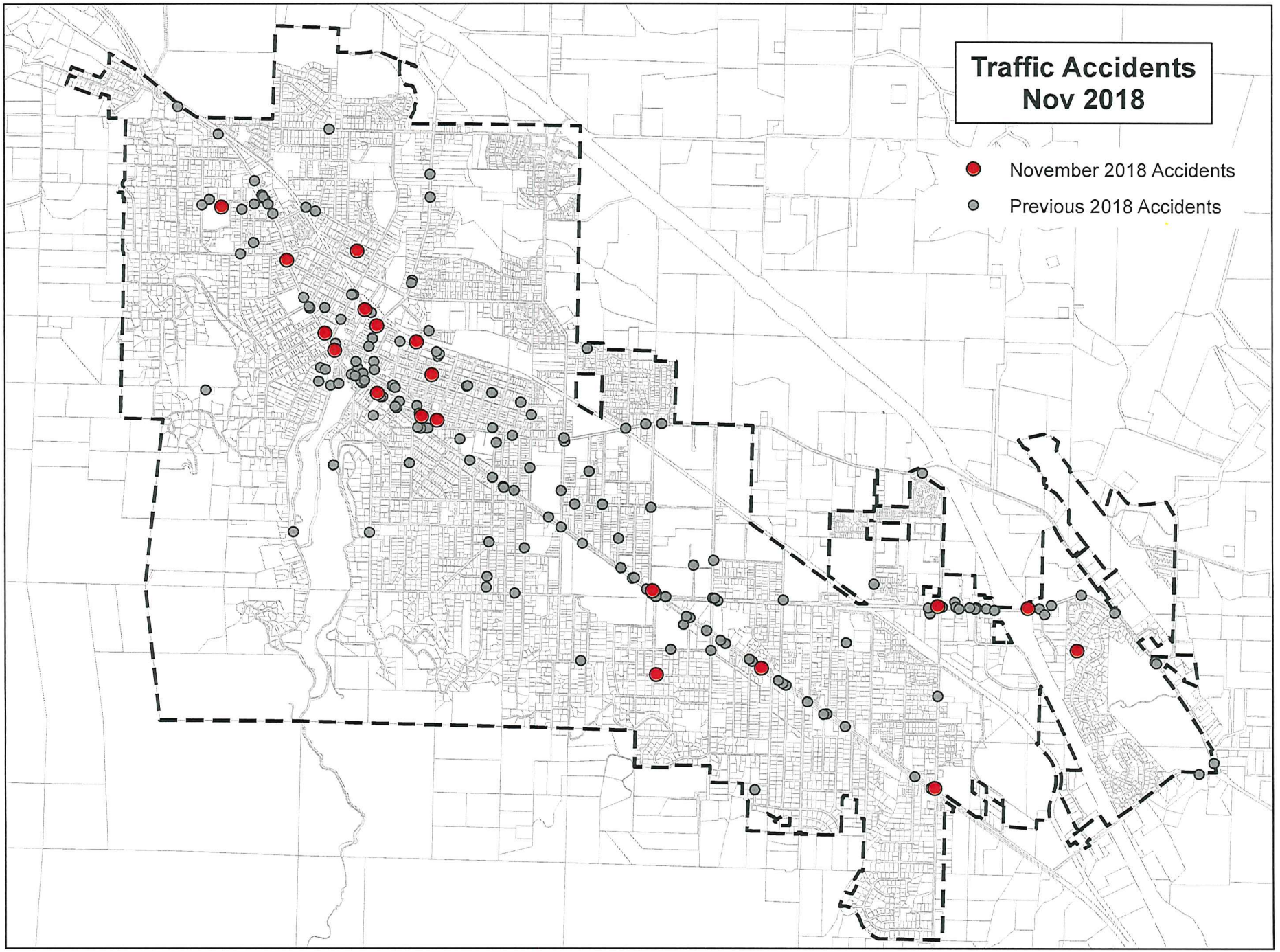
   g. Nelson Nygaard presented technical memo #2 to the Transportation Commission at the October 18, 2018 regular meeting
   h. RVTD will present update on their long term 2040 master plan update and statewide transportation improvement funds that will be available for enhanced transit in the region at the November 15, 2018 regular meeting.
   i. Nelson Nygaard will present technical memo #3 and complete findings to the Transportation Commission at the December 20, 2018 regular meeting

3. Main St. Crosswalk truck parking **(no change)**
4. Citizen request for speed and volume analysis on Bellview along with traffic calming for right hand turn movements onto Bellview from Siskiyou Blvd. **(no change)**
5. Siskiyou Blvd. and Sherman St. intersection issues
6. Iowa St. safety concerns

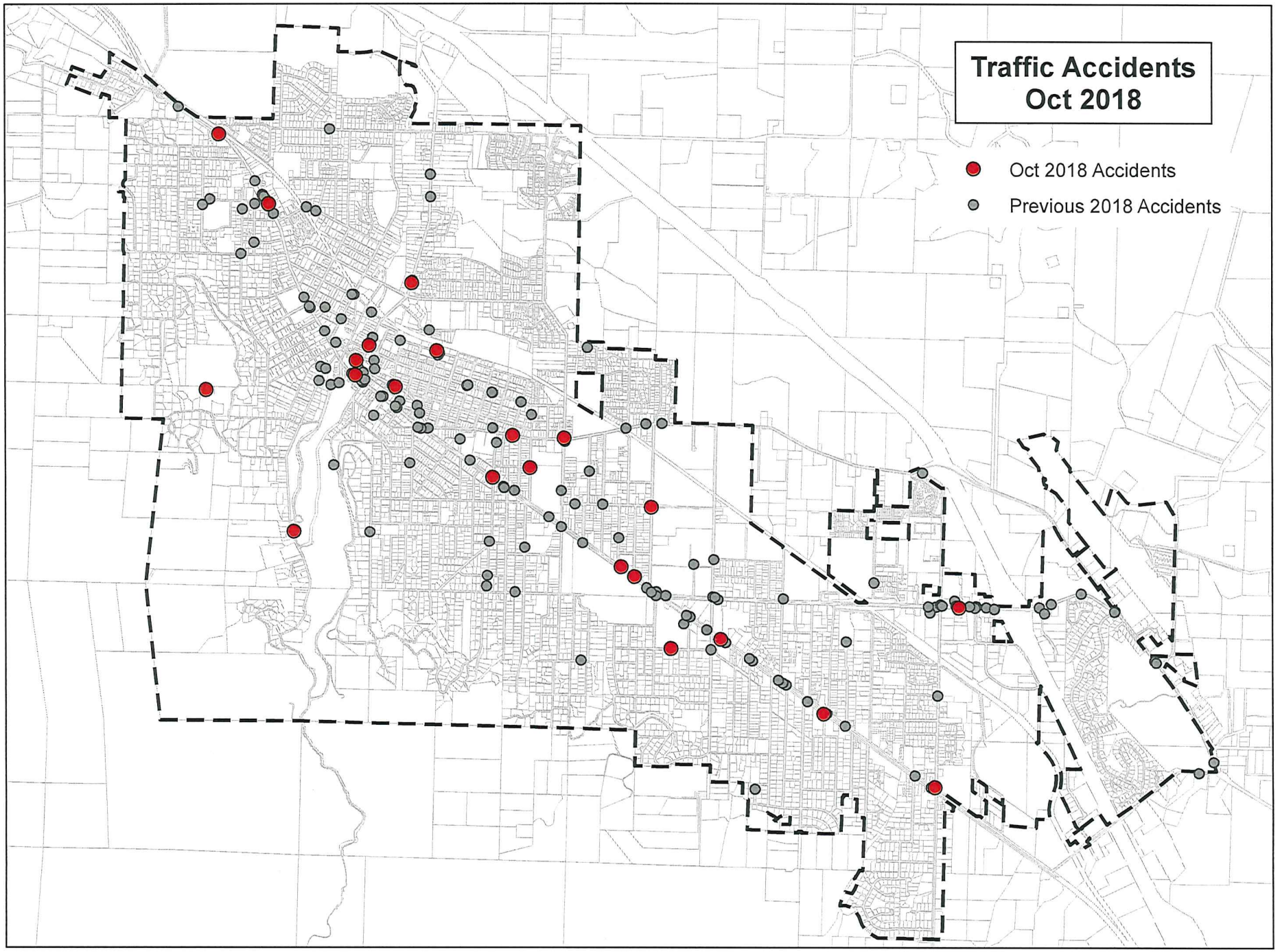
   k. 4-way stop and crossing striping installed at the Garfield and Iowa St. intersection. Additional curb striping to occur at intersections of Avery and Bridge to increase crossing site distance. Staff still looking at installing a marked crosswalk at these locations with appropriate lighting and signage.
   l. Staff has applied for a safe routes to school grant for sidewalk sections that merge into Iowa St. Iowa St. is not listed in TSP as a priority project and should be amended to include Iowa St. as a priority safe routes to school sidewalk infill project.

7. Traffic Calming Policy Development **(no change)**
8. Siskiyou Blvd. and Tolman Creek Intersection Improvements

   a. The Oregon Department of Transportation removed median island and restriped Tolman Creek portion of intersection to allow for better right hand turning truck movements.


Traffic Accidents
Nov 2018
November 2018 Accidents
Previous 2018 Accidents

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
NR	12	17:10	Mon	Tolman Creek Rd at Ashland St	2	N	N	N	N	N	Y	N	N	N	Dv1 was turning legally right on a red light, Dv2 was turning left onto the same street on a green turn light. Vehicles collided. Minor damage, no citation.
R	14	13:20	Wed	E Main St	1	N	Y	Y	N	Y	Y	N	N	N	Dv1 was pulling out of a parking lot, making a left to enter traffic, after first pulling into a parking space. Bicyclist was travelling in the left travel lane. Dv1 accelerated into travel lane and struck bike.
NR	16	13:48	Fri	Fourth St near E Main St	2	N	N	N	N	N	Y	N	N	N	Dv2 pulled onto street and immediately in front of a garbage truck (v1). Dv1 rearended v2. Dv2 warned.
R	17	11:30	Sat	N Main St at Van Ness Av	2	N	N	N	N	N	N	Y	N	N	Dv2 stopped suddenly behind a third vehicle that presumably stopped for deer in the road. Dv1 could not stop in time and crashed into the back of v2. No injuries.
R	17	17:52	Sat	Siskiyou Blvd near Harmony Ln	2	N	N	N	N	Y	Y	Y	N	N	Dv1 stopped to wait for traffic to clear to make a left turn. Dv2 attempted to pass by going around into the oncoming lane. Dv1 struck v2 as it attempted to pass. Dv2 cited careless driving and driving uninsured.
R	24	14:48	Sat	Ashland St at I5 NB ramp	2	N	N	N	U	N	Y	Y	Y	N	Dv1 stopped waiting for traffic to clear to make a turn onto the freeway onramp. Dv2 rearended v1, and then fled on I5 NB. No further information.
NR	27	15:25	Tue	N Main St near Church St	2	N	N	N	N	N	Y	N	N	N	Dv1 reversed to gain room to pull out of a parking spot and ran into parked v2. Very minor damage
R	28	12:37	Wed	Lithia Way near Third St	2	N	N	N	N	Y	Y	Y	N	N	Dv12 stopped to allow peds to cross in crosswalk. Dv1 did not stop in time and rearended v2.
R	30	13:39	Fri	Siskiyou Blvd at Tolman Creek Rd	1	N	N	N	N	N	Y	Y	N	N	Dv1 ran into stop sign.


Traffic Accidents
Oct 2018
Oct 2018 Accidents
Previous 2018 Accidents

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
R	10	17:29	Wed	N Main St near Maple St	3	N	N	Y	N	N	Y	U	N	N	V2 and v3 were stopped at the traffic light. Dv1 struck v2, pushing it into v3. Dv2 transported due to injury.
R	11	15:30	Thur	Siskiyou Blvd at Morton St	2	N	N	N	N	N	Y	Y	N	N	Dv1 made a left turn onto Siskiyou and did not see v2. Dv1 side swiped v2 when entering left lane.
R	15	15:48	Mon	Oregon St	2	N	N	N	N	N	Y	Y	N	N	Dv2 drifted in the lane while avoiding a deer that crossed the road, sideswiping parked v1.
R	17	10:09	Wed	E Main St @ Eighth St	1	Y	N	Y	N	N	Y	N	N	N	Driver struck ped in crosswalk. Ped was crossing from south to north. Driver stated that the ped was not visible. Driver was not cited. Ped was transported with non-life threatening injuries
R	19	9:47	Fri	Oak St near E Main St	1	Y	N	Y	N	Y	Y	N	N	N	Dv1 struck ped in crosswalk, ped transported to RRMC due to injuries.
R	19	12:50	Fri	Winburn Way at Granite St	2	N	N	Y	N	N	Y	N	N	N	Dv1 was stopped at stop sign when Dv2 crashed into the back. Dv1 transported to RRMC
NR	21	13:16	Mon	Siskiyou Blvd @ Tolman Creek Rd	1	N	N	Y	N	N	Y	N	N	N	Dv was making a left turn when cell phone rang, driver was distracted and turned to look at phone, and struck stop sign.
R	23	11:24	Tue	Wightman St at Iowa St	2	N	N	N	N	Y	Y	Y	N	N	Dv1 drifted wide while making a right turn and struck v2.
NR	23	12:30	Tue	Morse St at Blaine	2	N	N	N	N	N	Y	N	N	Y	Dv2 made a right turn and impacted v1.
R	27	0:35	Sat	private residence off Strawberry Lane	1	N	N	N	N	N	Y	Y	N	N	PVT driveway off Strawberry Lane. Dv1 backed over embankment and rolled over. Dv1 needed assistance to get out of vehicle.
R	29	14:58	Mon	Terra Av at Siskiyou Blvd	2	N	N	Y	U	N	Y	N	Y	N	Dv1 was rearended by dv2. Dv1 transported to Ashland hospital. No leads.