

# Meeting Summary

---

## **Rogue Valley Active Transportation Plan Technical Advisory Committee Meeting #1**

September 18, 2018

Medford City Hall | 411 W 8th St, Medford | 5:30pm

---

**Attendees:** Ray DiPasquale, Matt Samitore, Karl MacNair, Scott Fleury, Edem Gomez, Matt Brinkley, Josh LeBombard, Ryan MacLaren, 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 technical advisory committee (TAC) charge. The TAC 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. TAC 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 TAC members include:

- Electric bikes, reduced parking stress
- Opportunity, legacy, greenway
- Trails, opportunity, skateboarding
- Walking, biking, scooters, e-bikes, skateboards, non-automobile
- Connections, regional, separated paths, Bear Creek Greenway
- All users and abilities
- Rural, urban, connections
- Health, connectivity, events
- Recreation, interconnected, greenway, parks, skateboards, bikes, maintenance, funding, security, safety
- Conducive (climate) outdoors, commute, health, walk
- Facilities, cross section, constraints

### **Goals Development:**

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

## Barriers:

Physical and perceived barriers were described by TAC members. TAC members suggested that commuting and recreation barriers need to be considered separately as these uses are very different. TAC members identified specific barriers and good routes using the plotted aerial maps. Accessing the Bear Creek Greenway from jurisdictions not on the Greenway is a major barrier to be addressed in this plan. Security issues are also a barrier to use of the Greenway currently. Connectivity on the east side of Medford was noted as a physical barrier; it is currently an unpleasant place to walk, and not a place that feels safe. Additional barriers were discussed at a high level.

1. Bear Creek Greenway security
2. Need to serve all users; active transportation is a low-cost transportation option
3. Active transportation options need to be attractive and enjoyable for all users and abilities
4. Maintenance is important – determining who is responsible for the upkeep of new and existing facilities

The project team also requested that TAC 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 relative planning documents. TAC 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

Goal	Priority 1 (Red)	Priority 2 (Blue)	Priority 3 (Green)
<b>Connectivity:</b> Create new connections between households and schools, parks, transit stops, and other community destinations	3	2	1
<b>Maintenance:</b> Improve and maintain existing connections between households and schools, parks, transit stops, and other community destinations.	2	1	0
<b>Accessibility:</b> Provide better access and connections for all community members to walking, biking, and transit opportunities.	1	0	0
<b>Safety:</b> Mitigate the risk of crashes, particularly those that cause fatal or severe injury and those involving pedestrian and bicyclists	2	1	0
<b>Health:</b> Provide a transportation system that enhances the health of local residents by promoting daily active modes of transportation	2	1	0
<b>Mobility and Efficiency:</b> Improve the mobility and efficiency of the entire transportation network by making walking and biking options more attractive and desirable	1	1	0
<b>Strategic Investment:</b> Sustainably finance the transportation system by leveraging the existing system and finding new and innovative funding sources for transportation improvements	1	1	0
<b>Integration:</b> Design a transportation system that supports adjacent existing and planned development and integrates with natural systems	0	0	0
<b>Recreation:</b> Enhance opportunities for recreation and access to natural areas by providing connections between parks, open spaces, and trail systems.	0	0	0
<b>Equity:</b> Provide an equitable, balanced and connected multi-modal system that provides access to all users.	0	1	0
<b>Environment Sustainability:</b> Provide a sustainable transportation system by promoting transportation choices and encouraging efficient design that considers and preserves environmental resources	0	0	0
<b>Tourism:</b> Encourage recreational tourism by coordinating with local and state agencies to promote regional trails for walking, hiking, and biking.	0	0	0
Are there any project goals you would recommend that are not included in this list?	0	0	0

The results of the goal development exercise illustrated a strong preference for Connectivity (11) and Attractiveness (8) with Safety (6) and Strategic Investment (3) following.

## Vision

The project team asked TAC members to provide a visionary statement or thoughts on how active transportation will play a role in the future of the Rogue Valley. TAC members provided the following input and words related to the vision statement.

1. Connectivity to transit to address regional walking trips
2. Rogue Valley has an aging population; not optimal for economic growth
  - a. Vision should include attracting young people and provide "millennial attractors" i.e. opportunities to walk and bike to coffee shops, urban places, etc.

This is an opportunity to create a legacy.

3. Walkability
4. Accessible amenities
5. One of out three people do not drive; vision statement should consider equity issue
6. Transportation options
7. Bear Creek Greenway serves as the "backbone" of the valley's active transportation system

The project team will take the vision statement 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. TAC members raised the following points and suggestions.

1. Several employment centers see to be missing such as hospitals and Harry and David
  - a. Activity center boundaries should be expanded to address these areas and other areas such as the South Medford interchange.
2. Jackson County and the Rogue Valley MPO boundary populations are different.
  - a. The Rogue Valley MPO population is noted differently in the existing conditions report and the public involvement plan – use same source.
3. Seems that the sidewalk and bike facility data is not up-to-date. *(Note: the project team is working on developing an updated version of the maps that will be distributed to the TAC – the maps in the draft existing conditions report had some errors in labeling and displaying information.)*
4. The Plan should focus on connectivity to the Bear Creek Greenway
5. Activity Centers should be updated based on latest land uses if they are to be considered in developing the regional routes.