

Meeting Summary

Rogue Valley Active Transportation Plan Community Advisory Committee Meeting #1

September 18, 2018

Jackson Creek Pizza Company | 317 E Main St, Medford | 5:30pm

Attendees: Edgar Hee, Michael Black, Haley Cox, Vikki Brown, Harlan Bittner, Jim Herndon, Jenna Marmon, Mike Kuntz, Karla Kingsley, Nick Gross

Introductions: Mike Kuntz kicked-off the meeting, provided an overview of the objectives, purpose of the project, and community advisory committee (CAC) charge. The CAC will help to spread the word about the upcoming in-person and online open houses to increase participation and awareness around the project. Jenna Marmon provided project background on how the project was initiated and the original intent in connecting the local jurisdictions in the Rogue Valley to the Bear Creek Greenway. CAC members were asked to introduce themselves and provide a couple of words that come to mind when they think of "active transportation" in the Rogue Valley. Some of the words we heard from CAC members include:

- Opportunity, legacy, trails, greenway
- Infrastructure, opportunity
- Quality, planned facilities, transit, choice
- Future, awareness, public transportation
- Multi-use paths, parks, sunshine, leisure, commute
- Alternatives (to passenger vehicles), commute, transit
- Commute
- Cities, community, options, e-bikes, scooters

Goals Development:

The project team asked the CAC to respond to some questions related to active transportation to help inform the development of goals. CAC members were asked to identify what type of active transportation they use and to describe the existing barriers they face when walking, biking or riding transit.

Active Transportation Users: CAC members present included recreational cyclists, people who ride short distance bike trips if possible or feels safe, walkers, not high percentage of transit users. CAC members noted good examples of new facilities including the new overpass in Phoenix and Lozier Lane.

Barriers: Physical and perceived barriers were described by CAC members including security issues along the Bear Creek Greenway, perceived safety risks, facility gaps, and maintenance needs. CAC members described desirable facilities that are comfortable, attractive, and accessible for all users and abilities with a focus on users who are dependent on active transportation to get to and from work. Additional barriers were discussed at a high level.

1. Facility gaps for walking and biking i.e. east Medford
2. Connections need to be made to the existing Bear Creek Greenway
3. Maintenance and security along the Bear Creek Greenway needs to be addressed – People may not feel comfortable using the greenway alone
4. Facilities need to be attractive and comfortable for all users and abilities
 - a. If facilities are not perceived as attractive, they may not be utilized
 - b. Street trees (shade) and separation from vehicles is important
5. When driving is difficult or expensive (parking), active transportation options can be attractive for short distance trips.
6. Kids in Eagle Point bike to school, other parts of the region aren't seeing as many kids biking.

The project team also requested that CAC members identify their top priorities based on a list of draft goals developed per a review of the existing jurisdictions Transportation System Plans and other related planning documents. CAC members provided their priority ranking of the goals through a Dot exercise; the results of the Dot exercise are illustrated below.

Goals Development
Place a Dot Next to Your Top 3 Priorities for Active Transportation

Transportation: Provide community members with choices to meet transportation needs	
Connectivity: Create new connections between households and schools, parks, transit stops, and other community destinations	6 dots
Maintenance: Improve and maintain existing connections between households and schools, parks, transit stops, and other community destinations.	
Accessibility: Provide better access and connections for all community members to walking, biking, and transit opportunities.	
Safety: Mitigate the risk of crashes, particularly those that cause fatal or severe injury and those involving pedestrian and bicyclists	3 dots
Health: Provide a transportation system that enhances the health of local residents by promoting daily active modes of transportation	1 dot
Mobility and Efficiency: Improve the mobility and efficiency of the entire transportation network by making walking and biking options more attractive and desirable	1 dot
Strategic Investment: Sustainably finance the transportation system by leveraging the existing system and finding new and innovative funding sources for transportation improvements	2 dots
Integration: Design a transportation system that supports adjacent existing and planned development and integrates with natural systems	
Recreation: Enhance opportunities for recreation and access to natural areas by providing connections between parks, open spaces, and trail systems.	1 dot
Equity: Provide an equitable, balanced and connected multi-modal system that provides access to all users.	2 dots
Environment Sustainability: Provide a sustainable transportation system by promoting transportation choices and encouraging efficient design that considers and preserves environmental resources	1 dot
Tourism: Encourage recreational tourism by coordinating with local and state agencies to promote regional trails for walking, hiking, and biking.	1 dot
Other project goals you would recommend that are not noted above?	

The results of the goal development exercise illustrated a strong preference for Connectivity (6) and Safety (3) with Equity (2) and Strategic Investment (2) following.

Vision:

The project team asked CAC members to provide a visionary statement or thoughts on how active transportation will play a role in the future of the Rogue Valley. The CAC voiced a general consensus that they would prefer a short vision statement. CAC members provided the following input and words related to the vision statement.

1. Affordable alternatives to transportation to access jobs
2. Regional distances and connections
3. Focus on people who need to get to work (equity)
4. All ages and abilities
5. Cultural shift to get people comfortable walking and biking; safety is a perceived barrier
6. Education
7. Incentivize biking and walking over driving
8. Create desirable environments to walk and bike

The project team will take the vision statements and words voiced by the TAC and CAC and use them to create a draft vision statement that will be shared with the advisory committees.

Review of Existing Conditions Information:

The project team gave a brief overview of the information in the existing conditions memorandum. It is a lot of information and the group reviewed at a high level. CAC members raised the following points and suggestions:

1. The existing conditions memo should illustrate commuting distances to highlight short trips made by vehicle – these are an opportunity for active transportation.
2. The existing conditions memo should differentiate between bike lanes, buffered bike lanes, and protected bike lanes
3. The Bear Creek Greenway security is an issue in Medford. Children and women will not utilize the Greenway when they are alone or sometimes in groups. The final Active Transportation plan should have a paragraph that states a security issue on the Greenway.
4. The Activity Centers should include the new Providence Medical Center and Hotels as part of the South Medford interchange area.
5. A multi-use facility network map has been created as part of the Medford Transportation System Plan (TSP) Update; Haley Cox to provide the Project Team with ArcGIS data for inclusion in the plan.
6. Prescott Park is a new park which as a planned connection to the Larson Creek Greenway.
7. Active transportation can relieve pressure on the transportation system at places where it is currently near capacity.