

Note: Anyone wishing to speak at any Transportation Advisory Committee meeting is encouraged to do so. If you wish to speak, please rise and, after you have been recognized by the Chair, give your name and City for the record. You will then be allowed to speak. Please note the public testimony may be limited by the Chair.

## **TRANSPORTATION ADVISORY COMMITTEE**

**June 26, 2025**

### AGENDA

**CALL TO ORDER:** Meeting Held Virtually Via Zoom:

**Link:** <https://zoom.us/j/94350935689>

- I. ANNOUNCEMENTS**
- II. CONSENT AGENDA**
  - A.** Approval of May 15, 2025 Minutes
- III. PUBLIC FORUM (6:05-6:20)**
- IV. REPORTS FROM OTHER CITY COMMITTEES (6:20-6:30)**
- V. NEW BUSINESS**
  - A.** Water Street one-way conversion (6:30-7:00, action required, discuss conversion to one way and process to recommend)
- VI. UNFINISHED BUSINESS**
  - A.** Vision Clearance Issues (7:00-7:15, action required, discuss vision obstruction issues from near miss surveys and mitigations)
  - B.** Near Miss transition to See Click Fix (7:15-7:30, no action required, staff to update on process to convert application to See Click Fix).
  - C.** Strategic Communication (7:30-7:45, action required, discuss recent presentation on strategic communications from City Manager office and how best to interact with the Community moving forward)
- VII. INFORMATIONAL ITEMS**
  - A.** Wayfinding Project Update
  - B.** Safe Streets and Roads for All (SS4A) Grant Process Update
  - C.** TSP Update
  - D.** North Mountain Avenue, Oak Street, middle Clay Street improvements
  - E.** B Street Corridor Safety Improvements
- VIII. AGENDA BUILDING – Future Meetings**
- IX. ADJOURNMENT: 8:00 PM**

**Next Meeting Date: July 17, 2025**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please email [scott.fleury@ashland.or.us](mailto:scott.fleury@ashland.or.us). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title 1).

# ASHLAND TRANSPORTATION ADVISORY COMMITTEE

## MINUTES

May 15, 2025

### **CALL TO ORDER: 6:00 PM; Zoom**

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

**Members Not Present:** Dave Kahn

**Staff Present:** Scott Fleury, Derek Severson, Marlena Correnti

**Council Liaison Present:** Eric Hansen

**Guests Present:** Cassie Preskinis – SERJAC liaison

### **ANNOUNCEMENTS**

- May is [National Bike Month](#)
  - RVTD [#GoByBike](#)
  - Friday, May 16th: [Bike to Work Day: Ashland Bike Breakfast](#)
    - 7:30-9:30 AM at Railroad Park (Streets for Everyone free bike safety checks, light bike tuning, safety gear provided)
    - 5:00-10:00 PM [Pioneer Street Block Party](#) in front of Ruby's and Gil's
- May 16-18: Chamber of Commerce [Sidewalk Celebration](#)
- May 16-17: Bicycle Film Festival – screenings, casual group rides, workshops, races, live music. More info on [ashlandclimate.org](#) and [ashlanddevo.org](#)
- [Wildfire Protection Plan](#) is now available on City website

### **CONSENT AGENDA**

- Approval of April 17, 2025 Minutes
  - Corrections: CFEC and CFA adoption
    - Confusion with “ex.” meant to stand for “**example**”; Correnti to spell out completely.
  - Page 3 Informational Items: Second to last word should be “**City**” not “student”

Vieville motions to approve Minutes with corrections; David seconds. All approved.

### **PUBLIC FORUM (6:30-6:45)**

- Thank you for your comments! Reminder: City website has [TAC contact form](#)

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

- Council: Hansen reports that the budget was passed and included recommendation for Parks fee
  - CFA moving forward, and RVTD presented
- SERJAC: Preskinis – finalizing Community Outreach Survey
- PUBLIC ART ADVISORY: Plaque to be installed in sidewalk by Railroad Park as part of [Playwrights Walk](#); unveiled at 2:00 PM June 22, 2025. This is the second plaque for Playwrights Walk, and it is a Black Lives Matter memorial.

## ASHLAND TRANSPORTATION ADVISORY COMMITTEE

### MINUTES

May 15, 2025

- Call for artists for three (3) designs on traffic signal boxes (closing on June 23rd); selection committee comprised of resident volunteers will select finalists for ultimate approval by Council and ODOT
- PLANNING COMMISSION: David – coming soon: opening a cleaned-up section of Railroad District
  - Severson – Railroad District is working with Oregon Department of Environmental Quality (DEQ) to develop cleanup plan, anticipated start Fall/Winter 2025
  - Fleury requested Speed Zone Study along corridor; goal to reduce speed to 35 miles per hour (North Main–Grand Terrace Development)
  - Vieville – flag stop for RVTB on northbound route; rapid flash beacon crossing was proposed and ODOT has preliminarily signed off, but they still want final design approval
- Brouillard – New traffic enforcement officer sworn in; Ambitious to enforce, and brings County experience
- Fleury – Metropolitan Planning Organization (MPO) Agenda coming out next week for the end of May meeting. Congestion Mitigation and Air Quality (CMAQ) grant funding will be discussed.

### **NEW BUSINESS**

#### **Transportation System Plan Public Engagement (action required, review draft engagement plan document and provide feedback)**

- Peterson-Adams – Thank you for your patience and perseverance!
- Fleury – City of Ashland is leading the development of the public participation engagement plan and enacting that throughout the TSP process. Consultants can assist by attending meetings and generating materials, but City staff and Committee members are taking the lead.
- Reach out to varied groups for balanced/complete representation (*community-based, underrepresented groups, businesses, developers, Chamber of Commerce, etc.*)

Suggestions for outreach and inclusion in review of TSP:

- Rogue Valley Mountain Bike Association ([RVMB](#))
- [Ashland DEVO](#)
- [BASE](#)
- [AshlandTogether](#)
- [Siskiyou Velo](#) (Medford-based)
- [Climate Collaborative](#)
- [Ashland Community Food Bank](#)
- [Rogue Valley Association of Realtors](#)
- [Recology](#)

## ASHLAND TRANSPORTATION ADVISORY COMMITTEE

### MINUTES

May 15, 2025

- Disabled United in Direct Empowerment ([DUDE](#))
- Senior Center Committee
- [Rogue Climate](#) and youth-led Rogue Climate Action Team (RCAT)
- SOU
- Emergency Management Team
- Wildfire Safety Committee
- Trucking industry liaison

The Public Participation Plan will be brought to the Planning Commission for review in May/June.

#### **Near Miss vs. SeeClickFix (action required; discuss transitioning the Near Miss application to the SeeClickFix application)**

- TAC webpage will include direct links to SeeClickFix for each type of Transportation category issue, eliminating the need to search from entire list of categories and sub-groups.
- Near Miss form will be removed from City website
- Public Works administrative team takes calls from the public, and enters relevant SeeClickFix reports on behalf of citizen callers
- Fleury to Richards: *Can images be added with text in SeeClickFix to improve site accessibility?*
- Fleury to Cottle: Consider changes to website homepage icons (*Graf notes that "Stay Connected" icon is the same as "SeeClickFix" icon, only they are different colors*)

#### **UNFINISHED BUSINESS**

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

- Peterson-Adams shared that attendance at [Rogue Valley Bike Swap](#) event on April 26, 2025 was minimal
- Sidewalk Sale may become a monthly event, which would present a tabling and outreach opportunity for TAC
- Greenway bike path signage is very inconsistent. Staff presently evaluating bike path safety and consistency of signage
- Fleury coordinating with ODOT to improve signalization timing
- Discussion on painting designated pedestrian section of bike path

#### **INFORMATIONAL ITEMS:**

- Wayfinding Project Update – awaiting update from Deputy City Manager
- Safe Streets and Roads for All (SS4A) Grant Process Update – federal highway waiting for administration to release grant funds
- TAC agrees that visual obstructions are one of the greatest hindrances on the

ASHLAND TRANSPORTATION ADVISORY COMMITTEE  
MINUTES  
May 15, 2025



roadway for all users

**AGENDA BUILDING – Future Meetings**

**ADJOURNMENT:** 8:00 PM

**Next Meeting Date: June 26, 2025, 6:00 PM – 8:00 PM**

*Respectfully submitted,*

*Marlena Correnti, Administrative Assistant*

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[EXTERNAL SENDER]

## Transportation Advisory Committee Contact Form

Name	Judy Kerr
Address	Starflower
City	Ashland
State	Oregon
Zip Code	97520

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### Message to Transportation Advisory Committee

I have lived on Starflower Lane for 7 years. It is a major bike route to avoid going up or down Mountain Ave. Cyclists go down Mountain Avenue and turn left on a gravel trail that takes them over to Thimbleberry. There is a dead end on Star Flower and they turn right and go down the hill, then turn left to go up the hill on Williamson Way.

There is a yield sign at the bottom of Star Flower so the traffic on Williamson Way has the right to go down that hill and not stop until they get to mountain Avenue, which they do at a good clip. The problem is the city not acknowledging that this is a major bike path through town and, because the cyclists are trying to get up the hill on Williamson Way, they need to come down Starflower at a good speed to make that turn. That dynamic is not going to change and the yield sign is not going to be used by the cyclists. Cars, however, can stop on a hill.

On May 29 at 3:10 the last of the neighborhood kids who go to Walker rode down Starflower. There was a car coming fast down Williamson Way. I was on Starflower going to the mailboxes across Williamson Way and saw the potential accident and am recording this problem

This is not the first time I have notified the city of this intersection. I also was nearly hit riding my trike on this route. I do not remember any response from the city.

So I figure at this point my best option is documentation of this problem.

Should a child or cyclist get hit, there could be potential for financial reimbursement from the city because of the failure to

address this situation.

Legally there is a yield sign that cyclists are ignoring because of momentum needs. Can the sign be moved to Williamson Way? Changed to a stop sign? Speed bumps? Street painted with green bike lane signs?

Can the city track the number and speed of cars coming down Williamson Way?

I imagine staffing could be a problem in the city? If you need help, email me at [judy\\_a\\_kerr@hotmail.com](mailto:judy_a_kerr@hotmail.com)

Thanks. Judy

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[EXTERNAL SENDER]

## Transportation Advisory Committee Contact Form

Name Gary Shaff

Address

City Ashland

State OR

Zip Code 97520

Phone Number *Field not completed.*

Email Address

Message to CEPAC report for June 2025

Transportation

Advisory Committee

Attached is an executive summary of the CEAP Implementation Plan for Urban, Land Use + Transportation. The CEPAC began its review of the documents on June 12th and expect to continue their review over the coming months. The full unabridged document and cover memo were included in the CEPAC's meeting agenda which is available at <https://ashlandor.portal.civicclerk.com/event/382/files/agenda/1478>.

Attachments

[Exec Summary CEAP Implementation Plan - ULUT 6\\_25.pdf](#)

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[EXTERNAL SENDER]

## Transportation Advisory Committee Contact Form

Name ANDRA LEE HOLLENBECK

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Address

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City ASHLAND

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State OR

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Zip Code 97520-1731

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Phone Number

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Email Address

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Message to  
Transportation  
Advisory Committee

I travel A Street quite a bit and it is extremely difficult to navigate for two cars going in opposite directions. Except for the where there are parking cut outs it is impossible for two cars to navigate, making it so one has to find a wide spot to pull in to let the oncoming car get by.

Maybe it is time to have parking on just one side of the street or find some other solutions. It is not safe at this point and causes congestion and difficulties.

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Attachments

*Field not completed.*

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# Memo

Date: June 18, 2025  
From: Scott A. Fleury  
To: Transportation Advisory Committee  
RE: Water Street – One Way Conversion Process

## **BACKGROUND:**

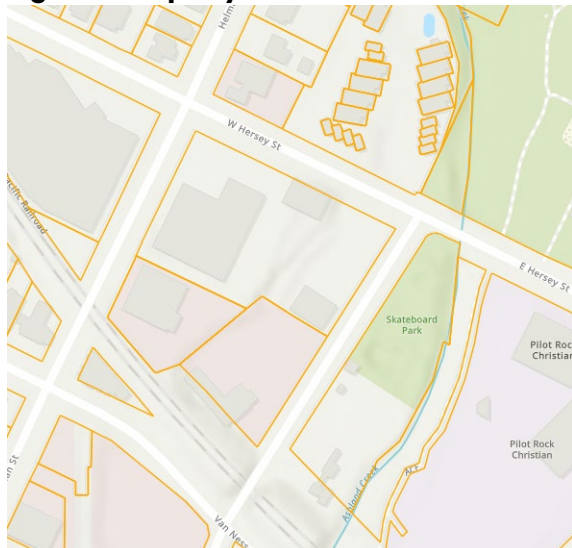
As part of the near miss and crash mitigation process the TAC has discussed potentially converting a portion of Water Street near the recycling center to one way access.

Staff envisions a defined process to develop a formal recommendation to the City Council for conversion. This process would include collecting vehicle count data that

1. Collect traffic count data (determine vehicle directional information)
2. Perform site distance analysis at Van Ness and Water intersection (RxR)
3. Review crash data for intersections
4. Discuss with Emergency Services (Police & Fire)
5. Develop draft striping/signage plan for intersection/conversion
6. Inform adjacent property owners of intent and provide background information collected
7. Hold meeting and invite adjacent property owners to discuss
8. Develop formal recommendation to either convert or make no change

There are three adjacent properties along the stretch of Water Street between Van Ness Street and Helman Street, reference figure 1 below. One of the properties is owned by the City of Ashland and houses the recycling center and skatepark.

**Figure 1: Property Boundaries**





**CONCLUSION:**

Action required, review staff's process recommendation and provide input if any.

# Memo

Date: June 17, 2025  
From: Scott A. Fleury  
To: Transportation Advisory Committee  
RE: Near Miss Analysis – Vision Clearance Issues

## BACKGROUND:

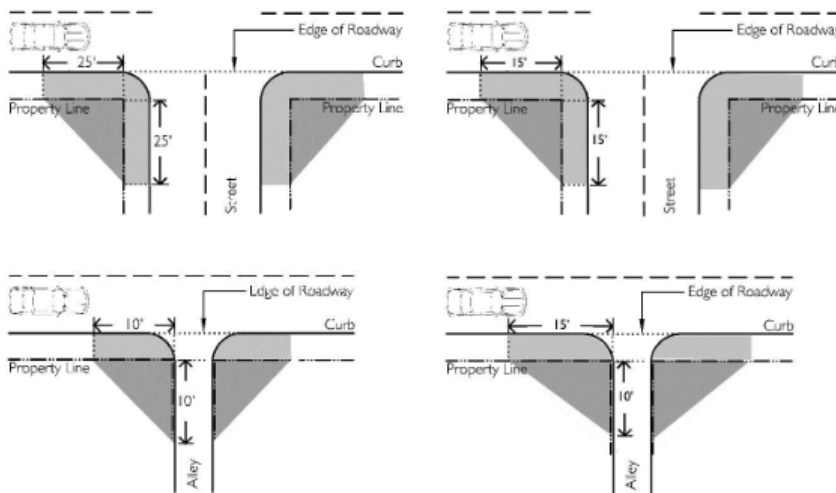
As part of the biannual crash and near miss review, multiple TAC members referenced vision clearance and view obstruction as a primary general issue that is a easily mitigated near miss/crash driver factor. The vision issue was also referenced at the May TAC meeting as well.

Staff utilized the 2024 near miss data set and pulled items that reference vision or view obstruction. That data is outlined in the tables below.

The vision/view obstructions outlined for the B Street corridor will be addressed by the safety improvement plan in place.

Others will need to be addressed individually.

## Vision Clearance Standards Per AMC 18.2.4.040:



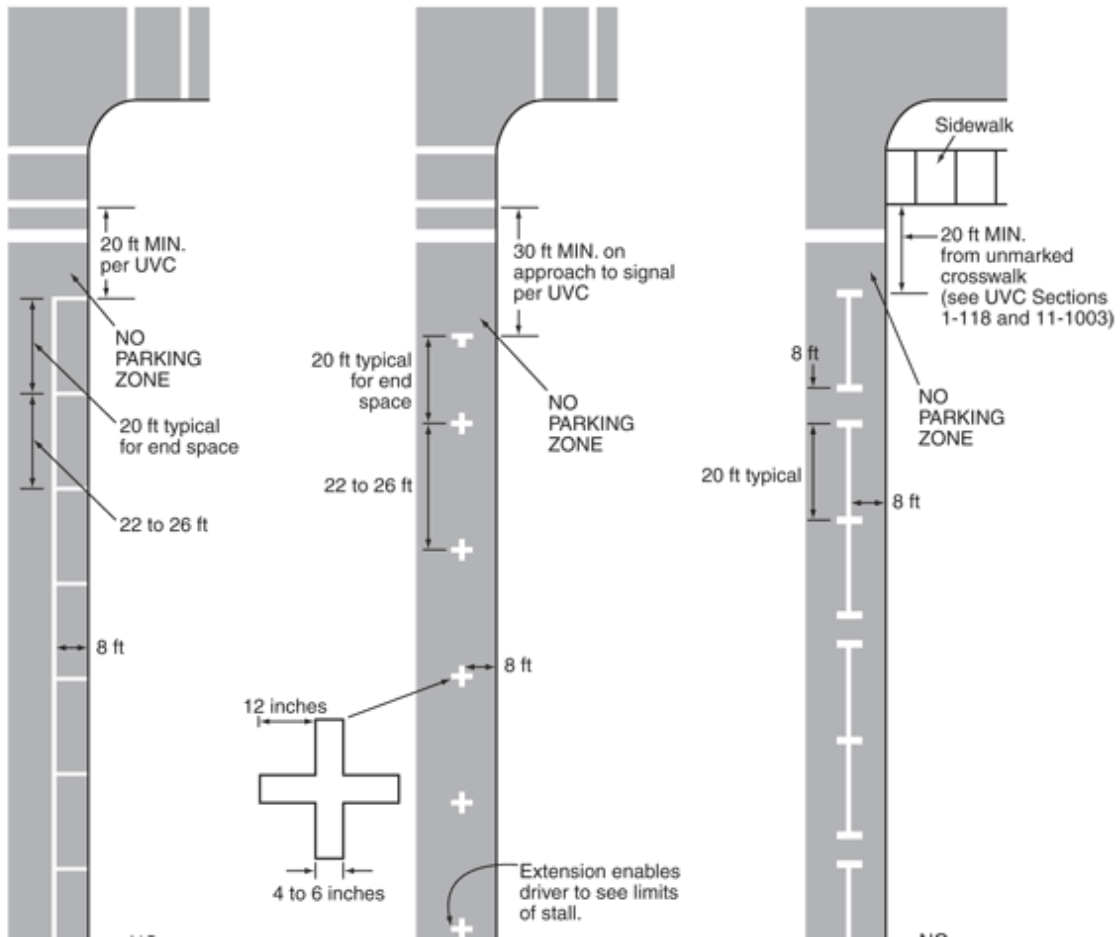
**Figure 18.2.4.040.A.**  
**Vision Clearance Area in Residential Zones**

**Figure 18.2.4.040.B.**  
**Vision Clearance Area in Non-Residential Zones**

**MUTCD Parking Setback Requirements-Intersections:**

**2009 Edition Part 3 Figure 3B-21. Examples of Parking Space I**

**Figure 3B-21. Examples of Parking Space Markings**



## NEAR MISS CRASH SUMMARY

January - June 2024

Entry Letter	Time and date incident occurred:	Location details:	I was a...	The other party was a...	Nature of Incident:	Details:	Contributing factors:	Additional information about contributing factors:	Describe any unreported injury, fall or crash that occurred:
A	1/3/2024, 10:57:00 PM	<p>This happened to a friend's son. He was riding bicycle easterly down Hersey street approaching the driveway of 280 E Hersey st when a vehicle pulled out and he was barely able to brake and skid behind the vehicle.</p> <p>There are often large vehicles parked uphill of the 280 e driveway which makes it really hard to see East bound oncoming traffic. I work in one of these buildings and frequently have a hard time pulling out wshile being able to see the bike lane. There is a huge amount of traffic in and out of this driveway. I recommend painting the curb yellow uphill of driveway to the large metal power pole to allow sightlines for cars leaving the driveway of 280 E Hersey.</p>	Bicyclist	Motorist	Turning through an active cross		Obstructed view	<p>There are often large vehicles parked uphill of the 280 e driveway which makes it really hard to see East bound oncoming traffic. I work in one of these buildings and frequently have a hard time pulling out wshile being able to see the bike lane. There is a huge amount of traffic in and out of this driveway. I recommend painting the curb yellow uphill of driveway to the large metal power pole to allow sightlines for cars leaving the driveway of 280 E Hersey.</p>	
D	1/9/2024, 5:20:00 PM	I am coming from Upper Tolman trying to turn onto Siskiyou.	Motorist	Motorist	Ran a red light or stop sign	<p>People on Siskiyou coming from the freeway constantly blow through the four-way stop at high speeds and people on Siskiyou coming from town often don't seem to notice people stopped on Upper Tolman (to their right) who are waiting to proceed on Tolman or turn onto Siskiyou so there are many near misses on that side too. This intersection needs some major safety work because there are also kids crossing here before and after school. A light almost seems like the best idea.</p>	Obstructed view, Excessive speed	<p>For some reason people coming from the highway on Siskiyou do not notice the stop sign even though there is speed tracking sign and a flashing light. It is so freaky how fast they blow through it. And also freaky how often I am turning left onto Siskiyou from Upper Tolman and the person in the town-side stop on Siskiyou comes out of their stop prematurely and I have to honk at them to slam on their brakes. I am not going super slow or being unaware myself. The only thing that has made it so I haven't gotten hit at that intersection is my own defensive driving.</p>	
I	1/27/2024, 5:20:00 PM	<p>I was trying to make a left turn out of my driveway, headed East, crossing the West bound lane and the other vehicle was coming from the West. To make any turn I have to drive into the bicycle lane before I see any of the roadway to my left (hence a safety hazard continually for bicyclists). The vehicle heading East came within 2 ft. of hitting me. This is due to the fact that I have no visibility out of the driveway due to a line of vehicles always parked there and a tall row of bushes above the shortened fence. I think this parking alcove was meant to be a Bus Stop, but someone removed the sign (post still there) and the bus doesn't try to stop till the other side of the driveway. This driveway is used by 2 houses and a total of 4 vehicles. Please help! This is dangerous for us 4, pedestrians, bicyclists and other motorists. I have tried to get help from the police department but they say the vehicles are legally parked there.</p>	Motorist	Motorist	Blocked vision from continually parked cars.	<p>Perhaps this was a 'near miss/crash' because vehicle heading West was speeding down Tolman Creek, but it likely could happen anytime and it is even dangerous that I have to enter (or cut across) a bike lane to see anything at all. I need ideas on what to do or to change things. I had recently bought the house when this occurred in August.</p>	Obstructed view, Excessive speed		

**NEAR MISS CRASH SUMMARY**  
**July - December 2024**

Entry Letter	Time and date incident occurred:	Location details:	I was a...	The other party was a...	Nature of Incident:	Details:	Contributing factors:	Additional information about contributing factors:	Describe any unreported injury, fall or crash that occurred:
E	7/25/2024, 4:35 PM	Vehicle A driving south on 3rd. Vehicle B traveling east on B Street	Other; sitting on my front porch	Motorist	Ran a red light or stop sign, Pulled into intersection due to restricted view	3rd St. has restricted view when crossing B St.	Disobeying traffic sign	Vehicle A pulled into B St. to check traffic before stopping. Vehicle B braked and sounded horn. Vehicle A stepped on gas to clear intersection before collision	
F	7/28/2024, 6:13 PM	Intersection of 3rd and B; 3 vehicles, 2 on 3rd with 1 heading north and the other south and the third heading east on B St.	Other; sitting on my front porch	Motorist	Close call where crossing vehicles at 3rd almost got broadsided by vehicle cruising down B St.	Church at 2nd and B Street was in session. All the parking along both sides of B St. was filled. Two vehicles pulled up to stop signs at 3rd and B. Because of parked cars along B the crossing vehicles vision was obscured and they both entered the intersection to view B St. traffic. As both vehicles did so a third vehicle on B accelerated running the gauntlet between the crossing vehicles and sounded its horn in the process.	Excessive speed, Obstructed view	Need bump outs at 3rd and B so crossing vehicles can visually see past parked cars. Need high visibility painted cross walks at ends of bump outs so B St. speeders slow down	
J	8/26/2024, 11:33 PM	Heading downhill towards Siskiyou Blvd on Union St. From my home on Allison St. They were turning from the alleyway between Siskiyou and Allison onto Union.	Motorist	Motorist	Distracted Driver, other	I was already in the lane of traffic driving and they pulled out very nearly into me. I had to slam on my breaks and honk to get them to stop from hitting me. They didn't stop at all at the exit to the alleyway. Driver was white Tacoma truck with license plate XXX XXX on an Oregon decor plate. They continued to head north on Siskiyou after the near miss.	Obstructed view, other	This section of street is often very crowded by street parking. Additionally at the intersection of Allison and Union there are many near misses as no one yields at the interaerctions that don't have signs to indicate to do so.	
N	10/4/2024, 3:00 PM	Corner of Post Office.	Pedestrian	Bicyclist	Use of bike/skateboard on sidew, other	Rider came off northwest bound Lithia on to north bound 1st Street. He used the sidewall ramp and his own lift to go airborne at about 15-20 mph. He missed me by about 10 feet. Had I been there 2 seconds earlier he would have hit me. Riding bike from street to street across sidewalk in a very dangerous manner.	Obstructed view, Excessive speed, other	Sadly, this is typical of some young male [late teens or early 20s] mountain bike riders.	

**CONCLUSION:**

Action required, review vision issues with staff and determine appropriate mitigations if any.

# Memo

CITY OF  
ASHLAND

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Date: June 18, 2025  
From: Scott A. Fleury  
To: Transportation Advisory Committee  
RE: See Click Fix

## **BACKGROUND:**

As discussed at previous TAC meetings the near miss application is being converted over to the City's new See Click Fix application. The TAC discussed information component requests to be incorporated into the See Click Fix application along with hosting a direct URL to the input database. The direct URL will replace the near miss information on the TAC page.

GIS staff have taken this information and built the data input section in See Click Fix.

[https://seeclickfix.com/web\\_portal/QPoy7BmpAuASBRZvnB5NQc35/report/category](https://seeclickfix.com/web_portal/QPoy7BmpAuASBRZvnB5NQc35/report/category)

Currently See Click Fix has the following transportation related items:

1. Street Surface Concern-Potholes
2. Street Surface Concern-Other
3. Intersection Vision Clearance
4. Parking Violation
5. Recurrent Traffic Concern
6. Sidewalk Problem
7. Transportation System Request

## **CONCLUSION:**

Action required, review all transportation items developed in See Click Fix and make recommendations for changes/improvements if any.

# Memo

CITY OF  
ASHLAND

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Date: June 17, 2025  
From: Scott A. Fleury  
To: Transportation Advisory Committee  
RE: Strategic Communication

**BACKGROUND:**

At the June 2, 2025 Study Session Dorinda Cottle the City's Communication Officer presented the City's strategic communication plan. The presentation slides are attached for reference.

The TAC has spent portions of many meetings recently discussing education and outreach opportunities along with public engagement for the Transportation System Plan Update. This item is meant broaden the discussion to determine how/when the TAC can leverage the City's communication systems as part of the education/outreach program.

1. Website
2. Social Media
3. City Manager Report
4. Sneak Preview Articles
5. Ashand.news Articles
6. Coffee and Conversations
7. Newsletter
  - a. Videos
  - b. Infographics

**Critical Education & Outreach Topics:**

1. TSP – Public Engagement Plan (attached)
2. See Click Fix application
3. Transportation Safety-bike/pedestrian/vehicles
4. Others?

**CONCLUSION:**

Action required discuss how the TAC can integrate into the communication plan for the City with respect to education/outreach related to Transportation System improvements.



# Council Study Session

Date: June 2, 2025

<b>Agenda Item</b>	Strategic Communications
<b>Department</b>	City Manager's Office
<b>From</b>	Dorinda Cottle, Communications Officer

## **TIME ESTIMATE**

15 minutes

## **CATEGORY**

Informational - this is to inform the body on a particular topic. No motion or direction needed.

## **SUMMARY**

Informational Presentation on City of Ashland communication strategy and approach: Where We've Been, Where We Are, and What's Next.

## **POLICIES, PLANS & GOALS SUPPORTED**

Communications support the City's core priorities.

## **BACKGROUND AND ADDITIONAL INFORMATION**

For nearly five years, the City operated without a dedicated Communications professional. During that time, engagement with media was minimal, website updates were inconsistent and social media use was sporadic at best. The City newsletter stopped entirely for more than two years. Meanwhile, our website became outdated, difficult to navigate and functionally limited.

With the hiring of a Communications Officer, the City has revamped its communication approach. This agenda topic is to present slides on what improvements the City has made and what changes are ahead.

## **FISCAL IMPACTS**

## **SUGGESTED ACTIONS, MOTIONS, AND/OR OPTIONS**

## **REFERENCES & ATTACHMENTS**

1. StrategicCommunication\_CoA\_6.2.25





Photo Bob Palermi

# Strategic Communications

City Council Guidance – June 2, 2025

# Communications Goals

When it comes to communicating, we are...

*Accurate* – We are a trusted source of information for the community.

*Accessible* – Information is in a style and format that people can easily access and understand.

*Timely* – Information is available early enough that the community can proactively provide feedback and make effective personal decisions, if needed.

*Engaging* – Communication is two-way, interesting, and it helps people feel connected to our community.



# Communication in the Past

We struggled to meet our goals.

**NO DEDICATED VOICE** –The Communications role was vacant from March 2018 for nearly 5 years, leaving the City without a consistent communications presence.

**NEWSLETTER PAUSED** –Production of the City Newsletter ceased in October 2021 and remained inactive for approximately 2.5 years.

**OUTDATED WEBSITE** –Challenging to navigate, limited search functionality, inefficient content discovery, and outdated information.

**STALE BRAND** –The City brand had lost its spark.



# Communications Presently

We are making progress.

## Accurate

- Dedicated PIO
- Website protocols

## Accessible

- New Website
- Sneak Preview
- City Corner/Ashland.news
- Social Media
- Sandwich Boards

- Monthly communications
- Website project pages
- 2x per week News Releases

- Website Q&A
- Coffee & Conversation
- Office Hours
- Town Hall
- New Brand Identity

## Timely

## Engaging



Better Together

# Communications in the Future

Here is what we plan to implement this coming year.

## Accurate

- The current protocols in place are working

## Accessible

- Videos
- Fully digital newsletter
- Infographics
- Regional outreach

- Welcome new residents & business
- General communication calendar

- Get-to-know your City (staff and services highlights)

## Timely

## Engaging



Better Together

# Challenges

Core issues we will continue to address.

## Challenges

**Capacity:** we are communicating a lot of information, with only one dedicated staff member.

**Timing:** It can be challenging to match the timing of our communication with when decisions actually get made.

**Relevance:** we are still learning what topics matter most to our community.

## How we plan to address them

Reduce the number of communication channels and/or reduce how we use certain channels.

Better align communication plan with City Council agendas. Share when decisions are delayed.

Continue to assess which topics have the most engagement on our various platforms.



# Priority Topics

Here is how we prioritize what we communicate.

- Emergency messaging
- Changes to fees or cost-of-service
- Large-scale projects that will impact access or City services
- Council agenda topics
- Community events



# Measuring our Success

How we know if we are meeting our goals.

*Website analytics*

*Social Media statistics*

*Qualitative feedback*



# Questions?

Thank you for the guidance and being Better Together!



# Memo

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**DATE:** May 27, 2025  
**TO:** Planning Commissioners  
**FROM:** Derek Severson, *Planning Manager*  
**RE:** Transportation System Plan (TSP)  
DRAFT Public Engagement Plan Review

Ashland is about to kick-off the process of updating the Transportation System Plan (TSP) which serves as a supporting document to the Comprehensive Plan to guide both city transportation planning and transportation improvements that are required of individual development proposals. The TSP presents the opportunity to consider new street system needs such as accommodating Type III electric bikes, developing new street standards for protected bike lanes, and will help to address multi-modal connectivity within and between Ashland's newly identified Climate Friendly Areas, as required in the CFEC rules.

While the bulk of Ashland's TSP update will be funded through a state grant, available state funding does not support the required public engagement portion of the process. The city will be responsible for developing and implementing a public engagement plan, and while the selected consultant will attend the public engagement meetings and assist in preparing some materials, Public Works and Planning staff, the Transportation Advisory Committee and Planning Commission (*as the city's designed Citizen Involvement Commission*) will take the lead on the public engagement process.

The attached draft Public Engagement Plan was developed by staff based on a state template, the Public Engagement Plans used in Ashland's Climate Friendly Area adoption process, and a recent example from the City of Tualatin

## **FEEDBACK FROM TRANSPORTATION COMMISSION**

The Transportation Advisory Committee (TAC) considered the draft plan at their regular meeting on May 15<sup>th</sup>. Their input included:

- There needs to be focused involvement by the business community (Chamber of Commerce, Business Owners, Development Community, Realtors, Recology, etc.) generally, and by businesses served by freight specifically. There was also discussion that the freight representative on the Rogue Valley Metropolitan Planning Organization's (MPOs) Rogue Valley Area Commission on Transportation (RV ACT) should be included as a stakeholder.

## **COMMUNITY DEVELOPMENT DEPARTMENT**

51 Winburn Way  
Ashland, Oregon 97520  
[ashlandoregon.gov](http://ashlandoregon.gov)

Tel: 541.488.5305  
Fax: 541.552.2050  
TTY: 800.735.2900



- It was also suggested that members of the Development Process Management Advisory Committee could be considered in this stakeholder group.
- There was discussion of including the regional emergency response community (state, county and cities, as well as private ambulance services) in stakeholder outreach.
- There was discussion of including the disabled community, noting that the local group Disabled United in Direct Empowerment (DUDE) should be an invited stakeholder.
- There was discussion of trying to involve younger people including not only Southern Oregon University but also the Ashland School District, Willow Wind and the Rogue Action Center.
- It was suggested that OHRA, Ashland Together, the Ashland Food Bank, the Senior Center Advisory Committee and BASE be added to the stakeholder list.
- It was also suggested that Ashland DEVO, Siskiyou Velo, the Rogue Valley Mountain Bike Association, local bike shops and Rogue Valley Safe Routes to School be included in the stakeholder list.
- It was noted that there may be tabling opportunities on first Fridays, at the July 4<sup>th</sup> Parade, at the Bike Swap and potentially at pop-up events like the recent Streets for Everyone block party.

The draft plan attached incorporates the TAC recommendations discussed above.

### **NEXT STEPS**

Once the input from the Planning Commission is incorporated into the Public Engagement Plan, staff will work with the selected consultant to incorporate the plan into the scope of work and schedule that will be made part of the consultant contract to guide the TSP adoption process.

### **REFERENCES & ATTACHMENTS**

**Atch 1:** DRAFT Public Engagement Plan

[Adopted Transportation System Plan \(2013\)](#)

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**DRAFT**

# City of Ashland – Transportation System Plan Update

## Draft Public Engagement Plan (PEP)

Prepared: *Planning Commission Review Draft May 27, 2025*

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### Purpose

This Public Engagement Plan outlines the community outreach, advisory committee engagement, and public review process to guide the development of Ashland’s updated Transportation System Plan (TSP). A TSP is a foundational element of the City’s Comprehensive Plan, serving as a long-range blueprint for how people and goods will move within and through the city—by foot, bike, transit, and vehicle. It informs future capital improvements, development decisions, and funding priorities. Because transportation directly affects daily life and intersects with goals related to climate action, housing accessibility, and wildfire preparedness, the TSP is best shaped through robust public engagement. This process is designed to ensure inclusive and transparent community input, incorporate technical expertise, and reflect the values and priorities of Ashland residents.

### Goals of the Public Engagement Process

- **Transparency:** Ensure the public understands the purpose, scope, and progress of the TSP update.
- **Inclusivity:** Actively engage community members, including underserved populations.
- **Integration:** Incorporate feedback from standing advisory committees, technical experts, and advocacy groups.
- **Education:** Provide stakeholders with accessible and relevant information about transportation planning.
- **Responsiveness:** Demonstrate how public and advisory committee input informs the TSP.

## Key Stakeholders and Advisory Bodies

- **Public:** Residents including neighborhood groups, students and regional users.
- **Business Community:**
  - Chamber of Commerce
  - Business Owners, particularly those served by freight
  - Development Community
  - Realtors
  - Recology
  - Local Bike Shops
- **City Council**
- **City Bodies:**
  - Planning Commission
  - Transportation Advisory Committee
  - Climate Policy Advisory Committee
  - Housing and Human Services Advisory Committee
  - Wildfire Safety Advisory Committee
  - [Ashland Senior Advisory Committee](#)
  - Development Process Management Advisory Committee
- **Regional and Agency Partners:**
  - Rogue Valley Metropolitan Planning Organization (RV MPO)
  - Rogue Valley Area Commission on Transportation (RV ACT)/Freight Representative
  - Rogue Valley Transportation District (RVTD)
  - Oregon Department of Transportation (ODOT)
  - Jackson County
  - Ashland School District & Willow Wind
  - Southern Oregon University (SOU)
  - Emergency Response Services (State, County & Cities, as well as private ambulance services)
- **Regional Advocacy Groups:**
  - [Rogue Valley Safe Routes to School \(Commute Options\)](#)
  - [Streets for Everyone \(Ashland Climate Collaborative\)](#)
  - [Southern Oregon Climate Action Now \(SOCAN\)](#)
  - [Rogue Action Center](#)
  - [Disabled United in Direct Empowerment \(DUDE\)](#)
  - [Opportunities for Housing, Resources & Assistance \(OHRA\)](#)
  - [Black Alliance & Social Empowerment \(BASE\)](#)

- [Ashland Community Food Bank](#)
- [Ashland Together](#)
- [Ashland DEVO](#)
- [Siskiyou Velo](#)
- [Rogue Valley Mountain Bike Association](#)
- Others

## Overview of Decision-Making and Advisory Bodies

Unlike jurisdictions that form temporary advisory bodies for planning initiatives, Ashland will rely on its existing standing advisory committees to guide the Transportation System Plan (TSP) update. These committees—established by ordinance and composed of appointed community members—each focus on specific policy areas such as transportation, climate, housing, and wildfire safety. Members are selected for their expertise, lived experience, or stakeholder representation relevant to the committee's scope. Leveraging these established bodies ensures continuity, subject matter knowledge, and alignment with ongoing city priorities. Each advisory committee will be engaged at key milestones to provide focused input, helping shape the TSP in a way that reflects the community's values and technical realities.

- **Planning Commission**

As the City's designated land use review body, the Planning Commission serves as the primary reviewing authority for the TSP update. Because the Transportation System Plan is a required element of Ashland's Comprehensive Plan, any amendments to the TSP must undergo a public hearing process before the Planning Commission in accordance with state law and local ordinance. The Commission will hold formal public hearings and issue recommendations to the City Council regarding the adoption of the updated TSP. In addition to its legislative responsibilities, the Commission will participate in a joint kickoff meeting with the Transportation Advisory Committee and will review key milestones, including the draft and final plan, to ensure alignment with broader land use and policy goals.

- **Transportation Advisory Committee**

This committee provides focused input on transportation policy, planning, and project prioritization. Composed of members with expertise in transportation, engineering, and mobility systems, the committee will guide the development of multimodal goals, review proposed projects, and help rank improvements to ensure the TSP advances a safe, efficient, and accessible transportation network.

- **Climate and Environment Policy Advisory Committee**  
Reviews proposed strategies for alignment with the City's adopted Climate and Energy Action Plan, with a focus on greenhouse gas reduction.
- **Housing and Human Services Advisory Committee**  
Provides input on transportation equity, accessibility, and how proposed investments may affect vulnerable populations.
- **Wildfire Safety Advisory Committee**  
Reviews evacuation modeling assumptions and provides feedback on proposed transportation improvements to support community resilience.
- **Social Equity and Racial Justice Advisory Committee**  
Provides input to ensure the TSP advances equity, access, and anti-displacement goals. Reviews how proposed transportation investments may impact underserved communities and supports strategies that promote transportation justice.
- **Ashland Senior Advisory Committee**  
Provides input to ensure the TSP advances equity, access, and anti-displacement goals specific to Ashland's seniors. Reviews how proposed transportation investments may impact seniors and address their specific needs.
- **Development Process Management Advisory Committee**  
An ad hoc management advisory committee formed to look specifically at the development process, DPMACs membership includes members of the development community who frequently interact with the city through the development/land use process and who will therefore be uniquely positioned to provide feedback on the TSP from the developer's perspective.

## Regional Technical Input

**Targeted stakeholder interviews** will be conducted to gather issue-specific input and technical insight from key regional partners and institutional stakeholders. Participants may include:

- Oregon Department of Transportation (ODOT)
- Rogue Valley Transportation District (RVTD)
- Jackson County
- Rogue Valley Metropolitan Planning Organization (RV MPO) and Rogue Valley Area Commission on Transportation (RV ACT) Freight Representative
- Ashland School District & Willow Wind
- Southern Oregon University (SOU)
- Emergency Response Services (State, County & Cities, as well as private ambulance services)
- Local transportation advocacy groups such as Streets for Everyone and Southern Oregon Climate Action Now (SOCAN)

## Engagement Strategies and Activities

- Project Website Dedicated TSP Update page ([ashlandoregon.gov/TSP](http://ashlandoregon.gov/TSP))
- Online Surveys
- Social Media / Email Updates
- Pop-up Events/Tabling (Fourth of July, First Fridays, Bike Swap and pop-ups)
- Utility Bill Inserts (as needed)
- Public Hearings at the Transportation Advisory Committee, Planning Commission and City Council

## Engagement Timeline and Activities

**(18-Month Process: May 2025 – October 2026)**

### **Phase 1: Project Initiation (Months 1–3)**

- Launch project webpage and public communications.
- Joint Planning Commission & Transportation Advisory Committee Kickoff Meeting.

## **Phase 2: Data Gathering & Needs Assessment (Months 4–6)**

- Conduct stakeholder interviews, including SOU and advocacy groups.
- Present to:
  - Transportation Advisory Committee (TAC)
  - Planning Commission
  - Climate and Environment Policy Advisory Committee (CEPAC)
  - Housing and Human Services Advisory Committee (HHSAC)
  - Wildfire Safety Advisory Committee (WSAC)
  - Social Equity & Racial Justice Advisory Committee (SERJAC)
- Launch Community Survey #1.

## **Phase 3: Concepts & Alternatives (Months 7–9)**

- Joint review by Planning Commission and Transportation Advisory Committee.
- Focus groups (e.g., students, seniors, underserved populations).
- Topic-specific workshops with advisory committees.

## **Phase 4: Public Open House #1 – General (Months 10–12)**

- In-person or online open house on draft needs, alternatives, and equity considerations.

## **Phase 5: Draft Plan Development (Months 13–15)**

- Review draft plan with:
  - Transportation Advisory Committee (TAC)
  - Planning Commission
  - Climate and Environment Policy Advisory Committee (CEPAC)
  - Housing and Human Services Advisory Committee (HHSAC)
  - Wildfire Safety Advisory Committee (WSAC)
  - Social Equity & Racial Justice Advisory Committee (SERJAC)

## **Phase 6: Public Open House #2 – Wildfire Evacuation Focus (Months 16–17)**

- Present wildfire evacuation modeling and proposed street improvements.

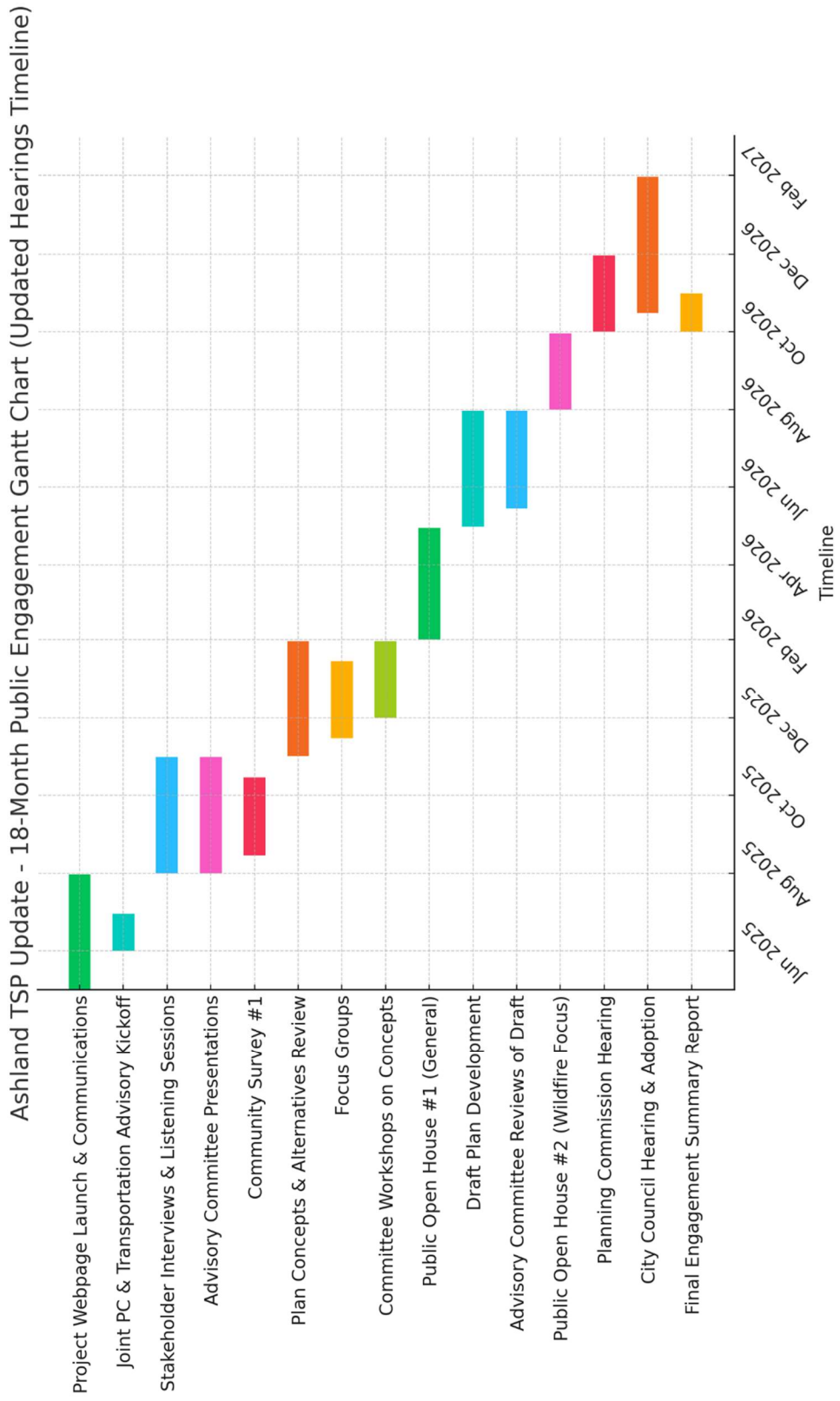
## **Phase 7: Final Review & Adoption (Month 18–24)**

- Public hearings with Planning Commission and City Council.
- Final engagement summary and TSP adoption.

## **Documentation and Reporting**

All advisory committee feedback (including public meeting minutes), survey responses, public comments, and stakeholder input will be compiled in a Final Engagement Summary Report. This standalone report will be presented alongside the draft Transportation System Plan during the Planning Commission and City Council adoption hearings, providing a clear record of how public input informed the plan's development.

# General Timeline



# Memo

CITY OF  
ASHLAND

Date: June 17, 2025  
From: Scott A. Fleury  
To: Transportation Advisory Committee  
RE: Roadway Rehabilitation Updates

## BACKGROUND:

- N Mountain Ave Overlay
  - Phase I

The final stages, before bidding Phase I, of the overall N Mountain Ave Overlay project are currently underway and the City should receive plans for final review early next month. This initial phase will entail work between I-5 and Hersey Street and will include the following items:

- Partial rebuild of the roadway
  - ADA ramp replacements
  - Modifications to the existing bridge railing
  - Modifications to the existing median landscaping
  - Installation of two new flashing crosswalk beacons (mid-block between Mountain Meadows Dr & Nepenthe Rd, Briscoe Pl)
  - Installation of additional pedestrian scale lighting
  - Asphalt overlay
  - Restriping of roadway including solid green bike lane markings
- Phase I - Estimated Schedule
    - Final Plan Review – July 9<sup>th</sup>
    - Estimated Bid Advertisement – August 12<sup>th</sup>
    - Estimated Bid Opening – September 9<sup>th</sup>
    - Estimated Council Approval – September 16<sup>th</sup>
    - Estimated Construction Begins – October 6<sup>th</sup>
    - Estimated Construction Ends – May 31, 2026

- Phase II

The second phase of the N Mountain Ave Overlay project is moving forward and the City is expecting to receive initial review plans sometime in the Fall of 2025. Phase II of the project will entail work between Hersey Street and E Main Street and will include the following items:

- Partial rebuild of the roadway
- ADA ramp replacements
- Installation of new concrete crossing panels at the railroad crossing

- Installation of new railroad crossing arms
  - Installation of new water main
  - Installation of new storm drain main
  - Installation of one new flashing crosswalk beacon (Village Green Dr)
  - Installation of additional pedestrian scale lighting
  - Asphalt overlay
  - Restriping of roadway including solid green bike lane markings
- Phase II – Estimated Schedule
    - Preliminary Plan Review – Fall of 2026
    - Final Plan Review – July 2026
    - Estimated Bid Advertisement – August 2026
    - Estimated Bid Opening – September 2026
    - Estimated Council Approval – September 2026
    - Estimated Construction Begins – October 2026
    - Estimated Construction Ends – Fall of 2027
- Clay St Reconstruction
    - The Clay St Reconstruction project is current on hold waiting for some regional funding decisions to be made. The expectation is that once those issues are taken care of, ODOT will release a formal request for design engineering in hopes that a consultant would be onboard by the end of 2025. The initial work for this project will include preliminary design engineering and right of way acquisition and will take somewhere between 18 & 24 months to complete. Additional funding will be required to begin the construction phase of this project and the City will have a better idea of how much that need will be once the project engineering moves forward.
- Oak St Overlay

No work on this project has begun as of yet but the hope is to potentially have a request for design engineering posted some time this fall or winter. The hope would then be to have construction begin sometime in early 2027 and continue through much of 2028

**CONCLUSION:**

No action required, just a status update of major roadway projects.