

Note: Anyone wishing to speak at any Transportation Advisory Committee meeting is encouraged to do so. If you wish to speak, please raise your hand in the virtual room 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

September 17, 2026

AGENDA

CALL TO ORDER 4:00PM: Meeting Held Virtually Via Zoom:

Link: <https://zoom.us/j/94830438616>

- I. ANNOUNCEMENTS**
- II. CONSENT AGENDA**
 - A.** Approval of August 20, 2026 Minutes
- III. PUBLIC FORUM (4:05-4:20)**
- IV. REPORTS FROM OTHER CITY COMMITTEES (4:20-4:30)**
- V. NEW BUSINESS**
 - A.** Discuss development of 2027-2029 Biennium Workplan (4:30-5:00, action required, current workplan and development of any new items for the 27-29 biennium)
- VI. UNFINISHED BUSINESS**
 - A.** Crash and Traffic Calming Mitigation Implementation Updates (5:00-5:30, no action required, staff to update the TAC on status of implementation)
 - B.** Transportation System Plan Update (5:30-5:45, action required, discuss public involvement in October)
 - C.** TAC email/See Click Fix Review and Responses (5:45-6:00, action required, discuss as necessary)
- VII. INFORMATIONAL ITEMS**
 - A.** Municipal Code Updates
- VIII. AGENDA BUILDING – Future Meetings**
- IX. ADJOURNMENT: 6:00 PM**

Next Meeting Date: October 15, 2026

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. 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 I).

**CITY OF
ASHLAND**



ASHLAND TRANSPORTATION ADVISORY COMMITTEE

MINUTES

August 20, 2026

CALL TO ORDER: 4:00 PM

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

Absent Members: Joe Graf, Nick David

Staff Present: Scott Fleury, Marlena Correnti, Officer Derreck Moore, Officer Bates

Council Liaison Present: Gina DuQuenne

Guests: Nancy K Boyer, John Tyler – SERJAC

ANNOUNCEMENTS

- Previous month TAC Agenda and Minutes – June 18, 2026
- [Sign up for City e-News](#), Stay in the Know without Lifting a Finger!
- [Review Evacuation Zones](#)
- [Electric Vehicle \(EV\) Rebates](#) are back and bigger than ever. Program reopens August 25, 2026.

CONSENT AGENDA

- Approval of July 16, 2026 Minutes

Richard moved to approve Minutes. Dahle seconded. Approved.

PUBLIC FORUM

- Thank you for your comments! Reminder: There are many ways to share your comment or concern with TAC:
 - Submit [TAC contact form](#) on the City website
 - Use [SeeClickFix](#)
 - Attend monthly meetings via Zoom – Public attendees can indicate their intent to speak with a virtual “hand raise” which will be visible to the Chair and/or meeting host.
 - TAC meetings are held on the third Thursday of each month from 4:00 – 6:00 PM PST

REPORTS FROM OTHER CITY COMMITTEES

- Parks and Recreation Commission – Dormouse Trail input accepted through September 3rd, voted on September 9th. Review the [trail proposal](#).
 - Public input must be submitted in written form (mail or email)
 - Mail to Parks and Recreation, 1195 East Main Street, Ashland, OR 97520
 - [Email Parks and Recreation](#)
 - [Email Nancy Mero](#) – Executive Assistant
 - Link for Public Comment on City [website](#)
- SERJAC – Tyler: distilling results of Belonging Survey
- Planning Commission – Brouillard: Type 3 annexations discussed
- Public Arts: continuing to assist with Playwrights Walk plaques
- Housing and Human Services: [Homeless Services Assessment Report](#)
 - [Third Annual Community Resource Fair](#) on September 9, 2026

ASHLAND TRANSPORTATION ADVISORY COMMITTEE

MINUTES

August 20, 2026

NEW BUSINESS

- Crash Report Review:
 - Moore: data is consistent with previous years; nothing particularly standout
 - Fleury: Tolman and Ashland, and Tolman and Siskiyou struck me; many crashes occurred at these controlled intersections
 - DuQuenne: *Are there more accidents in the summertime?*
 - Moore: Yes, summertime and tourist season do increase crash frequency. The severity of the collision (injury, etc.) does not increase, but the number of them does increase.
 - Richards: Many Near Misses on Siskiyou Blvd involving crossing guards and children
 - Brouillard: summarizes data:
 - 75 reported crashes for the first six (6) months of 2026
 - 16 injury crashes
 - Five (5) DUI-related
 - Four (4) involving bicycles and pedestrians
 - Driver error is the dominant pattern: failure to yield, improper turn, rear end collision, Stop sign and red-light violations, turning conflicts, and general distracted driving patterns (ex. Pulling into traffic without noting an oncoming vehicle)
 - Would like to see prioritization of Siskiyou Blvd and Tolman Creek intersection because of school crossings and limited visibility
 - *Can we put rumble strips out?*
 - Fleury: Will ask ODOT
 - Moore: affirms back-to-school enforcement in this area will be a primary focus of APD
 - Fleury: *Could an empty APD car be placed out there to deter poor driver behavior?*
 - Moore: it has been considered, but there are seldom enough cars available to do this (as APD likes to keep at least one or two cars available in the event of a service vehicle going down or requiring maintenance)
 - Ask ODOT to review:
 - Ashland Street, Tolman Creek, and the signal lights
 - Washington Street and Ashland Street
 - Central Bike Path – Mountain and East Main; clearly define yield rules
 - Fleury: vegetation overgrowth exists in this area and obscures signs; looking into bike path cleanup, vegetation removal, and signage consistency
 - Richards: *Could green paint be installed at East Main and bike path crosswalk to call attention to that?*
 - Fleury: yes, we can look at striping options. Will discuss with Karl Johnson.
- E-Bike Safety and Education
 - Peterson Adams: Enforcing the law when the law is not understood is difficult.
 - Officer Bates – School Resource Officer introduced; Bates and Moore co-taught in Health classes about distracted driving, which lead to interesting questions from students (rules of the road, for example); geared towards students about to receive their learner's permit

Transportation Advisory Committee

August 20, 2026

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ASHLAND TRANSPORTATION ADVISORY COMMITTEE

MINUTES

August 20, 2026

- Moore defines safety education plan:
 - APD to facilitate conversations in middle schools, because middle schoolers have e-bikes too (not just high schoolers); dates TBD
 - Take home flyers to be distributed to students
 - Daily enforcement of e-bike infractions will continue; The Three E's of Traffic Safety:
 - Enforcement (APD)
 - Education (Community)
 - Engineering (TAC)
 - Kahn: seeks clarification on statewide and municipal e-bike laws
 - Moore: Class 1 e-bikes law changed very recently and can legally be operated by 14-year-olds, while Class 2 and Class 3 e-bikes remain restricted to ages 16+. Helmets are required. This is a state law.
 - Brouillard: *If a teenager (age 14 or 15) gets a speeding ticket while operating an e-bike, will that have an impact on their ability to get a driver's license before the age of 18?*
 - Moore: yes, it certainly can. Ultimately, DMV makes the determination there.
 - Brouillard: *Who is responsible for the ticket in the event of an injury? Rider or guardian?*
 - Moore: [Minor] rider receives ticket.
 - Fleury: *If the guardian receives the ticket, would there would be insurance implications? Is that lawful?*
 - Moore: Legal would need to be consulted about this as a potential ordinance.
 - Richards: *Do they need a driver's license [to operate a Class 2 or Class 3 e-bike]?*
 - Moore: No.
 - Dahle: *How can you verify that an e-bike rider above age 12 but under age 16 is giving you their correct name?*
 - Bates: Good question! APD relies heavily on their officers' familiarity with the students in this community.
 - Morris: TAC should consider the gaps in classification, clarify definitions, and define outlier vehicles within the Ashland Municipal Code (AMC)
 - Fleury: *How do we get bike shops to promote licensure or safe rider education?* TAC to outreach to bike shops.
 - Councilor DuQuenne: If TAC creates a document for Council indicating their advice on how to pursue e-bike safety, Council will happily entertain discussion.
 - Peterson Adams: TAC was waiting for state regulations to change or be redefined (January 2027)
 - Fleury: AMC updates will be discussed in September 2026; TAC can go to Council with their e-bike suggestions for plan inclusion in December 2026
 - Boyer: shares exchange to demonstrate cyclist lack of knowledge about Stop sign rules
- Safe Streets 4 Everyone
 - Fleury: Goal in Ashland is for less auto-centric infrastructure; the general NACTO and ODOT Urban Blueprint bike design guidelines inform discussion
 - Richards: suggests revisiting page 5 of SS4E – 16. to address conflicting verbiage surrounding cut through traffic

ASHLAND TRANSPORTATION ADVISORY COMMITTEE

MINUTES

August 20, 2026

UNFINISHED BUSINESS

- TSP Update: Chair expresses TAC's availability and willingness to contribute to discussion
 - Fleury: Cottle, Goldman, Correnti, and Fleury met with Alta Planning on August 6th
 - Correnti and Cottle to organize the website and connect with SERJAC to ensure underrepresented communities are contacted
 - Brouillard: Planning Commission wants to understand their place in the TSP Update
 - Fleury: Planning Commission is the lead public outreach group to ensure that public feedback/engagement is enacted properly, and this is codified in AMC; Goldman and Severson to connect with Fleury
- TAC email/SeeClickFix:
 - 8th and B Street: pilot mini roundabout will be introduced; Correnti to notify submitter
 - 2245 McCall Drive
 - McCall Drive is a public access road, not a private road for the HOA
 - Fleury supports crosswalk striping where cutouts already exist, and cleaning up the tree to reveal signage
 - Misplaced Stop sign – Fleury affirms it is too low and incorrectly placed; Schweizer to address
 - Exit 14: ODOT jurisdiction
 - Correnti to contact ODOT with this request
 - Fleury: ODOT's end goal here is access control through right-out only as defined in the Interchange Area Management Plan (IAMP); IAMP has not been adopted

AGENDA BUILDING – Future Meetings:

- Kahn: *Any update on finishing the pavement at the end of Granite Street to connect the loop to new Water Treatment plant?*
 - Fleury: intent is to finish loop from Glenview to Granite and chip seal it
- Brouillard: *Does Crash Report Data need to be reviewed every six months?*
 - Fleury: perhaps annual versus twice annually
 - Morris: finds it valuable as a newer member to TAC

ADJOURNMENT: 6:01 PM

Next Meeting Date: September 17, 2026

Via Zoom from 4:00 PM – 6:00 PM

Respectfully submitted,

Marlena Correnti, Administrative Assistant

Memo

DATE: September 17, 2026

TO: Transportation Advisory Committee

FROM: Scott Fleury PE, Public Works Director

DEPT: Public Works

RE: Transportation Committee Workplan 2027-2029 Development

BACKGROUND:

Before the TAC is a discussion of development of the 2027-2029 Biennium Work Plan to be presented before the City Council in December.

Workplan Outline 2027-2029

I. Transportation System Plan Update – Currently Alta is in the data review and technical memorandum development stage. The first phase of public outreach is scheduled to occur in October/November of this year. The TAC will be lead body on this project through 2027 and into 2028 when the plan is expected to be completed and adopted through a Comprehensive Plan Amendment.

II. Capital Improvement Projects(Protected Bike Lanes/Multimodal Analysis)

- A. TAC to review and recommended Roadway/Pedestrian/Bicycle network projects for the Capital Improvement Plan associated with the 2027/29 Budget Biennium.
- B. North Mountain Rehab Phase II – Phase 2 will be construction in 2027/28. Design is being finalized by Dowl. There will be plan review and potential discussion about connectivity and safety from Mountain to B Street.
- C. Oak Street Rehabilitation – Engineering solicitation document in development. TAC to discuss design alternatives and potentially host public meeting discussion about cross section changes in the future (TBD).
- D. Clay Street Improvements – Middle Clay Street currently in the preliminary design and surveying phase. TAC to review design and potentially host public meeting discussions on improvements. This project will go on through the 2027/29 biennium. Additional grant monies most likely needed for construction.

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Memo

- E. Siskiyou Boulevard Rehabilitation – Design could start later in the 2027/29 biennium. TAC to review and discuss as necessary.
- F. Walker Avenue Sidewalk – Design sidewalk infill for Walker Avenue between Oregon Street and Woodland Drive.

III. Traffic Safety, Parking, Signage, Striping, etc. – Continuous

- A. Public Education and Outreach Programs
(Collaboration with Council, Standing Advisory Committees, Parks Commission and Planning Commission) – Staff recommends continued collaboration with Committees and Commissions and monthly discussions.
- B. Encroachment Guidelines Review – To be discussed at a future TAC meeting where staff will outline issues with current guidelines and recommended changes/updates.
- C. Traffic Crash and Near Miss Review (twice annually) – February 2026 in person planned.
- D. Ashland Municipal Code Updates – Continue review as time allows of municipal code language for updates through the Council process.
- E. E-Bike Safety Project – Continue review and participation in ensuring bike safety throughout Ashland. Support the Police Department as necessary with potential code updates/ordinance development.
- G. Transit Support as needed (RVTB)
- H. Crosswalk at Library – Review and determine if needed or safety improvements should be incorporated
- I. Tolman Creek Road and Siskiyou Boulevard
 - i. Stop compliance
 - ii. Northbound approach speed
- J. Speed reduction (20 is plenty) – Potential ordinance development for 20 MPH on all “residential roadways”

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- K. Photo Enforcement – Discuss speed photo enforcement with the Police Department
- L. Parking Program – Residential permit system, timing changes, overall improvements

III. Council Directed Projects for Review

B. ODOT Collaboration

Conclusion:

The TAC should discuss the workplan and any additions, subtractions, priorities and next steps for action. The overall workplan will be presented before Council in December for discussion and approval.

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Memo

DATE: September 17, 2026

TO: Transportation Advisory Committee

FROM: Scott Fleury PE, Public Works Director

DEPT: Public Works

RE: Crash and Traffic Calming Mitigation Implementation

BACKGROUND:

This is an update to the TAC on implementation of crash mitigation and traffic calming projects previously discussed. These are projects that will be completed prior to the next biennium and should not be considered as part of the 2027-2029 work plan.

All of the projects below are on the Street Division work list for fall of 2026. Some will be completed based on weather (markings and striping -good weather) (signage and other can be completed during bad weather).

Crash Mitigations:

1. Van Ness Street & Oak Street

- a. Recommendation to implement pilot restriction of left hand turn movements from Oak St. onto Van Ness St. through installation of candle/curbs.



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Memo

- b. Street Division is ordering candle/curbs for installation and will follow MUTCD requirements for signage. The installation should occur in Fall of 2026 and will be considered a pilot as permanent solutions for safety along the corridor will be discussed during the Oak Street Rehabilitation design phase.

2. Water Street at Railroad Trestle

- a. Recommended one way access north bound from Van Ness St. to Water St. and the recycle center



- b. Installation of signage and bollard barriers will be performed by the Street Division in fall of 2026. All items will follow MUTCD requirements. In addition a right hand turn only sign will be installed facing the north driveway approach for the recycling center sending drivers towards Hersey St. (northbound).

3. Bike Path Safety

- a. Recommendation to update signage and markings for consistency throughout the path corridor. Stop signs all same size and stop bars at crossing locations. Vegetation removal at intersection of path and East Main to improve site distance.
- b. Vegetation has already been removed. Street Division ordering signs and markings for installation. Work to be completed in Fall of 2026.

Traffic Calming Implementation:

- 1. Faith Street
 - a. Traffic circles and signage have been installed by the Street Division
- 2. B Street
 - a. Bicycle Boulevard treatments are complete.
 - b. Mini-roundabouts for Fourth and Eighth Street have been purchased along with signage
 - c. Street Division to install in Fall of 2026
- 3. Granite Street

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Memo

- a. Installation of bicycle boulevard treatments (20 mph and share the road signage with sharrows)
 - b. Installation of two marked crosswalks to existing ADA ramps at intersection of Granite St. and Nutley St.
 - c. Street Division will install treatments in Fall of 2026
4. Misc.
- a. Four radar feedback signs have been ordered and will be installed on traffic calming streets for 3-6 months and moved to other locations.
 - i. Green Meadows
 - ii. Ashland Mine Road
 - iii. Laurel Street (near school)
 - b. Reader board signs will also be moved around City with messaging
 - i. Drive Like Your Kids Live Here

CONCLUSION:

No action required, this is a status update to the TAC.

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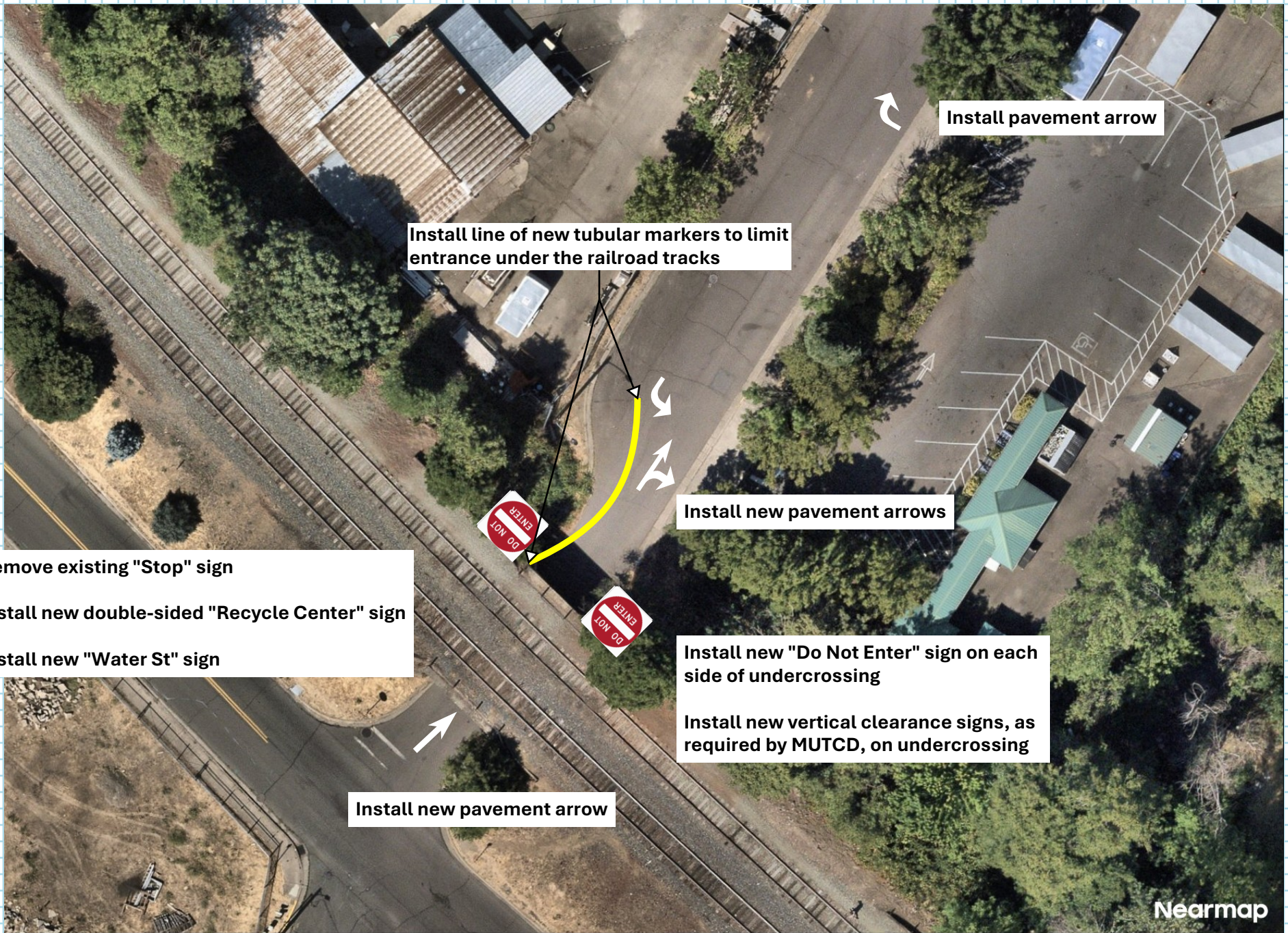


Install line of new tubular markers
to limit left turn movements

Remove existing "Cross Traffic" sign
and replace with "No Left Turn" sign

Place new "No Left Turn" sign south
of trees so it will not be obscured

Nearmap



Memo

DATE: September 17, 2026

TO: Transportation Advisory Committee

FROM: Scott Fleury PE, Public Works Director

DEPT: Public Works

RE: Transportation System Plan Update

BACKGROUND:

The TAC has reviewed and commented on draft versions of the Public Engagement Plan for the TSP update during recent monthly meetings.

Alta Planning continues to move forward with document review and technical memorandum development. Currently Alta and staff are planning for the first phase of public outreach to occur in October/November. Alta is currently developing a public survey for this first phase of outreach and then will be onsite in late October to meet with staff, small group of stakeholders (TBD) and potentially table the farmers market.

Task 2.1 Community Engagement Plan (City)

Timing for first phase of engagement – October 12- November 20

Announcement at council meeting/planning commissions (staff to lead)

October 19-21 site visit

Goals, Objectives and Project Overview – Stakeholder Workshop

Field work- tour key locations

Interviews with other key stakeholders?

Task 2.2 Project Website

Dorinda working to set up website

ACTION: Alta to schedule additional meeting with Dorinda and Marlena

Website will have calendar of activities, document repository, fillable form for public comment, email link for public comment.

Task 2.3 TM #1- Community Profile & Major Equity Analysis, and Title VI Report (submitted)

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Memo

2.4 Project Advisory Committee Meetings Plan

Five (5) consultant supported meetings are scoped. (4 contingency)
TAC meeting lead joint meetings; invite other groups to it.

Task 2.7 Targeted Engagement Activities

Alta drafting survey and interactive map- English and Spanish

Alta created materials:

- Flyer- half or whole sheet? Half sheet/Post card size
- Tabling Map Poster- 24x36
- Multiple, labels to help categorize comments
- Timeline graphic

City created materials, adapted from Alta flyer

- Social media graphics and copy
- Utility bill insert
- Press release

CONCLUSION:

This information is for TAC review and discussion. Staff will be looking for volunteers from the TAC to attend public events during the phase 1 outreach period to provide background information and inform people of methods for participation through feedback in the TSP update process.

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To: Scott Fleury and Brandon Goldman, City of Ashland and Ian Horlacher, ODOT

From: Katie Selin and Phil Longenecker, Alta Planning + Design

Date: August 25, 2026

Re: Task 2.3 Technical Memorandum #1: Community Profile & Major Equity Analysis

Overview

This memorandum provides an initial community profile and major equity analysis to support the City of Ashland Transportation System Plan (TSP) update. The purpose of this work is to establish a shared understanding of existing community conditions, identify populations and geographies that may experience disproportionate transportation burdens, and document historical and current factors that influence transportation access, safety, and mobility in Ashland, in compliance with OAR 660-012-0135 (Title VI reporting on equitable engagement activities will be added to this memorandum after they occur).

The analysis is organized around two related components:

- **The community profile** summarizes demographic and socioeconomic conditions that are relevant to TSP planning, including income, age, disability status, race and ethnicity, language access, and other indicators of potential transportation disadvantage.
- **The equity analysis** examines how housing affordability, the location of jobs and essential destinations, transportation options, and climate vulnerability interact to shape transportation access and opportunity across Ashland.

Together, these findings are intended to help the City evaluate transportation needs through an equity lens to contribute toward safer, more accessible, and more inclusive transportation options for all people who live, work, learn, and travel in Ashland. The findings in this memorandum will also help inform future Title VI documentation and engagement strategies by identifying communities that may benefit from targeted outreach or additional consideration during the planning process.

Key Takeaways

- **Community Profile:**
 - **Ashland has an older population.** Adults 65+ make up 29.9% of residents, well above Jackson County (24.7%) and Oregon (19.9%), pointing to the importance of safe crossings, accessible sidewalks, transit, and low-stress routes.
 - **Renters make up a larger share than in the county or state.** Renters occupy 48.4% of Ashland housing units, and renter median income (\$38,674) is far below owner income (\$99,405), signaling combined housing and transportation cost pressures.

- **Poverty is higher locally.** Ashland's poverty rate (15.2%) exceeds Jackson County (12.5%) and Oregon (11.8%), suggesting greater sensitivity to travel costs and reliance on low-cost options.
- **Vehicle access and disability are key equity indicators.** About 9.1% of households have no vehicle, and 12.6% of residents have a disability, both directly relevant to non-driving travel needs.
- **Housing affordability and instability remain regional concerns.** Rent burden is high (roughly 58.8% in the Ashland area), and unhoused population counts rose sharply to about 1,250 in 2022, underscoring housing insecurity as a cross-cutting issue.
- **Equity Analysis:**
 - **Demographic shifts are reshaping needs.** Slowing growth, fewer children, and more seniors will change future mobility and housing demands.
 - **Equity challenges are not defined by geography alone.** While underserved populations are not concentrated in a single area of Ashland, housing affordability, limited transportation choices, transit gaps, accessibility barriers, and reliance on a few key corridors can combine to create unequal access to jobs, services, and daily needs.
- **Transportation disadvantage extends beyond where underserved populations live.** Community survey responses point to gaps in transit service, walking and biking safety, accessibility, and alternatives to driving, suggesting that people without reliable access to a car may face substantially greater barriers to reaching jobs, services, and other destinations.
 - **Climate and displacement risk compound transportation burdens.** Wildfire and other projected mid-century environmental risks, combined with displacement pressure further raise the importance of key corridors, with implications for transportation access for higher-need residents.
 - **Climate-friendly areas (CFAs) offer an equity opportunity.** The Railroad Property and Transit Triangle CFAs target underutilized land, aiming to expand housing and transit-supportive development.

The Role of Equity in the Transportation System

Studies from across the country routinely find that some demographic groups typically face greater barriers than others in getting to the places they need to go, especially in communities designed primarily for motor vehicles. These demographic groups include (but are not limited to) people who identify as black, indigenous and people of color; youth; older adults; people with low incomes; people without a high school diploma; people without access to a motor vehicle; and people over-burdened by housing costs.¹²³ For example, many youths and seniors are not able to drive and therefore may experience reduced mobility in a transportation system designed solely for motor vehicles; someone without a high school diploma who works multiple part-time jobs to make ends meet may not have access to a direct, reliable bus route after a late shift; and someone living below the poverty line may be further burdened by the high cost of owning and maintaining a car, or may be unable to afford to live in a place with multiple

¹ Dannenberg, A. L., Frumkin, H., & Jackson, R. J. (2011). *Making healthy places: Designing and building for health, well-being, and sustainability*. Island Press.

² International City/County Management Association. (2003). *Active living for older adults: Management strategies for healthy and livable communities*.

³ McKenzie B. (2014). *Modes less traveled—Bicycling and walking to work in the United States: 2008–2012* (American Community Survey Reports). US Census Bureau.

transportation options. Children of single-parent households who struggle to accommodate competing transportation needs due to a lack of options may see their opportunities restricted.

In addition to potential socioeconomic barriers, some barriers in communities are a result of historic patterns of injustice that have shaped the physical environment. Infrastructural barriers can negatively affect people's ability to access jobs, services, and education, among other destinations. For example, highways and high-stress roadways have often been built through communities of color and through low-income communities, displacing residents and cutting people off from jobs, services, and economic opportunity. The practice of redlining and other racially discriminatory real-estate practices has also had a lasting impact on the demographic spatial distribution in many American cities. Racially explicit and damaging housing policies of the past have implications for transportation today, as communities of color may be more vulnerable to gentrifying housing pressures, which can lead to displacement to areas with fewer economic opportunities, less publicly funded infrastructure, and limited transportation options. In many places, the physical barriers in a city are further compounded by second-order effects such as worsened air quality, increased urban heat, limited opportunities for physical exercise, and higher crash rates—amounting to environmental, health, and safety burdens that are not distributed equally across the population. While Ashland has not experienced transportation infrastructure projects on the scale of urban freeway construction through historically marginalized neighborhoods, transportation and land use decisions are still highly consequential in that they shape who can access jobs, services, and opportunity, and who bears the costs of externalities such as traffic, exposure to worsened air quality, and displacement pressure to areas with more limited transportation options.

Critically examining equity is important because many of the barriers within our transportation system, their resulting burdens, and the communities who experience them are often spatially related. Too often, the communities in the places most impacted by transportation investments are excluded from the planning processes that can influence them. Contemporary transportation planning practice often seeks to address inequity by naming specific demographic groups because many transportation inequities today can be traced to historical government policies that have resulted in barriers for those demographic groups. In the absence of accounting for equity, transportation planners risk further cementing inequality in our transportation systems.

Improving transportation options that don't rely on a single mode (e.g., by improving connections through public transit, walking, or biking) is an effective way for Ashland to begin overcoming inequities where they exist, but systemic change takes time. The TSP, with its assessment of needs, its recommendations, and its policies intended to serve for the next 20 years, is therefore the critical path by which Ashland determines its transportation future. By centering equitable outcomes as it develops, the projects that come from the TSP will be able to improve access to multiple communities through connections that improve access to jobs, services, education, and recreation while also addressing long-term environmental, health, and safety benefits to the city. At its core, the TSP acts as a foundation for a more equitable transportation system.

Growth and Development Patterns in Ashland

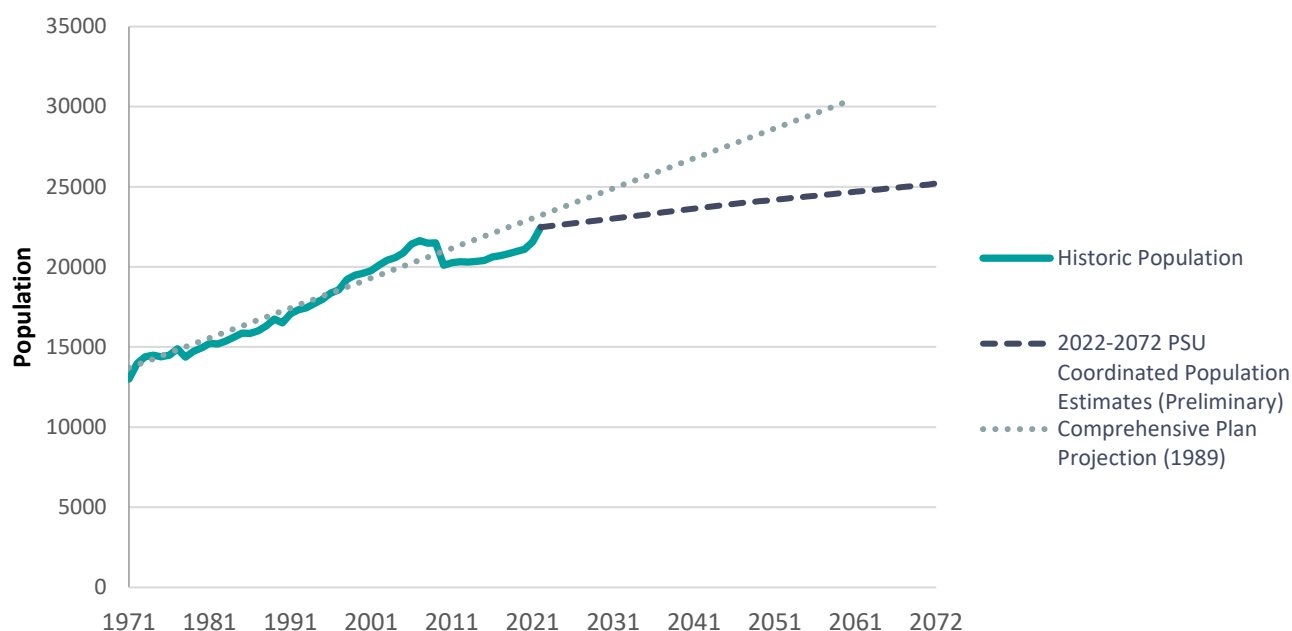
Ashland has experienced steady but relatively modest growth over the past several decades. The city's population increased from approximately 19,500 residents in 2000 to nearly 21,000 residents in 2019, reflecting a growth rate of about 7% over two decades. More recent population estimates show continued, though gradual, growth and suggest this trend is likely to continue. Ashland's development pattern has been shaped by its historic downtown, Southern

Oregon University, and the geographic constraints of the surrounding landscape, which limit opportunities for outward expansion and contribute to a more compact urban form.

At the same time, housing affordability has emerged as a significant challenge. Housing costs in Ashland are among the highest in Jackson County, and the share of households experiencing housing cost burden increased from 41% in 2000 to 46% by the late 2010s.⁴ Regional housing conditions were further affected by the 2020 Almeda Fire, which destroyed more than 2,500 homes in the Rogue Valley and increased demand for housing throughout the region. Together, these trends have shaped community growth, demographic change, and access to housing and opportunity. This is especially significant because transportation is typically the second-largest household expense after housing, and transportation costs consume a disproportionately large share of income for lower-income households.⁵ Together, housing and transportation costs can place substantial pressure on household budgets, with important implications for access to jobs, services, and other opportunities.

Looking ahead, current coordinated forecasts from Portland State University (PSU) anticipate continued but modest population growth.⁶ While Ashland is expected to add residents over the coming decades, future growth is projected to occur at a slower pace than anticipated in earlier planning efforts. Changes in population, demographics, household composition, and housing patterns will continue to influence transportation needs and help shape long-range planning decisions.

Figure 1. City of Ashland Population 1971–2021



⁴ ECONorthwest. (2021). *Ashland housing capacity analysis (2021–2041)*. Prepared for the City of Ashland. <https://www.ashlandoregon.gov/DocumentCenter/View/1664/Ashland-Housing-Capacity-Analysis-PDF>.

⁵ U.S. Bureau of Labor Statistics. (2024). *Housing and transportation accounted for 50 percent of household spending in 2024*. *The Economics Daily*.

⁶ Portland State University, Population Research Center. (2025). *Coordinated population forecasts and preliminary population estimates*. Portland State University. <https://www.pdx.edu/population-research/population-forecasts>.

Sources: Historic population series; preliminary 2022–2072 PSU Coordinated Population Forecast; Ashland Comprehensive Plan projection prepared in 1989. Forecast lines are planning scenarios, not observed population, and reflect different assumptions.⁷

Community Profile

A key part of an equitable TSP update is understanding who lives, works, learns, and travels throughout Ashland, as well as how community members may experience the transportation system differently, which is explored further in the equity analysis. The following community profile focuses on indicators that are commonly associated with transportation disadvantage or barriers to engagement, including age, race and ethnicity, language access, disability status, income, poverty, housing tenure, vehicle availability, family composition, and limited available measures related to LGBTQIA2S+ households. These characteristics are defined in [OAR 660-012-0125](#).

Unless otherwise noted, demographic data are drawn from American Community Survey (ACS) 5-year estimates for Ashland and ACS 1-year estimates for county and statewide comparisons.⁸ Because these sources use different ACS products and margins of error vary by geography and indicator, the figures should be interpreted as planning-level context rather than precise rankings.

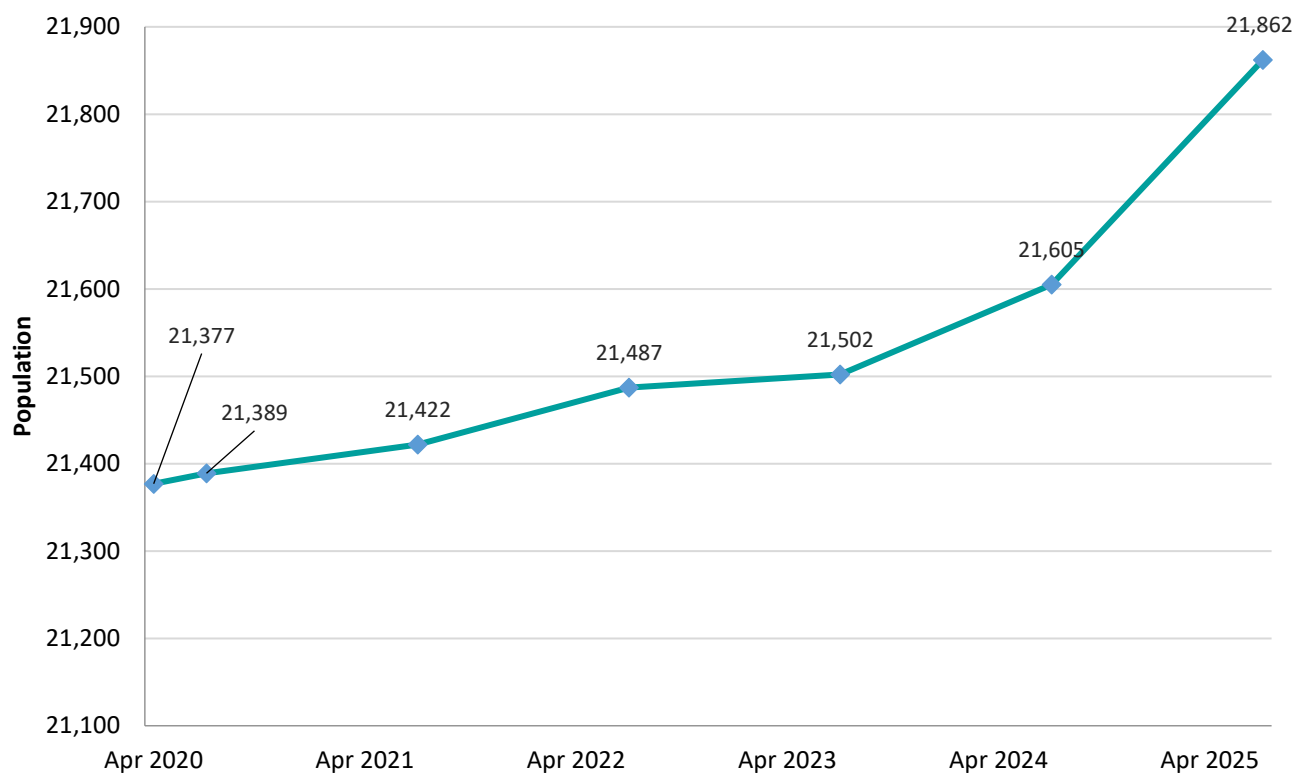
⁷ City of Ashland. (1989). *Comprehensive plan*. City of Ashland, Oregon.

⁸ US Census Bureau. *Decennial census (2000, 2010, 2020) and American Community Survey (ACS) 1-year and 5-year estimates* [Data sets]. US Census Bureau.

Population Growth

Ashland grew modestly between the 2020 Census and the preliminary 2025 PSU estimate. The city increased from 21,377 residents in 2020 to 21,862 residents in 2025, a net increase of 485 residents, or approximately 2.3% (Figure 2). Growth during this period was gradual through 2024, followed by a larger increase in the preliminary 2025 estimate.

Figure 2. Ashland Population Growth, 2020–2025

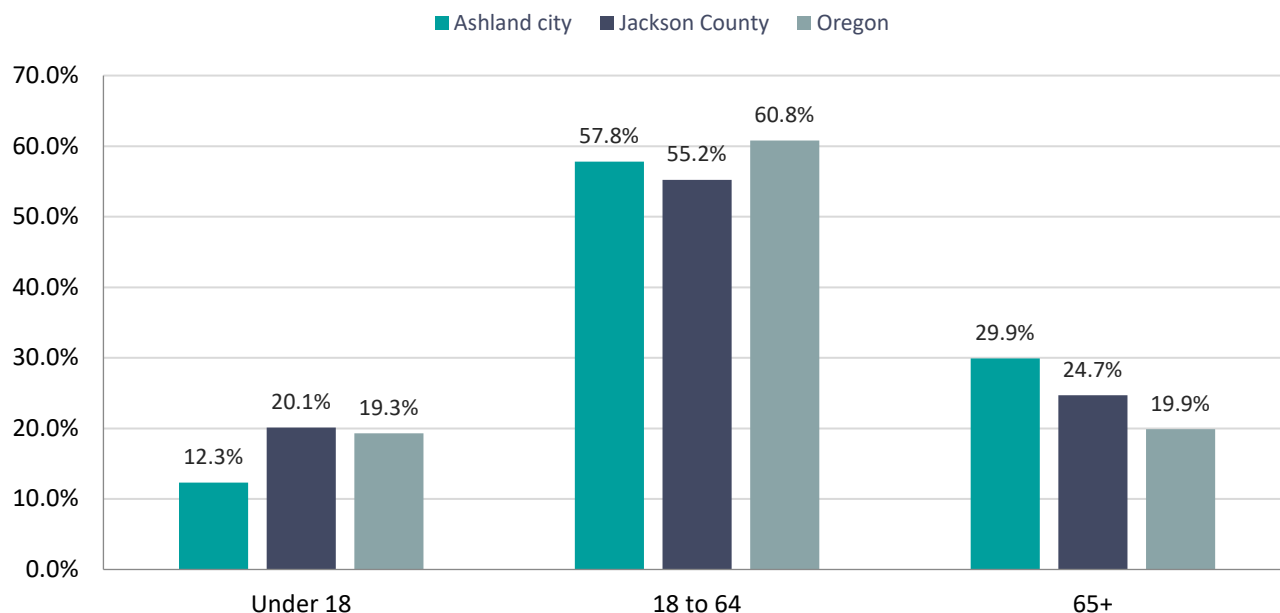


Source: Portland State University Population Research Center preliminary 2025 estimates. Note: y axis begins at 21,100.

Age Distribution

Ashland has an older age profile than both Jackson County and Oregon (Figure 3). Adults aged 65 and older represent 29.9% of Ashland residents, compared with 24.7% countywide and 19.9% statewide. Children under 18 represent 12.3% of Ashland residents, compared with 20.1% in Jackson County and 19.3% statewide. This pattern suggests that safe crossings, comfortable pedestrian facilities, accessible transit connections, and low-stress routes may be especially important for the TSP update.

Figure 3. Age Distribution: Ashland, Jackson County, and Oregon

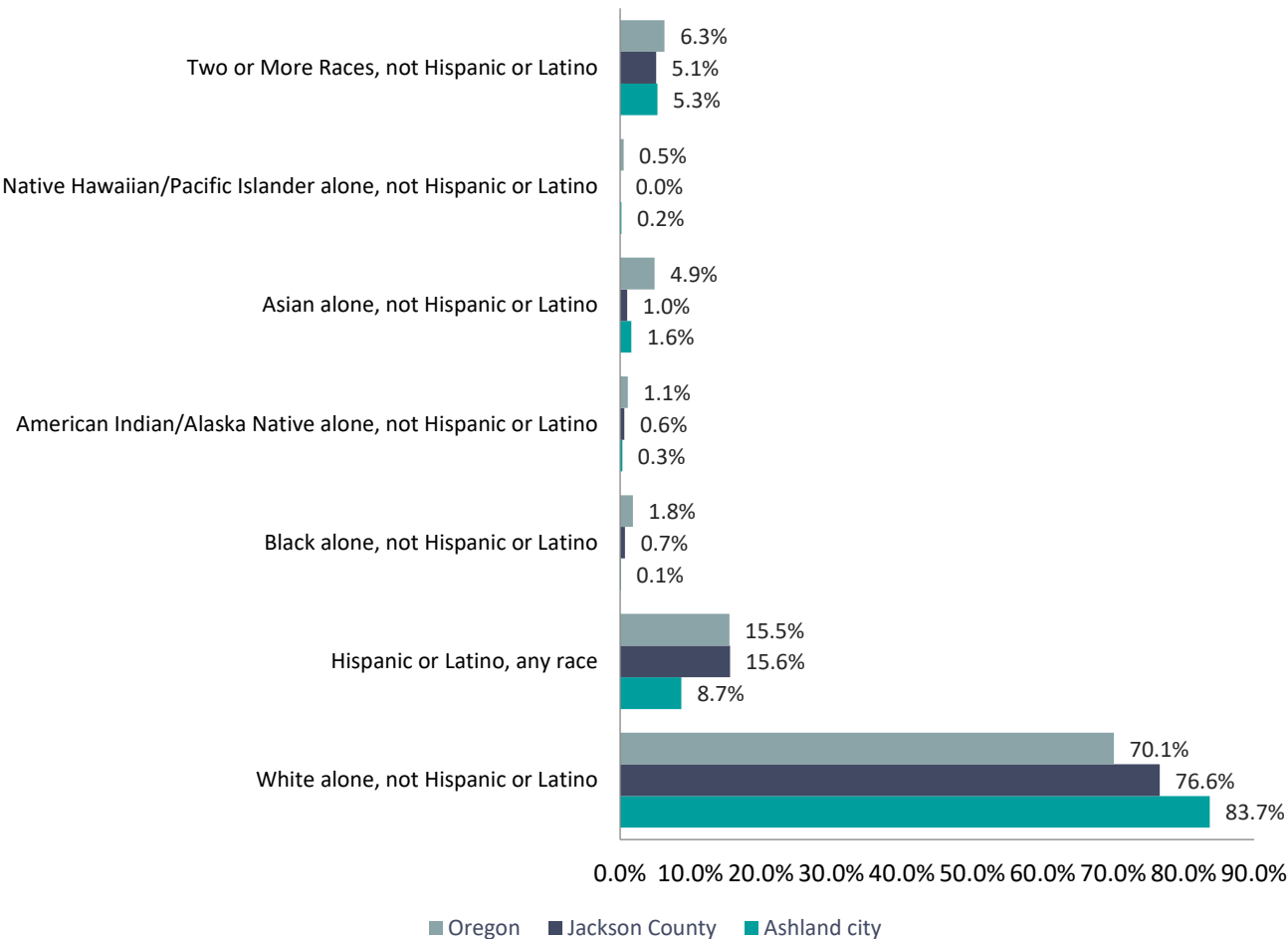


Source: 2024 ACS DP05. Ashland uses 5-year estimates; Jackson County and Oregon use 1-year estimates.

Race and Ethnicity

Ashland is predominantly White alone and not Hispanic or Latino, with this group representing 83.7% of residents (Figure 4). Hispanic or Latino residents of any race represent 8.7% of Ashland residents, and residents identifying as two or more races represent 9.6%. Compared with Jackson County and Oregon, Ashland has a higher share of White, non-Hispanic residents and lower shares of Hispanic or Latino residents. Because Hispanic or Latino ethnicity overlaps with race categories, the race and ethnicity values shown below should not be summed across all categories. The figure is intended to show relative composition and comparison, not a mutually exclusive total across every displayed group.

Figure 4. Race and Ethnicity: Ashland, Jackson County, and Oregon

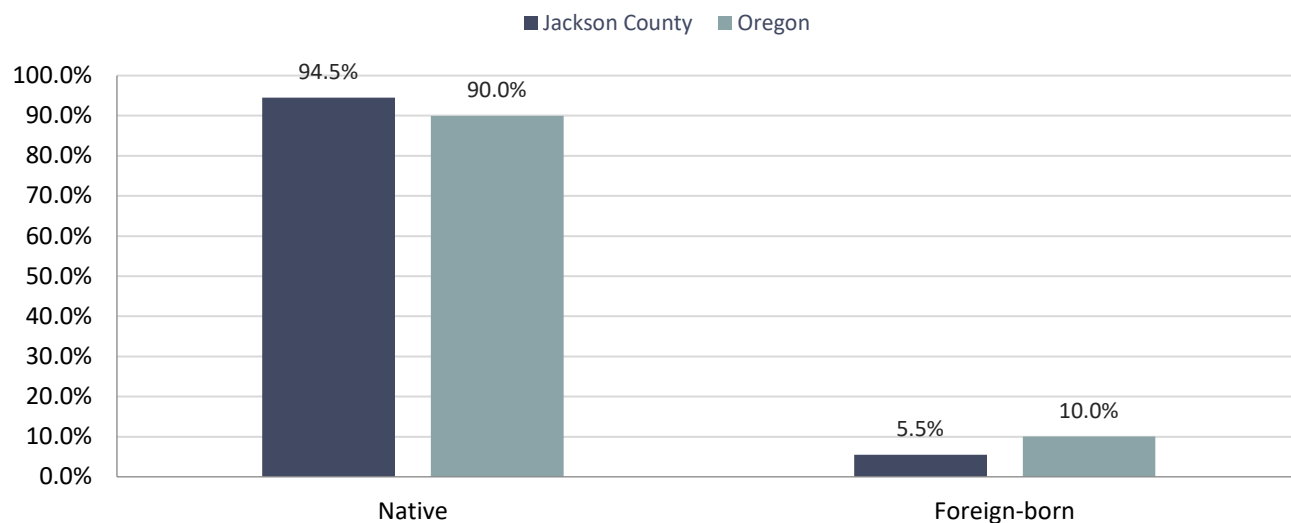


Source: 2024 ACS DP05. Hispanic/Latino ethnicity overlaps race categories.

Nativity and Immigrant Context

City-level nativity and citizenship data were not available at the time of analysis, likely due to Ashland’s relatively small population size. For broader context, foreign-born residents account for 5.5% of Jackson County residents and 10.0% of Oregon residents (Figure 5). This comparison can help frame the regional context, but it should not be presented as an Ashland city estimate.

Figure 5. Foreign-Born Population: Jackson County and Oregon



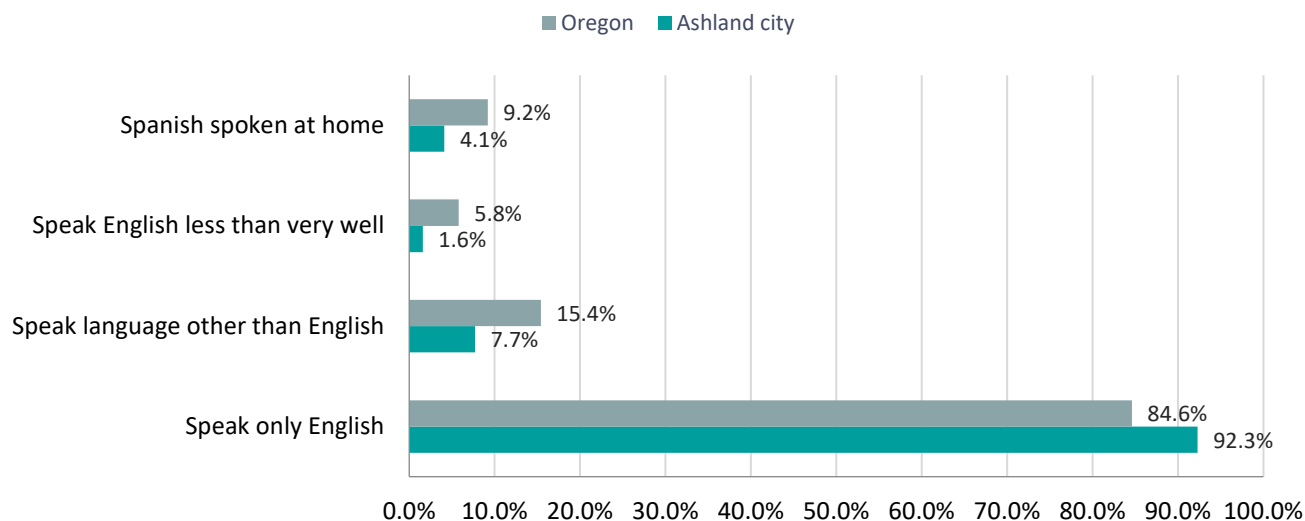
Source: 2024 ACS 1-year B05012. Ashland city nativity data are not included in the current dataset.

Language Access

Most Ashland residents age five and older speak only English at home. Approximately 7.7% speak a language other than English at home, and 1.6% speak English less than very well (Figure 6). Spanish is the most common non-English language category shown in the available citywide data, at 4.1% of the age-five-and-older population.

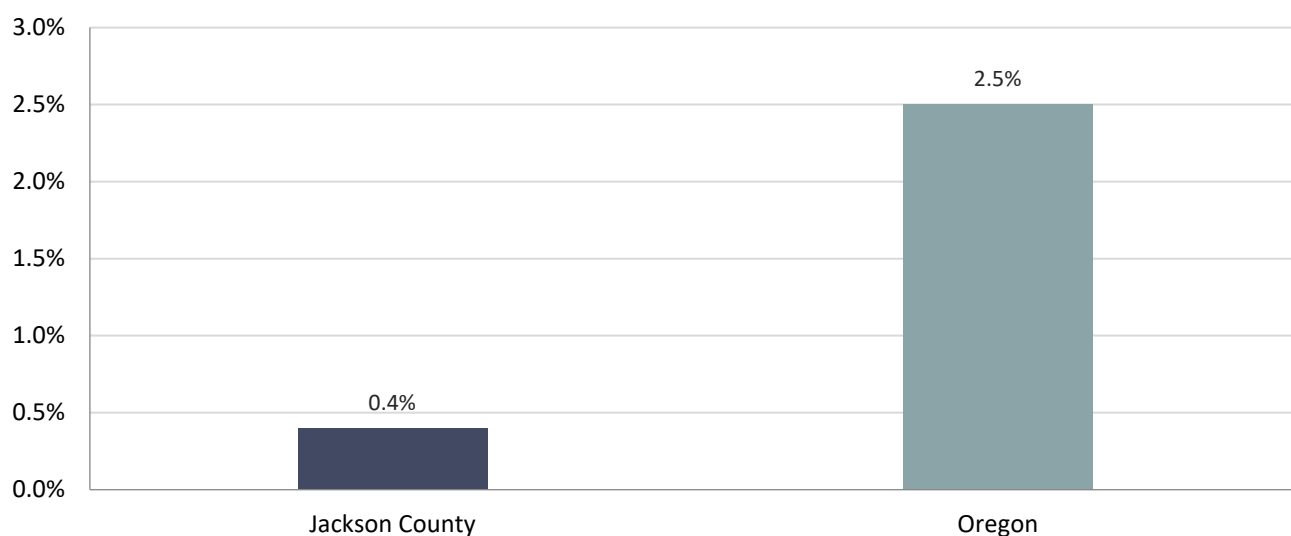
Limited English-speaking households represent an estimated 0.4% of Jackson County households, compared with 2.5% statewide. The Jackson County estimate margin of error equals the estimate (Figure 7); this finding should be interpreted cautiously.

Figure 6. Language Access: Ashland and Oregon



Source: 2024 ACS S1601.

Figure 7. Limited English-Speaking Households: Jackson County and Oregon

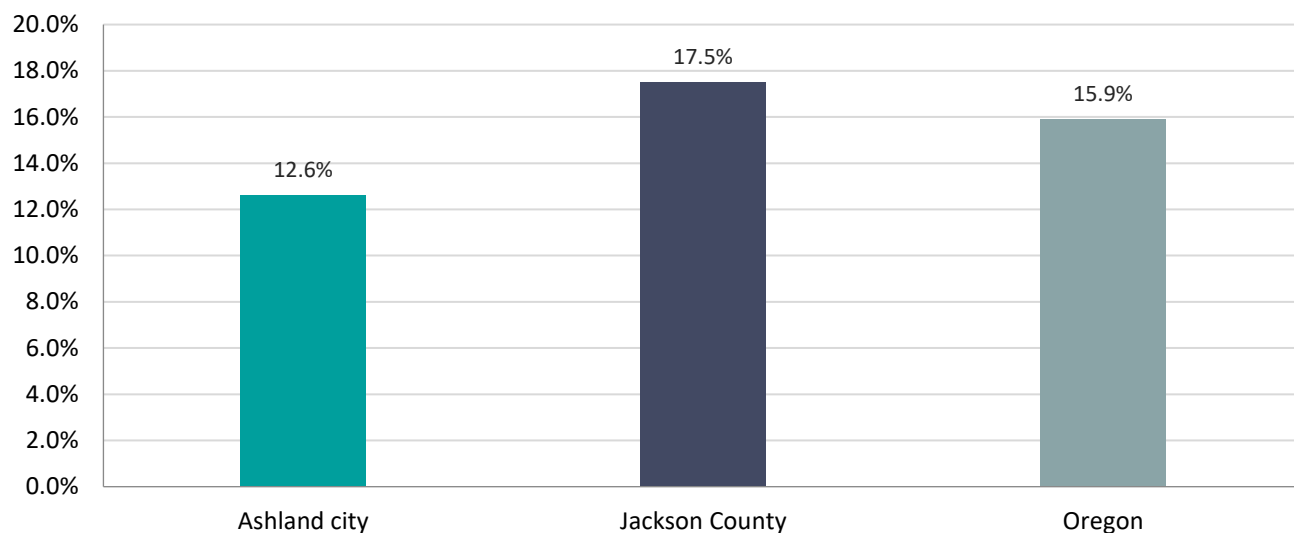


Source: 2024 ACS S1602. County estimate is 0.4% with a ± 0.4 percentage-point margin of error.

Disability Status

An estimated 12.6% of Ashland residents have a disability (Figure 8). This share is lower than Jackson County at 17.5% and Oregon at 15.9%. For TSP planning, this disability context can be useful when considering sidewalk accessibility, curb ramps, crossing design, transit stops, paratransit access, and the ability to reach essential destinations without driving.

Figure 8. Population with a Disability: Ashland, Jackson County, and Oregon

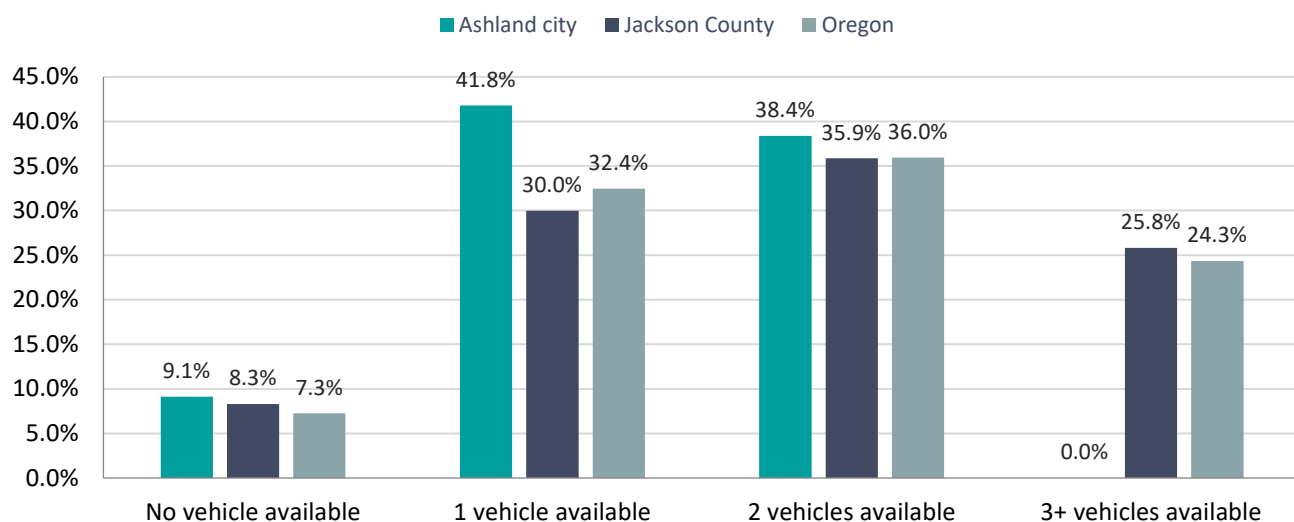


Source: 2024 ACS S1810. Ashland uses 5-year estimates; Jackson County and Oregon use 1-year estimates.

Vehicle Availability

While not explicitly defined as an underserved population in OAR 660-012-0125, households without access to a vehicle may rely more heavily on walking, biking, rolling, transit, shared rides, or other non-driving options. In Ashland, 9.1% of households have no vehicle available, compared with 8.3% in Jackson County and 7.3% statewide (Figure 9). Ashland also has a much smaller share of households with three or more vehicles than the county or state.

Figure 9. Vehicles Available by Household: Ashland, Jackson County, and Oregon

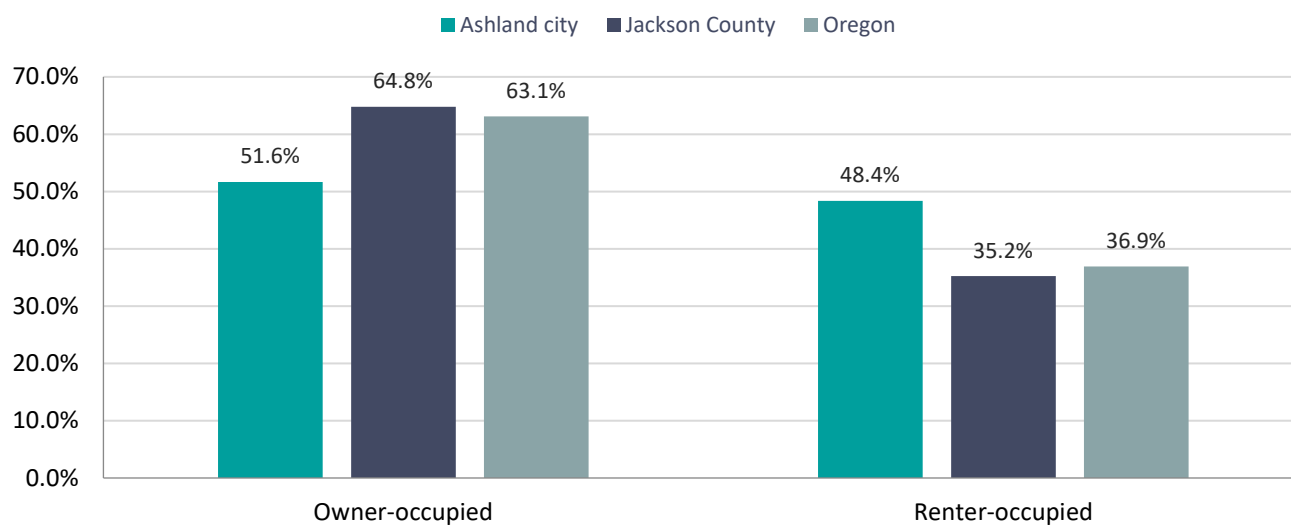


Source: 2024 ACS B08201. Categories report vehicles available per household.

Housing Tenure and Housing Cost Burden

Ashland has a larger renter share than both Jackson County and Oregon (Figure 10). Renters occupy 48.4% of Ashland occupied housing units, compared with 35.2% in Jackson County and 36.9% statewide. This is important for the TSP because renter households may have different transportation cost sensitivities, displacement risks, and access needs than owner households.

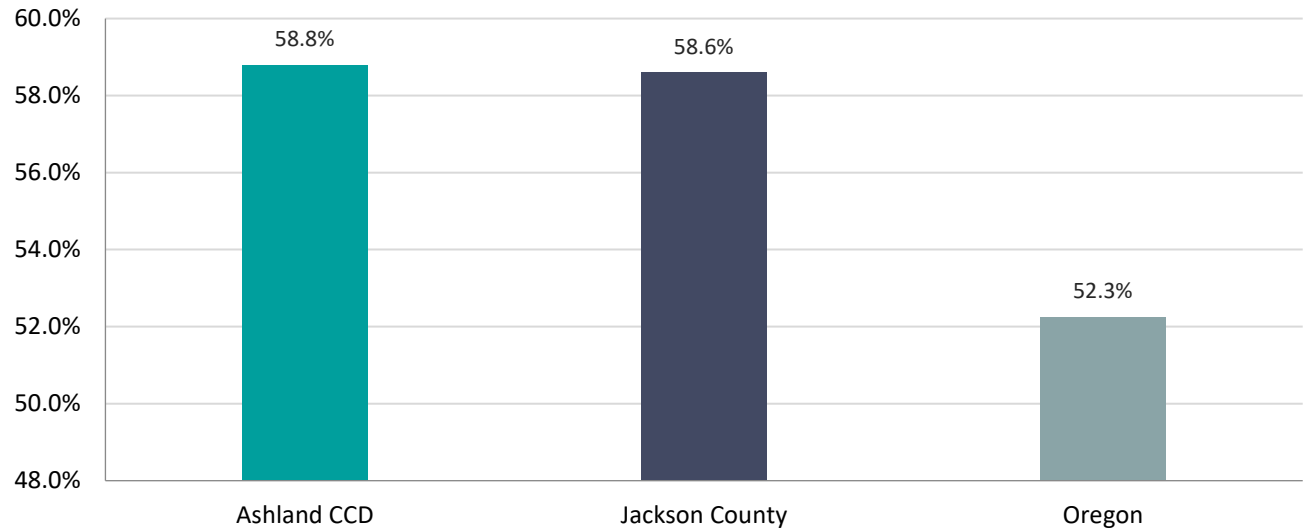
Figure 10. Renter-Occupied Housing Units: Ashland, Jackson County, and Oregon



Source: 2024 ACS B25003. Percentages describe occupied housing units.

Rent burden is high across the comparison geographies. Approximately 58.8% of rent-paying households in Ashland Census County Division (CCD), which includes Phoenix and Talent, and 58.6% in Jackson County spend at least 30% of household income on gross rent, compared with 52.3% statewide (Figure 11). The findings are reported for the Ashland CCD rather than Ashland city based on available data, so it should be used as broader local context rather than just a city-specific finding.

Figure 11. Rent-Burdened Households: Ashland CCD, Jackson County, and Oregon

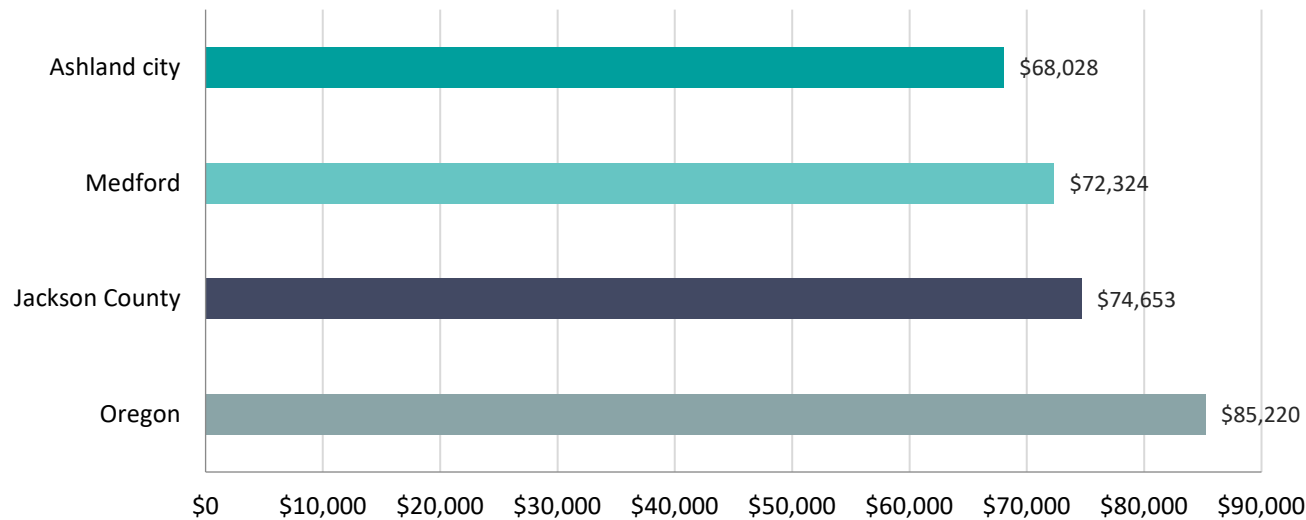


Source: 2024 ACS DP04 and B25070. Rent burden is gross rent of 30% or more of household income; Ashland value is for Ashland CCD.

Income, Income by Tenure, and Poverty

Ashland’s median household income is lower than Jackson County, nearby peer city Medford, and Oregon (Figure 12). The statewide median is \$85,220, compared with \$74,653 in Jackson County, \$72,324 in Medford, and \$68,028 in Ashland.

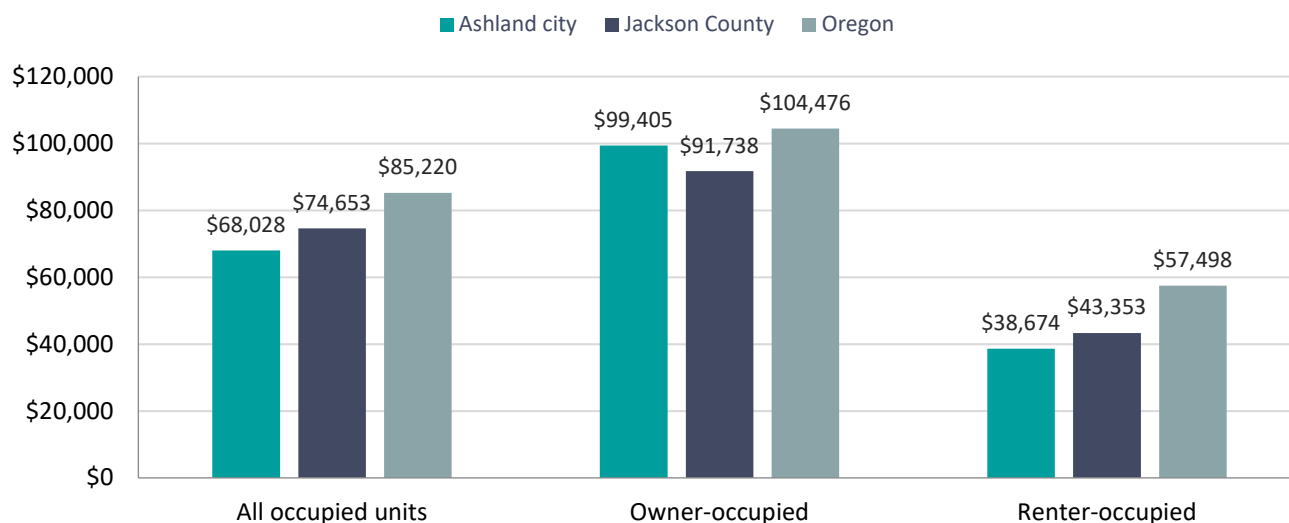
Figure 12. Median Household Income: Regional Comparison



Source: 2024 ACS S1901 and B25119. Values are 2024 inflation-adjusted dollars.

Income also varies sharply by housing tenure. In Ashland, owner households have a median income of \$99,405, compared with \$38,674 for renter households (Figure 13). This gap is relevant for transportation affordability because housing and transportation costs are often experienced together, particularly by renters and lower-income households.

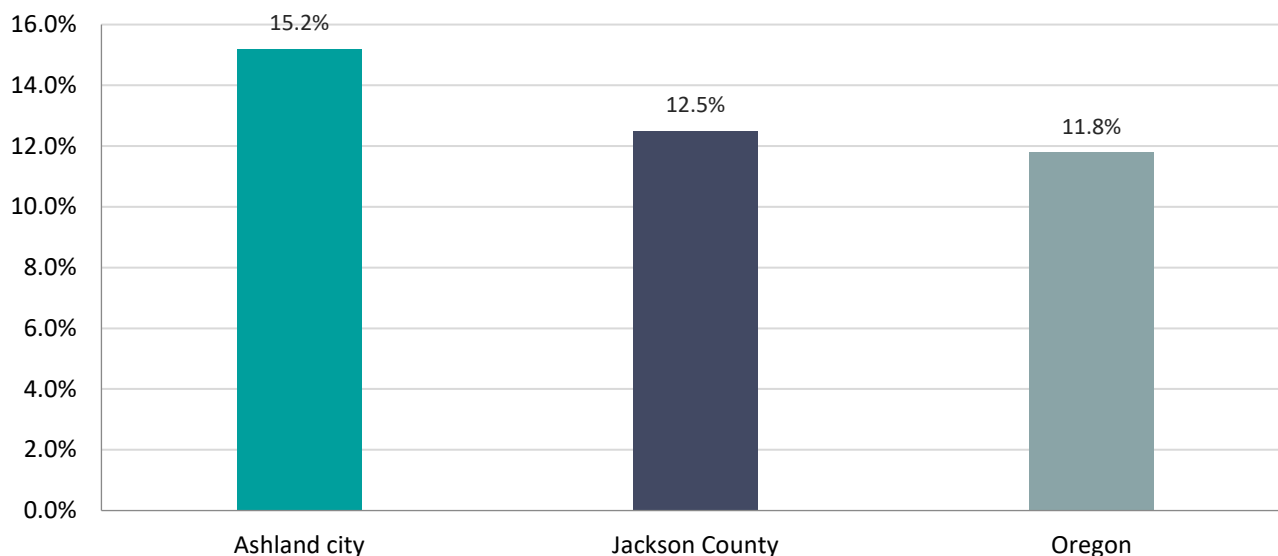
Figure 13. Median Household Income by Tenure: Ashland, Jackson County, and Oregon



Source: 2024 ACS B25119. Values are 2024 inflation-adjusted dollars.

Ashland's estimated poverty rate is 15.2%, which is higher than Jackson County at 12.5% and Oregon at 11.8% (Figure 14). As a college community, however, Ashland's poverty rate may be influenced by Southern Oregon University students living independently off campus (students living in college dormitories are excluded from Census poverty calculations). Even with this qualification, lower-income households may be particularly sensitive to transportation costs and reliant on affordable transportation options, including walking, biking, transit, and shared transportation.

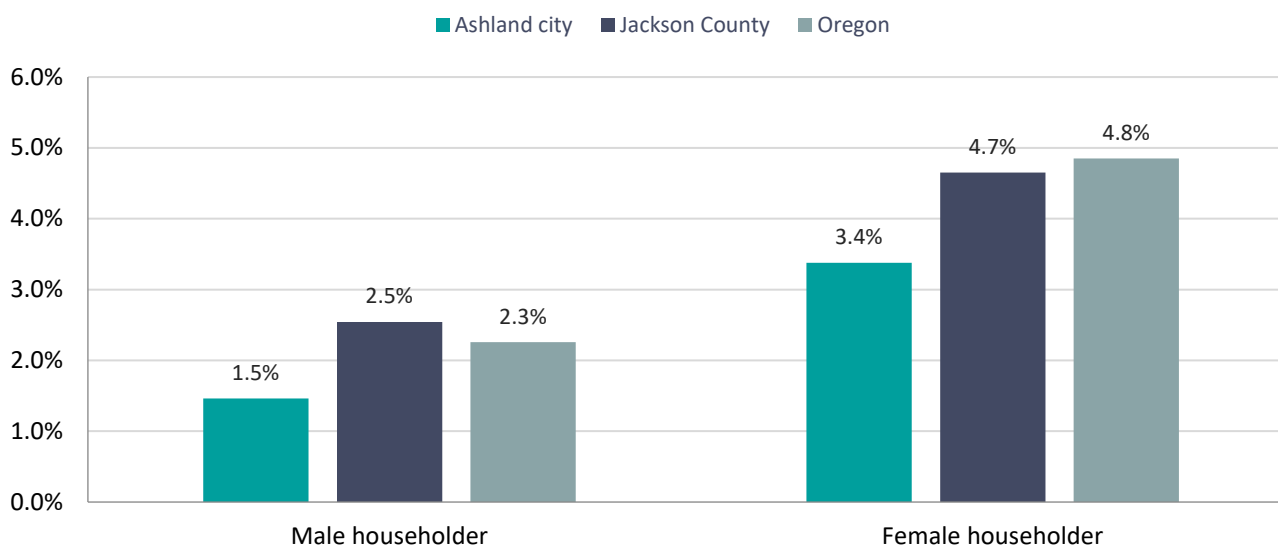
Figure 14. Population Below Poverty Level: Ashland, Jackson County, and Oregon



Family Composition and Same-Sex Couple Households

Single-parent households are included because time, cost, childcare, and travel needs can shape how families experience the transportation system. Female-householder single-parent shares are 3.4% in Ashland, 4.7% in Jackson County, and 4.8% statewide; male-householder shares are 1.5%, 2.5%, and 2.3%, respectively (Figure 15).

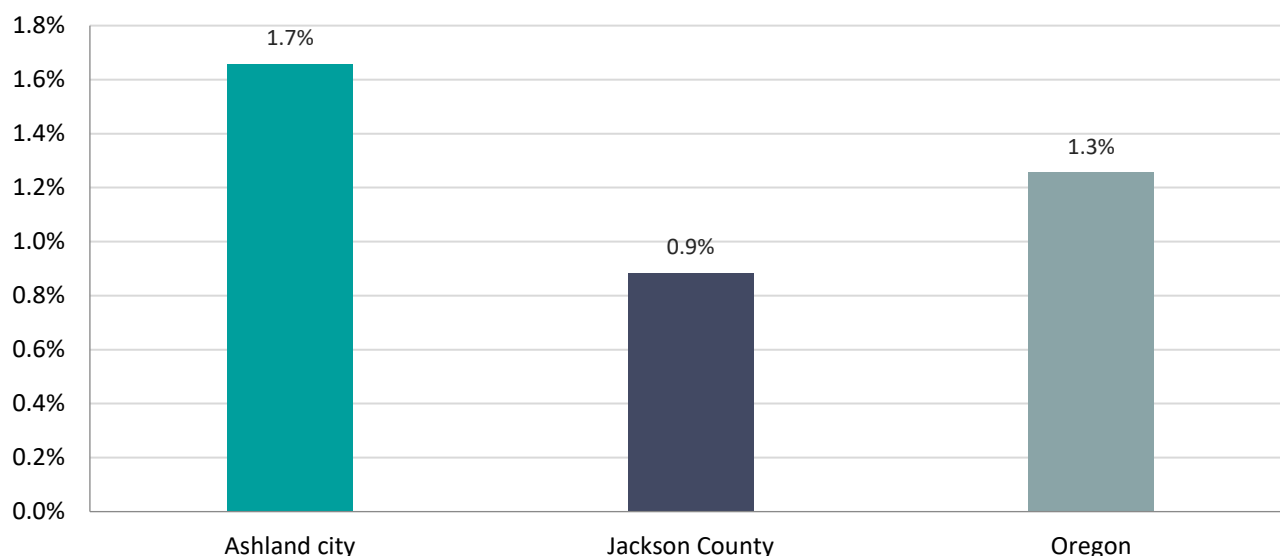
Figure 15. Single-Parent Households by Householder Sex: Ashland, Jackson County, and Oregon



Source: 2024 ACS S1101. Shares use all households as the denominator.

The 2020 Census PCT15 table provides a limited quantitative measure of same-sex couple households. Same-sex married or unmarried couples account for approximately 1.7% of Ashland households, compared with 0.9% in Jackson County and 1.3% statewide (Figure 16). This measure does not estimate the full LGBTQIA2S+ population and should be paired with local knowledge where possible for a more comprehensive understanding.

Figure 16. Same-Sex Couple Households: Ashland, Jackson County, and Oregon



Source: 2020 Census DHC PCT15. This does not estimate the full LGBTQIA2S+ population.

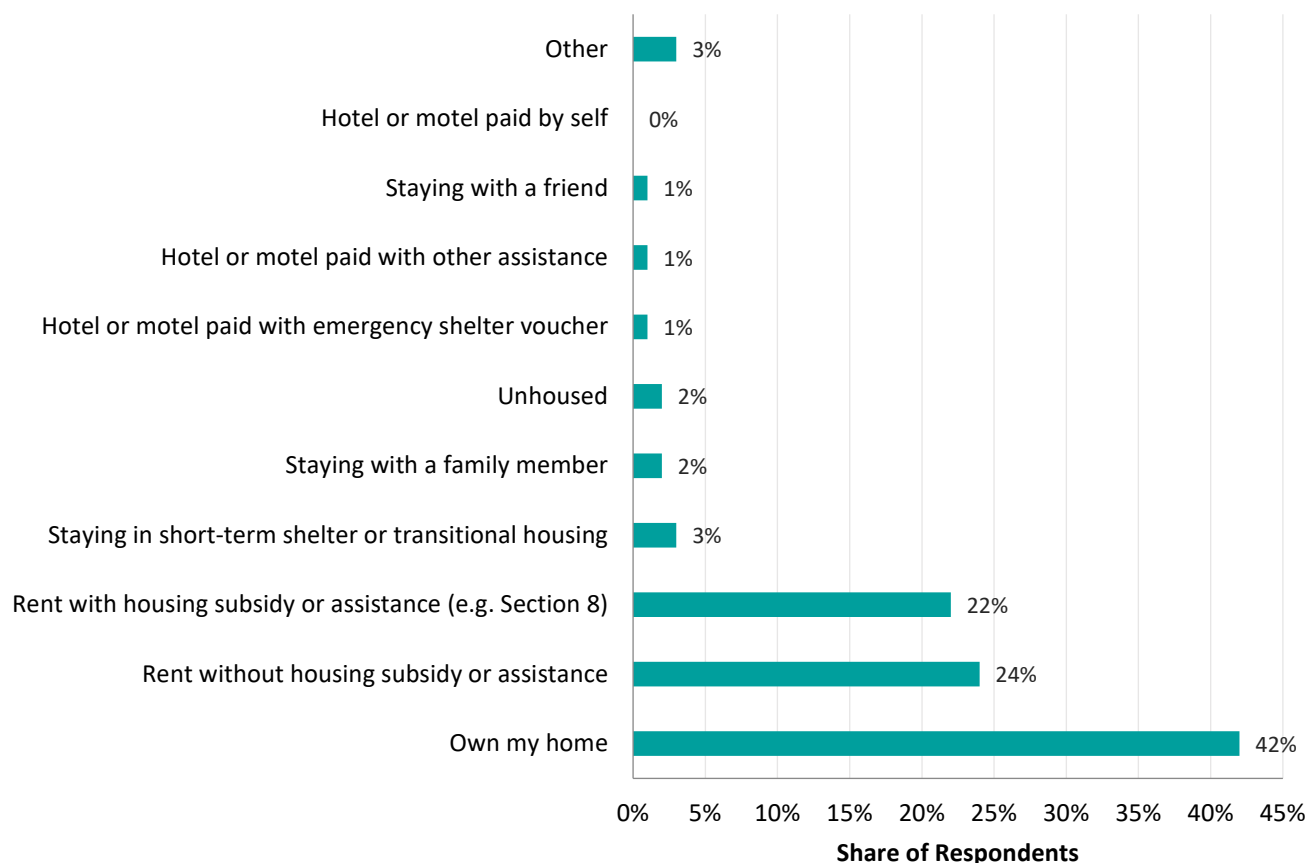
Housing Instability and Housing Insecurity

Housing stability is an important component of community well-being and can influence access to employment, education, healthcare, and transportation. In addition to housing affordability challenges, some residents' experience housing insecurity, including reliance on housing assistance, temporary living arrangements, or periods without stable housing. The 2025 Jackson County Community Needs Assessment provides insight into housing situations among survey respondents and helps illustrate the range of housing experiences present within the region (Figure 17).

Among the 501 Jackson County Community Needs Assessment respondents, 42% reported owning their home. Nearly half reported renting, 24% without housing assistance and 22% with a subsidy or other assistance.⁹ Smaller shares reported temporary, doubled-up, motel, shelter, or unhoused situations, indicating that a meaningful subset of respondents faced housing instability.

⁹ ACCESS, & Pacific Research and Evaluation, LLC. (2025). *Jackson County Community Needs Assessment 2025*. <https://accesshelps.org/wp-content/uploads/ACCESS-2025-CNA-Final-Revised-9.17.25.pdf>.

Figure 17. Current Housing Situation (Jackson County, 2025)



Source: Jackson County Community Needs Assessment 2025 (n=501). Percentages describe survey respondents, not all Jackson County residents.

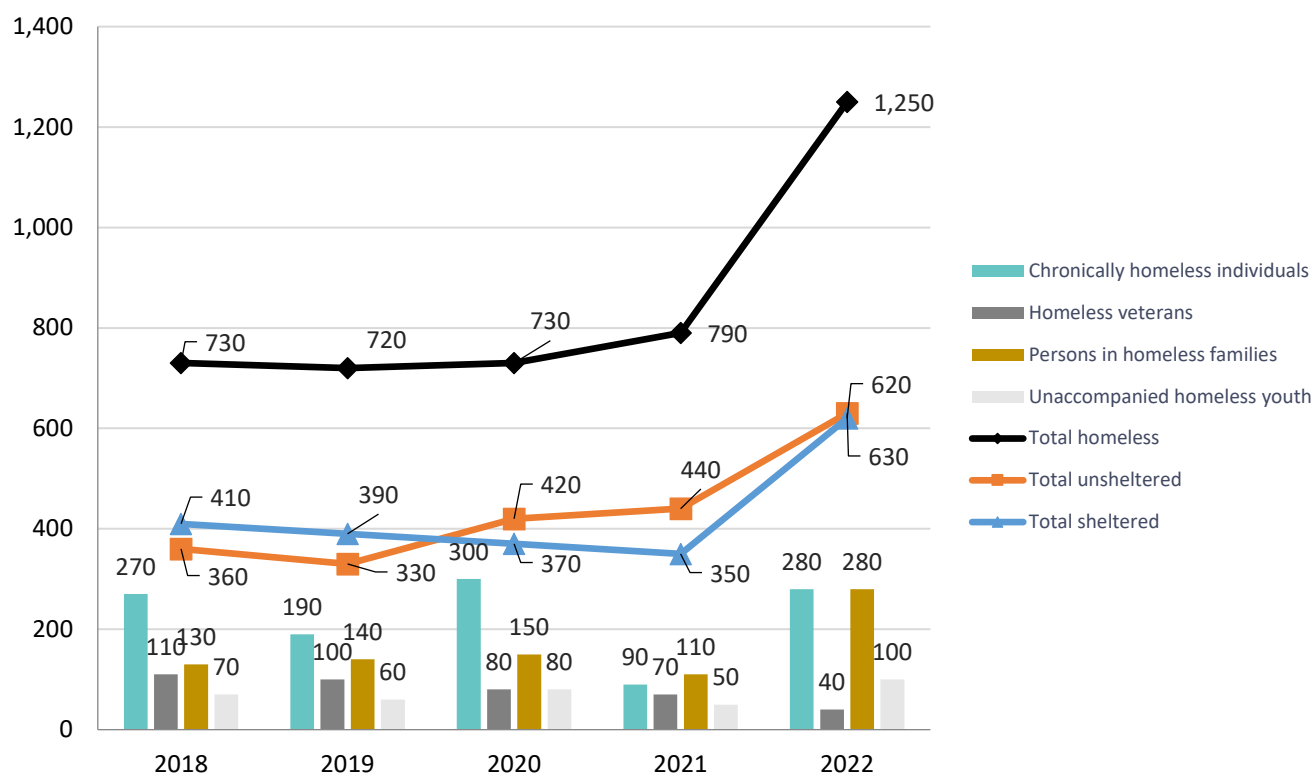
Point-in-Time (PIT) counts are annual counts of people experiencing homelessness conducted on a single night and reported to the US Department of Housing and Urban Development (HUD). PIT counts typically distinguish between people who are sheltered (staying in emergency shelters, transitional housing, or other temporary housing programs) and those who are unsheltered (staying in places not intended for human habitation, such as vehicles, encampments, or other outdoor locations).

Based on the available data, the Total Homeless found in the PIT count for Jackson County remained relatively stable at approximately 730 to 790 people experiencing homelessness between 2018 and 2021 before increasing substantially to approximately 1,250 people in 2022.¹⁰ Of those 1,250 people experiencing homelessness, the unsheltered population was roughly 630 people, while approximately 620 people were counted in sheltered settings. Overall, the 2022 count was approximately 71% higher than the 2018 count. While PIT counts represent a snapshot of homelessness on a single night rather than a complete measure of housing insecurity, they provide a commonly used indicator for tracking trends over time and understanding changes in sheltered and unsheltered homelessness.

¹⁰ U.S. Department of Housing and Urban Development. (2022). *Point-in-Time (PIT) count data*. HUD Exchange.

Because the current screenshot does not identify the geography, data source, or methodological notes associated with the count, these findings should be considered preliminary until the underlying HUD or Continuum of Care dataset is verified.

Figure 18. PIT Count (Jackson County, 2022)

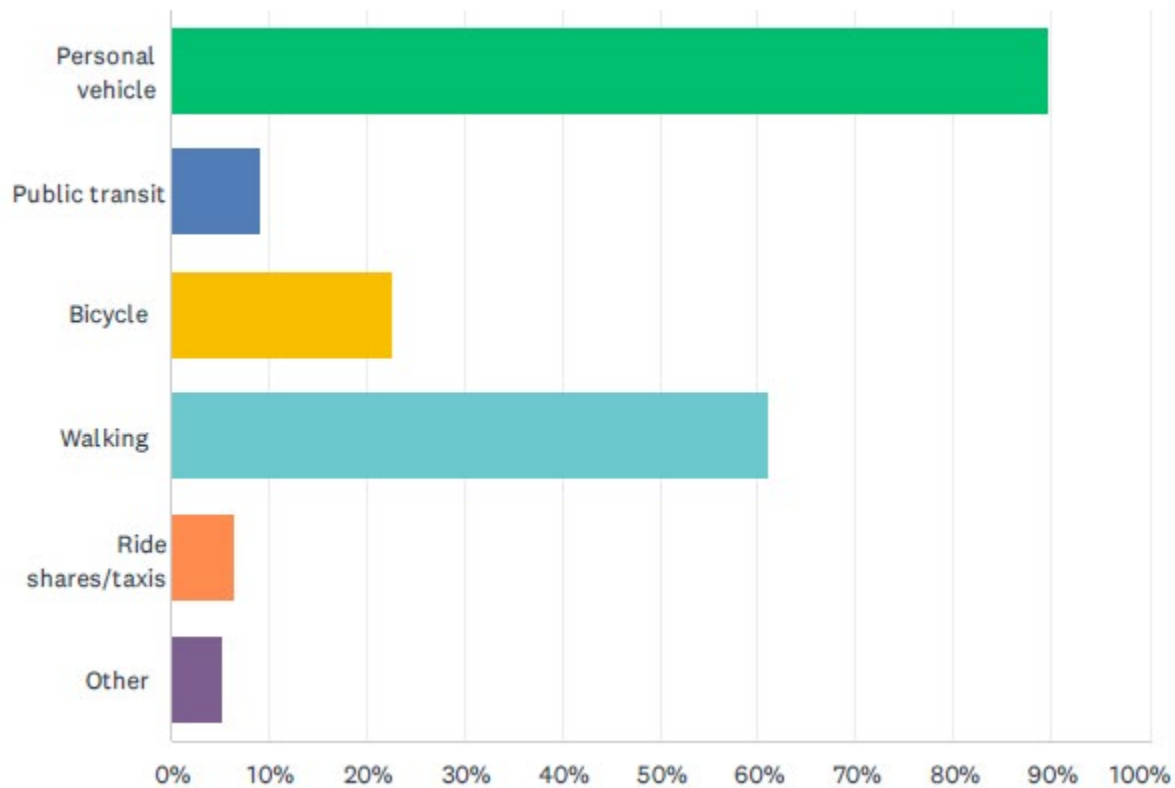


Source: Supplied HUD Exchange 2022, "Homeless Population: Point-in-Time (PIT) Count," 2018–2022.

Ashland Community Belonging Survey (2025-2026)

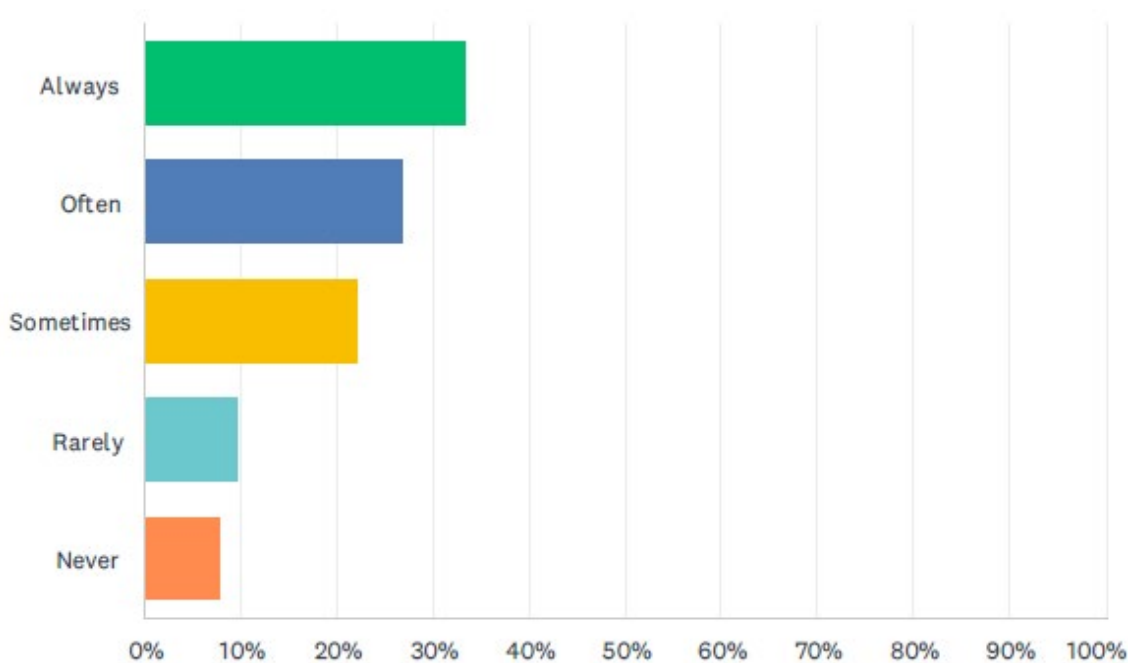
The Community Belonging Survey was conducted by the City of Ashland Social Equity and Racial Justice Advisory Committee over the course of several months between 2025-2026. With nearly 350 respondents, the survey attempted to better understand who feels like they belong in Ashland, who encounters barriers or exclusion, what practical issues affect that sense of belonging, and what the City could do to make the community more welcoming and accessible. The survey asked questions relating topics such as housing, transportation, health care, affordability, accessibility, among others. While the vast majority of respondents (91% of respondents are full-time residents) say they use a personal vehicle the most out of all modes, over 60% say they walk and 22% say they bike:

Figure 19. Ashland Community Belonging Survey 2025-2026 (What transportation modes do you use most?)



When asked if the transportation system meets their needs, only 60% answered “Always” or “Often”. Nearly 40% of respondents said that the transportation system “Sometimes”, “Rarely”, or “Never” meets their needs.

Figure 20. Ashland Community Belonging Survey 2025-2026 (Does the transportation system meet your needs?)



When asked what transportation challenges they face, community members shared the following:

- **Transit:** People repeatedly mention buses running too infrequently, ending too early, lacking weekend service, eliminated routes/stops, and difficulty reaching Medford, the airport, appointments, shopping, or other parts of town.
- **Bike and pedestrian safety:** People want more protected bike lanes, better-connected bike routes, safer crossings, improved sidewalks, and better lighting. Several describe biking as unsafe because cyclists must share narrow streets with traffic and parked cars.
- **Parking and congestion:** Downtown parking, traffic, narrow streets, tourist/event congestion, and difficulty getting across town come up regularly.
- **Accessibility and aging:** Older adults and people with disabilities mention difficulty walking to transit, steep hills, handicap parking, and concerns about how they will get around when they can no longer drive.
- **Road/weather conditions and cost:** Potholes, uneven sidewalks, snow/ice, steep terrain, gas prices, and the expense or limited availability of taxis/Uber/Lyft also appear.
- **Car dependence:** Some have no transportation challenges, but many qualify that by saying it is because they have a reliable car, and worry that transportation would become difficult if the car broke down or they could no longer drive.

Equity Analysis

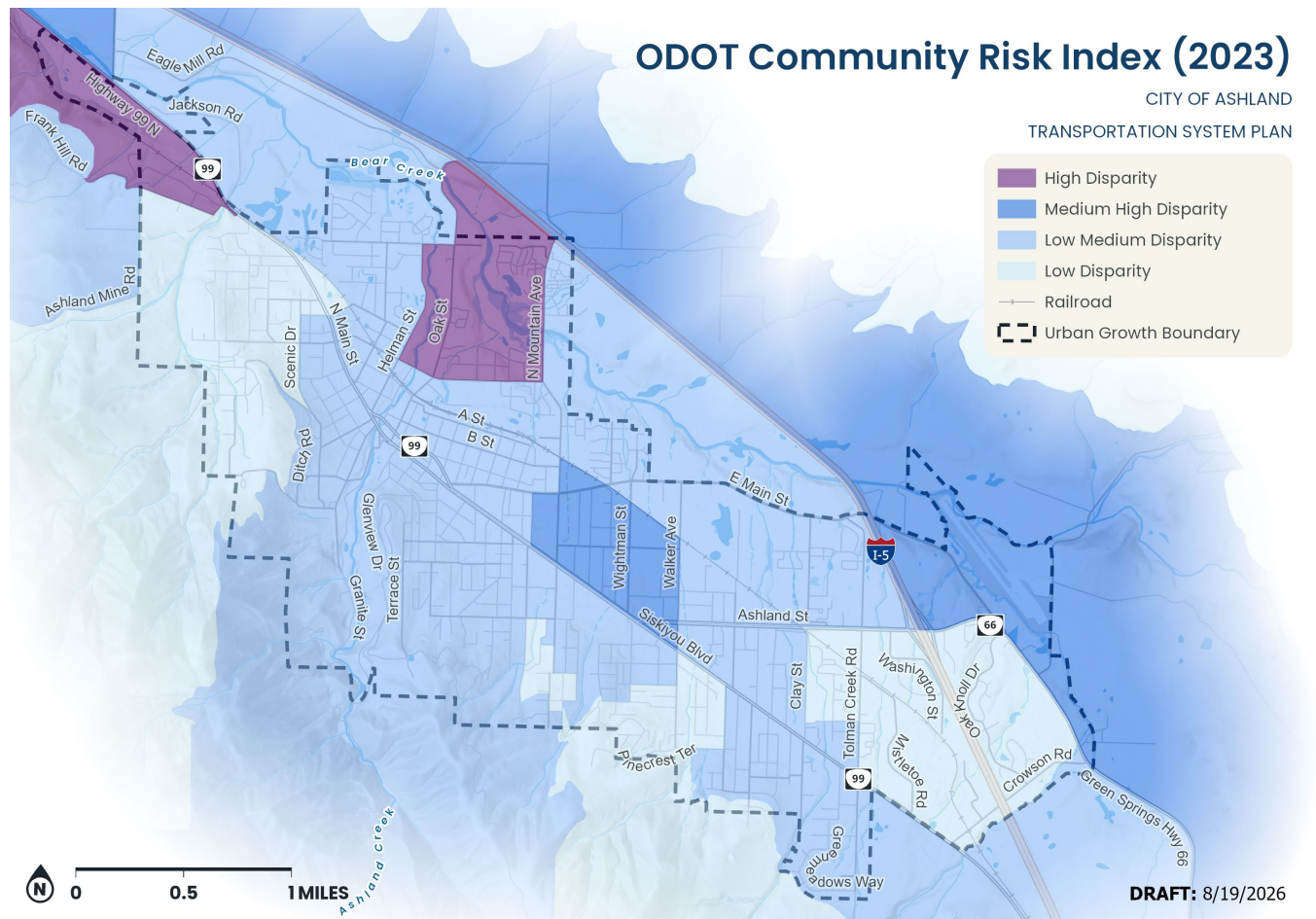
This equity analysis examines how historical development patterns, transportation investments, housing policies, and demographic trends have shaped transportation access and opportunity in Ashland. Consistent with Oregon Administrative Rule (OAR) 660-012-0135, the analysis documents factors that may have harmed underserved populations, identifies areas with higher concentrations of transportation-disadvantaged residents, and evaluates how climate and mobility challenges may affect these communities today. The analysis is intended to provide context for transportation decision-making throughout the Ashland TSP update and help ensure future investments improve access, safety, mobility, and quality of life for all community members.

Geographic Distribution of Underserved Populations

The Oregon Department of Transportation (ODOT) Community Risk Index¹¹ provides a statewide tool for identifying areas where transportation-disadvantaged populations may be concentrated. Areas identified as having higher equity need may warrant additional attention during project identification, prioritization, and engagement. For the TSP update, this understanding can help identify where transportation investments may have the greatest potential to improve access, safety, and mobility for underserved populations.

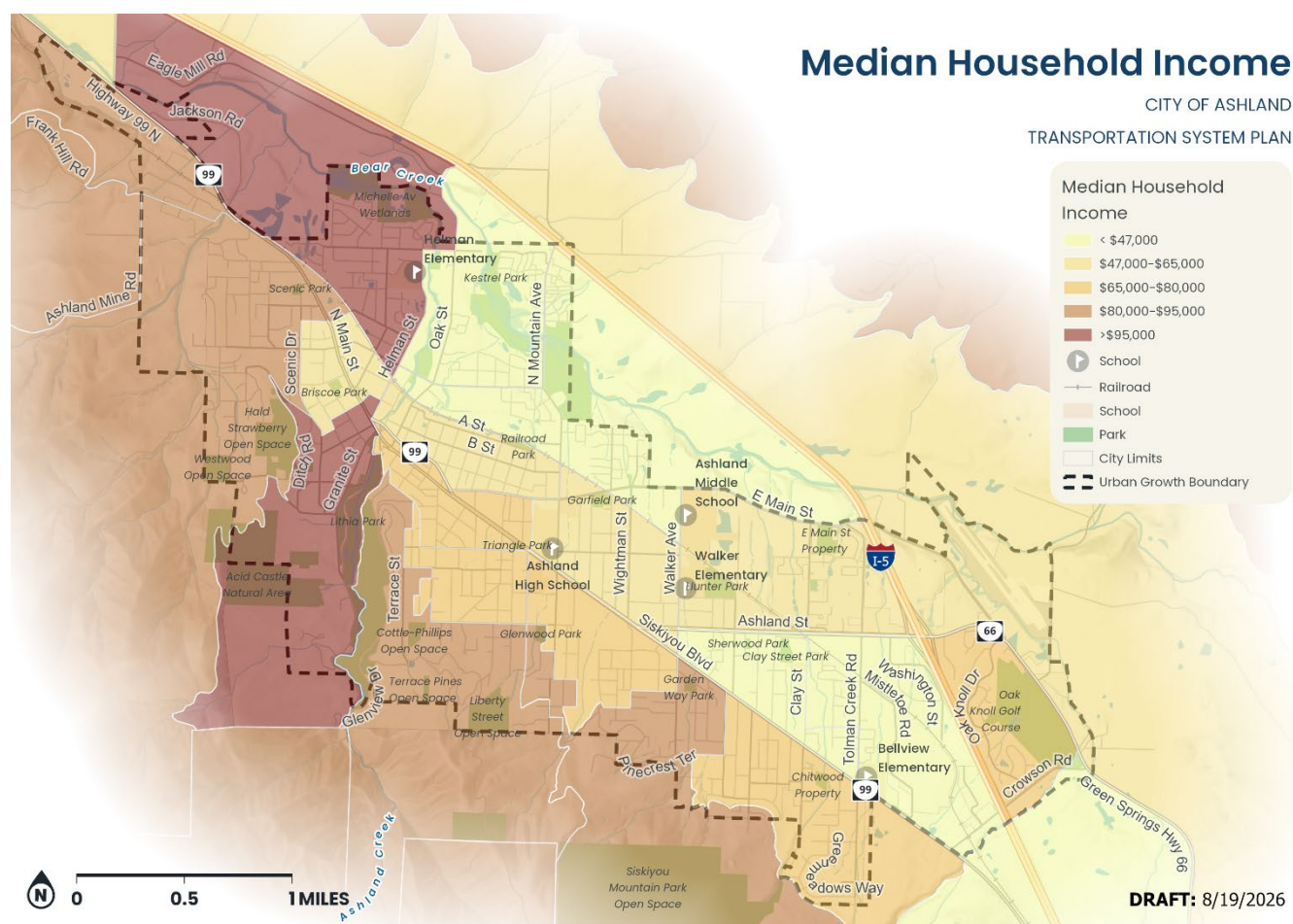
¹¹ Roll, J. (2024). *Community risk index documentation*. Oregon Department of Transportation. RPubs. Retrieved August 19, 2026, from https://api.rpubs.com/ODOT_Research/Community_Risk_Index_2023.

Figure 21. ODOT Community Risk Index (2023)



The ODOT Community Risk Index highlights residential areas north of Railroad Park between Oak Street and Mountain Avenue as having high disparities. The data, which are based on census data from 2017 to 2021, reveal that several indicators fall in ODOT's highest quintile of concern, including poverty, non-White population, limited English-speaking households, and older adults. About 45% of residents are below 200% of the federal poverty level and 43% are non-White, indicating that multiple socioeconomic and demographic vulnerabilities overlap in this part of Ashland. Given that ODOT has not updated the index for some time, this analysis pulled the most recent household income data from the US Census Bureau (5-year estimates from 2019 to 2024), and a similar pattern emerges.

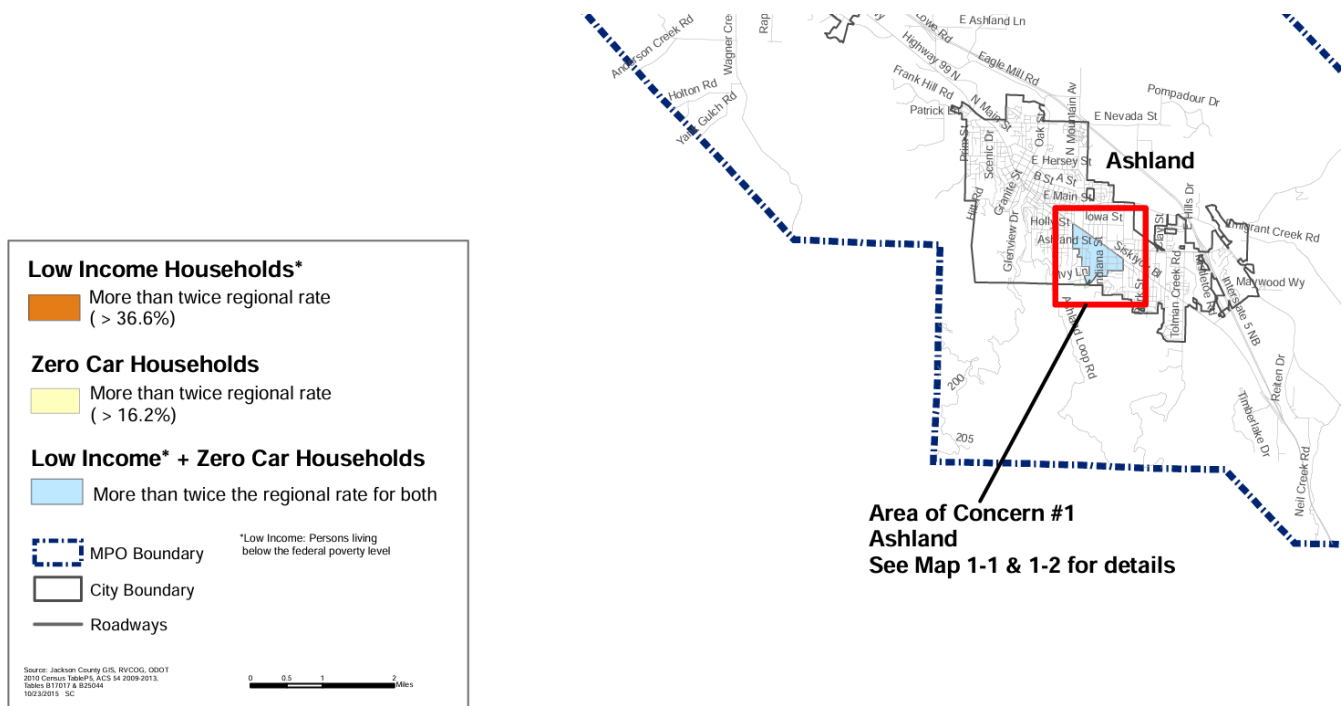
Figure 22. Median Household Income (US Census Bureau ACS 5 Year Estimates 2019–2024)



The Rogue Valley Metropolitan Planning Organization (RVMPO) produced a Transportation Needs Assessment for Traditionally Underserved Populations in 2016 to help the region identify gaps, barriers, and needs in the transportation system for traditionally underserved populations (low-income, minority, younger persons, and seniors).¹² The report identifies the area around Southern Oregon University as an area of concern due to it having more than twice the regional rate for low income and zero-car households (Figure 23).

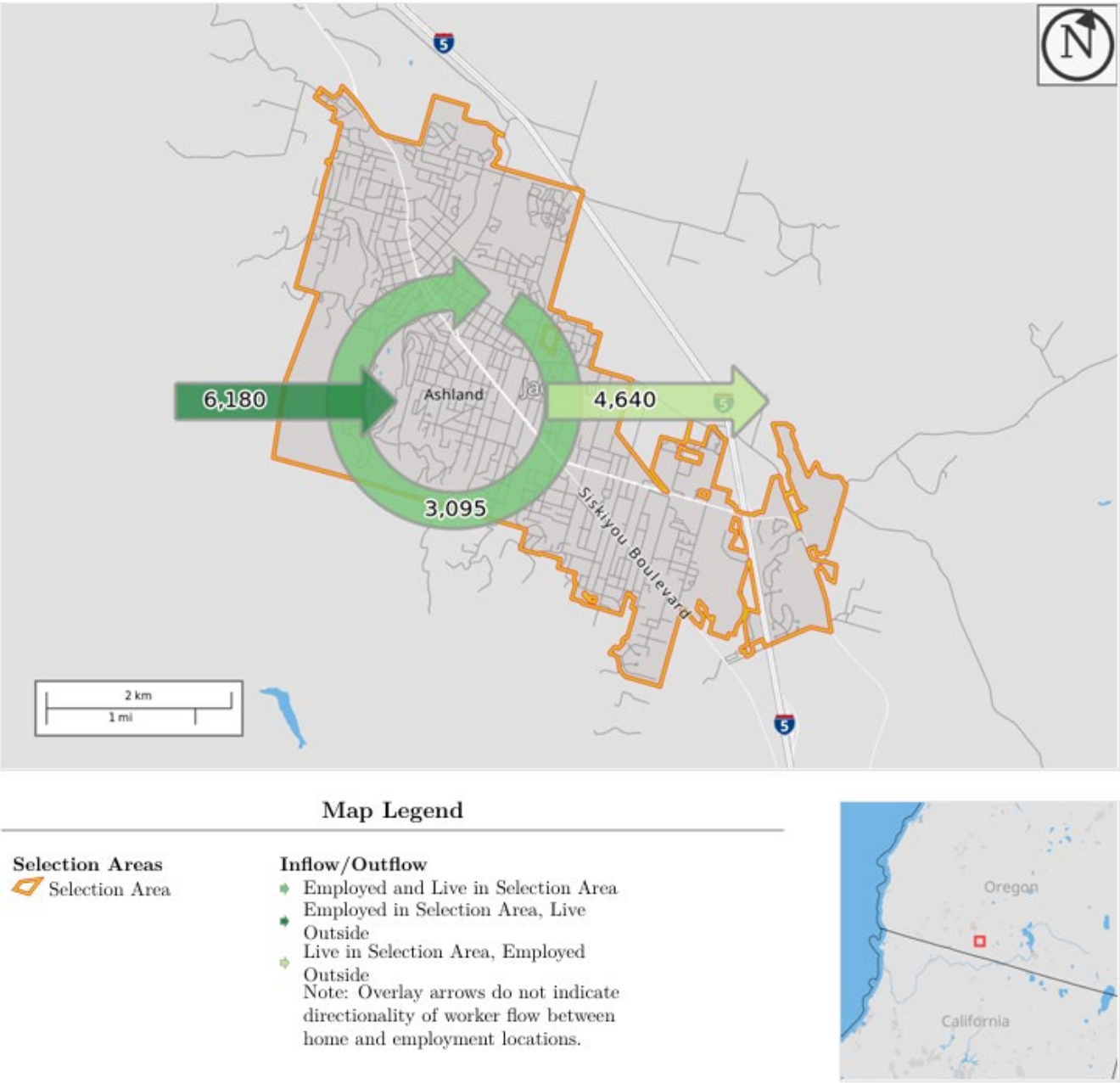
¹² Rogue Valley Metropolitan Planning Organization. (2016). *Transportation needs assessment for traditionally underserved populations: Final report*.

Figure 23. Findings from the Rogue Valley Metropolitan Planning Organization Transportation Needs Assessment for Traditionally Underserved Populations (2016)



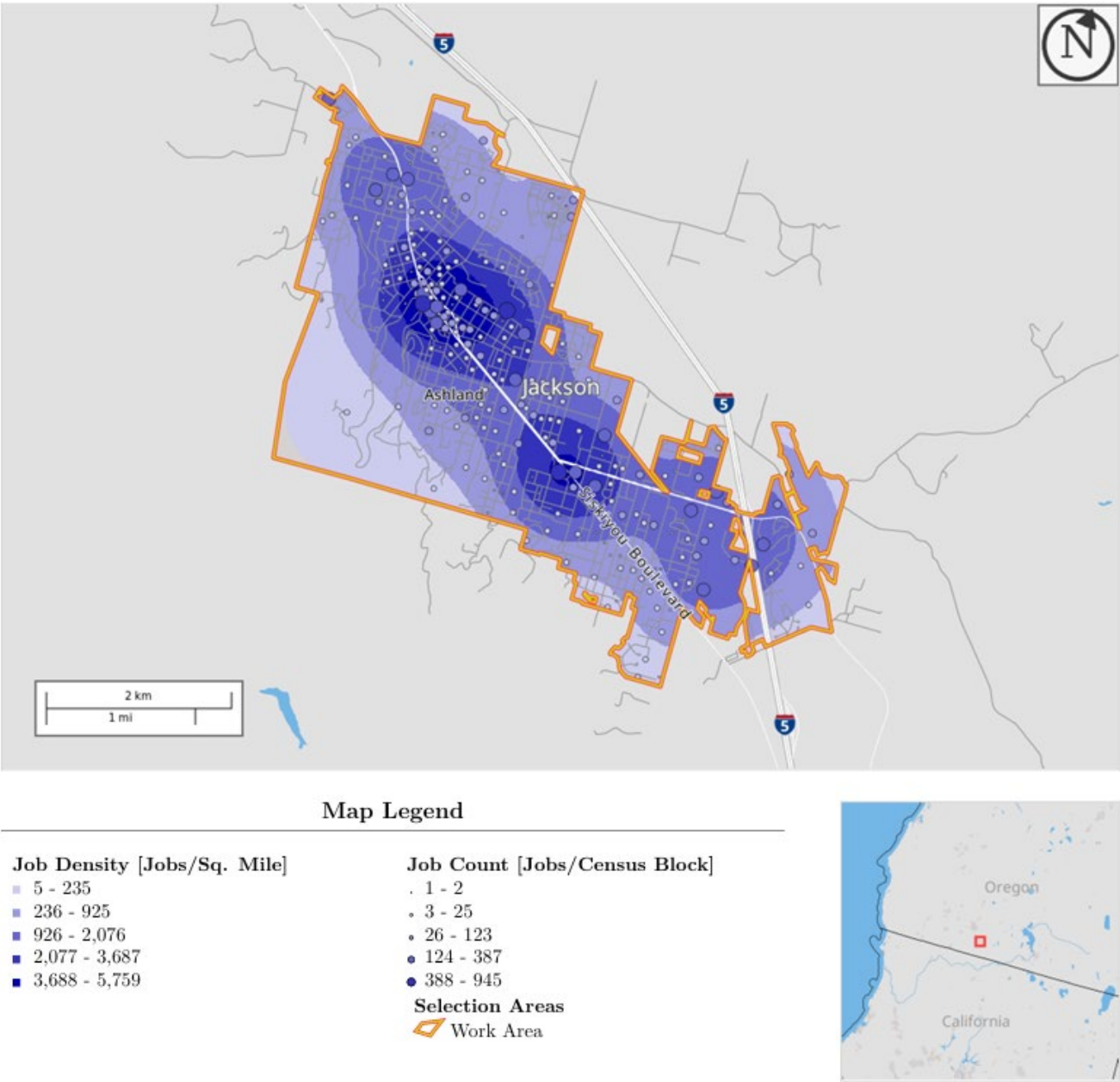
Transportation disadvantage in Ashland is shaped not only by where underserved populations live, but also by the interaction of housing affordability, the location of jobs and essential destinations, available transportation options, and exposure to climate-related disruptions. Building on the lenses of equity provided by ODOT's Community Risk Index, federal household income data, and RVMPO's needs assessment, the analysis below examines how the interconnected factors of access and affordability influence access to opportunity across the city and region. First, high housing costs in Ashland may pressure workers to locate outside the city and commute in, increasing the dependence on regional corridors such as State Highway 99 (Siskiyou Boulevard), State Highway 66 (Ashland Street), and Interstate 5 (I-5). According to the US Census Bureau, more people commute into Ashland every day for work than the opposite, demonstrating that Ashland is an economic hub and that access to its job centers is critical for the region.

Figure 24. Inflow/Outflow Counts of All Jobs for Ashland, OR (US Census Bureau OnTheMap 2023)



The importance of these regional corridors is further evidenced when mapping the job clusters in the city, which appear in downtown Ashland and at the intersection of State Highway 99 and State Highway 66.

Figure 25. Counts and Density of All Jobs in Ashland (US Census Bureau OnTheMap 2023)

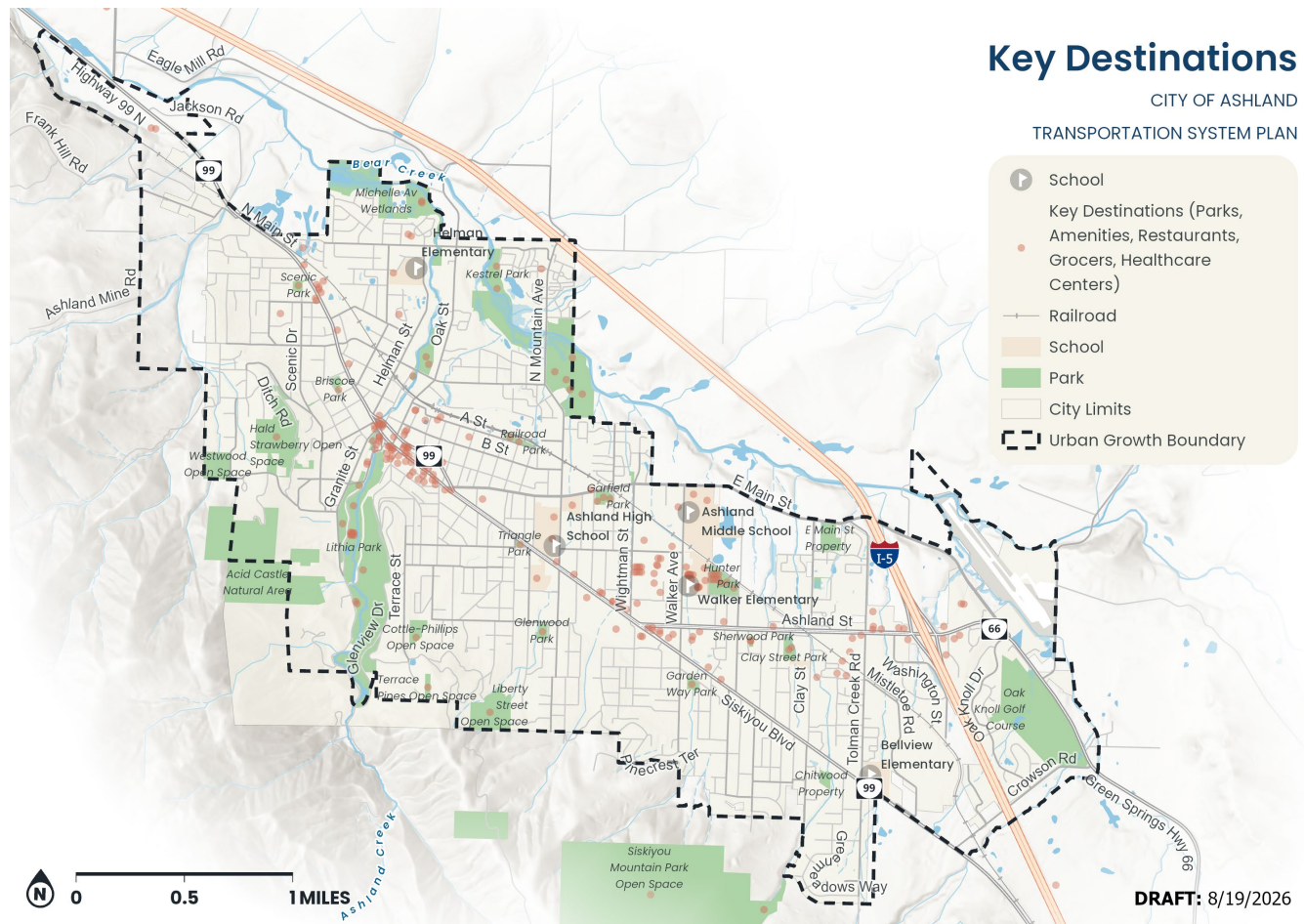


Access to Activity Centers and Essential Destinations

Access to essential destinations is a core measure of transportation equity because it reflects whether people can meet daily needs safely, reliably, and affordably. For people who do not drive, cannot drive, or prefer not to drive, transportation access depends on the quality and connectivity of walking, biking, rolling, transit, and shared mobility options. Gaps in these networks can create barriers to employment, education, healthcare, food access, recreation, and participation in civic and community life. The TSP update provides an opportunity to evaluate how well the transportation system connects neighborhoods to key destinations and whether those connections are equally available across the city.

This analysis sourced destinations from Open Street Map. The following map shows places where people are likely to travel to in Ashland, for work, recreation, shopping, and other errands. Destinations in Ashland tend to cluster in downtown Ashland, and along State Highways 99 and 66.

Figure 26. Key Destinations



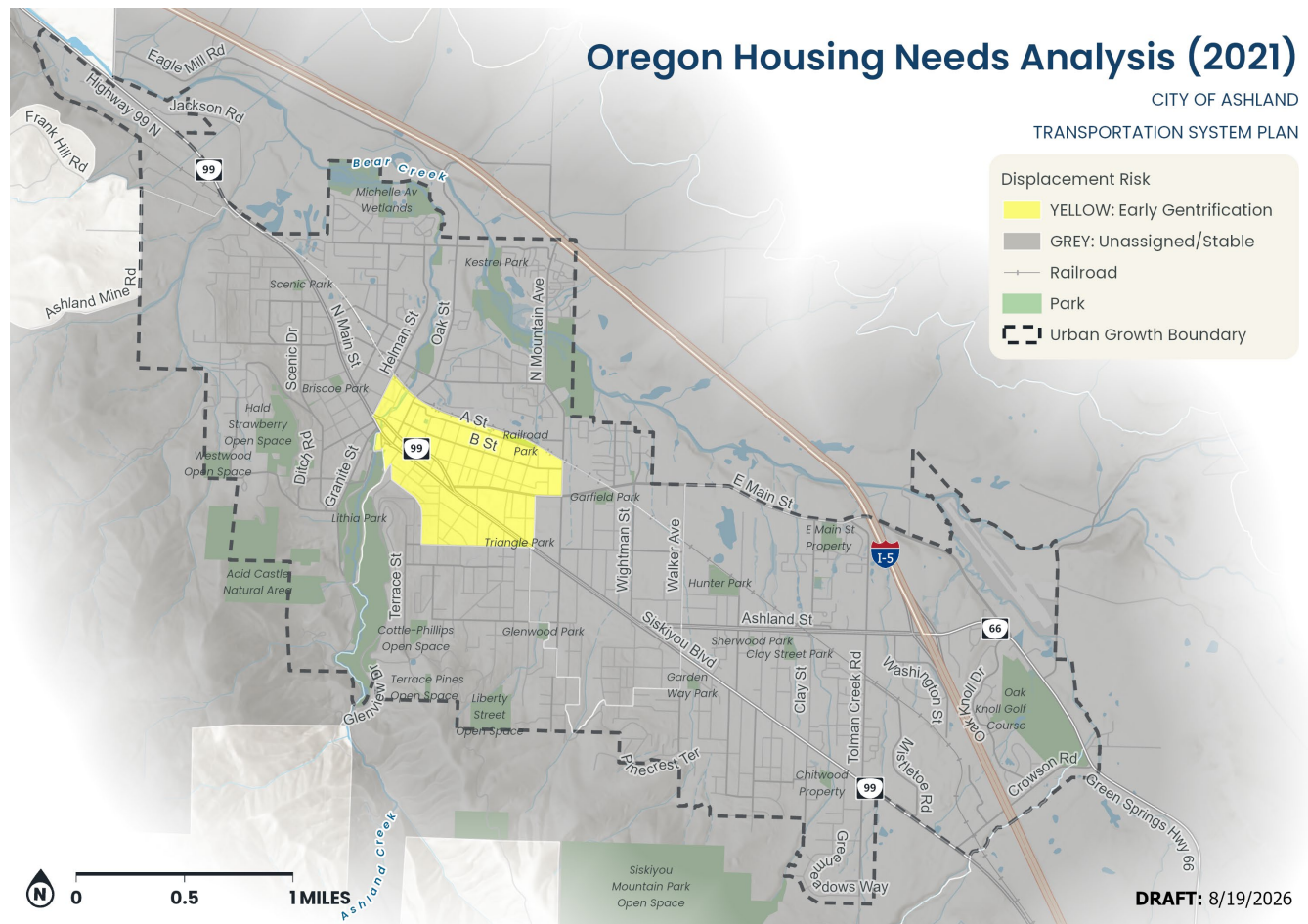
The Oregon Housing Needs Analysis¹³ from the Oregon Department of Land Conservation and Development highlights the residential areas around the largest cluster of employment and destinations, downtown Ashland, as being in the early stages of gentrification, which according to their methodology is defined as a low-income tract having vulnerable people and precarious housing. The tract has a hot housing market, yet no considerable changes are found in demographics related to gentrification.¹⁴

¹³ Oregon Department of Land Conservation and Development. (2026). *Oregon Housing Needs Analysis: Gentrification and displacement mapping tool* [Data tool]. State of Oregon.

<https://experience.arcgis.com/experience/bdae9796a54641a1b80e1870c5773053/page/Gentrification>

¹⁴ Bates, L. K., Zapata, M. A., & Sung, S. (2020, June 30). *Anti-displacement and gentrification toolkit project*. Portland State University, Toulon School of Urban Studies and Planning.

Figure 27. Oregon Housing Needs Analysis (2021)



Community members unable to afford high housing costs close to these job centers may be forced to find housing in lower-resourced areas with a heightened exposure to environmental risks affecting their transportation options.¹⁵ How resilient a transportation system is to environmental shocks can shape how different community members experience the transportation system and where barriers to safe, affordable, and reliable travel are most likely to occur. To help illustrate these potential long-term impacts to the transportation system as a result of environmental stressors and climate change, this analysis used ODOT's Features, Attributes, and Conditions Survey tool, which the agency uses in its Statewide Transportation Improvement Program (FACS-STIP), to document the factors that may harm underserved populations.

The maps in Figure 25 through Figure 27 present three climate-hazard layers: Multi-Hazard Risk (Mid-Century), Landslide Risk (Mid-Century), and Wildfire Risk (Mid-Century). The underlying ODOT climate risk assessment (conducted in 2021)¹⁶ evaluates highways at the corridor scale, rather than predicting impacts to individual properties or transportation assets. Risk is determined by considering both a corridor's exposure to a climate hazard and the potential consequences of a transportation disruption. The mid-century scenario generally represents projected

¹⁵ ICF. (2021). *Climate hazard mapping methods: Risk assessment methodology*. Oregon Department of Transportation.

¹⁶ ICF. (2021). *Climate hazard mapping methods: Risk assessment methodology*. Oregon Department of Transportation.

conditions from 2040 to 2069, centered around 2055, and the assessment focuses on a higher-emissions scenario to evaluate more severe potential future risks.

The Multi-Hazard Risk map (Figure 25) shows where multiple climate hazards may affect transportation corridors by mid-century (ODOT's FACS-STIP tool examines nine hazard types). The Landslide Risk map (Figure 26) classifies transportation corridors as Low, Medium, High, or Very High relative risk. The ratings are based on documented unstable slopes and past landslide activity, with the risk score increased where projected heavy precipitation and wildfire could make landslides more likely or severe by mid-century. The Wildfire Risk map (Figure 27) depicts relative risk based on the projected change in the percentage of area burned by wildfire. Higher categories indicate a larger projected increase in area burned and therefore greater potential for wildfire to affect transportation assets and operations.

Note that the risk analysis maps do not indicate where these events may occur; instead, ODOT uses these categories to show relative risk among highway segments. Together, the maps help identify where climate-related disruptions could affect Ashland's transportation system and potentially create greater burdens for underserved populations that may have fewer resources or transportation alternatives.

Figure 28. ODOT FACS-STIP Tool: Multi-Hazard Risk (Mid-Century)

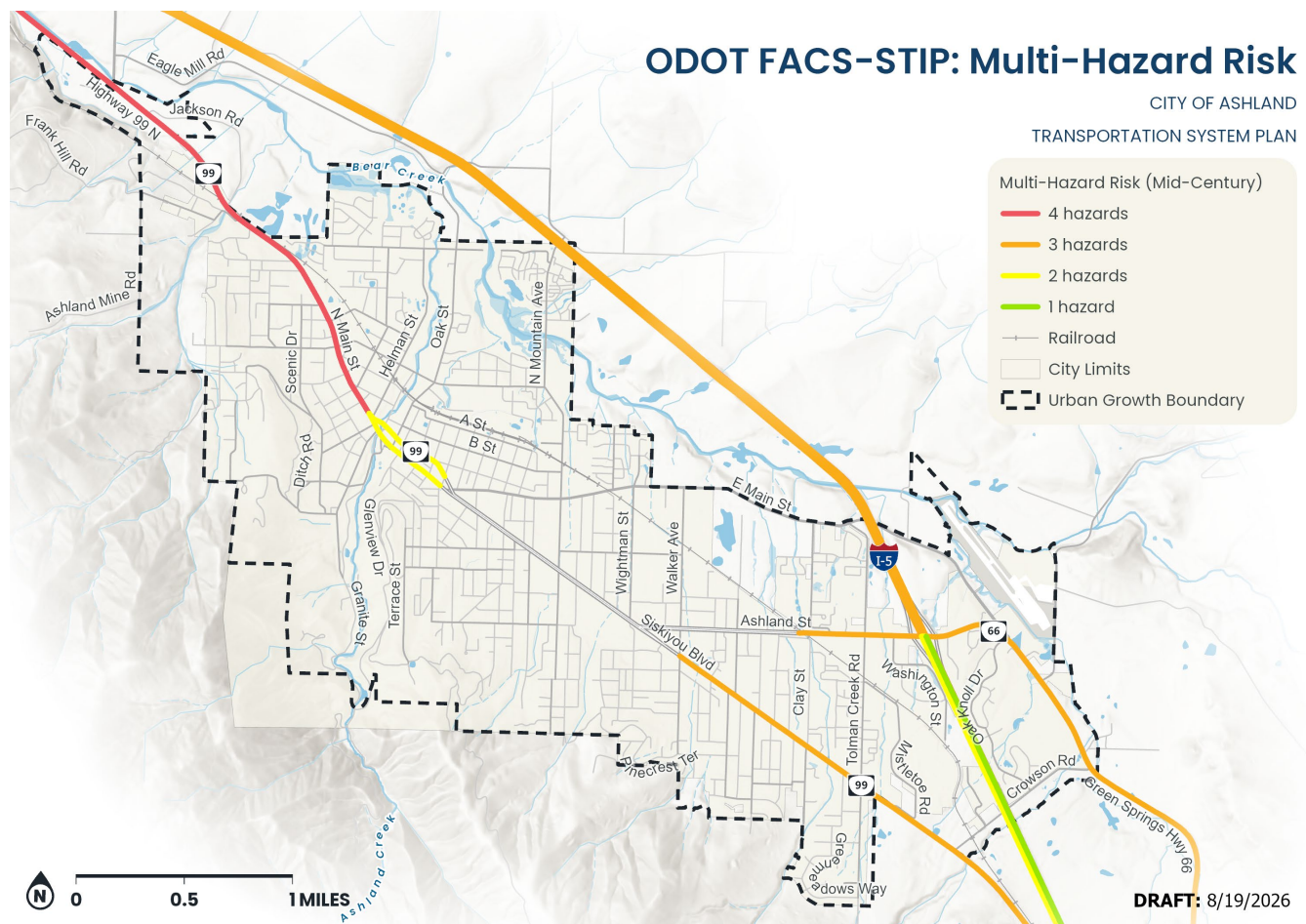


Figure 29. ODOT FACS-STIP Tool: Landslide Risk (Mid-Century)

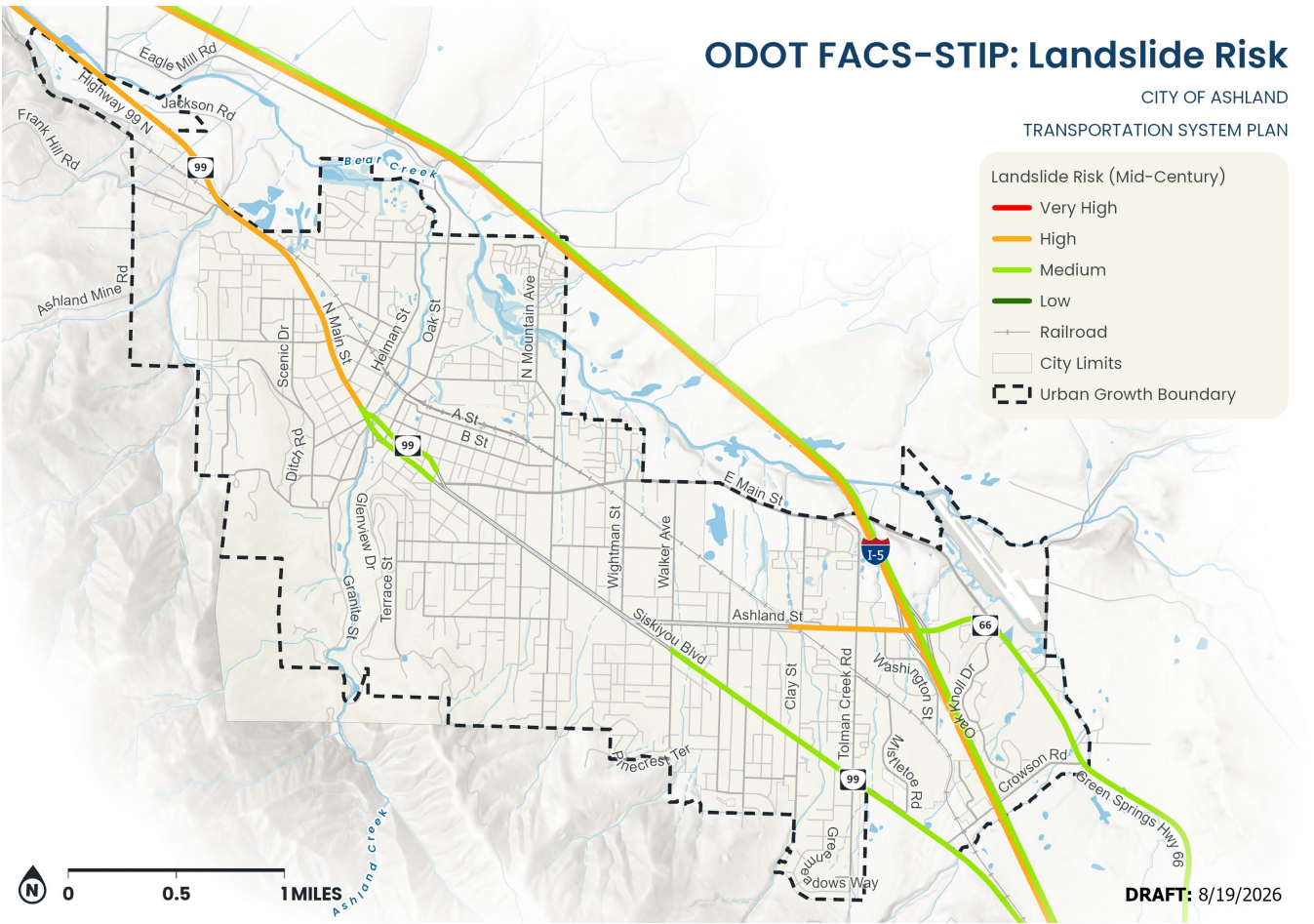
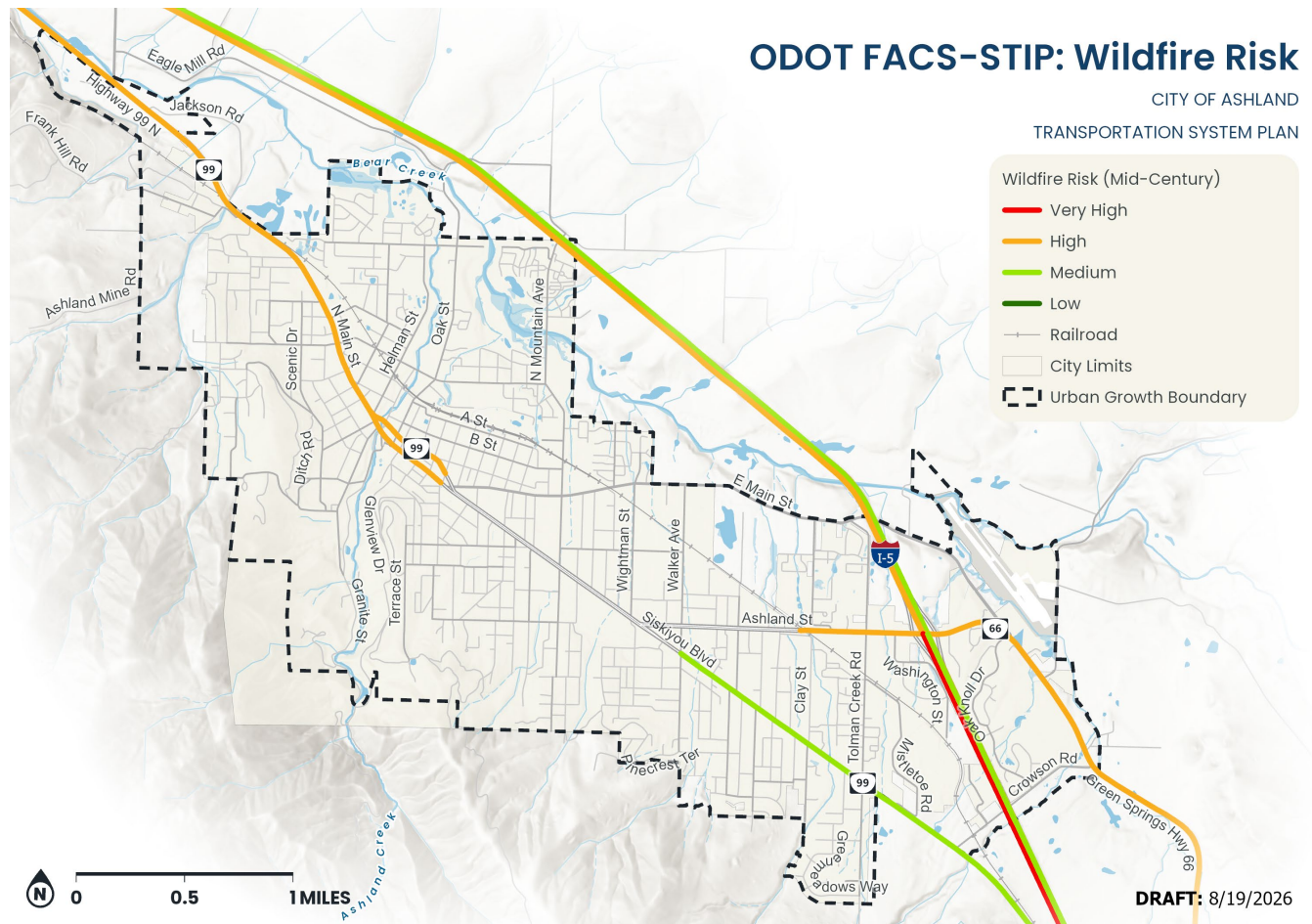


Figure 30. ODOT FACS-STIP Tool: Wildfire Risk (Mid-Century)

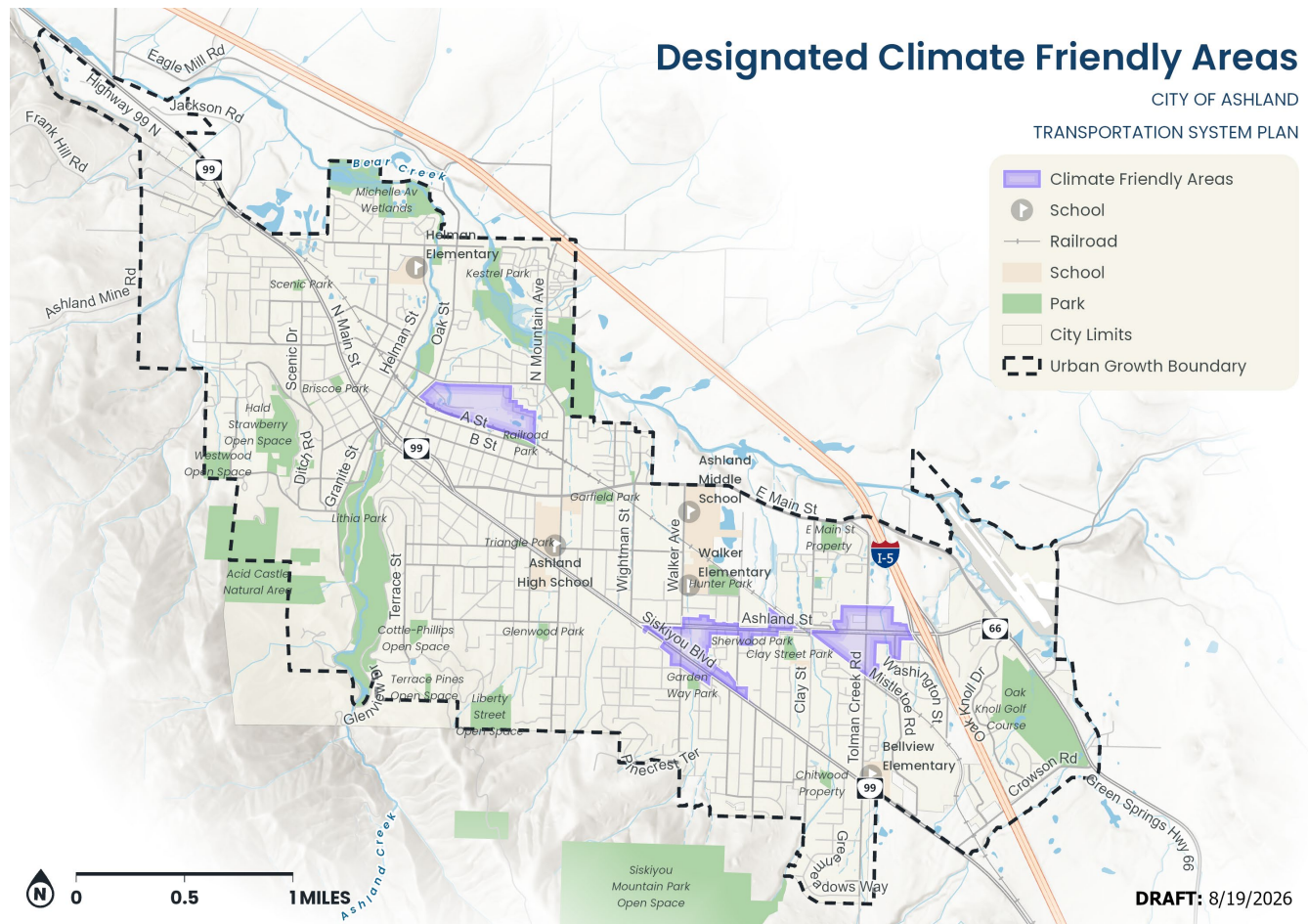


Opportunities for Equitable Transportation System Planning in Climate-Friendly Areas

Climate-friendly areas (CFAs) are intended to support compact, walkable, mixed-use development where more people can live near jobs, services, and transit (Figure 29). Ashland designated the Railroad Property and Transit Triangle CFAs in areas with substantial redevelopment potential and relatively low residential vulnerability, focusing growth on underutilized commercial and employment lands while avoiding established residential areas with greater displacement risk.¹⁷

¹⁷ City of Ashland. (2025, May 6). *Climate friendly area ordinance findings: Exhibit G, anti-displacement evaluation*.

Figure 31. Designated Climate-Friendly Areas



The implementation of CFAs, specifically the Railroad Property CFA and Transit Triangle CFA, allow greater housing capacity, reduce parking requirements, and support more residential and mixed-use development along transit-served corridors. This creates an opportunity for the TSP to pair land use changes with equitable transportation investments. Improving safe walking, biking, rolling, and transit connections within and to the CFAs can make new housing and employment opportunities accessible to people who do not drive, reduce household transportation costs, and connect residents to jobs and essential destinations. In this way, the CFAs provide a focused opportunity for Ashland to build toward an equitable transportation system by coordinating housing and transportation. Illuminating inequities in transportation systems involves more than assessing where underserved communities are located, though that is an important task. This analysis attempts to go further by describing how transportation equity in Ashland is shaped by the relationship between where people can afford to live, where jobs and essential destinations are concentrated, and the transportation options available to connect them. Downtown Ashland and the Highway 99/66 corridors serve as important activity and employment centers, while housing costs may place these destinations farther from some workers and households with fewer transportation choices. Historical and current land use, housing, and transportation patterns can compound these challenges, particularly for people already experiencing multiple forms of disadvantage. Climate-related disruptions may further magnify existing barriers where people have fewer travel alternatives or resources to adapt.

For the TSP, these findings point to the importance of considering equity across project development and prioritization rather than treating it as a stand-alone issue. Investing in safe, reliable, and affordable access to jobs and essential

destinations, and making key regional corridors more multimodal, can help reduce existing disparities. The CFAs provide a particular opportunity to coordinate future housing and land use changes with transportation investments so that growth expands access to opportunity while minimizing displacement and increasing resilience.

Transportation Advisory Committee – **Email Reviews**
September 2026

New Business Review SeeClickFix and email submissions

- ADA Parking Request
- Site Distance – Patton Lane



Online Form Submittal: Transportation Advisory Committee Contact Form

From noreply@civicplus.com <noreply@civicplus.com>

Date Wed 8/19/2026 4:04 PM

To Public Works Information <publicworksinfo@ashland.or.us>; Scott Fleury <scott.fleury@ashland.or.us>

[EXTERNAL SENDER]

Transportation Advisory Committee Contact Form

Name	Heather Inghram
Address	[REDACTED]
City	Ashland
State	OR
Zip Code	97520
Phone Number	[REDACTED]
Email Address	[REDACTED]
Message to Transportation Advisory Committee	Hello! I am the Director at OLLI (Osher Lifelong Learning Institute) at SOU located on the SOU campus, 655 Frances Lane. We have a freshly painted ADA parking space on Frances and we would like another one added. OLLI at SOU is a member-driven educational community primarily serving adults aged 50 and above. We offer diverse courses and programs, each designed to foster lifelong learning, encourage social interaction and provide cultural enrichment. Currently we have 2,000 members. We have members that are in need of ADA parking spots due to a disability. Additionally, as our Fall term begins Sept. 14, it would be optimal to have the new spot in place by Sept. 11.
Attachments	ADA Parking Spot, OLLI at SOU photo.jpeg

Re: Online Form Submittal: Transportation Advisory Committee Contact Form

From [REDACTED]
Date Mon 8/10/2026 11:43 AM
To Marlena Correnti <marlena.correnti@ashland.or.us>

[EXTERNAL SENDER]

On Mon, Aug 10, 2026 at 11:42 [REDACTED] wrote:

Thank you Marlena. Today is a perfect example of vehicles parked on Fair Oaks street like this Ford F150. Trying to make a left turn out of Patton lane going uphill towards the F150 side the view gets blocked. Thanks again.

Rajesh.

On Mon, Aug 10, 2026 at 11:34 Marlena Correnti <marlena.correnti@ashland.or.us> wrote:
Good morning, Rajesh,

Thank you for calling to follow up! As we discussed over the phone, the Transportation Advisory Committee (TAC) will review your submission and concerns surrounding sight distance issues and frequent Near Miss incidents in this area. The TAC meets on the third Thursday of each month from 4:00-6:00 PM, and is attended by both the Public Works Director and Ashland Police Department's Traffic Enforcement Officer.

I will reach out when I have guidance from the TAC.

Thank you so much,

Marlena Correnti, Administrative Assistant
She/Her

City of Ashland
Public Works
[51 Winburn Way, Ashland, Oregon 97520](#)
Phone: 541-488-5587 | TTY: 800-735-2900 | Fax: 541-488-6006
marlena.correnti@ashland.or.us

This email transmission is official business of the City of Ashland, and it is subject to Oregon Public Records Law for disclosure and retention. If you have received this message in error, please contact me.

From: noreply@civicplus.com <noreply@civicplus.com>
Sent: Thursday, June 11, 2026 10:19 AM
To: Public Works Information <publicworksinfo@ashland.or.us>; Scott Fleury <scott.fleury@ashland.or.us>
Subject: Online Form Submittal: Transportation Advisory Committee Contact Form

[EXTERNAL SENDER]

Transportation Advisory Committee Contact Form

Name	RAJESH R KOTHARI
Address	
City	Ashland
State	OR
Zip Code	97520
Phone Number	
Email Address	

Message to Transportation
Advisory Committee

Street we live in, I have concerns of street parking on Fair Oaks Ave. and between Patton Ln and Camelot in Ashland. My concern is that coming out of Patton lane to make a left turn on Fair Oaks, which is uphill. Some residents park their vehicles on their right side of the street(Fair Oaks) making our turn difficult as the entire view is blocked. There is enough space made on the opposite side of the street but parking on the North side, I have come to near misses with oncoming traffic driving downhill and some are not maintaining speed post.

To alleviate this issue if there is a sign posted "NO PARKING THIS SIDE" will help residents on Patton Ln. make that left turn which is our only way to exit the area. Is this something possible to survey and see. Currently there are no vehicles parked as it is working hours, so I am unable to take any pictures to show you. But I can take pictures of a parked car and resubmit if needed for proof. However I will submit one picture showing the street. The blue car parked uphill is where the area is made to park, the opposite side is where the sign will greatly help avoiding collisions.

Attachments

[Gmail - Pic.pdf](#)

Email not displaying correctly? [View it in your browser.](#)