



Planning Commission

Agenda

Study Session

December 11, 2017

Noon

Lausmann Annex, Room 151

200 South Ivy Street, Medford, Oregon

-
10. Introductions
 20. Discussion items
 - 20.1 **CP-16-036 Transportation System Plan Project Updates – Revised Goals and Objectives**
 30. Adjournment

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MEMORANDUM

Subject Transportation System Plan project updates – Revised Goals and Objectives
File no. CP-16-036
To Planning Commission *for 12/11/2017 Study Session*
From Carla Angeli Paladino, CFM, Principal Planner
Date December 6, 2017

OVERVIEW

Staff last discussed the Transportation System Plan project with the Planning Commission in September. The Transportation System Plan will guide transportation goals and projects to be completed over the next twenty years (2018-2038). Staff continues to work with both the Citizen Advisory Committee and Technical Advisory Committee on the project details, as well as Kittelson and Associates, the City's consultant hired to finalize the technical analysis and provide the draft plan.

PUBLIC OUTREACH

In May, City staff launched a public outreach program to help inform citizens and gain feedback about the project. Thus far, staff has attended community events, held an open house, and gathered comments through an on-line workshop and a community survey. The community survey was taken by over 1,000 participants and staff has summarized the results in a memorandum dated September 21, 2017 from Kyle Kearns. **Exhibit A** The online workshop summary is provided in a memorandum dated August 18, 2017. **Exhibit B**

POLICY ISSUES

Since August, staff has held study sessions with City Council on critical policy issues that will influence the transportation system plan. These topics include:

- Goals, Objectives, and Actions
- Level of Service and Concurrency
- Transportation Planning Rule (TPR)

The remaining policy issues to discuss with Council include roadway design (cross sections) and implementation and the project list. A study session on roadway design and implementation is scheduled for a City Council on January 25, 2018.

GOALS, OBJECTIVES, AND ACTIONS

The goals, objectives, and action items were discussed with Planning Commission in June and have since been updated based on feedback from the advisory committees, public feedback, and Council direction. Originally, three broad goals were drafted with 17 objectives and 100 action items to be accomplished. Since then the goals have been expanded from three to six in order to address distinct topics related to:

- Public health and safety
- Connectivity, convenience, and efficiency
- Fiscal health & long term sustainability
- Economic development
- Neighborhood livability
- Environmental stewardship

A description of these topics and the revised goals and objectives are provided in the memorandum dated November 22, 2017 from Matt Brinkley. ***Exhibit C***

OTHER UPDATES

Staff is working on the next round of public outreach to be conducted in January 2018. The transportation projects proposed in the draft plan will be presented at four different open houses. An open house in each ward is being proposed in order to focus on improvements specific to that ward and to gain feedback from residents living in those areas. The information gathered from these open houses will be provided to City Council in February when they review the project list and discuss the project priorities for the project.

Kittelson and Associates has provided the draft plan to staff. The CAC and TAC have asked to review the plan and have been asked to provide comments to staff by December 20, 2017. Staff will be amending the plan to reflect Council direction on the broad policy issues being discussed.

PLANNING COMMISSION DIRECTION

The Planning Commission is being asked to review the revised goals, objectives, and actions provided in Exhibit C and provide staff with any suggested changes.

FUTURE TOPICS

The topics related to Level of Service, Concurrency, the Transportation Planning Rule, and Level of Traffic Stress will be discussed with Planning Commission at a subsequent study session in January.

EXHIBITS

A – Memorandum dated September 21, 2017 from Kyle Kearns

B - Memorandum dated August 18, 2017 from Kyle Kearns

C - Memorandum dated November 22, 2017 from Matt Brinkley



MEMORANDUM

Subject 2018-2038 Transportation System Plan (TSP) Update –
Community Survey Data Summary

File no. CP-16-036

To TSP Project Team, Associated Commissions & Committees, City Council

From Kyle Kearns, Planner II – Long Range Division

Date September 21, 2017

TSP COMMUNITY SURVEY SUMMARY

Continuing through the outreach plan of the 2018-2038 Transportation System Plan (TSP) update, the Planning Department hosted a second round of public outreach. Having had success in using an online forum with the online workshop (See Appendix A) it was decided that a community survey through SurveyMonkey, an online survey hosting website, would be used for the second round. The survey was available for input from August 1 – September 13, 2017 and in that time frame 1,042 surveys were gathered (26 of them taken in Spanish). The City used several avenues to advertise the survey including flyers, email chains, announcements at community meetings, the City website, news articles, and a traditional open house (held on August 29, 2017). It is the intent of the memorandum to summarize the results of the City of Medford Transportation survey.

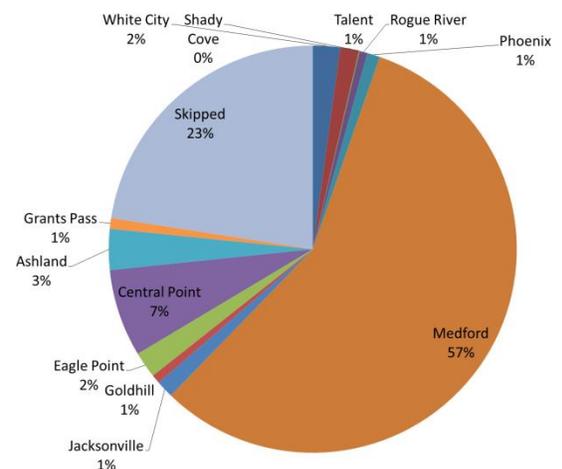
DATA SUMMARY- DEMOGRAPHIC INFORMATION

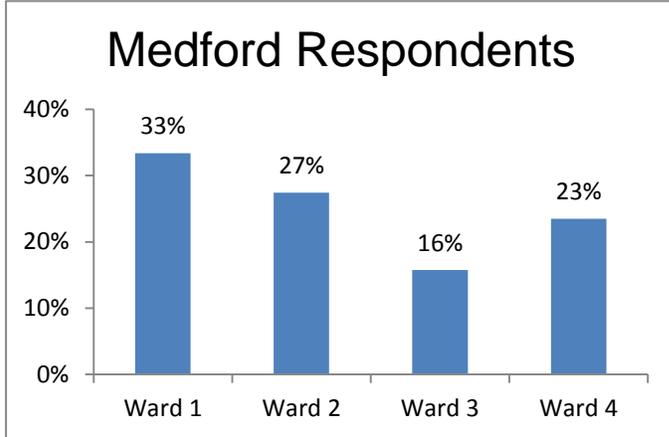
Participants of the survey were provided with a brief overview of the survey and its relation to the Medford TSP Update project. Below are the three questions that were asked of survey respondents pertaining to demographic information.

Question 1 – Locational Information

What part of Medford or the region do you live in?

- 750 of 1,042 answered
- 292 of 1,042 skipped
- 20% of the respondents did not live in Medford and 23% skipped the question



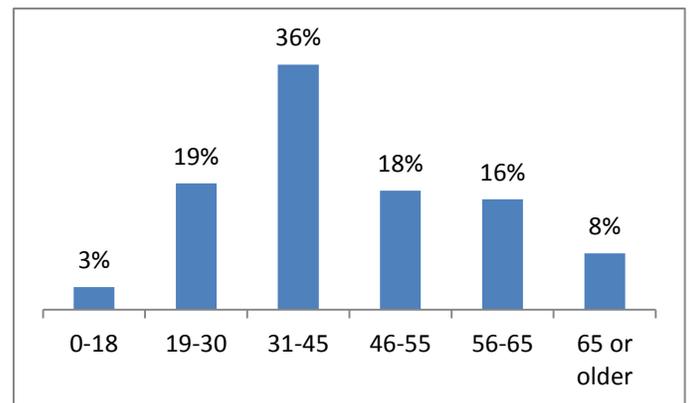


The respondents who did live in Medford, which consisted of 57% of the total responses, were asked in which ward they live. Given Medford’s role as a regional hub for commerce and employment it would be expected to have a large variety of survey respondents be from outside Medford city limits.

Question 2 – Age Groups

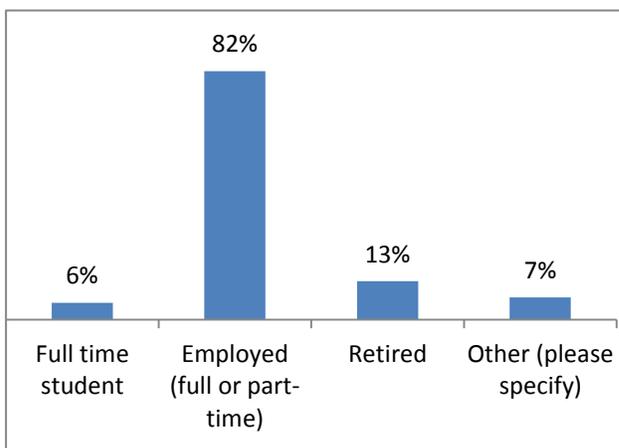
What is your age? (1,036 answered, 6 Skipped)

The age groups who completed the survey are consistent with age characteristics of the Medford Comprehensive Plan Population Element, adopted in 2007. It states that the largest increase in population since 2000 was in the under age 44 group, which is reflected in the age demographics of the survey results with the largest group being ages 31-45.



Question 3 – Employment Status

Which of the following best describes yourself? (982 answered, 60 skipped)



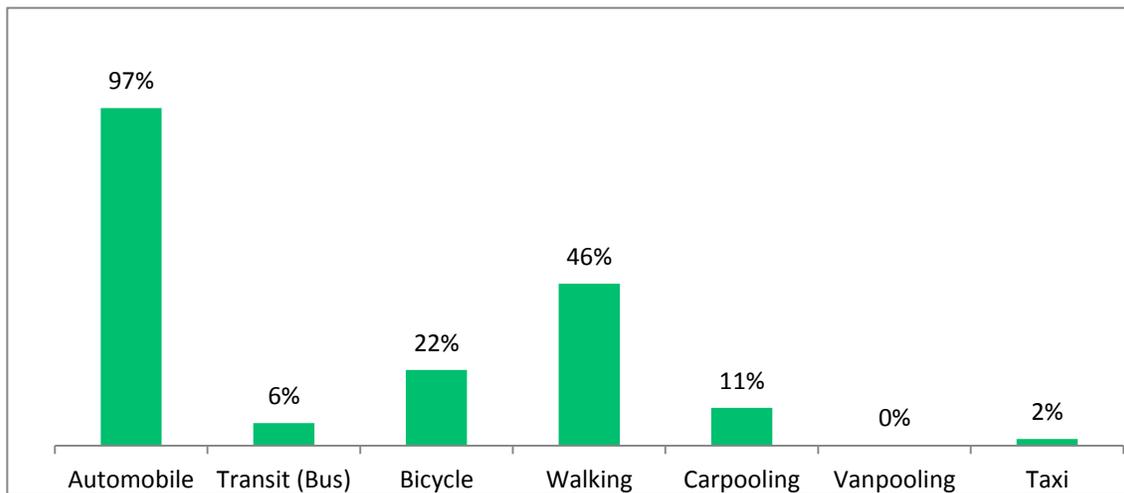
982 of the 1,042 respondents provided an answer regarding their employment status, the largest percentage of which identified as either employed (full and part-time).

DATA SUMMARY- TRANSPORTATION HABITS/USEAGE

The next 14 of 19 questions pertained to the transportation habits and system usage of the 1,042 respondents. In order to aid in guiding policy decisions and project selection within the TSP, staff felt it necessary to garner a baseline of the community's transportation desires and usage. Below are the remaining questions and their associated answers.

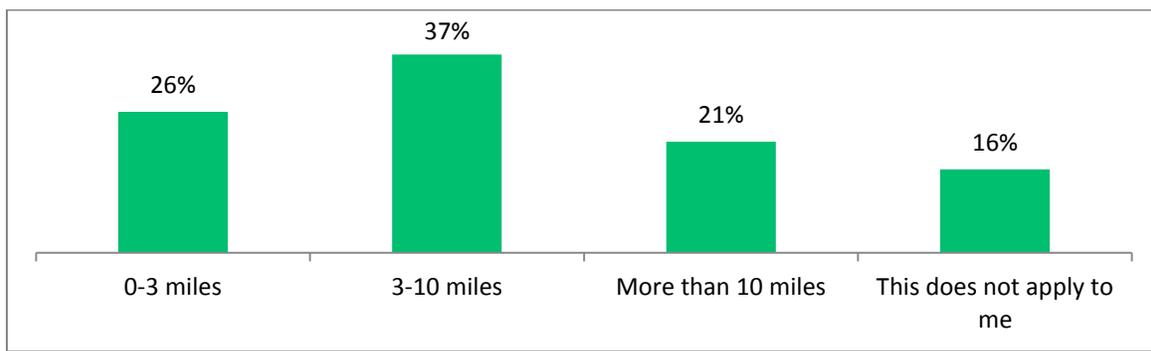
Question 4 – Transportation Modes (1,037 answered, 5 skipped)

Select up to 3 transportation modes you use most often on a daily basis.



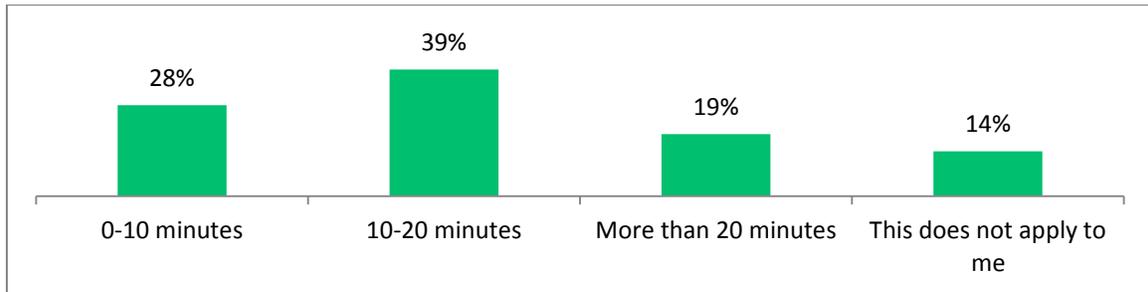
Question 5 – Commute Distance (1,037 answered, 5 skipped)

How many miles do you travel to work?



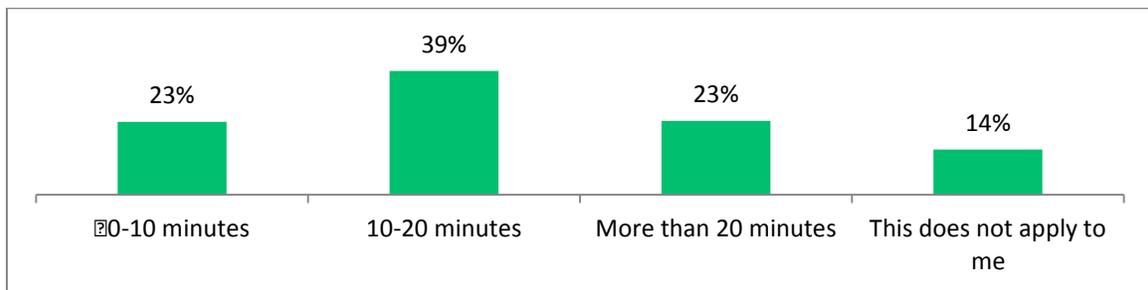
Question 6 – Morning Commute Times (1,039 answered, 3 skipped)

How many minutes (on average) is your daily commute in the morning?



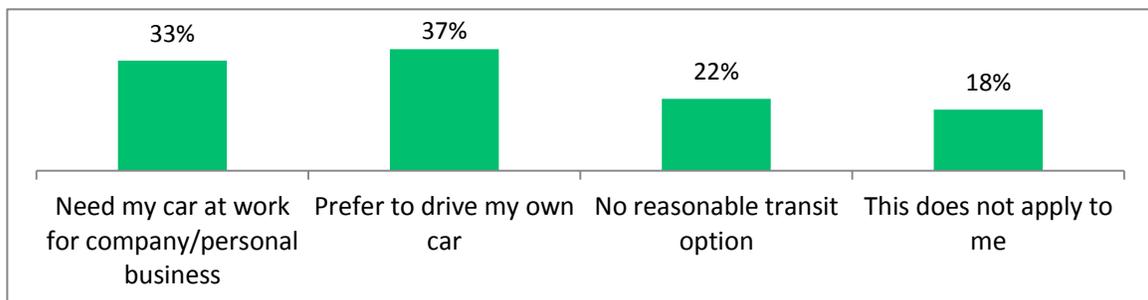
Question 7 – Evening Commute Times (1,040 answered, 2 skipped)

How many minutes (on average) is your daily commute in the evening?



Question 8 – Reasoning for Driving Alone (992 answered, 50 skipped)

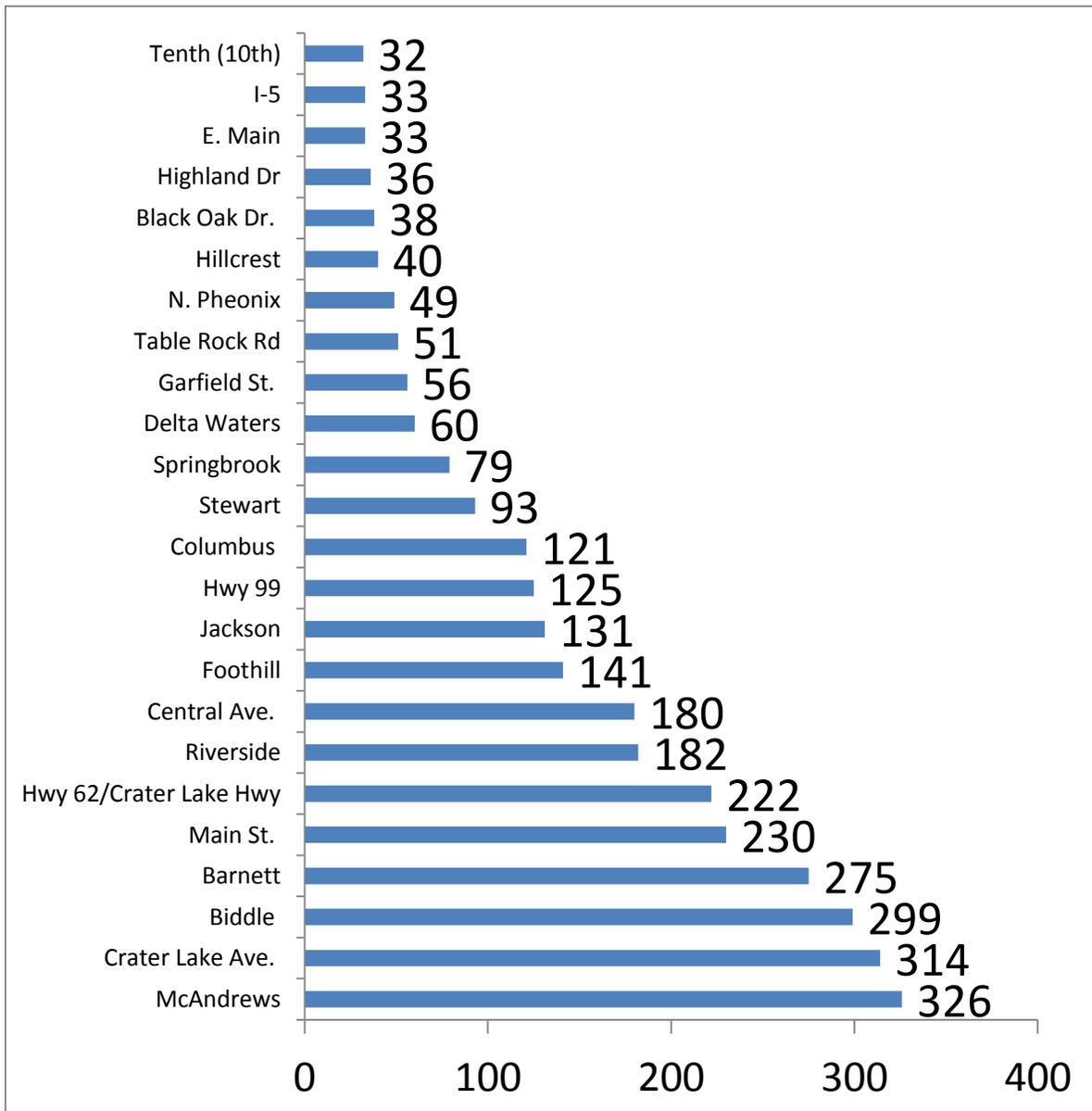
If/When you drive alone to work, what is your main reason for doing so?



Question 9 – Streets Used Most Often (1,027 answered, 15 skipped)

Which major streets in Medford do you use most frequently for daily activities (e.g. work, school, errands, etc.)? Examples of major streets include: Columbus, Crater Lake Ave., Foothill, McAndrews, Biddle, Main, Springbrook, Cherry.

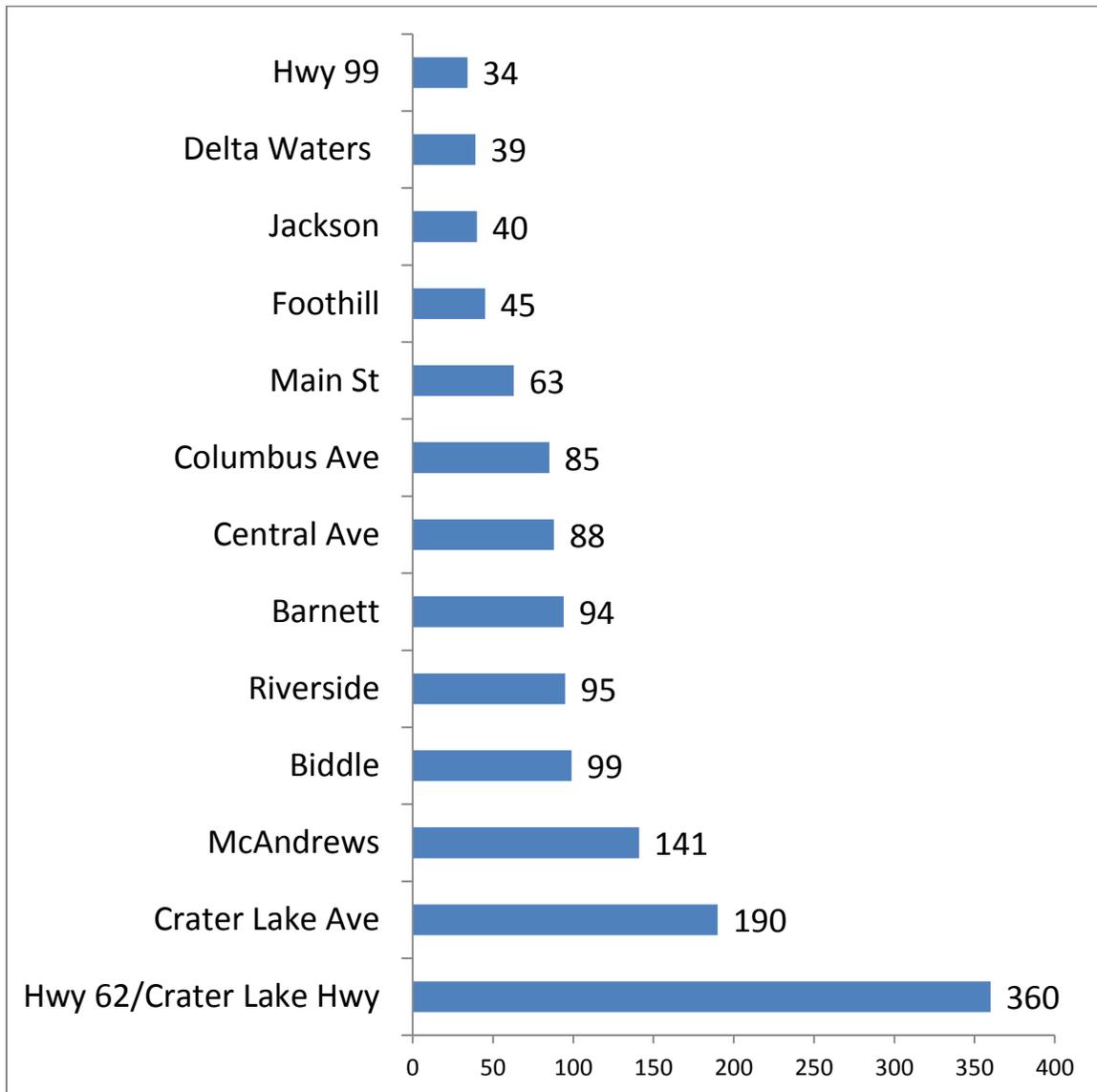
Respondents were not limited to the number of streets they could insert as an answer for question 9. Staff reviewed the raw data available and determined the frequency at which a street name was provided for as an answer. In addition, staff also accounted for misspellings and road names with multiple names (i.e. Crater Lake Highway/Hwy 62). A threshold minimum of 30 comments was assigned to the data in order to create a list of the most “talked about” streets.



Question 10 – Streets to Avoid (977 answered, 65 skipped)

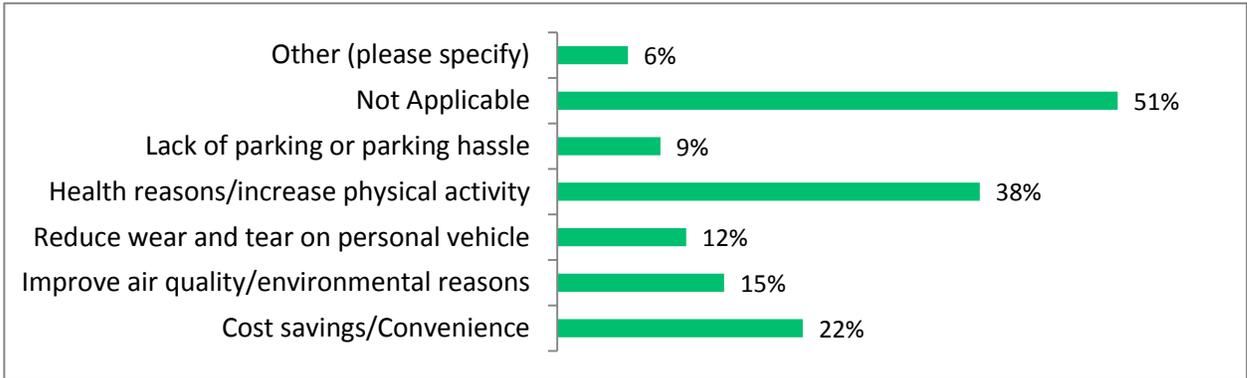
Which major streets in Medford do you avoid for daily activities (e.g. work, school, errands, etc.)? Examples of major streets include: Columbus, Crater Lake Ave., Foothill, McAndrews, Biddle, Main, Springbrook, Cherry.

Respondents were not limited to the number of streets they could insert as an answer for question 10. Staff reviewed the raw data available and determined the frequency at which a street name was provided for as an answer. In addition, staff also accounted for misspellings and road names with multiple names (i.e. Crater Lake Highway/Hwy 62). An threshold minimum of 30 comments was assigned to the data in order to create a list of the most “talked about” streets.



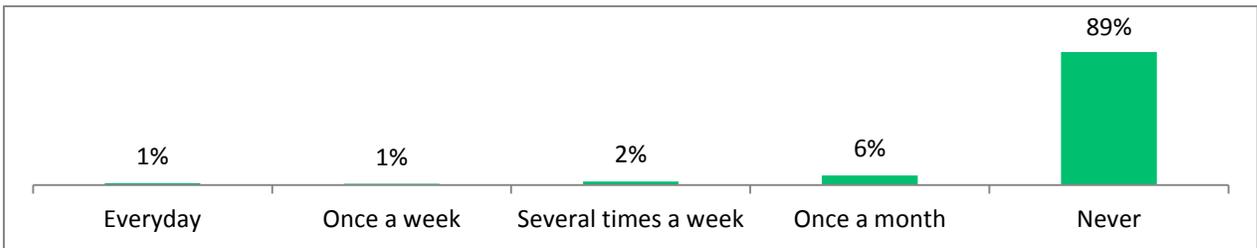
Question 11 – Reasons for Non-Auto Use (995 answered, 47 skipped)

If you frequently use a means of transportation other than a car (such as bike, bus, walk, car pool), what is your motivation to do so? Select all that apply.



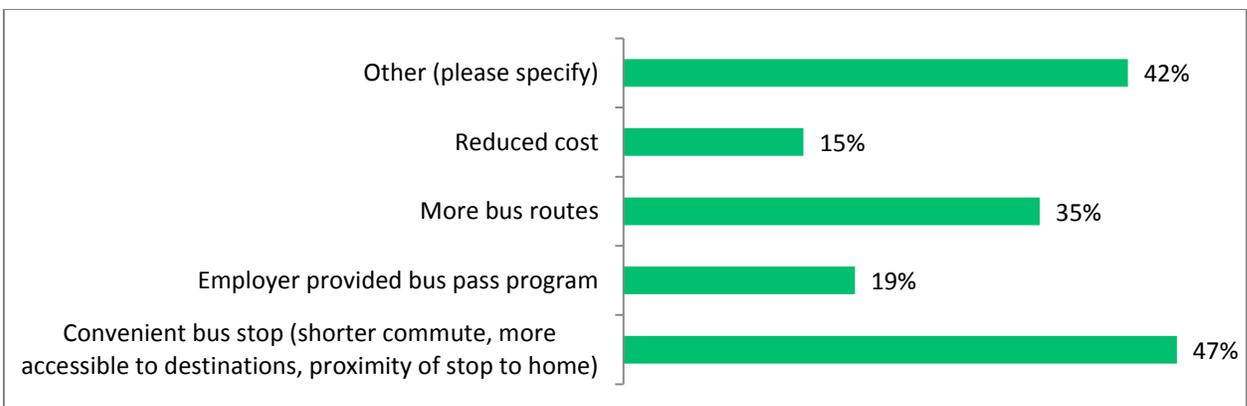
Question 12 – Public Transit Use (1,030 answered, 12 skipped)

How often do you use public transportation in Medford?



Question 13 – Encouraging Public Transit Use (983 answered, 59 skipped)

What would encourage you to use public transit (bus) more? Select all that apply.



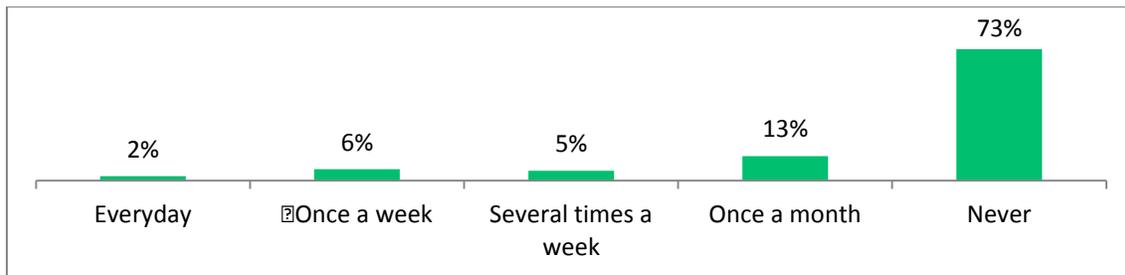
Question 13 – Other (please specify) Data Trends

In reviewing the comments staff noticed common trends in the comments regarding the encouragement of transit use, which included:

- Most feel as though they wouldn't use transit due to:
 - Need for car/freedom of using car
 - Unsafe perception of transit
 - Inconvenient commuting option
- Longer hours of operation
- More frequency along routes
- More regional routes
- More accessible maps/route info
- More amenities on the buses

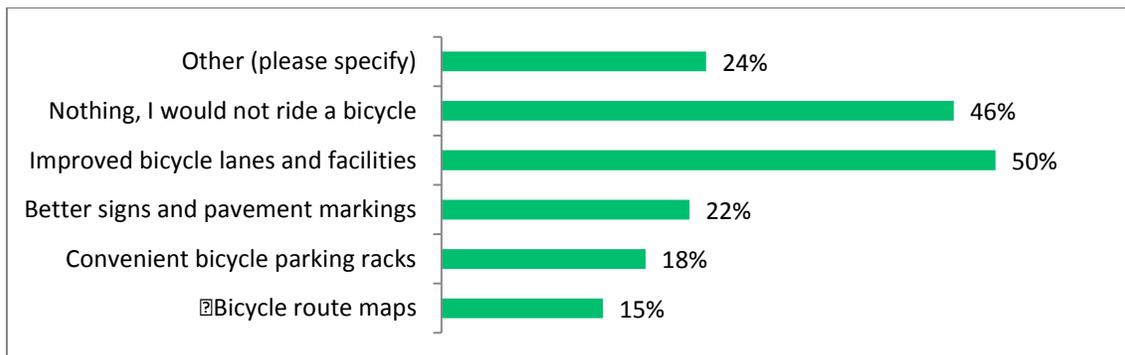
Question 14 – Bicycle Use (1,031 answered, 11 skipped)

How often do you ride your bike for transportation?



Question 15 – Encouraging Bicycle Use (947 answered, 95 skipped)

*What would encourage you to ride a bicycle for transportation not just recreation?
 Select all that apply.*



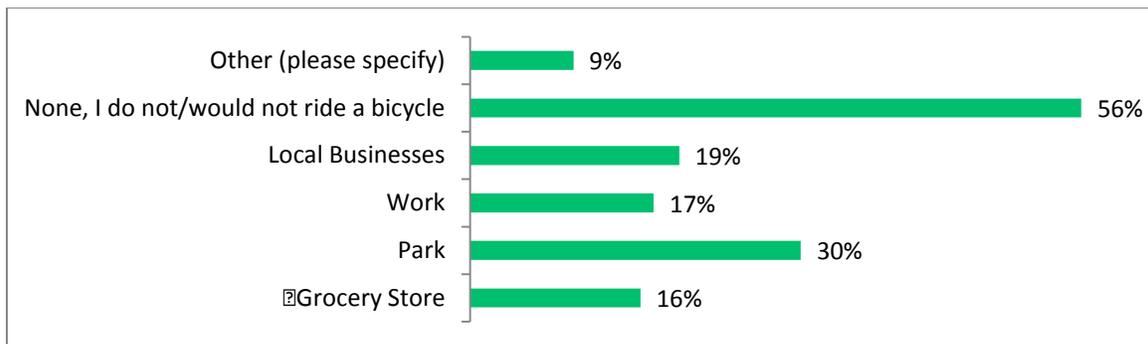
Question 15 – Other (please specify) Data Trends

In reviewing the comments staff noticed common trends in the comments regarding the encouragement of bicycle use, which included:

- A safer and cleaner Bear Creek Greenway
- More East to West connections
- Increased education of bike safety for bicyclist and drivers
- Cleaner bike lanes
- Increased amenities for bikes
 - Secure bike racks, showers
- Shorter commutes

Question 16 –Bicycle Travel Patterns (992 answered, 50 skipped)

What destinations do you travel to on a bicycle? Select all that apply.



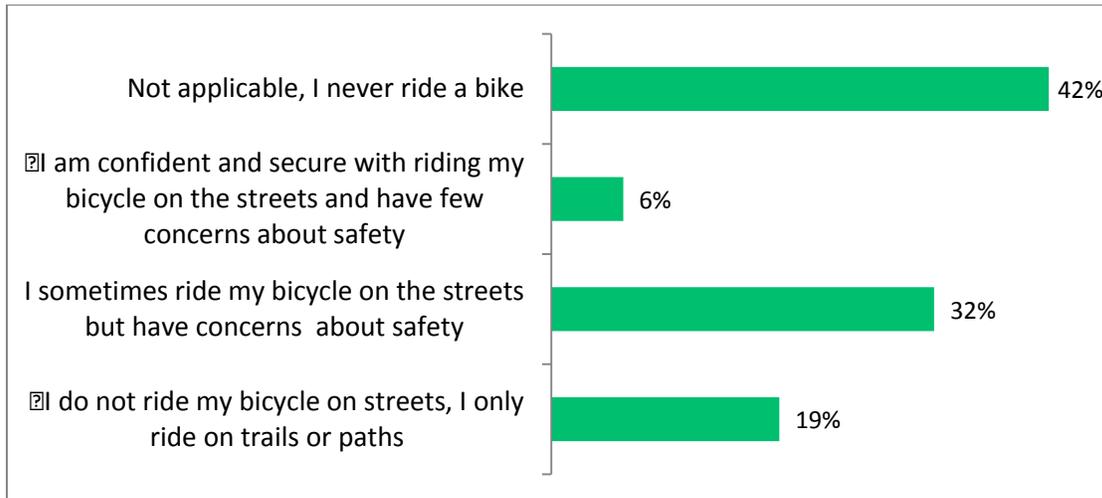
Question 16 – Other (please specify) Data Trends

In reviewing the comments staff noticed common trends in the comments regarding the locations Medford residents commute to, which included:

- Bike path use for recreation
 - i.e. trails, greenway, mountain biking
- Gym
- Downtown
- Restaurants
- School

Question 17 –Bicycle Use Comfort Levels (1,033 answered, 9 skipped)

Which of the following best describes how you feel about bicycling on the streets in Medford?



DATA SUMMARY- DEMOGRAPHIC INFORMATION

The final two questions of the survey were designed to garner the respondent’s opinions in a more broad sense. Whereas the previous questions were specific and targeted transportation habits, which could be quantified through observations, the final two questions are specifically opinion based and cannot be easily observed. To make policy decisions representative of Medford’s population it is important to understand both the facts and the desires of the community. Below is a summary of the final two questions and the reasoning behind their use.

Question 18 – Transportation System/Infrastructure Opinions

On a scale of 1-3, how important do you think each of the following priorities should be for the City of Medford as we update our Transportation System Plan?

The data gathered from the survey provided a weighted average of the various responses, giving a number between one and three. The closer a weighted average scored to three, the more important the community perceived that item.

With the scores averaged, the highest priority items were the “maintenance of streets/fixing potholes,” (2.71) and “building sidewalks that connect to schools,” (2.71); the least important items from question 18 were “considering a reduction in vehicle lanes to improve sidewalks, bike lanes, & vehicle safety,” (1.61) and “improving safety by reducing vehicle speeds,” (1.76).

Respondents were asked the importance of the following items:

Total Answered: 1,027 Skipped: 22	Not Important		Somewhat Important		Very Important		Total # Responses	Weighted Average
	%	Count	%	Count	%	Count		
Considering a reduction in vehicle lanes to improve sidewalks, bike lanes, & vehicle safety	54.94%	556	29.55%	299	15.51%	157	1012	1.61
Improving safety by reducing vehicle speeds	43.28%	438	37.15%	376	19.57%	198	1012	1.76
Improving the appearance of streets with street trees and landscaping	34.48%	351	40.86%	416	24.66%	251	1018	1.9
Improving signage to destinations such as trails, parks, & downtown	33.96%	343	42.28%	427	23.76%	240	1010	1.9
Considering alternative street designs in order to reduce construction on acquired property	31.83%	317	42.57%	424	25.60%	255	996	1.94
Using traffic calming methods on neighborhood streets	29.84%	302	43.58%	441	26.58%	269	1012	1.97
Providing covered bus stop shelters	27.73%	282	43.56%	443	28.71%	292	1017	2.01
Using roundabouts in place of traffic signals where appropriate	29.79%	303	34.12%	347	36.09%	367	1017	2.06
Improving public transportation service	24.63%	250	38.72%	393	36.65%	372	1015	2.12
Adding/Improving new bicycle lanes on busy streets	23.21%	237	33.69%	344	43.10%	440	1021	2.2
Building new trails/multi-use paths separated from automobile traffic	20.00%	204	34.51%	352	45.49%	464	1020	2.25
Reducing travel times during morning and evening rush hour	18.08%	183	38.24%	387	43.68%	442	1012	2.26
Building sidewalks in residential neighborhoods	13.08%	133	42.38%	431	44.54%	453	1017	2.31
Partnering with local, regional, and state agencies to improve the transportation system in the Rogue Valley	15.78%	160	37.08%	376	47.14%	478	1014	2.31
Reducing delays at intersections	12.67%	128	40.10%	405	47.23%	477	1010	2.35
Increasing resiliency in the event of a natural disaster to move freight, materials, and resources	11.08%	112	38.48%	389	50.45%	510	1011	2.39
Reducing automobile congestion	11.86%	120	36.17%	366	51.98%	526	1012	2.4
Striping and maintaining cross walks	9.55%	97	39.67%	403	50.79%	516	1016	2.41
Installing signals or other improvements to make crossing busy streets safer	9.12%	93	30.29%	309	60.59%	618	1020	2.51
Building sidewalks on busy streets (arterials and collectors)	6.19%	63	28.42%	289	65.39%	665	1017	2.59
Building sidewalks that connect to schools	4.53%	46	19.51%	198	75.96%	771	1015	2.71
Maintaining streets and fixing potholes	2.06%	21	24.49%	250	73.46%	750	1021	2.71

The intent of question 18 was to gather community input regarding broad policy decisions that reside within the draft vision, goals, objectives (VGO), and action items of the TSP. Staff had used the draft VGOs as a framework for question 18 in order to guide future edits and decisions made regarding the overall vision of the TSP.

Question 19 – Open Ended Question (452 answered, 590 skipped)

Please provide any other transportation comments below.

To disseminate the 452 open ended responses received through the community survey staff determined a method for reviewing comments using reoccurring themes within the comments. Through the review 30 individual categories materialized creating groups in which each comment would reside. Staff assigned comments each of the applicable categories and determined the frequency at which each category was discussed. Reference the chart below for each category and its frequency.

Category	Frequency/ (Comment #)	Category	Frequency/ (Comment #)
Safety (100)	22.1% (100)	Connectivity (<i>i.e. local, regional, roads, bike paths</i>)	2.9% (13)
Transit	14.6% (66)	Vulnerable Populations (<i>i.e. children, elderly, disabled</i>)	2.7%
Policy Disagreement	14.2% (64)	Pedestrians in the Right-of-Way	2.7% (12)
Enforcement/Policy	13.7% (62)	Interstate-5	2.2% (10)
Design	13.7% (62)	Technology (<i>i.e. Uber, futuristic</i>)	14.6% (9)
Traffic Signals (<i>timing</i>)/ Intersections (<i>design</i>)	7.7% (35)	Lane/Parking Addition	1.5% (7)
Road Diet	7.1% (32)	Flashing Beacon	1.3% (6)
Safer Bike Facilities (<i>i.e. separate paths, bike education</i>)	6.2% (28)	Greenway	1.1% (5)
Traffic/Congestion	6.0% (27)	Education	1.1% (5)
Bike Lane Additions	6.0% (27)	Motorcycles	0.9% (4)
Downtown	5.3% (24)	Turn Lanes (<i>i.e. the need for</i>)	7.1% (3)
Sidewalks	3.5% (16)	ADA	0.4% (2)
Maintenance	3.3% (15)	Lane/Parking Reduction	0.2% (1)
Bike Lane Reductions	3.1% (14)	Landscaping	0.2% (1)
Roundabouts	3.1% (14)	----	----

Question 19 – Data Trends

In reviewing the comments staff noticed correlations among the various comments. Below is a high-level review of the trends that developed within the comments:

- 30 of the 100 comments received regarding safety also referenced a need for a larger enforcement of policies
- 30 of the 32 comments received regarding road diets disagreed with the use of road diets
- 60 of the 64 comments regarding transit asked for improved efficiency, extended hours, more regional connections, and more frequency
- The category “Policy Disagreement” was used to organize comments against recent infrastructure project, policy decisions, and overall discomfort with transportation development
- The “Design” category was the most varied category with no clear trend usually pertaining to specific locations
- Comments pertaining to the separation of bikes from traffic outnumbered the comments regarding bike lanes
 - i.e. the use of bike/multi-use paths is preferred to bike lanes
- The removal of bike lanes was minimally discussed
- Parking was minimally discussed

APPENDIXES

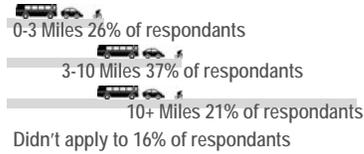
For a summary of the all of the data received through the community survey please email Kyle Kearns, Planner II at kyle.kearns@cityofmedfor.org.



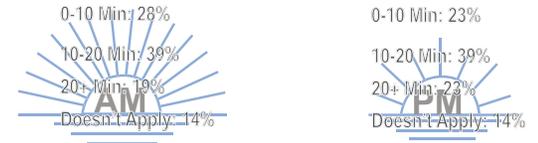
City of Medford Transportation Survey Summary 2018-2038 Transportation System Plan Update Project

What are the commute patterns for the City of Medford?

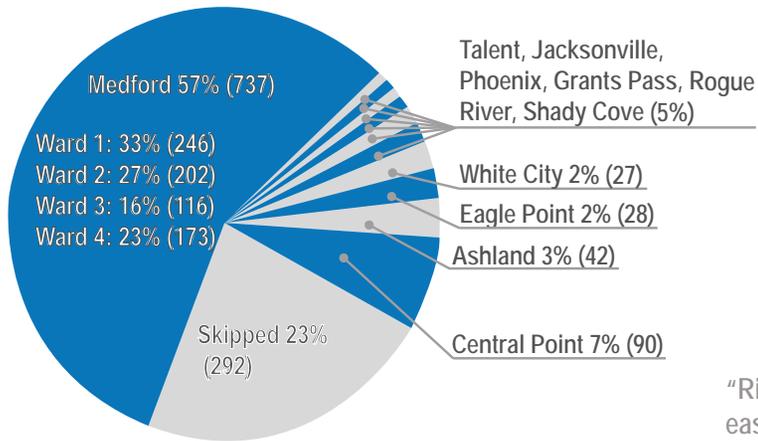
Commute Distance



Commute Times



Where do people travel from to get to Medford?



What streets do you avoid in Medford?



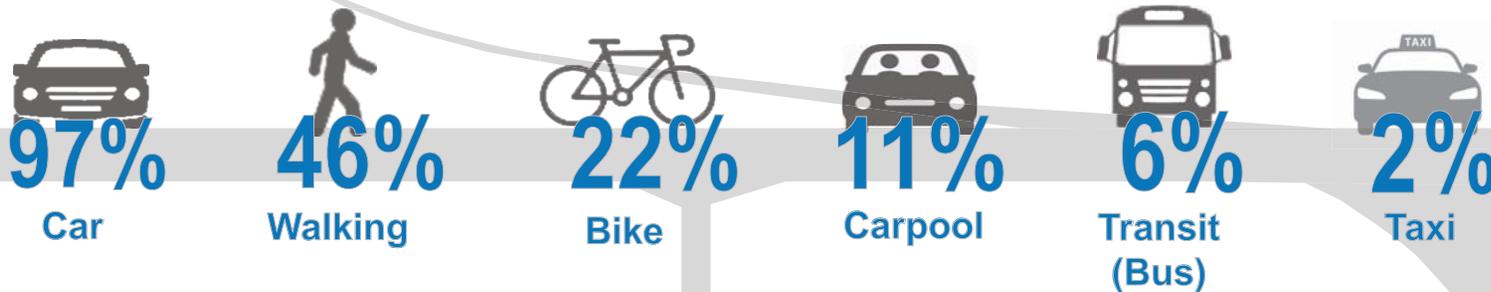
"Riverside and Center need to be redesigned for ease of access and aesthetic improvement."

"Maintaining roads the roads we have now and improving sidewalks to keep children safe should be the top priorities."

"I hate riding my bike on the street so it would be great if we had more than one/two separate bike paths. Riding on the street feels very unsafe with how people drive nowadays"

"Downtown and West Medford neighborhoods need connectivity for sidewalks. Why not use existing alleyways to create urban trails?"

What forms of transportation do people use daily in Medford?



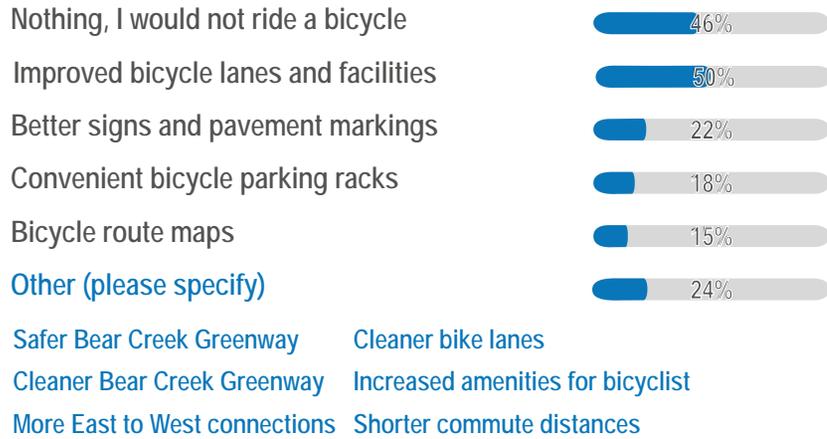


City of Medford Transportation Survey Summary 2018-2038 Transportation System Plan Update Project

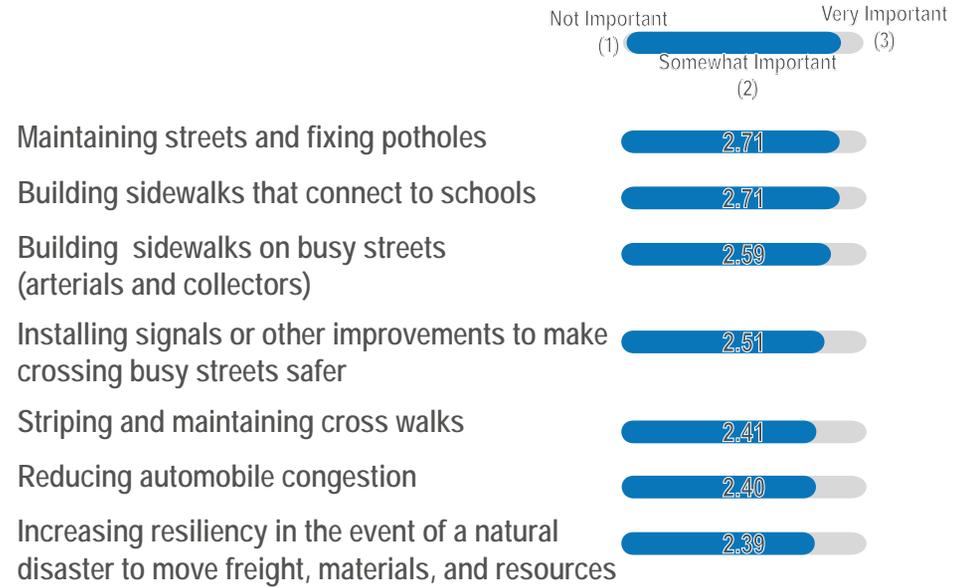
What would encourage Medford to use transit more?



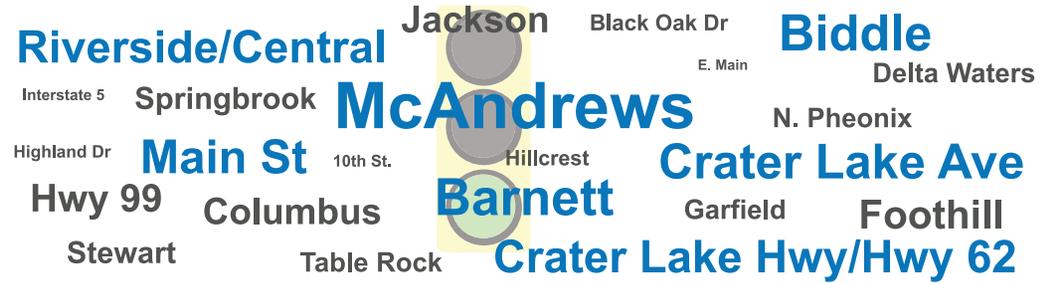
What would encourage Medford to use bikes more?



What are the transportation priorities for Medford residents?



What streets do you use the most in Medford?



"Safety of the Greenway. I'm female and don't feel safe near it"

"I feel it is very important to add more bus routes to the East side of town."

"I rely on RVTD for the large majority of my commuting. More frequent stops and expansion of the bus routes are important to me."

"We are so lucky to live here !!"

"Speed, people need to slow down"



Planning Department

Working with the community to shape a vibrant and exceptional city

MEMORANDUM

Subject 2018-2038 Transportation System Plan (TSP) Update –
Online Workshop Data Summary

File no. CP-16-036

To TSP Project Team, Associated Commissions, City Council

From Kyle Kearns, Planner II – Long Range Division

Date August 18, 2017

TSP ONLINE WORKSHOP SUMMARY

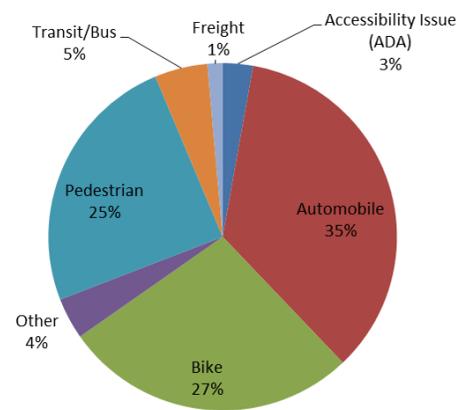
As a part of the Public Outreach Plan for the 2018-2038 Transportation System Plan (TSP) update, the Planning Department hosted an online workshop as a forum for public input. Running from June 23 - August 1, 2017 the workshop was conducted using an online application called a GeoForm hosted by Esri, a Geographic Information System (GIS) software developer. Over the course of a month and a half the City received 257 distinct comments tied to a specific geographic location within Medford. This memorandum will summarize the outreach methods, data collected, and look at the successes and shortcomings of the online workshop outreach method.

DATA SUMMARY

Participants of the online workshop were given an overview of the online workshop with directions on how to post comments. Then participants were to select one of the six transportation modes available (accessibility issue (ADA), automobile, bike, other, pedestrian, and transit/bus). Next participants selected a geographic point of where their comment applied in Medford. Lastly, participants would provide their comments about the transportation system and then submit the comment to a server that would then be accessible for Staff to review.

Comments Received – Generally

257 comments were received through the aforementioned process and an additional 34 comments were gathered through either written comments or from further analyzing the comments received bringing the total comment count to 291. The transportation mode freight was also added through further analysis.

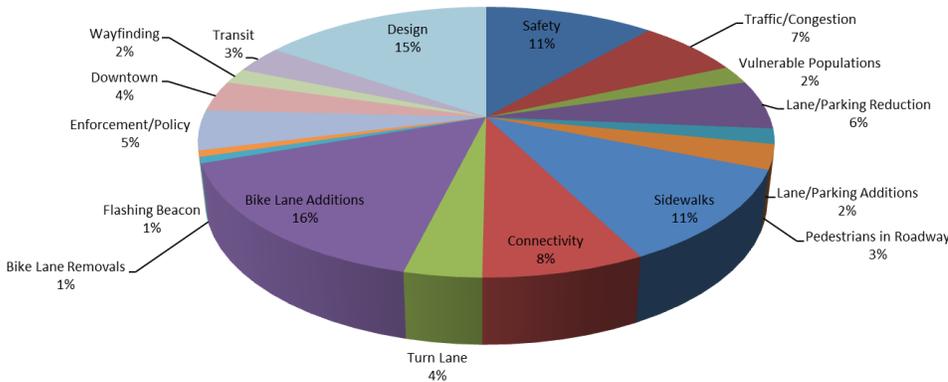


Summary of Transportation Modes Selected in the Online Workshop

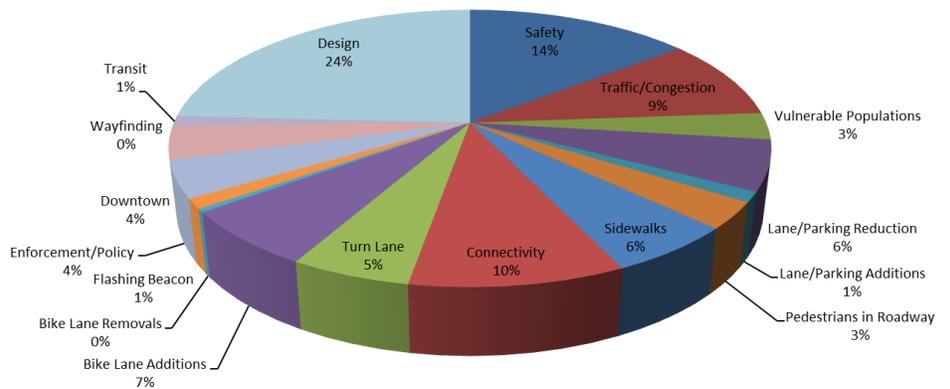
Comment Categories

Through analyzing the data Staff noticed reoccurring themes emerging throughout the 257 comments that grouped comments into certain categories. Staff outlined 17 categories, which include: safety, traffic/congestion, vulnerable populations (i.e. kids, elderly, students), lane/parking reduction, lane/parking additions, pedestrians in roadway, sidewalks, connectivity, turn lane (the need for), bike lane additions, bike lane removals, flashing beacon, enforcement/policy, downtown, wayfinding, transit, and design (specific design outcomes desired). Each comment was provided a primary category and secondary category; 21 comments did not receive a secondary category. Below is an overview of the primary and secondary categories. The additional 34 comments received were also included in the category analysis. It is important to note that data analyzed through the 17 categories is subjective and was not selected by the online workshop participants.

Primary Comment Categories



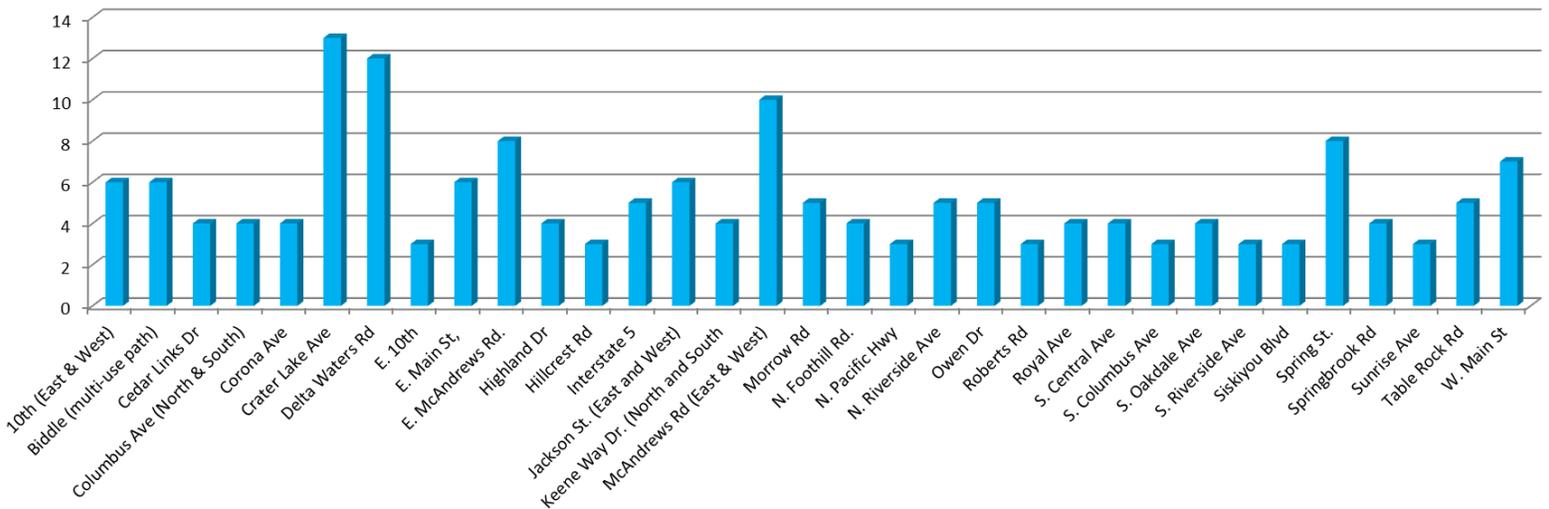
Secondary Comment Categories



Comments Received – Street Specific

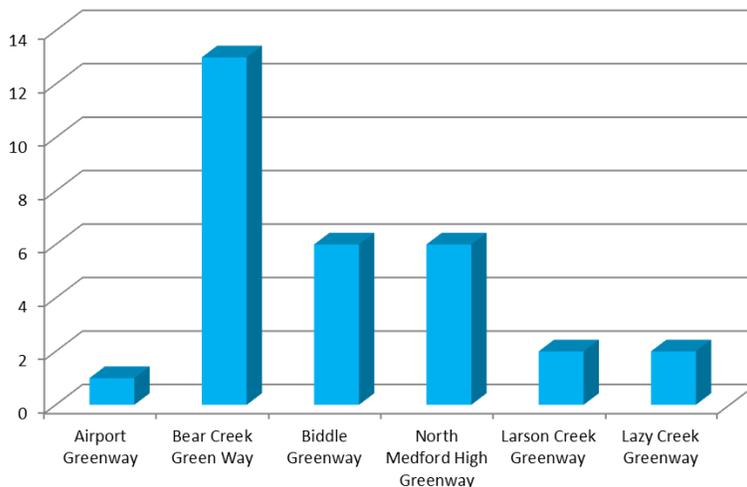
Whereas the data analysis provided for in the category analysis is subjective, analyzing the data by the frequency of the street name is objective. To highlight where problem areas exist it is important to note which streets received the most comments. Below is a graphical representation of this analysis. Staff has provided the comments received in this memo for all roadways where three or more comments were received in the exhibit “TSP Roadways 3+ Comments.” Any roadway receiving less than three comments is provided for in the exhibit “TSP Comment Data 8.1.2017” where all of the comments received can be found.

Roadway Comment Count (> 3 comments)



Comments Received – Mixed Use Path Specific

Greenway Comment Count



Similar to the data analysis using the street frequency as an indicator for areas of concern one could do the same analysis for the comments pertaining to multi-use paths. To the left is a graphical representation of the comment count for items regarding multi-use paths. The comments regarding the multi-use

paths can be found in the “TSP Comment Data 8.1.2017” exhibit under the column titled “Adjusted Street Name” and multi-use paths will be identified as such. Staff had not determined a number threshold for significance with multi-use paths as the number of comments received regarding multi-use paths was far lower than that of roadways.

Additional Analysis

Other items were added to the data collected to aid in better organization. Below is a summary of all of the additions to the data that were not a part of the original dataset or from GIS.

- **Transportation Mode Adjusted** – Added to distinguish the correct transportation mode discussed in the comment.
- **Additional Modes** – Added to incorporate other modes discussed within the comment.
- **Adjusted Street Name** – Used to ensure the correct street name was addressed in the data based on the comment provided. Items in green represent comments created from street names provided in the comment that were not tied to the geographic point that the workshop participant had selected.
- **Ward** – Used to distinguish the Ward the comment resides in.
- **Intersection** – Used to single out intersection comments.
- **Roundabout** – Used to single out roundabout comments.
- **Multi-Use Path** – Used to distinguish multi-use path comments.
- **Catergory** – Used to catergorize the comment provided
- **Secondary Category** – Used to further catergorize the comment provided.
- **Specific/Broad** – Used to clarify if the comment is broad or specific.

CONCLUSIONS

The TSP Online Workshop marks a first for the City of Medford Planning Department; as such, it also serves as an opportunity to learn and improve on the successes and shortcomings of the online forum. With the incorporation of digital media into the public process it will be important to continue with the successes of the online workshop and improve upon the shortcomings. Traditional outreach methods for long range planning projects often consist of a formal, in-person open house, often after work hours where the City must invite individuals to attend a 1-2 hour event. This proves difficult to garner attendance as often times advertisement is minimal due to staff and budget constraints and those who do attend often have direct involvement with the project skewing the data. The online workshop works outside of these silos going directly to the individual allowing one to answer questions on their own time. Below is an overview of areas for continued success and areas for improvement.

Online Workshop Successes

- Broad representation of input from each Ward in Medford
- Anonymous data gathering
- Location based data for direct input
- Easy to manage data once gathered
- Outreach lasted over a month allowing for ample opportunity for input

Online Workshop Shortcomings

- Only advertised/accessible in English
- Outreach efforts were targeted to organizations affiliated with the TSP, large regional employers, and downtown businesses only
- The only way to access the workshop was with a computer and internet
- GeoForm software is clunky and not easy to manipulate
- Lacked comments from West Medford
- Couldn't restrict comments to Medford UGB only
- No comment character length was given by Esri

Overall Staff is satisfied with the outcomes of the Online Workshop. With improved outreach methods to gain broader data 257 comments could have very easily have been over 1,000. With limited outreach to the City's networks and the City's large employers a large amount of data was still gathered. Moving forward this data can and should be used to determine project prioritization and to support decision makers and project staff in determining policy, projects, and other important items within the TSP.

EXHIBITS

TSP Roadways 3+ Comments

TSP Comment Data 8.1.2017



Planning Department

Working with the community to shape a vibrant and exceptional city

MEMORANDUM

Subject Draft TSP Goals, Objectives, and Actions revisions

File no. CP-16-036

To Mayor and City Council

From Matt Brinkley AICP CFM, Planning Director

Date November 22, 2017

for 11/30/2017 Study Session

PRESENTATION OUTLINE

Introduction and Presentation – Matt Brinkley

Discussion and Direction - Mayor and City Council

REVISED GOALS & OBJECTIVES

The City Council was presented the draft goals, objectives, and action items in August. After collecting comments from the general public and City Council through two surveys, meetings and study sessions with members of City Council, staff revised the draft goals, objectives, and actions. Goals have been rewritten to provide greater clarity. The six proposed goals address the following areas:

1. **Public health and safety.** Three objectives and their associated actions were revised in some cases. The objectives address improving safety at intersections and on roads, meeting requirements of the Americans with Disabilities Act, and support for active transportation programs like Safe Routes to School.
2. **Connectivity, convenience, and efficiency.** The objectives and their associated actions were revised. They address improving connections between important destinations within the City and throughout the region; managing congestion; improving public transportation service; and measuring long term progress toward the goals and objectives of the TSP.
3. **Fiscal health & long term sustainability.** The objectives and their associated actions were revised and several objectives and actions were added to more effectively emphasize the need for a transportation system that can be managed in a fiscally responsible and strategic manner. Objectives direct the City to deliberately plan for future ROW needs through routine and systematic ROW acquisition program; deployment of new technologies and other strategies to reduce costs; working with other public entities and private-sector partners to leverage City investments and identify reliable funding sources.

4. **Economic development.** This goal emphasizes the opportunity to support local and regional commerce through transportation infrastructure investments. Objectives address transportation infrastructure that facilitates movement of goods and service and the need to protect this infrastructure from catastrophic natural disasters; transportation infrastructure that supports tourism; and transportation investments that support redevelopment efforts.
5. **Neighborhood livability.** This goal is primarily concerned with ensuring that transportation infrastructure supports quality of life within the City’s residential neighborhoods and minimizes impacts for residents and businesses. Objectives address circumstances where mitigation and alternatives should be considered and continued support for development of multimodal mixed-use neighborhoods are considered.

The first of these two objectives directly addresses an issue that has been repeatedly raised by several City Councilors: how should the City address existing roads that are not, and perhaps cannot, be built-out to their assigned functional classification. Action 18-b states:

“Prior to upgrading a street classification in residential and mixed-use areas to a higher order classification, the City shall consider the impacts to neighborhood livability. Alternatives that allow existing neighborhoods to remain intact shall be considered. If reclassification is necessary, mitigation measures and/or street-design alternatives shall be considered.”

This action complements Action 4-b which directs the City to

“[...] Implement street design standards for existing facilities that allow for flexibility and application of alternative street designs where construction of facilities to the City’s adopted design standard for new development would not be feasible economically and/or could reasonably be anticipated to cause undue impacts to existing adjacent development and neighborhoods.”

The intent of these provisions is to 1) discourage construction of transportation projects that may unduly affect established neighborhoods and physically and/or economically impact individual property owners and established land uses and 2) provide flexibility in the project development, design, and approval process that would better allow for creative solutions that mitigate impacts that are unavoidable and, hopefully, avoid those impacts altogether.

The second objective is nothing new to the TSP and is addressed in Policy 8-B. As is true for the current TSP, this objective is intended in part to meet Alternative Measures requirements of the Regional Transportation Plan.

6. **Environmental stewardship.** This goal primarily addresses Regional Transportation Plan Alternative Measures requirements for reducing Single Occupant Vehicle (SOV) trips and Vehicle Miles Traveled (VMT). This requirement was imposed on all jurisdictions within the Rogue Valley Metropolitan Planning Organization boundary due to its status as an Air Quality Non-Attainment area. Rather than demonstrate an actual reduction in vehicle miles traveled, members of the RVMPO are able to fulfill their obligations by demonstrating implementation of policies that act as proxies or substitutes for SOV trip and VMT reductions. These include development in mixed-use “activity centers” and provision of bicycle and pedestrian facilities addressed elsewhere in the Goals, Objectives, and Actions.

COUNCIL DIRECTION

Staff is seeking Council direction on the revised Goals, Objectives, and Actions and to incorporate these into the Transportation System Plan with any necessary changes.

EXHIBIT

- Revised Goals, Objectives, and Actions

Goal 1 – The transportation system shall protect public health and safety for users of all modes of transportation.

Objective 1: Whenever possible, replace, mitigate, or enhance transportation facilities and conditions where the safety of the travelling public is at risk.

Action Items:

1-a: Create and adopt a policy to reduce, and ultimately eliminate, traffic fatalities and serious injuries.

1-b: Continuously identify and install physical measures and improvements needed to eliminate safety hazards along high-crash corridors and at high-crash intersections, including a focus on improvements to protect more vulnerable users, such as children and those with disabilities.

1-c: Identify high-traffic bicycle routes for more frequent street sweeping to remove debris that puts bicyclist at risk of accidental crashes.

1-d: Design bike facilities that separate bicycle traffic from vehicular traffic on Major Arterials by providing off road, multiuse pathways or by diverting bicycle traffic onto parallel roads with adequate on road facilities.

1-e: Develop traffic-calming design standards and implementation program for reconstruction projects within existing residential neighborhoods and new roads within proposed residential neighborhoods.

Objective 2: Remove impediments to mobility for more vulnerable citizens including those with disabilities, children, and older adults.

Action Items:

2-a: Continue to ensure all new transportation facilities, and improvements comply with the Americans with Disabilities Act (ADA) of 1990.

2-b: Complete an ADA transition plan for the public right-of-way by 2022 and adhere the plan as necessary.

2-c: Coordinate with local hospitals, schools, social service providers and similar organizations to identify the transportation needs of the groups they serve.

2-d: Evaluate the safety of heavily used pedestrian crossings and implement best practices to increase safety whenever possible.

Objective 3: Promote active transportation as a means of improving public health.

Action Items:

3-a: Actively participate in the Safe Routes to School Program(s) and implement programs, as appropriate.

3-b: Participate in and promote active transportation programs and outreach like RVTD's Go by Bike Week, the Drive Less Challenge or similar programs.

3-c: Collaborate with health professionals to identify opportunities for improving public health through transportation planning.

3-d: Coordinate and implement a bicycle diversion program. (Such programs allow a person issued a bicycle citation to attend a bicycle safety class instead of appearing in court or paying a fine).

Goal 2 – The multi-modal transportation system shall provide convenient, efficient connections throughout the City and beyond its borders for users of all modes of transportation.

Objective 4: Improve connectivity, reduce congestion, and improve traffic operations whenever possible.

Actions

4-a: Work with private and public sector partners to complete the major street network as shown on the Functional Classification Map, prioritizing completion of the City's "Arterial Ring", major arterials, and regionally significant transportation projects like the South Stage Overcrossing/Extension.

4-b: Implement street design standards for all new development that provide facilities for all modes of transportation, including walking and bicycling, and that promote safe driving. Implement street design standards for existing facilities that allow for flexibility and application of alternative street designs where construction of facilities to the City's adopted design standard for new development would not be feasible economically and/or could reasonably be anticipated to cause undue impacts to existing adjacent development and neighborhoods.

4-c: Develop and implement a formal "roundabout first" policy by 2020.

4-d: Identify future opportunities to increase the number of direct north-south connections east of I-5 in order to reduce congestion along parallel routes and at intersections.

4-e: Implement wayfinding programs using conventional signage and emerging technologies to assist travelers in efficiently reaching destinations including downtown, historic districts, retail and dining destinations, multi-use paths and other recreational destinations; and ensure consistent signage with other City efforts. Identify signage needed to inform citizens about natural hazards and evacuation routes.

Objective 5: Improve access for people to walk and bike to public places especially schools, parks, employment centers, commercial areas, and other public facilities.

Actions:

5-a: Prepare and implement policies that require the development of off street improvements (such as urban trails, greenways, etc.) while considering a fee in-lieu as a condition of approval for development applications and land use actions in areas where these facilities are planned to serve as a connection.

5-b: Coordinate locally and regionally to develop trails, multi-use paths and other active transportation facilities that better connect the City's neighborhoods, schools, parks, and various activity centers.

5-c: Facilitate and provide for a high degree of pedestrian and bicycle connectivity to current and proposed major shared-use paths, such as the Bear Creek Greenway; this shall include

land acquisition and dedication from private and public land owners to implement trail connections where needed.

5-d: Identify gaps (e.g. missing bike lanes, sidewalks, etc.) along major corridors and systematically upgrade the roadways to correct deficiencies.

Objective 6: Connect vehicle, pedestrian, and bicycle networks with current and planned public transportation routes and improve public transportation service.

Actions:

6-a: Identify and prioritize sidewalk infill projects to and along transit routes within a quarter-mile radius of current and planned transit routes and/or stops.

6-b: Coordinate transportation facility design and development with RVTDD.

6-c: Work with RVTDD to provide locations for transit transfer centers outside of downtown Medford consistent with RVTDD's long range plan.

6-d: Work with RVTDD to assess the feasibility of developing park-and-ride facilities in strategic locations around the City.

6-e: Work with RVTDD to improve public transportation connections between the airport and population centers, such as downtown and neighborhoods.

6-f: Participate in RVTDD system planning efforts and amend the TSP as necessary in order to ensure consistency with that plan.

Objective 7: Maintain active roles in regional planning efforts for the continued development of the Rogue Valley's transportation system.

Actions:

7-a: Collaborate with other local jurisdictions and agencies, especially the Rogue Valley Metropolitan Planning Organization and Rogue Valley ACT, to ensure coordinated efforts on regional transportation projects.

Objective 8: Routinely monitor progress toward achieving Goals and Objectives.

Actions:

8-a: Expand measurement of trips made by walking, biking, and driving, and investigate and adopt emerging technologies that enable accurate, cost-effective assessment of various types of transportation activity and phenomena including traffic congestion, infrastructure conditions, etc.

Goal 3 – Transportation system investments shall be fiscally sound and economically sustainable over the long term.

Objective 9: Systematically and regularly acquire needed public right-of-way in order to implement the adopted Functional Classification Map.

Actions

9-a: Allocate funding resources through the biennial budgetary process to acquire properties needed to construct the street network as proposed by this TSP.

Objective 10: Deploy and promote new technologies that safely increase the efficiency of existing street facilities without unnecessary roadway expansion.

Actions

10-a: Continue to implement Intelligent Transportation Systems (ITS) to maximize capacity while identifying key corridors for ITS implementation.

10-b: Coordinate with RVTD to identify potential Transit Signal Priority corridors and implement Transit Signal Priority corridors when appropriate.

10-c: By 2023, develop policies that anticipate the impact of autonomous vehicles, neighborhood electric vehicles, and other similar emerging technologies on the transportation system.

Objective 11: Reduce costs of constructing transportation projects by 50% by 2020.

Actions

11-a: Review and adopt new policies and procedures as needed that ensure coordination of transportation project development and construction with other infrastructure improvements.

11-b: Unless otherwise indicated, construct roads to the appropriate cross section according to the adopted Functional Classification Map to avoid rebuilding streets or portions of the street multiple times.

11-c: Adopt policy and procedures to ensure that “lowest lifecycle costs” are always considered in the design of transportation facilities.

Objective 12: Partner with local jurisdictions, state and federal agencies, and private sector partners to maximize the City’s transportation investments whenever possible.

Actions

12-a: Work with ODOT, Jackson County, RVTD, and neighboring cities to improve roads and pedestrian and bicycle facilities along State and regional highways/roadways and major transit routes.

12-b: Partner with schools to identify impediments to walking to school and implement Safe Routes to School solutions.

12-c: Continue active membership in the Rogue Valley Metropolitan Planning Organization (RVMPO) and associated planning efforts, and routinely participate in updating the MPO Transportation Improvement Program (TIP) to ensure that the City transportation projects are eligible for discretionary and special funding.

12-d: Collaborate with private developers through public-private-partnerships to fund public transportation infrastructure that supports proposed development.

Objective 13: Support the development of stable and flexible transportation financing that provides adequate funding sources for Medford's transportation system while supporting the TSP's economic development goal.

Actions:

13-a: Collect transportation system development charges (SDC's), as defined by Oregon Revised Statutes and local ordinances, to mitigate impacts of new development on Medford's Transportation System.

13-b: Assess the effectiveness of current funding sources and identify new funding sources during preparation of biennial budgets including the use of tax increment financing and interjurisdictional agreements. Update policies and regulations to accommodate changes as needed.

Goal 4 – The transportation system shall support economic development and vitality within the City and throughout the Region.

Objective 14: Maintain and improve the efficiency of the movement of freight and goods by ground, rail, air, pipeline, and transmission infrastructure.

Actions:

14-a: Assess land use conflicts affecting freight service providers and develop best practices that prioritize safe, efficient, and reliable freight connections while reducing environmental and neighborhood impacts.

14-b: Review and consider revisions to the existing truck route designations within the City of Medford and implement street design standards that meet the weight and dimensional needs of trucks for streets that serve industrial and commercial areas and those designated as "truck routes."

14-d: Encourage the use of rail and air freight services throughout the Rogue Valley.

14-e: Actively support special State and Federal priority freight route designations for proposed/current Priority Freight Corridors (PFC).

Objective 15: Increase resilience of local freight and logistics network to natural disaster.

Actions:

15-a: Using the City's Hazard Mitigation Plan and other resources, assess local freight network for vulnerabilities to natural disaster, in particular a Cascadia Event, develop and implement a mitigation strategy by 2020.

Objective 16: Identify and improve transportation facilities that support the Region's tourism industry

Actions:

16-a: Support the efforts of the Rogue Valley International-Medford Airport and the airport's associated master plan.

Objective 17: Support initiatives to redevelop Downtown, Liberty Park, and other existing neighborhoods through transportation infrastructure investments.

Actions:

17-a: Evaluate the feasibility of expanding the Downtown Parking District.

17-b: Implement transportation infrastructure improvement projects recommended by the Downtown, Liberty Park, and other neighborhood plans. Amend the TSP as necessary to ensure consistency between neighborhood plans and the TSP.

Goal 5 – The transportation system shall enhance the livability of the City’s neighborhoods.

Objective 18: Avoid disruption of existing neighborhoods and nonresidential districts, and minimize impacts to individual properties whenever possible when improving streets to current City design standards.

Actions:

18-a: Limit Major Arterial streets to a total cross-section width of no more than five travel lanes, except at intersections. Accommodate travel demand that would otherwise require a width of more than five lanes through increased system connectivity, transit service, use of transportation demand management (TDM) strategies, and other alternative modes of transportation.

18-b: Prior to upgrading a street classification in residential and mixed-use areas to a higher order classification, the City shall consider the impacts to neighborhood livability. Alternatives that allow existing neighborhoods to remain intact shall be considered. If reclassification is necessary, mitigation measures and/or street-design alternatives shall be considered.

18-c: Incorporate context-sensitive street and streetscape design techniques in order to balance the needed street function for all users and modes with the needs of the surrounding built environment.

18-d: Implement transportation demand management strategies, when appropriate, to mitigate congestion prior to roadway expansion.

Objective 19: Increase the number of walkable, bikeable, mixed-use, transit oriented and supportive neighborhoods while promoting connectivity to the existing neighborhoods.

Actions:

19-a: Complete West Main Transit Oriented Development (TOD) plan and begin developing TOD plans for established TOD districts including downtown and North Medford.

19-b: Review the maximum and minimum block length perimeter standards to ensure direct street routes and connectivity and reduce travel distances to all users.

19-c: Develop standards and incentives to promote mixed-use and transit oriented development.

19-d: Develop at least one neighborhood-scaled, pedestrian, and/or bicycle mode specific plan(s) every biennium, including implementation recommendations, for neighborhoods throughout the City.

19-e: Identify Medford's multimodal mixed-use areas (MMAs) and prioritize pedestrian, bicycle, and transit investments within targeted employment and residential areas that foster mixed-use development. Develop and implement incentives to increase the number of dwelling units within a quarter-mile of transit routes.

19-f: Ensure implementation of the Southeast Medford Area Plan with regard to greenways, land use, paths, trails, roadways, and other transportation related facilities.

Goal 6 – The transportation system shall promote environmental stewardship.

Objective 20: Reduce environmental impacts of the transportation infrastructure.

Actions:

20-a: Create alternative transportation facility design standards that reduce impervious surfaces and favor management of stormwater runoff using Low Impact Development (LID) techniques.

20-b: Determine the feasibility of incorporating renewable energy technologies into publicly owned transportation facilities to offset cost and impacts.

20-c: Develop monitoring criteria for existing oil/water separators in City parking lots and facilities and assess performance annually.

20-d: Incorporate riparian and stream restoration into multi-use path and trail development projects as opportunities present themselves.

Objective 21: Adopt policies designed to reduce Vehicle Miles Traveled (VMT), reliance on Single-Occupant Vehicle (SOV) trips, and roadway congestion throughout the City of Medford.

Actions:

21-a: Develop parking strategies that aim to reduce SOV and VMT to mixed-use neighborhoods, downtown and other major travel destinations.

21-b: Assess off-street parking standards and modify requirements to discourage Single Occupant Vehicle trips and Vehicle Miles Traveled within Activity Centers (as identified in Alternatives Measures of the Regional Transportation Plan) and other multimodal mixed-use areas.

21-c: Partner with employers and others to implement travel demand management strategies that encourage modes of travelling to work other than SOV trips, including carpooling; employer-supported public transportation passes; incentives for bicycle and pedestrian commuting; telecommuting and other alternatives.

21-d: Identify, in conjunction with RVTD, areas where transit route expansion could be added to alleviate congestion, SOV, and VMT.

21-e: Develop and implement incentives for large employment and residential developments to implement alternative transportation programs that reduce SOV trips.

Objective 22: Reduce emissions of atmospheric pollutants including greenhouse gas emissions and particulate matter while complying with State and Federal law.

Actions:

22-a: Analyze the feasibility of converting publicly owned vehicles to those using renewable, low emitting, and/or non-emitting technologies.

22-b: Establish incentives for developer-provided neighborhood Electric Vehicle charging stations.

22-c: Continue to develop tree canopy along higher-order streets.