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MEMORANDUM

Date: August 13, 2010 Project #: 10633.0

To: Jim Olson, City of Ashland
Cc: Project Management Team, Ashland Transportation Commission, Ashland Planning Commission

From: Susie Wright, PE, Marc Butorac, PE, and Erin Ferguson
Project: City of Ashland Transportation System Plan
Subject: Draft Goals, Objectives and Evaluation Criteria

This memorandum presents goals, objectives and a draft set of evaluation criteria for the City of Ashland Transportation System Plan (TSP) update. The goals and objectives will help guide the TSP update process. The evaluation criteria will be used to set policies and identify "preferred alternatives", which will comprise the list of recommended projects and associated policy, code amendments, and funding actions in the TSP.

The goals below are based on evaluating the transportation elements in the current City of Ashland Comprehensive Plan, the City of Ashland's land use and transportation goals, and City Council's goals related to sustainability and the environment. The specific objectives and evaluation criteria were developed based on the goals. The project objectives and evaluation criteria will serve as the means by which the TSP goals are realized. Following the goals, objectives, and evaluation criteria below is a discussion of the evaluation process to be used to evaluate policies and alternatives as well as an evaluation matrix to be used in later project selection.

Goals

The transportation related goals from the applicable sections of the City of Ashland's Comprehensive Plan are provided below.

Street Section

- To provide all citizens with safe and convenient transportation while reinforcing the recognition of public rights-of-way as critical public spaces.

Pedestrian and Bicycle Section

- To raise the priority of convenient, safe, accessible, and attractive walking and bicycling networks.
- To support and encourage increased levels of walking and bicycling.

- To emphasize environments, which enhance pedestrian and bicycle usage.
- To dedicate funding and staff support to implement the goals and policies of this section.

Public Transit Section

- To create a public transportation system that is linked to pedestrian, bicycle and motor vehicle travel modes, and is as easy and efficient to use as driving a motor vehicle.

Commercial Freight and Passenger Section

- To provide efficient and effective movement of goods, services and passengers by air, rail, water, pipeline, and highway freight transportation while maintaining the high quality of life of Ashland.

For reference, the policies related to each of the above goals are provided as Attachment "A". The policies being addressed as part of the TSP Update are identified.

DRAFT TRANSPORTATION SYSTEM PLAN UPDATE GOALS

The City of Ashland's TSP was last updated in its entirety in 1998; a partial update of a few chapters was completed in 2008. However, the as a whole, the current TSP no longer fully reflects the City of Ashland's desired land use and transportation goals. The transportation related Comprehensive Plan goals identified above, in combination with the City Council's goals related to sustainability and the environment, were combined to develop the following list of goals for the Transportation System Plan Update that address this particular gap. The goals of the Transportation System Plan Update are to:

1) Create a "green" template for other communities in the state and nation to follow.
2) Make safety a priority for all modes of travel.
3) Maintain small-town character, support economic prosperity and accommodate future growth.
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.

An underlying goal of the TSP update process is to satisfy the requirements of the Transportation Planning Rule (TPR) (OAR 660-012) for a TSP update. This includes collaborating with the City of Ashland's residents and transportation users through the Transportation Commission, Planning Commission, public open houses, key participant workshops, and the public website. It also includes ensuring compliance with the TSP content requirements of the TPR and consistency with the Oregon Transportation Plan (OTP), Oregon Highway Plan (OHP), adopted local, regional and state plans, and ODOT's TSP guidelines as well as coordinating with and being consistent with the transportation plans of the Rogue Valley Metropolitan Planning Organization (RVMPO) and Jackson County.

Objectives and Evaluation Criteria

Based on the goals for the TSP Update, objectives and evaluation criteria were organized into the following four categories: sustainability and environment, safety, land use integration, and mobility and accessibility.

The goal associated with each category and the corresponding objectives and evaluation criteria are below.

SUSTAINABILITY AND ENVIRONMENT

Goal #1: Create a "green" template for other communities in the state and nation to follow.

Objectives

1A. Create a prioritized list of active transportation (e.g., travel by bicycle, by foot and/or a combination of non-auto modes), green projects that reduce the number of auto trips, auto trip length, and vehicle emissions.

1B. Expand active transportation infrastructure to include features that encourage non-auto travel. Potential features include bicycle boulevards, bicycle lanes, wider bicycle trails, and improved lighting for bicycles and pedestrians.

1C. Establish targets for increasing biking, walking, and transit trips over the next 5, 10, and 20 years.

1D. Develop plans for pedestrian-oriented, mixed land-use activity centers with an active transportation focus and green infrastructure.

1E. Identify ways to reduce carbon impacts through changes to land use patterns and transportation choices to make travel by bicycle, as a pedestrian and by transit more viable.

1F. Update City of Ashland code street design standards to provide more flexibility and options for enhanced active transportation facilities.

1G. Implement environmentally responsible or green design standards.

1H. Investigate creative, cutting edge ways including policies to increase active transportation trips in the City of Ashland.

Criteria

1C1. Potential to increase city-wide transit ridership.

1C2. Potential to increase city-wide travel by bicycle.

1C3. Potential to increase city-wide travel by walking.

1C4. City-wide vehicle-miles-traveled (VMT) (as a surrogate for vehicle emissions).

1C5. Average trip length for City of Ashland residents (surrogate for street connectivity and integrated land use).

1C6. Level of impact on environmentally sensitive areas.

SAFETY

Goal #2: Make safety a priority for all modes of travel.

Objectives

2A. Coordinate with safe routes to school (SRTS) plans for local schools including Southern Oregon University.

2B. Develop an access management plan that can be adopted into code and enforced.

2C. Strategically plan for safety and operational improvements for bicyclists and pedestrians.

2D. Develop recommendations for realigning the highly skewed intersections within the City of Ashland that indicate there is notable potential to improve safety.

2E. Recommend appropriate means for managing state highways and major arterials to meet local and through traffic needs in terms of mobility, access, and safety.

2F. Incorporate the Highway Safety Manual (HSM) into development review and capital projects evaluation processes.

2G. Reduce the number of fatal and serious crashes in the City of Ashland by 50% in the next 20 years.

2H. Reduce the frequency of bicycle and pedestrian related crashes in the City of Ashland by 50% in the next 20 years.

Criteria

2C1. Projects located within SRTS plan area.

2C2. Number of access points for motorists based on street classification and desired street character.

2C3. Number of conflict points between all modes of travel including crossing points for pedestrians and bicyclists along major arterials.

2C4. Miles of designated facilities (on-street and off-street) for bicyclists and pedestrians provided.

2C5. Intersection visibility and sight distances available to motorists, pedestrians, and bicyclists at intersections and key decisions points.

2C6. Street cross-section, design, and traveler visual cues are consistent with desired vehicle speed and roadway use.

2C7. Estimated reduction in the frequency of fatal and serious injury crashes.

2C8. Estimated reduction in the frequency of bicycle and pedestrian related crashes.

LAND USE INTEGRATION

Goal #3: Maintain small-town character, support economic prosperity and accommodate future growth.

Objectives

3A. Develop an integrated land use and transportation plan to increase the viability of active transportation.

3B. Consider modal equity when integrating land use and transportation to provide travel options for system users.

3C. Identify opportunities, guidelines and regulations for bicycle, pedestrian and transit supportive land uses within the City of Ashland.

3D. Identify transportation projects or system adjustments that improve development potential and support increased mixed use development within the current Urban Growth Boundary.

3E. Identify adjustments to transportation and land use codes and regulations that will facilitate higher density developments in transit corridors, and shorter trip length and non-motorized modes of travel throughout the City of Ashland.

3F. Incorporate the Highway Capacity Manual multi-modal procedures into development review and capital improvement project evaluation processes.

Criteria

3C1. Appropriate density and mixture of land uses.

3C2. Potential changes to average trip length.

3C3. Viability and attractiveness of non-auto travel.

3C4. Potential increased attraction to developers and businesses.

MOBILITY AND ACCESSIBILITY

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.

Objectives

4A. Identify ways to improve street connectivity to provide additional travel routes to the state highways for bicyclists, pedestrians, and autos.

4B. Identify ways to provide sufficient levels of mobility and accessibility for autos while making minimal investment in new automobile focused infrastructure.

4C. Develop alternative (e.g., multimodal) mobility standards that allow for planned congestion to help achieve multimodal and land use objectives.

4D. Identify corridors where the alternative mobility standards could be beneficial to achieve multimodal and land use objectives.

4E. Recommend creative, innovative ways to more efficiently manage, operate, and fund the transportation system.

4F. Create a comprehensive transportation system by better integrating active transportation modes with transit and travel by auto.

Criteria

4C1. Pedestrian and bicycle volumes.

4C2. City-wide VMT and vehicle hours traveled (VHT).

4C3. Ability of alternative mobility standard to enhance the achievement of multimodal and land use objectives.

4C4. Average corridor travel speed on major thoroughfares compared to the desired operating speeds given roadway function, class and desired character.

4C5. Average planned density and land use mix on transit corridors.

4C6. Creates opportunity for safe, convenient and comfortable multimodal facilities.

4C7. Pedestrian and bicycle network coverage near transit stops.

4C8. Roadway geometry provides for freight mobility where it is needed.

Evaluation Process

A qualitative process using the criteria above will be used to evaluate the policies and alternatives developed through the TSP update. The rating method used to evaluate the alternatives is described below.

- Most Desirable: The concept addresses the criterion and/or makes substantial improvements in the criteria category. (+2)
- Moderately Desirable: The concept partially addresses the criterion and/or makes some improvements in the criteria category. (+1)
- No Effect: The criterion does not apply to the concept or the concept has no influence on the criteria. (0)

- Least Desirable: The concept does not support the intent of and/or negatively impacts the criteria category. (-1)

At this level of screening, the criteria will not be weighted; the ratings will be used to inform discussions about the benefits and tradeoffs of each alternative.

Table 1 presents the evaluation matrix that will be used to qualitatively evaluate the policies and alternatives developed through the TSP update.

Table 1 Evaluation Matrix

Criteria Reference Number	Evaluation Criteria	Evaluation Measures
Sustainability and Environment		
1C1	City-wide transit ridership	To what extent does the alternative increase the viability of transit use through things such as increased service frequency or coverage, increased transit stop amenities, reduced fares, improved pedestrian and bicycle access, transit-supportive land use densities, and other similar techniques? Measured by potential transit ridership increase relative to Baseline
1C2	City-wide percent of travel by bicycle	To what extent does the alternative increase the viability of travel by bicycle via bicycle facilities (bicycle lanes, bicycle boulevards), bicycle route connectivity, bicycle route signage, improved lighting, increased bicycle parking, improved land use integration, higher land use densities, and other similar techniques? Measured by potential percent of travel by bicycle relative to Baseline
1C3	City-wide percent of travel by walking	To what extent does the alternative increase the viability of travel by walking via increased sidewalk and shared path connectivity, walking route signage, improved quality of experience for pedestrians, reduced walking distances, improved lighting, improved land use integration, higher land use densities, and other similar techniques? Measured by potential percent of travel by walking relative to Baseline
1C4	City-wide VMT	To what extent does the alternative provide for alternative modes, enhanced connectivity, and improved land-use integration thereby reducing vehicle miles traveled? Measured by potential VMT reduction relative to Baseline
1C5	Average trip length	To what extent does the alternative enhance connectivity for all modes, improve land use integration and increase land use density thereby reducing trip lengths? Measured by potential average trip length reduction relative to Baseline
1C6	Level of impact on environmentally sensitive areas	To what extent does the policy or alternative impact known environmentally sensitive areas? Measured as none, moderately or high level of impact
Safety		
2C1	Project located within SRTS plan area	Does the proposed pedestrian or bicycle improvement project have the additional benefit of being located within a SRTS plan area and enhance safety for trips made by youth? Measured as providing no, moderate or significant enhancements for student travel.

2C2	Number of access points	To what degree does the alternative provide connectivity that enables the street to better reflect reasonable access spacing given its classification and desired operations? Measured relative to existing access conditions
2C3	Number of conflict points	To what extent does the alternative minimize potential for severe crashes? Measured as relative impact between alternatives in regards to conflict between modes and speed differential
2C4	Designated bicycle and pedestrian facilities (on-street and off-street)	To what degree does the alternative provide additional miles of designated pedestrian and/or bicycle facilities that establishes a separate travel way from vehicular traffic? Measured as increase in miles of designated pedestrian/bicycle facilities relative to Baseline
2C5	Sight distance available	To what extent does the alternative improve sight distance for all system users allowing each to adequate time to identify conflicts? Measured as relative impact between alternatives for providing adequate sight distance based on desired and operating speeds
2C6	Street cross-section, horizontal alignment, and vertical alignment	To what degree does the alternative provide appropriate visual and physical cues through design elements and characteristics to convey the desired street character and operations? Measured by qualitative analysis of consistency in design and visual cues relative to driver expectations and desired street operations
2C7	Reduce frequency of fatal and serious injury crashes	To what extent does the alternative reduce the estimated frequency of fatal and serious injury crashes? Whenever possible, measured using procedures in the HSM for estimating and predicting crash frequency.
2C8	Reduce frequency of pedestrian and bicycle related crashes	To what extent does the alternative reduce the estimated frequency of pedestrian and bicycle related crashes? Whenever possible, measured using procedures in the HSM for estimating and predicting crash frequency.
Land Use Integration		
3C1	Development patterns and mixture of land uses	To what extent do development patterns and the mix of land uses make traveling as a pedestrian, bicyclist and/or transit rider if feasible, convenient, efficient, and comfortable? Measured relative to Baseline land use density and mixture.
3C2	Average trip length	To what degree are land use types dense and well mixed such that average trip lengths for City of Ashland residents are reduced? Measured relative to Baseline average trip length.
3C3	Viability of non-auto travel	To what degree are transportation facilities (transit service, sidewalks, bicycle lanes, separated mixed-use paths, parks, public squares) for non-auto travelers integrated into plans for dense, well mixed land use types? Measured relative to facilities and integration present in Baseline
3C4	Increased attraction to developers and businesses	To what degree does the alternative or policy facilitate new development consistent with the project goal and objectives, encourage investment in the community, and/or create a promising climate for vibrant businesses? Measured relative to current economic and development policies and review processes.

Mobility and Accessibility		
4C1	Pedestrian and bicycle volume	To what degree does the alternative provide for increased pedestrian and bicyclist travel? Measured by potential increase in pedestrian and bicyclist volume relative to Baseline.
4C2	City-wide VMT and VHT	To what extent does the alternative provide for enhanced network connectivity and modal choices thereby reducing trip lengths and increasing options for non-auto travel? Measured by potential for VMT and VHT reduction relative to Baseline
4C3	Ability of alternative mobility standard to facilitate achieving multimodal and land use objectives	To what extent does the alternative mobility standard(s) facilitate achieving or support multimodal and land use objectives? Qualitative assessment based on standards being considered and desired objectives to be achieved
4C4	Average corridor travel speed relative to designated speed limits and desired roadway character	To what degree does the alternative provide for mobility along key thoroughfares? Measured by relative comparisons of average travel speed to Baseline alternative and to designated speed limits
4C5	Average planned density and land use mix on transit corridors	To what degree is land use density and mixed uses focused on transit corridors such that travel by transit is more attractive and feasible? Measured relative to Baseline land use density and mixture.
4C6	Opportunities for safe, convenient, and comfortable multimodal facilities	To what degree does the alternative further the goal of a multimodal transportation system? Measured by degree to which alternatives provides for robust facilities and network connectivity
4C7	Pedestrian and bicycle network coverage near transit	To what extent does the alternative increase or improve the pedestrian and bicycle network coverage near transit stops? Measured by percent increase in pedestrian and bicycle network coverage near transit stops relative to Baseline
4C8	Roadway geometry provides for freight mobility where needed	To what extent does the alternative adhere to design standards for designated freight routes? Measured by relative number of likely design exceptions

We look forward to discussing the Draft goals, objectives and evaluation criteria presented above with you and other affected stakeholders in more detail. Members of this project's Technical Advisory Committee (TAC), the City of Ashland's Transportation Commission (TC), and the City of Ashland's Planning Commission (PC) will all have the opportunity to review, discuss, and provide comments on these draft goals, objectives and evaluation criteria. Based on these comments, we will revise the goals, objectives, and evaluation criteria to produce a final set that will be used as the City of Ashland TSP update moves forward.

Attachment "A"

Below are the transportation related goals and policies from the City of Ashland's Comprehensive Plan. The specific policies that pertain to the Transportation System Plan Update (and the Pedestrian Node Concept Plans being developed as part of the TSP Update) are highlighted in **bold** text.

Chapter 10 Transportation, Section 3 The Street System (10.03)

Section 10.03.04 Goal

To provide all citizens with safe and convenient transportation while reinforcing the recognition of public rights-of-way as critical public spaces.

Section 10.03.05 Policies

1. Provide zoning that allows for a mix of land uses and traditional neighborhood development, which promotes walking and bicycling. (To be addressed in pedestrian node concept areas (i.e., Task 6) within the City of Ashland TSP update.)

2. Periodically review and revise street design standards. Incorporate traditional neighborhood design elements such as, but not limited to, planting strips, minimum necessary curb radii, alleys and skinny streets in standards. The street design standards shall incorporate the land use and design guidelines in the Street Classifications section of this element.

3. Design streets as critical public spaces where creating a comfortable and attractive place that encourages people to walk, bicycle and socialize is balanced with building an efficient travel corridor.

Design streets with equal attention to all right-of-way users and to promote livability of neighborhoods.

4. Enhance the streetscape by code changes specifying placement of critical design elements such as, but not limited to, windows, doorways, signs and planting strips. (To be addressed in pedestrian node concept areas (i.e., Task 6) within the City of Ashland TSP update.)

5. Reduce excessive street pavement width in order to facilitate convenient pedestrian and bicycle circulation, to facilitate convenient pedestrian and bicycle circulation, to reduce the costs of construction, to provide for more efficient use of land and to discourage excessive traffic volumes and speeds.

6. Encourage a connected street network pattern, as topography allows, to promote pedestrian and bicycle travel. Off-street pathways should be connected to the street network. Block perimeters should be 1,200 to 1,600 feet and the distance between streets should be a maximum of 300 to 400 feet.

7. Design the Land Use Ordinance to ensure Ashland Street is developed as a multi-modal corridor including attractive landscaping, sidewalks, bike lanes and controlled access. Development along Ashland Street shall be compatible with and support a multi-modal orientation. (To be addressed in pedestrian node concept areas and TSP elements.)

8. Design the Land Use Ordinance to ensure that Siskiyou Boulevard is developed as a multi-modal corridor with sidewalk and bike lane facilities appropriate to the volume and speed of motor vehicle traffic. (To be addressed in pedestrian node concept areas.)

9. Design the Land Use Ordinance to ensure that A Street and B Street are developed as multi-modal corridors. Development along A Street and B Street shall be compatible with and support a multimodal orientation.

10. When designing and funding facilities, consider all the costs of automobile use compared with using other forms of transportation. These costs include social costs, and air, noise and water pollution.

11. Advocate regional land-use patterns that support multi-modal transportation.

12. Encourage the use of all modes of travel that contribute to clean air and energy efficiency.

13. Integrate traffic calming techniques into city street design standards to reduce automobile speeds within new and existing neighborhoods.

14. Develop a process for traffic control management for the systematic treatment of traffic problems in the existing and future street network. Traffic control includes general laws and ordinances, traffic control devices and traffic calming techniques. The process should include a regular inventory of neighborhood traffic problems, at both intersection and other locations on the street, throughout Ashland, and standards to identify conditions, which need attention.

15. Develop a process for identifying and addressing areas prone to traffic accidents.

16. Maintain carrying capacity, safety and pedestrian, bicycle, public transit and motor vehicle movement on boulevards, avenues and neighborhood collectors through driveway and curb cut consolidation or reduction.

17. Direct driveway access onto streets designated as boulevards and avenues should be discouraged whenever an alternative exists or can be made available.

18. Require design that combines multiple driveway accesses to a single point in residential and commercial development.

19. Develop a process for evaluating the consistency of curb cut requests with the Comprehensive Plan and Land Use Ordinance.

20. Maintain street surfaces to achieve maximum pavement life so that road conditions are good and pavement maintenance costs are minimized. Prioritize streets for repaying by factors such as the level of use, street classification and pavement condition.

21. Prohibit the formation of new unpaved roads.

22. Discourage development from occurring on unpaved streets.

23. Off-street parking for all land uses shall be adequate, but not excessive, and shall not interfere with multi-modal street uses.

24. Manage the supply, operations and demand for parking in the public right-of-way to encourage economic vitality, traffic safety and livability of neighborhoods. Parking in the right-of-way, in general, should serve land uses in the immediate area.

25. Reduce the number of automobile parking spaces required for new development, discouraging automobile use as the only source of access and encouraging use of alternative modes.

26. Consider environmental impacts when developing new street projects. Require new street projects to reduce impact on terrain and natural vegetation.

27. Acquire or control parcels of land that may be needed in the future for any transportation purpose when the opportunity arises through sale, donation or land use action.

28. Periodically assess future travel demand and corresponding capacity requirements of street network. Choose a comprehensive transportation system approach to address any capacity insufficiencies that is consistent with the goals, policies and philosophy of the Transportation Element of the Comprehensive Plan.

29. Coordinate land use planning with transportation planning. Integrate transportation-related functions that involve several City departments so that the goals, policies and philosophy of the Transportation Element of the Comprehensive Plan are consistently pursued in the transportation project development process.

30. Coordinate City transportation planning with county, regional, state and federal plans.

31. Coordinate the transportation planning efforts of the adopted Ashland Downtown Plan with the goals and policies of the Transportation Element of the Comprehensive Plan, including the provision parking lots and parking structures.

32. Interconnections between residential neighborhoods shall be encouraged for automobile, pedestrians and bicycle traffic, but non- local traffic shall be discouraged through street design, except for boulevards, avenues, and neighborhood collectors. Cul-de-sac or dead-end street designs shall be discouraged whenever an interconnection alternative exists. Development or a modified grid street pattern shall be encouraged for connecting new and

existing neighborhoods during subdivisions, partitions, and through the use of the Street Dedication map.

33. Plan for the full improvement of Hersey, Nevada and Mountain Avenue as alternative routes to the downtown area for north-south traffic.

34. Street dedications shall be required as a condition of land development. A future street dedication map shall be adopted and implemented as part of the Land Use Ordinance.

35. Re-evaluate parking space size requirements due to the increased use of smaller cars.

36. Encourage sharing of existing and future parking facilities by various nearby businesses.

37. Require effective landscaping throughout continuous paved parking areas to increase shading, screening and buffering aesthetics, and for percolation of water into the groundwater table.

Chapter 10 Transportation, Section 4 Pedestrian and Bicycle Transportation (10.04)

Goal I: To raise the priority of convenient, safe, accessible, and attractive walking and bicycling networks.

Policies:

1. Provide walkways and bikeways that are integrated into the transportation system.

2. Incorporate pedestrian and bicycle facility needs into all planning, design, construction and maintenance activities of the City of Ashland

3. Provide walkways and bikeways in conjunction with all land divisions, street construction and reconstruction projects and all commercial, industrial and residential developments.

4. Require pedestrian and bicycle easements to provide neighborhood connectors and reduce vehicle trips. Modify street vacation process so pedestrian and bicyclist through access is maintained.

5. Target walkway and bikeway improvements that link neighborhoods, schools, retail and service areas, employment centers and recreation areas.

6. Use design standards that create convenient, safe, accessible and attractive walkways and bikeways.

7. Design walkways and bikeways for all types of users including people with disabilities, children and the elderly.

8. Require sidewalks and pedestrian access in all developments.

9. Require wide sidewalks in retail areas.

10. Require planting strips and street trees between the roadway and the sidewalk to buffer pedestrians from vehicles.

11. Require secure, sheltered bicycle parking in business developments, institutions, duplexes and multifamily developments.

12. Design street intersections to facilitate pedestrian and bicycle travel by using design features such as, but not limited to, raised medians and islands, curb extensions, colored, textured and/or raised crosswalks, minimum necessary curb radii, pedestrian crossing push buttons, left and right bike turn lanes, signal loop detectors in bike lanes and signal timing conducive to pedestrian and bicycle travel speeds.

13. Design intersections with equal attention to pedestrian, bicyclist and motorist safety. Identify existing intersections that are dangerous for pedestrians and bicyclists, and develop plan for redesign of unsafe areas.

14. Develop maintenance program to keep walkways and bikeways smooth, clean and free of obstructions.

15. Pedestrian Traffic should be separated from auto traffic on streets and in parking lots.

16. Encourage the establishment of a Community-owned Bicycle Program, allowing the provision of "loaner" bikes throughout the community for residents, commuters and tourists.

Goal II: To support and encourage increased levels of walking and bicycling.

Policies:

1. Promote decreased auto use and increased walking, bicycling, public transportation, ride sharing and other transportation demand management techniques.

2. Develop and implement a transportation safety education program.

3. Increase enforcement of pedestrian and bicycle traffic safety laws. Target motorists, pedestrians and bicyclists.

4. Increase neighborhood use of Sidewalk LID Program.

5. Encourage employer commuter programs to promote walking, bicycling, public transit, ride sharing and other transportation demand management techniques.

6. Encourage businesses to inform customers of available non-auto access to the business locations and to support customer use of non-auto access.

7. Establish aggressive but realistic performance targets for increasing walking and bicycling trips (for personal business, school, social and work).

Goal III: Emphasize environments, which enhance pedestrian and bicycle usage.

Policies:

1. Maintain and improve Ashland's compact urban form to allow maximum pedestrian and bicycle travel. (To be addressed in pedestrian node concept areas.)

2. Promote a mixed land use pattern, where appropriate, and pedestrian environment design that supports walking and bicycling trips. (To be addressed in pedestrian node concept areas.)

3. Develop street design standards that outline street widths, curb radii, and other pedestrian environment factors which facilitate walking and bicycling.

4. Use traffic calming tools to create a safe, convenient and attractive pedestrian and bicycle environment to slow speeds, reduce street widths and interrupt traffic as appropriate in each particular location.

5. Establish a street tree program to plant more trees on existing streets and to promote/monitor street tree care throughout Ashland.

6. Identify areas needing pedestrian and bicycle amenities, such as rest rooms, benches, pocket parks and drinking fountains, and develop installation and funding plan.

7. Encourage public art along multi-modal travel corridors.

Goal IV: To dedicate funding and staff support to implement the goals and policies of this section.

Policies:

1. Identify funding sources for walking and bicycling promotion, planning and facilities construction.

2. Investigate the creation of the role of transportation coordinator to facilitate a viable multi-modal transportation network and achieve Ashland's transportation goals.

3. Develop transportation program using a comprehensive approach with planning and engineering, education, enforcement and encouragement components.

4. Support participation by all City staff involved in creating the transportation network in educational programs covering transportation planning, design and engineering.

5. Consistently incorporate pedestrian and bicycle facilities in the City of Ashland Capital Improvement Plan.

Chapter 10 Transportation, Section 5 Public Transit (10.05)

Section 10.05.04 Public Transit Goals and Policies

Goal: To create a public transportation system that is linked to pedestrian, bicycle and motor vehicle travel modes, and is as easy and efficient to use as driving a motor vehicle.

Policies:

1. Develop pedestrian and bicycle networks that are linked to the public transportation routes.

2. Zoning shall allow for residential densities and a mix of commercial businesses within walking distance (one-quarter to one-half mile) of existing and planned public transit services which support use of public transportation.

3. Work with the local public transit provider to provide service within one-fourth of a mile of every home in Ashland.

4. Promote and support express commuter service between cities in the Rogue Valley.

5. Incorporate needs of people who don't drive when developing transit routes and facilities.

6. Provide pleasant, clean, safe, comfortable shelters along transit lines.

7. Require residential and commercial development within one-quarter of a mile of existing or future public transit services to provide transit shelters, bus access, and bus turnaround areas.

8. Install bike racks or lockers at transit stops.

9. Identify park and ride, bike and ride and walk and ride lots in Ashland to support ridesharing.

10. Develop a transportation center in Ashland.

11. Encourage promotional and educational activities that encourage people who own cars and school children to use public transit.

12. Work with the local public transit provider to address the specific public transportation needs of Ashland.

13. Participate and show leadership in interacting with counties, cities and other special governments in Southern Oregon to develop regional public transportation services to reduce the frequency and length of vehicular trips.

14. Establish aggressive but realistic performance targets for increasing public transit use for the short, medium and long run.

Chapter 10 Transportation, Section 6 Commercial Freight and Passenger Transportation (10.06)

Section 10.06.07 Commercial Freight and Passenger Transportation Goals and Policies

Goal: To provide efficient and effective movement of goods, services and passengers by air, rail, water, pipeline, and highway freight transportation while maintaining the high quality of life of Ashland.

Policies:

1. Review development within the Airport Overlay Zone to ensure compatibility with the Ashland Municipal Airport.

2. Explore intra-city commuter rail service on existing rail lines.

3. Mitigate railroad noise through the use of berming and landscaping in developments adjacent to the railroad and which are impacted by railroad noise.

4. Maintain boulevard and avenue street facilities adequate for truck travel within Ashland.

5. Coordinate with County, regional, State and Federal jurisdictions to maintain and develop inter-modal hubs, which allow goods and passengers to move from truck or automobile to rail to ship or plane.

6. Encourage the use of rail transport for the movement of goods and passengers as a means of conserving energy and reducing reliance on the automobile.