



Council Study Session Agenda

**ASHLAND CITY COUNCIL
STUDY SESSION AGENDA
and
ASHLAND CITIZENS' BUDGET COMMITTEE
PUBLIC FORUM MEETING AGENDA**

**Monday, May 1, 2023
Council Chambers, 1175 E Main Street**

**View on Channel 9 or Channels 180 and 181 (Charter Communications)
or live stream via rvtv.sou.edu select RVTV Prime.**

HELD HYBRID (In-Person or Zoom Meeting Access)

For written public testimony, email public-testimony@ashland.or.us
using the subject line: Ashland City Council Public Testimony

For public oral testimony, fill out a Speaker Request Form at ashland.or.us/speakerrequest
and return to the City Recorder at recorder@ashland.or.us no later than 10:00 a.m., Monday, May 1, 2023.

5:30 p.m. City Council Study Session

- 1. Public Input (up to 15 minutes)**
- 2. Rogue Valley Transportation District Presentation**
- 3. Adjournment of Study Session**

6:00 p.m. Convene Citizens' Budget Committee Meeting

- 4. Public Forum on the 2023-2025 Biennium Budget Forum**
- 5. Adjournment of Budget Committee Meeting**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Manager's office at 541.488.6002 (TTY phone number 1.800.735.2900). 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).





Council Study Session

May 1, 2023

Agenda Item	Rogue Valley Transportation District – Service Updates			
From	Scott Fleury PE	Public Works Director		
Contact	Scott.fleury@ashland.or.us			
Item Type	Requested by Council ☒ Update ☐ Request for Direction ☐ Presentation ☒			

SUMMARY

Paige West, Planning and Strategic Program Manager for the Rogue Valley Transportation District (RVTB) will present transit service improvements planned for the City of Ashland. RVTB has developed a new City of Ashland internal circulator route #17 and will present the details and background information associated with this service enhancement.

POLICIES, PLANS & GOALS SUPPORTED

Climate Action Energy Plan: Strategy ULT-1. Support Better Public Transit and Ridesharing

- ULT-1-1. Coordinate with neighboring local governments to promote use of transit, carpooling, and car-sharing.
- ULT-1-2. Work with RVTB to implement climate-friendly transit.
- ULT-1-3. Establish policies to support development near transit hubs without displacing disadvantaged populations.
- ULT-1-4. Evaluate Feasibility of expanded local transit options.

Department Goals:

- Maintain existing infrastructure to meet regulatory requirements and minimize life-cycle costs.
- Maintain and improve infrastructure that enhances the economic vitality of the community.
- Evaluate all city infrastructure regarding planning management and financial resources.

BACKGROUND AND ADDITIONAL INFORMATION

The City has long shown support for public transit and RVTB. The City previously subsidized transit fares for trips originating in Ashland, and currently subsidizes transit fares for elementary through high school students and seniors (age 65 and over). Voters within the City voted for RVTBs operation levy on the 2017 ballot that increased service hours and headways on certain routes.

The City adopted the Climate Energy Action Plan (CEAP) that details goals and strategies to reduce the localized carbon impact on the environment. The Plan identified a goal of working with RVTB to implement expanded local transit options, and to incorporate climate friendly transit options. In order to support the plan, a focus point for Ashland's citizens, the Transportation Commission (TC) and Public Works Department recommended the City pursue a Transit Feasibility Study to lay the groundwork for future transit enhancements.

The Council awarded a Transit Expansion Study contract to Nelson \Nygaard at the February 20, 2018 Business meeting. The goal of the Transit Expansion Feasibility Study was to evaluate the mobility needs





Council Study Session

of residents, employees and visitors in the City of Ashland, and how public transportation might best meet those needs today and in the future. Outcomes of the project developed a flexible set of strategies the City may consider to enhance public transportation, including actions, partners and other resources needed to implement those strategies.

The study developed a list of flexible strategies for improving transit that include fixed route services (intra-city and inter-city), demand response services within the City, propulsion technologies, infrastructure capital improvements, and transportation programs to support accessibility to transit, and help to reduce greenhouse gas emissions and vehicle miles traveled (VMT). Strategies for transit expansion are detailed with implementation details and action plans that align with near term and long-term requirements for successfully implementing the strategy.

Strategies formally developed include:

- Local Fixed Circulator Route **(Proposed New Route)**
 - A local route with 60-minute headways that provide access to transit on Ashland Street, Clay Street, East Main Street, Hersey Street and Maple Street (hospital)
 - This route also provide paratransit coverage to Mountain Meadows **(In-Service)**
- Central Corridor Shuttle
 - Primary corridor transit improvements with 30-minute headways on Main Street and Ashland Street
 - Route provides capacity and frequency to several key destinations
- Medford-Ashland Express **(In-Service)**
 - Additional route from Medford to Ashland on the I5
 - Reduces travel time from Medford to Ashland by approximately 20 minutes
 - Would operate during route 10 peak congestions times (approximately 10 AM to 4 PM)
- General Public Demand Response **(Ashland Connector Not In-Service Currently)**
 - Flexible program using Ford Hybrid ADA accessible passenger vans
 - Provides curb to curb and regional connections
- Bicycle/Pedestrian Investments and Bus Stop Infrastructure
 - Improve first mile pedestrian connections
 - Improve transit stops (seating and lighting)
 - Rogue Bike Share support
 - Additional bicycle parking/storage
- Electrification of fleet
 - Support future electrification of RVTD fleet
 - Develop charging infrastructure for potential future fleet changes
- Marketing and Transportation Demand Management
 - Develop and market information to the public regarding transit and transportation options

The City Council accepted the plan at the March 5, 2019 Business Meeting and supported a grant application for RVTD, ([Minutes](#), [Staff Report](#)). Information developed within the City's Transit Feasibility Study was incorporated into RVTD's 2040 Master Plan completed in 2019 ([RVTD 2040 Master Plan](#)).





Council Study Session

FISCAL IMPACTS

The primary fiscal impact associated with transit services or changes developed by RVTB for operation within the City of Ashland are associated with staff time coordination and support for RVTB. This includes marketing and outreach support and preparing material for the Transportation Committee and City Council, including support of grant applications.

DISCUSSION QUESTIONS

Does the Council have any questions regarding the proposed transit route #17 or other general questions of staff and RVTB?

SUGGESTED NEXT STEPS

N/A

REFERENCES & ATTACHMENTS

Attachment #1: RVTB presentation





Presentation for
Ashland City Council
Paige West | Senior Planner & Edem Gómez | Associate Planner



Today's Presentation

- ▶ 2023-2025 Planned Projects
- ▶ Route 17 - Ashland Loop
- ▶ Ridership 2022-2023
- ▶ Passenger Survey preliminary results
- ▶ Construction update



2023-2025 STIF Formula Projects

In District Projects
NON-OPERATING PROJECTS
New Transportation Building
New ADA Maint. Facility
Paratransit Vehicles (6)
Mobility Management
Low Income Bus Passes

Out of District Projects
OPS/ Maintaining Fixed Route
Route 63 Eagle Point
Route 100 JCT RV Commuter

OPS/ Maintaining Fixed Route
26 East Medford
24 Southeast Medford
1X Express Medford to Ashland
27 Medford Crosstown
Ashland Service

RVTD also applied for 2023-2025 STIF Discretionary to fund an ADA sidewalk improvement at Front Street Station and to complete the Transportation Building

OPS/ Enhancing Fixed Route
41- Central Point Circulator
Increase Frequency 40
Increase Frequency 60
29-Southwest Medford



Driver Recruitment

- ▶ In recent months, RVTD has hired 18 new drivers (now at 71 drivers)
- ▶ Evening hours were added in December
- ▶ Several Transportation personnel have moved to positions such as Field Supervisors, a Maintenance Technician and a District Trainer or retired
- ▶ As personnel moves up within the organization, it has required us to hire more drivers to expand service

*We are excited
to announce...*



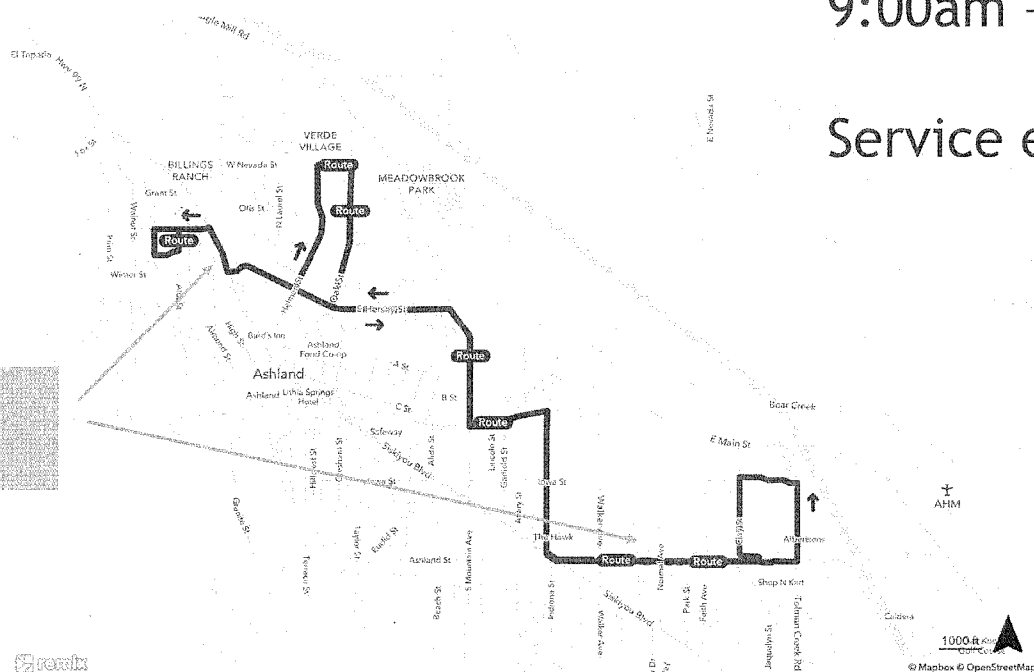
Route 17

RVTD's first since 2019

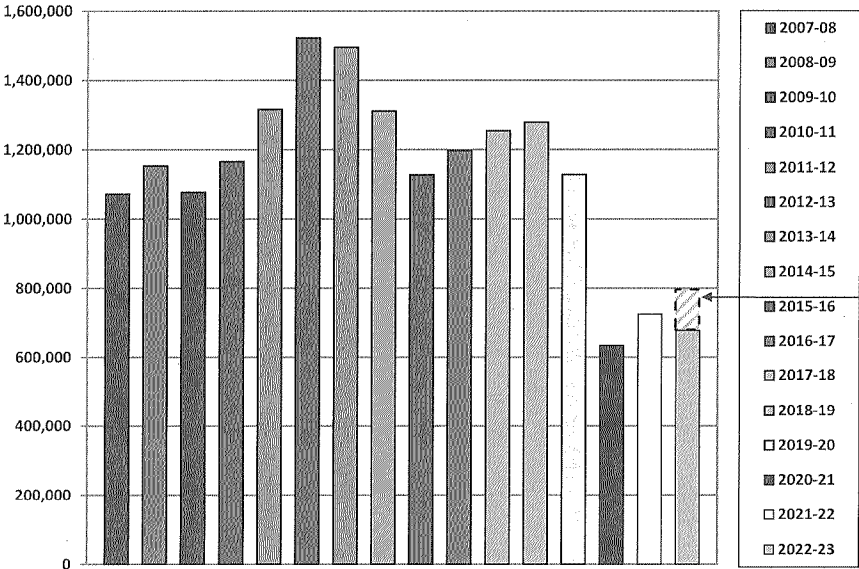
- ▶ The Ashland Connector proved successful and indicated areas with highest ridership potential
- ▶ Since December we have worked with the City of Ashland to finalize the route alignment and its major destinations
- ▶ Bus Stops are currently being identified approximately $\frac{1}{4}$ - $\frac{1}{2}$ mile apart
- ▶ The route runtime is one hour and once stops are finalized, a full schedule will be available
- ▶ Service will begin June 26th and promotion has already begun



Service each hour



Annual Ridership Comparison



2018-2019
PPRH:
17.6

Current:
9.3

Projected
ridership



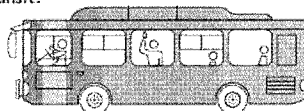
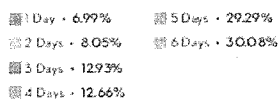
Annual Ridership Comparison

2023 RVTB Onboard Passenger Survey: Preliminary Results

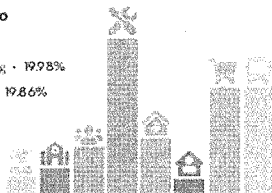
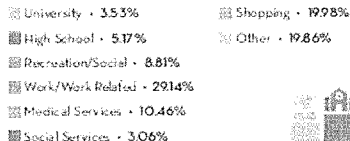


In March 2023, RVTB conducted an onboard passenger survey to get insight into a rider's age, trip frequency, destination, and more. The results demonstrate Jackson County's continued need for a reliable transportation system.

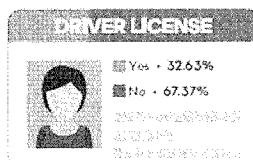
How many days a week do you use transit?



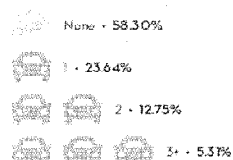
What kind of places are you going to the most when you use RVTB?



Do you have a valid driver's license?



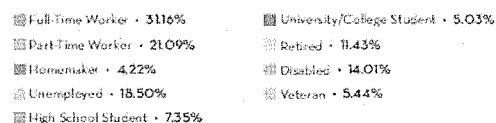
How many working vehicles are available to your household?



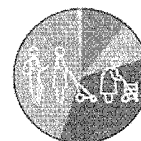
If bus service were not available, how would you make your trips?



Are you? (Surveyed passengers checked all that applied)



What is your age?



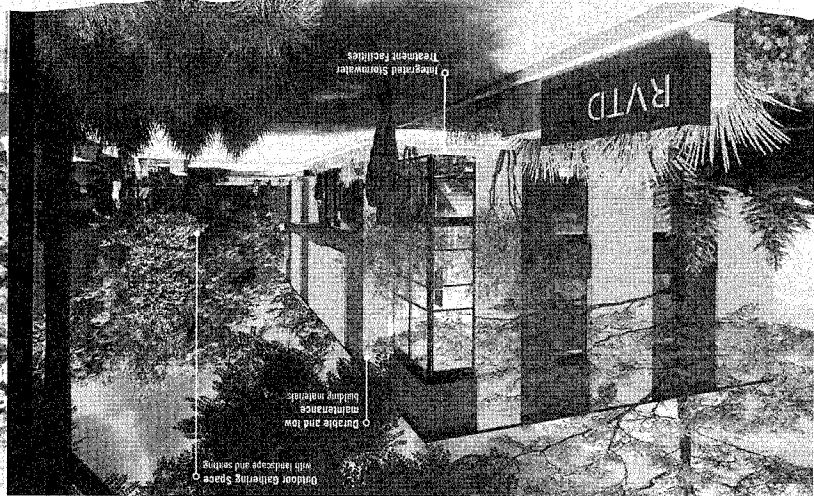
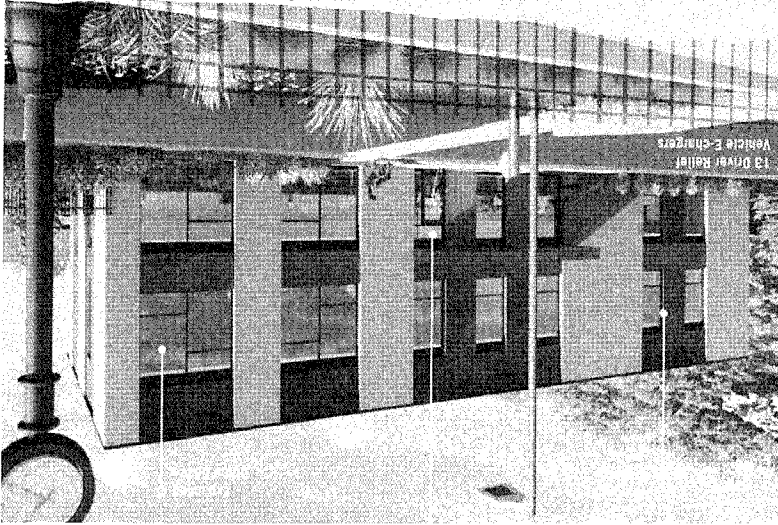
What is your personal income?



Transportation Building

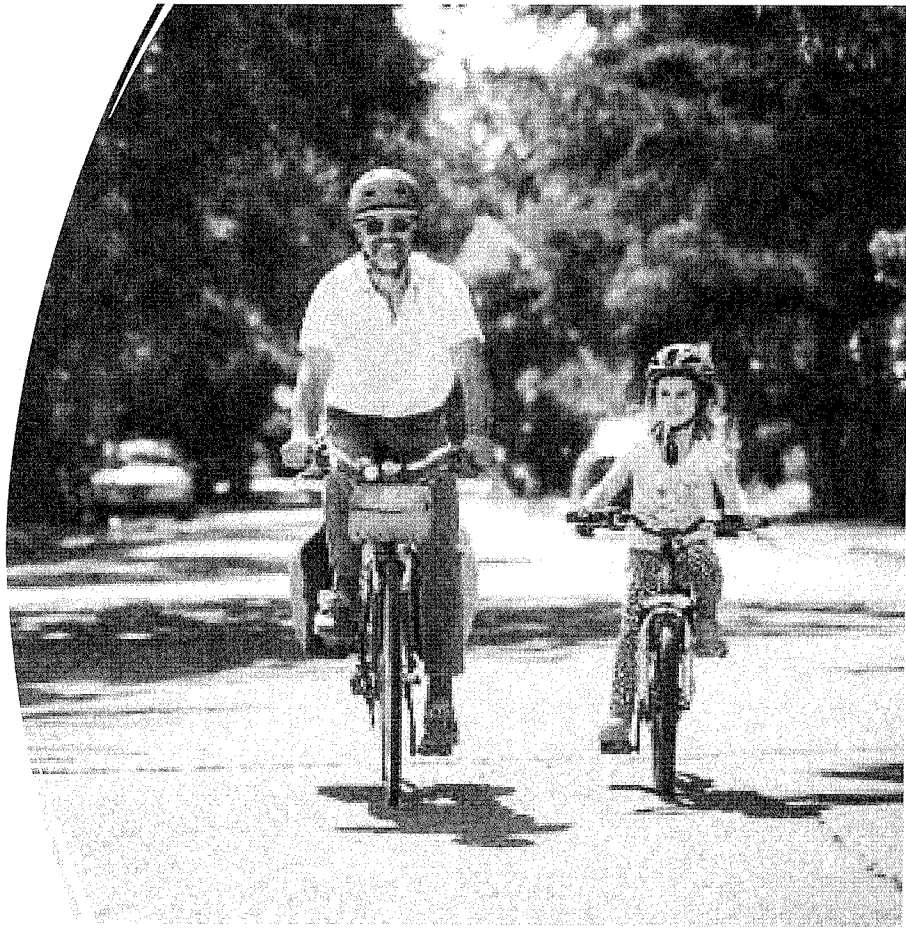
- Bid schedule runs May through July
- Groundbreaking Fall 2023
- Expect completion by end of 2024

Construction Update



Thank you

Questions?



Study Sessions

Speaker Request Form

THIS FORM IS A PUBLIC RECORD
ALL INFORMATION PROVIDED WILL BE MADE AVAILABLE TO THE PUBLIC

THOSE INTERESTED IN GIVING ORAL TESTIMONY AT A COUNCIL MEETING WILL NEED TO:

- 1) Complete this form, including the topic you want to speak on and send to the City Recorder:
<mailto:melissa.huhtala@ashland.or.us>
- 2) Begin the oral testimony during the meeting by stating your name for the record.
- 3) Limit your comments to the amount of time given to you by the Mayor, usually 3 or 5 minutes.
- 4) If you present written materials, please email a copy of the materials with this form to the City Recorder for the record.
- 5) Speakers are solely responsible for the content of their public statement.

Meeting Date

May 1 2023

Name

Missy Kaminsky

Study Session

Agenda topic/item number/Topic

Budget + tourism

The Public Meeting Law requires that all city meetings are open to the public. Oregon law does not always require that the public be permitted to speak.

Comments and statements by speakers do not represent the opinion of the City Council, City Officers or employees or the City of Ashland.

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Meeting Date

5-1-23

Name

Nancy K Boer

Study Session

Budget

Agenda topic/item number/Topic

Budget

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Meeting Date MAY 1, 2023

Name Susan Hall RN

Budget Study Session

Agenda topic/item number/Topic Public Forum?

- ① The 21-23 Budget included a list of ALL positions with salaries and benefits. Please provide the most recent comparable data.
- ② We are repeatedly being told that Franchise Fees will pay for street repairs, rather than Food & Beverage taxes.
How much of the Franchise Fees are paid by City of Ashland Rate payers on our utility bill. My bill has a monthly street fee of \$9.56 = just under \$120/yr
The Public Meeting Law requires that all city meetings are open to the public. Oregon law does not always require that the public be permitted to speak. just for me.

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Study Sessions

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Budget Meeting

Meeting Date MAY 1, 2023

Name ~~Steven~~ Ted Hall

Budget
Study Session

Agenda topic/item number/Topic Public Forum?

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