

**TRANSPORTATION AND GROWTH MANAGEMENT PROGRAM
2018 GRANT APPLICATION**

APPLICATIONS DUE 4:00 PM, June 8, 2018

Note: This form must be filled out using the latest version of Adobe Acrobat or Reader. Download the latest version of Reader here: <https://get.adobe.com/reader/>

Download the Application, Application Packet, and Racial and Ethnic Impact Statement at: <https://www.oregon.gov/LCD/TGM/Pages/Grants.aspx>. Also on the web page are examples of successful TGM Applications, a list of all TGM grants to date, and help for developing a project approach and budget.

Type of Grant:	Category 1	ODOT Region (1-5):	Region 3
Primary Applicant Jurisdiction:	City of Ashland		
Project Title:	Revitalize Downtown Ashland		
Mailing Address:	20 E. Main St.		
City/Zip:	Ashland		97520
Contact Person:	Scott A. Fleury		
Contact Person Title:	Deputy Public Works Director		
Telephone/Email:	541-552-2412	scott.fleury@ashland.or.us	

	MATCH	
	YES	NO
Co-Applicants involved in the project:	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>

Summary Description of Project: This section must be completed. Do not refer to text within the application form. In no more than 1000 characters, describe the purpose of your project and the expected outcomes.

The Revitalize Downtown Ashland Plan will build upon the completed and adopted Transportation System Plan (TSP) and subsequent Downtown Parking Plan along with prior work involving the downtown corridor to beautify and revitalize the City's historic downtown core. The project goal is to create an affordable, safe and functional multi-use transportation network. The project transforms a practical district level state highway through the heart of downtown Ashland into an enriched local street network with increased opportunities for safer and attractive walking experience, enhanced bicycle connections and parking, convenient access to transit and functional parking, including loading zones to better sustain the unique qualities and improve the prosperity of downtown Ashland. Project implementation will result in specific short, medium and long-term actions to the downtown core. Project will also define funding mechanisms to ensure project goals are met in a timely efficient manner.

2018 TGM Grant Application

Jurisdiction: City of Ashland

Project Title: Revitalize Downtown Ashland

	TGM Funds Requested	Local Match*	Total Project Cost
Eligible Grantee Expenses [Labor (salary plus benefits) and Direct Expenses]	\$0.00	\$15,000.00	\$15,000.00
Consultant Personal Services	\$110,000.00		\$110,000.00
TOTAL	\$110,000.00	\$15,000.00	\$125,000.00

*This amount should be a minimum of 12 percent of the total project budget, or: \$15,000.00

Type of match to be provided:

Certifications

- This application was prepared by staff of the primary applicant or staff of one of the involved jurisdictions.
- This application was prepared by the following compensated consultant:

Consultant Name:

Consultants may prepare the jurisdiction's application. However, uncompensated consultants are not eligible to participate in the project itself. Consultants who are paid to prepare the application may be eligible to participate in the project. Contact [Cindy Lesmeister](#) at 503-986-4349 if you have questions.

- By checking this box, I certify that **City of Ashland** supports the proposed project, has the legal authority to pledge matching funds, and has the legal authority to apply for Transportation and Growth Management funds. I further certify that matching funds are available or will be available for the proposed project. I understand that all State of Oregon rules for contracting, auditing, underwriting (where applicable), and payment will apply to this project.

Date:

2018 TGM Grant Application

Jurisdiction: City of Ashland

Project Title: Revitalize Downtown Ashland

Eligibility Requirements

The following three eligibility requirements are reviewed on a pass/fail basis. Applications found to not meet each of these requirements will not be scored against the award criteria and will not be awarded a grant.

1. Clear Transportation Relationship

A proposed project must have a clear transportation relationship and produce transportation benefits. A project must entail analysis, evaluation of alternative scenarios, development of implementation measures, and public involvement that results in a transportation plan, land use plan, or other product that addresses a transportation problem, need, opportunity, or issue of local or regional importance. 1000 character limit.

The City updated its TSP under a previous TGM grant. The 2012 TSP adopted by Council and amended into the City's comprehensive plan, details policies, goals, studies and capital improvements for interconnected transportation modes. The City completed an associated study (S2)-Downtown Parking and Multimodal Circulation, including development of a parking strategy and preliminary analysis for modal improvements. The approved parking strategy requires additional work to complete the modal analysis. Through stakeholder engagement and sound engineering practice, the plan will develop inter-connected modal alternative improvements; roadway, bicycle, sidewalk, plus parking and signage to provide a safe environment for the traveling public. Alternatives will be vetted and by consensus engraved into final recommended implementation measures. The City will partner with ODOT on project solutions to meet defined objectives as the downtown is an STA under ODOT jurisdictional control.

2. Adoption of Products to meet Project Objectives

A proposed project must include preparation of an adoption-ready product or products that lead to a local policy decision and that directly address the project objectives, such as a transportation system plan, comprehensive plan amendment, land use plan, code amendment, implementation program, or intergovernmental agreement. Projects are expected to include adoption hearings or will be part of a larger project to be adopted. 800 character limit.

Ashland will have an open, public process for the development of this initiative driven implementation plan. Upon completion of the Revitalize Downtown Ashland Plan, the final document will be presented before the City's Planning Commission and the City Council for adoption as an amendment to the TSP and the City's comprehensive plan. The listed projects will then be added to the City's long-term Capital Improvement Plan and funded through the biennial budget approval process.

3. Support of Local Officials

A proposed project must clearly demonstrate that local officials, both the primary applicant and any co-applicants, understand the purpose of the grant application and support the project objectives. A letter or resolution of support from the governing body of the applying jurisdiction (e.g. City Council, Board of Commissioners, or Transit Board) must be submitted with the application to meet this requirement. 400 character limit.

Development of the Revitalize Downtown Ashland Plan is supported by the Transportation Commission, Planning Commission and City Council. The City understands the importance of its vital downtown core and connection to the region's transportation network through vehicles, transit, bicycling and walking. Letters of support are provided by partners above and the Ashland Chamber of Commerce and RVTD.

2018 TGM Grant Application

Jurisdiction: City of Ashland

Project Title: Revitalize Downtown Ashland

Award Criteria

Applications are scored on a range of criteria and receive up to 100 points. Projects are selected primarily based on the points scored; also considered are the grant amounts requested, the estimated amounts TGM believes may be required to complete a project, the amount of grant dollars available for award within a geographic region, and the balance of grant dollars between Category 1 and Category 2 projects. A scoring consideration is ensuring a fair distribution of grant funds to smaller or economically distressed communities.

1. Proposed project addresses a need and supports TGM objectives (up to 40 points)

The project clearly and effectively addresses a local or regional transportation or transportation-related land use issue, problem, need, or opportunity and will achieve one or more of the TGM objectives.

“Revitalize Downtown Ashland” is meant to build upon work previously completed as part of the Downtown Parking Plan and augment the preliminary modal improvement analysis. The goal is to create an affordable, balanced, safe, and functional multi-use transportation network, while also enhancing the streetscape in a way that incorporates environmental changes to build a sense of ownership and placemaking.

The City of Ashland's downtown is a thriving community center and the hub of the City, supporting commercial businesses, tourism, and residential activity. This heavily used activity center falls short of delivering a progressive and well integrated transportation network with balanced modal equity. Accessibility is limited in the downtown core due to a lack of Americans with Disabilities Act (ADA) standards for accessible design, wayfinding, ramps, and generally narrow sidewalks. Safety of the traveling public is challenged with inadequate truck loading zones, uncontrolled pedestrian crossings which in turn create mainline and side-street queuing, and intermittent congestion issues within the corridor. Finally the downtown lacks bike lane connectivity to either end of the couplet where bike lanes do exist.

Transportation Choices:

The Main Street and Lithia Way Couplet in downtown Ashland are under the jurisdictional control of the Oregon Department of Transportation (ODOT) and are part of district level highway 99. Ashland's downtown core is also considered a Special Transportation Area (STA). The 1999 Oregon Highway Plan details development and planning guidelines for STAs that include:

- Sidewalks with ample width located adjacent to the highway and the buildings;
- People arriving by car or transit find it convenient to walk from place to place within the area;
- On-street parking, structured parking, or shared, general purpose parking lots located behind or to the side of buildings;
- Streets designed with a pedestrian orientation for the ease of crossing by pedestrians;
- Adjacent land uses provide for compact, mixed-use development with buildings oriented to the street;
- A well-developed parallel and interconnected street network facilitates local automobile, bicycle, transit and pedestrian circulation except where topography severely constrains the potential for street connections;
- Provisions made for well-developed transit stops including van/bus stops, bicycle and pedestrian facilities, and including street amenities that support these modes.

The Revitalize Downtown Ashland Plan will consider enhancements consistent with STA planning guidelines within the downtown couplet. Plan alternatives and final recommendations shall improve the system limitations now in place and provide for better transportation choices through an enhanced interconnected transportation network.

Current limitations include:

- existing sidewalks that have numerous constriction points and that are too narrow for such a heavily trafficked downtown corridor;
- a lack of pedestrian scale energy efficient lighting to promote a safer and attractive walking experience for our community;
- a lack of complete signalized control throughout the couplet which would help to promote safety by reducing congestion related issues to both mainline and side street traffic queuing;
- a lack of managed truck loading zones which in turn challenges safe driving and increases congestion issues;
- enhancements are needed to better define and advertise existing transit locations and facilities; and
- no dedicated bike connectivity within the couplet to adjacent bike lanes on North Main and Siskiyou Boulevard, and a lack of bicycle parking facilities completely limits this convenient choice.

To enhance current transportation choices, the City is also currently working on ordinance development to allow Transportation Network Companies (TNC) access to the City's transportation system. The City believes one of the primary destination points for TNCs will be downtown and the final plan should identify connections to account for the potential impacts on the transportation system.

The City has also adopted a Climate Energy Action Plan (CEAP) that provides strategies for minimizing our environmental impact, including a reduction in greenhouse gases (GHG). The final Revitalize Downtown Ashland Plan will also support the City's CEAP efforts and the specific strategies including:

- Strategy ULT-1. Support better public transit and ridesharing.
- Strategy ULT-2. Make Ashland more bike and pedestrian-friendly.

The Downtown Parking Plan defined a clear set of implementation strategies and programs that included improving wayfinding (signage), parking turnover and timing, extending timed parking within the downtown core and into the adjacent Railroad District.

Create Communities:

Ashland currently has a very strong sense of community and a connection to its vibrant downtown. Current land use allows for a mix of commercial and residential in the downtown core. Downtown Ashland beginning at the historic downtown plaza has direct connections to City Hall, the library, Oregon Shakespeare Festival, Southern Oregon University, Ashland High School, Fire Station #1, and the gem of Lithia Park. The downtown often is the community center area for parades and special events. The downtown core hosts First Friday Art Walks, the Ashland Independent Film Festival, Saturday farmer's market and the link to summer weekend markets in Calle Guanajuato. The Fourth of July, Halloween and the Festival of Light parades draw thousands of citizens and visitors every year to the downtown core. Downtown Ashland is more than all these things put together. It defines much of our quality of life, why people choose to relocate here, establish businesses and raise their families. Enhancing the core of our community reaches across all ages, incomes, mobilities and race improving access and enjoyment for everyone.

The City experiences incidents of crime within the downtown core and through this project with Police assistance, the use of "Crime Prevention through Environmental Design (CPTED)" standards will be employed to minimize inappropriate/negative behavior. Innovative planted areas with positive activity generators and active wayfinding devices could help to create beneficial spaces throughout downtown. Through improved connectivity and enhanced safety to public spaces, Ashland will revitalize its downtown core and continue to retain this vital part of our community.

Economic Vitality:

The downtown commercial area supports a diverse mix of dining, hotels, Oregon Shakespeare Festival, boutique shopping/retail, City Hall facilities, general office and residential. The City receives thousands of visitors from near and far throughout the year that enjoy the vibrant downtown atmosphere. Deliberate improvements that enhance the transportation network will not only improve safety, but also sustain the positive aspects of an engaging downtown and encourage improvement to the economic viability of the City and in turn the region. With developable land left in the downtown core, a comprehensive, interconnected and well balanced transportation

plan with short, medium and long term improvements will positively spur development and bring even more life to the downtown core. A lively and energetic downtown core with balanced transportation connections to the rest of the community activity centers creates better accessibility for the entire community.

Public and Private Costs:

The City strives to ensure the appropriate use of tax dollars and will identify better options to develop public/private opportunities for improvements. Improved design and layout of pedestrian movement, and developing a strong sense of "place" employing CPTED standards can help to decrease incidences of crime and unwanted behavior, thereby reducing the burden on Police action in the downtown. Improved design and facilities for ADA accessibilities will enhance the downtown experience for those with disabilities and enable further connectivity with transit and future TNCs. Improved transit features and connections along with bike share facilities can also reduce the impact on parking requirements and the need for additional parking structures. There may be opportunities to provide enhanced wayfinding with active (or passive) community involvement or advertising spaces to help with funding options. Public art could be combined with some of the CPTED options to create innovative solutions to enhancing positive activity downtown.

Environmental Stewardship:

Providing wide inviting sidewalks that promote a safer and attractive walking experience, dedicated bike lanes and direct access to a comprehensive transit system, the City expects to reduce vehicle miles traveled and support the Climate Energy Action Plan by producing a GHG reduction. Improved signalization will also reduce congestion and idling times. Installation of LED pedestrian scale lighting will reduce energy burdens. Pervious and improved sidewalk drainage can help maintain a robust street tree network providing an improved visual streetscape and shade canopy.

City staff will actively coordinate with ODOT, RVTD, citizens, the Chamber, business and other powerful stakeholders, City commissions, the Police Department, and finally the City Council throughout the plan development phase in order to ensure all voices are heard in order to develop programmatic alternatives and a final framework of executable projects that meet the needs of all users within the downtown transportation system.

2. Proposed project is timely and urgent (up to 25 points)

The application demonstrates timeliness and urgency. The project is needed now to: address pressing local transportation and land use issues; make amendments to local plans or regulations necessitated by changes in federal regulations, state requirements, or regional plans; make amendments to local plans or regulations necessitated by changes that were not anticipated in previous plans including growth or lack of growth, changes in land use patterns, or changes in available funding; build on, complement, or take a necessary step toward completing or implementing other high priority community initiatives, including supporting a Governor's Regional Solutions team priority; or resolve transportation- or land use-related issues affecting the project readiness of local, regional, or state transportation projects for which funding is expected to be obligated within the near future.

The timing for this project aligns with many other programs the City is currently planning and implementing. The City is currently developing action strategies identified in the Downtown Parking Plan, as well as performing a transit feasibility study, acting upon CEAP recommendations, and developing a TNC ordinance. Enhancements to these programs/items and their connection to bring people downtown, along with general growth will lead to evermore pressure on our downtown transportation system. The City needs, and is ready, to develop a plan that garners consensus of all users and stakeholders to improve mobility and safety within the corridor while visually enhancing the streetscape consistent with Ashland standards and supportive of CPTED actions. In addition, development opportunities still exist within the core and a clear straightforward plan will spark interest in these opportunities.

3. Proposed project approach is reasonable (up to 20 points)

The application demonstrates a clear approach to achieving the expected outcome and results in consideration for adoption. Where substantial coordination with other local, regional, and state planning efforts occurs (or will need to occur), the mechanisms and responsibilities for the coordination are clear.

Public Works staff will take the lead for the project with the Director and Deputy acting as principal and direct backup. The City's planning staff and staff from the Police Department are committed to supporting the success of this project. The leads will work directly with the consultant and coordinate with all parties moving the project forward. The project will take into account previous and current work associated with the downtown core. It is critical to develop a project schedule that is reasonable and also to maintain the schedule throughout the plan. Staff has the capacity to ensure project time lines and goals are met.

The City plans to establish a technical advisory committee (TAC) that will advise the principals/project managers for the City on all phases of the project. In addition, a public advisory committee (PAC) will be appointed by the City Council to review any and all plan alternatives and make final plan recommendations that will then be presented before the City Council for adoption. The City expects to hold 3-4 open houses at various phases of the project to obtain public input. Throughout the project City staff will coordinate with outside agencies, including ODOT, RVTD, Southern Oregon University, and Chamber of Commerce. It is the intent of the City to ensure the appropriate use of ODOT right of way and that recommended transit system improvements align with RVTD's long term goals (it is expected to have member representatives on the TAC from these local agencies).

Plan development outline:

1. Project kickoff meeting and open house
2. Perform a walking audit of the couplet, capture and itemize through GIS all deficiencies and safety concerns
3. Analyze previous and current work associated with adopted plans and policies
4. Develop improvement alternatives (CPTED analysis of alternatives) and prioritization criteria
5. Alternatives open house
6. Develop final plan recommendations
7. Analyze funding sources and mechanisms
8. Develop financial plan to support capital improvements
9. Develop final documents, including specific project prioritization
10. Public Hearings for adoption of final plan

4. Proposed project has community support (up to 5 points)

The application demonstrates that there is local support for the project objectives, a commitment to participate, and a desire to implement the expected outcome.

The City of Ashland's Council, Planning Commission and Transportation Commission support the project and its stated objectives. Each through a separate action have developed letters of support for the project. In addition the Rogue Valley Transportation District, Southern Oregon University, Ashland Chamber of Commerce and the Oregon Shakespeare Festival have provided letters of support for the project as well. All letters of support are attached to the application.

List attached letters of support on Application Checklist.

5. Proposed project sponsor readiness and capacity (up to 10 points)

The application demonstrates that the local government is ready and able to begin the project within the TGM timetable and that there is local commitment and capability to manage the project considering the complexity of the project, the size of the jurisdiction, and performance on previous TGM projects. Where substantial coordination with other local, regional, and state planning efforts will need to occur, all of the partners are ready and able to begin the project within the TGM timetable.

The City of Ashland has two staff members dedicated to ensure the project meets TGM time lines. Public Works Director, Paula Brown, will act as the principal in charge for the project ensuring the project stays on path. Deputy Public Works Director, Scott Fleury, will serve as acting backup throughout the project. Both are versed in managing

public projects of this nature and coordinating with multiple agencies and stakeholders. The City's Planning staff and staff from the Police department are committed to supporting the success of this project. In addition, the City has capable administrative staff that can assist throughout the project life on a multitude of requirements.

6. Up to 10 Bonus Points: Proposed project is innovative

The application demonstrates that the project will be innovative in its subject matter, approach, or expected outcomes. For example, the project will use health impact assessments or economic impact analysis as part of the evaluation of transportation alternatives or will include an innovative multimodal analysis.

DO NOT answer criterion #6 separately. Scores will award points based on the entirety of the application. By the nature of this criterion, most projects will not receive any points.

2018 TGM Grant Application Checklist

Jurisdiction: City of Ashland

Project Title: Revitalize Downtown Ashland

Application materials must include in separate files:

Grant Application form (12 pages max, including Application Checklist)

Supplemental Materials:

Project area map

Resolution or letter of support from governing body of applying jurisdiction(s) (eligibility criterion #3)

Optional additional letters of support from stakeholders (award criterion #4)

List attached letters of support:	
1.	Ashland City Council
2.	City of Ashland Planning Commission
3.	Ashland Chamber of Commerce
4.	Ashland Police Department
5.	Rogue Valley Transportation District
6.	
7.	
8.	

Racial and Ethnic Impact Statement

Submit the grant application and all supplemental materials by emailing as email attachments to TGMGrantApps@odot.state.or.us.

If your materials exceed 9 MB, divide them into two emails. Put the jurisdiction name and project name in the subject line, along with 1 of 2 and 2 of 2. Request a Read Receipt if you want confirmation that your application has been received.

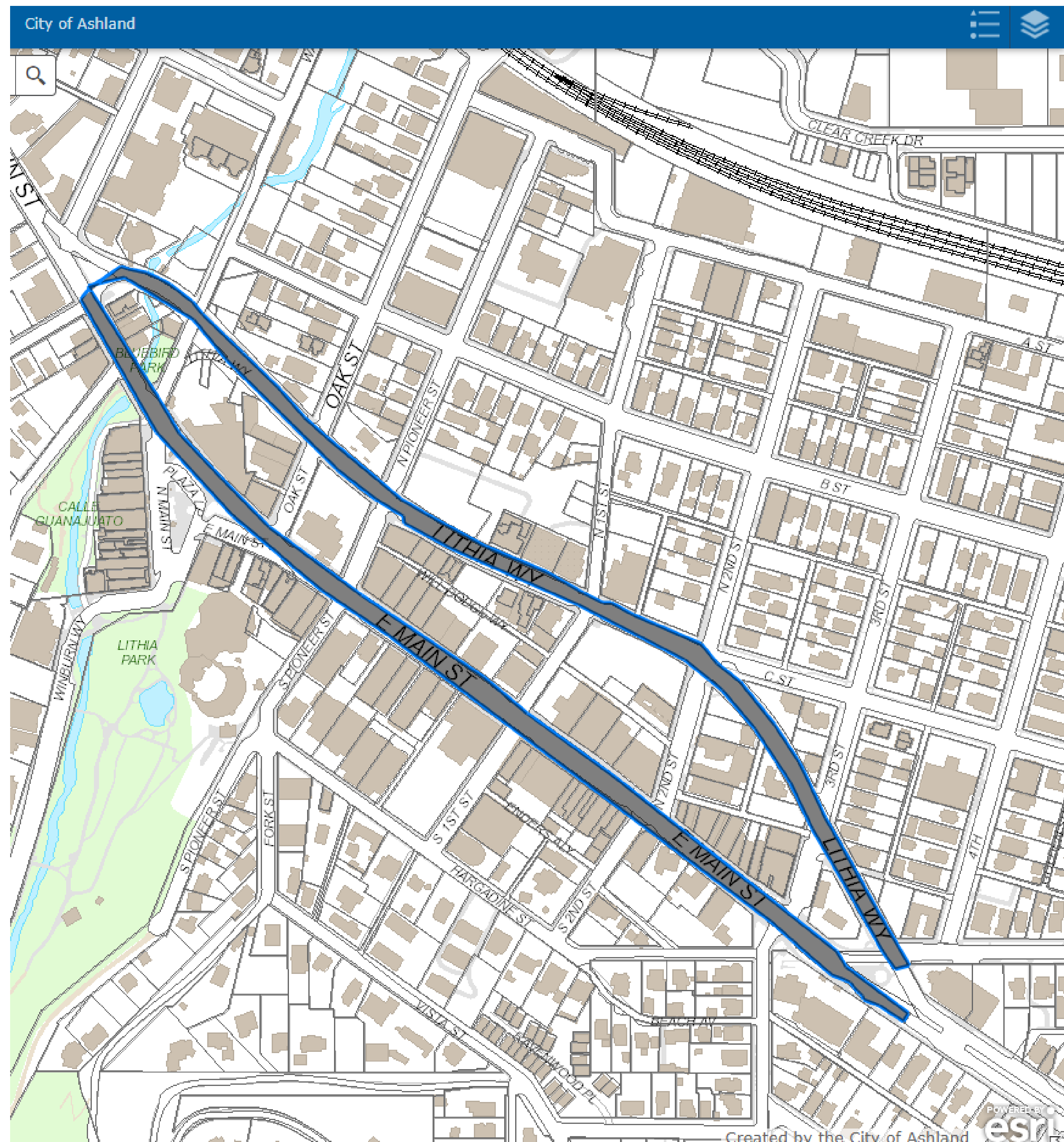
If you encounter any issues with the submittal process, contact:

Rebecca Coffelt, Planning Section Web Coordinator

Rebecca.D.Coffelt@odot.state.or.us, 503-986-4254

City of Ashland Revitalize Downtown Plan TGM Site Map

downtown couplet N. Main Street and Lithia Way



CITY OF ASHLAND

May 16, 2018

Oregon TGM Program
Attn: John McDonald
ODOT Region 3
3500 NW Stewart Parkway
Roseburg, OR 97470-1687

Dear Mr. McDonald,

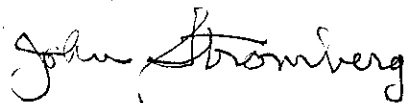
Please accept this letter of support for the *“Revitalize Downtown Ashland”* application for a Transportation Growth Management (TGM) grant opportunity to develop a strategy to provide specific short, medium and long-term actions to enhance our downtown core. *“Revitalize Downtown Ashland”* will build upon work previously completed as part of the Downtown Parking Plan and augment the preliminary modal improvement analysis. The goal is to create an affordable, balanced, safe, and functional multi-use transportation network, while also enhancing the streetscape in a way that incorporates environmental changes to build a sense of ownership and placemaking.

The Main Street and Lithia Way Couplet in downtown Ashland is under the jurisdictional control of the Oregon Department of Transportation (ODOT) and part of district level highway 99. Ashland’s downtown core is considered a Special Transportation Area (STA). The 1999 Oregon Highway Plan details development and planning guidelines for STAs. The Revitalize Downtown Ashland Plan will consider enhancements consistent with STA planning guidelines.

Ashland is ready for change and the TGM Grant will be the start to some fresh new actions to revitalize downtown, complete many of the parking study recommendations and take some bold steps to implement new crime prevention through environmental design strategies to include lighting, signage and artwork, for a more livable downtown. Building convenient connections for transit and bicyclists, including street amenities and better wayfinding to support all interrelated transportation modes is a clear objective of this plan. Truck loading/unloading, parking, pedestrian vitality and safer bicycle systems will be another result of this successful partnership between downtown businesses, residential community members and tourists.

Thank you for your positive consideration and approval of the City’s *“Revitalize Downtown Ashland”* TGM grant.

Sincerely,



John Stromberg
Mayor



CITY OF ASHLAND

May 8, 2018

Oregon TGM Program
Attn: John McDonald
ODOT Region 3
3500 NW Stewart Parkway
Roseburg, OR 97470-1687

Dear Mr. McDonald,

The Ashland Planning Commission fully supports the City's Transportation Growth Management (TGM) grant application to "*Revitalize Downtown Ashland.*" This will build a plan to develop implementation strategies and priorities to enhance the downtown core, and build upon work previously completed as part of the Downtown Parking Plan and modal improvement analysis. The City's goal to create an affordable, balanced, safe, functional multi-use transportation network, and enhance the streetscape will help to renew a sense of community for downtown.

This TGM Grant will be a much needed kick-start for necessary actions to complete many of the parking study recommendations and take some bold steps to implement new design strategies including lighting, street amenities, and artwork, for a more livable downtown. Building convenient connections for transit and bicyclists, and including wayfinding to support all interrelated transportation modes is a clear objective of this plan. Truck loading/unloading, parking, pedestrian vitality and safer bicycle systems will be another result of this successful partnership between downtown businesses, residential community members and tourists.

Thank you for your approval of the City's "*Revitalize Downtown Ashland*" TGM grant.

Sincerely,



Melanie Mindlin
Planning Commission, Vice Chair





May 9, 2018

Oregon TGM Program
Attn: John McDonald
ODOT Region 3
3500 NW Stewart Parkway
Roseburg, OR 97470-1687

Dear Mr. McDonald,

The Ashland Chamber of Commerce Board of Directors is in support of the City of Ashland application for the ***“Revitalize Downtown Ashland”*** Transportation Growth Management (TGM) grant to develop a strategy to provide specific short, medium and long-term actions to enhance our downtown core.

The Ashland Chamber of Commerce was very involved for over two years in the development of the Downtown Parking Plan through membership on the Multi-model transportation committee as well as sponsorship and coordination of public forums on the topic. ***“Revitalize Downtown Ashland”*** will build upon work previously completed as part of the Downtown Parking Plan. Ashland’s downtown is the center of commerce, tourism and community vitality and deserves some new actions to complete not only previous study recommendations in the way of lighting, signage and artwork but to also include strategies on crime prevention through environmental design. Better wayfinding and improved pedestrian and street amenities were important considerations to the downtown business community and would be included as part of this plan.

Thank you for your consideration of this grant and we respectfully encourage your support of this request for the City’s ***“Revitalize Downtown Ashland”*** TGM grant.

Sincerely,



Sandra Slattery
Executive Director

Ashland Chamber of Commerce and Visitor & Convention Bureau

PO Box 1360 • Ashland OR 97520 • 110 East Main St. • PO Box 1360 • Ashland OR 97520 • (541) 482-3486 • Fax: (541) 482-2350

ashlandchamber.com

May 25, 2018

Oregon TGM Program

Attn: John McDonald

ODOT Region 3

3500 NW Stewart Parkway

Roseburg, OR 97470-1687



Dear Mr. McDonald,

Please accept this letter of support for the “Revitalize Downtown Ashland” application for a Transportation Growth Management (TGM) grant opportunity to develop a strategy to provide specific short, medium and long-term actions to enhance the City of Ashland’s downtown core. The goal for “Revitalize Downtown Ashland” is to create an affordable, balanced, safe, and functional multi-use transportation network, while also enhancing the streetscape in a way that incorporates environmental changes to build a sense of ownership and placemaking.

Ashland has a very strong sense of community and a connection to its vibrant downtown. The downtown core hosts First Friday Art Walks, the Ashland Independent Film Festival, Saturday farmer’s market and the link to summer weekend markets in Calle Guanajuato. The Fourth of July and Halloween parades draw thousands of citizens and visitors every year to the downtown core. The City experiences incidents of crime within the downtown core and through this project the use of “Crime Prevention through Environmental Design (CPTED)” standards will be employed to minimize inappropriate/negative behavior. Innovative planted areas with positive activity generators and active wayfinding devices could help to create beneficial spaces throughout downtown. Through improved connectivity and enhanced safety to public spaces, Ashland will revitalize its downtown core and continue to retain this vital part of our community.

Thank you for your positive consideration and approval of the City’s “Revitalize Downtown Ashland” TGM grant.

Sincerely,

A handwritten signature in blue ink that reads "Tighe O'Meara". The signature is fluid and cursive, with the first name being the most prominent.

Tighe O’Meara

Chief



Rogue Valley Transportation District

From the Desk of Paige West, Senior Planner

3200 Crater Lake Avenue • Medford, Oregon 97504-9075

Phone (541) 608-2429 • Fax (541) 773-2877

Visit our website at: www.rvtd.org

May 10, 2018

Oregon TGM Program
Attn: John McDonald
Oregon Department of Transportation
Region 3
3500 NW Stewart Parkway
Roseburg, OR 97470

Dear Mr. McDonald,

The Rogue Valley Transportation District (RVTD) would like to express our support for the Traffic Growth Management (TGM) grant application the City of Ashland is submitting to the Oregon Department of Transportation (ODOT) for funding the ***“Revitalize Downtown Ashland”*** Plan. This continued transportation planning effort builds upon work already completed and recommended in the City’s current Transportation System Plan (TSP).

RVTD provides public transportation service along Siskiyou Blvd and Lithia Way through downtown. Stops in the downtown area see approximately 200 passengers each day. Facilities and improvements to enhance the transit user experience is of interest o RVTD. Additionally, RVTD encourages the City to finalize the work from the previous downtown planning effort and adopt TDM strategies to minimize parking demand in downtown.

RVTD is looking forward to being involved in the Revitalize Downtown Planning effort.

Sincerely,

Paige West
RVTD Strategic Programs and Planning Manager

RACIAL AND ETHNIC IMPACT STATEMENT

This form is used for informational purposes only and must be included with the grant application.

[Chapter 600 of the 2013 Oregon Laws](#) require applicants to include with each grant application a racial and ethnic impact statement. The statement provides information as to the disproportionate or unique impact the proposed policies or programs may have on minority persons¹ in the State of Oregon if the grant is awarded to a corporation or other legal entity other than natural persons.

1. The proposed grant project policies or programs could have a disproportionate or unique positive impact on the following minority persons:

Indicate all that apply:

Women	Asians or Pacific Islanders
Persons with Disabilities	American Indians
African-Americans	Alaskan Natives
Hispanics	

2. The proposed grant project policies or programs could have a disproportionate or unique negative impact on the following minority persons:

Indicate all that apply:

Women	Asians or Pacific Islanders
Persons with Disabilities	American Indians
African-Americans	Alaskan Natives
Hispanics	

3. The proposed grant project policies or programs will have no disproportionate or unique impact on minority persons.

If you checked numbers 1 or 2 above, please provide below the rationale for the existence of policies or programs having a disproportionate or unique impact on minority persons in this state. Further provide evidence of consultation with representative(s) of the affected minority persons.

By checking this box, I hereby certify the information contained on this form is true, complete, and accurate to the best of my knowledge.

Dated:

Printed Name:

Title:

Agency Name:

¹ “Minority person” are defined in SB 463 (2013 Regular Session) as women, persons with disabilities (as defined in ORS 174.107), African Americans, Hispanics, Asians, or Pacific Islanders, American Indians and Alaskan Natives.