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DRAFT PREFERRED AND FINANCIALLY CONSTRAINED PLANS

Date:	September 13, 2011	Project #: 10633.09
To:	Mike Faught, City of Ashland	
Cc:	Project Management Team, Technical Advisory Committee, Transportation Commission, and Planning Commission	
From:	Susan L. Wright, P.E., Erin M. Ferguson, P.E. and Matt J. Bell	
Project:	City of Ashland Transportation System Plan Update	
Subject:	Draft Preferred and Financially Constrained Plans	

Introduction

This memorandum contains a combination of plan content that will appear in the Draft TSP and explanatory text that will not appear in the Draft TSP. *Explanatory text is italicized and is used to provide additional information regarding a policy, program, study, or project in the preferred plan.* This explanatory text is included to more thoroughly document why the policies, programs, studies, and projects are being included in the draft preferred plan and to provide additional clarity of what the policy, program, study, or project is intended to accomplish. It should be noted that specific formatting and the use of supplementary pictures will be addressed at the Draft Plan stage of development; therefore, this memorandum generally contains only draft plan text and figures.

Project Management Team (PMT), Technical Advisory Committee (TAC), Planning Commission (PC), and Transportation Commission (TC) members reviewing this memorandum should provide comments to address the following questions:

- Are there policies, programs, studies or projects that <u>are</u> shown in the preferred plan that should not be included? If yes, please indicate which ones and why.
- Are there policies, programs, studies or projects that <u>are not</u> shown in the preferred plan, but should be included? If yes, please indicate which projects and why.
- Are there programs, studies or projects that are shown in the financially constrained plan that should not be included? If yes, which ones and why.

- Are there programs, studies or projects that <u>are not</u> shown in the financially constrained plan, but should be included? If yes, which ones and why. If yes, which projects currently in the financially constrained plan should be removed to create funds for the ones that should be added?
- Are there modifications that should be made to the policies, programs, studies or projects included in the preferred plan or financially constrained plan? If yes, please describe those modifications.

A TAC Meeting and Joint Planning/Transportation Commission Meeting will be held on September 27, 2011 to discuss the content of this memorandum. Final comments are due to City staff by October 4, 2011; however, it would be helpful for members to provide any preliminary comments and suggestions regarding the questions above prior to Friday, September 23rd. This will allow the consultant team time to relay and share the preliminary comments and suggestions to the groups during the meetings on September 27th.

Background

The purpose of this memorandum is to present the Draft Preferred and Financially Constrained Plans for the City of Ashland Transportation System Plan (TSP) Update. Previous technical memorandums documented existing and future transportation system conditions as well as alternatives for improving the system. The alternatives were documented in 25 white papers as well as Technical Memorandum #7 Alternatives Analysis (dated April 14, 2011), the Supplemental Transit Information Memorandum (dated May 16, 2011), and the Draft Intersection and Roadway Projects Memorandum (dated July 19, 2011). The white papers and additional memorandums can be found at www.ashlandtsp.com/statics/draft_documents.

The PMT, TAC, PC, and TC provided comments and input regarding the alternative programs, policies, studies and/or projects through the alternatives analysis white paper process including seven Joint PC/TC meetings (one Joint PC/TC meeting per white paper group and two supplemental meetings to discuss transit and roadway projects) and five TAC meetings (one TAC meeting per white paper group). The input obtained from the PMT, TAC, PC and TC through that process informed the draft preferred and financially constrained plan content.

The project team also considered the City's TSP goals and objectives documented in Technical Memorandum #2 Goals, Objectives and Evaluation Criteria in developing the draft preferred and cost

constrained plans. The City's TSP goals are listed below for reference; more detail on each is contained in Technical Memorandum #2.

- **Goal 1** – Create a "green" template for other communities in the state and nation to follow.
- **Goal 2** – Make safety a priority for all modes of travel.
- **Goal 3** – Maintain the City of Ashland's small town character, support economic prosperity, and accommodate future growth.
- **Goal 4** - Create a system-wide balance for serving and facilitating pedestrian, bicycle, rail, air, transit, and vehicular traffic in terms of mobility and access within and through the City of Ashland.

Planning level cost estimates were developed for each of the programs, studies and/or projects based on average 2010 construction costs. The Washington State Department of Transportation (WSDOT) maintains a database of highway construction costs for several states throughout the Pacific Northwest, including Oregon. The Construction Cost Index (CCI)[1] published by WSDOT indicates that the CCI for Oregon in 2010 was 219 based on average construction costs during quarters 1 and 2. All future project costs should be adjusted to reflect the CCI of the development year relative to CCI for 2010. For example, if a development is scheduled to occur in 2015 and the CCI for 2015 is 225, then estimated costs shown in the tables below should be adjusted by a factor of approximately 1.027 (225/219).

The 2010 cost estimates along with priorities (e.g., low, medium, high) for the programs, studies and/or projects were used to construct the financially constrained plan. The priorities assigned to each program, study and/or project were identified based on need and the consultant team's evaluation of the project goals as well as assessment of the Transportation and Planning Commission's general consensus provided to date in the project. The financially constrained plan includes as many of the higher priority programs, studies, and projects as feasible without exceeding the forecasted 25-year transportation funding levels for the City.

The following labeling convention is used in the Preferred and Financially Constrained Plans to identify and number policies, programs, studies, and projects.

- L# - Indicates a policy followed by the corresponding number. There are 21 policies in the Preferred Plan.

[1] The Washington State Department of Transportation's Construction Cost Index can be found on their webpage here: http://www.wsdot.wa.gov/biz/construction/constructioncosts.cfm

- O# - Indicates a program followed by the corresponding number. There are 6 programs in the Preferred Plan.
- S# - Indicates a study followed by the corresponding number. There are 3 studies in the Preferred Plan.
- P# - Indicates a pedestrian (i.e., sidewalk) project followed by the corresponding number. There are 58 sidewalk projects in the Preferred Plan.
- B# - Indicates a bicycle project followed by the corresponding number. There are 35 bicycle projects in the Preferred Plan.
- X# - Indicates a railroad crossing project followed by the corresponding number. There are 5 railroad crossing projects in the Preferred Plan.
- R# - Indicates an intersection or roadway project followed by the corresponding number. These include projects serving all modes and those supporting Pedestrian Places Planning. There are 42 intersection/roadway plan projects in the Preferred Plan.

A table of contents for this memorandum is below.

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PREFERRED PLAN

The Preferred Plan begins with general policies and studies influencing multiple transportation modes and/or system elements. The Preferred Plan for each mode (i.e., active transportation, transit, heavy rail, and intersections/roadways) follows the general policies and studies. Each modal plan includes policies, programs, studies and projects to improve the transportation system. Finally, there is a section dedicated to Pedestrian Places, which incorporates key elements from the Pedestrian Places Planning activities completed for the North Mountain Avenue/East Main Street, Ashland Street/Walker Avenue, and Ashland Street/Tolman Creek Road areas.

General Policies and Studies

The general policies and studies presented below influence multiple transportation modes and/or transportation system elements. An overview of the policies and studies in this section follows.

- **(L1) Street Functional Classifications** – Presents the updated street functional classifications for the City of Ashland including a new Shared Streets functional classification.
- **(L2) Multimodal/Safety Based (Alternative) Development Review Process** – Presents the multimodal/safety based (alternative) development review process, which outlines a new process for reviewing and approving development applications. The process provides a means for the City of Ashland to collect funds for multimodal and safety oriented programs and projects, while streamlining the development review process and providing more certainty for applicants regarding potential needed transportation investments.
- **(L3 through L9) Downtown Enhancement Policies** – Presents policies aimed at enhancing the downtown environment for multiple transportation modes.
- **(L10) Green Street Treatments** – Contains the policy supporting incorporating green street treatments into transportation, sewer, water, and stormwater projects.
- **(S1) Funding Sources Feasibility Study** –Discusses the need for and scope of a study to identify future feasible funding sources to support improvements to the transportation system.
- **(S2) Downtown Parking Management Plan Study** – Discusses the need for a before/after study to evaluate the effectiveness of updating downtown parking management strategies.

Policies and studies specific to transportation modes are presented within the applicable modal plan.

(L1) STREET FUNCTIONAL CLASSIFICATIONS

The street functional classifications for the City of Ashland are below. *The functional classifications are consistent with City of Ashland's Comprehensive Plan and Street Standards Guidebook with the exception of the Shared Street classification. The Shared Street classification is added here based on discussions and input received through the alternatives analysis white paper process.*

- **Boulevard** – Provide access to major urban activity centers for pedestrians, bicyclists, transit users and motor vehicle users, and provide connections to regional traffic ways such as Interstate 5.
- **Avenue** – Provide concentrated pedestrian, bicycle, and motor vehicle access from boulevards to neighborhoods and to neighborhood activity centers.
- **Neighborhood Collector** – Distribute traffic from boulevards or avenues to neighborhood streets.
- **Neighborhood Street** – Provide access to residential and neighborhood commercial areas.
- **Shared Street** – Provides access to residential or commercial uses in an area in which right-of-way is constrained by topography or historically significant structures. The constrained right-of-way prevents typical bicycle and pedestrian facilities such as sidewalks and bicycle lanes. Therefore, the entire width of the street is collectively shared by pedestrians, bicycles, and autos. The design of the street should emphasize a slower speed environment and provide clear physical and visual indications the space is shared across modes. *Allowing for the use of shared street concepts as outlined in the Shared Streets and Alleyways White Paper (dated February 2, 2011), helps the City move towards its goal of creating system-wide balance for all modes (Goal 4). Exhibit 1illustrates an example of a shared street.*

Exhibit 1 – Shared Street Example

- **Alley** – A semi-public neighborhood space that provides access to the rear of property; the alley eliminates the need for front yard driveways and provides the opportunity for a more positive front yard streetscape.
- **Multiuse Path** – Off-street facilities used primarily for walking and bicycling; these paths can be relatively short connections between neighborhoods or longer paths adjacent to rivers, creeks, railroad tracks, and open space.

Figure 1 presents the updated street functional classifications for the City of Ashland.

To arrive at the updated street functional classifications, the previously adopted 1998 street functional classifications were reviewed and compared to forecasted 2034 daily traffic volumes, network connectivity, desired roadway function in the future, and potential development not captured in the regional travel demand model. This review and recommendations are documented in the Street Functional Classification Review Memorandum dated July 25, 2011. The updated street functional classifications will help the City meet the goal of providing system-wide balance (Goal 4) by first establishing a balanced street network to meet mobility and access needs of all road users.

(L2) MULTIMODAL/SAFETY BASED (ALTERNATIVE) DEVELOPMENT REVIEW PROCESS

The Multimodal/Safety Based (Alternative) Development Review Process was presented in the Alternative to Traditional Development Review and Transportation Funding White Paper (dated March 7, 2011) as a means to help support the City's TSP goals by providing funding for multimodal and safety programs and projects. It is inherently multimodal helping to create a green template (Goal 1), improvements are safety and multimodal driven making safety a priority for all modes (Goal 2), it supports economic growth by streamlining the development review process for developers (Goal 3), and facilitates system wide balance by placing all modes, safety, and access at the same level as mobility (Goal 4). See the Alternative to Traditional Development Review and Transportation Funding White Paper (dated March 7, 2011) for more details.

The City of Ashland will use a Multimodal/Safety Based (Alternative) Development Review Process for reviewing and approving development applications. The development review process is outlined below.

1) Applicants are required to prepare a transportation assessment that focuses on:
    A. On-site vehicular, pedestrian, bicycle, truck delivery, and emergency service circulation and safety;

B. Safety, using principles and information from the *Highway Safety Manual*, of the proposed site access(es) to the transportation system;

C. Multimodal LOS, per the *2010 Highway Capacity Manual*, along the adjacent collector and/or arterial corridors; and

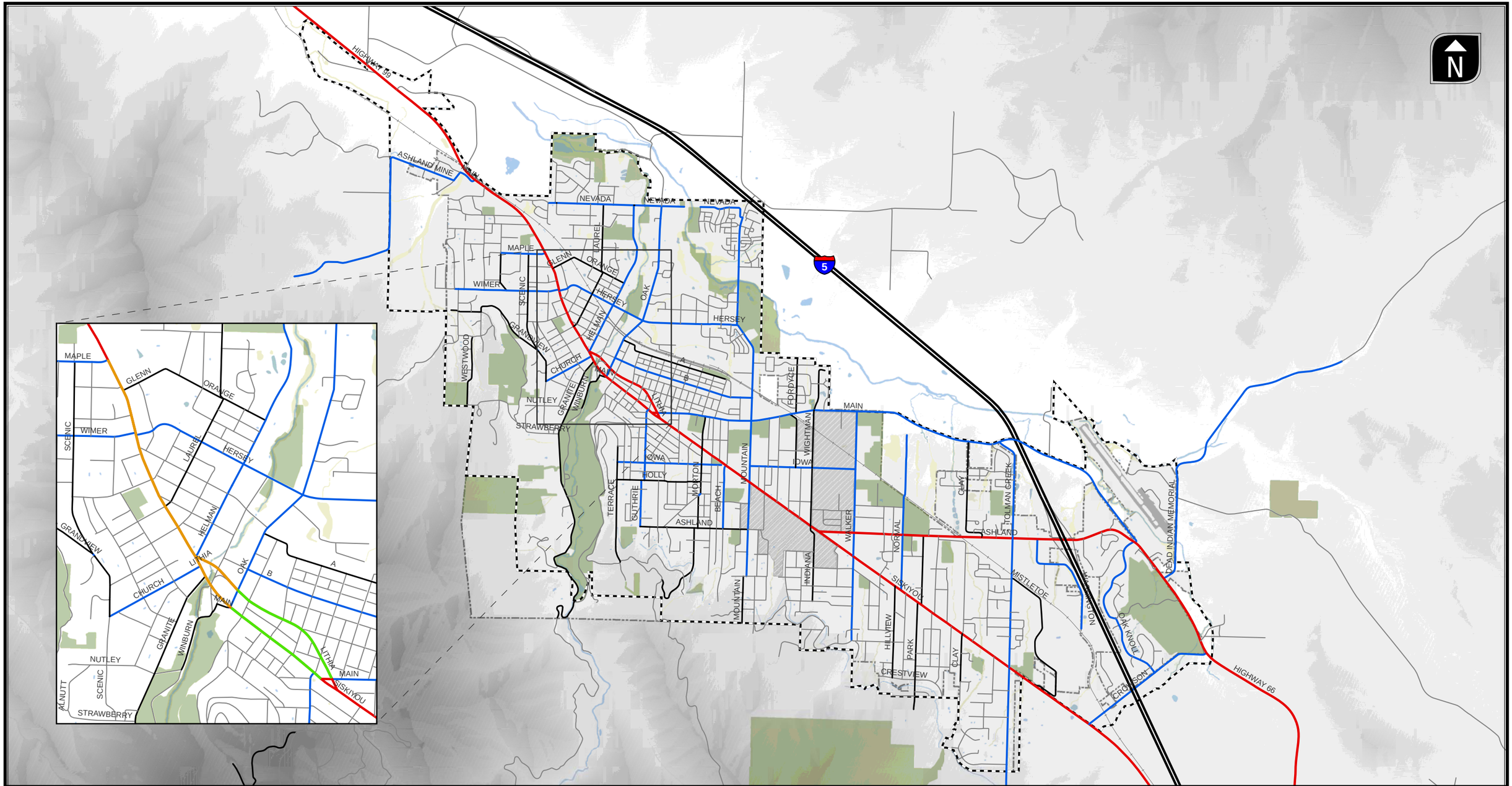
D. Person trips generated by the development, including those person trips expected to travel through any of the City's previously identified safety focus intersections. As of the City's TSP 2011 TSP update, these intersections are:

- North Main Street (OR 99)/Hersey Street – Wimer Street
- Ashland Street (OR 66)/Oak Knoll Drive – East Main Street
- Siskiyou Boulevard (OR 99)-Lithia Way (OR 99)/East Main Street
- Main Street (OR 99 Southbound)/Oak Street
- Siskiyou Boulevard (OR 99)/Tolman Creek Road
- Ashland Street (OR 66)/Tolman Creek Road

2) The Applicant mitigates safety issues on-site and at their access(es) points to the transportation system.

3) The Applicant contributes financially to the safety and multimodal improvements identified for the City's safety focus intersections identified in Step 1.

4) The City assesses a Multimodal SDC, whereby an applicant is assessed a fee based on the number of person trips the proposed development is estimated to generate. *This allows the system revenues to be used to fund capacity related improvements to the vehicular, pedestrian, bicycle, and transit systems.*



Interstate
Boulevard
Avenue
Neighborhood Collector
Neighborhood Street
City UGB
City Limits
Special Transportation Area Designation
Urban Business Area Designation

Updated City of Ashland Street Functional Classification Map

CITY OF ASHLAND

Figure 1

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(L3 THROUGH L9) DOWNTOWN ENHANCEMENT POLICIES

The following policies are aimed at enhancing the downtown environment for pedestrians, bicyclists, and transit users while also facilitating economic prosperity for downtown.

- **(L3) Incorporate Wider Sidewalks** – As feasible, incorporate wider sidewalks into the downtown core area on Main Street, Lithia Way, and the supporting cross streets (e.g., Oak Street). *The purpose of wider sidewalks is to provide additional capacity for pedestrians and pedestrian activities (Goals 3 and 4).*

- **(L4) Street Patios** – Allow for downtown restaurant owners to apply for temporary seasonal street patios to take the place of on-street parking in front of their establishment. The seasonal street patios are permissible with approval from the City. *Street patios provide additional seating capacity for restaurant owners to have outdoor cafes during the summer months facilitating economic prosperity and preserving sidewalk space for pedestrians (Goal 3). Based on recent feedback the Chamber of Commerce is currently opposed to policies or projects associated with street patios.*

- **(L5) Incorporate Preferred Pedestrian Treatments** – As feasible, incorporate preferred pedestrian treatments into downtown area projects, including pedestrian countdown signals, landscape buffers, pedestrian refuge islands, and benches. *These treatments will help enhance the environment for pedestrians (Goals 2 and 4). Exhibits 2 and 3 illustrate two of these treatments.*

Exhibit 2 – Pedestrian Countdown Signal

Exhibit 3 – Pedestrian Refuge Island

- **(L6) Encourage Alley Enhancements** – Work with the Chamber of Commerce, to encourage property owners along downtown alleys to enhance the environment through improved landscaping, orienting businesses towards the alley, and other similar characteristics *(Goals 3 and 4)*.

- **(L7) Incorporate Bicycle Parking** – As feasible, incorporate bicycle parking into downtown projects to encourage and facilitate bicycle travel *(Goal 4)*. Locally affected business owners will be included in the process of determining where bicycle parking is located.
- **(L8) Develop Incentives for Truck Loading/Unloading** – Work with the Chamber of Commerce and downtown business owners to reduce delivery and pick-up of goods during peak times through strategies such as incentives or time restrictions. *The purpose of this policy is to limit potential truck loading/unloading impacts on other downtown activities (Goals 3 and 4)*.
- **(L9) Update Downtown Parking Management** - Work with the Chamber of Commerce and downtown business owners to update parking management strategies such that the strategies encourage the use of existing parking garages, increase the turn-over of on-street parking, and work towards paid parking to manage paring within and to reduce auto trips to downtown *(Goals 3 and 4)*.

(L10) GREEN STREET TREATMENTS

The City of Ashland will incorporate green street treatments into transportation, sewer, water, and stormwater capital, maintenance, and operations projects, as feasible. The type and design of the green street treatments will be determined using the information contained in the City of Ashland's Stormwater Master Plan.

As documented in the Green Streets White Paper (dated February 2, 2011), green street treatments are a new opportunity to promote a vision of sustainable urbanism for the City of Ashland and help create a green template (Goal 1). By more closely mimicking the natural hydrology of a particular site, Green Streets help reduce the impact of urban development. Green street stormwater facilities have been shown to improve water quality of runoff through effective treatment, minimize erosion through the reduction of peak flow rates and discharge velocities, and decrease stormwater volumes discharged to local streams by infiltrating all or a portion of local rainfall events.

(S1) FUNDING SOURCES FEASIBILITY STUDY

The City of Ashland will conduct a funding sources feasibility study to identify and evaluate the feasibility of additional funding sources to support transportation programs, studies and projects. The study will establish priorities for pursuing additional funding sources based on such factors as the probability of successfully securing the funding source, stability of the funds, and amount of

funds. The cost estimate for the study is $30,000; the priority is medium indicating a timeline of 5 to 15 years (i.e., the study is to be conducted 5 to 15 years into the future).

The purpose of allocating funds to such a study is to enable the City to identify additional long-term funding sources to increase the City's ability to fund transportation system improvements. Input received through the alternatives analysis white paper process regarding potential additional funding sources was spread across a number of potential different sources with limited consensus on what to pursue. A study focused on the topic will provide the City with clear direction for the future.

It should be noted that a multimodal system development charge methodology and program is part of the TSP Update contingency scope of work and will be evaluated by the PMT for inclusion in the project following the TAC's, PC's, and TC's initial acceptance of the draft preferred and financially constrained plans.

(S2) DOWNTOWN PARKING MANAGEMENT PLAN STUDY

The City of Ashland will conduct a downtown parking management plan before/after study to evaluate the effectiveness of the updated downtown parking management initiatives developed as part of policy (L9) Update Downtown Parking Management. The study will also consider the transferability of the initiatives and strategies to other key development areas such as the Railroad Property District and the Croman Mill Site. The cost estimate for the study is $75,000; the priority is medium indicating a timeline of 5 to 15 years (i.e., the study is to be conducted 5 to 15 years into the future).

The purpose of allocating funds to a parking management plan study is to enable the City to implement updated parking management strategies downtown, evaluate their effectiveness and consider their transferability to future development sites that will likely need parking management to successfully encourage multimodal travel. The study enables the City to acquire distinctive first-hand knowledge of which parking strategies and incentives are effective in Ashland.

Summary of General Policies and Studies

Table 1 summarizes the Preferred Plan general policies and studies.

Table 1 Summary of Preferred Plan General Policies and Studies

(ID#) Policy or Study Name	Description	Priority (Timeline)	Cost
(L1) Street Functional Classifications	Update to City of Ashland's street functional classifications including a new functional classification called Shared Streets.	N/A	N/A
(L2) Multimodal/Safety Based (Alternative) Development Review Process	Multimodal and safety based approach for reviewing and approving development applications.	N/A	N/A
(L3) Incorporate Wider Sidewalks	One of seven policies to enhance the downtown. As feasible, incorporate wider sidewalks into downtown projects to provide more space for pedestrians.	N/A	N/A
(L4) Street Patios	One of seven policies to enhance the downtown. Allow for downtown restaurant owners to apply for temporary seasonal street patios.	N/A	N/A
(L5) Incorporate Preferred Pedestrian Treatments	One of seven policies to enhance the downtown. Incorporate preferred pedestrian treatments into downtown projects, as feasible.	N/A	N/A
(L6) Encourage Alley Enhancements	One of seven policies to enhance the downtown. Encourages property owners along alleys to enhance the environment through improved landscaping, businesses oriented towards the alley and other similar characteristics.	N/A	N/A
(L7) Incorporate Bicycle Parking	One of seven policies to enhance the downtown. As feasible, incorporate bicycle parking into downtown projects.	N/A	N/A
(L8) Develop Incentives for Truck Loading/Unloading	One of seven policies to enhance the downtown. Work with Chamber of Commerce and downtown business owners to reduce delivery and pick-up of goods in peak hours.	N/A	N/A
(L9) Update Downtown Parking Management	One of seven policies to enhance the downtown. Work with Chamber of Commerce and downtown business to update parking management strategies.	N/A	N/A
(L10) Green Street Treatments	Incorporate green street treatments into transportation, sewer, water, and stormwater projects.	N/A	N/A
(S1) Funding Sources Feasibility Study	Study to identify future feasible funding sources to support improvements to the transportation system.	Medium (5-15 years)	$30,000
(S2) Downtown Parking Management Plan Study	Study to evaluate the effectiveness of updated downtown parking management strategies and initiatives as well as consider their transferability to other parts of Ashland such as the Railroad District and Croman Mill Site.	Medium (5-15 years)	$75,000

Notes:

N/A Indicates category is not applicable to the policy or study. For examples, policies do not have costs or priorities associated with them, because they do not require funding to implement.

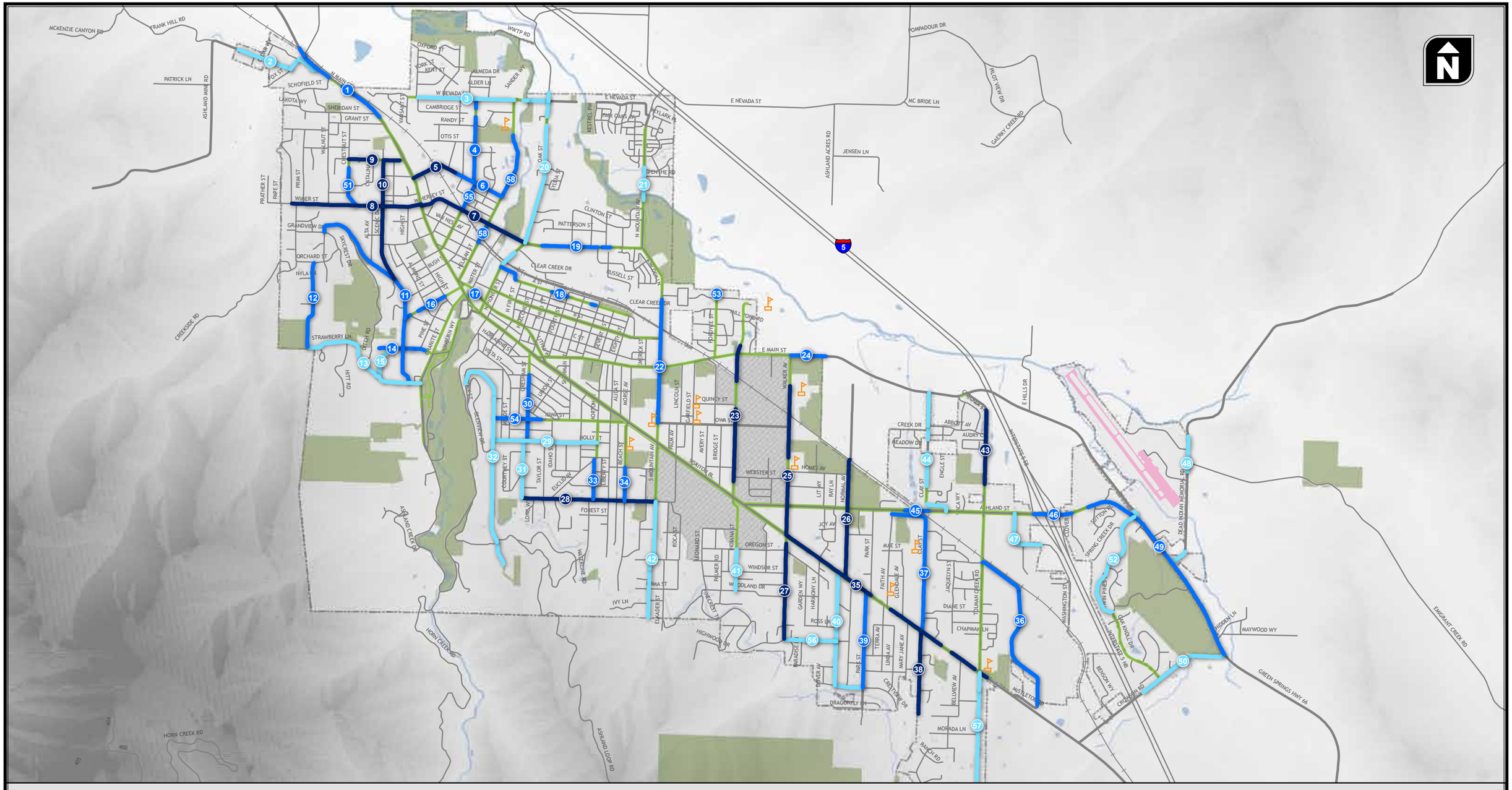
Active Transportation Plan

The active transportation plan presents policies, programs, and projects focused on facilitating pedestrian and bicycle travel. The active transportation modal plan maps are illustrated in Figures 2 and 3, which display the City of Ashland's existing and planned pedestrian and bicycle networks, respectively.

(L11 THROUGH L13) POLICIES SUPPORTING PEDESTRIAN AND BICYCLE TRAVEL

The policies below were identified through the alternatives analysis white paper process. They focus on providing a more comfortable pedestrian environment and making bicycling more appealing to a wider range of ages and ability (Goal 1, 2, 3 and 4).

- **(L11) Integrate Bicycle Parking** – Work with the Planning Commission and Chamber of Commerce to establish on-street and off-street bicycle parking requirements for inclusion in the development review process. Establish a tier system for the requirements that recognizes some parts of the City of Ashland are likely to attract more bicycle trips than others parts *(Goal 1, 3 and 4)*.
- **(L12) Establish Incentives for Bicycle Friendly Businesses** – Work with the Planning Commission and Chamber of Commerce to establish incentives for bicycle friendly businesses. The incentives will encourage businesses to facilitate and promote bicycling for employees and customers. The League of American Bicyclists has benchmarks for businesses to use to qualify for Bicycle Friendly status. City staff will work with the Planning Commission and Chamber of Commerce to pair the League of American Bicyclists benchmarks (or similar benchmarks customized to Ashland) with incentives attractive to local Ashland businesses. *Establishing these incentives and benchmarks will encourage travel by bicycle helping creating a green template, assisting the City in moving towards Platinum status as a bicycle community, while also supporting economic prosperity (Goals 1 and 3).*
- **(L13) Incorporate Preferred Pedestrian Treatments** – As feasible, integrate preferred pedestrian treatments into city-wide projects that arise through CIP investments or development. Preferred pedestrian treatments include pedestrian countdown signals, landscape buffers, pedestrian refuge islands, benches, curb extensions, enhanced crosswalks, signalized crossings, and ADA compliant curb ramps (see Attachment B for Pedestrian Treatment Toolbox). *These treatments were identified through the alternatives analysis white paper process. They will help enhance the environment for pedestrians and facilitate travel as a pedestrian (Goals 2 and 4).*



Planned Sidewalk Infill Projects

- High Priority
- Med Priority
- Low Priority
- SOU Campus
- Rivers
- Parks
- Wetlands
- City Limits
- Existing Sidewalk
- School
- Airport

Existing and Planned Pedestrian Network

CITY OF ASHLAND

Figure 2

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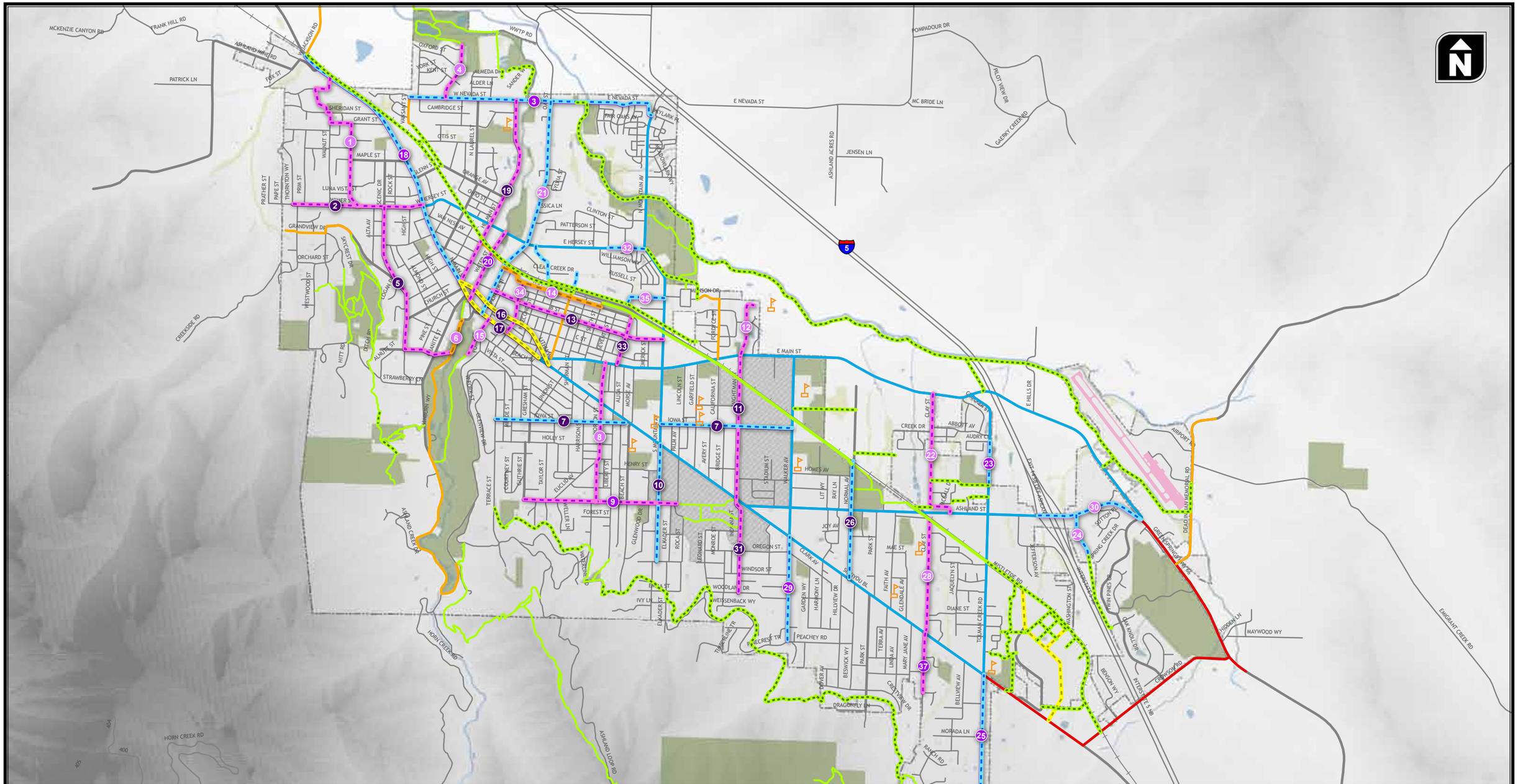


Planned On-Street Bikeways

- Planned Bike Lane
- Planned Buffered Bike Lane
- Planned Bicycle Boulevard
- Planned Shared Space Application

Off-Street Trails

- Existing Bike Path/Greenway
- Planned Bike Path/Greenway

Existing On-Street Bikeways

- Existing Bike Lane
- Existing Shared Roadway
- Existing Shoulder Lane

Bikeway Priority Projects

- High Priority
- Med Priority
- Low Priority

- School
- SOU Campus
- Rivers
- Parks
- Wetlands
- City Limits
- Airport

Existing and Planned Bikeway Network

CITY OF ASHLAND

Figure 3

G:\10-056 Ashland TSP\MXD

(O1 THROUGH O4) WALKING AND BICYCLING PROGRAMS

The following programs are to encourage more travel by walking and bicycling and enhance the safety of these modes within the overall transportation system.

- **(O1) Create TravelSmart Educational Program** – Invest in individualized, targeted marketing materials to be distributed to interested individuals for the purpose of informing and encouraging travel as a pedestrian or by bicycle. The approximate cost of the program (including maps, materials, incentives, outreach staff and mail costs) is $30 per household.

  Draft Program Recommendations: The first three years of this program will be funded at $15,000 per year enabling the City to distribute material to approximately 500 households per year. Funding for subsequent years will be determined based on the outcomes of the first three years.

  Attachment B contains examples of material other communities have distributed. These programs have shown up to 10% reduction in drive alone trips amongst targeted households (Goals 1 and 4).

- **(O2) Conduct Directed Patrols -** With the assistance of the Transportation Commission, provide collected complaints to local law enforcement to help identify targeted enforcement of speed zones, adherence to traffic control devices, and adherence to traffic laws. This includes proper adherence by motorists, bicyclists, and pedestrians.

  Draft Program Recommendations: To assist local law enforcement with the funding needed to train officers and enforce targeted areas, the City will provide $20,000 per year for a five year time period. This is expected to cover approximately 300 hours of officer time per year. At the end of five years, the funds are subject to increase, decrease or cease based on the effectiveness of program.

  The City may wish to seek funding from the state Safe Routes to School Program and/or through the Pedestrian Safety Mini-Grant Program (currently administered by the Bicycle Transportation Alliance) to supplement and/or pay for directed patrols. The purpose of this program is to facilitate safe travel by all road users (Goals 2 and 4).

- **(O3) Establish an Electric Assist Bicycle Program** –Establish a rebate program that provides a subsidy towards purchasing electric-assist bicycles. *The purpose of the program is to provide a means for overcoming steep topography in parts of Ashland to open bicycling to a broader audience.* Subsidies will be limited to one per person to a capped maximum each year. The program requires staff time to set up, implement, and administer.

Draft Program Recommendations: Table 2 outlines the funding and activities for the program over the first five years. After the initial five years, the City will determine whether the program should be continued or discontinued.

Table 2 Electric Assist Bicycle Program Funding and Activities

Year	Activity	Funding
Year 1	Conduct a study to: 1) Identify specific steps necessary for creating a rebate program; 2) Determine number of subsidies desirable/feasible per year; 3) Identify long-term funding sources such as sponsorship; and 4) Set-up internal framework for administering the program.	$25,000
Year 2	Implement steps and recommendations from Year 1 study resulting in an established rebate program with resources to administer the program and a plan for securing longer-term stable funding.	$25,000
Year 3	Administer program (this is the first year subsidies would be provided) and track number of subsidies provided based on public interest.	$30,000
Year 4	Administer program and track number of subsidies provided based on public interest.	$30,000
Year 5	Administer program and determine feasibility of continuing program based on success of the program and success of securing long-term funding.	$30,000
Total		$140,000

- **(O4) Retrofit Bicycle Parking Program** – Establish a retrofit bicycle parking program allowing interested property owners to apply for bicycle racks or bicycle corrals to be installed in front of their establishment. The City will coordinate with local business owners as to where bicycle racks are installed to be sensitive to the potential impacts on pedestrian space and vehicle parking.

  Draft Program Recommendation: The program will be allocated $10,000 annually and the funds will be administered on a first-come first-serve basis. The City will purchase racks, mange the request process, install racks, and keep records of where bicycle racks have been placed. This level of funding is estimated to provide approximately 40 inverted-U style bicycle racks per year (including hardware and staff costs).

Table 3 summarizes the walking and bicycling programs.

Table 3 Summary of Walking and Bicycling Programs

(Program #) Program Name	Priority (Timeline)	Cost
(O1) TravelSmart Education Program	High (0-5 Years)	$45,000
(O2) Directed Patrols	High (0-5 Years)	$100,000
(O3) Electric Assist Bicycle Program	High (0-5 Years)	$140,000
(O4) Retrofit Bicycle Parking Program	High (0-5 Years)	$50,000
Total		**$335,000**

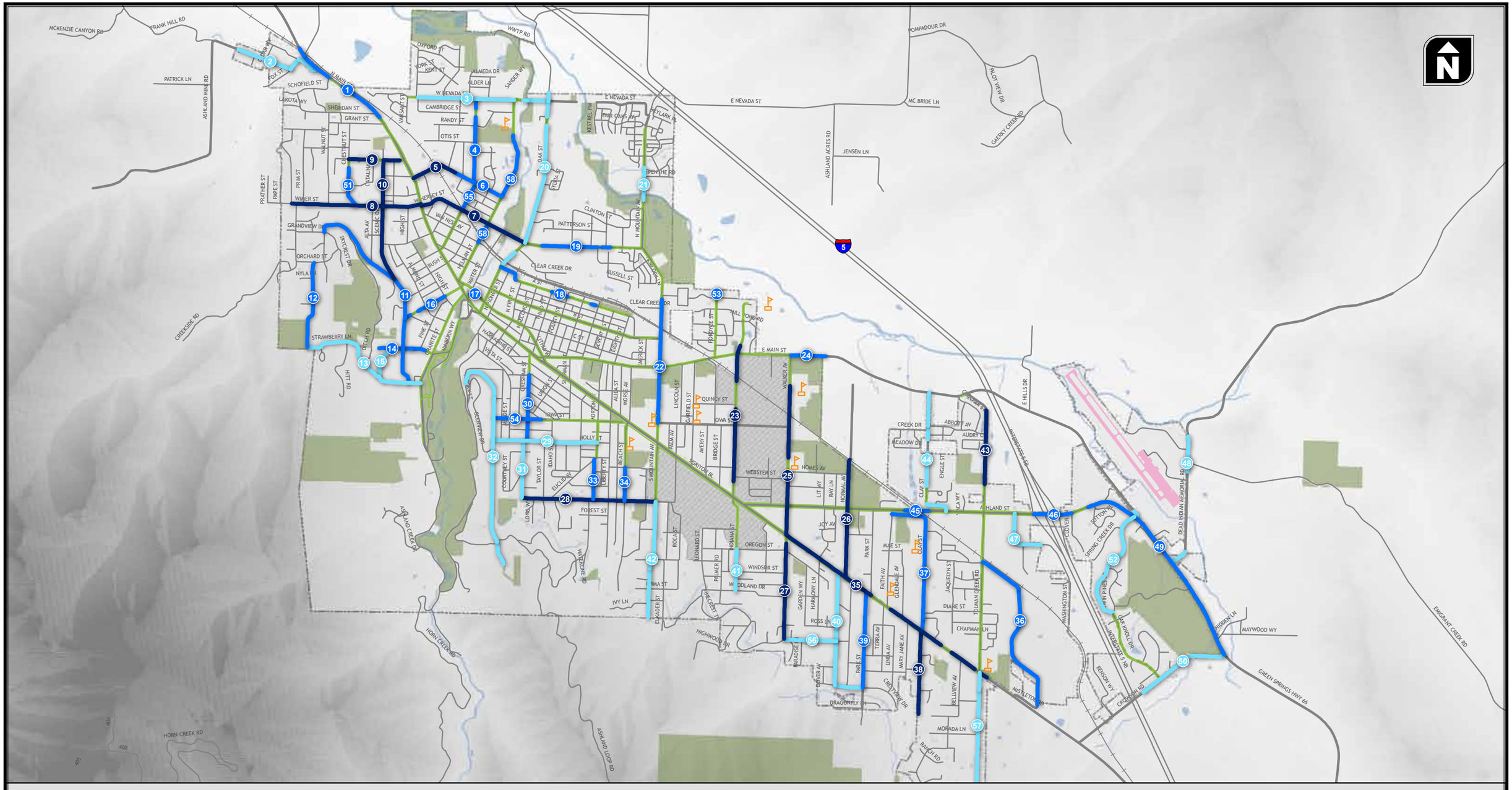
ACTIVE TRANSPORTATION (I.E., PEDESTRIAN AND BICYCLE) PROJECTS

Tables 4 and 5 summarize the preferred pedestrian and bicycle projects, respectively. Figures 4 and 5 illustrate the location of the pedestrian and bicycle projects, respectively. Attachment A contains the prospectus sheets for all preferred plan projects; the prospectus sheets provide more detail regarding the project location, description, and images illustrating the vision for the completed project.

The projects below were identified based on input received through the white paper process from the PMT, TAC, PC, and TC and were prioritized based on the following criteria.

- ***Safe Routes to School*** *- A project scored higher if it formed part of the Safe Routes to School network. The existing designated Safe Routes to School routes are provided in Attachment B. Projects on a designated Safe Route to School are also identified in Tables 4 and 5.*
- ***Street Functional Classification****- A project scored higher if it is located on a street with a higher functional classification (i.e., Avenues were scored higher than Neighborhood Collectors). This criterion was used to represent the level of exposure of pedestrians or bicyclists to traffic volumes and speeds.*
- ***Land Use and Potential Demand*** *- A project scored higher the more attractions were located within a five-minute walking or bicycling catchment area.*

Additional details on the prioritization are provided in Attachment B.



Sidewalk Infill Projects

- High Priority
- Med Priority
- Low Priority

- SOU Campus
- Rivers
- Parks
- Wetlands
- City Limits

- Existing Sidewalk
- School
- Airport

Sidewalk Projects

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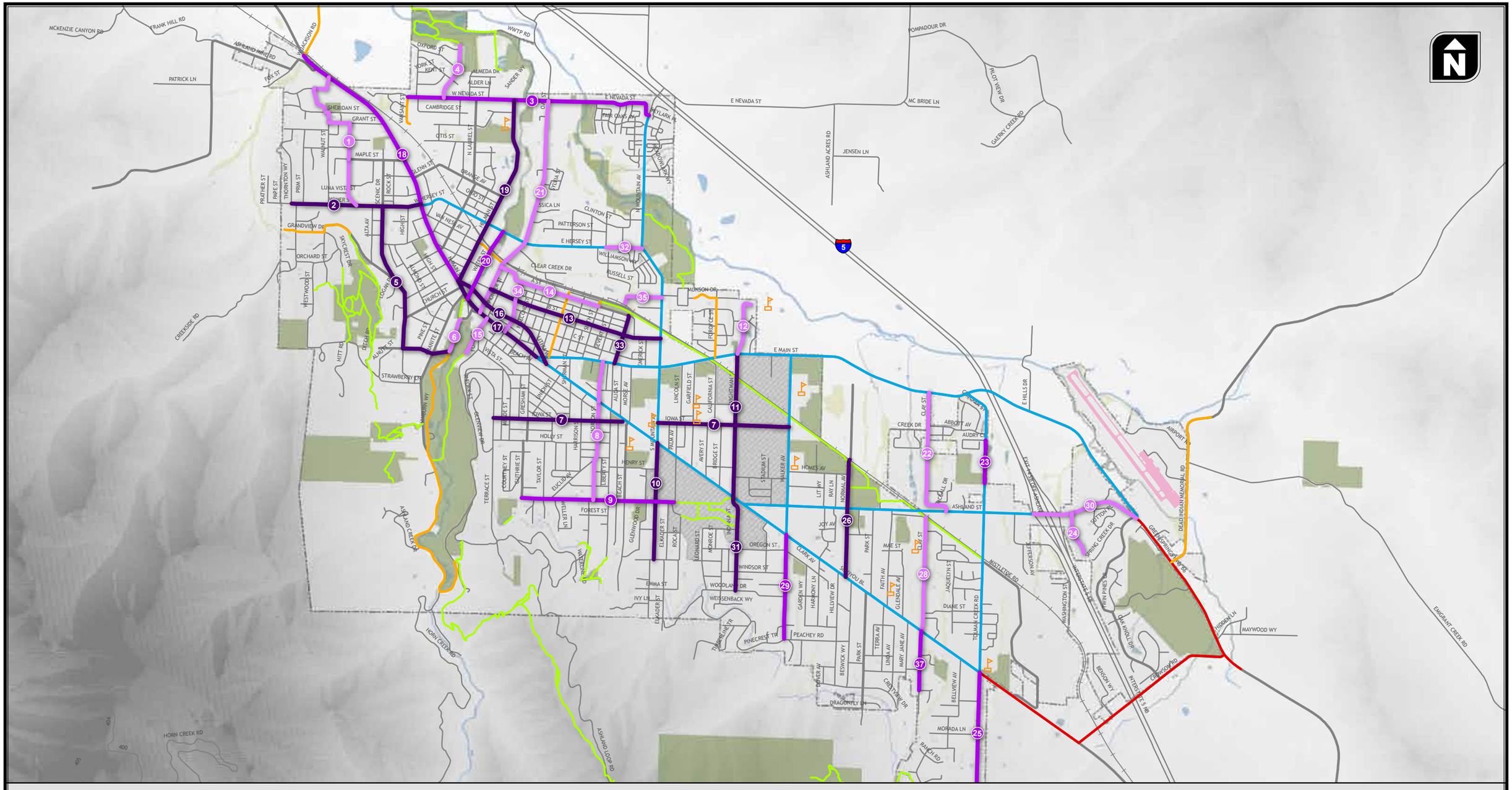
Figure 4

G:\10-056 Ashland TSP\MXD



Bikeway Priority Projects

- High Priority
- Med Priority
- Low Priority

Existing Bikeway Facilities

- Existing Bike Lane
- Existing Bike Path/Greenway
- Existing Shared Roadway
- Existing Shoulder Bikeway

- School
- SOU Campus
- Rivers
- Parks
- Wetlands
- City Limits
- Airport

Bikeway Projects

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Figure 5

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Table 4 Pedestrian Projects

(Project #) Name	Description	Safe Routes to School?[1]	Reasons for the Project	Priority (Timeline)	Cost[2]
(P1) N Main Street/Highway 99	From 200' north of Jackson Road to 100' south of Sheridan Street	-	Fill gap in existing sidewalk network	Medium (5-15 Years)	$450,000
(P2) Ashland Mine Road/Fox Street/Main Street	From City Limits to Highway 99	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$650,000
(P3) Nevada Street	From Cambridge Street to Oak Street	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$450,000
(P4) Laurel Street	From Nevada Street to Orange Avenue	Yes	Fill gap in existing sidewalk network	Medium (5-15 Years)	$500,000
(P5) Glenn Street/Orange Avenue	From Main Street to 175' east of Willow Street	Yes	Fill gap in existing sidewalk network	High (0-5 Years)	$200,000
(P6) Orange Avenue	175' west of Drager Street to Helman Street	Yes	Fill gap in existing sidewalk network	Medium (5-15 Years)	$250,000
(P7) Hersey Street	From Main Street to Oak Street	Yes	Fill gap in existing sidewalk network	High (0-5 Years)	$750,000
(P8) Wimer Street	From Thorntonm Way to Main Street	Yes	Fill gap in existing sidewalk network	High (0-5 Years)	$800,000
(P9) Maple Street	From Chestnut Street to 150' east of Rock Street	Yes	Fill gap in existing sidewalk network	High (0-5 Years)	$100,000
(P10) Scenic Drive	From Maple Street to Grandview Drive	Yes	Fill gap in existing sidewalk network	High (0-5 Years)	$900,000
(P11) Grandview Drive/Scenic Drive	From Skycrest Drive to Strawberry Lane	Yes	Fill gap in existing sidewalk network	Medium (5-15 Years)	$1,200,000
(P12) Westwood Street	From Orchard Street to Strawberry Lane	Yes	Fill gap in existing sidewalk network	Medium (5-15 Years)	$300,000
(P13) Strawberry Lane	From Westwood Drive to Granite Street	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$500,000
(P14) Nutley Street	From western terminus to 100' east of Pine Street	Yes	Fill gap in existing sidewalk network	Medium (5-15 Years)	$250,000
(P15) Alnutt Street	From Nutley Street to Strawberry Lane	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$250,000
(P16) Church Street	From High Street to Scenic Drive	-	Fill gap in existing sidewalk network	Medium (5-15 Years)	$200,000

(Project #) Name	Description	Safe Routes to School?[1]	Reasons for the Project	Priority (Timeline)	Cost[2]
(P17) Beaver Slide	From Water Street to Lithia Way	-	Fill gap in existing sidewalk network	Medium (5-15 Years)	$50,000
(P18) A Street	From 3rd Street to 100' west of 6th Street	-	Fill gap in existing sidewalk network	Medium (5-15 Years)	$250,000
(P19) Hersey Street	From 675' west of Carol Street to 100' east of Ann Street	Yes	Fill gap in existing sidewalk network	Medium (5-15 Years)	$250,000
(P20) Oak Street	From City Limits to Van Ness Avenue	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$600,000
(P21) Mountain Avenue	From 200' north of Nepenthe Road to 450' south of Nepenthe Road	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$100,000
(P22) Mountain Avenue	From 100' south of Village Green Way to Iowa Street	-	Fill gap in existing sidewalk network	Medium (5-15 Years)	$450,000
(P23) Wightman Street	From 200' north of Main Street to 625' south of Main Street	Yes	Fill gap in existing sidewalk network	High (0-5 Years)	$400,000
(P24) Main Street	From Walker Avenue to 800' east of Walker Avenue	-	Fill gap in existing sidewalk network	Medium (5-15 Years)	$250,000
(P25) Walker Avenue	950' north of Iowa Street to Ashland Street	Yes	Fill gap in existing sidewalk network	High (0-5 Years)	$750,000
(P26) Normal Avenue	From 350' north of Homes Avenue to Siskiyou Boulevard	Yes	Fill gap in existing sidewalk network	High (0-5 Years)	$400,000
(P27) Walker Avenue	From 100' north of Oregon Street to Peachey Road	Yes	Fill gap in existing sidewalk network	High (0-5 Years)	$600,000
(P28) Ashland Street	From Guthrie Street to Mountain Avenue	Yes	Fill gap in existing sidewalk network	High (0-5 Years)	$850,000
(P29) Holly Street	From Terrace Street to Morton Street	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$750,000
(P30) Gresham Street	From Vista Street to Holly Street	-	Fill gap in existing sidewalk network	Medium (5-15 Years)	$300,000
(P31) Guthrie Street	From Holly Street to Ashland Street	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$300,000
(P32) Terrace Street	From Glenview Drive to southern terminus	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$1,500,000

(Project #) Name	Description	Safe Routes to School?[1]	Reasons for the Project	Priority (Timeline)	Cost[2]
(P33) Morton Street	From Euclid Avenue to Ashland Street	-	Fill gap in existing sidewalk network	Medium (5-15 Years)	$300,000
(P34) Beach Street	From Henry Street to Ashland Street	-	Fill gap in existing sidewalk network	Medium (5-15 Years)	$100,000
(P35) Siskiyou Boulevard	From Walker Avenue to City Limits	Yes	Fill gap in existing sidewalk network	High (0-5 Years)	$800,000
(P36) Mistletoe Road	From Tolman Creek Road to 675' north of Siskiyou Boulevard	-	Fill gap in existing sidewalk network	Medium (5-15 Years)	$950,000
(P37) Clay Street	From Faith Avenue to Siskiyou Boulevard	Yes	Fill gap in existing sidewalk network	Medium (5-15 Years)	$1,000,000
(P38) Clay Street	From Siskiyou Boulevard to southern terminus	Yes	Fill gap in existing sidewalk network	High (0-5 Years)	$500,000
(P39) Park Street	From Siskiyou Boulevard to Crestview Drive	-	Fill gap in existing sidewalk network	Medium (5-15 Years)	$700,000
(P40) Crestview Drive/Hillview Drive	From Siskiyou Boulevard to Park Street	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$950,000
(P41) Indiana Street	From Oregon Street to Woodland Drive	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$300,000
(P42) Mountain Avenue	From Ashland Street to southern terminus	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$800,000
(P43) Tolman Creek Road	From 550' north of Tolman Creek Road to 650' north of Ashland Street	Yes	Fill gap in existing sidewalk network	High (0-5 Years)	$250,000
(P44) Clay Street	From Main Street to Ashland Street	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$500,000
(P45) Ashland Street	From 300' east of Faith Avenue to 400' west of Clay Street	-	Fill gap in existing sidewalk network	Medium (5-15 Years)	$150,000
(P46) Ashland Street	From I-5 off-ramp to Clover Lane	-	Fill gap in existing sidewalk network	Medium (5-15 Years)	$250,000
(P47) Washington Street	From Ashland Street to City Limits. Coordinate with Project R25 and R29.	-	Fill gap in existing sidewalk network	Development Driven	$250,000
(P48) Dead Indian Memorial Road	From 300' north of Airport Road to Highway 66	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$250,000

(Project #) Name	Description	Safe Routes to School?[1]	Reasons for the Project	Priority (Timeline)	Cost[2]
(P49) Ashland Street/Highway 66	From 150' west of Sutton Place to Crowson Road	-	Fill gap in existing sidewalk network	Medium (5-15 Years)	$800,000
(P50) Crowson Road	Highway 66 to 200' north of I-5	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$350,000
(P51) Chestnut Street	From 375' north of Catalina Drive to Wimer Street	-	Fill gap in existing sidewalk network	Medium (5-15 Years)	$250,000
(P52) Main Street/Oak Knoll Drive	200' north of Highway 66 to Twin Pines Crescent. Coordinate with Project R9.	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$900,000
(P53) Fordyce Street	From northern terminus to Seena Lane	Yes	Fill gap in existing sidewalk network	Medium (5-15 Years)	$50,000
(P54) Iowa Street	From Terrace Street to Auburn Street	Yes	Fill gap in existing sidewalk network	Medium (5-15 Years)	$350,000
(P55) Laurel Street	From Orange Avenue to Hersey Street	-	Fill gap in existing sidewalk network	Medium (5-15 Years)	$200,000
(P56) Peachey Road	From Walker Avenue to Hillview Drive	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$400,000
(P57) Tolman Creek Road	From Siskiyou Boulevard to City Limits	-	Fill gap in existing sidewalk network	Low (15-25 Years)	$850,000
(P58) Helman Street	From 1500' north of Orange Avenue to Van Ness Avenue	Yes	Fill gap in existing sidewalk network	Medium (5-15 Years)	$300,000
Sub-Totals					
Low Priority (15-25 Years)					$10,400,000
Medium Priority (5-15 Years)					$10,100,000
High Priority (0-5 Years)					$7,300,000
Development Driven					$250,000
Total					**$28,050,000**

Notes:

*Some sidewalk projects in the table above may not be feasible due to right-of-way and/or topographic constraints.

[1]A "Yes" indicates the project contributes to a Safe Routes to School Plan by helping to fill a sidewalk or bicycle network gap on a safe route to a local school. The safe routes are those identified in the City's Safe Routes to School Plan maps. A "-" indicates the project does not overlap with a designated safe route to school.

[2]Planning level cost estimates are for construction and engineering; does not include right-of-way costs.

Table 5 Bicycle Projects

(Project #) Name	Description	Safe Routes to School?[1]	Reasons for the Project	Priority (Timeline)	Cost[2]
(B1) Schofield Street/Monte Vista Drive/Walnut Street/ Grant Street/Chestnut Street	Bicycle Boulevard - From Main Street to Wimer Street	-	Gap in existing bicycle network	Low (15-25 Years)	$100,000
(B2) Wimer Street	Bicycle Boulevard - From Thornton Street to Main Street. Coordinate with Project R31.	Yes	Upgrade of existing bikeway to encourage greater use	High (0-5 Years)	$50,000
(B3) Nevada Street	Bike Lane - From Vansant Street to Mountain Avenue. Coordinate with Project R17.	-	Gap in existing bicycle network	Medium (5-15 Years)	$250,000
(B4) Glendower Street	Bicycle Boulevard - From the Bear Creek Greenway to Nevada Street	-	Gap in existing bicycle network	Low (15-25 Years)	$50,000
(B5) Scenic Drive/Nutley Street	Bicycle Boulevard - From Wimer Street to Winburn Way	Yes	Gap in existing bicycle network	High (0-5 Years)	$100,000
(B6) Winburn Way	Shared Space - From Calle Guanjuato to Nutley Street	-	Upgrade of bikeway, slow travel speeds, encourage commercial activity	Low (15-25 Years)	Cost information not available[3]
(B7) Iowa Street	Bike Lane - From Terrace Street to road terminus	Yes	Gap in existing bicycle network	High (0-5 Years)	$250,000
(B8) Morton Street	Bicycle Boulevard - From Sikiyou Boulevard to Ashland Street	-	Gap in existing bicycle network	Low (15-25 Years)	$50,000
(B9) Ashland Street	Bicycle Boulevard - From Guthrie Street to S Mountain Avenue	Yes	Gap in existing bicycle network	Medium (5-15 Years)	$50,000
(B10) Mountain Avenue	Bike Lane - From Siskiyou Boulevard to Prospect Street	Yes	Gap in existing bicycle network	High (0-5 Years)	$100,000
(B11) Wightman Street	Bicycle Boulevard - From road end to Siskiyou Boulevard	Yes	Gap in existing bicycle network	High (0-5 Years)	$100,000

(Project #) Name	Description	Safe Routes to School?[1]	Reasons for the Project	Priority (Timeline)	Cost[2]
(B12) Wightman Street	Bicycle Boulevard - From road end to Siskiyou Boulevard	-	Gap in existing bicycle network	Low (15-25 Years)	$100,000
(B13) B Street	Bicycle Boulevard - From Oak Street to Mountain Avenue	Yes	Gap in existing bicycle network	High (0-5 Years)	$100,000
(B14) A Street	Shared Space - From Oak Street to 6th Street	-	Upgrade of bikeway, slow travel speeds, encourage commercial activity	Low (15-25 Years)	Cost information not available[3]
(B15) Pioneer Street	Bicycle Boulevard - Main Street to Central Bike Path	-	Gap in existing bicycle network	Low (15-25 Years)	$50,000
(B16) Lithia Way	Buffered Bike Lane - From Helman Street to Siskiyou Boulevard. Included as part of Project R16. See Table 11 for more details.	Yes	Upgrade of existing bikeway to encourage greater use	Included as part of Project R16. See Table 11 for more details.	
(B17) Main Street	Buffered Bike Lane - From Helman Street to Siskiyou Boulevard. Included as part of Projects R15 and R37. See Table 11 for more details.	Yes	Gap in existing bicycle network	Included as part of Projects R15 and R37. See Table 11 for more details.	
(B18) Main Street	Bike Lane - From Jackson Street to Helman Street Included as part of Projects R35 and R36. See Table 11 for more details.	-	Gap in existing bicycle network	Included as part of Projects R35 and R36. See Table 11 for more details.	
(B19) Helman Street	Bicycle Boulevard - From Nevada Street to Main Street	Yes	Gap in existing bicycle network	High (0-5 Years)	$100,000
(B20) Water Street	Bicycle Boulevard - From Hersey Street to Main Street	Yes	Gap in existing bicycle network	Medium (5-15 Years)	$50,000
(B21) Oak Street	Bike Lane - From Nevada Street to Main Street	-	Gap in existing bicycle network	Low (15-25 Years)	$200,000

(Project #) Name	Description	Safe Routes to School?[1]	Reasons for the Project	Priority (Timeline)	Cost[2]
(B22) Clay Street	Bicycle Boulevard - From Main Street to Ashland Street	-	Gap in existing bicycle network	Low (15-25 Years)	$50,000
(B23) Tolman Creek Road	Bike Lane - From Audry Street to proposed bike path	Yes	Gap in existing bicycle network	Medium (5-15 Years)	$50,000
(B24) Clover Lane	Bike Lane - From Ashland Street to proposed bike path	-	Gap in existing bicycle network	Low (15-25 Years)	$50,000
(B25) Tolman Creek Road	Bike Lane - From Siskiyou Boulevard to Crestview Street	-	Gap in existing bicycle network	Medium (5-15 Years)	$200,000
(B26) Normal Avenue	Bike Lane - From the rail line to Siskiyou Boulevard	Yes	Gap in existing bicycle network	High (0-5 Years)	$100,000
(B27) Clay Street	Bicycle Boulevard - From the rail line to Siskiyou Boulevard	-	Gap in existing bicycle network	Low (15-25 Years)	$50,000
(B28) Walker Avenue	Bike Lane - From Siskiyou Boulevard to Peachey Road	-	Gap in existing bicycle network	Medium (5-15 Years)	$100,000
(B29) Ashland Street	Bike Lane - From I-5 Exit 14 SB to Hwy 66	Yes	Gap in existing bicycle network	Low (15-25 Years)	$100,000
(B30) Indiana Street	Bicycle Boulevard - Siskiyou Boulevard to Woodland Drive	-	Gap in existing bicycle network	High (0-5 Years)	$50,000
(B31) Hersey Street	Bike Lane - Ann Street to Mountain Avenue	Yes	Gap in existing bicycle network	Low (15-25 Years)	$50,000
(B32) 8th Street	Bicycle Boulevard - A Street to Main Street	Yes	Gap in existing bicycle network	High (0-5 Years)	$50,000
(B33) 1st Street	Bicycle Boulevard - A Street to Main Street	-	Gap in existing bicycle network	Low (15-25 Years)	$50,000
(B34) Railroad Property	Bike Lane - From Railroad to N Mountain Avenue	-	Gap in existing bicycle network	Low (15-25 Years)	$50,000
(B35) Clay Street	Bicycle Boulevard - From Siskiyou Boulevard to Canyon Park Drive	-	Gap in existing bicycle network	Medium (5-15 Years)	$50,000

(Project #) Name	Description	Safe Routes to School?[1]	Reasons for the Project	Priority (Timeline)	Cost[2]
Sub Totals					
Low Priority (15-25 Years)					$950,000
Medium Priority (5-15 Years)					$750,000
High Priority (0-5 Years)					$1,000,000
Total					**$2,700,000**

Notes:

[1]A "Yes" indicates the project contributes to a Safe Routes to School Plan by helping to fill a sidewalk or bicycle network gap on a safe route to a local school. The safe routes are those identified in the City's Safe Routes to School Plan maps. A "-" indicates the project does not overlap with a designated safe route to school.

[2]Planning level cost estimates are for construction and engineering; does not include right-of-way costs. Cost estimates assume striping and signing changes occur within the existing pavement width (i.e., no additional construction or road expansion is required).

[3]Due to complexity of project, planning level cost not available.

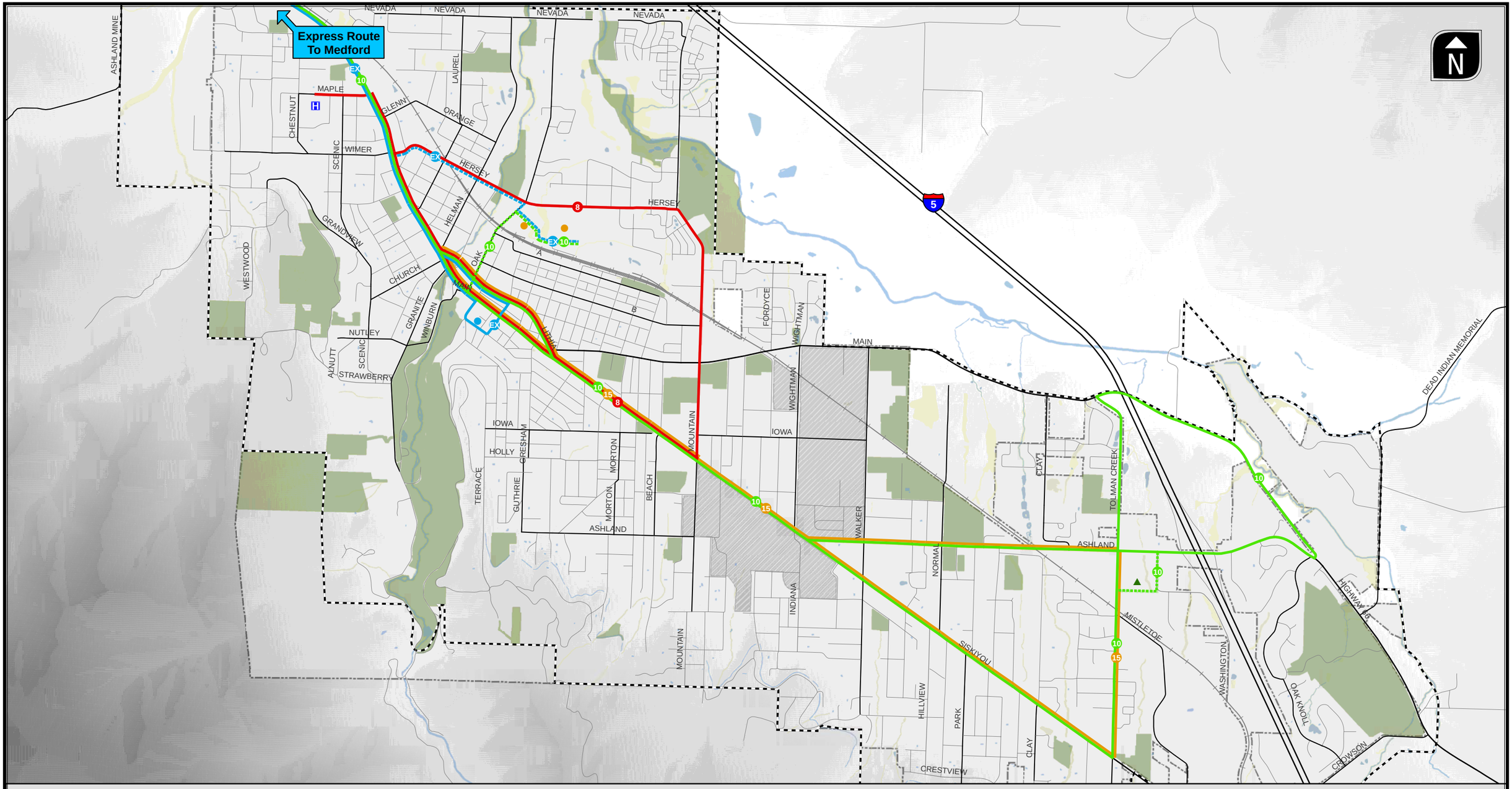
Transit Plan

The transit plan presents policies and programs focused on improving transit service within and to/from Ashland. Figure 6 illustrates the existing and planned transit routes in the City of Ashland based on the City's transit priorities. The planned routes and service improvements are discussed below in the subsection: (O5) Transit Service Program.

(L14 THROUGH L19) TRANSIT ENHANCEMENT POLICIES

The following transit enhancement policies improve access to transit, land uses surrounding transit, and/or physical elements or attributes which the City has the direct ability to influence.

- **(L14) Encourage High Density Housing** – Establish policies and/or incentives to encourage high density housing along transit corridors and within urban renewal districts as a means to increase transit ridership and establish transit attractive destinations *(Goal 3 and 4).*
- **(L15) Upgrade Sidewalk Facilities** – As project opportunities arise through Capital Improvement Program (CIP) investments or development, upgrade sidewalk facilities to ADA compliance on streets where transit service is provided and/or planned *(Goals 2 and 4)*.



- Existing Route 10
- Potential Long-Term Route 10 Modification
- Existing Route 15
- Potential Near-Term Express Route
- Potential Long-Term Express Route
- Proposed Modification to Route 8
- Potential Crowman Mill Site Park & Ride
- Potential Long-Term Park & Ride
- Potential Near-Term Park & Ride

Existing and Planned Transit Service

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Figure 6

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- **(L16) Provide Street Lighting** – As project opportunities arise through CIP investments or development, install and/or improve street lighting at transit stops and along streets leading to transit stops *(Goals 2 and 4)*.
- **(L17) Provide Bicycle Storage** – As project opportunities arise through CIP investments or development, incorporate bicycle storage at major transit stops, including the downtown core, Southern Oregon University (SOU), and the Ashland Street (OR 66)/Tolman Creek Road intersection (Goals 3 and 4).
- **(L18) Increase and Improve Pedestrian Crossing Opportunities** – As project opportunities arise through CIP investments or development, improve pedestrian crossing opportunities across major roadways to facilitate access to transit stops (Goals 2 and 4).
- **(L19) Monitor and Improve Transit Stop Amenities** – As opportunities arise, upgrade transit stop amenities based on ridership thresholds *(Goals 2 and 4)*. Potential ridership thresholds and amenities include:
    - Level 1 (stops with 0 to 19 riders/day) -
      Bus stop sign with route information and attached bench
    - Level 2 (stops with 20 to 49 riders/day) –
      Level 1 amenities plus separate bench and ADA landing pad
    - Level 3 (stops with 50 or more riders/day) –
      Level 2 amenities plus covered, lit shelter and
      secure bicycle parking (e.g., bicycle lockers)

Exhibit 4 Level 1 Example - Sign with Attached Bench

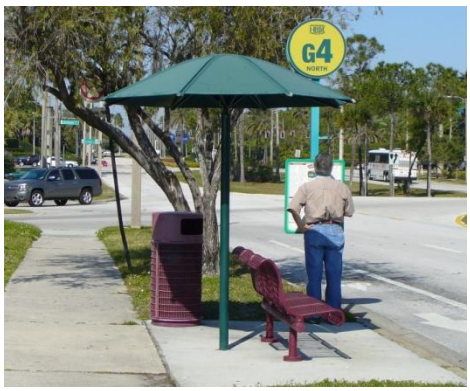


Exhibit 5 Level 2 Example - Sign with Separate Bench

Exhibit 6 Level 3 Example - Shelter with Bicycle Lockers

Policies related to other critical transit service elements such as hours of service, service frequency, fare, and service coverage are included below under "Programs"; these require coordination with the Rogue Valley Transportation District (RVTD), the regional transit provider.

(O5) TRANSIT SERVICE PROGRAM

The Transit Service Program provides funds and guidance on how to allocate funds to improve transit service (and increase transit ridership) in Ashland in collaboration with RVTD. *Improving transit service to, from, and within the City of Ashland is an important element to help the City move toward its goals of creating a green template (Goal 1), supporting economic prosperity (Goal 3), and creating system-wide balance (Goal 4).*

Brief History of Transit Service in Ashland

The City of Ashland has a history of subsidizing transit in the form of reducing fares for trips within Ashland and paying for an additional transit route in Ashland. These investments were made with the goal of increasing transit ridership.

In approximately January of 2003, the City of Ashland began subsidizing fares for transit trips within Ashland such that transit use was free to riders. Completely subsidized fare continued until approximately June 2006 at which time the City reduced the amount of the subsidy such that trips within Ashland were $0.50 for riders. From 2009-2011, the City of Ashland has continued to subsidize fares for transit trips within Ashland (although at a rate less than in 2006) and paid for additional service within Ashland (Route 15) to increase the frequency of bus service to approximately 15-minute headways on weekdays. The addition of Route 15 did not have the level of impact on ridership desired by the City and in 2011, RVTD decided to increase service frequency on Route 10 to 20-minute headways. Route 10 provides service within Ashland and to Medford. As a result, the City of Ashland is ending its subsidy to fund Route 15 and is evaluating whether to continue subsidizing fares.

Subsidies to RVTD for reduced fares and 15-minute service in Ashland were approximately $200,000 per year after the Business Energy Tax Credit (BETC) credit. Any future subsidized program should have the outcome of increased ridership.

Transit Service Priorities

Transit service priorities for RVTD and the City are discussed below. The priorities identified by RVTD in their long range plan are relevant to the City, because RVTD is currently the City's public

transportation provider. The City's priorities discussed below are the specific transit service enhancements the Transit Service Program will be used to fund.

RVTD's Transit Service Priorities

RVTD's Long-Range Plan for transit service expansions includes three tiers of transit service expansion priorities based on three potential funding scenarios. Tier 1 includes the highest priorities for service expansion and primarily includes extended hours on existing transit service with some minor service expansion. Tier 2, which is based on a higher funding scenario, includes Tier 1 service expansions in addition to a second level service expansion priorities which include additional routes, express routes, and peak service. Tier 3 expansions, although still a priority, are lower in priority than the Tier 1 and Tier 2 expansions and include additional routes and the formation of a transit grid system.

The Tier 1, 2, and 3 projects identified in RVTD's long-range plan that would enhance transit service to, from and in Ashland are described in Table 6.

Table 6 RVTD's Transit Service Enhancement Tiers

Transit Service Enhancement Tiers	Transit Service Expansions
Tier 1	Expanded service hours on weekdays (4 a.m. to 10 p.m.) and provide Saturday service (8 a.m. to 6 p.m.)
Tier 2	Provide Circulator Service in Ashland on the east side of Highway 99, Four Hour Peak Service, and Express Route (15 minute service) from Medford to Ashland Plaza.
Tier 3	Provide additional transit routes in South Ashland.

The City of Ashland's Transit Service Priorities

The City of Ashland's priorities for expanded transit service are compatible with RVTD's priorities although slightly different and are described in more detail below.

1) **Establish a Customized Bus Pass Program** – Establish a customized community bus pass program that will target groups such as high school students, seniors, public employees, and those in financial need. *The program should be crafted to provide passes to groups that are likely to have the most impact on ridership as well as those in financial need of assistance.*

2) **Extend Service Hours** – Extend service hours for Route 10 into the weekday evenings (e.g., 10:00 p.m.) and provide service on Saturday and Sunday. Encourage RVDT to implement extended service hours on other key routes.

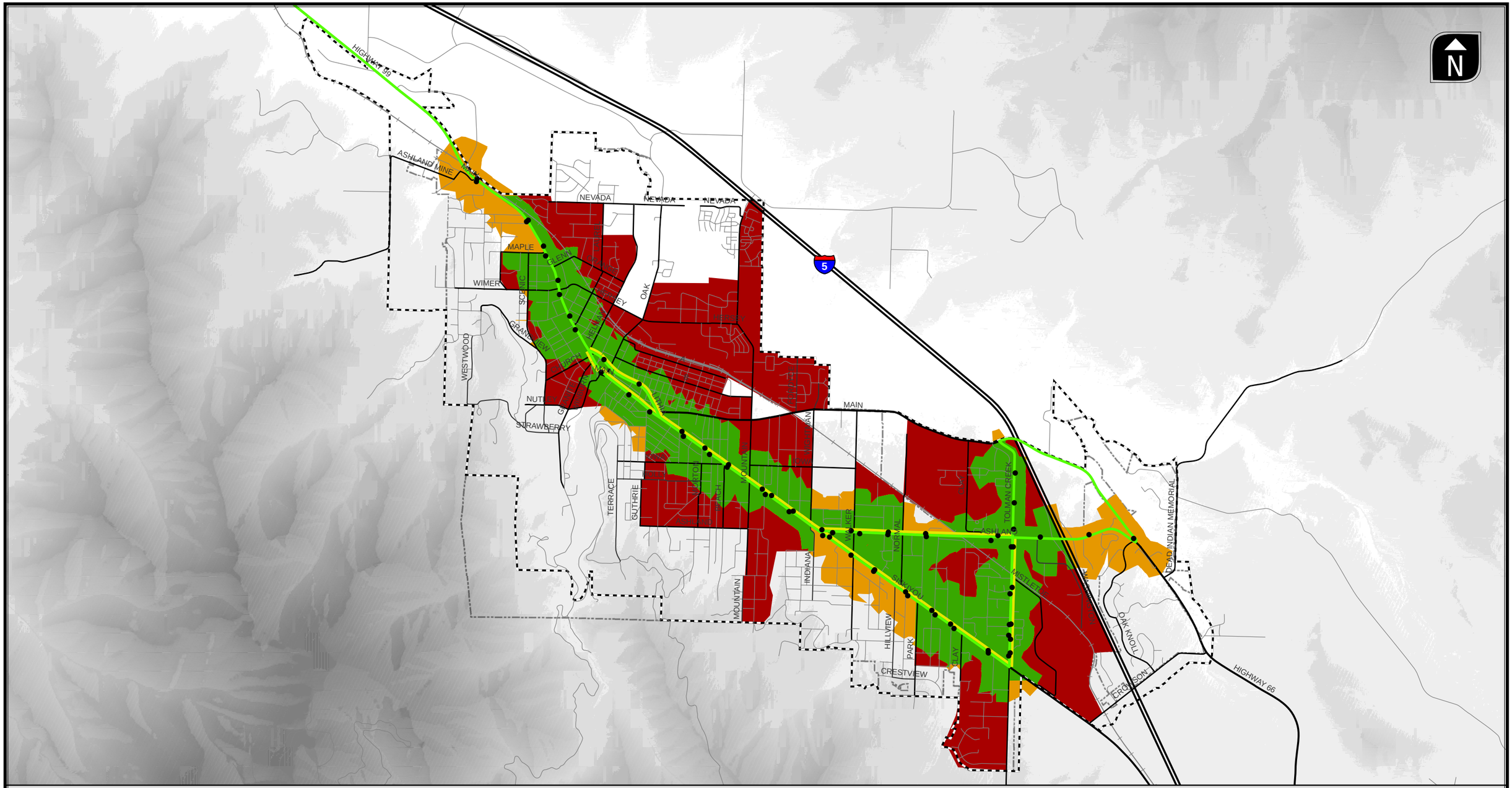
The benefit of extended service hours would be limited to local trips and unless additional routes that connect to Route 10 in Medford also had extended service hours. There is the potential for extended service hours on Route 10 only to serve a need between SOU and SOU's Medford campus; however, this need may be best served with a shuttle service operated by SOU.

3) **Provide Express Bus Service to Medford and the Rogue Valley International Airport** – Continue to explore opportunities with RVTD to establish express bus service to and from Medford and the Rogue Valley International Airport during the morning and evening commute hours and timed with flight arrivals and departures.

Express bus service could be provided via additional service on Route 10 with limited to no stops between downtown Ashland, downtown Medford, and the Rouge Valley International Airport. Figure 6 illustrates the potential express bus service route including a near-term and two long-term park-and-ride locations within the City of Ashland. The near-term location makes use of the existing Hagardine Street parking garage) primarily used for evening events. The two long-term locations are: 1) Railroad District adjacent to Hersey Street and 2) the Croman Mill Site. The Railroad District location preserves the opportunity establish a transit hub near downtown that would be well served by future commuter or passenger rail service. The Croman Mill Site provides the opportunity to operate a two-hub system, if the site and surrounding area develops to such a density to warrant a second hub.

Exhibit 7 Example Express Bus

4) **Expand Service Area** – Work with RVTD to expand the transit service area as additional areas within the City become capable of supporting transit services. Areas capable of supporting transit service that are not currently being provided transit service are shown in red in Figure 7.



- Bus Stops
- Bus Route 10
- Bus Route 15
- Transit Supportive Areas Served
- Current Service Coverage Area
- Transit Supportive Areas Unserved
- City Limits
- City UGB

Transit Supportive Areas Based on Existing Service

(Based on 2034 Household and Employment Forecasts)

CITY OF ASHLAND

Figure 7

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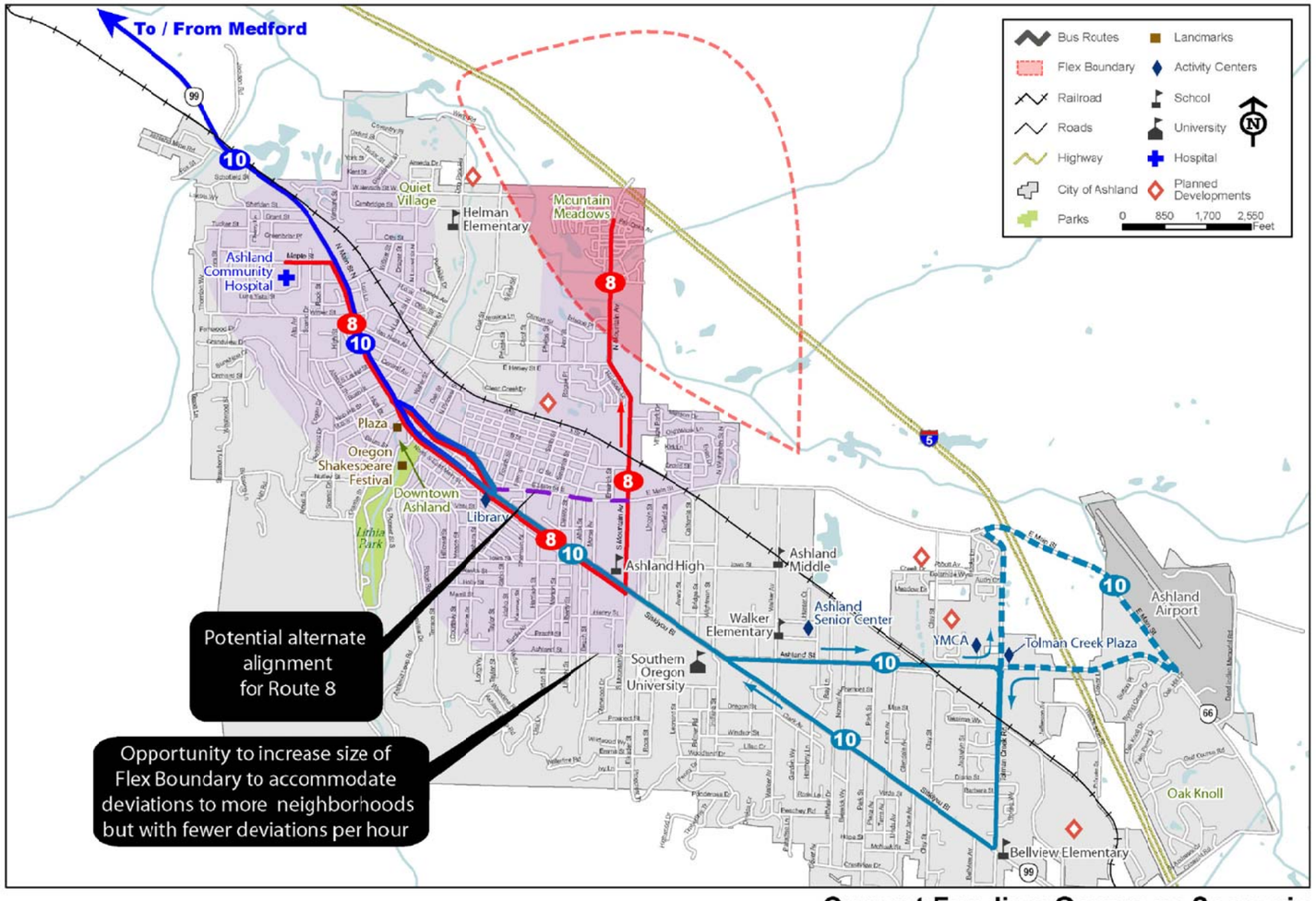
As documented in the Supplemental Transit Information Memorandum (dated May 16, 2011), certain areas of Ashland not currently served by transit are forecasted to be capable of supporting transit by the year 2034 based on their population and/or employment densities. Areas within ¼ mile walk of a transit stop are considered to be served by transit as indicated by the green and yellow areas on Figure 7. The areas shown in red are based on the Transportation Analysis Zones (TAZs) in the regional travel demand model and do not necessarily warrant transit service within a ¼ mile. Rather, the areas in red help identify key corridors where future densities will be supportive of transit service (such as Hersey, Mountain, East Main, and Mistletoe). The City should work with RVTD to identify and fund new routes and/or modify existing routes to best serve these corridors when they develop to a point that transit service becomes feasible. A preliminary new routes and modifications to existing routes were identified as part of the City of Ashland Transit Review and Recommendations Memorandum prepared by Nelson/Nygaard in October 2008 (see Attachment C for the full memorandum).

Figure 8a illustrates the additional transit route, Route 8, identified to serve the unserved transit supportive area along Mountain Avenue.

Route 8 could be modified to operate as a loop if it is routed along Hersey Street as shown in Figure 8b. This would increase the coverage area of this route and provide a connection to the potential long-term park-and-ride location in the Railroad District identified above. A third option for Route 8 is shown in Figure 8c, which depicts Route 8 circulating via Nevada Street after the Nevada Street extension is complete (see project R17). The route shown in Figure 8b is the recommended route because it would easily connect to the long-term park-and-ride (i.e., transit hub) in the Railroad District.

The need for an additional route in the south end of Ashland is likely longer-term than the proposed Route 8. The route to serve south Ashland would be dependent upon the development pattern but it could potentially travel within the Croman Mill development (as opposed to only along Tolman Creek Road) and serve the portion of East Main Street that is served less frequently by Route 10.

Figure 9 illustrates the transit supportive areas served taking into account the planned transit service improvements shown in Figure 6.



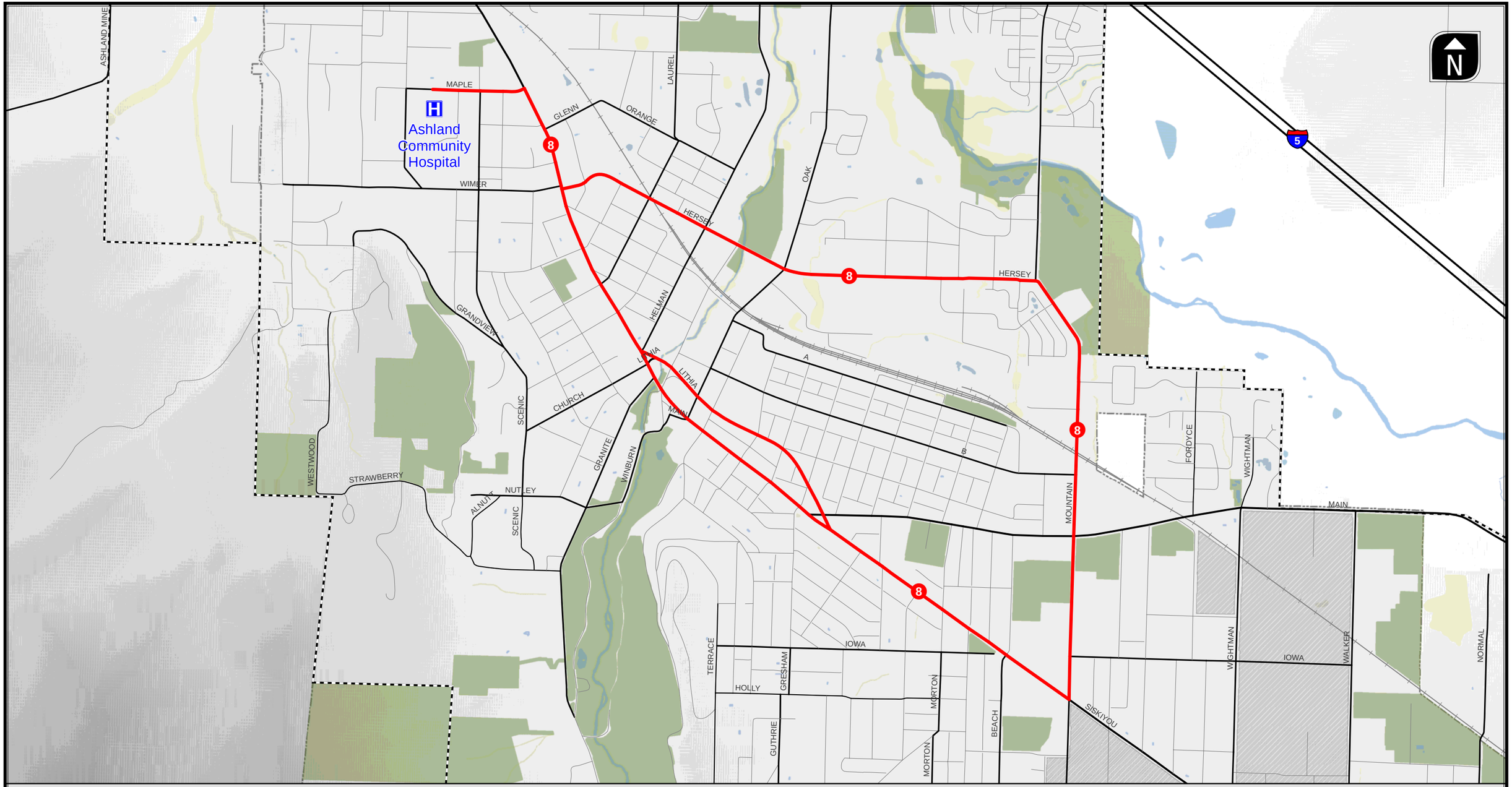
Nelson|Nygaard consulting associates

Current Funding-Coverage Scenario

FIGURE 7-2

City of Ashland Transit Review

	Route 8 from Nelson/Nygaard Study	CITY OF ASHLAND	**Figure 8A**



Modified Route 8

City Limits

City UGB

Modified Route 8 Via Hersey Street

CITY OF ASHLAND

Figure

8B

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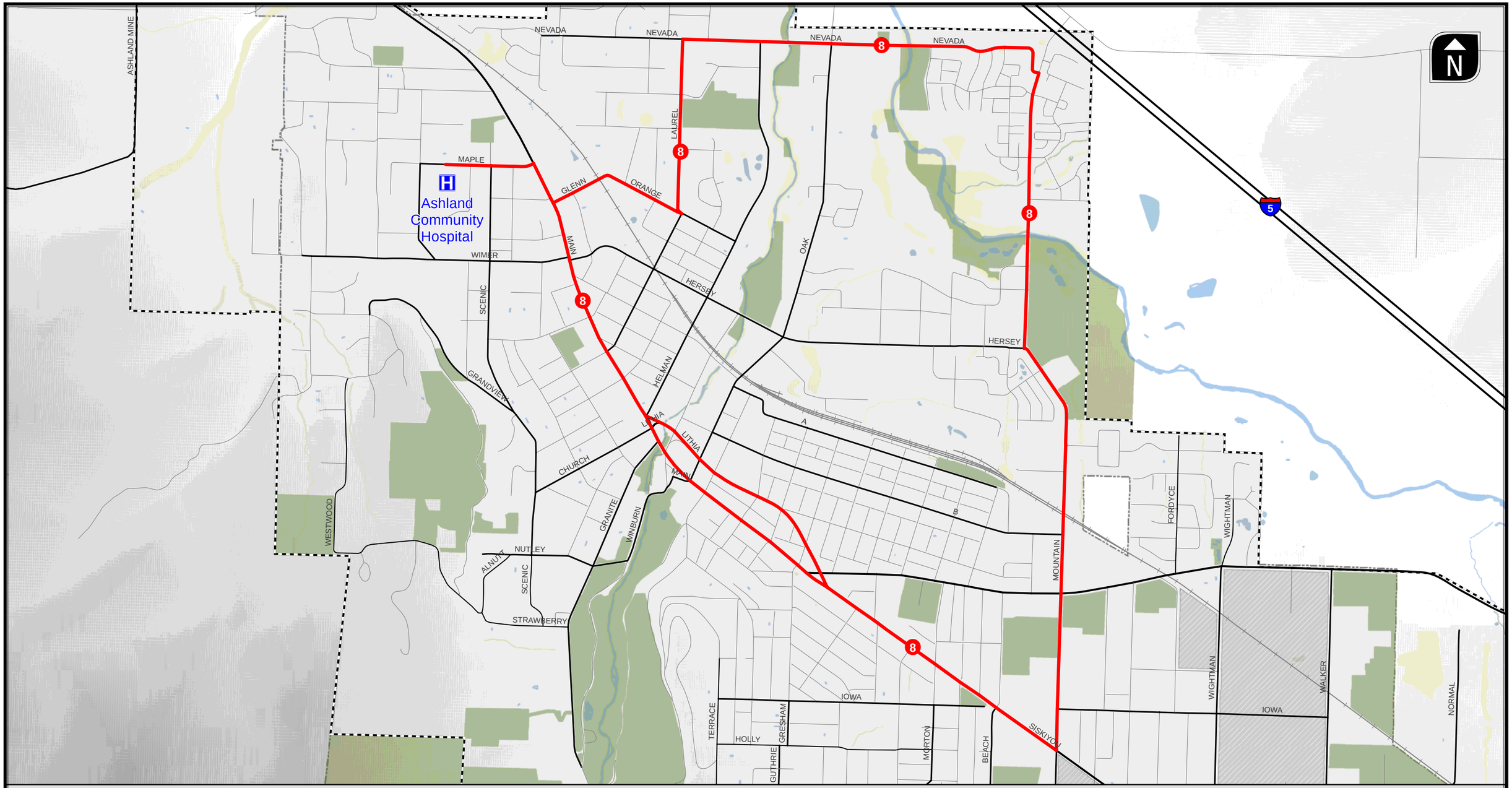

Modified Route 8

City Limits

City UGB

Modified Route 8 Via Nevada Street

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Figure

8C

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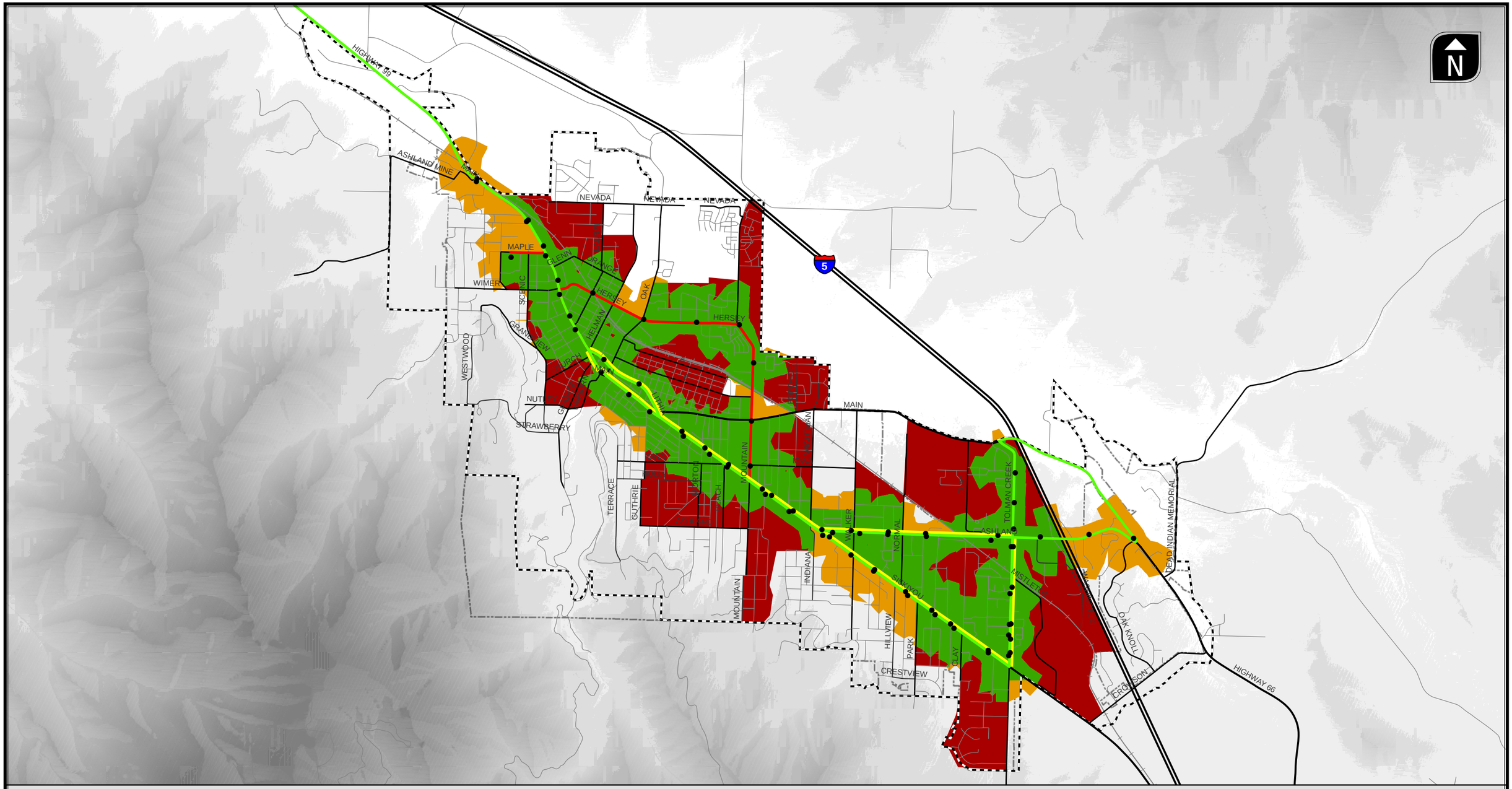

- Modified Route 8
- Bus Route 10
- Bus Route 15
- Transit Supportive Areas Served
- Service Coverage Area
- Transit Supportive Areas Unserved
- Existing and Proposed Bus Stops
- City Limits
- City UGB

Transit Supportive Areas Based on Existing and Planned Service

(Based on 2034 Household and Employment Forecasts)

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Figure 9

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5) **Central Hub** – Identify a location for a future transit hub to serve as a multi-modal transfer center for bus routes and Express Service operating in and to Ashland.

A typical early step for a city where transfers need to occur between routes is to have them occur on-street, perhaps at an enhanced stop (e.g., one with a larger, decorative shelter). Once the system grows to a size where multiple routes are meeting to transfer passengers, then an off-street center begins to make sense. As discussed as part of the Priority 3, two potential long-term transit hubs are: 1) Railroad District adjacent to Hersey Street; and 2) Croman Mill Site. The timing and extent to which these are developed will depend on the development occurring adjacent to the sites. The potential long-term Croman Mill Site could either be served by extending the express route or tied into the Railroad District hub via Route #10.

Another instance where an off-street center makes sense is when it serves intermodal transfers multiple times a day (e.g., intercity bus to local bus, commuter rail to local bus). A commuter express route to Medford could still pass through downtown to capture transfers from other routes while still serving the long-term park-and-ride site. Diverting existing routes should be avoided or minimized, because it increases travel time for the majority of passengers and risks increasing the costs of operating the route.

6) **Increase Service Frequency** – Use the thresholds documented in Table 7 to coordinate and program with RVTD increased transit service frequency in the future. *As documented in the Supplemental Transit Information Memorandum (dated May 16, 2011), the 20-minute headways to be provided via Route 10 are sufficient for Ashland given the existing and forecasted future residential densities.*

Table 7 Transit Service Frequency and Residential Housing Densities

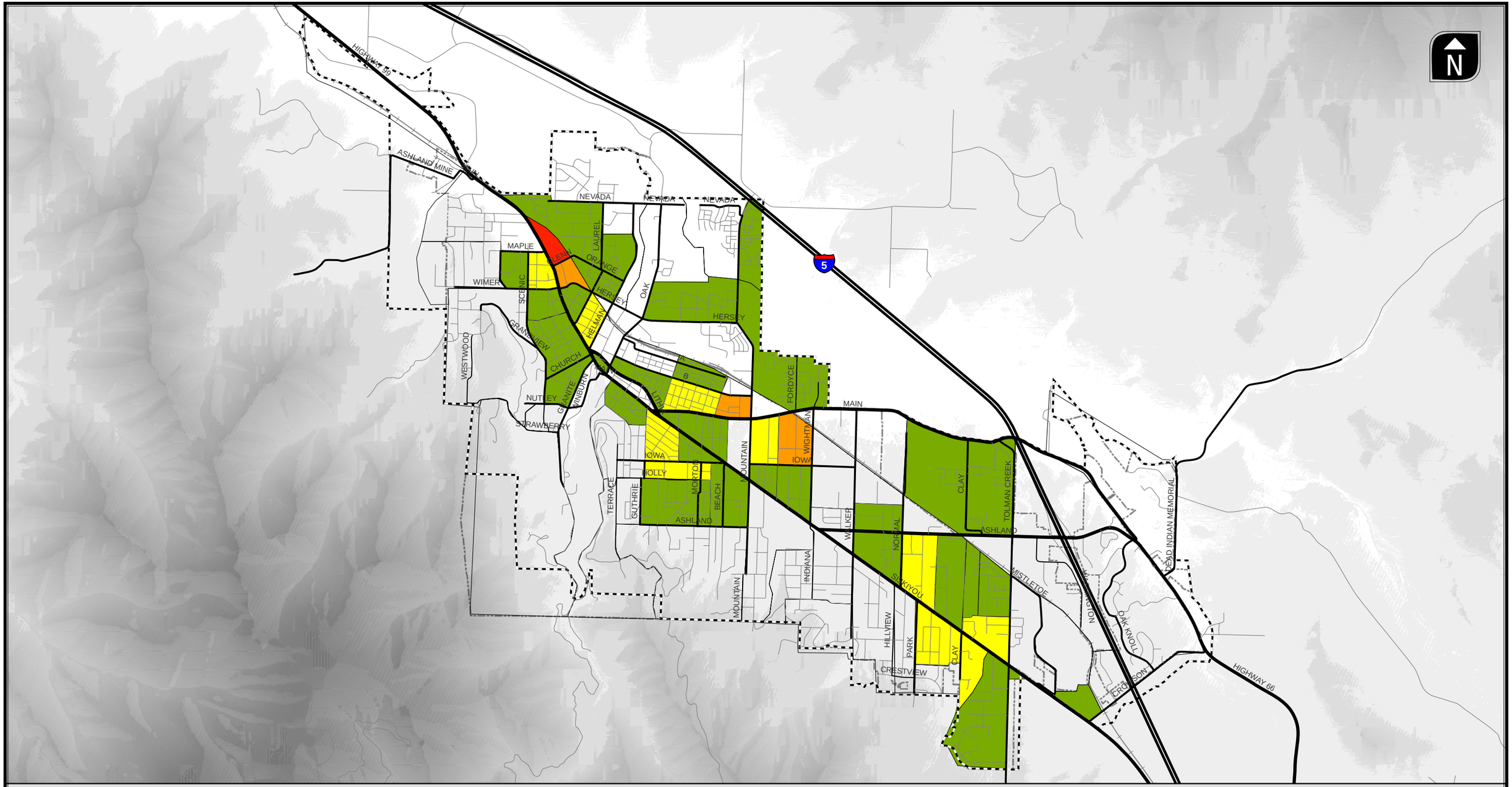
Transit Service Frequency	Residential Density Threshold
Local bus service (1 bus per hour)	4-5 dwelling units/net acre[1]
Intermediate bus service (1 bus every 30 minutes)	7-8 dwelling units/net acre[1]
Frequent Bus Service (1 bus every 10 minutes)	12-15 dwelling units/net acre[1]
High Capacity Transit Systems (e.g., Streetcar, Light Rail)	25-50 dwelling units/net acre[1,2]

Notes:

[1]Net acres are developed land not including streets, parks, etc.

[2]This density applies to station areas.

Figure 10 illustrates the 2034 forecasted household densities (densities shown in Figure 10 are based on gross acres) and the corresponding transit service frequency.



- < 3 HH/Acre (Unsupportive)
- 3 - 6 HH/Acre (1-Hr Service)
- 6 - 8 HH/Acre (30-Min Service)
- 8 - 12 HH/Acre (15-Min Service)
- 12+ HH/Acre (10-Min Service)
- City Limits
- City UGB

2034 Forecasted Household Densities and Transit Service Frequency

CITY OF ASHLAND

Figure 10

7) **Support Private Transit Circulator** – Work with Chamber of Commerce and existing businesses and hotels to provide a privately run circulator service (trolley or other type) to operate on a fixed route or on demand to help shuttle tourists from hotels to destinations throughout Ashland and potentially to the Rogue Valley International Airport. *Some hotels already provide some limited shuttle service and there could be benefit to consolidating these efforts to provide more robust service to all tourists. This service could be operated seasonally.*

8) **Support SOU Transit** – Work with Southern Oregon University (SOU) to provide a privately run circulator that targets SOU students' needs including service to the Medford campus.

Exhibit 8 illustrates the cities in which SOU students are living with approximately 45% living outside of Ashland some of whom it may be feasible to serve to via a circulator between SOU's campuses in Ashland and Medford. Exhibit 9 illustrates of the 55% of students living Ashland, the percentage of those students living within a 1/2 mile, mile and 2 miles of campus. This information illustrates a well routed local circulator may be able to efficiently serve most of the students within Ashland.

Exhibit 8 – Percent of Students in Nearby Cities

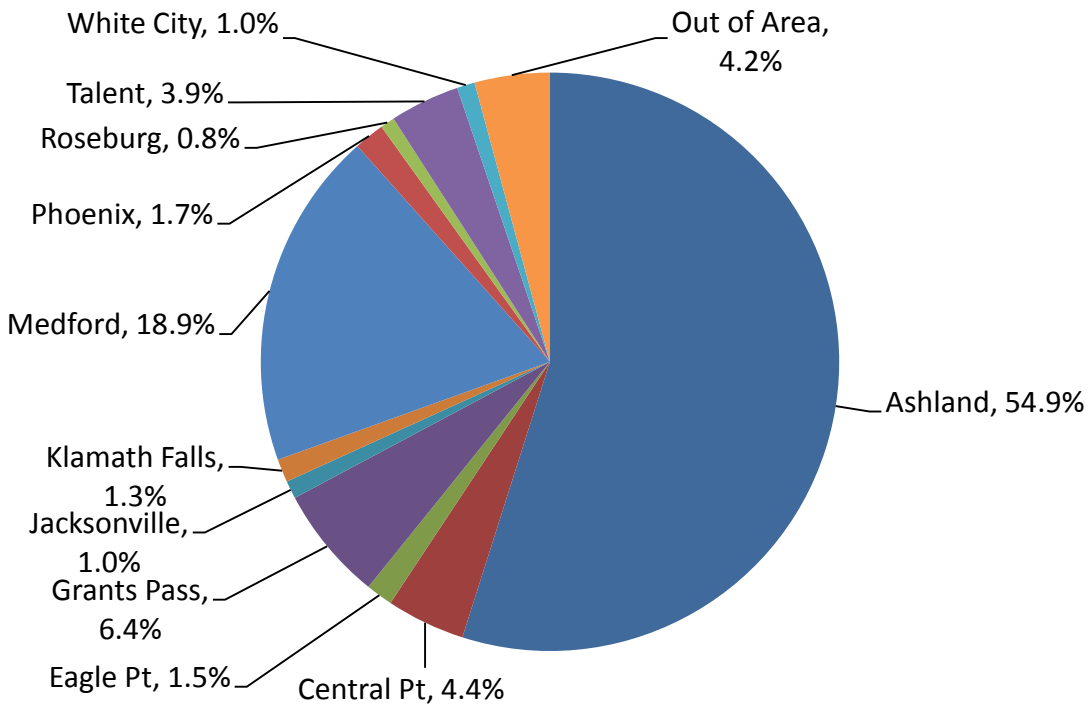
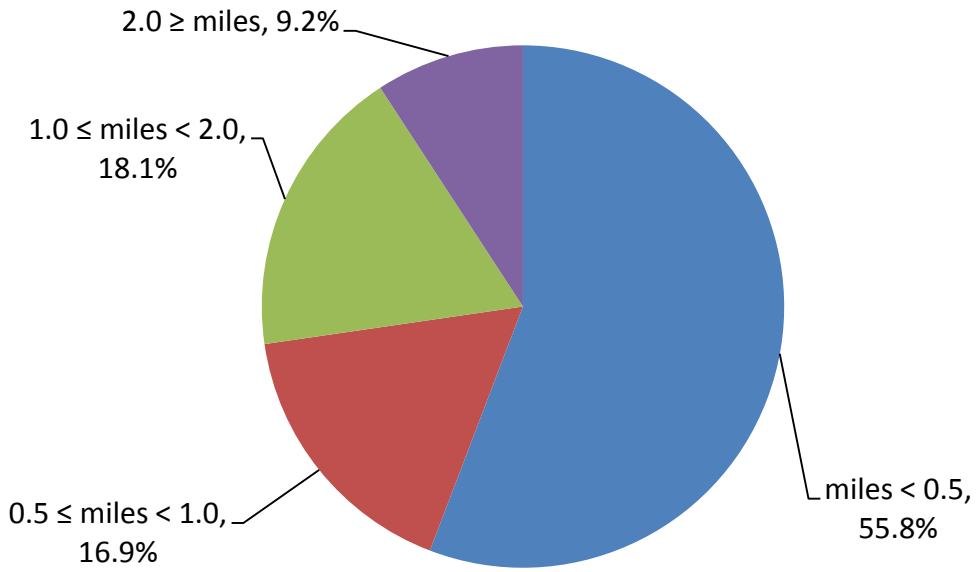


Exhibit 9 – Percent of Ashland Students Distance from Campus



9) **Support Fare Free Transit in Ashland** – Work with RVTD to continue to explore the feasibility of fare free transit within Ashland.

   As documented in the Supplemental Transit Information Memorandum (dated May 16, 2011), a 2002 synthesis of fareless transit service policies concluded fareless policies may be appropriate for smaller transit systems in communities where some of the primary disadvantages of fareless service (e.g., overcrowding, security, and problem riders) may not be significant concerns. See the Supplemental Transit Information Memorandum (dated May 16, 2011) for more details.

The City may choose to implement lower priority transit service improvements before higher priority transit service improvements based on the opportunities that arise in discussions with RVTD (e.g., in the near-term, it may be more feasible to implement Priority 3 than Priority 1).

Transit Service Program Funds

The Transit Service Program funding approach is outlined below. The City will use the funds to support policies L14 through L19 and priorities 1 through 9 discussed above. This includes establishing transit hubs, supporting circulator service to serve visitors, and supporting service to SOU students.

- Years 0 to 5 - $200,000/year
- Years 5 to 10 – $250,000/year

- Years 10 to 15 – $300,000/year
- Years 15 to 25 - $350,000/year

To the extent the City uses these funds to support service provided by RVTD, the City will work with RVTD to establish a common set of performance measures to help guide decisions on whether changes to transit service have been cost effective investments for the City. The performance measures will help the City decide if incremental increased investment in transit service changes is financially sound. The performance measures may also indicate benefits to RVTD as well as the City, which may provide the basis to establishing a matching funds agreement, where RVTD invests a certain amount of money for every dollar invested by the City.

At some point in the future, the City may choose to alter the funding allocated to the Transit Service Program based on the effectiveness of their investments with RVTD. The City may also choose to use their Transit Service Program funds to hire a private transportation company to provide some or all of their public transit service. *At this point in time, the City has elected to continue to work with RVTD to improve transit service to, from, and within Ashland*.

Heavy Rail Plan

The heavy rail plan consists of a Freight by Rail Policy and set of railroad crossing projects.

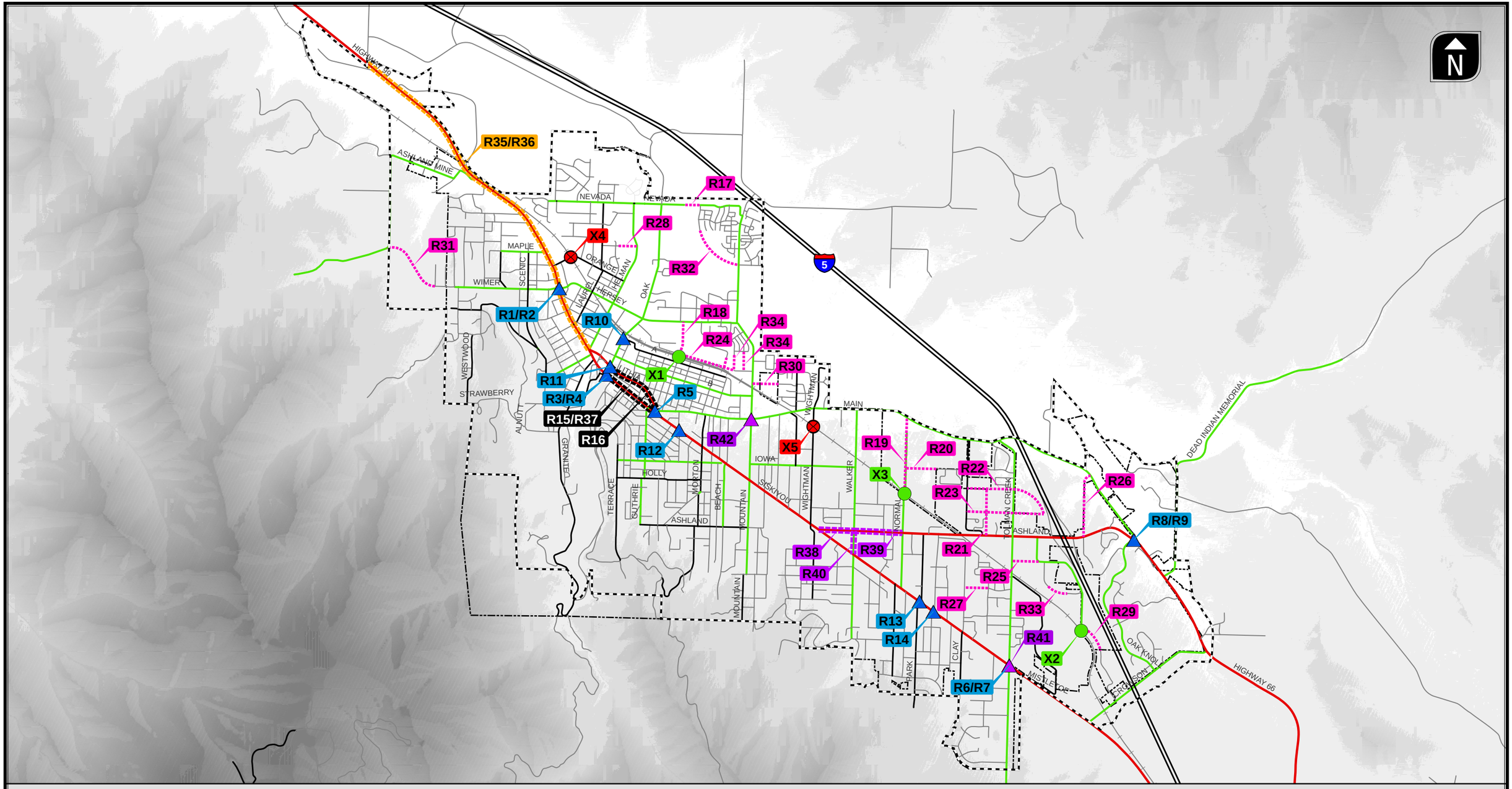
(L20) FREIGHT BY RAIL POLICY

The City of Ashland supports increasing rail freight service to local businesses.

The Freight by Rail Policy was identified based on discussions in the alternatives analysis white paper process that identified ways to improve freight movement into and through the City (see Freight White Paper and Technical Memorandum #7 Alternatives Analysis for more details). Increasing local freight service to Ashland supports the City's goals for facilitating economic prosperity (Goal 3) and creating system-wide balance (Goal 4).

RAILROAD CROSSING PROJECTS

Table 8 summarizes the preferred plan railroad crossing projects. Figure 11 illustrates the location of these railroad crossings. Attachment A contains the prospectus sheets for all preferred plan projects; the prospectus sheets provide more detail regarding the project location, description, and images illustrating the vision for the completed project. *The projects below were identified based on input received through the alternatives analysis white paper process from the PMT, TAC, PC, and TC.*



- Planned Roadway Extension
- Planned Downtown Project
- Planned Road Diet
- Planned Streetscape Project
- XX Project Number
- Planned Intersection Project
- Planned Railroad Crossing
- Planned Railroad Crossing Closure
- Planned Streetscape Project

Railroad Crossing, Intersection and Roadway Projects

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Figure 11

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Table 8 Railroad Crossing Projects

(Project #) Name	Description	Reasons for the Project	Priority (Timeline)	Cost[2]
(X1) 4th Street At-Grade Railroad Crossing	Pursue a New At-Grade Railroad Crossing at 4th Street[1] Coordinate with Project R18	Improve North-South Connectivity	Development Driven	$1,000,000
(X2) Washington Street At-Grade Railroad Crossing	Pursue a New At-Grade Railroad Crossing at Washington Street as Part of the Croman Mill Site Development[1]	Facilitate Economic Growth, Balance Mobility and Access	Development Driven	$1,000,000
(X3) Normal Avenue Public Railroad Crossing	Upgrade At-Grade Crossing at Normal Avenue to Public Crossing Standards as part of Normal Avenue Extension (Project R19)[1]	Improve North-South Connectivity, Balance Mobility and Access	Medium (5-15 Years)	$750,000
(X4) Glenn Street At-Grade Railroad Crossing Closure	Close Glenn Street at-grade railroad crossing if the City is unable to secure a rail order for a new at-grade crossing as they pursue the 4th Street, Normal Avenue, and/or Washington Street at-grade railroad crossings	Enable City to Open a New At-Grade Crossing, Balance Mobility and Access	Depends on Outcome of Rail Order	$50,000
(X5) Wightman Street At-Grade Railroad Crossing Closure	Close Wightman Street at-grade railroad crossing if the City is unable to secure a rail order for a new at-grade crossing as they pursue the 4th Street, Normal Avenue, and/or Washington Street at-grade railroad crossings	Enable City to Open a New At-Grade Crossing, Balance Mobility and Access	Depends on Outcome of Rail Order	$50,000
Subtotals				
Low Priority (15- 25 Years)				-
Medium Priority (5- 15 Years)				$750,000
High Priority (0-5 Years)				-
Development Driven or Driven by Need based on Rail Order Outcomes				$2,100,000
Total				$2,850,000

Notes:

[1]Due to Federal and ODOT rail policy, the City would need to close an existing at-grade crossing or go through a potentially timely and costly rail order process to obtain an additional new public crossing within Ashland.

[2]Planning level cost estimates are for construction and engineering; does not include right-of-way costs.

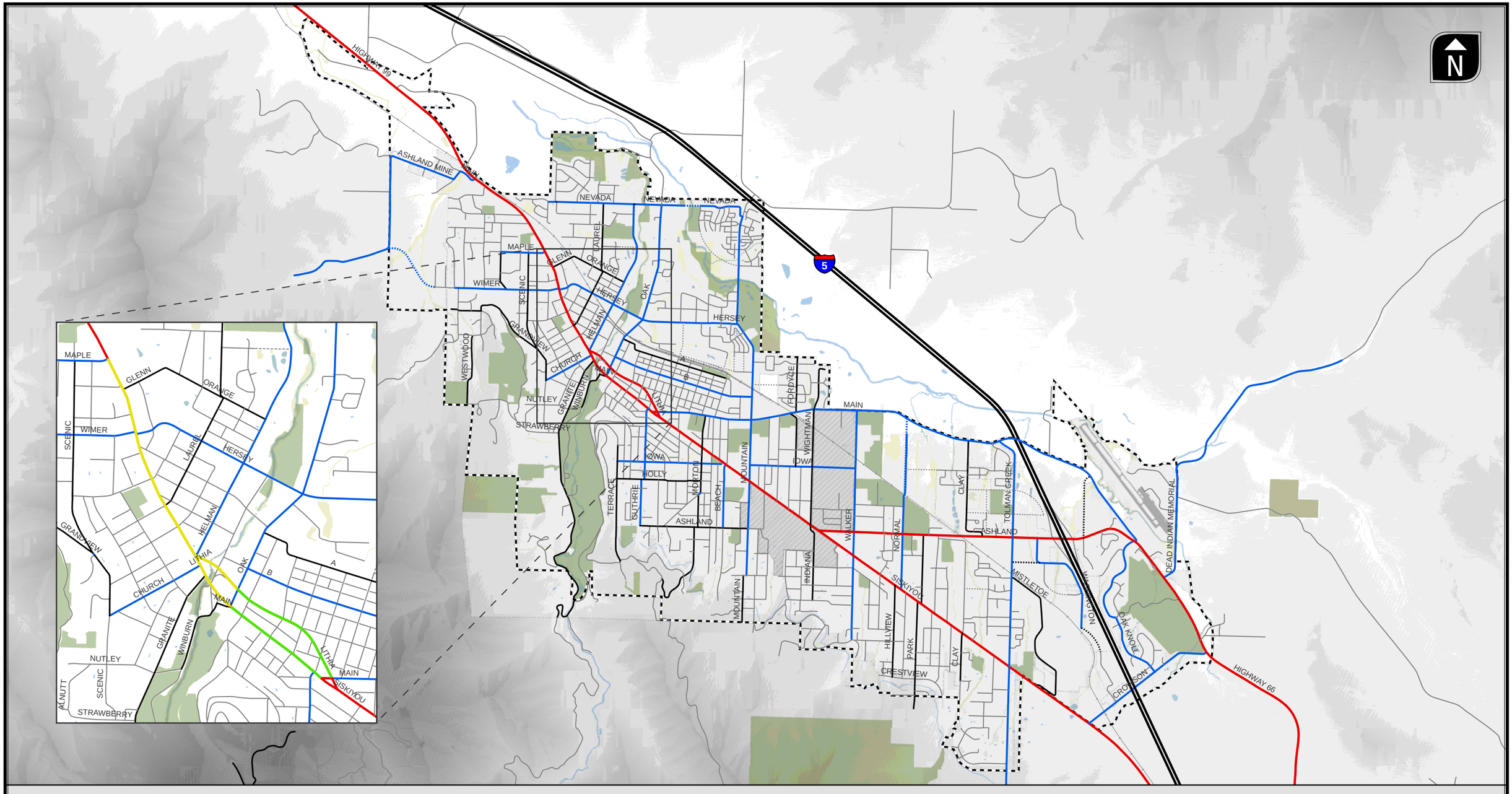
Railroad crossing projects identified in Figure 11 and Table 8 were discussed during the alternatives analysis white paper process within the Railroad Crossing White Paper (dated December 30, 2011) and the Draft Roadway and Intersection Projects Memorandum (dated July 19, 2011). Two at-grade crossings (Glenn Street and Wightman Street) had support from the TAC, PC and TC for being closed in the future to allow construction of new at-grade crossings. For three proposed crossings to be constructed, one additional at-grade crossing will likely need to be closed. Other potential crossings that could be closed but that did not have broad support from the TAC, PC and TC include:

- *Helman Street;*
- *Oak Street;*
- *Mountain Avenue;*
- *East Main Street;*
- *Walker Avenue; and*
- *Tolman Creek Road.*

The City could also choose not to pursue one of the three new railroad crossings above to eliminate the need to select another existing crossing for closure.

Intersection and Roadway Plan

The intersection and roadway plan presents policies, studies and projects related to access management, alternative mobility standards, intersection improvements, modifying existing roadway cross-sections or streetscapes, extending existing roadways, and constructing new roadways. Projects within the intersection and roadway plan influence travel by auto and freight and many also facilitate pedestrian and bicycle travel. For example, the intersection and roadway plan includes the North Main Street Temporary Road Diet which reallocates existing right-of-way by removing one auto-lane in each direction and replacing them with bicycle lanes in each direction. The intersection and roadway plan also includes streetscape projects identified to support the Pedestrian Places planning activities. The street map for the City of Ashland is shown in Figure 12; it illustrates existing and planned street network for the City of Ashland.



- Interstate
- Boulevard
- Avenue
- Neighborhood Collector
- Neighborhood Street
- Planned Avenue
- Planned Neighborhood Collector
- Planned Neighborhood Street
- Special Transportation Area Designation
- Urban Business Area Designation
- City UGB
- City Limits

Existing and Planned Street Network

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Figure 12

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(L21 THROUGH L25) INTERSECTION AND ROADWAY PLAN POLICIES

The subsections below contain the policies pertaining to intersections and roadways, which consist of access management, alternative mobility standards, transportation system management (TSM), traffic calming, and truck/freight movement plan.

(L21) Access Management

Access management is the systematic implementation and control of the locations, spacing, design, and operations of driveways, median openings, interchanges, roundabouts, and street connections to a roadway, according to the Access Management Manual (AMM) (*1*). It involves roadway design applications, such as median treatments and auxiliary lanes, and the appropriate spacing and design of signalized intersections. Access management strives for a balanced transportation network with appropriate proportions and distributions of freeways, arterials, collectors, and local streets that are integrated with local land use activities.

As the City of Ashland continues to grow, its street system will become more heavily traveled. Consequently, it will become increasingly important to manage access on the Boulevard and Avenue street system as new development occurs, in order to preserve those streets' function for carrying through traffic. ODOT has legal authority to regulate access points along state highways within the city's urban growth boundary. In Ashland, Highway 66 and Highway 99 are ODOT facilities subject to ODOT access spacing standards. However, ODOT and City of Ashland have established an agreement that Highway 66 and Highway 99 within the City limits are subject to minimum spacing standards different than those typically applied to District Highways. Highway 66 and Highway 99 within Ashland are held to a public roadway spacing standard of ¼ mile and a minimum driveway spacing standard of 300 feet.

The City of Ashland and Jackson County jointly manage several roadways (East Main Street, Tolman Creek Road, and Clay Street) within the City limits to manage the efficient movement of traffic and enhance safety. The City also independently manages access on all other Boulevards, Avenues, Neighborhood Collectors, and Neighborhood Streets within its jurisdiction which are not owned by ODOT or Jackson County.

Access management standards vary depending on the functional classification and purpose of a given roadway. Roadways on the higher end of the functional classification system (i.e., Boulevards and Avenues) tend to have higher spacing standards, while facilities such as Neighborhood Collectors and Neighborhood Streets allow more closely spaced access points. These standards apply to new development or redevelopment; existing accesses are allowed to remain as long as the land use does

not change or safety issues do not arise. As a result, access management is a long-term process in which the desired access spacing to a street slowly evolves over time as redevelopment occurs. Access management generally becomes more stringent as the functional classification level of roadways increases and the corresponding importance of mobility increases. Exhibit 10 illustrates the general relationship between accessibility and mobility.

Exhibit 10 Relationship between Accessibility and Mobility

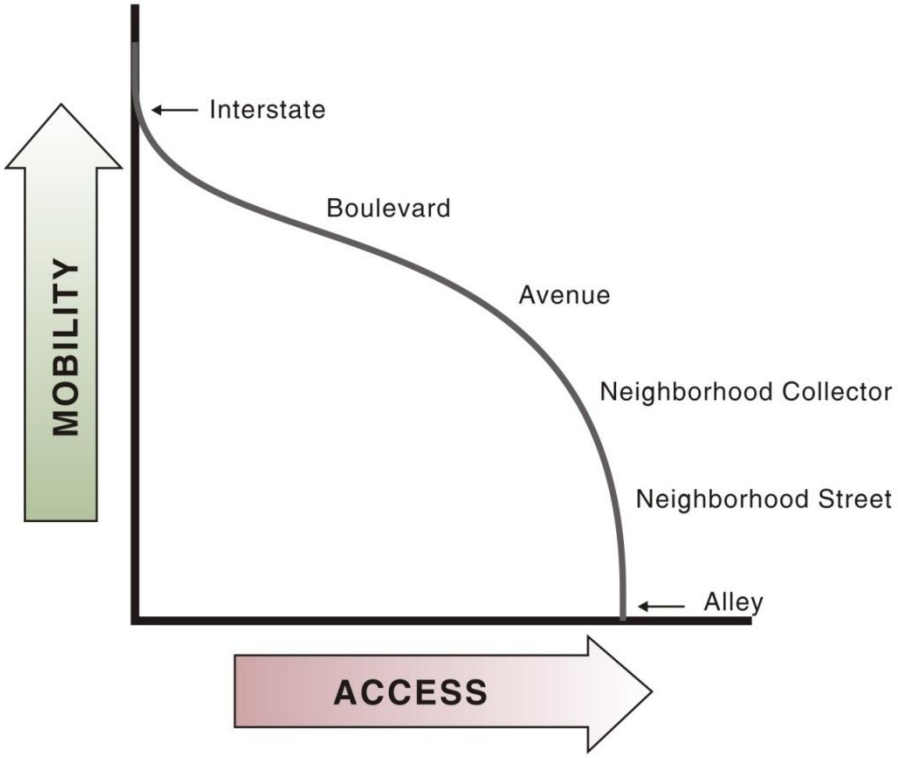
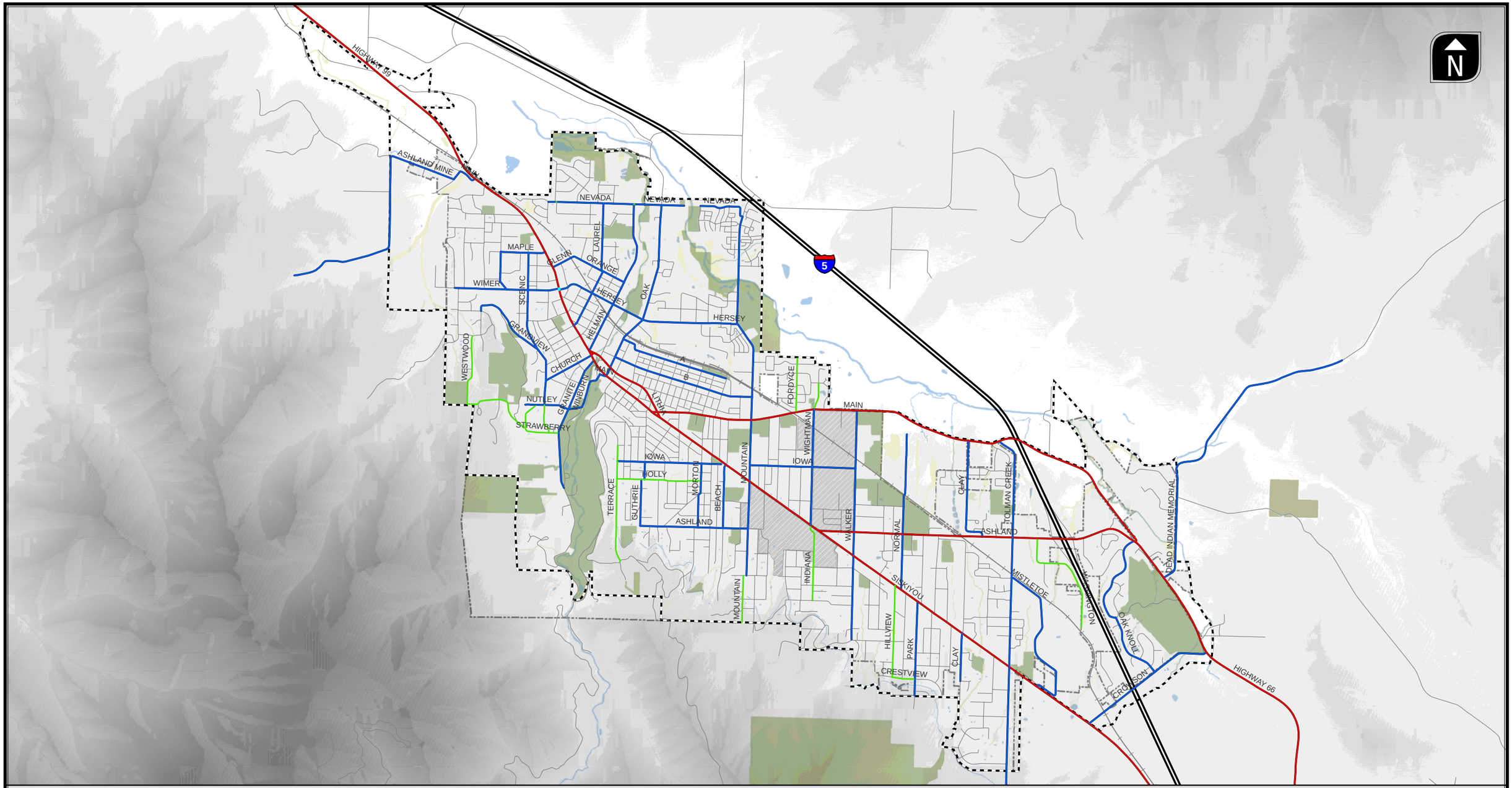


Table 9 identifies the minimum public street intersection and private access spacing standards for the City of Ashland roadway network as they relate to new development and redevelopment. County facilities within the city's UGB are planned and constructed in accordance with these street design standards. As discussed above, ODOT and the City of Ashland have an agreement that Highway 66 and Highway 99 within the City limits are not subject to ODOT's typical minimum spacing standards for District Highways. Highway 66 and Highway 99 within the City of Ashland are subject to a minimum access spacing standard of a ¼ mile for public streets and 300 feet for driveways. The access spacing standards described above are illustrated in Figure 13.



Minimum Driveway Spacing

- 75 feet
- 100 feet
- 300 feet

Access Spacing Standards

CITY OF ASHLAND

Figure

13

Table 9 Access Spacing Standards on City Streets

Functional Classification	Access Spacing Standard – Distance from Streets (feet)[1]	Access Spacing Standard – Distance between Driveways (feet)[1]
Neighborhood Collectors	35 feet	50 feet
Avenues	50 feet	75 feet
Boulevards	100 feet	100 feet
Highway 66 and Highway 99 in Ashland[2]	1,320 feet	300 feet

[1]Measurement of the approach road spacing is from the centerline of the subject street or driveway on **both** sides of the roadway.

[2]This is applicable to portions of Highway 66 and Highway 99 that remain under ODOT jurisdiction and is consistent with the City's agreement with ODOT.

The following policies will be implemented by the City of Ashland, as part of every land use action, to maintain and/or improve traffic operations and safety along the boulevard, avenue and collector roadways. Access decisions will be based upon the review of an approved traffic assessment.

- Developments with frontage on two roadways should locate their driveways on the lower functional classified roadway.
- Access driveways should be located to align with opposing driveways.
- Multiple driveways may be permitted so long as they meet the driveway access spacing standards.
- If spacing standards cannot be met, effort should be made to consolidate access points with neighboring properties.
- Where standards cannot be met and joint access is not feasible, temporary conditional access can be granted with the provision of crossover easements on compatible parcels (considering topography, access, and land use) to facilitate future access between adjoining parcels.
- Right-of-way dedications may be provided to facilitate the future planned roadway system in the vicinity of proposed developments.
- Half-street improvements (sidewalks, curb and gutter, bike lanes/paths, and/or travel lanes) shall be provided along site frontages that do not have full build-out improvements in place at the time of development unless otherwise directed by the public works director.

Exhibit 11 on the following page illustrates the application of cross-over easements and conditional access permits over time to achieve the desired access management objectives. The individual steps are described in Table 10, following Exhibit 11. As illustrated in the figure and supporting table, using these guidelines, all driveways along city, county, and state roadways will eventually move in the overall direction of the access spacing standards as development and redevelopment occur along a given street.

Exhibit 11 Example of Cross-over Easement/Indenture/Consolidation/Conditional Access Process

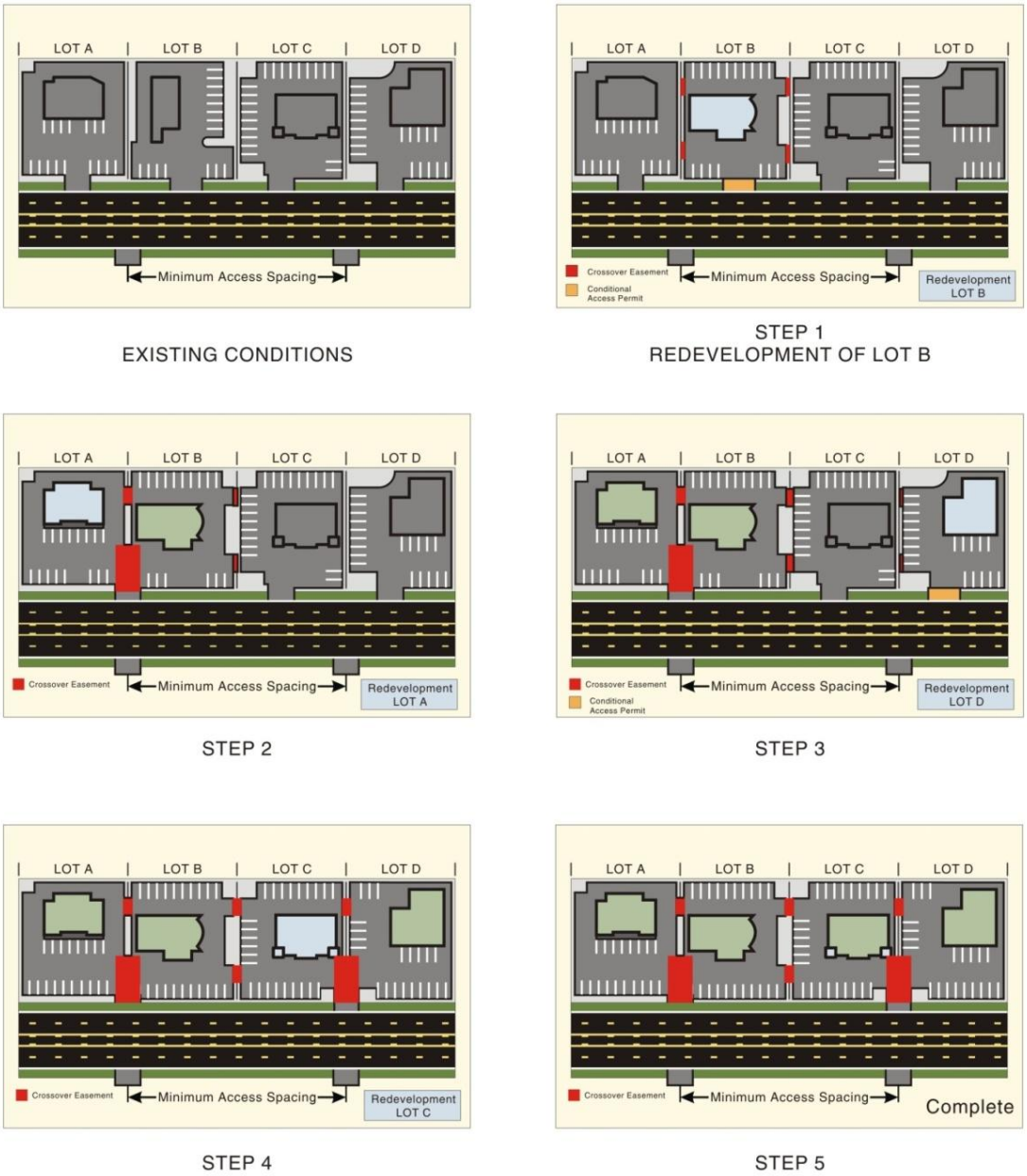


Table 10 Example of Crossover Easement/Indenture/Consolidation - Conditional Access Process

Step	Process
1	EXISTING – Currently Lots A, B, C, and D have site-access driveways that neither meet the access spacing criteria of 300 feet nor align with driveways or access points on the opposite side of the roadway. Under these conditions motorists are into situations of potential conflict (conflicting left turns) with opposing traffic. Additionally, the number of side-street (or site-access driveway) intersections decreases the operation and safety of the roadway.
2	REDEVELOPMENT OF LOT B – At the time that Lot B redevelops, the City would review the proposed site plan and make recommendations to ensure that the site could promote future crossover or consolidated access. Next, the City/County/ODOT would issue conditional permits for the development to provide crossover easements with Lots A and C, and City/County/ODOT would grant a conditional access permit to the lot. After evaluating the land use action, the City/County/ODOT would determine that LOT B does not have either alternative access, nor can an access point be aligned with an opposing access point, nor can the available lot frontage provide an access point that meets the access spacing criteria set forth for segment of roadway.
3	REDEVELOPMENT OF LOT A – At the time Lot A redevelops, the City/County/ODOT would undertake the same review process as with the redevelopment of LOT B (see Step 2); however, under this scenario the City/County/ODOT would use the previously obtained cross-over easement at Lot B consolidate the access points of Lots A and B. City/County/ODOT would then relocate the conditional access of Lot B to align with the opposing access point and provide and efficient access to both Lots A and B. The consolidation of site-access driveways for Lots A and B will not only reduce the number of driveways accessing the roadway, but will also eliminate the conflicting left-turn movements the roadway by the alignment with the opposing access point.
4	REDEVELOPMENT OF LOT D – The redevelopment of Lot D will be handled in same manner as the redevelopment of Lot B (see Step 2)
5	REDEVELOPMENT OF LOT C – The redevelopment of Lot C will be reviewed once again to ensure that the site will accommodate crossover and/or consolidated access. Using the crossover agreements with Lots B and D, Lot C would share a consolidated access point with Lot D and will also have alternative frontage access the shared site-access driveway of Lots A and B. By using the crossover agreement and conditional access permit process, the City/County/ODOT be able to eliminate another access point and provide the alignment with the opposing access points.
6	COMPLETE – After Lots A, B, C, and D redevelop over time, the number of access points will be reduced and aligned, and the remaining access points will meet the access spacing standard.

Several corridors warrant more attention to access management than the above proposed programmatic improvement of access spacing over time as part of land use actions. Sound access management principals should be emphasized at these locations to improve access management more rapidly through capital improvement projects and/or as development and redevelopment occur. Access management refinement studies have been identified for the corridors warranting more attention. These corridors and corresponding studies are:

- (S3) North Main Street (OR 99) from Helman Street to Sheridan Street;

- (S4) Siskiyou Boulevard (OR 99) from East Main Street to Walker Avenue;
- (S5) Siskiyou Boulevard (OR 99) from Walker Avenue to Tolman Creek Road;
- (S6) Ashland Street (OR 66) from Siskiyou Boulevard (OR 99) to Tolman Creek Road; and
- (S7) East Main Street from Siskiyou Boulevard (OR 99) to Wightman Street.

The cost estimates and associated priorities for the studies above are summarized below in the subsection Intersection and Roadway Plan Studies. The scope of the studies above include assessing the degree to which the corridors above deviate from the access spacing standards, the likelihood of redevelopment along those corridors, the potential safety and operational benefits from improving the access spacing, and phased engineering and access improvements to improve the spacing in the near- and long-term.

Access management strategies beyond programmatic consolidation through the development process could include treatments such as center raised medians that restrict access to right-in/right-out only, or right-in/right-out/left-in in some cases. Medians with openings for left-turn lanes off of a facility resulting in right-in/right-out/left-in access points provide significant improvement in safety while still providing a high level of property access. Consolidating driveways from multiple parcels to mid-block locations is critical to being able to provide effective right-in/right-out/left-in access in locations where medians are warranted due to safety concerns.

According to Action 3B.3 of the Oregon Highway Plan, non-traversable medians should be considered on state highways when any of the following criteria are met. Similar consideration should be given on Ashland Boulevards and Avenues where:

- Forecasted average daily traffic is anticipated to be 28,000 vehicles per day during the 20-year planning period;
- The annual crash rate is greater than the statewide annual average crash rate for similar roadways;
- Pedestrians are unable to safely cross the highway, as demonstrated by a crash rate that is greater than the statewide annual average crash rate for similar roadways; and/or
- Topography and horizontal or vertical roadway alignment result in inadequate left-turn intersection sight distance and it is impractical to relocate or reconstruct the connecting approach road or impractical to reconstruct the highway to provide adequate sight distance.

(L22) Alternative Mobility Standards on State Highways

Alternative mobility standards are not needed within the horizon year of the current TSP update. However, there are two locations within Ashland where alternative mobility standards will be useful to the City to provide additional flexibility as development occurs. It should be noted that the Oregon Transportation Commission (OTC) must approve the alternative mobility standards for them to take effect. The City will pursue alternative mobility standards (resulting in a higher volume-to-capacity ratio operations standard) for:

- **North Main Street (OR 99) from Helman Street to the northern Urban Growth Boundary** – The City will pursue alternative mobility standards for intersections along this roadway segment as a means to protect their investment in a road diet. Alternative mobility standards for the Maple Street/North Main Street (OR 99) intersection of a volume-to-capacity ratio of 1.0 and unsignalized intersections along this roadway segment would allow for higher volume-to-capacity ratios making it easier to maintain the road diet cross-section and smaller intersection footprints. *The Laurel Street/ North Main Street (OR 99) and Hersey Street – Wimer Street/ North Main Street (OR 99) intersections are forecasted to meet the current mobility standards assuming a signal is installed at the Hersey Street – Wimer Street/ North Main Street (OR 99) intersection.*
- **Ashland Street (OR 66)/Tolman Creek Road Intersection** – The City will pursue an alternative mobility standard of a volume-to-capacity ratio of 0.90. *This intersection is currently forecasted to meet mobility standards in 2034. However, if development in the surrounding areas were to occur at a rate faster than anticipated, an alternative mobility standard of volume-to-capacity ratio of 0.90 would help mitigate the need to increase the size of the intersection. Keeping the intersection footprint at its current size supports the Pedestrian Places planning activities.*

Establishing alternative mobility standards for intersections along these roadway segments will provide the City more flexibility in the future with regards to how funds are allocated for intersection and roadway improvements (Goal 4) by allowing funds to be focused on higher priority multi-modal improvements rather than auto-focused improvements at locations that are operating below capacity but over the ODOT standard.

(L23) Transportation System Management (TSM)

Transportation System Management (TSM) strategies include a wide variety of measures aimed at improving operations of existing transportation facilities. TSM measures can be focused on improving

transportation "supply" through enhancing capacity and efficiency, typically with advanced technologies to improve traffic operations. Or they may be focused on reducing transportation demand, through promoting travel options and ongoing programs intended to reduce demand for drive alone trips, especially during peak travel periods.

As feasible, the City of Ashland will integrate the TSM strategies below (see the subsections below) into transportation corridor studies and projects in cooperation with ODOT (ODOT manages many of traffic signals on the primary corridors in Ashland, which are Highway 66 and Highway 99).

Signal Retiming/Optimization

Signal retiming and optimization refers to updating timing plans to better match prevailing traffic conditions and coordinating signals. Timing optimization can be applied to existing systems or may include upgrading signal technology, including signal communication infrastructure or signal controllers or cabinets. Signal retiming can reduce travel times and be especially beneficial to improving travel time reliability.

Signal retiming could also be implemented to improve or facilitate pedestrian movements through intersections by increasing minimum green times to accommodate pedestrian crossing movements during each cycle in high pedestrian or desired pedestrian traffic areas, eliminating the need to push pedestrian crossing buttons. Bicycle movements could be facilitated by installing bicycle detection along existing or proposed bicycle routes. Signal upgrades often come at a higher cost and usually require further coordination between jurisdictions.

Advanced Signal Systems

Advanced signal systems incorporate various strategies in signal operations to improve the efficiency of a transportation network. Strategies may include coordinated signal operations across jurisdictions as well as centralized control of traffic signals. Advanced signal systems can reduce delay, travel time and the number of stops for vehicles, while potentially increasing average vehicle speed. In addition, these systems may help reduce vehicle emissions and have a high impact on improving travel time reliability. Highway 66 and Highway 99 are the primary corridors in the City of Ashland where advanced signal system strategies may be applicable.

Advanced signal systems may be applied to several innovative control strategies. The costs of these systems vary as a function of the types of controllers, programming needs and detection needs. Implementing any of these systems would require coordination with ODOT. Alternative signal systems include:

- **Adaptive or active signal control** systems improve the efficiency of signal operations by actively changing the allotment of green time for vehicle movements and reducing the average delay for vehicles. Adaptive or active signal control systems require several vehicle detectors at intersections in order to detect traffic flows adequately, in addition to hardware and software upgrades.
- **Traffic responsive control** uses data collected from traffic detectors to change signal timing plans for intersections. The data collected from the detectors is used by the system to automatically select a timing plan best suited to current traffic conditions. This system is able to determine times when peak-hour timing plans begin or end; potentially reducing vehicle delays.
- **Transit signal priority** systems use sensors to detect approaching transit vehicles and alter signal timings to improve transit performance. This improves travel times for transit, reliability of transit travel time, and overall attractiveness of transit.
- **Truck signal priority** systems use sensors to detect approaching heavy vehicles and alter signal timings to improve truck freight travel. While truck signal priority may improve travel times for trucks, its primary purpose is to improve the overall performance of intersection operations by clearing any trucks that would otherwise be stopped at the intersection and subsequently have to spend a longer time getting back up to speed. Implementing truck signal priority requires additional advanced detector loops, usually placed in pairs back from the approach to the intersection.

(L24) Traffic Calming

As feasible and appropriate as determined by an engineering study, traffic calming elements will be integrated into transportation improvement projects particularly those taking place on designated Safe Routes to School routes, within a quarter-mile walking distance from a school, and within a quarter-mile walking distance of a transit stop. The following traffic calming elements are the City's preferred traffic calming tools to be considered. The measures below can be modified as needed on a case-by-case installation such that they will not prohibit or degrade the City's ability to conduct winter maintenance activities such as snow removal.

Curb Extensions

Curb extensions create additional space for pedestrians and allow pedestrians and vehicles to better see each other at crosswalks. Curb extensions are typically installed at intersections along roadways with on-street parking and help reduce crossing distances and the amount of exposure pedestrians

have to vehicle traffic. Curb extension also narrow the vehicle path, slow down traffic, and prohibit fast turns.

Advantages to curb extensions include:

- Shorter crossing distances for pedestrians;
- Reduces the speed of turning vehicles;
- Increases visibility between pedestrians and motorists;
- Enables permanent on-street parking; and
- Enables landscaping and green street treatments.

Exhibit 12 Curb Extensions

Challenges regarding curb extensions include:

- Physical barrier exposed to traffic and therefore requires distinctive visible attributes such as landscaping;
- Increased cost and time to install relative to traditional curb returns; and
- Retrofit installments may require changes to roadway drainage system.

Raised Median Islands

Raised median islands provide a protected area in the middle of a crosswalk for pedestrians to stop while crossing the street. The raised median island allows pedestrians to complete a two-stage crossing if needed. The *ODOT Traffic Manual* states that for state highways a raised median, in combination with a marked crosswalk is desired when average daily traffic (ADT) volumes are greater than 10,000.

Advantages of raised medians include:

- Improves visibility of crossing to approaching motorists;
- Helps slow vehicle speeds by providing a sense of a narrower roadway to motorists;
- Provides a protected place for pedestrians to wait for a gap in traffic;
- Requires shorter gap in traffic for pedestrians to cross the street; and

Exhibit 13 Raised Median Islands

- Effective for creating a gateway or entry type treatment into an area of high pedestrian activity.

Challenges to implementing raised medians include:

- Raised median must be able to provide at least six-feet of space to accommodate wheel chairs and not streets have sufficient right-of-way; and
- Places a physical barrier in the street and therefore requires distinctive visible attributes such as landscaping and signs.

Raised Crosswalk

A raised crosswalk is raised higher than the surface of the street to give motorists and pedestrians a better view of the crossing area. A raised crosswalk is similar to a speed table marked and signed for pedestrian crossing.

Advantages of a raised crosswalk include:

- Provides better view of pedestrians for motorists;
- Slows vehicle travel speeds; and
- Applicable on arterial and collector streets (i.e., Avenues, Neighborhood Collectors and potentially Boulevards in Ashland).

Exhibit 14 Raised Crosswalk

Challenges to implementing raised crosswalks include:

- Can be difficult for large trucks, snow plows, and buses to navigate; and
- Requires adequate signing on the approach to inform motorists of raised roadway.

Rectangular Rapid Flashing Beacon

Rectangular Rapid Flashing Beacons, or RRFBs, are user-actuated amber lights that have an irregular flash pattern similar to emergency flashers on police vehicles. These supplemental warning lights are used at unsignalized intersections or mid-block crosswalks to improve safety for pedestrians using a crosswalk.

Advantages of using rectangular rapid flashing beacons include:

- Typically increases yielding behavior of motorists;
- May be used at unsignalized intersections and mid-block crossing locations;
- May be installed on two-lane or multilane roadways;

  Low cost alternatives to traffic signals and hybrid signals.

Exhibit 15 Rectangular Rapid Flashing Beacon

Challenges to implementing rectangular rapid flashing beacons include:

- Flashing beacons do not force motorists to yield;
- Pedestrians may not activate flashing lights.

Pedestrian Hybrid Signal

The pedestrian hybrid signal is a pedestrian-actuated hybrid signal that stops traffic on the mainline to provide a protected crossing for pedestrians at an unsignalized location. Warrants for the installation of pedestrian-actuated hybrid signal are based on the number of pedestrian crossings per hour (PPH), vehicles per hour on the roadway, and the length of the crosswalk. Thresholds are available for two types of roadways: locations where prevailing speeds are above 35 mph and locations where prevailing speeds are below 35 mph.

Advantages of implementing pedestrian hybrid signals include:

- Produce a high rate of motorists yielding to pedestrians; and
- Drivers experience less delay at hybrid signals compared to other signalized intersections.

Challenges to implementing pedestrian hybrid signals include:

- Expensive compared to other crossing treatments; and
- Requires pedestrian activation.

Exhibit 16 Pedestrian Hybrid Signal

Mini-Roundabouts

Mini-roundabouts are round islands positioned in the center of intersections. Drivers must turn around them to continue along a street. This turning maneuver encourages slow speeds without requiring drivers to come to a complete stop at the intersection. The intersection approaches are YIELD –controlled.

Advantages to implementing mini-roundabouts include:

- Effective at slowing vehicle speeds through intersections;
- Eliminate severe conflict points that can lead to sever crashes (e.g., turning crashes, opposite direction crashes, and angle crashes);
- If located at the highest point in the street's cross section, constructing mini-roundabouts can be relatively inexpensive because the high cost of adjusting stormwater drains can be avoided; and
- Relatively simple design and are also simple to construct; thus a basic set of standard drawings and construction specifications could be developed to keep design and construction costs to a minimum.

Challenges to implementing mini-roundabouts include:

- Intersection needs to be designed to accommodate large vehicles and emergency vehicles;
- Design also needs to consider winter maintenance activities such as snow removal and movement of snow plows;
- Crosswalks at the intersection may need to be moved away from the intersection to make sure pedestrian crossing areas and vehicle maneuvering areas do not overlap; and
- On-street parking must be prohibited in the vicinity of the mini-roundabout to create vehicle maneuvering space.

Planting Strips

Planting strips narrow the width of streets by moving curbs away from sidewalks to create space for native street trees and ground cover and/or decorative rock.

Advantages for planting strips include:

- Narrow the roadway and adding planting strips by moving existing curbs into the street will create a buffer between roadways and sidewalks while still retaining enough roadway width for traffic and all existing on-street parking;
- Move traffic farther from adjacent businesses, schools, homes and front yards; and
- Stormwater can be readily integrated into the design and construction of planting strips through green street treatments.

Challenges associated with implementing planting strips include:

- Construction costs particularly for retrofits can be relatively high, because it may require modifications to the existing drainage system.
- Maintenance responsibility is typically turned over to the adjacent property owner(s).
- In residential areas, the choice of landscaping and the quality of its maintenance varies in quality from home owner to home owner.
- Opportunities to implement this treatment are constrained by the location, design of existing storm drains, and location of low elevations where stormwater can collect.

Exhibit 17 Planting Strip with Green Street Treatments

(L25) Truck Freight Movement Plan

The City of Ashland has identified Hersey Street as an alternative truck freight route allowing truck movements to avoid passing through downtown Ashland (unless the truck is destined to downtown Ashland). Trucks passing through Ashland from northwest to southeast on North Main Street (OR 99) can turn left onto Hersey Street, left onto N Mountain Avenue, and right left onto Siskiyou Boulevard (OR 99) to avoid passing through downtown Ashland. Traveling from southeast to northwest on Siskiyou Boulevard (OR 99), trucks can turn right onto N Mountain Avenue, left onto Hersey Street and right onto North Main Street (OR 99). To support the designation of Hersey Street as an alternative truck freight route, the City has planned improvements to invest in realigning and signalizing the North Main Street (OR 99)/Hersey Street – Wimer Street intersection (see projects R1 and R2 below). The City has also identified a Freight by Rail Policy (policy L20) to encourage increased local freight movement by rail as opposed to large truck movements.

(S3 THROUGH S9) INTERSECTION AND ROADWAY PLAN STUDIES

Table 11 summarizes the preferred plan intersection and roadway related studies. *Additional explanation regarding why the studies S7 and S8 below were identified follows Table 11.*

Table 11 Refinement Plan Studies

(Study #) Study Name	Description	Priority (Timeline)	Cost
(S3) North Main Street (OR 99) from Helman Street to Sheridan Street	Conduct access management spacing study and provide near- and long-term recommendations for improvement.	Medium (5-15 years)	$75,000
(S4) Siskiyou Boulevard (OR 99) from East Main Street to Walker Avenue	Conduct access management spacing study and provide near- and long-term recommendations for improvement.	Medium (5-15 years)	$75,000
(S5) Siskiyou Boulevard from Walker Avenue to Tolman Creek Road	Conduct access management spacing study and provide near- and long-term recommendations for improvement.	Medium (5-15 years)	$75,000
(S6) Ashland Street (OR 66) from Siskiyou Boulevard to Tolman Creek Road	Conduct access management spacing study and provide near- and long-term recommendations for improvement.	Medium (5-15 years)	$75,000
(S7) East Main Street from Siskiyou Boulevard to Wightman Street	Conduct access management spacing study and provide near- and long-term recommendations for improvement.	Medium (5-15 years)	$75,000
(S8) Downtown Couplet Transition Study	Evaluate the feasibility and costs associated with removing the downtown couplet system and returning two-way traffic to Main Street and Lithia Way. As part of the study, the feasibility of roundabouts at the Helman Street/Main Street/Lithia Way and the Siskiyou Boulevard/East Main Street/Lithia Way intersections would be explored.	High (0-5 years)	$150,000
(S9) Ashland Street (OR 66)/Tolman Creek Road Safety Study	Conduct a transportation safety assessment in five years to identify crash trends and/or patterns (if they exist) as well as mitigations to reduce crashes.	Medium (5-15 years)	$20,000
Total			**$545,000**

The Downtown Couplet Transition Study was identified based on discussions at the Joint Planning and Transportation Commission Meeting on July 26, 2011. Discussions at the meeting indicated strong interest in considering returning two-way traffic to Main Street and Lithia Way in downtown. Removing a couplet system is a complex project that also influences land uses, local circulation patterns, as well as the operations and safety of the downtown. Given the complexity of such a project and the strong interest from the Planning and Transportation Commission, a Downtown Couplet Transition Study was

identified to thoroughly investigate the feasibility, advantages, disadvantages, and costs associated with returning two-way traffic operations to Main Street and Lithia Way.

The Ashland Street (OR 66)/Tolman Creek Road Safety Study was flagged as a safety focus intersection due to its crash history. In reviewing the crash data and physical characteristics of the intersection, clear crash trends and clear countermeasures for reducing crashes were not evident. As a result, a study is recommended to take a closer look at the intersection in five years to determine if there are identifiable crash trends and corresponding countermeasures. In general, it is common for crashes at locations to fluctuate randomly due to conditions unrelated to the roadway (e.g., weather); waiting five years provides more data from which to work to determine if the intersection was originally flagged due to random events or if there are trends that should be addressed.

INTERSECTION PROJECTS, NEW ROADWAYS, AND ROADWAY EXTENSIONS

Table 12 summarizes the preferred plan intersection projects, new roadways, and roadway extension projects. Figure 11 illustrates the location of these projects. Attachment A contains the prospectus sheets for all preferred plan projects; the prospectus sheets provide more detail regarding the project location, description, and images illustrating the vision for the completed project.

The intersection and roadway projects were presented previously in the white paper process as potential alternatives and then narrowed to specific projects in the Draft Intersection and Roadway Projects Memorandum dated July 19, 2011 and discussed at the Joint Planning/Transportation Commission Meeting on July 26, 2011. Based on discussions and input received at the July 26, 2011 meeting, the following revisions were made to the draft projects presented:

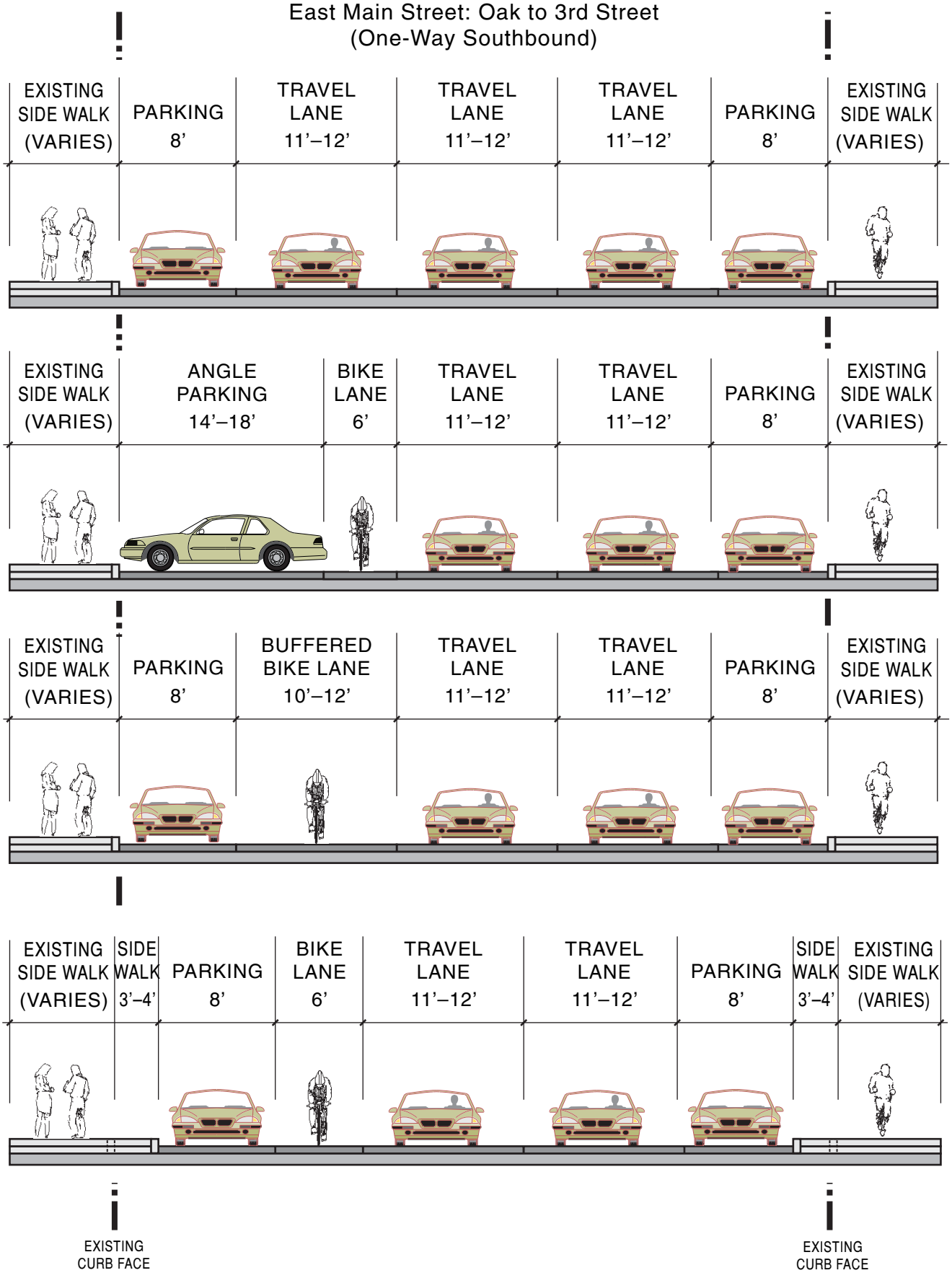
- ***Main Street (OR 99)/Oak Street Intersection*** *– A near-term project was previously proposed for this intersection that considered modifying the existing lane configurations. That project has been revised such that modifying the lane configurations will only take place if a traffic signal is also installed at the intersection. The combination of modifying the lane configuration and installing a traffic signal at the location facilitates the downtown road diet on Main Street (Project R15 below) in the near-term. If the road diet on Main Street is not pursued, the modifications to the Main Street (OR 99)/Oak Street Intersection are not needed until well into the future.*
- ***Main Street (OR 99 Southbound) Modify Cross Section*** *– This project has been organized into a near-term (Project R15 below) and long-term project (Project R37 below). The near term project is to modify the cross-section from three auto lanes to two auto lanes with a buffered*

bicycle lane. This project could be done at a relatively low cost and used to verify that traffic operations are acceptable with the modified cross-section prior to a significant investment. This is Option B in Figure 14. The long term project is to modify the cross-section from three auto lanes to two auto lanes with a bicycle lane and wider sidewalks. This is Option C in Figure 14. Providing near-term and long-term projects creates the opportunity to implement a cost effective interim project that provides a bicycle facility on Main Street while allowing time to plan for a more expensive project that enhances pedestrian and bicycle facilities.

Modifying the cross-section of Main Street in downtown would encourage the use of alternative routes through Ashland for trips that are not destined to downtown. As part of the modifications to Main Street, signage could be placed directing southbound vehicles on North Main Street to use Hersey Street to bypass downtown. Signalization of the North Main Street (OR 99)/Wimer Street - Hersey Street intersection (R2) may need to be completed in tandem or prior to this project (R15 and/or R37).

In addition to the revisions above, new projects were added to the preferred plan list to account for Temporary North Main Street Road Diet and plan for the potential project to make the temporary road diet permanent. These are projects R35 and R36, respectively. The project to make the temporary road diet permanent includes construction of raised medians, widening sidewalks in some areas, and making modifications to the existing and/or planned traffic signals at Maple Street, Laurel Street and Hersey Street-Wimer Street intersections. A traffic signal will be needed at the Hersey Street-Wimer Street intersection in the near-term; modifications to the existing signals Maple Street and Laurel Street intersection to include protected/permissive left-turn phasing is a longer-term need.

East Main Street: Oak to 3rd Street
(One-Way Southbound)



Potential Cross-Sections
East Main Street–Oak to 3rd Street
Ashland, Oregon

FIGURE 14

H:\projfile\10633 - City of Ashland TSP Update\dwgs\figs\cdr\10633_cross-sections_03.cdr

Table 12 Draft Preferred Plan Intersection and Roadway Projects

(Project #) Name	Description	Reasons for the Project	Priority (Timeline)	Cost[2]
(R1) North Main Street (OR 99)/Wimer Street-Hersey Street Intersection Improvements	Realign Hersey Street and Wimer Street approaches to eliminate offset	Improve Safety, Improve Operations	High (0-5 Years)	$283,000
(R2) North Main Street (OR 99)/Wimer Street-Hersey Street Intersection Improvements	Install a traffic signal and the intersection once MUTCD traffic volume or MUTCD crash warrants are met	Improve Safety, Improve Operations	Low (15-25 Years)	$300,000
(R3/R4) Main Street (OR 99 Southbound)/Oak Street Intersection Improvements	Install a traffic signal and convert the eastbound right turn lane from a free flow movement to a signalized movement.	Improve Safety, Improve Operations	High (0-5 or 15-25 Years)[1]	$317,000
(R5) Siskiyou Boulevard (OR 99)-Lithia Way (OR 99 NB)-Main Street (OR 99 SB)/East Main Street Intersection Improvements	Improve visibility of signal heads. Identify and install treatments to slow vehicles on northbound approach	Improve Safety	High (0-5 Years)	$50,000
(R6) Siskiyou Boulevard (OR 99)/Tolman Creek Road Intersection Improvements	Conduct a speed study. Identify and install speed reduction treatments on northbound approach	Improve Safety	High (0-5 Years)	$61,000
(R7) Siskiyou Boulevard (OR 99)/Tolman Creek Road Intersection Improvements	Install a roundabout[1]	Improve Safety, Gateway to Urban Area	Low (15-25 Years)	$2,000,000
(R8) Ashland Street (OR 66)/Oak Knoll-East Main Street Intersection Improvements	Realign East Main Street approach to eliminate offset and install speed reduction treatments	Improve Safety	High (0-5 Years)	$76,000
(R9) Ashland Street (OR 66)/Oak Knoll-East Main Street Intersection Improvements	Install a roundabout[1]	Improve Safety, Gateway to Urban Area	Low (15-25 Years)	$3,150,000
(R10) Oak Street/Van Ness Avenue – A Street Intersection Improvements	Realign Van Ness Avenue approach to eliminate offset	Reduce Conflicts, Improve Street Continuity	Development Driven	$368,000
(R11) Lithia Way (OR 99 NB)/Oak Street Intersection Improvements	Install a traffic signal	Improve Operations	Low (15-25 Years)	$200,000

(Project #) Name	Description	Reasons for the Project	Priority (Timeline)	Cost[2]
(R12) Siskiyou Boulevard (OR 99)/Sherman Street Intersection Improvements	Realign Sherman Street approach to eliminate offset	Improve Street Continuity	Development Driven	$196,000
(R13) Siskiyou Boulevard (OR 99)/Park Street Intersection Improvements	Realign Park Street approach to eliminate offset	Reduce Conflicts, Improve Street Continuity	Development Driven	$296,000
(R14) Siskiyou Boulevard (OR 99)/Terra Avenue-Faith Avenue Intersection Improvements	Realign Faith Avenue approach to eliminate offset	Reduce Conflicts, Improve Street Continuity	Development Driven	$216,000
(R15) Main Street (OR 99 SB) Cross-Section Modifications	Modify the cross-section of Main Street from Oak Street to southern couplet terminus to two vehicle travel lanes with a buffered bicycle lane	Create Space for Bikes	High (0-5 Years)	$33,000
(R16) Lithia Way (OR 99 NB) Cross-Section Modifications	Modify the cross-section of Lithia Way to provide buffered space between the bicycle lane and vehicles	Provide a Striped buffer for Bicycle Lane	High (0-5 Years)	$38,000
(R17) East Nevada Street Extension	Extend Nevada Street from Bear Creek to Kestrel Parkway	Balance Mobility and Access	Medium (5-15 Years)	$579,000
(R18) 4th Street Extension	Extend 4th Street from A Street to Hersey Street; Coordinate with Project X1	Balance Mobility and Access	Low (15-25 Years)	$1,178,000
(R19) Normal Avenue Extension	Extend Normal Avenue to East Main Street; Coordinate with Project X3	Balance Mobility and Access	Medium (5-15 Years)	$2,705,000
(R20) Creek Drive Extension	Extend Creek Drive from Meadow Drive to Normal Avenue Coordinate with IAMP Exit 14 Access Management on Ashland Street (OR 66)	Balance Mobility and Access	Development & Access Management Driven	$1,012,000
(R21) New Roadway (A)	Construct a New Roadway from Ashland Street (OR 66) to New Roadway (B) (Project R22) Coordinate with IAMP Exit 14 Access Management on Ashland Street (OR 66) and Surrounding Development	Facilitate Economic Growth Balance Mobility and Access	Development & Access Management Driven	$1,477,000

(Project #) Name	Description	Reasons for the Project	Priority (Timeline)	Cost[2]
(R22) New Roadway (B)	Construct a New Roadway from Clay Street to Property Northwest of Exit 14 Southbound Off Ramps. Coordinate with IAMP Exit 14 Access Management on Ashland Street (OR 66) and Surrounding Development	Facilitate Economic Growth Balance Mobility and Access	Development & Access Management Driven	$2,815,000
(R23) New Roadway (C)	Construct a New Roadway from Clay Street to Property Northwest of Exit 14 Southbound Off Ramps. Coordinate with IAMP Exit 14 Access Management on Ashland Street (OR 66) and Surrounding Development	Facilitate Economic Growth Balance Mobility and Access	Development & Access Management Driven	$2,465,000
(R24) Clear Creek Drive Extension	Construct a New Roadway Connecting the Two Existing Segments of Clear Creek Drive providing a continuous east-west roadway between Oak Street and Mountain Avenue	Facilitate Economic Growth Balance Mobility and Access	Development & Access Management Driven	$1,800,000
(R25) Washington Street Extension to Tolman Creek Road	Extend Washington Street to Tolman Creek Road Coordinate with IAMP Exit 14 Access Management on Ashland Street (OR 66) and Surrounding Development	Facilitate Economic Growth Balance Mobility and Access	Development & Access Management Driven	$1,015,000
(R26) New Roadway (D)	Construct a New Roadway from East Main Street to Ashland Street (OR 66) Coordinate with IAMP Exit 14 Access Management on Ashland Street (OR 66) and Surrounding Development	Facilitate Economic Growth Balance Mobility and Access	Development & Access Management Driven	$2,329,000
(R27) Grizzly Drive Extension	Extend Grizzly Drive from Jacquelyn Street to Clay Street	Balance Mobility and Access	Development Driven	$767,000
(R28) Mountain View Drive Extension	Extend Mountain View Drive from Parkside to Helman Street	Balance Mobility and Access	Development Driven	$587,000
(R29) Washington Street Extension to Benson Way	Extend Washington Street to Benson Way	Facilitate Economic Growth Balance Mobility and Access	Development Driven	$1,153,000

(Project #) Name	Description	Reasons for the Project	Priority (Timeline)	Cost[2]
(R30) Fordyce Neighborhood Street Extension	Extend Fordyce Neighborhood Street to Mountain Avenue	Balance Mobility and Access	Development Driven	$842,000
(R31) Wimer Street Extension	Extend Wimer Street to Ashland Mine Road	Balance Mobility and Access	Development Driven	$2,372,000
(R32) Kestrel Parkway Extension	Extend Kestrel Parkway to Mountain Avenue at Nepenthe Road	Balance Mobility and Access	Development Driven	$1,764,000
(R33) Jefferson Avenue Extension	Extend Jefferson Avenue to E Jefferson Avenue	Facilitate Economic Growth Balance Mobility and Access	Development Driven	$685,000
(R34) Railroad Property Development	Extend Existing Adjacent Streets to Provide Connectivity within, to and from the Property	Facilitate Economic Growth Balance Mobility and Access	Development Driven	$1,433,000
(R35) North Main Street Temporary Road Diet	Implement a temporary road diet on North Main Street. Temporary road diet includes converting North Main Street to a two-lane roadway with a two-way center turn lane and bicycle lanes in both directions	Improve Safety, Balance Mobility and Access	High (0-5 Years)	$160,000
(R36) North Main Street Implement Permanent Road Diet	Convert temporary road diet to permanent installation, which includes, at a minimum, signal modifications to North Main Street/Maple Street and North Main Street/Laurel Street intersections	Improve Safety, Balance Mobility and Access	Medium (5-15 Years)	$200,000
(R37) Main Street Cross-Section Modification with Wider Sidewalks[3]	Update the Main Street roadway cross-section from R15 to include wider sidewalks. Requires converting buffered bicycle lane to a traditional bicycle lane	Create a Green Template, Facilitate Economic Growth. Balance Mobility and Access	Medium (5-15 Years)	$396,000
(R38) Ashland Street Streetscape Enhancements (Siskiyou Boulevard to Walker Avenue)	Widen and reconstruct sidewalks with street trees, stormwater planters and bus shelters. Walker Avenue intersection enhancement with concrete crosswalks and paving, and ornamental lights.	Support Pedestrian Places Planning	Medium (5-15 Years)	$1,100,000

(Project #) Name	Description	Reasons for the Project	Priority (Timeline)	Cost[2]
(R39) Ashland Street Streetscape Enhancements (Walker Avenue to Normal Avenue)	Widen and reconstruct sidewalks with street trees, stormwater planters and bus shelters.	Support Pedestrian Places Planning	Development Driven	$1,300,000
(R40) Walker Avenue Festival Street (Siskiyou Boulevard to Ashland Street)	Street reconstruction with flush curbs and scored concrete roadway surface. Sidewalk treatments to include decorative bollards to delineated pedestrian space, street trees, LID stormwater facilities and ornamental lighting.	Support Pedestrian Places Planning	High (0-5 Years)	$780,000
(R41) Ashland Street/Tolman Creek Road Streetscape Enhancements	Widen and reconstruct sidewalks with street trees, stormwater planters and bus shelters. Ashland/Tolman Creek intersection enhancement with concrete crosswalks, paving, ornamental lights.	Support Pedestrian Places Planning	Development Driven	$1,500,000
(R42) E Main Street/N Mountain Avenue Streetscape Enhancements	Widen and reconstruct sidewalks with street trees, stormwater planters and bus shelters. E. Main/N. Mountain intersection enhancement with concrete crosswalks and paving, and ornamental lights.	Support Pedestrian Places Planning	Development Driven	$1,500,000
Sub Totals				
Low Priority (15-25 Years)				$6,828,000
Medium Priority (5-15 Years)				$4,980,000
High Priority (0-5 Years)				$1,798,000
Development Driven				$27,892,000
Total				$41,498,000

Notes:

[1]Initial roundabout operations analysis and high-level feasibility assessment were performed to confirm a roundabout appears physically and operationally feasible. A more detailed preliminary roundabout design and study should be conducted before activities such as right-of-way acquisition and/or developing detailed design plans.

[2]Cost estimates are for engineering and construction costs. They do not include right-of-way. They are rounded to the nearest thousand dollars.

[3]Cost estimate for R37 does not include pavement rehabilitation for vehicle lanes on Main Street. Including the cost of pavement rehabilitation for vehicle lanes on Main Street would increase project cost to $1,088,000.

The projects in Table 12 and Figure 11 were identified based on input received through the white paper process from the PMT, TAC, PC, and TC.

The intersection projects were also developed based on the 2034 future conditions analysis results, safety analysis results, and planning-level feasibility assessments (e.g., is a roundabout physically possible, could the street actually be realigned given adjacent historic structures). These projects were documented in the Draft Roadway and Intersection Projects Memorandum (dated July 19, 2011) and discussed with the Planning and Transportation Commission on July 26, 2011.

The new roadway and roadway extension projects were identified from previous and/or related plans such as the 1998 TSP, the unadopted 2007 TSP update, and the Interchange Area Management Plan (IAMP) for Exit 14. The new roadway and roadway extension projects were discussed and documented as part of the Joint Planning and Transportation Commission Meeting on July 26, 2011.

The projects identified to support pedestrian places were documented as part of the Pedestrian Places planning activities. The Pedestrian Places planning is discussed further in the following section.

Pedestrian Places

Pedestrian Places are assumed to influence the patterns and types of development that will modify transportation behaviors. Similarly, investments in multimodal transportation are assumed to encourage development characterized by a more compact concentration of neighborhood services and housing, and by a wider and more affordable range of housing choices. Both assumptions are reasonable. However, others factors such as income, demographics, and local preferences, are very important determinants of housing and transportation choices.

Incorporating projects into the preferred plan to support the Pedestrian Places planning is a unique opportunity to satisfy complementary objectives:

- Reduce travel trips by car;
- Create momentum for enhanced transit, pedestrian, and bicycle facilities;
- Establish an implementation strategy for coordinating public and private actions that includes updates to zoning and ordinances;
- Identify changes in transportation funding that directly affect private development; and
- Encourage more affordable housing choices.

The following subsections provide an overview of the concept plans for the pedestrian places, discuss key elements for successful pedestrian places and present implementation considerations.

CONCEPT PLANS

The selected locations for the conceptual planning studies are at the intersections of North Mountain Avenue/East Main Street, Ashland Street/Tolman Creek Road, and Ashland Street/Walker Avenue. Great Streets, gathering places, new shops/offices, transit improvements, and new and public art opportunities were set out as the building blocks for these places. The study areas included an approximate 5-minute walk area surrounding the intersections. A vision statement was developed and neighborhood development and connectivity opportunities were identified.

A conceptual development plan for an individual parcel was developed for each location. The intent of the plans was threefold. First, they illustrate one possible expression of the building blocks of pedestrian-oriented design that were established at the first community workshop. A number of other design concepts could also be built from those blocks. Second, they explored whether or not transit-supportive densities could be achieved and with assumptions about parking, building height, and size of residential uses. Lastly, the concepts helped shed light on any changes to current zoning and ordinances that might support or hinder any of the opportunity sites identified within the selected areas. The plans should not be taken as specific or imminent development proposals or as architectural design recommendations subject to current planning approval. The concept plans for each of the three pedestrian places include opportunity sites for redevelopment, on-site circulation plans, development concepts, transportation and streetscape projects including cross-sections and plan view concepts and are included in Attachment D.

A brief concept overview is provided below for each Pedestrian Place.

Mountain/Main

Create a neighborhood center that encourages the growth of an arts community to complement the civic uses, school uses and the historic neighborhood that surround the center. Land use strategies that will support that vision might include adaptive reuse of the existing Art Academy and of an historic home. Reuse could provide small gallery and workshop spaces, and provide community educational opportunities for the arts. Another supportive strategy would be affordable in-fill housing as apartments and live/work spaces. Both of these housing choices appeal to artists, younger educators and other new residents that will contribute this kind of neighborhood community. Exhibit 18 illustrates some of the concepts developed for Mountain/Main Pedestrian Place.

Exhibit 18 – Mountain/Main Pedestrian Place Concepts

The neighborhood center also needs a more complete and continuous grid of walking routes connecting people to the Pedestrian Place. Those routes are not necessarily new local streets. They could be multiuse pathways for pedestrians and bikes or alleys that are part of new in-fill housing plans.

Ashland/Walker

Create a complete and compact university district 'hub' that complements the SOU Master Plan for additional student housing. From a development perspective, this is a long-term vision requiring time and a favorable set of market and financing conditions, along with some stimulus from implementation of the SOU Master Plan. Elements of the hub could be greatly enhanced streetscape for both Walker Avenue and Ashland Street, and redevelopment that ultimately results a well-designed cluster of retail and entertainment uses with affordable housing choices. Exhibit 19 illustrates some of the concepts developed for Ashland/Walker Pedestrian Place.

Exhibit 19 – Ashland/Walker Pedestrian Place Concepts

Ashland/Tolman

Creating a Pedestrian Place here will require strategies for overcoming the context of a major arterial street leading directly to the freeway, fast moving traffic and large surface parking lots — each of which is unfriendly to pedestrians. That unfriendliness is reflected in relatively low levels of pedestrian activity today. Improvements to the street edges, in the form of sidewalk corridors with more a complete and attractive palette of streetscape elements will be an important starting point. Exhibit 20 illustrates some of the concepts developed for Ashland/Tolman Pedestrian Place.

Exhibit 20 – Ashland/Tolman Pedestrian Place Concepts

As redevelopment occurs over time, a good strategy would be to encourage a better balance between the viable commercial uses there today and housing located very near to the intersection. Development of mixed use projects, combining residential choices such as apartments or condominiums, with smaller scale retail or office uses will significantly alter the pedestrian environment. People living there will increase the observed walking activity and provide the presence of other people around you during both daytime and nighttime hours.

KEY CHARACTERISTICS FOR SUCCESS

The following discuss some of the key pedestrian places characteristics that will help contribute to their success as centers of activity facilitating economic growth in a sustainable and multimodal manner.

Transit-Supportive Characteristics

For the individual parcels studied, achieving densities supportive of frequent bus service was an important criterion. The results were encouraging with regard to potentially increasing ridership and creating a more comfortable environment for transit riders to wait for and board the bus.

Increased Ridership

The threshold density for frequent bus service would be met and exceeded with two-story residential and mixed-use buildings. The achievable densities would range from approximately 22 dwelling units/acre to 30 dwelling units/acre. Those densities are consistent with current zoning for the parcels studied.

Enhanced Transit Environment

High-quality bus stop environments would be created through the generous passenger waiting areas, shelters and other passenger amenities, zero set-back for buildings, front doors and display windows, and the potential for small shops that may occasionally meet other needs of transit riders. Increased walking connectivity will also encourage transit use.

Transit-Supportive Corridors

Redevelopment of a single parcel will not achieve the overall ridership potential to change the level of transit service. Housing density supportive of transit would need to be present throughout a 5- to 10-minute walking area of the stop. With closely spaced bus stops, these areas overlap, suggesting that increasing average density throughout the corridor may be the metric to address. However, a full analysis of transit ridership potential needs to also consider demographic and income factors.

Designing the Public Realm

The concept of a Pedestrian Places integrates land use and transportation planning through emphasizing the importance of the 'public realm'. The public realm is more than what lies within the strict confines of the street right-of-way. It is all the exterior places, linkages, and built elements that can be physically and visually accessed from the street and from the building entries fronting the street. These places, linkages, and elements are all subject to design. They will affect how comfortable, safe, and appealing the street is for its intended users.

IMPLEMENTATION

Implementation of the Pedestrian Places has both a land use and transportation element and will primarily occur through development and redevelopment of private property as well as improvements within the public right-of-way. Ashland's current zoning appears to be largely supportive of creating Pedestrian Places from a land use perspective. However, implementation is proposed to occur through the creation of an overlay zone that would apply to areas within a 5-minute walk which are already designated as Detailed Site Review Zones on the City's Site Design Zone map. Some of the key changes the overlay zone would address include:

- Reduced parking standards;
- Increased allowable floor-area ratio (FAR);
- Maximum building setbacks from the street;
- A minimum building height; and
- Revision to the landscaped area requirements.

The detailed code review and recommendations to implement the Pedestrian Places is included in Attachment D.

From a transportation perspective, implementation of the Pedestrian Places includes the projects in the public right-of-way listed below.

- (R38) Ashland Street Streetscape Enhancements from Siskiyou Boulevard to Walker Avenue
- (R39) Ashland Street Streetscape Enhancements from Walker Avenue to Normal Avenue
- (R40) Walker Avenue Festival Street from Siskiyou Boulevard to Ashland Street
- (R41) Ashland Street/Tolman Creek Road Streetscape Enhancements
- (R42) E Main Street/N Mountain Avenue Streetscape Enhancements

Projects R38, R39, R40, R41, and R42 are incorporated into the Intersection and Roadway Plan preferred project list shown previously in Table 12.

Parking Plan

This section will present the City of Ashland's Parking Plan. The Consultant team is currently drafting this portion of the Draft TSP. It will be presented as part of the Draft TSP deliverable scheduled to be provided by November 15, 2011. The Parking Plan will include policy (L9) Update Downtown Parking Management and study (S2) Downtown Parking Management Plan. The Parking Plan will also include a toolbox of parking management strategies the City can use to manage parking.

Other Modes Plan (Air, Water, Pipeline)

This section addresses the air, pipeline, and surface water for the City of Ashland. Each subsection below describes each respective network and how it operates within the City. Future projects were not identified for these service areas, because service is provided by private entities.

AIR

The Ashland Municipal Airport is located 3 miles northeast of downtown at the eastern boundary of the city limits. The airport has two runways, both 3,600 feet long, paved in asphalt and in good condition. The surface area of the airport is approximately 95 acres. The airport is only for general aviation and private use. The land within Ashland city boundary within the Airport Overlay Zone is zoned as E-1, RR-1, R-110 and C-1.

The Ashland Municipal Airport does not offer commercial flights. The nearest commercial flights are out of the Rogue Valley International-Medford Airport. Medford offers both passenger and freight service to cities throughout the Northwest with connections to larger airports and markets. The Rogue Valley International-Medford Airport is 989 acres in size and is located 3 miles north of the Medford central business district near I-5.

WATER

The Rogue River is the largest body of water in the area but is not large enough to use as a form of transportation, only recreation. The nearest port is located in Coos Bay and is an international/national shipping facility.

PIPELINE

Within the Rogue Valley there is a natural gas pipeline owned and operated by Avista Corporation. Originally the pipeline extended from Portland to Medford but a subsequent project connected this pipeline to a line that crosses central Oregon. The distribution lines for this pipeline are located along I-5 between Grant's Pass and Ashland and the main pipeline is located within the I-5 corridor.

Recently a new pipeline was installed from Ashland to Klamath Falls to increase the natural gas capacity of the local lines and meet increasing demand.

There are no intermodal terminals located in or near Ashland. Natural gas can only be transported by pipeline.

Sustainability Plan

This section presents the Sustainability Plan for the City of Ashland. The key elements of the sustainability plan discussed below are transportation demand management (TDM), reduction of Ashland's carbon footprint, climate change, environmental impact to transportation benefit matrix, private sector sustainability solutions, and other relevant policies, goals, and objectives. These elements contribute to the City's goal of creating a green template for other communities to follow.

TRANSPORTATION DEMAND MANAGEMENT

TDM measures include methods aimed at shifting travel demand from single occupant vehicles to non-auto modes or carpooling, travel at less congested times of the day, or to locations with more available vehicle capacity. Some common examples of TDM strategies include programs such as carpool matching assistance or flexible work shifts; parking management strategies; direct financial incentives such as transit subsidies; or facility or service improvements, such as bicycle lockers or increased bus service.

Some of the most effective TDM strategies are best implemented by employers and are aimed at encouraging non-single occupancy vehicle (SOV) commuting. Strategies include preferential carpool parking, subsidized transit passes, and flexible work schedules. Cities and other public agencies can play a critical role in support of TDM through provision of facilities and services, as well as development policies that encourage TDM.

While many TDM strategies are most effectively implemented by employers, there are strategies cities can implement or support with other agencies. These include access management and connectivity strategies that are more often associated with roadway elements of planning. Other strategies include providing non-auto facilities (sidewalks, bicycle lanes, transit amenities) and managing existing resources (parking). Each of these elements is addressed in the City of Ashland's Active Transportation Plan, Transit Plan, and Parking Plan. Another critical role that cities play is in the policies related to development activities. Through support, incentive, and mandate, cities can monitor new development such that it supports a balanced transportation system. The City of Ashland's Multimodal/Safety Based (Alternative) Development Review Process (see policy L2) is one example of enabling and supporting a balanced system.

Several broad TDM strategies are summarized in Table 13. The table also identifies typical implementation roles.

Table 13 TDM Strategies and Typical Implementing Roles

TDM Strategy		City/County	Transportation Management Association[1]	Developers	Transit Provider	Employers	State
TDM-1	Public parking management	P		S	S	S	
TDM-2	Flexible parking requirements	P		S		S	
TDM-3	Access management	P					P
TDM-4	Connectivity standards	P		S			P
TDM-5	Pedestrian facilities	P		S		S	S
TDM-6	Bicycle facilities	P		S			S
TDM-7	Transit stop amenities	S		S	P		
TDM-8	Parking management	P		S		S	
TDM-9	Limited parking requirements	P		S			
TDM-10	Carpool match services	S	P			S	
TDM-11	Parking cash out		S		S	P	
TDM-12	Subsidized transit passes	S or P			S	P	
TDM-13	Carsharing program support	P	S	S	S	S	

Notes: [1]A Transportation Management Association does not currently exist in the City of Ashland
P: Primary role
S: Secondary/Support role
* Primary implementation depends on roadway jurisdiction

As noted above, the City of Ashland's Active Transportation Plan, Transit Plan, Parking Management Plan, and Intersection and Roadway Plan already address a number of the TDM strategies above. These include:

- Pedestrian Facilities – See the Active Transportation Plan
- Bicycle Facilities – See the Active Transportation Plan
- Subsidized Transit Passes and Transit Stop Amenities – See the Transit Plan
- Access Management – See the Intersection and Roadway Plan
- Parking Management – See the Parking Management Plan
- Updated Development Review Process – See the Multimodal/Safety Based (Alternative) Development Review Process

Incentives can also be used to encourage development to incorporate facilities, strategies and programs that promote TDM. For example, a tiered system of SDC credits could be provided to developers that implement two or more TDM strategies such as paid parking, special carpool parking, free transit passes, shower facilities, and/or electric vehicle charging stations.

As part of the Consultant Team's on-going work on the Sustainability Plan, the team is reviewing development codes related to TDM to identify the appropriate revisions to encourage businesses and employers to be multimodal oriented. The team is also drafting a Multimodal SDC, which will include incentives for TDM activities.

REDUCTION OF CARBON FOOTPRINT

The Consultant Team is currently drafting policies aimed at reducing the City's carbon footprint. These policies will be presented as part of the Draft TSP deliverable currently scheduled to be provided by November 15, 2011.

CLIMATE CHANGE

The Consultant Team is currently drafting this subsection. Many of the Active Transportation Plan and Transit Plan policies, programs, and projects contribute to addressing climate change. This subsection will highlight those elements and the corresponding benefits specific to climate change; this will be presented as part of the Draft TSP deliverable currently scheduled to be provided by November 15, 2011.

ENVIRONMENTAL IMPACT TO TRANSPORTATION BENEFIT MATRIX

The Consultant Team is drafting a matrix to indicate the relative transportation benefits of projects compared to their estimated environmental impacts. This matrix will be presented as part of the Draft TSP deliverable currently scheduled to be provided by November 15, 2011.

PRIVATE SECTOR SUSTAINABILITY SOLUTIONS

The Consultant Team is drafting this subsection. It will present existing and potential private sector solutions sustainability and policies the City can implement to promote private sector solutions. These solutions and policies will be presented in the Draft TSP deliverable currently scheduled to be provided by November 15, 2011.

OTHER RELEVANT POLICIES, GOALS, AND OBJECTIVES

The Consultant Team is drafting this subsection. Additional policies, goals and objectives relevant to reducing reliance on the automobile that are not already addressed above will be presented here. These

additional policies, goals and objectives will be included in the Draft TSP deliverable currently scheduled to be provided by November 15, 2011.

PREFERRED PLAN SUMMARY

Table 14 summarizes the transportation programs, studies and project costs by mode and desired timeframe based on need and priority. *In general, policies do not require funds to implement; therefore, the preferred plan policies are not reflected in Table 14. The policies presented above will be carried through to the Draft TSP pending revisions based on comments received from TAC, PC, and TC members.*

Table 14 Transportation Programs, Studies and Project Cost Summary by Timeline

Timeline	General	Pedestrian	Bicycle	Transit	Freight	Intersection and Roadway	Total Program, Studies and Project Costs
0-5 Years	-	$7,300,000	$1,335,000	$1,000,000	-	$1,948,000	$11,583,000
5-15 Years	$105,000	$10,100,000	$750,000	$2,750,000	$750,000	$5,375,000	$19,830,000
15-25 Years	-	$10,400,000	$950,000	$3,500,000	-	$6,828,000	$21,678,000
Development Driven	-	$250,000	-	-	$2,100,000	$27,892,000	$30,242,000
Total	$105,000	$28,050,000	$3,035,000	$7,250,000	$2,850,000	$42,043,000	$83,333,000

As shown in Table 14, a total of $83,333,000 of programs, studies, and projects have been identified for the City of Ashland over the next 25 years. The following section discusses the future transportation funding forecasted for the City. The forecast fund information is used to create the Financially Constrained Plan. The Financially Constrained Plan includes as many of the higher priority projects identified in Preferred Plan as fiscally possible. Projects identified in Preferred Plan as development driven are not included in the Financially Constrained Plan.

FUTURE TRANSPORTATION FUNDING

Historically, a transportation program has been funded through the Street Fund. The Street Fund is a combination of federal, state, and city funds including Local Improvement Districts (LID) and System Development Charges (SDCs). The City portion of LID total project costs may vary. The transportation program includes streets, sidewalks, bike paths, railroad crossings, and transit. The Street Fund also covers maintenance costs associated with landscaping for medians, entry ways, and downtown landscaping. This landscape maintenance is accomplished through an agreement with the Parks Department. The Transportation Commission, specific transportation studies and the current update of the TSP are also funded as elements of the transportation program.

Street Fund Revenue sources include:

- Oregon State gasoline taxes that may be used on roadway pavement and maintenance projects.
- City franchise fees paid by other city enterprise funds such as electric, water, wastewater, and others for use of the transportation system.
- City transportation systems development charges (SDCs which were updated in FY08) to pay for future growth needs of the system. ***It should be noted that a multimodal system development charge methodology and program is part of the TSP Update contingency scope of work and will be evaluated by the PMT for inclusion in the project following the TAC's, PC's, and TC's initial acceptance of the draft preferred and financially constrained plans.***
- City transportation user/utility fees assessed to all property owners.
- City Local Improvement District charges for specific projects assessed through a benefiting district, and state and federal grants including:
    - TE – Federal Transportation Enhancement projects for sidewalks, bike path, etc.
    - STP – State Transportation Program funds for major improvements and system upgrades to the City's system.
    - STIP – State Transportation Improvement Plan funds for urban upgrades on state facilities.

- CMAQ – Federal Congestion Mitigation and Air Quality grant funds for projects that help reduce emissions (Diesel Retrofit and Sweeper purchases) and dust (paving projects).
- OECDD SPWF – Oregon Economic Commission Development Division Special Public Works Funds for projects that relate to the creation of new jobs.
- Other safety and specific transportation funding program opportunities.
- Federal Stimulus funds (ARRA).

Economic uncertainty has created funding shortfalls and a newly created "Unfunded" category for Capital Improvements Program (CIP) projects. In Fiscal Year (FY) 2009-10, the proposed CIP was over $12 Million. For FY 2010-11 the total has declined to less than $6 Million, with $2.5 Million identified for Transportation/LID projects. Table 15 summarizes the Transportation/LID portion of the CIP through FY 2012-17. A more detailed summary is provided in Attachment E.

Table 15 CIP Funding for Construction Years 2008-2017

Transportation Program	Project Totals	Street SDC	Grants	LIDs	Fees & Rates
Transportation	$5,260,216	$605,070	$2,140,100	-	$2,515,406
Street Improvements and Overlays	$2,635,000	-	$651,000	-	$1,984,000
Local Improvement Districts	$827,400	$148,932	-	$320,100	$358,368
Transportation and LID Totals	**$8,722,616**	**$754,002**	**$2,791,100**	**$320,100**	**$4,857,414**
Annual Total	**$970,000/year**				
0-5 Year Revenues	$4,850,000				
6-15 Year Revenues	$9,700,000				
16-25 Year Revenues	$9,700,000				
25 Year Capital Revenues	**$24,250,000**				

Based on the information in Table 15, and assuming equal funding each year based on current funding levels, it is assumed that approximately $24,250,000 will be available for capital projects over the next 25 years.

It should be noted that the constrained funding forecast of $24,250,000 is based on current funding programs and could be altered from revised projections or changes in or creation of new funding sources by the City Council (e.g., the proposed multi-modal system development charge).

FINANCIALLY CONSTRAINED PLAN

Given the anticipated funding available shown in Table 15, as many of the highest priority programs, studies and projects were identified that could potentially be funded with the City's anticipated $24,250,000 in funds for capital improvements. This list includes projects under the sole jurisdiction of the City of Ashland as well as projects that would require the City's financial participation in joint projects with ODOT, Jackson County, and RVTD. The City will coordinate with other agencies to leverage funding opportunities and therefore the projects in the "Financially Constrained Project List" should be looked at as an illustration of the City's current funding priorities but one that will change over time.

Table 16 presents a list of programs, studies, and projects organized by modal plan that can be considered reasonably likely to have funding over the next 25 years at the current time. *As noted in the Preferred Plan Summary section, all Preferred Plan policies presented above will be carried through to the Draft TSP pending revisions based on comments received from TAC, PC, and TC members.* An overview of what is included in Financially Constrained Plan is below.

- General Plan Elements
  - (S1) Funding Source Feasibility Study is included.
  - (S2) Downtown Parking Management Plan Study is included.
- Active Transportation Plan Elements
  - All four of the walking and cycling programs (O1 through O4) are included.
  - Eleven of the fifty-eight sidewalk projects are included. Sidewalk projects were prioritized based on the priority scores shown in Attachment B and the associated costs of the projects. It should be noted a number of Intersection and Roadway Plan Projects included in the Fiscally Constrained Plan include wider sidewalks and/or pedestrian enhancements (see R37, R38, and R40).
  - Thirty-three of the thirty-five bicycle projects are included. Projects B14 and B16 are not included; when more refined cost estimates are feasible for these projects, they may be added.
- Transit Plan Elements
  - (O5) Transit Service Program with funding as outlined in Preferred Plan.

- Heavy Rail Plan Elements
    - (X3) Normal Avenue At-Grade Crossing Upgrade is included with funds to close an existing at-grade crossing (X4 or X5), if necessary.
- Intersection and Roadway Plan Elements
    - Access management refinement studies (S3) through (S7) are not included in the Financially Constrained Plan. Other intersection and roadway studies and projects were given higher priority based on the City's TSP goals.
    - (S8) Downtown Couplet Transition Study and (S9) Ashland Street (OR 66)/Tolman Creek Road Safety Study are included.
    - Seventeen of the nineteen high, medium, and low priority intersection and roadway projects are included. Projects (R7) Siskiyou Boulevard (OR 99)/Tolman Creek Road Roundabout and (R9) Ashland Street (OR 66)/East Main Street Roundabout are not included due to their relatively high costs of approximately $2.00 million and $3.15 million, respectively.

As noted above, the list in Table 16 will change over time. Potential additional funding sources that the City could consider to increase future transportation revenues are included in Attachment F.

Table 16 Financially Constrained Programs, Studies and Projects List

(ID #) Name	Description	Reasons for the Program, Study or Project	Cost
0-5 Year Programs, Studies, and Projects			
Active Transportation Plan Programs and Projects			
(O1) TravelSmart Education Program	Invest in individualized, targeted marketing materials to be distributed to interested individuals for the purpose of informing and encouraging travel as a pedestrian or by bicycle	Encourage and facilitate travel as a pedestrian and/or bicyclist Part of creating a green transportation template	$45,000
(O2) Directed Patrols	Work with local law enforcement to identify and conducted targeted enforcement	Part of making safety a priority for all modes of transportation	$100,000
(O3) Electric Assist Bicycle Program	A rebate program to provide subsidies towards purchasing electric-assist bicycles Provide a means for overcoming topography and open bicycling to broader audience	Part of creating a green transportation template	$140,000

(O4) Retrofit Bicycle Program	Establish funds and process for installing bicycle racks at existing business/establishments	Facilitate bicycle travel Part of creating a green transportation template	$50,000
(P5) Glenn Street/Orange Avenue	From Main Street to 175 feet east of Willow Street	Contribute to Safe Route to School Fill Gap in Existing Sidewalk Network	$200,000
(P23) Wightman Street	From 200 feet north of Main Street to 625 feet south of Main Street	Contribute to Safe Route to School Fill Gap in Existing Sidewalk Network	$400,000
(P35) Siskiyou Boulevard	From Walker Avenue to Southern City Limits	Contribute to Safe Route to School Fill Gap in Existing Sidewalk Network	$800,000
(P43) Tolman Creek Road	From 550 feet north of Tolman Creek Road to 650 feet north of Ashland Street	Contribute to Safe Route to School Fill Gap in Existing Sidewalk Network	$250,000
(B2) Wimer Street	Bicycle Boulevard – From Thornton Street to Main Street. Coordinate with Project R31, as needed; Project R31 is Development Driven	Upgrade of existing bikeway to encourage greater use	$50,000
(B5) Scenic Drive/Nutley Street	Bicycle Boulevard – From Wimer Street to Winburn Way	Contribute to Safe Route to School Fill gap in Existing Bicycle Network	$100,000
(B7) Iowa Street	Bicycle Lane – From Terrace Street to Road Terminus	Contribute to Safe Route to School Fill gap in Existing Bicycle Network	$250,000
(B10) Mountain Avenue	Bicycle Lane – From Siskiyou Blvd to Prospect Street	Contribute to Safe Route to School Fill gap in Existing Bicycle Network	$100,000
(B11) Wightman Street	Bicycle Boulevard – From road end to Siskiyou Boulevard	Contribute to Safe Route to School Fill gap in Existing Bicycle Network	$100,000
(B13) B Street	Bicycle Boulevard – From Oak Street to Mountain Avenue	Contribute to Safe Route to School Fill gap in Existing Bicycle Network	$100,000
(B19) Helman Street	Bicycle Boulevard – From Nevada Street to Main Street	Contribute to Safe Route to School Fill gap in Existing Bicycle Network	$100,000
(B30) Indiana Street	Bicycle Boulevard – Siskiyou Blvd to Woodland Drive	Fill gap in Existing Bicycle Network	$50,000

Transit Plan Program			
(O5) Transit Service Program	Provides funds and guidance on how to allocate funds to improve transit service in Ashland	Improve transit service to increase ridership Part of creating a green template, supporting economic prosperity, and creating system-wide balance	$1,000,000
Intersection and Roadway Plan Studies and Projects			
(S8) Downtown Couplet Transition Study	Evaluate the feasibility and costs associated with removing the downtown couplet and returning two-way traffic to Main Street and Lithia Way. Includes considering the feasibility of roundabouts at the north and south ends of downtown with two-way traffic downtown.	Determine if two-way traffic downtown may help City further achieve goals of economic prosperity, improving safety and a balanced system for all modes	$150,000
(R1) North Main Street (OR 99)/Wimer Street-Hersey Street Intersection Improvements	Realign Hersey Street and Wimer Street approaches to eliminate offset	Improve Safety, Improve Operations	$283,000
(R3/R4) Main Street (OR 99 Southbound)/Oak Street Intersection Improvements	Install a traffic signal and convert the eastbound right turn lane from a free flow movement to a signalized movement.	Improve Safety, Improve Operations	$317,000
(R15) Main Street (OR 99 SB) Cross-Section Modifications	Modify the cross-section of Main Street from Oak Street to southern couplet terminus to two vehicle travel lanes with a buffered bicycle lane	Create Space for Bikes	$33,000
(R16) Lithia Way (OR 99 NB) Cross-Section Modifications	Modify the cross-section of Lithia Way to provide buffered space between the bicycle lane and vehicles	Provide a Striped Buffer for Bicycle Lane to Increase Comfort for Bicyclists	$38,000
(R35) North Main Street Temporary Road Diet	Implement a temporary road diet on North Main Street. Temporary road diet includes converting North Main Street to a two-lane roadway with a two-way center turn lane and bicycle lanes in both directions	Improve Safety, Balance Mobility and Access, Creating Space for Bikes	$160,000
0-5 Year Sub Total			**$4,816,000**
6-15 Years Programs, Studies, and Projects			
General Studies			
(S1) Funding Sources Feasibility Study	Study to identify and evaluate the feasibility of additional funding sources to support transportation programs, studies, and projects.	Enable the City to Implement more Programs, Studies, and Projects to Achieve Goals	$30,000

Active Transportation Plan Projects			
(P25) Walker Avenue	From 950 feet north of Iowa Street to Ashland Street Project R40 will convert Walker Avenue from Ashland Street to Siskiyou Boulevard into a Festival Street conducive to serving multiple modes of travel; See Project R40 for more details	Contribute to Safe Route to School Fill Gap in Existing Sidewalk Network	$750,000
(P26) Normal Avenue	From 350 feet north of Homes Avenue to Siskiyou Blvd	Contribute to Safe Route to School Fill Gap in Existing Sidewalk Network	$400,000
(P38) Clay Street	From Siskiyou Blvd to southern terminus	Contribute to Safe Route to School Fill Gap in Existing Sidewalk Network	$500,000
(B9) Ashland Street	Bicycle Boulevard – From Guthrie Street to S Mountain Avenue	Contribute to Safe Route to School Fill Gap in Existing Bicycle Network	$50,000
(B20) Water Street	Bicycle Boulevard – From Hersey Street to Main Street	Contribute to Safe Route to School Fill Gap in Existing Bicycle Network	$20,000
(B23) Tolman Creek Road	Bicycle Lane – From Audry Street to Proposed Bicycle Path	Contribute to Safe Route to School Fill Gap in Existing Bicycle Network	$20,000
(B26) Normal Avenue	Bicycle Lane – From the railroad to Siskiyou Blvd	Contribute to Safe Route to School Fill gap in Existing Bicycle Network	$100,000
(B28) Walker Avenue	Bicycle Lane – From Siskiyou Blvd to Peachy Road	Fill Gap in Existing Bicycle Network	$100,000
(B32) 8th Street	Bicycle Boulevard – A Street to Main Street	Contribute to Safe Route to School Fill gap in Existing Bicycle Network	$50,000
(B35) Clay Street	Bicycle Boulevard – From Siskiyou Blvd to Canyon Park Drive	Fill gap in Existing Bicycle Network	$50,000
Transit Plan Program			
(O5) Transit Service Program	Provides funds and guidance on how to allocate funds to improve transit service in Ashland	Improve transit service to increase ridership Part of creating a green template, supporting economic prosperity, and creating system-wide balance	$2,750,000

Heavy Rail Plan Programs and Projects			
(X3) Normal Avenue Public Railroad Crossing	Upgrade existing at-grade crossing to public crossing standards as part of Normal Avenue Extension (Project R19)	Improve North-South Connectivity, Balance Mobility and Access	$500,000
(X4) Glenn Street or (X5) Wightman Street Railroad Crossing Closure	Close Glenn Street or Wightman Street railroad crossing to enable the City to upgrade crossing on Normal Avenue	One of these projects is only needed if a rail order to secure a brand new crossing is not successfully secured by the City	$50,000
Intersection and Roadway Plan Studies and Projects			
(S9) Ashland Street (OR 66)/Tolman Creek Road Safety Study	Conduct a transportation safety assessment in five years to identify crash trends and/or patterns as well as mitigations to reduce crashes.	Improve Safety	$20,000
(R5) Siskiyou Boulevard (OR 99)-Lithia Way (OR 99 NB)-Main Street (OR 99 SB)/East Main Street Intersection Improvements	Improve visibility of signal heads. Identify and install treatments to slow vehicles on northbound approach	Improve Safety	$50,000
(R6) Siskiyou Boulevard (OR 99)/Tolman Creek Road Intersection Improvements	Conduct a speed study. Identify and install speed reduction treatments on northbound approach	Improve Safety	$61,000
(R8) Ashland Street (OR 66)/Oak Knoll-East Main Street Intersection Improvements	Realign East Main Street approach to eliminate offset and install speed reduction treatments	Improve Safety	$76,000
(R19) Normal Avenue Extension	Extend Normal Avenue to East Main Street; Coordinate with Project X3	Balance Mobility and Access	$2,705,000
(R36) North Main Street Implement Permanent Road Diet	Convert temporary road diet to permanent installation, which includes, at a minimum, signal modifications to North Main Street/Maple Street and North Main Street/Laurel Street intersections	Improve Safety, Balance Mobility and Access	$200,000
(R37) Main Street Cross-Section Modification with Wider Sidewalks[3]	Update the Main Street roadway cross-section from R15 to include wider sidewalks. Requires converting buffered bicycle lane to a traditional bicycle lane	Create a Green Template, Facilitate Economic Growth. Balance Mobility and Access	$396,000

(R40) Walker Avenue Festival Street (Siskiyou Boulevard to Ashland Street)	Street reconstruction with flush curbs and scored concrete roadway surface. Sidewalk treatments to include decorative bollards to delineated pedestrian space, street trees, LID stormwater facilities and ornamental lighting.	Support Pedestrian Places Planning	$780,000
6-15 Years Sub-Total			**$9, 658,000**
16 – 25 Years Programs, Studies, and Projects			
General Studies			
(S2) Downtown Parking Management Plan Study	Study to evaluate the effectiveness of updated downtown parking management strategies and initiatives as well as consider their transferability to other parts of Ashland such as the Railroad District and Croman Mill Site.	Facilitate Economic Growth, Balance Mobility and Access	$75,000
Active Transportation Plan Projects			
(P9) Maple Street	From Chestnut Street to 150 feet east of Rock Street	Contribute to Safe Route to School Fill Gap in Existing Sidewalk Network	$100,000
(P12) Westwood Street	From Orchard Street to Strawberry Lane	Contribute to Safe Route to School Fill Gap in Existing Sidewalk Network	$300,000
(P16) Church Street	From High Street to Scenic Drive	Fill Gap in Existing Sidewalk Network	$200,000
(P28) Ashland Street	From Guthrie Street to Mountain Avenue	Contribute to Safe Route to School Fill Gap in Existing Sidewalk Network	$850,000
(B1) Schofield Street/Monte Vista Drive/Walnut Street/Grant Street/Chestnut Street	Bicycle Boulevard – From Main Street to Wimer Street	Fill Gap in Existing Bicycle Network	$100,000
(B3) Nevada Street	Bicycle Lane – From Vansant Street to Mountain Avenue Coordinate with Project R17	Fill Gap in Existing Bicycle Network	$250,000
(B4) Glendower Street	Bicycle Boulevard – From the Bear Creek Greenway to Nevada Street	Fill Gap in Existing Bicycle Network	$50,000
(B8) Morton Street	Bicycle Boulevard – From Siskiyou Boulevard to Ashland Street	Fill Gap in Existing Bicycle Network	$50,000
(B12) Wightman Street	Bicycle Boulevard – From road end to Siskiyou Boulevard	Fill Gap in Existing Bicycle Network	$100,000

(B15) Pioneer Street	Bicycle Boulevard - Main Street to Central Bicycle Path	Fill Gap in Existing Bicycle Network	$50,000
(B21) Oak Street	Bicycle Lane – From Nevada Street to Main Street	Fill Gap in Existing Bicycle Network	$200,000
(B22) Clay Street	Bicycle Boulevard – From Main Street to Ashland Street	Fill Gap in Existing Bicycle Network	$50,000
(B24) Clover Lane	Bicycle Lane – From Ashland Street to Proposed Bicycle Path	Fill Gap in Existing Bicycle Network	$50,000
(B25) Tolman Creek Road	Bicycle Lane – From Siskiyou Boulevard to Crestview Street	Fill Gap in Existing Bicycle Network	$200,000
(B27) Clay Street	Bicycle Boulevard – From the railroad to Siskiyou Boulevard	Fill Gap in Existing Network	$50,000
(B29) Ashland Street	Bicycle Lane – From I-5 Exit 14 SB to Highway 66	Contribute to Safe Route to School Fill Gap in Existing Bicycle Network	$10,000
(B31) Hersey Street	Bicycle Lane – Ann Street to Mountain Avenue	Contribute to Safe Route to School Fill Gap in Existing Bicycle Network	$50,000
(B33) 1st Street	Bicycle Boulevard – A Street to Main Street	Fill Gap in Existing Bicycle Network	$50,000
(B34) Railroad Property	Bicycle Lane – From Railroad to N Mountain Avenue	Fill Gap in Existing Bicycle Network	$50,000
Transit Plan Program			
(O5) Transit Service Program	Provides funds and guidance on how to allocate funds to improve transit service in Ashland	Improve transit service to increase ridership Part of creating a green template, supporting economic prosperity, and creating system-wide balance	$3,500,000
Intersection and Roadway Plan Projects			
(R2) North Main Street (OR 99)/Wimer Street-Hersey Street Intersection Improvements	Install a traffic signal and the intersection once MUTCD traffic volume or MUTCD crash warrants are met	Improve Safety, Improve Operations	$300,000
(R11) Lithia Way (OR 99 NB)/Oak Street Intersection Improvements	Install a traffic signal	Improve Operations	$200,000

(R17) East Nevada Street Extension	Extend Nevada Street from Bear Creek to Kestrel Parkway	Balance Mobility and Access	$579,000
(R18) 4th Street Extension	Extend 4th Street from A Street to Hersey Street; Coordinate with Project X1	Balance Mobility and Access	$1,178,000
(R38) Ashland Street Streetscape Enhancements (Siskiyou Boulevard to Walker Avenue)	Widen and reconstruct sidewalks with street trees, stormwater planters and bus shelters. Walker Avenue intersection enhancement with concrete crosswalks and paving, and ornamental lights.	Support Pedestrian Places Planning	$1,100,000
16-25 Year Sub Total			**$9,692,000**
Total (0 – 25 Years)			**$24,166,000**