

*Rogue Valley*

*Intelligent  
Transportation  
Systems*

# **Appendix I: User Needs Workshop**

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Handout  
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Rogue Valley

Intelligent  
Transportation  
Systems

## Regional ITS Operations & Implementation Plan for the Rogue Valley Metropolitan Area

### “Expanded Stakeholder Workshop: User Needs”



**Date:** Thursday, February 26, 2004  
**Time:** 9:30 am – 11:30 am  
**Location:** Smullin Center Room 109 - 111  
**Address:** Rogue Valley Medical Center Campus  
2650 Siskiyou Boulevard  
Medford, OR 97504

*Please R.S.V.P.* by Thursday, February 19, 2004 to Vicki Guarino at [vguarino@rvcog.com](mailto:vguarino@rvcog.com) or by calling (541) 664-6676 ext.241

**What Is It All About?** The Rogue Valley metropolitan area is planning for an intelligent transportation system, or ITS, as a way to deal with increasing congestion problems on the roadway network. These new projects are needed to improve safety and maximize the use of the existing transportation infrastructure. Conceptually, ITS is simple. It includes the use of advanced technologies such as cameras, automatic vehicle detectors, message signs, and coordinated traffic signals to make traffic flow smoothly and safely. In addition, ITS includes real-time information about construction work zones, weather conditions, public transportation and freeway/roadway congestion.

**Why Attend?** Your input is vital to shaping the future of the regional transportation system. You will have an opportunity to identify transportation system needs in areas such as traffic management, traveler information, emergency management, and public transportation. The result of this project will be a prioritized list of projects based in large part on the transportation system needs identified in this meeting.

#### Meeting Agenda

- 9:30 am: *Welcome & Introductions*
- 9:35 am: *Presentation by DKS Associates*
- Description of plan process, what ITS is, and why to use ITS
  - Summary of ITS needs we have heard so far
- 10:00 am: *Breakout Session*
- Poster sessions will be set up around the room based on areas of interest and workshop participants will have the opportunity to ask questions and provide input on transportation needs.
- 11:00 am: *Group Discussion*
- Group leaders will summarize poster session input and will lead a group discussion about potential ITS projects to address the needs.
- 11:25 am: *Next Steps*



In Cooperation With:



Consultants:



# Medford Area ITS Plan

(Regional ITS Operations & Implementation Plan For The Medford Metropolitan Area)



## User Needs Assessment Workshop

**DKS Associates**  
RVCOG &  
Castle Rock Consultants  
February 26, 2004

# Workshop Goals

- Obtain stakeholder input
- Identify any additions/modifications to the needs
- Finalize user needs in the Rogue Valley metropolitan area



# Meeting Agenda

- 9:30 am Welcome & Introductions
- 9:35 am DKS Associates Presentation
  - ✓ Plan Process/Why ITS?
  - ✓ What is ITS?
  - ✓ Interview Summary: Transportation Needs
- 10:00 am Breakout Session
- 11:00 am Group Discussion
- 11:25 am Next Steps
- 11:30 am ADJOURN



# Rogue Valley ITS Plan Expanded Stakeholder Workshop



Plan Process & Why Are We Doing This Plan?

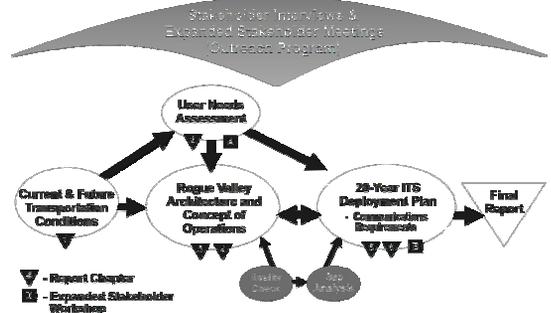
Presented by Peter Coffey

# Why Are We Developing This ITS Plan?

- Cannot build our way out of congestion
- Maximize efficiencies and improve safety of existing infrastructure
- Demand from public for better information about congestion
- Required by FHWA for the Rogue Valley to receive federal funding



# Project Approach



## Current & Future Transportation Conditions

- Map Inventory of Existing and Planned ITS Elements
- Summary of Conditions: ADT, Congestion, Accidents, Freight, Special Events, Traffic Mgmt., Emergency Mgmt.
- Summary of Relevant Documents



## Needs Assessment

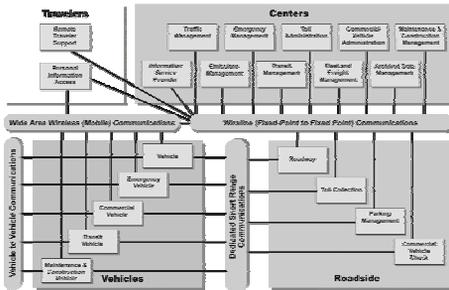


- Project Mission, Goals, and Objectives
- 10 Key Stakeholder Interviews
- Expanded Stakeholder Questionnaires
- User Needs Assessment Workshop



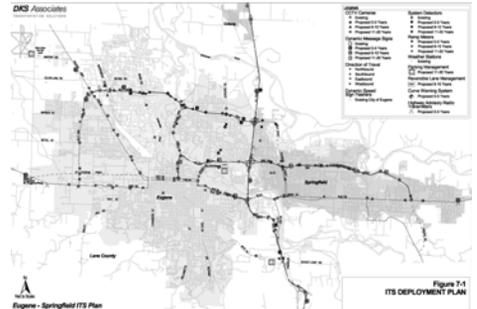
## Regional Architecture

Needs  $\rightleftarrows$  Market Packages  $\rightleftarrows$  Architecture

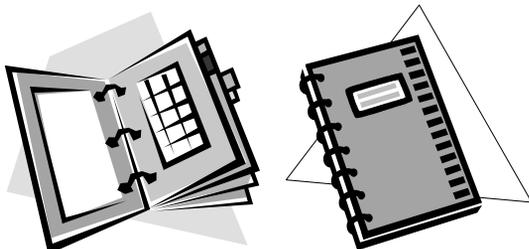


## Develop a Deployment Plan

- Phased Deployment Plan with Cost Estimates



## Executive Summary & Final Report



Final Report with Technical Appendices

Executive Summary

## What is ITS?

Presented by Jim Peters

Intelligent Transportation Systems represent the latest in computers, electronics, communications and safety systems applied to our transportation network.

511

118 To Ashland 5 Min  
448 To Central Pt 8 Min

## ITS Solutions Include:

- Transportation Management
- Incident Management
- Traveler Information
- Public Transportation
- Information Management
- Work Zone Safety



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## Transportation Operations & Management



Signal Coordination



Traffic Operations Centers



System Detectors



Message Signs



Cameras

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## Incident Management

- Incident Response Vehicles
- Alternate Routes
- Multiagency Coordination



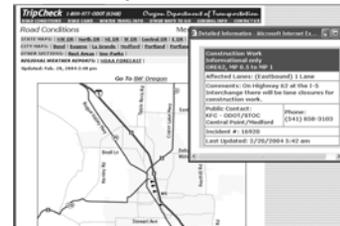
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## Traveler Information

- Internet: [www.TripCheck.com](http://www.TripCheck.com)
- Phone: 511
- In-Vehicle
- Personal Digital Assistant



Source: Trafficgauge



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## Public Transportation

- Automatic Vehicle Location
- Real-Time Bus Arrival Information
- Transit Priority



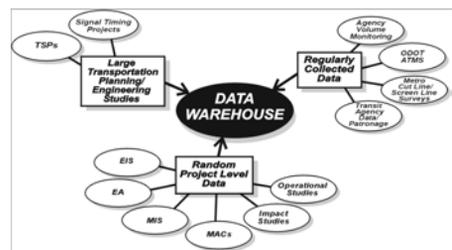
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## Information Management

- Historical Archive of Data:
  - ✓ User-Definable and Searchable



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## Work Zone Safety



Dynamic Lane Merging  
Work Zone Intrusion Alarms



Source: International Road Dynamics

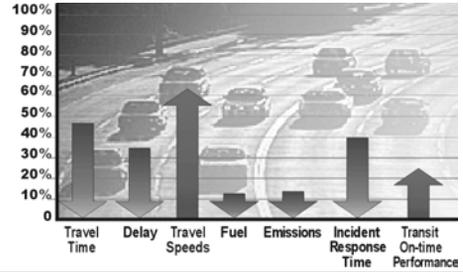
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## How are ITS Benefits Measured?

- Safety
- Delay/Time
- Quality of Life
- Cost Savings
- Environment



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## Benefits of ITS

- Coordinated Traffic Signals
  - ✓ 10 to 40 percent reduction in stops
  - ✓ Up to 15 percent reduction in fuel consumption
  - ✓ 5 to 25 percent reduction in travel time
  - ✓ 15 to 45 percent reduction in delay
- Transit Management
  - ✓ 10 percent reduction in travel time

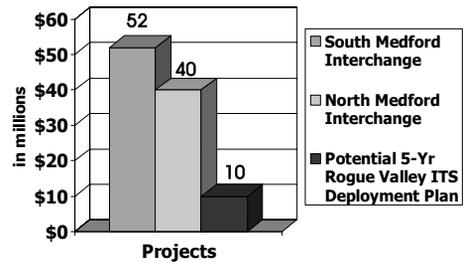


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## Project Cost Comparison



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## Rogue Valley ITS Plan Expanded Stakeholder Workshop

Transportation  
User Needs  
Summary to Date

Presented by Renee Hurtado



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## Interviews Conducted

- ODOT- Region 3 & District 8
- Jackson County
- RVCOG
- City of Medford
- City of Central Point
- City of Ashland
- Rogue Valley Transportation District
- Oregon State Police
- CCOM (Medford 911)
- SORC (Southern Oregon 911)



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## Communications Needs

- Remote access to:
  - ✓ Traffic Signals
  - ✓ ITS Equipment
- Integrated systems
- Communications links to:
  - ✓ Transportation Agencies
  - ✓ Emergency Management Agencies
  - ✓ Emergency Operations Centers



## Information Management Needs

- Automated data collection
- Standardized data format that is GIS-compatible
- Internet-accessible information
- Easier access to existing resources:
  - ✓ Adopted plans
  - ✓ Traffic demand model



## Maintenance & Construction Management Needs

- Construction database
- Automate de-icing
- Improve construction work zone management



## Rogue Valley ITS Plan Expanded Stakeholder Workshop

Breakout Session:  
Transportation  
User Needs



## Goals of Breakout Session

- Review Identified User Needs
  - ✓ Identify additions/deletions/modifications
  - ✓ Review for completeness/level of detail
- Focus on the Type of Need to be Addressed (the "WHAT")
- Do Not Focus on Institutional or Technical Issues (the "HOW")



## Poster Sessions

Group	Moderator
<ul style="list-style-type: none"> <li>• Traffic Operations &amp; Management, Emergency Management, and Incident Management</li> </ul>	Jim Peters & Peter Coffey
<ul style="list-style-type: none"> <li>• Traveler Information and Information Management</li> </ul>	Hau Hagedorn
<ul style="list-style-type: none"> <li>• Public Transportation Management and Maintenance &amp; Construction Management</li> </ul>	Renee Hurtado



**Rogue Valley**

**Intelligent  
Transportation  
Systems**

# Regional ITS Operations & Implementation Plan for the Rogue Valley Metropolitan Area

## Expanded Stakeholder Workshop

February 26, 2004

### Project Mission Statement:

Using advanced technologies, the Rogue Valley Metropolitan Area strives to improve the safety and security of the transportation network; improve the movement of goods, people and services; and enhance multi-modal transportation operations through coordinated management techniques, information sharing among agencies and the general public, and partnerships between public and private organizations.

### Project Goals:

- 1) Improve the safety and security of our transportation system.
- 2) Improve the efficiency of the transportation system.
- 3) Provide improved traveler information.
- 4) Deploy functional and cost efficient ITS infrastructure.
- 5) Integrate regional ITS projects with local and regional partners.

Prepared By:

**DKS Associates**  
TRANSPORTATION SOLUTIONS



In Cooperation With:



**Oregon Department of  
Transportation**



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# INSTRUCTIONS

The poster sessions are organized by areas of interest. This handout includes a list of transportation user needs that have been identified to date for each category as well as questions that pertain to each subject. Keep the following things in mind throughout the poster sessions:

- 1) Please take some time to visit each poster session so you can provide input on each area of interest.
- 2) Review the transportation needs that have already been identified. Determine whether or not you agree with these needs. Should any of these needs be deleted or modified? Are there any additional needs that should be added to the list?
- 3) Focus on the types of needs to be addressed (the "WHAT").
- 4) Do not focus on institutional or technical issues (the "HOW").

<b>Poster Session #</b>	<b>Poster Session Topics</b>	<b>Moderator (DKS Associates)</b>
1	Traffic Operations & Management Emergency Management Incident Management	Jim Peters & Peter Coffey
2	Traveler Information Information Management	Hau Hagedorn
3	Public Transportation Management Maintenance & Construction Management	Renee Hurtado

# POSTER SESSION #1



**TRAFFIC OPERATIONS &  
MANAGEMENT**



**EMERGENCY MANAGEMENT**



**INCIDENT MANAGEMENT**

# Traffic Operations & Management

## User Needs Identified to Date

### **Traffic Control & Operations**

- ◆ Need to expand the ODOT Traffic Operations Center (TOC) to include multiple jurisdictions to provide active control of the systems and information and to coordinate activities.
- ◆ Need to integrate systems between local agencies.
- ◆ Need to coordinate traffic signals with congested freeway off-ramps.
- ◆ Need operational improvements at North and South Medford interchanges to improve flow between freeway and arterial roadways.
- ◆ Need to improve traffic signal operations in Central Point.
- ◆ Need a remote connection to Jackson County traffic signals.
- ◆ Need notification if other agency's signals become inoperable (i.e. turned off for construction, malfunction).
- ◆ Need to deploy traffic control devices that operate in real-time based on traffic volumes.
- ◆ Need to address congestion at the following locations in particular:
  - ◆ I-5 Central Point Interchange
  - ◆ I-5 Viaduct in Medford
  - ◆ Highway 62 from I-5 to White City (and at Delta Waters Road)
  - ◆ Highway 99/Riverside Drive at Pine Street, Barnett Road, Colver Road, Rapp Road, and Creel Road
  - ◆ Table Rock Road from Pine Street to Antelope Road
  - ◆ Pine Street from Highway 99 to Table Rock Road
  - ◆ Biddle Road (and at McAndrews Road)
  - ◆ Barnett Road
  - ◆ South Stage Road
  - ◆ Fern Valley Road (and at Highway 99 and I-5 Interchange)
  - ◆ Expected Congestion on North Phoenix Road, Foothill Road and Lone Pine Road
  - ◆ (Although the North and South Medford I-5 Interchanges were identified as areas of congestion, projects are planned to alleviate congestion at both locations.)
- ◆ Need to address congestion on surface streets and the dependence on two freeway access points in the Medford area by developing arterial roadways with more efficient flow that do not interface with freeway interchanges.
- ◆ Need bicycle detection at interchanges and major intersections.
- ◆ Need remote monitoring capabilities of major roadways and intersections.
- ◆ Need remote monitoring capabilities in at least one spot on every state highway in the region.
- ◆ Need better traffic volume data on arterial roadways.
- ◆ Need safety improvements on I-5 viaduct in Medford (no shoulders, lots of congestion, hard to get to accidents).



- ◆ Need a more effective curve and speed warning system in the Siskiyou Pass.
- ◆ Need advanced warning systems that enhance safety.
- ◆ Need to coordinate pedestrian and bicycle traffic on busy roadways.
- ◆ Need to enhance traffic signal and pedestrian crossing designs.
- ◆ Need to encourage pedestrians in downtown Central Point.

- ◆ Need to monitor bridges for structural soundness.
- ◆ Need real-time weather information at locations prone to bad weather.
- ◆ Need flood information in areas prone to flooding.
- ◆ Need to manage downtown parking to reduce time drivers spend looking for parking and to prevent traffic from using secondary streets while searching for parking.



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### **Special Events**

- ◆ Need to ease congestion at the I-5 Central Point interchange when events are held at the Jackson County Fairgrounds/Expo Center.
- ◆ Need to enhance traffic signal operations during special events and holidays in Ashland and Medford.
- ◆ Need to address lack of tour and specialty bus staging areas in the City of Ashland during Shakespeare Festival performances.

### **Questions to Address**

- ◆ Do you agree with the transportation user needs on the list?
- ◆ Are any obvious transportation user needs missing?
- ◆ Imagine you are a traffic engineer for the City of Medford and a citizen calls in to complain about a signal where they claim they had to wait for six minutes. What tools/information would be useful to address this complaint?
- ◆ Are there any specific arterial roadways where traffic management tools should be applied?
- ◆ Are there any specific arterial roadways or corridors that have consistent speeding problems?
- ◆ Are there any specific at-grade railroad crossings that need improvements? If so, is there anything that would be useful to improve the safety of these crossings and/or reduce delay to emergency and private vehicles?
- ◆ Are there any specific corridors you would suggest as a diversion route during incidents?
- ◆ Are there any locations throughout the metropolitan area with parking problems?
- ◆ Who do you need to interact with if there is an incident and signal timing should be adjusted?

## **Emergency Management**

### **User Needs Identified to Date**

#### **Communications**

- ◆ Need a common radio frequency (especially during major emergencies or pursuits).
- ◆ Need to fill in radio dead spots.



#### **Emergency Management Operations**

- ◆ Need monitoring capabilities of major roadways.
- ◆ Need real-time congestion information at 911 centers with built-in alerts when congestion occurs.
- ◆ Need real-time information available in emergency vehicles.
- ◆ Need real-time road conditions during the winter for the Siskiyou Pass.
- ◆ Need road/lane closure information for all state highway construction projects.
- ◆ Need suggested alternative routes based on adverse roadway conditions.
- ◆ Need mobile data terminals in Oregon State Police vehicles.
- ◆ Need to be able to exchange real-time information between emergency operations centers (EOC's) during a major emergency.
- ◆ Need to disseminate real-time disaster information (i.e. floods, wildfires).
- ◆ Need to enhance emergency operations for major fires, snows, floods, and potential dam failures.

- ◆ Need to inform all regional fire agencies (keep in mind that some service areas overlap) about planned traffic signals to facilitate the inclusion of fire pre-emption in the design of the traffic signal.
- ◆ Need funding to enhance the support that ODOT personnel provides emergency services in the City of Ashland.
- ◆ Need to monitor critical infrastructure.
- ◆ Need to monitor Avenue G due to hazardous materials area caused by Kodak plant.
- ◆ Need speed data (historical or real-time) to determine where to place enforcement.
- ◆ Need more manpower at the Oregon State Police to enforce speed limits.
- ◆ Need to address speeding problem between the City of Central Point and the City of Medford.
- ◆ Need to establish a working relationship between Mercy Flights, a regional ambulance service, and ODOT and the Oregon State Police (OSP) similar to the coordination efforts between ODOT, OSP, and the fire chiefs.



### Questions to Address

- ◆ Do you agree with the transportation user needs on the list?
- ◆ Are any obvious transportation user needs missing?
- ◆ Imagine there is a serious crash on Crater Lake Highway (Highway 62). Who will respond? Who needs to coordinate with whom? What information should be provided to motorists? What information would be useful to responders en-route?
- ◆ Imagine you are responding to an incident in Central Point and you turn left onto a roadway only to stop behind a queue waiting for a train to move through an at-grade crossing. What information could be provided to avoid this situation? Where should the information be provided? Can you think of specific locations this information would be useful?
- ◆ Imagine you are an emergency dispatcher. What information would be useful to you for incident identification and directing emergency response personnel?
- ◆ What kinds of things cause delays in response time? What is needed to reduce response times?

## Incident Management



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### User Needs Identified to Date

- ◆ Need to develop an incident response program.
- ◆ Need to monitor high accident locations for incidents.
- ◆ Need to manage incidents that occur on the I-5 viaduct.
- ◆ Need to expand the City of Medford's incident management plan to the rest of the region.

### Questions to Address

- ◆ Do you agree with the transportation user needs on the list?
- ◆ Are any obvious transportation user needs missing?
- ◆ What tools could you use for better on-scene traffic management?
- ◆ What tools could you use to improve multi-agency coordination and communication?
- ◆ Is there a need for multi-agency communication during incidents?
- ◆ Is there a need for traffic information en-route to an incident site?

# POSTER SESSION #2

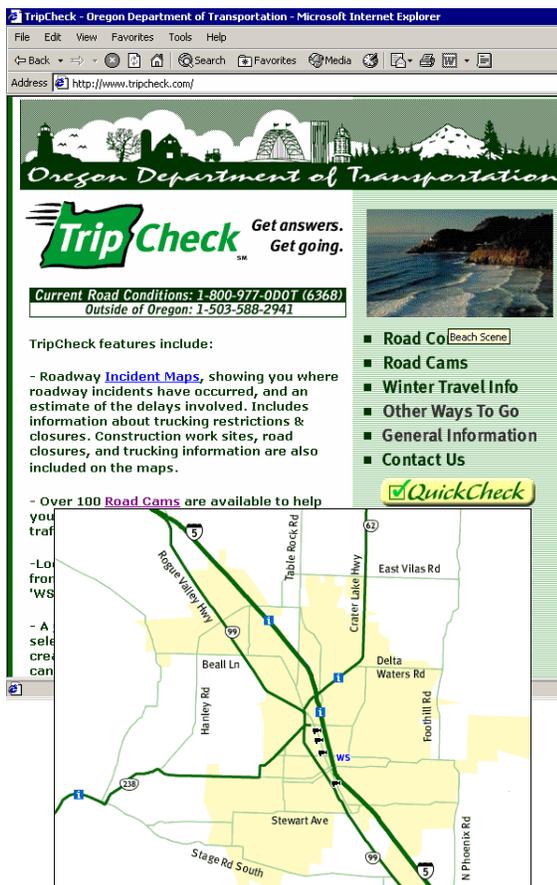
 TRAVELER INFORMATION

 INFORMATION MANAGEMENT

# Traveler Information

## User Needs Identified to Date

- ◆ Need a congestion flow map.
- ◆ Need to get congestion information to travelers prior to congested areas.
- ◆ Need to post congestion information along major roadways.
- ◆ Need to keep “real-time” information current (i.e. DMS signs, 511, highway advisory radio).
- ◆ Need to post real-time information in additional locations.
- ◆ Need to disseminate transportation demand management (TDM) information (i.e. carpool website) to the general driving public.
- ◆ Need to disseminate emergency information (i.e. amber alert).
- ◆ Need to expand current highway advisory radio (HAR) to include more information and to cover a greater area.
- ◆ Need to upgrade existing HAR equipment to replace outdated technology, to improve the ease of use, to fix frequent malfunctions, and to increase the broadcast range.
- ◆ Need to dedicate a radio station to broadcast road and weather conditions during the winter.
- ◆ Need to broadcast live video feed from roadway cameras to local TV.
- ◆ Need to provide heavy vehicles with advance warning when the Siskiyou Pass is icy and provide them with alternatives to parking along Interstate-5.



## Questions to Address

- ◆ Do you agree with the transportation user needs on the list?
- ◆ Are any obvious transportation user needs missing?
- ◆ Imagine you are driving to work from Central Point to Medford and you have the option of taking Highway 99 or I-5. What information would be useful to you to decide on a route?
- ◆ Imagine you are considering taking public transportation instead of driving this morning. What information would be useful to you to make that decision? Where should the information be provided?
- ◆ Imagine you do not have a car and need to take public transit. What information would be useful? Where should the information be provided?
- ◆ Imagine you are a 911 dispatcher and someone calls in on a cell phone to report a crash on Jacksonville Highway but they do not know their exact location or travel direction. What information would be useful to you?
- ◆ Are there any locations in the metro area where weather information would help you plan your trip? What information would be useful and where should it be provided?

# Information Management

## User Needs Identified to Date

- ◆ Need more automated data collection.
- ◆ Need better systems in the field for real-time traffic data acquisition.
- ◆ Need an information system that houses high-quality, consistent traffic count data.
- ◆ Need to develop a standard data format that is GIS-compatible.
- ◆ Need to make more information available on the Internet.
- ◆ Need easy access to major regional documents (i.e. TSP's, functional classification maps).
- ◆ Need access to travel demand modeling (currently the regional model is controlled through ODOT TPAU).



## Questions to Address

- ◆ Do you agree with the transportation user needs on the list?
- ◆ Are any obvious transportation user needs missing?
- ◆ Imagine you are a planner at RVCOG. What type of information would be most useful to you when developing models and addressing transportation demand management techniques? How should this information be provided?
- ◆ What type of information collected by other agencies would be useful to your agency? How would this information be shared?

# POSTER SESSION #3



**PUBLIC TRANSPORTATION  
MANAGEMENT**



**MAINTENANCE &  
CONSTRUCTION MANAGEMENT**

# Public Transportation Management

## User Needs Identified to Date

- ◆ Need to automate passenger counting, which is done manually today.
- ◆ Need to outfit transit fleet with a GIS-based system with options for dispatch, vehicle tracking, etc.
- ◆ Need transit priority at all traffic signals along bus routes.
- ◆ Need to automate stop announcements, which are required by law.
- ◆ Need to gather more transit data for analysis purposes (i.e. track vehicles and stops in real-time along a route).
- ◆ Need to improve on-time efficiency.
- ◆ Need real-time information (travel times, incidents, and camera images) at dispatch.
- ◆ Need to incorporate real-time transit information with other media used for traveler information dissemination.
- ◆ Need to increase bus frequency to make service more attractive to riders.
- ◆ Need to make it possible for riders to request remote stops.
- ◆ Need to cover radio dead spots at north and south ends of district.
- ◆ Need to provide travelers with consistent mode choice options.
- ◆ Need to capitalize on transit and support TOD land use.
- ◆ Need express buses to Southern Oregon University.



## Questions to Address

- ◆ Do you agree with the transportation user needs on the list?
- ◆ Are any obvious transportation user needs missing?
- ◆ What would make public transportation more desirable?
- ◆ What information about transit should be provided and where should it be provided?

# Maintenance & Construction Management



## User Needs Identified to Date

- ◆ Need consistent, detailed, timely construction information for public agencies and private utilities/companies.
- ◆ Need to continue cooperation and annual coordination meetings that focus on major construction projects and winter operations.
- ◆ Need to improve construction work zone management.
- ◆ Need to improve maintenance of I-5 viaduct and other trouble spots in the winter when roads are prone to icing.

## Questions to Address

- ◆ Do you agree with the transportation user needs on the list?
- ◆ Are any obvious transportation user needs missing?
- ◆ Is there any need to know the location of maintenance vehicles?
- ◆ Imagine there is a large flood. Do you need to coordinate road closures with anyone? What information do you need to share with other agencies?
- ◆ Are there any locations that are consistently impacted by adverse weather conditions?
- ◆ Are there ways to improve coordination of construction and maintenance projects?

## Meeting Minutes

### Expanded Stakeholder Workshop: User Needs February 26, 2004, Smullin Center, Medford

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On February 26, 2004, DKS and RVCOG hosted an Expanded Stakeholder Workshop, focused on User Needs, from 9:30-11:30 a.m. at the Smullin Center in Medford. Approximately 30 people participated, including project staff (list at end of document).

Invitees were drawn from the expanded stakeholders list created by DKS and RVCOG. In advance of the meeting, DKS distributed copies of the User Needs for the Regional ITS Operations & Implementation Plan for the Rogue Valley Metropolitan Area. Copies also were distributed during the session.

The session began with a RVITS orientation presentation by DKS. Copies were provided to the participants. Participants then rotated through three stations, staffed by consultants, addressing:

- 1) Traffic Operations & Management, Emergency Management, and Incident Management;
- 2) Traveler Information and Information Management;
- 3) Public Transportation Management and Maintenance & Construction Management.

Maps illustrating existing and future equipment and services were provided by RVCOG. Notes were taken at each station. The session reconvened and station facilitators reported comments.

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### Notes from User Needs Workshop Poster Sessions

#### Traffic Operations & Management Needs

- Programmed/planned Internet connected kiosks (with touch screen access) at:
  - Mall Information Center
  - Airport (Planned)
- Key problem area: Crater Lake Avenue/Hwy at Delta Waters
- Consider the potential new road by the Airport
- Mesh grant applied

#### Emergency Management Needs

- MDT's in all public safety vehicles
- Need to disseminate evacuation route information
- Better coordination of signal preemption outside of city area

- Update and replacement of old signal preemption devices
- Ped buttons on all signals
- Dedicated radio frequency for broadcast of Amber Alert/emergency information
- DMS at freeway on-ramps (flashing lights)
- High speed wireless interoperable communication system
- MDT's in ambulances in the next year
- Ambulance Headquarters and Dispatch use a Right CAD System
  - Have separate Tiberon terminal connected to 911 CAD via frame relay
  - Planned interface to Tiberon (911 Centers)- 8 weeks to completion
- Fiber to Airport planned this summer
- Need real-time video and congestion information
- Streaming video
- CDPD in ambulance today, but planned GPRS
- Communications to rural areas is more important than Metro Area
- AVL/GPS in ambulances
- Accidents common in work zones
- Viaduct management was good
- Planned North Interchange and Table Rock Road

#### Incident Management Needs

- Siskiyou pass closure emergency plan that involves all local response agencies and periodic test drills
- Ashland parades
- Parking management system for Ashland Shakespeare Festival

#### Traveler Information Needs

- Internet access to assist with inset areas [on map] for managing truck deliveries
- Information about incidents, congestion, construction, or things that hold up traffic or increase travel times
- Visibility of VMS when traveling with truck traffic
- More cameras!! Visual verification of conditions
- Better real time information with 511, TripCheck, HAR
- Add more information to TripCheck website
- Kiosk tourism project (Southern Oregon Visitor Association) has money for some cameras
- Standardized radio station for Amber Alert/traffic information
- HAR needs to be updated more often, especially in critical situations- it uses pre-recorded messages which do not always match the situation
- OSP uses local media to disseminate info to public
- Educate travelers on detours
- Coordination (MOU's) between agencies
- More signage
- Traffic alerts on weatherboard
- Connect National Weather Service (NWS) to 511
- More precise weather information for area



- Linkages between different information dissemination systems

#### Information Management Needs

- Connect computers (i.e. OSP, SORC, CCOM)
- OSP works with local media to disseminate public detour information
- Link Caltrans and ODOT
- Standardize standards between agencies
- Standard message sets for message signs
- Electronic data sharing
- Automate information inputs and sharing, especially emergency information

#### Public Transportation Management Needs

- Improve ped crossings at unsignalized crossings on couplet in Phoenix to provide better access to transit stops
- Ped access from Phoenix City Center (TOD) to:
  - Greenway Trail
  - Bear Creek
  - Blue Heron Park
- Opticom system
  - Access from bus barn onto Crater Lake Ave (Medford)
  - Provide bus priority at key congested locations
  - GPS System
  - Discuss what is available and what the system benefits are
- Do emergency service providers know which is which: West Main or Hanley Road Route 238? Emergency services call West Main as Highway 238
- Use Beaver Creek Trail as emergency management route

#### Maintenance & Construction Needs

- Rural interchange in Talent is dark; Need safety improvements; Look at collision data
- How will growth in SE Medford affect Phoenix Interchange?
- Phase 2 of Fern Valley Road will increase roadway to 5 lanes in 2-3 years
- Dynamic speed message signs in construction zones- Advertise “Fines double in work zone”
- Add information in report about fatalities/accidents in work zones
- \$500,000 IT Grant for High-Speed Wireless Mesh Network:
  - Phase 1- Medford
  - Phase 2- Medford UGB and Central Point
  - Phase 3- Ashland
  - Phase 4- Talent and Phoenix
  - Doug Townsend, City of Medford (541-774-2051)
  - Ron Norris, Medford Police

#### Figure 1-1: Study Area

- New rest stop under consideration on I-5 in Ashland
- Proposed Traveler Information Center and Rest Stop in North Ashland- a link should be provided to this new facility



### Figure 1-2: Regional Facilities

- Add Ambulance Headquarters and Dispatch on Biddle Road
- Add Ambulance Facility on Highway 62 in Eagle Point
- Move Ambulance Facility from West Main Street in Medford to Parsons Drive

### Figure 1-5: High Collision Locations and Safety Corridors

- Four fatalities at Bybee Corner (Hanley Road just northeast of Jacksonville) from 2000 – 2003: vehicles enter the curve too fast heading northeast

### Figure 1-8: Existing and Planned ITS Equipment

- In Inset 1, delete the ODOT camera on the east side of I-5

### Figure 1-9: Existing and Planned Communications Infrastructure

- Add planned Jackson County communications conduit along Table Rock Road from Pine Street to Antelope Road. This will be installed as part of Phases 1 and 2 of the Table Rock Road widening project.

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## **Workshop Participants (from sign-in sheet)**

- Nathaniel Price (FHWA)
- Tanya Henderson (Oregon State Police)
- David Tucker (Phoenix Fire)
- Karl Haeckler (Medford Police)
- Bern Case (Jackson County Airport)
- Sue D’Agnese (ODOT)
- Mark Hammel (Medford Planning)
- Jerry Barnes (City of Medford)
- Alex Georgevitch (City of Medford)
- Keith Woodly (Ashland Fire)
- Paul Lear (Jacksonville Fire)
- Vicki Guarino (RVCOG)
- Julie Rodwell (RVCOG)
- Chris Olivier (RVCOG)
- Jim Peters (DKS Associates)
- Millie Tirapelle (SORC)
- Glen Anderson (RVMPO PAC)
- Galen McGill (ODOT)
- Denis Murray (City of Phoenix)
- Jim Wear (City of Phoenix)
- Shirley Roberts (ODOT)
- Hau Hagedorn (Castle Rock Consultants)
- Toshi Forrest (Castle Rock Consultants)
- Ron Norris (Medford Police)
- Joe Hunkins (Southern Oregon Visitors Association)
- Eric Niemeyer (Jackson County)
- Steve Roesler (Bear Creek Corporation)
- Peter Coffey (DKS Associates)
- Larry McKinley (ODOT)

