

ASHLAND TRANSPORTATION ADVISORY COMMITTEE

MINUTES

April 17, 2025

CALL TO ORDER: 6:00 PM; Zoom

Members Present: Linda Peterson-Adams, Mark Brouillard, Joe Graf, Dave Kahn, Dave Richards, Dylan Dahle, Nick David, Corinne Vieville

Staff Present: Scott Fleury, Derek Severson, Brandon Goldman, Marlena Correnti

Council Liaison Present: Eric Hansen

Guests Present: Lara McCormick – Rogue Valley Safe Routes to School Coordinator, Gary Shaff, Edem Gomez – RVTD, Cassie Preskinis – SERJAC liaison

ANNOUNCEMENTS

- April is [Distracted Driving Safety Month](#)
 - Awareness post to go up on City site; Readerboard suggestions:
 - Hang up and drive!
 - Leave it unread or end up dead.
 - Hands on the wheel, not on your meal.
 - Hocus pocus! Drive with focus.
 - Take the pledge to #JustDrive on nsc.org/JustDrive
- May is National Bike Month

SPECIAL PRESENTATION

- Meet and Greet with Rogue Valley Safe Routes to School Coordinator Lara McCormick
 - Education, Encouragement, and Engineering
 - Education: *safe routes to walk or ride*
 - Encouragement: *Activities and events* like [Walk & Roll!](#)
 - Talent Elementary – Tuesday, April 22, 2025 Earth Day
 - Additional Walk & Roll events TBD in May
 - VOLUNTEERS WANTED – post to City website?
 - Richards and McCormick to facilitate partnership with TRAILS
 - Engineering: *Directs organizations to grants*
 - [Commute Options E-bike course](#)
 - Available in-person and online
 - Brouillard inquires as to whether an e-bike course is available for children specifically, citing legislation to lower age minimum for e-bike riders legal riders (currently must be 16 years old). McCormick to research options and report back.
 - [Oregon Friendly Driver Course](#)

CONSENT AGENDA

- Approval of March 20, 2025 Minutes
 - Correct misspelling: Rob Patride → Rob **Patridge**
 - Omit Barnes & Noble mention

Dahle motions to approve Minutes with corrections; Richards seconds. All approved.

PUBLIC FORUM (6:30-6:45)

- Peterson-Adams has been involved in discussions regarding A St and Oak Street
- Fat Tire Class III E-bikes are becoming prevalent on the bike path
- Reminder: City website has [TAC contact form](#)

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REPORTS FROM OTHER CITY COMMITTEES (6:45-7:00)

- SERJAC: Preskinis – liaison from SERJAC
 - SERJAC will be present to engage community members at ScienceWorks for [Earth Day 2025](#) event on Friday, April 25th
 - [Finding Justice for Historical Injustice](#): Ashland Sunrise Project in partnership with Oregon Remembrance Project on Thursday, May 8th in Meese Auditorium at SOU
- Parks: Hansen – Parks liaison reports that budget season is underway, and Parks is working to increase fees and begin warm weather projects
 - Parks Director Rocky Houston to attend future TAC meetings to discuss Parks' strategic plan and bike rack installations in the parks, with potential modifications to Winburn Way
- Council: budget season underway and supervisors are being told to cut 5% in anticipation of increased fees for wildfire mitigation among other City efforts
- Historic Committee: Brouillard – communications to go out regarding a ghost tour week of May 13th
 - Severson: actors from SOU will portray those buried in the cemetery in a historical sense to honor and teach; term "ghost" could be misconstrued as offensive, may use alternate word/phrase (ex. paranormal entity) to promote this event

NEW BUSINESS

Planning Presentation (7:00-7:30, no action required, Goldman and Severson of Planning department present workplan and development overview process to the TAC)

- Long Range Planning:
 - Economic Opportunities Analysis
 - CFEC ([Climate-Friendly and Equitable Communities](#)) and CFA (Climate Friendly Areas) adoption
 - ex. Plaza West on Lithia Way near USPS
 - CFEC Walkable Design Standards will apply City-wide; currently being developed, and must be adopted at or before the new TSP
 - SOU Masterplan
 - Manufactured Home Park Zone Ordinance
 - Four (4) manufactured home parks in Ashland presently
 - *Could there be more developed?* Yes, possibly. This is part of the ongoing discussion, as well as zoning considerations.
 - David notes that multifamily units would enable more densely populated living options as opposed to manufactured homes in these areas
 - Goldman: Though not yet an official ordinance, Council directed the preservation of manufactured home parks as a strategic action to ensure that needed housing is available
 - TSP Public Engagement Process
- Current Planning Projects:
 - E Main Park Annex
 - 300 Clay St Annex
 - Grand Terrace Annex
 - Croman Annex, Ordinance Modifications & Masterplan Development
 - 1100 Benson Way Mini-Storage Annexation
- Annexation Process (Type III Procedure) takes approximately 6 months of meetings to get final approval

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1. Pre-app conference: applicant meets with Planning staff then Planners get feedback from Community Development departments to gauge potential hiccups and other considerations
2. Request that applicant attend committees (like TAC or Housing Advisory Committee); gives advisory committees an opportunity to interject and provide input that could shape project
3. Notice of public hearing
4. Public hearing
5. City Council decides

[Near Miss](#) vs. [SeeClickFix](#) (7:30-7:45, action required; discuss transitioning the Near Miss application to the SeeClickFix application)

- Brouillard: Near Miss form is lengthy and could hinder the quality of information collected; requests TAC set deadlines to action on each SeeClickFix/Near Miss reported
- Richards appreciates the functionality of SeeClickFix because pertinent departments are alerted and can act immediately
- Vieville suggests that SeeClickFix icon be moved up/located higher on City webpage
 - Fleury to consult with Dorinda Cottle to make this change
- Fleury to chat with Lea Richards about formatting SeeClickFix to give "Transportation" its own category:
 - Currently housed under "Ashland, OR - City Service Area", the following SeeClickFix items could potentially fit under Transportation category:
 - Intersection Vision Clearance Concern
 - Parking Violation on Public Street
 - Recurrent Traffic Concern

Brainstorming: Which questions from the [Near Miss](#) form should be added to [SeeClickFix](#)?

- WHO was involved? (*pedestrian, bicyclist, E-bicyclist, motorist/driver, wheelchair/mobility scooter, wildlife, etc*)
- WHERE did it happen?
- WHEN did it occur? Time and date
- WHAT contributed to this Near Miss?
- Include at least one open-ended question (*ex. What would you suggest to remedy or prevent this?*)
- Check boxes improve form accessibility

UNFINISHED BUSINESS

Education, Outreach & Crash Mitigation (7:45-8:00, action required; discuss education, outreach, and crash mitigation efforts and next steps)

- Peterson-Adams will be present and tabling for TAC at [Rogue Valley Bike Swap](#) event on April 26, 2025
- Kahn and Fleury reviewing E-bike ordinances in Bend and Eugene; research continues
- Staff presently evaluating bike path safety and consistency of signage; No enforcement officer on Police Department just yet
 - Fleury coordinating with ODOT to improve signalization timing

7:59 PM: Dahle motions to extend meeting. Brouillard seconds. Approved.

INFORMATIONAL ITEMS:

- Wayfinding Project Update – awaiting update from deputy student manager

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- TSP – contract with ODOT in process; anticipating good news in May
- Safe Streets and Roads for All (SS4A) Grant Process Update – federal highway waiting for administration to release grant funds

AGENDA BUILDING – Future Meetings

ADJOURNMENT: 8:04 PM

Next Meeting Date: May 15, 2025, 6:00 PM – 8:00 PM

Respectfully submitted,

Marlena Correnti, Administrative Assistant