

2024

CITY OF MEDFORD

MINOR REPORT

CLIMATE FRIENDLY &
EQUITABLE COMMUNITIES



2024 Minor TPR Report
Submitted May 30, 2025 via state portal

The contents of minor reports are described in OAR 660-012-0900(6). Minor reports include four required elements: (a) a narrative summary of the state of coordinated land use and the transportation system plan; (b) the planning horizon date of the acknowledged transportation system plan (TSP), a summary of any amendments made to the TSP, and a forecast of planning activities; (c) copies of reports made in the reporting year for progress towards centering the voices of underserved populations; and (d) any alternatives reviews undertaken as provided in OAR 660-012-0830.

(a) A narrative summary of the state of coordinated land use and transportation planning in the planning area over the reporting year, including any relevant activities or projects undertaken or planned by the city or county;

Planning and Engineering staff work closely on all new land use applications submitted to evaluate street upgrades, driveway locations, street extensions, circulation, and safety. In 2024, the City approved 11 partitions, 13 subdivisions and one planned unit development. Each proposal assists with extending the City's street network, making incremental upgrades where needed, and improving bike and pedestrian facilities.

Please provide a narrative summary: (looking for projects that began or occurred in 2024)

Answer:

Projects under construction in 2024 but not yet completed:

- Foothill Road improvement – Hillcrest Road to Delta Waters Road
- S Stage Road improvement – N Phoenix Road to 1,000-ft west
- American Rescue Plan Act (ARPA)/Safe Routes to Schools (SRTS) Sidewalk Infill

Projects constructed in 2024:

- Intersection ADA ramps installed throughout the City
- SRTS Kennedy:
 - Rectangular Rapid Flashing Beacon (RRFB) at Delta Waters mid-block school crossing
 - RRFB at Roberts and Keene Way
 - School crosswalk installation at Springbrook and Brookside
- SRTS Howard – Midway Road sidewalk and RRFB at Table Rock Road and Midway.
- Restriped W Main from Oakdale to Columbus to add a bike lane
- Restriped 10th Street from Siskiyou to Riverside to add bike lanes and improve safety at the Cottage Street intersection
- Retimed 28 signals in the Downtown coordinated signal timing area to improve traffic flow and manage speed through Downtown Medford.

Projects in design in 2024:

- Stevens Street – Crater Lake Ave to Wabash
- Spring Street Concept Design (SRTS Technical Assistance Grant)

Planning Projects in 2024:

- Started work on the Medford Oregon Transportation Safety Action Plan
- Downtown 2040 Plan

(b) The planning horizon date of the acknowledged transportation system plan, a summary of any amendments made to the transportation system plan over the reporting year, and a forecast of planning activities over the near future that may include amendments to the transportation system plan;

The planning horizon date of the acknowledged transportation system plan is 2038.

There were no amendments to the Transportation System Plan in 2024.

City Staff anticipate (forecast) future planning activities that may include TSP amendments include:

- South Stage Road Extension Plan
- Local street circulation plans in the southwest neighborhood
- Medford Oregon Transportation Safety Action Plan (MOTSAP)
- ODOT Multimodal Inventory Project
- Climate Friendly Area designation

(c) Copies of reports made in the reporting year for progress towards centering the voices of underserved populations in processes at all levels of decision-making as provided in OAR 660-012-0130 and a summary of any equity analyses conducted as provided in OAR 660-012-0135; and

Rule 660-012-0130 encompasses provisions for local decision-making with underserved populations. Section (3) of that rule directs cities and counties to “regularly assess and report on progress” by doing the following:

- (a) Reporting to the department annually as provided in OAR 660-012-0900;*
- (b) Making regular reports to the planning commission and governing body of the city or county;*
- (c) Making regular public reports to the community.*

The City of Medford regularly communicated with decision making bodies and conducts community outreach to engage diverse communities. Attached is the City of Medford 2023-2024 Public Involvement Report which summarizes this work.

Has your jurisdiction undergone any equity reports or analysis?

Answer: Yes, the City launched the Downtown 2040 Plan. This work requires significant engagement of community members to help shape Climate Friendly Equitable Communities (CFEC) compliant land use standards and determine the final Climate Friendly Area (CFA) boundary. A summary of community engagement and outreach is attached.

Please provide a summary of any equity analyses conducted as provided in OAR 660-012-0135.

In 2024, the Downtown Medford 2040 Plan launched. In addition to recommending new site design and architectural standards to guide future development, this plan is also assisting in the evaluation of the final CFA boundary and drafting associated CFEC-compliant land use. The following is a summary of community outreach and engagement to center community voices.

- Stakeholder Interview
- Stakeholder Meetings:
 - 03-19-24
 - 10-01-24
 - 11-19-24
- Open House Events:
 - 08-16-24
- Online Surveys:
 - Survey 1

(d) Any alternatives reviews undertaken as provided in OAR 660-012-0830, including those underway or completed.

Cities and counties shall review and may authorize certain proposed facilities to be included as a planned project or unconstrained project in any part of the local comprehensive plan, including the transportation system plan. The following types of proposed facilities must be reviewed as provided in this rule: (a) A new or extended arterial street, highway, freeway, or bridge carrying general purpose vehicle traffic; (b) New or expanded interchanges; (c) An increase in the number of general purpose travel lanes for any existing arterial or collector street, highway, or freeway; and

The only alternative review underway in 2024 included:

- South Stage Road Extension Plan

SUMMARY

Downtown 2040 Plan Interested Parties Interviews



Dates: March 19-20, 2024

Location: In-Person at Medford City Hall and Virtual

PARTICIPANTS

Consultant Team:

- MIG – Alex Dupey, Jessa Miller, Lauren Scott
- Architectural Resources Group (ARG) – Matthew Davis

Interviewees: Key Downtown participants and interested parties

OVERVIEW

To help further assess existing conditions, opportunities, and issues associated with Downtown, members of the Consultant Team conducted individual and small-group meetings with key Downtown participants and interested parties who represent specific downtown interests and perspectives. Participants included Downtown business and building owners, residents, City Council representatives, the Downtown Medford Association, Travel Medford, and individuals from other groups and organizations. The Team conducted seven meetings on March 19-20, 2024. Meetings were held both in-person and online depending on participant preference. In-person meetings utilized large aerial maps of the Downtown Area to take visual notes and to identify location-specific information, opportunities, and challenges in Downtown (see attachments).

Each group discussed the following list of general topics, although specific discussion topics and questions varied by meeting, depending on the perspectives of the individual group. Questions generally centered around the following topic areas:

- Individual/organizational connections to Downtown
- What do you consider the heart of Downtown?
- Main issues and challenges
- Main opportunities and needs
- Programming ideas



KEY THEMES

These meetings provided a wealth of information that helped create a more complete picture of existing conditions in Downtown and opportunities for the future. The following section summarizes recurring themes voiced at the meetings, organized by topic area.

Heart of Downtown

- Many participants noted that the Medford community does not know what or where the heart of Downtown is
- Downtown Historic District
- Main Street corridor
- Vogel Plaza and the Craterian Theater
- Riverside Avenue
- Central Avenue
- Front Street

Main Issues and Challenges

- Downtown includes multiple diverse areas that lack a cohesive identity and consistent streetscape elements (street trees, signage, lighting, landscaping, etc.)
- Downtown is seeking a modern identity and direction
- Negative perceptions of safety relating to the presence of homelessness, cleanliness, and drug use
- Underutilized parks and public spaces
- Vacant buildings
- Absent or uninvolved property owners
- Traditional and “new ways” of thinking about who Downtown is, who it serves, and what types of attractions it should include
- Community pushback to change
- Citywide geographic divide (East vs. West Medford). “East Medford doesn’t come Downtown”
- Funding and community capacity for programming

Opportunities and Needs

- Developing a unified voice about what Downtown is and where Downtown is going
- Connecting the various areas and uses of Downtown through consistent streetscape amenities (landscaping, trees, lighting, wayfinding, and branded signage) and multi-modal improvements
- More financial support and incentives for business and property owners

- More marketing and outreach support for businesses
- Extending business hours
- More community events and regular programming
- Providing a diversity of uses:
 - More housing options at various price points supported by amenities
 - More retail
 - More kid-friendly options (ex: ice cream shop)
 - More active places to gather
- Elevating Bear Creek and the Bear Creek Greenway
- Improving cleanliness
- Embracing historic buildings and alleys
- Addressing code and development limitations
- Diversifying night life options to serve all age groups
- Reducing building vacancies

Programming Ideas

- More consistent and smaller scale programming options
- Indoor event space such as a conference or convention center
- Summer music series at multiple venues throughout Downtown
- More multicultural programming and collaboration

ATTACHMENTS

Annotated Maps

To identify location specific information, opportunities, and challenges, the Consultant Team utilized aerial maps of the Downtown Area to take visual notes during the in-person interviews. Participant names are omitted to maintain confidentiality. Findings from these maps will be used to develop opportunities and constraints for Downtown and to inform future project deliverables.









SUMMARY

Public Advisory Committee Meeting #1



Date: March 19, 2024

Time: 1:30-3:30 PM

Location: Medford Police Station, Prescott Room

PARTICIPANTS

Consultant Team:

- MIG – Alex Dupey, Jessa Miller, Lauren Scott
- Architectural Resources Group (ARG) – Matthew Davis

City of Medford – Kelly Madding, Matt Brinkley, Carla Angeli Paladino, Casandra Brown, Sarah Sousa, Liz Hamblin, Chris Olivier, Karl MacNair, Harry Weiss, Kim Trimiew

DLCD – Josh LeBombard

ODOT – Ian Horlacher

Public Advisory Committee (PAC) – PAC Members

OVERVIEW

MIG, Inc., facilitated the first of six Public Advisory Committee (PAC) meetings on March 19, 2024, to kickoff the Medford Downtown 2040 Plan. The purpose of the meeting was to establish PAC roles and responsibilities; provide an overview of the planning process; envision the future of Downtown; identify preliminary issues and opportunities; and discuss next steps.

The meeting was held in-person at the Medford Police Station and via Zoom for those unable to attend in person. City of Medford Principal Planner, Carla Angeli Paladino, gave an introduction of the Downtown 2040 Plan and introduced the project team. The Consultant Team, led by Alex Dupey, then introduced the PAC Charter outlining PAC roles and responsibilities, provided an overview of the planning process, reviewed findings from the Downtown Introduction Survey, and facilitated an interactive visioning exercise utilizing a large wall graphic. The meeting concluded with a discussion of next steps including future engagement efforts and vision and goal development based on community input and the project team's existing conditions analysis.



AGENDA

1. Introductions and Agenda Overview

Participants introduced themselves and reviewed the meeting agenda.

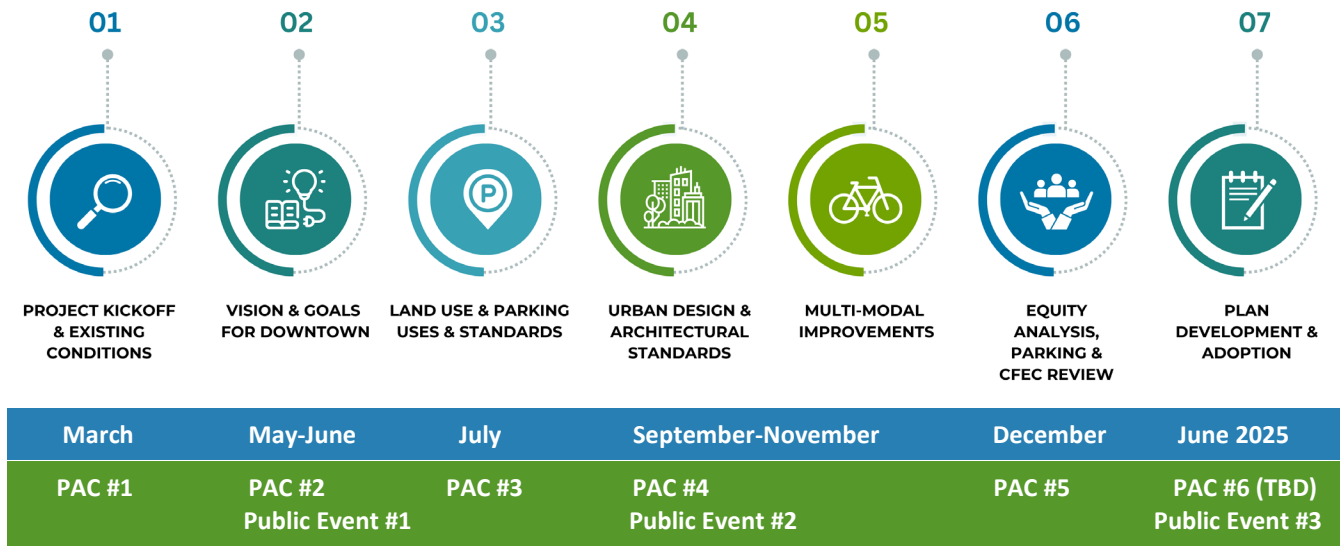
2. PAC Charter

Participants reviewed the PAC Charter which provides clarity on the decision-making structure for the project, identifies specific roles and responsibilities of the PAC and the Medford community, establishes conditions of membership and standards of conduct, and summarizes the PAC meeting process.

3. Project Scope/Deliverables

Participants reviewed and shared their thoughts on the Downtown 2040 Plan’s planning process, key deliverables, engagement, and project timeline. Figure 1 below was included in the meeting presentation and summarizes the project’s planning process and timeline. Dates are subject to change.

FIGURE 1: DOWNTOWN 2040 PLAN PROCESS



4. Downtown Medford Today and Tomorrow

Participants reviewed findings from the Downtown Introduction Survey and shared their thoughts on the future vision of Downtown Medford in 2040, opportunities to build on, and issues that need to be addressed to achieve the desired vision. A large wall graphic and participant sticky notes were used to facilitate this interactive discussion (see attachment at the end of this summary).

Existing Highlights

Participants were asked to list what they love about Downtown today. Access to Bear Creek and

walkability were the top highlights listed by participants. Key elements included:

- Level of activity and bustle of Downtown
- Access to Bear Creek
- Walkability and bike/pedestrian infrastructure within Downtown
- Historic architecture and alleys
- Diversity of services, food options, bars, and businesses
- Public spaces and parks
- Public art/murals
- Cultural and performing arts opportunities

Vision

Participants were asked to envision Downtown Medford in 2040. Key vision elements included:

- Vibrant, active, safe, and all-purpose regional destination that supports community gathering and diverse opportunities to live, work, eat, and play
- Diverse, affordable, and accessible range of opportunities and land uses
 - Less vacancies and more residential
- Increased multi-modal connectivity to and within Downtown
- Cultural and resource hub for community events and activities reflective of Medford's diversity

Opportunities

Participants were asked to identify opportunities to build on in Downtown. Key opportunities included:

- Enhancing multi-modal connections between Downtown amenities (parks, Bear Creek Greenway, etc.), the different districts/areas within Downtown, and other parts of Medford
- Developing Bear Creek as a community destination
- Providing more family-friendly, indoor, and outdoor community events and programming at various locations throughout Downtown
 - Music
 - Downtown Farmers Market
 - Cultural arts
- Extending hours for shopping, eating, and entertainment
- Improving cleanliness and safety
- Activation and development of vacant parking lots and buildings
- Adding more housing and mixed-use buildings that support a variety of activities and housing options

- Supporting small business development
- Embracing historic buildings and providing more interpretive signage to tell the story of Downtown

Issues

Participants were asked to identify issues that need to be addressed to capitalize on opportunities and achieve the shared vision elements for Downtown Medford in 2040. Key issues included:

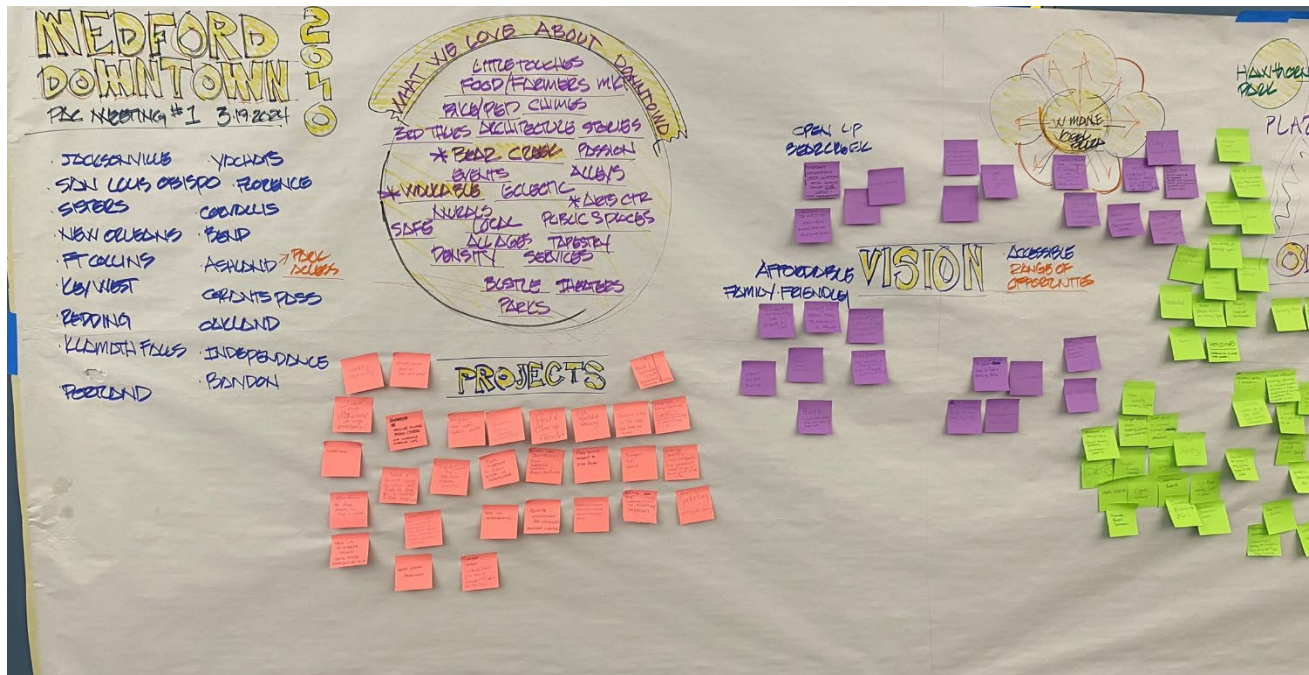
- Lack of cohesive strategic plan and measurable action items for Downtown
- Negative perceptions of safety, cleanliness, and the presence of homelessness
- Funding and capacity for additional programming and public participation
- Lack of housing options at various price points (affordable and market rate)
- Food access and additional urban amenities for future residential uses
- Indoor community event space
- Building vacancies and incentivizing Downtown investment
- Safe multi-modal connectivity within Downtown and to other parts of the city
- Community pushback to change
- Competition with more developed downtowns in the area (Ashland and Jacksonville)
- Parking limitations
- Beautification and streetscape amenities (covered public spaces, lighting, public art, green space, etc.)

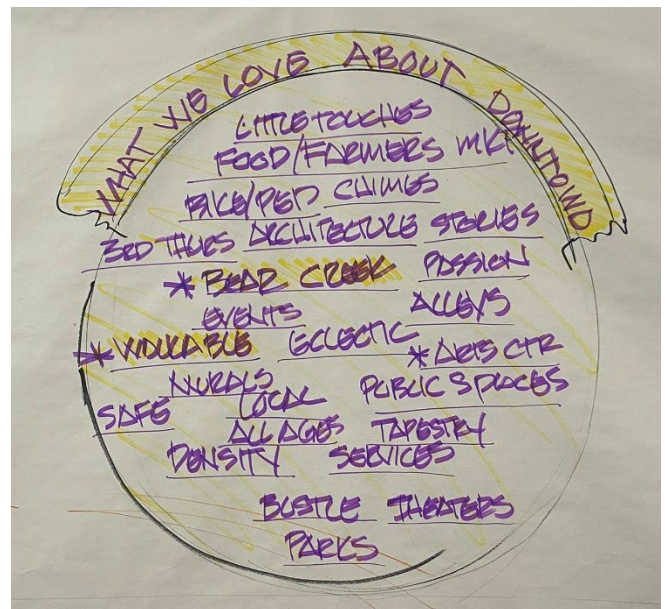
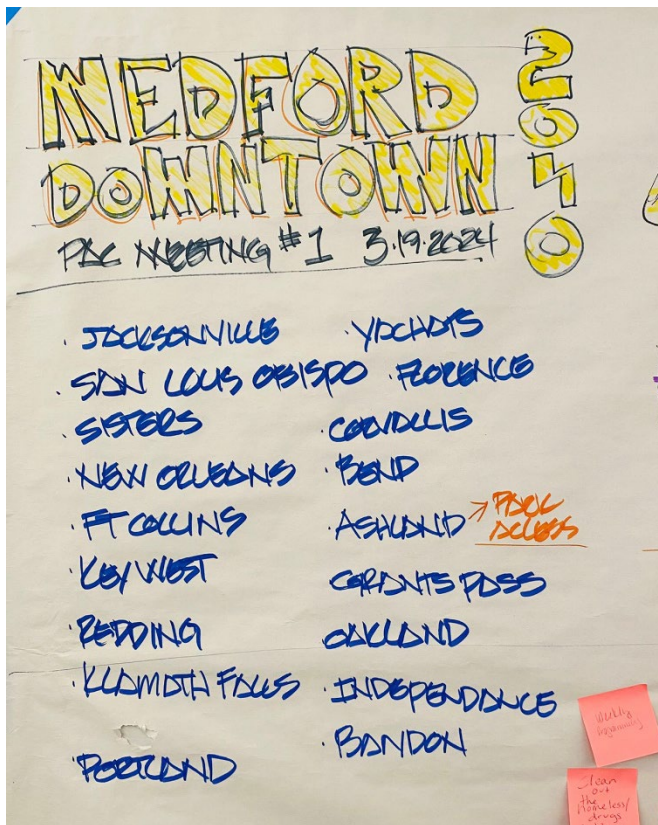
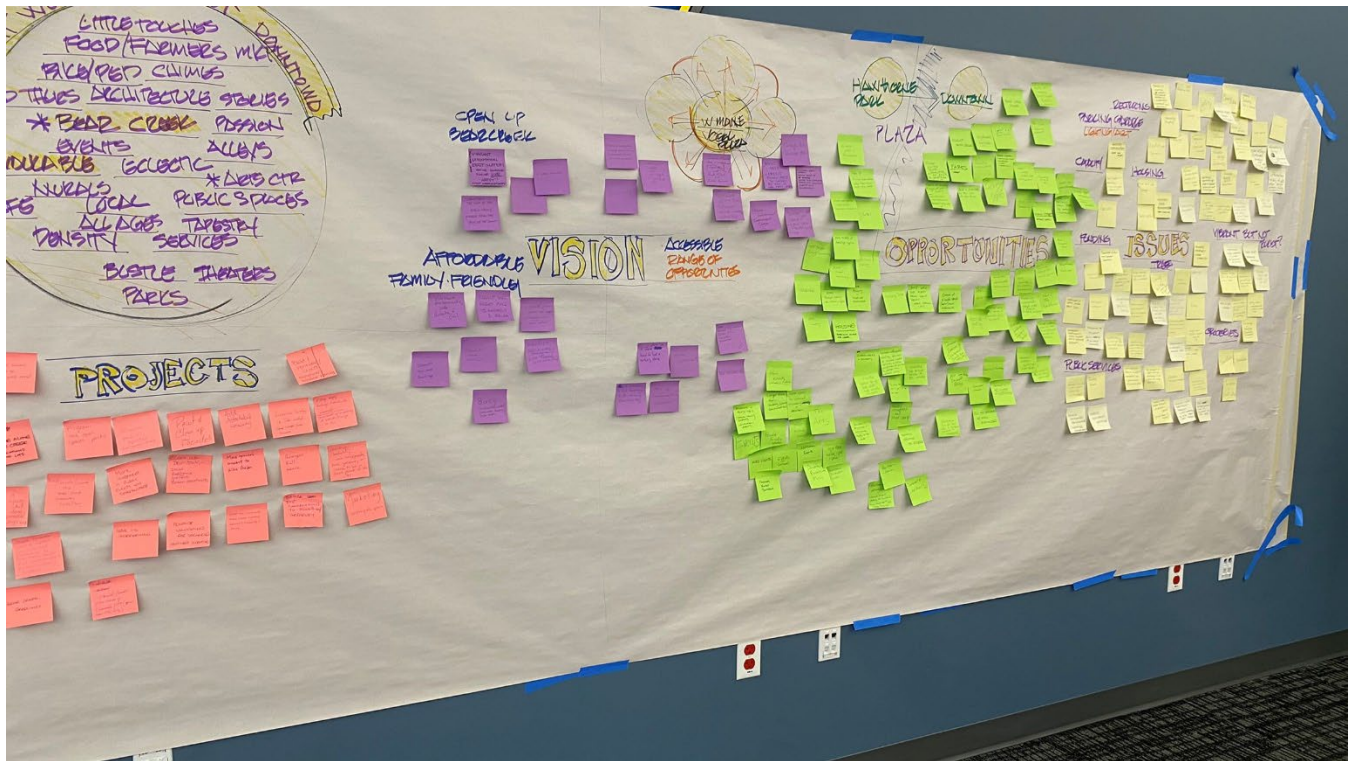
5. Next Steps/Close

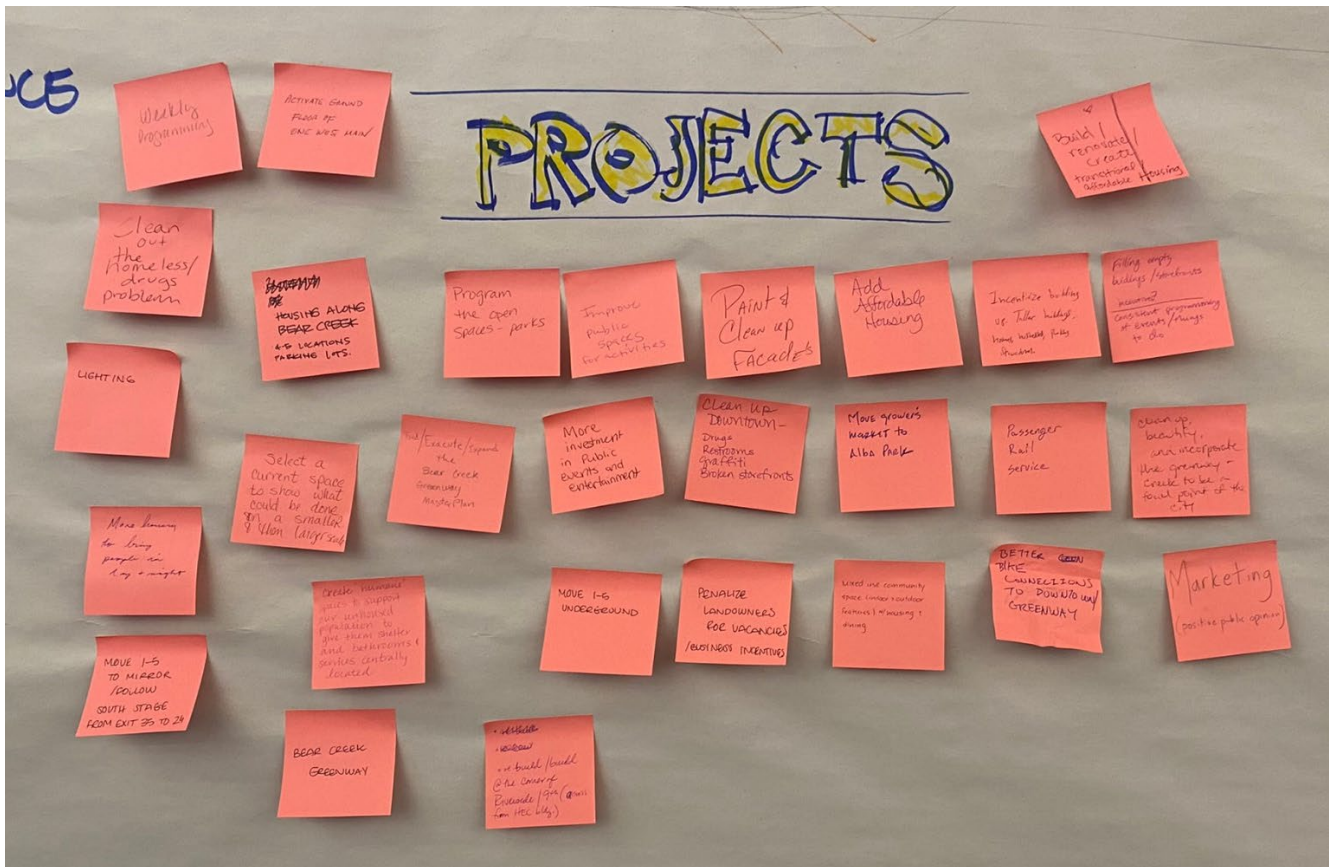
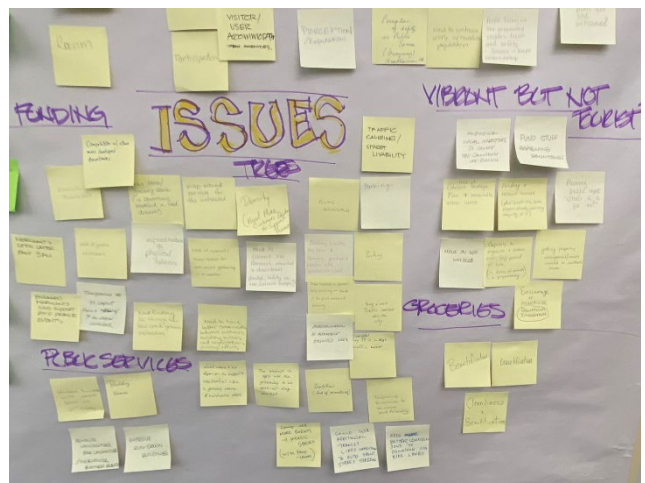
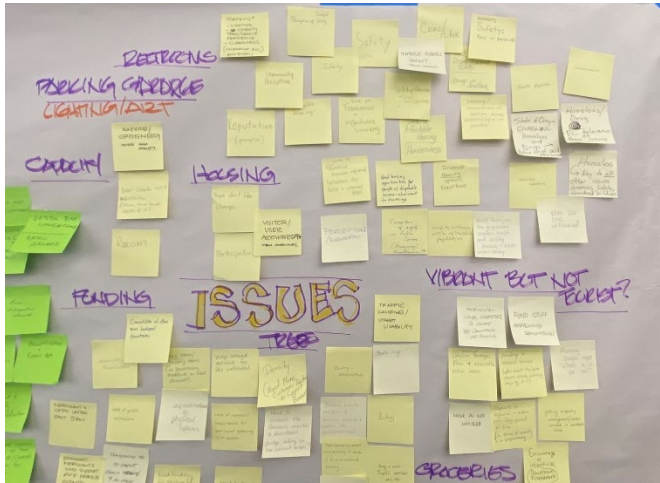
Participants reviewed and shared their thoughts on the project's next steps relating to engagement efforts and vision and goal development based on community input and the project team's existing conditions analysis.

ATTACHMENTS

Wall Graphic







SUMMARY

Public Advisory Committee Meeting #2



Date: October 1, 2024

Time: 1:00-3:00 PM

Location: Virtual

PARTICIPANTS

Consultant Team – MIG: Alex Dupey, Jessa Miller, Lauren Scott

City of Medford – Kelly Madding, Carla Angeli Paladino, Casandra Brown, Sarah Sousa, Liz Hamblin, Chris Olivier, Karl MacNair, Harry Weiss

Public Advisory Committee (PAC) – PAC Members

OVERVIEW

MIG, Inc., facilitated the second of six Public Advisory Committee (PAC) meetings on October 1, 2024, for the Medford Downtown 2040 Plan. The purpose of the meeting was to provide an update on the project and key deliverables; review and discuss the community input from the open house and survey; and explore potential urban design interventions in an interactive exercise.

The meeting was held virtually via Zoom and in-person at the Lausmann Annex for those who wanted to meet in-person to be part of the virtual meeting. City of Medford Interim Planning Director and Principal Planner, Carla Angeli Paladino kicked off the meeting and introduced the project team. The Consultant Team, led by Alex Dupey, then provided a status report on deliverables produced to date, reviewed findings from the Downtown community online survey, and facilitated an interactive exercise utilizing the collaborative online platform Mural to discuss the draft Downtown vision and goals, and proposed Downtown districts. The meeting concluded with a discussion of next steps including the development of urban design and architectural standards, identification of multi-modal improvements, and upcoming PAC meetings.

AGENDA

1. Welcome and Introductions

Participants introduced themselves and reviewed the meeting agenda.

2. Project Progress and Deliverables

Participants reviewed the Downtown 2040 Plan's planning process, project timeline, and key



EXHIBIT
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deliverables completed since the last PAC meeting in March. Figure 1 below was included in the meeting presentation and summarizes the project’s planning process and timeline.

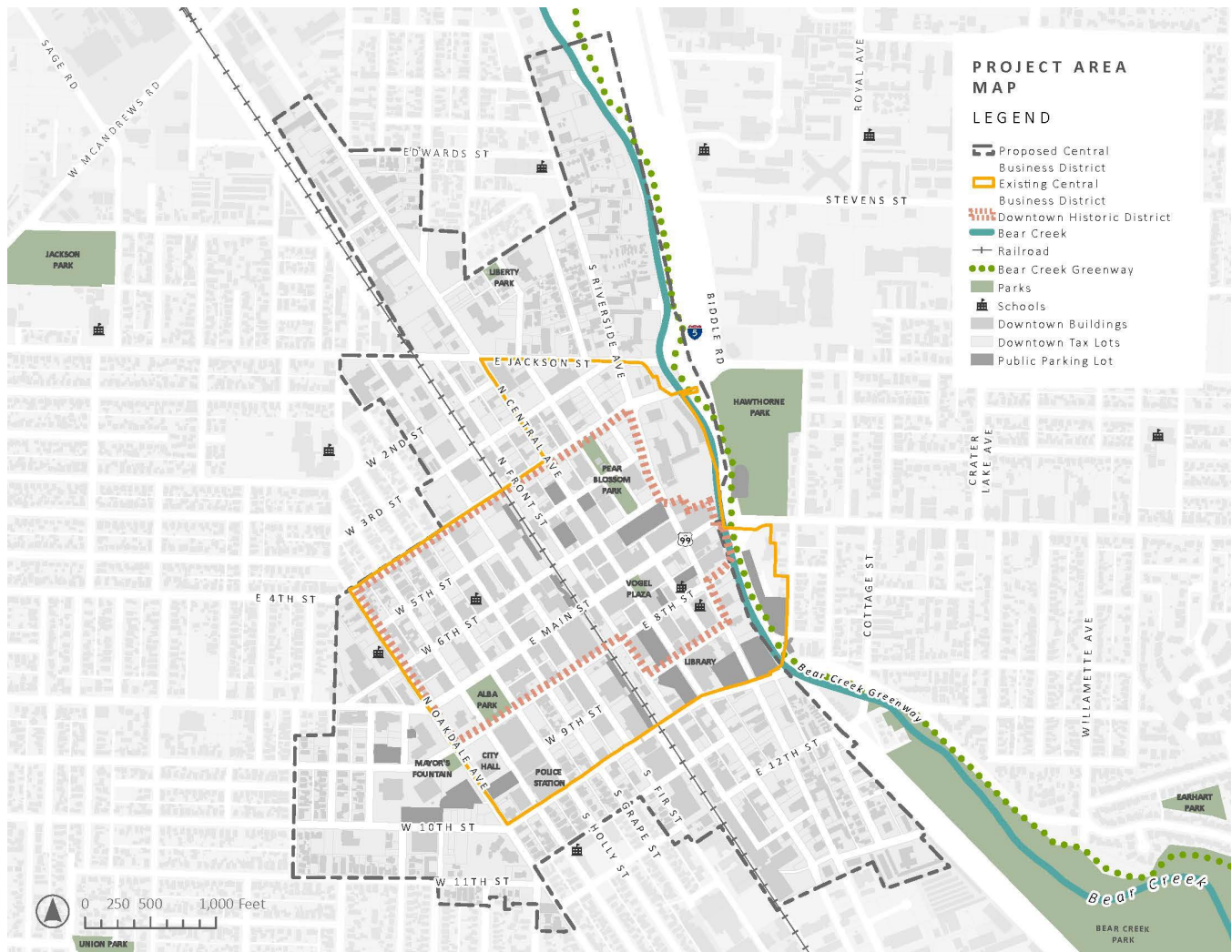
FIGURE 1: DOWNTOWN 2040 PLAN PROCESS



Participants also reviewed and provided feedback on the revised and expanded Downtown boundary, as shown in Figure 2 on the next page. Participant feedback included the following main points:

- Consider incorporating Hawthorne Park and areas to the south up to Cottage Street within the Downtown boundary.
- Multiple participants expressed concern about the large size of the proposed Downtown boundary since the current Downtown is already difficult to maintain. Consider squaring off the boundary where feasible and creating various areas or rings such as the Downtown core and the areas on the edges that are included within the Medford Climate Friendly Area.
- Consider including additional areas to the East of the proposed Downtown Boundary, like Hawthorne Park.

FIGURE 2: REVISED DOWNTOWN BOUNDARY MAP



3. Presentation/Discussion: Online Community Survey

Participants reviewed findings from the Downtown online community survey and shared their thoughts on the survey's key findings. A complete summary of the survey is included with this document (Appendix 1). Participant feedback included the following main points:

- Participants were not surprised that additional trees and landscaping was a key survey finding.
- Some participants thought additional lighting would have been a higher priority and added that community members have frequently requested additional lighting in Downtown, especially within Downtown alleys.
- Participants confirmed that perceptions of safety are a top concern as shown by the survey findings. Numerous urban form improvements identified by the survey would likely improve perceptions of safety.

- Bear Creek and the Bear Creek Greenway are important assets of Downtown but numerous improvements need to be made to support Downtown revitalization. Needed improvements include cleaning up trash, improving perceptions of safety, clarifying maintenance roles, and increasing connectivity.
- More people need to live Downtown to improve perceptions of safety and the overall revitalization of Downtown. This should be a top priority.

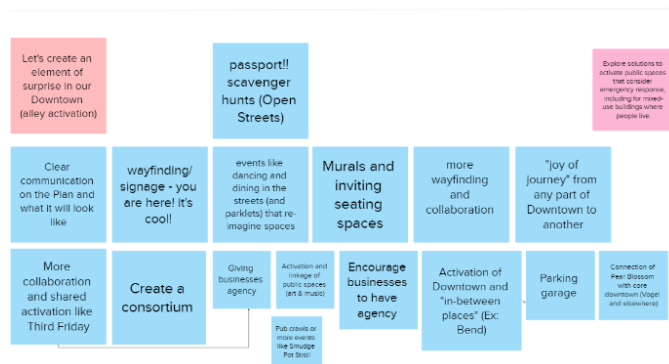
4. Interactive Exercise: Envisioning Tomorrow

Utilizing the collaborative online platform Mural, participants provided their feedback on the draft Downtown vision and goals, as well as the draft Downtown districts that will ultimately be used to inform urban form recommendations. Copies of each mural board completed during the meeting can be found in Appendix 2.

FIGURE 3: SNAPSHOT OF THE MURAL BOARD

GOAL 3: EXPLORABLE AND SURPRISING

Downtown Medford highlights its historic buildings and active public spaces through cohesive design, unique public art and amenities, and vibrant community gathering spaces.



GOAL 4: DOWNTOWN'S STORY

Downtown Medford communicates and elevates its historic, cultural, and creative elements through the unique and diverse stories of Downtown and the Medford community.



Draft Downtown 2040 Vision

Participants were asked to provide their thoughts on the draft vision statement, identify any missing elements, and suggest needed actions to achieve the vision. Participants agreed with the vision other than a few language changes. One participant suggested that it will be important to gain feedback from other Downtown stakeholders.

Draft Downtown 2040 Goals

Participants were asked to provide their thoughts on the draft goals, identify any missing elements, and suggest needed actions to achieve the goals. Participants agreed with the goals and provided numerous recommendations for specific actions or improvements needed to achieve them. Key improvements needed to achieve each goal are outlined below.

Goal 1: Regional Destination

- Collective investment in Downtown paired with time, money, and resources
- Clear action plan for implementation that identifies roles and responsibilities
- More programming opportunities that are accessible to all ages
- Expanded education opportunities
- Acknowledge competing regional destinations in the area

Goal 2: Sustained Growth

- Mix of housing types
- Clear action plan for implementation that identifies roles and responsibilities

Goal 3: Explorable and Surprising

- Activation of Downtown alleys and “in-between” spaces
- Connect Pear Blossom Park to the rest of Downtown
- More collaboration and shared activation, like Downtown Third Friday
- Wayfinding and signage
- Programming with interactive activates, like the Open Streets scavenger hunt
- Murals
- Inviting seating places
- Give businesses agency

Goal 4: Downtown’s Story

- More murals and interpretive elements that highlight local history (Indigenous, railroad, sports, Spock, etc.)
- Downtown basement crawl
- Connect with Southern Oregon Historical Society

Goal 5: Livable Community

- Need for supportive daily services (grocery store, drug store, pharmacy, hardware store, etc.)

- Family-friendly entertainment
- Variety of housing options for different income levels
- Pedestrian streets
- Indoor/outdoor dining destination like the Phoodery in Phoenix

Goal 6: Age-Friendly

- More seating
- More shopping
- Affordable housing
- Outdoor dining options
- Year-round gathering spaces

Goal 7: Multimodal Connectivity

- Encourage multimodal transportation including safe walking and biking, while maintaining safety including emergency response
- Better connectivity between Pear Blossom Park and Main Street, and to the Bear Creek Greenway
- Wayfinding
- Convenient bike parking
- Accessibility audit
- Pedestrian streets

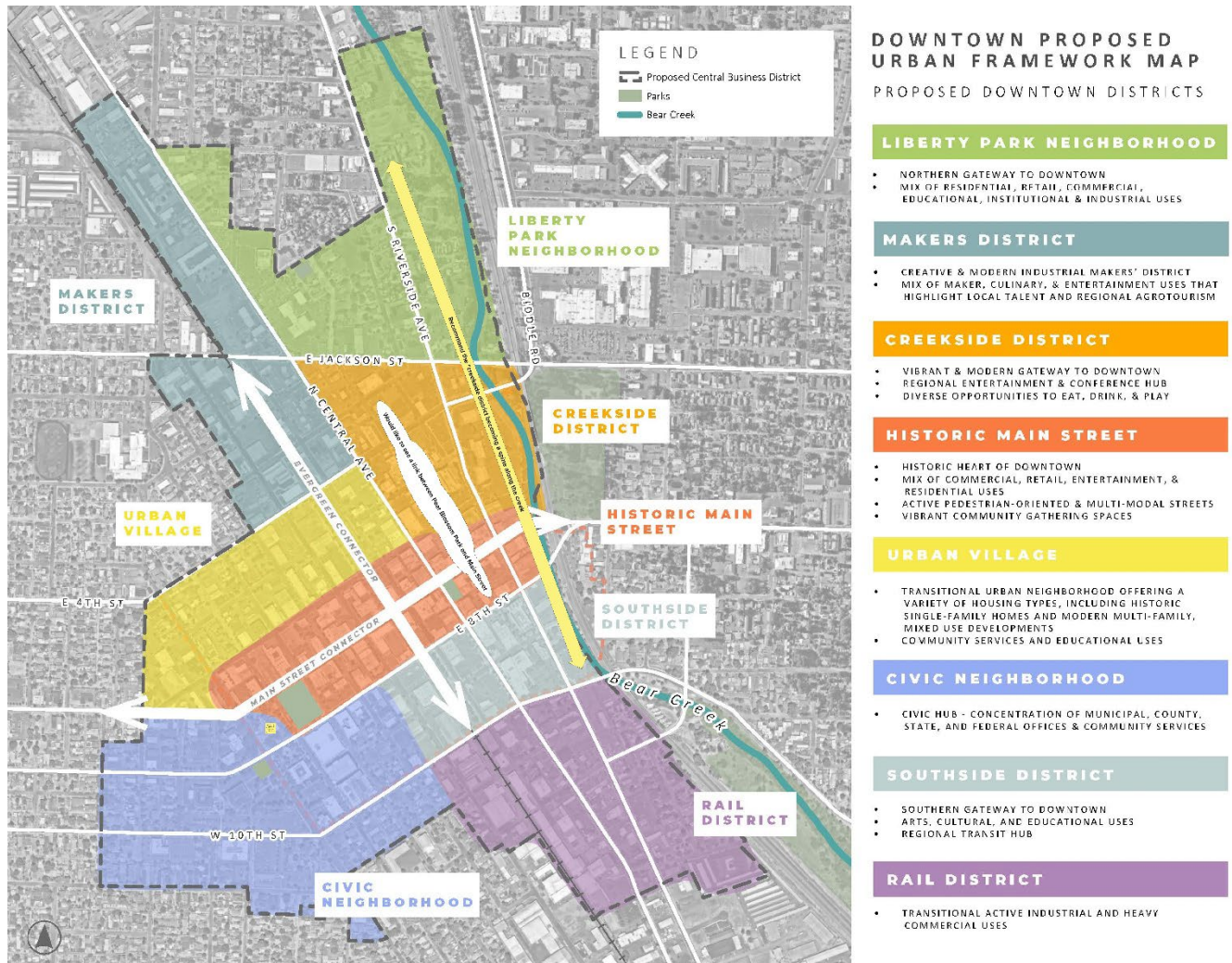
Goal 8: Community Partnerships

- Program that connects local entrepreneurs to vacant storefronts for pop-ups
- Business incentives (low rent, short-term leases)
- Continue investment in Downtown Third Fridays

Envisioning Tomorrow Exercise

Participants were introduced to the draft Downtown districts map. The next PAC meeting will include a more in-depth discussion of this map and what the PAC members would like to see in each district.

FIGURE 3: DRAFT DOWNTOWN DISTRICTS MAP



5. Wrap-up and Next Steps

Participants reviewed the project's next steps relating to upcoming and ongoing deliverables as well as the next PAC meeting which is expected to be held in mid-November.

SUMMARY

Public Advisory Committee Meeting #3



Date: November 19, 2024

Time: 2:00-4:00 PM

Location: Virtual

PARTICIPANTS

Consultant Team – MIG, Inc.: Alex Dupey, Jessa Miller, Lauren Scott; ARG: Matthew Davis; Kittleson & Associates, Inc: Matt Bell

City of Medford –Carla Angeli Paladino, Casandra Brown, Sarah Sousa, Liz Hamblin, Karl MacNair, Kim Trimiew

ODOT - Ian Horlacher, Jennifer Boardman

Public Advisory Committee (PAC) – PAC Members

OVERVIEW

MIG, Inc., facilitated the third of six Public Advisory Committee (PAC) meetings on November 19, 2024, for the Medford Downtown 2040 Plan. The purpose of the meeting was to provide an update on the project and key deliverables including the draft code framework and development scenario analysis; discuss the vision and defining features of proposed downtown subdistricts; and explore different streetscape types that could apply in downtown.

The meeting was held virtually via Zoom and in-person at the Lausmann Annex for those who wanted to meet in-person to be part of the virtual meeting. Carla Angeli Paladino from the City of Medford kicked off the meeting and introduced the project team. The Consultant Team then provided a status report on deliverables produced to date, reviewed findings from a parking analysis of downtown, and facilitated an interactive exercise utilizing the collaborative online platform Mural to discuss the proposed Downtown districts and streetscape types. The meeting concluded with a discussion of next steps including the development of the draft plan and development code chapter and upcoming PAC meetings.

AGENDA

1. Welcome and Introductions

Participants reviewed the meeting agenda.



2. Project Progress

Participants reviewed the Downtown 2040 Plan’s planning process, project timeline, and key deliverables completed since the last PAC meeting in October. Figure 1 below was included in the meeting presentation and summarizes the project’s planning process and timeline.

FIGURE 1: DOWNTOWN 2040 PLAN PROCESS



3. Deliverable Review

The Consultant Team provided an overview of Memos #3 and #5 included in the PAC meeting packet that identified the proposed framework for the new downtown zone and described the process and outcomes for the development scenario analysis.

Participant feedback primarily focused on questions regarding the scenario analysis and included questions on how land uses and buildings were selected in the scenario planning tool (Urban Footprint) and how buildings were oriented. It was also noted that additional open space would likely have to be set aside to keep up with housing and job growth downtown and maintain parkland level of service standards.

The Consultant Team also reviewed the parking analysis included in the packet for PAC meeting #2. This included a summary of existing parking conditions, Climate Friendly and Equitable Communities (CFEC) regulations, and potential parking policies and strategies.

4. Interactive Exercise: Downtown 2040

Utilizing the collaborative online platform Mural, participants provided their feedback on the draft Downtown districts and proposed streetscape types that will ultimately be used to inform urban form recommendations. Copies of each mural board completed during the meeting can be found in Appendix 1.

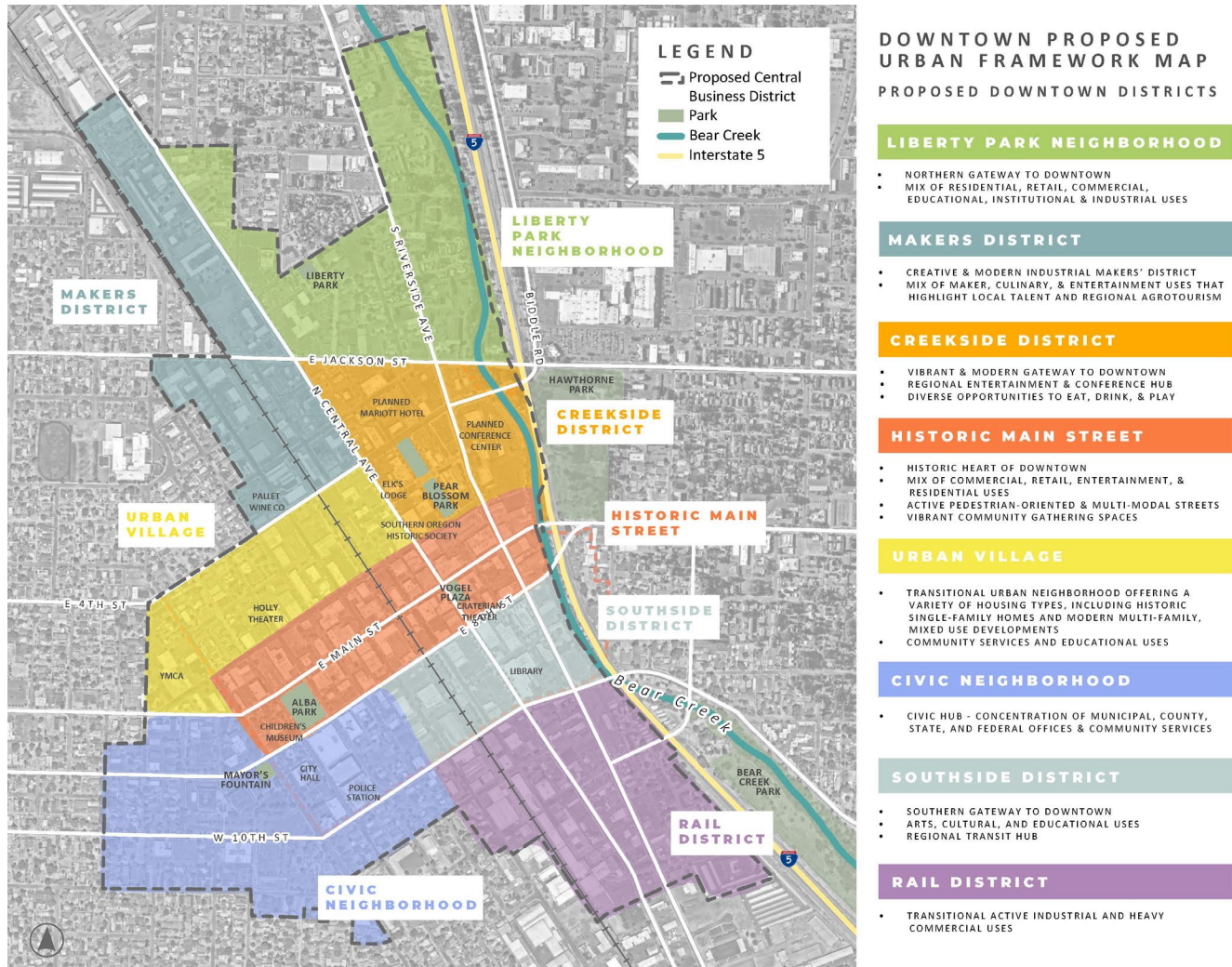
FIGURE 2: SNAPSHOT OF THE MURAL BOARD



Draft Downtown Districts

Participants reviewed the draft Downtown districts map that was briefly covered at the last meeting. PAC members were asked to identify what each district should look like in 20 years and any defining features or spaces within each district.

FIGURE 3: DRAFT DOWNTOWN DISTRICTS MAP



Participant input on each of the districts is summarized below.

Liberty Park Neighborhood

- Hub for workforce housing, growing popularity due to proximity to the heart of downtown (Holly Theater & Entertainment District)
- Residential neighborhood with walkable access to amenities like grocery stores, restaurants, public transportation, and school.

Makers District

- Eclectic, creative vibe
- Boutique hotels
- Incubation space for low-intensity manufacturers (permanent crafters). The district south

of Downtown has lots of warehouses prime for redevelopment

- Ultimate artist lofts
- Showcase local food crafters (e.g., wine, cheese)
- Adjacent space to the heart of downtown to create more eateries
- Proximity to transportation and micromobility options that complement regional tourism opportunities

Creekside District

- Pedestrian oriented boardwalk
- Service oriented businesses
- Opportunity to honor natural and indigenous histories
- Improve bicycle and multi-modal infrastructure and connections to the Bear Creek Greenway
- The district should include Hawthorne Park
- Opportunity to add more hotel occupancy near the new convention center
- The district could extend from the mall to Barnett

Historic Main Street

- Entertainment and dining options available after 8 PM
- Low rate of vacant storefronts
- Improved sense of inclusivity fostered by business owners and the types of businesses on Main Street

Urban Village

- Grocery stores and other services to support daily residential needs and employment
- Increased housing density
- Rooftop bar, restaurant, or lounge

Civic Neighborhood

- Better connections to W Main Street with improved pedestrian and bicycle infrastructure with an eventual connection to Jacksonville

Southside Neighborhood

- Larger RVTD transit hub at Front Street Station. Beginning/end for bus rapid transit lines going South to Ashland and North to Central Point

- Infill development
- Improved building owner investments
- Enhanced streetscape qualities like street trees

Rail District

- Improved pedestrian infrastructure and welcoming streetscape with street trees, widened sidewalks, on-street parking
- Redevelopment needed along Central and Riverside

Draft Downtown Street Types

During the second part of the interactive exercise, PAC members reviewed the draft street types (pedestrian, access, and through) and a map showing where the street types could potentially apply. Participants noted that the pedestrian street type should be renamed as it could imply the other streets are not meant for pedestrians. Other feedback included noting that 10th Street should be a pedestrian street as it is one of the only through streets with access and improvements on Siskiyou would result in an improved pedestrian experience and that the blocks along Bear Creek, between the proposed conference center and 10th Street seem the most important in terms of redevelopment.

5. Wrap-up and Next Steps

The Project Team reviewed the project's next steps relating to upcoming and ongoing deliverables as well as the next PAC meeting which is expected to be held in late January.



Downtown Open House #1 Summary

MEDFORD DOWNTOWN 2040 PLAN

August 16, 2024



PURPOSE

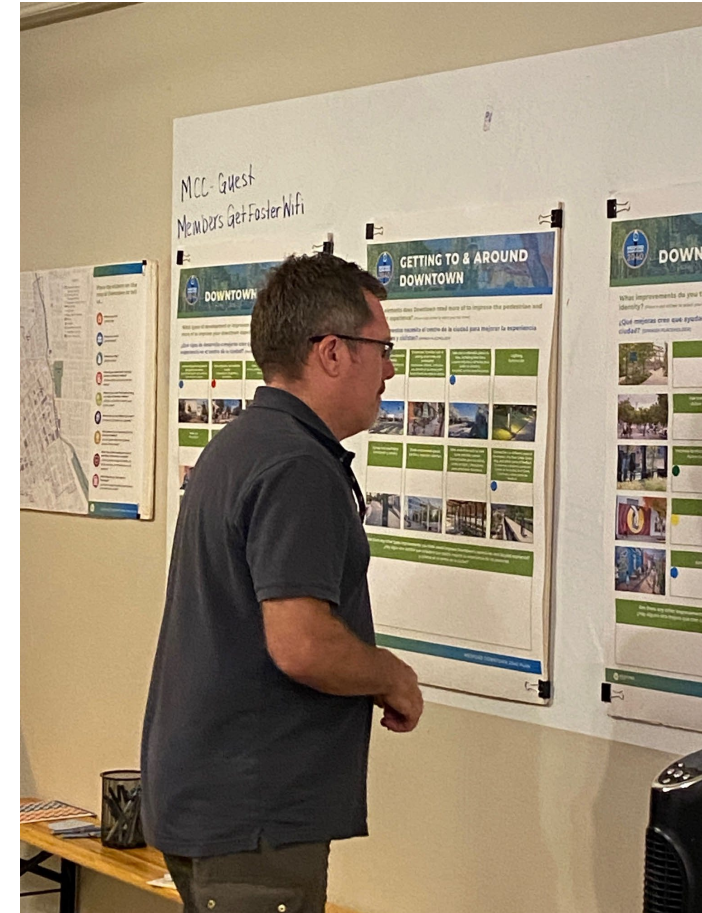
The City of Medford is developing the Medford Downtown 2040 Plan to advance community goals and identify opportunities to:

- Increase housing options for all;
- Foster business retention and growth;
- Make downtown a safe, convenient place to walk and bike; and
- Promote a vibrant sense of place.

As part of the planning process the City held a Downtown Open House on **August 16, 2024**. The purpose of the Open House was to provide an opportunity for community members to learn more about the Medford Downtown 2040 Plan and provide feedback on the proposed Downtown vision and goals, as well as desired improvements for Downtown.

FORMAT

The Open House was designed to be a bilingual and family-friendly event in conjunction with the monthly Downtown Third Friday Medford event. The Open House was held at a Downtown business, the Medford Cowork Collective. Six informational boards and interactive exercises were included for attendees to learn more about the project and share their ideas for the future of Downtown. City staff attended the Open House to answer community questions and facilitate the interactive exercise stations.



PROMOTION

The open house was promoted with the community through several methods in both English and Spanish including:

- A media kit released to 50+ community partner organizations
- Multiple posts across City social media channels
- Email and text notifications to 5,000+ subscribers (City eNewsletter, Events, Parks, and Rogue X audiences)
- Notification of all 500+ City staff



PROMOTIONAL SURVEY AND OPEN HOUSE POST CARD
Provided in Spanish on flipside

KEY FINDINGS



Aligned Vision and Goals

Most respondents think the draft vision and goals align with their ideas for Downtown by 2040. Other ideas to incorporate into the goals include extended business hours and more nightlife.



More community gathering spaces with active programming

There is a desire for more gathering spaces like parks and plazas with live music, public art, seating, public restrooms, greenspace, and community events.



More vibrant, pedestrian friendly, and safe streets and alleys

There is a desire for more pedestrian friendly streets and activated alleys that facilitate safe multimodal connections, support a vibrant Downtown environment, and highlight downtown restaurants and businesses.



More retail, restaurants, and diverse nightlife options

Many respondents expressed an interest in more retail options, a wider variety of food options with outdoor seating, and more diverse nightlife options.

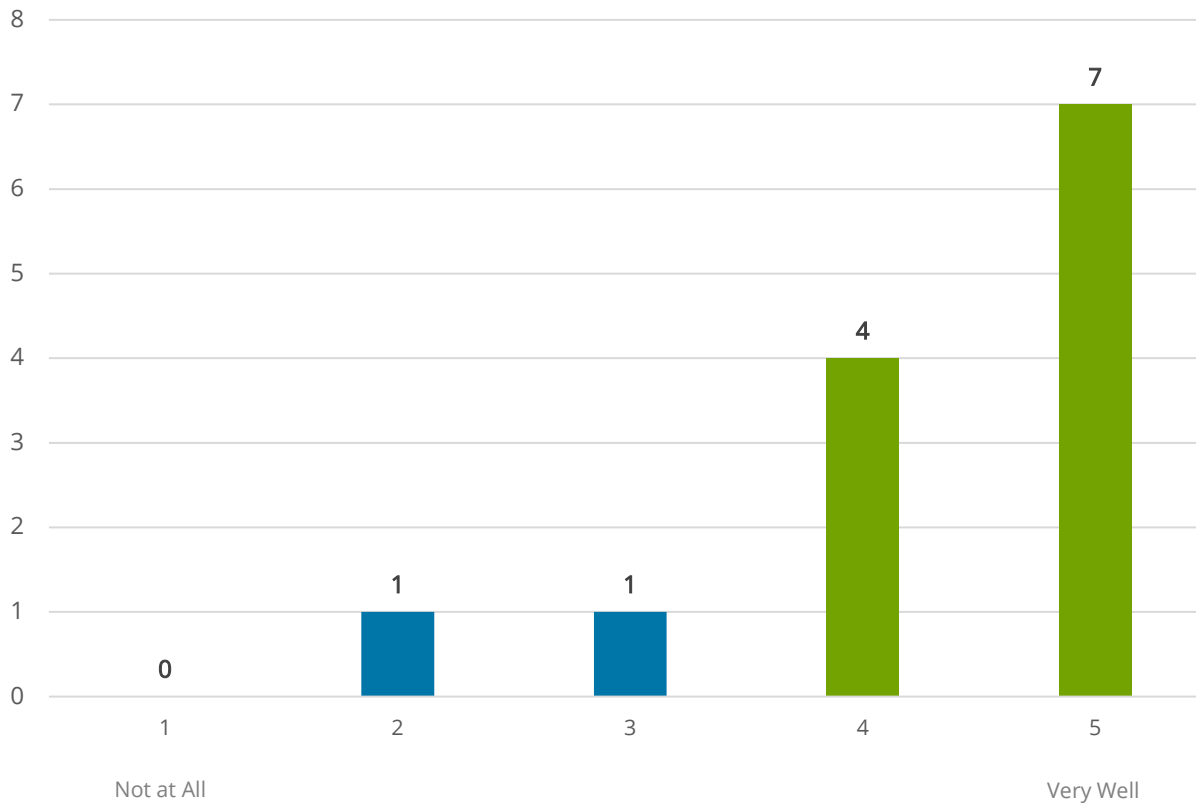
INTERACTIVE EXERCISE RESULTS



INTERACTIVE EXERCISE #1

How well does the draft vision align with your ideas for Downtown by 2040?

(on a scale from 1-5)



Draft Medford Downtown 2040 Plan Vision Statement:

Downtown Medford is a vibrant, active, and welcoming mixed-use urban center that uniquely represents our community as the Rogue Valley's regional destination, providing residential, business, and entertainment opportunities that are accessible to everyone.

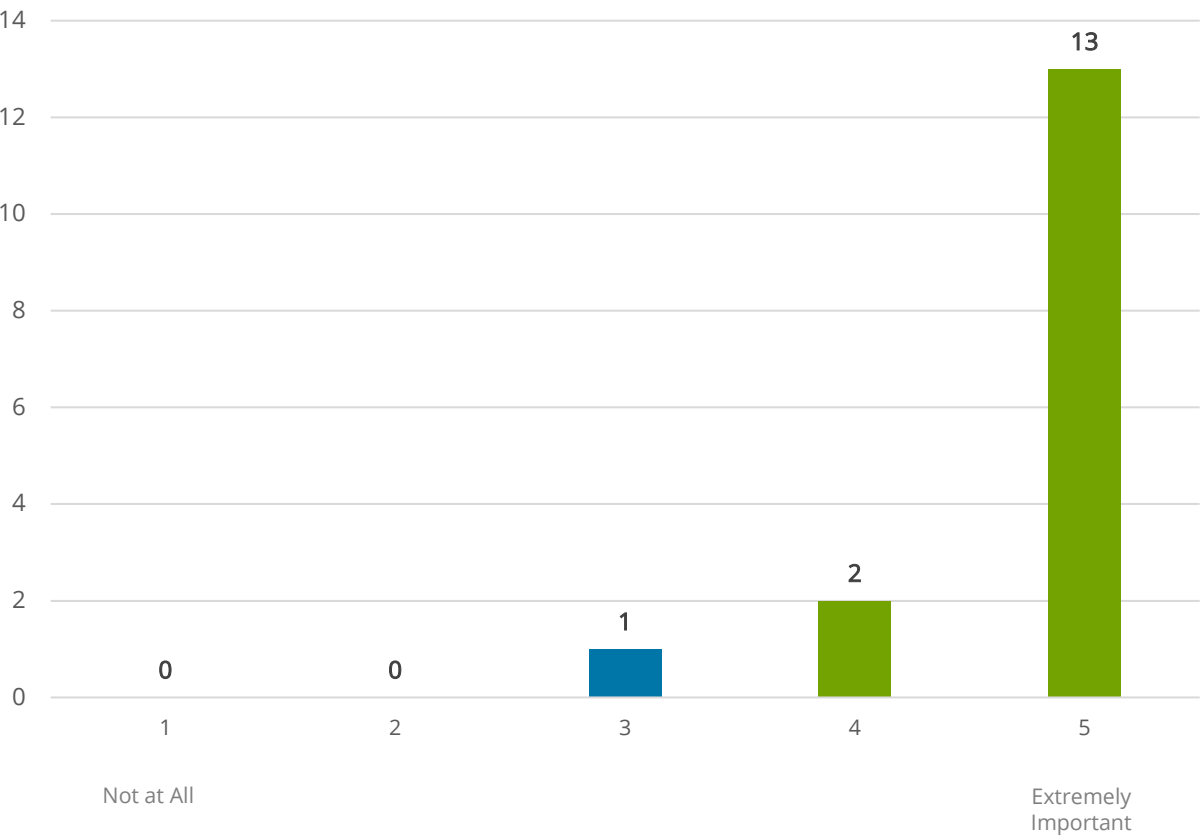
OTHER COMMENTS:

- Need for higher standard of aesthetics and improvements to blighted buildings along Riverside.
- Need for "cultured personality": more art, beauty, and retail.
- Need to highlight how Downtown is unique
- Vision feels too vague to support investment in Downtown

INTERACTIVE EXERCISE #2

How important is each goal to you and the future of Downtown Medford?

GOAL 1: REGIONAL DESTINATION

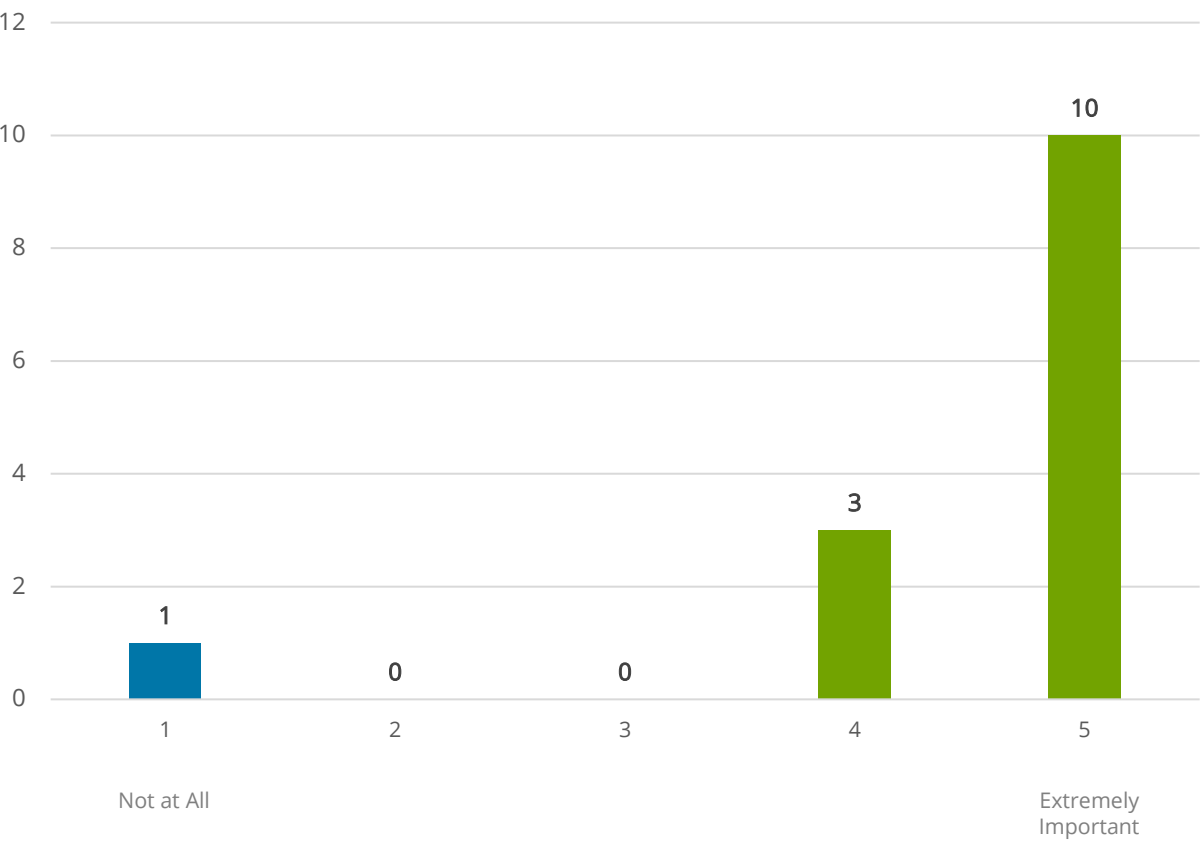


GOAL 1: Regional Destination
Downtown Medford is a vibrant destination that attracts Medford residents and visitors from the region with retail and restaurants, cultural events, entertainment, and recreation activities.

INTERACTIVE EXERCISE #2

How important is each goal to you and the future of Downtown Medford?

GOAL 2: SUSTAINED GROWTH

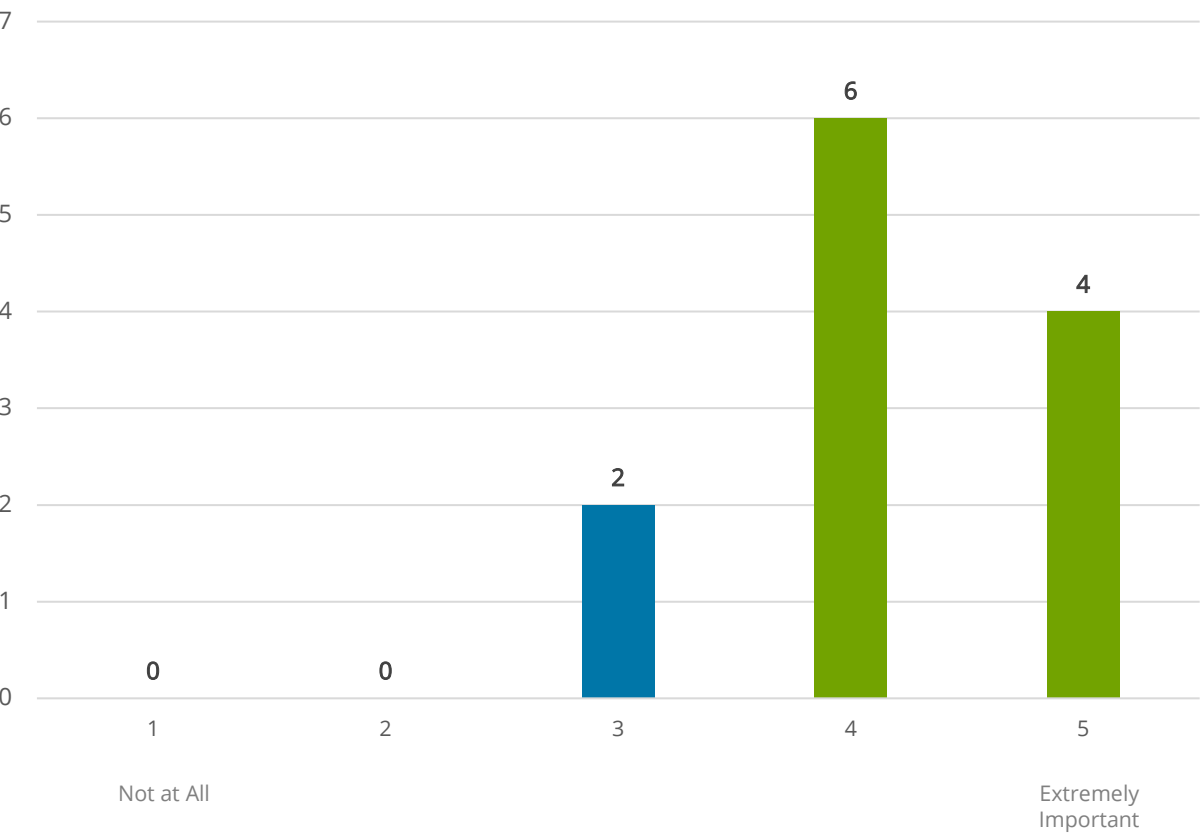


GOAL 2: Sustained Growth
Downtown Medford grows and develops as the Rogue Valley's largest urban service center with a diverse mix of land uses, multimodal options, and community amenities.

INTERACTIVE EXERCISE #2

How important is each goal to you and the future of Downtown Medford?

GOAL 3: EXPLORABLE AND SURPRISING

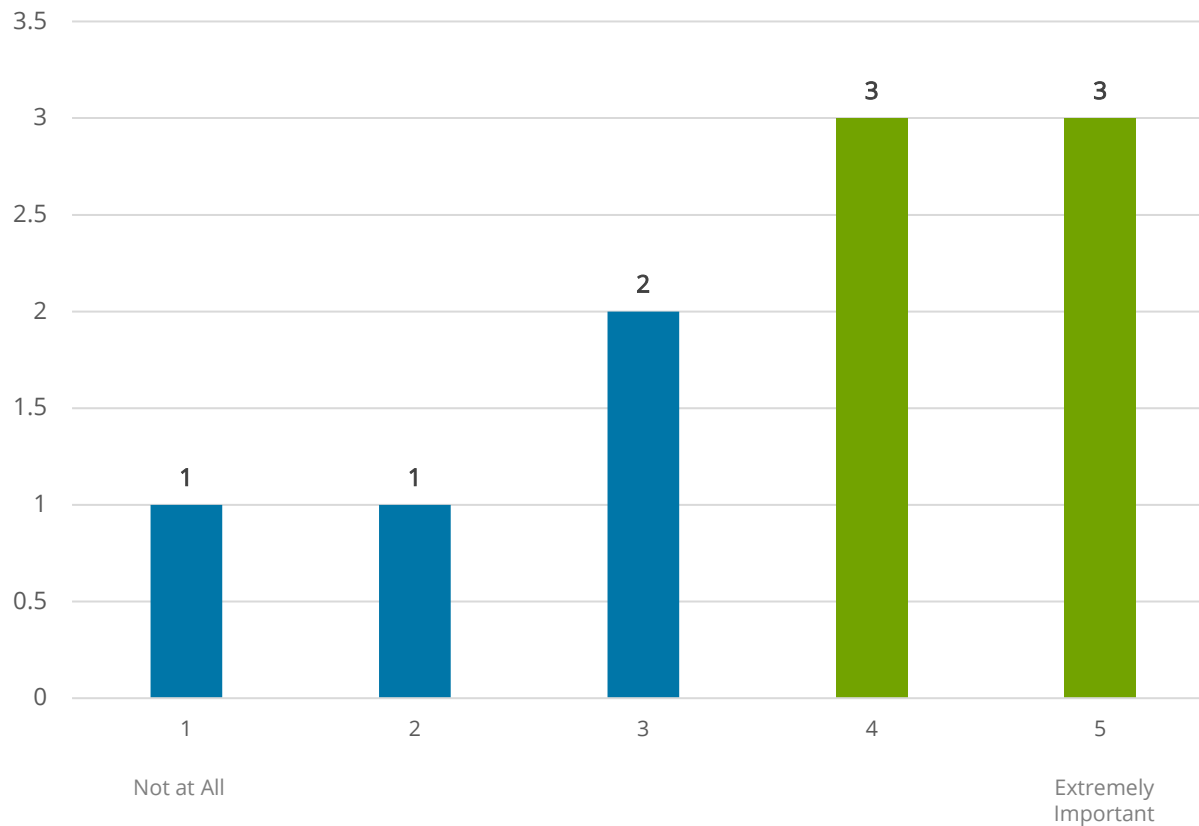


GOAL 3: Explorable and Surprising
Downtown Medford highlights its historic buildings and active public spaces through cohesive design, unique public art and amenities, and vibrant community gathering spaces.

INTERACTIVE EXERCISE #2

How important is each goal to you and the future of Downtown Medford?

GOAL 4: DOWNTOWN'S STORY



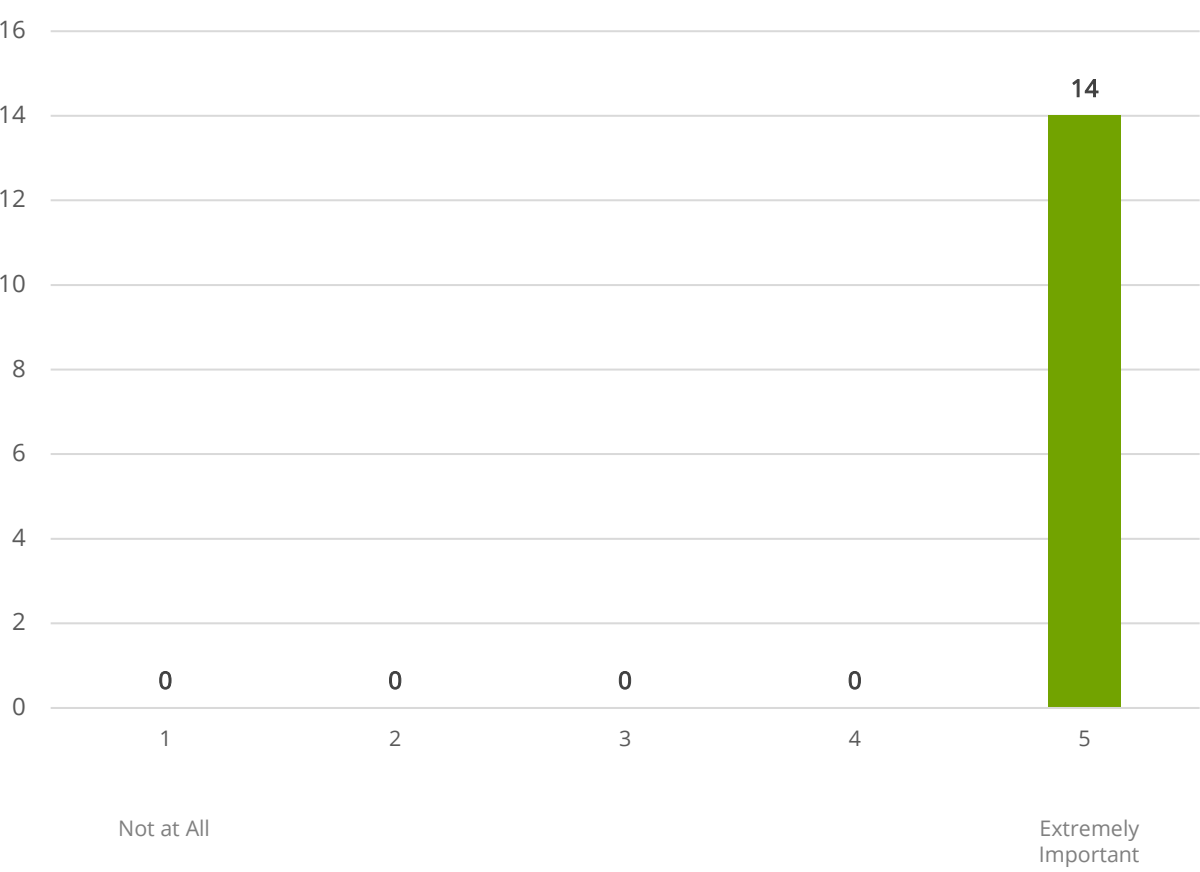
GOAL 4: Downtown's Story

Downtown Medford communicates and elevates its historic, cultural, and creative elements through the unique and diverse stories of Downtown and the Medford community.

INTERACTIVE EXERCISE #2

How important is each goal to you and the future of Downtown Medford?

GOAL 5: LIVABLE COMMUNITY

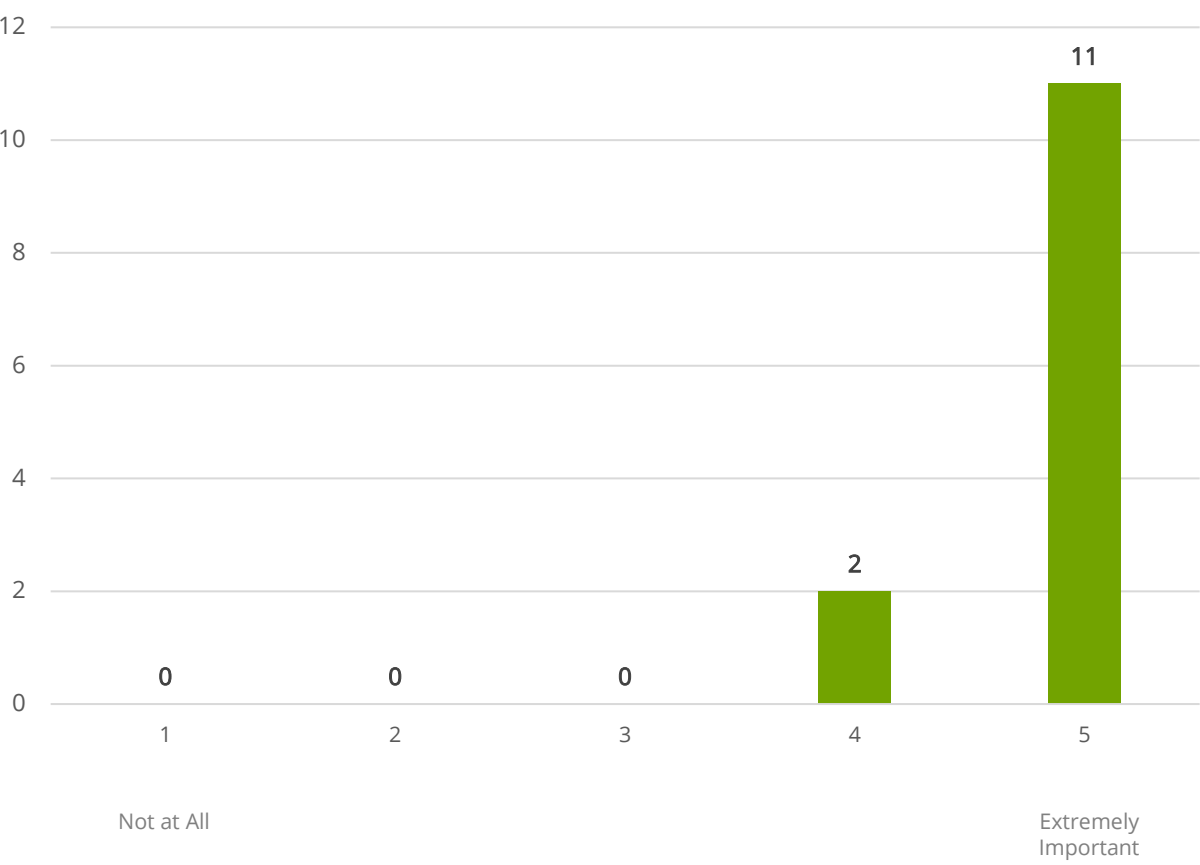


GOAL 5: Livable Community
Downtown Medford is an inclusive, family-friendly, and livable community that is accessible to all ages, abilities, races, and socioeconomic levels.

INTERACTIVE EXERCISE #2

How important is each goal to you and the future of Downtown Medford?

GOAL 6: AGE-FRIENDLY

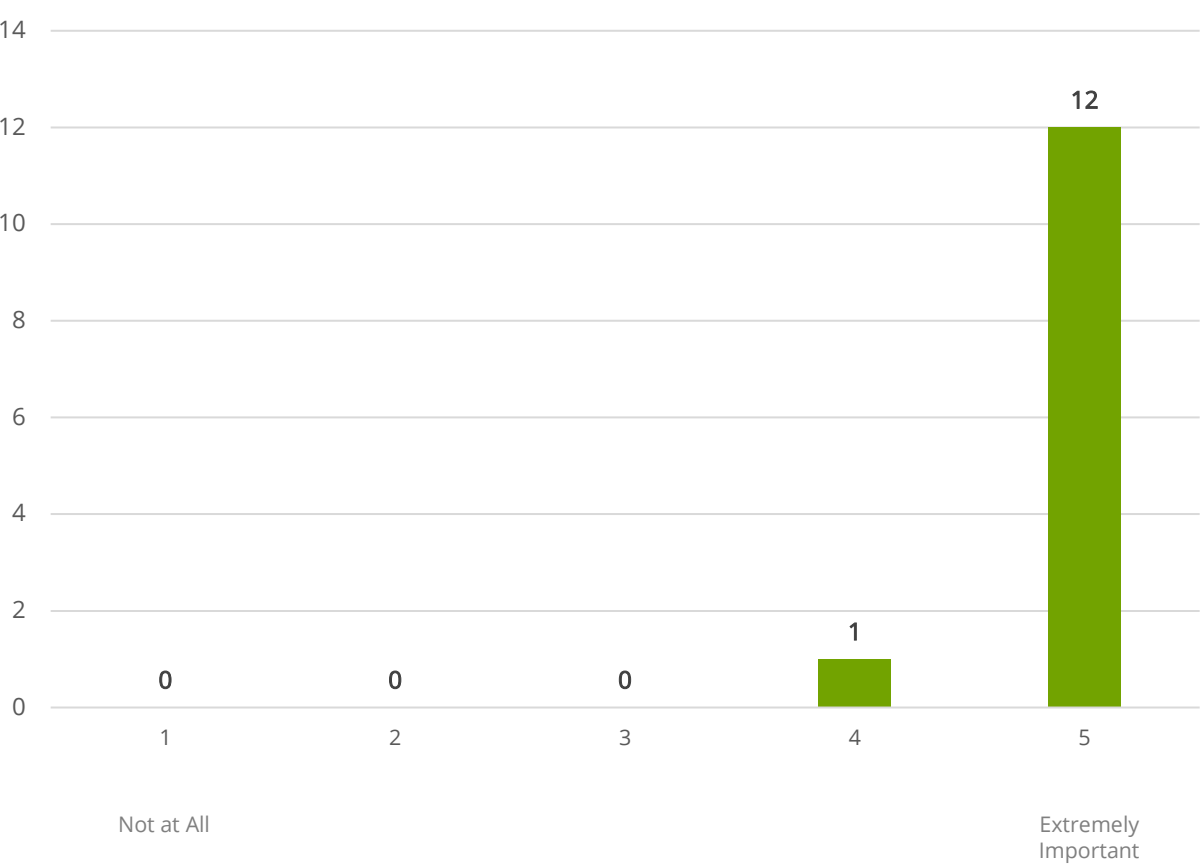


GOAL 6: Age-Friendly
Downtown Medford has a diverse blend of housing types at various price points with access to convenient services, employment and education opportunities, and community amenities within easy walking distance for people of all ages.

INTERACTIVE EXERCISE #2

How important is each goal to you and the future of Downtown Medford?

GOAL 7: MULTIMODAL CONNECTIVITY

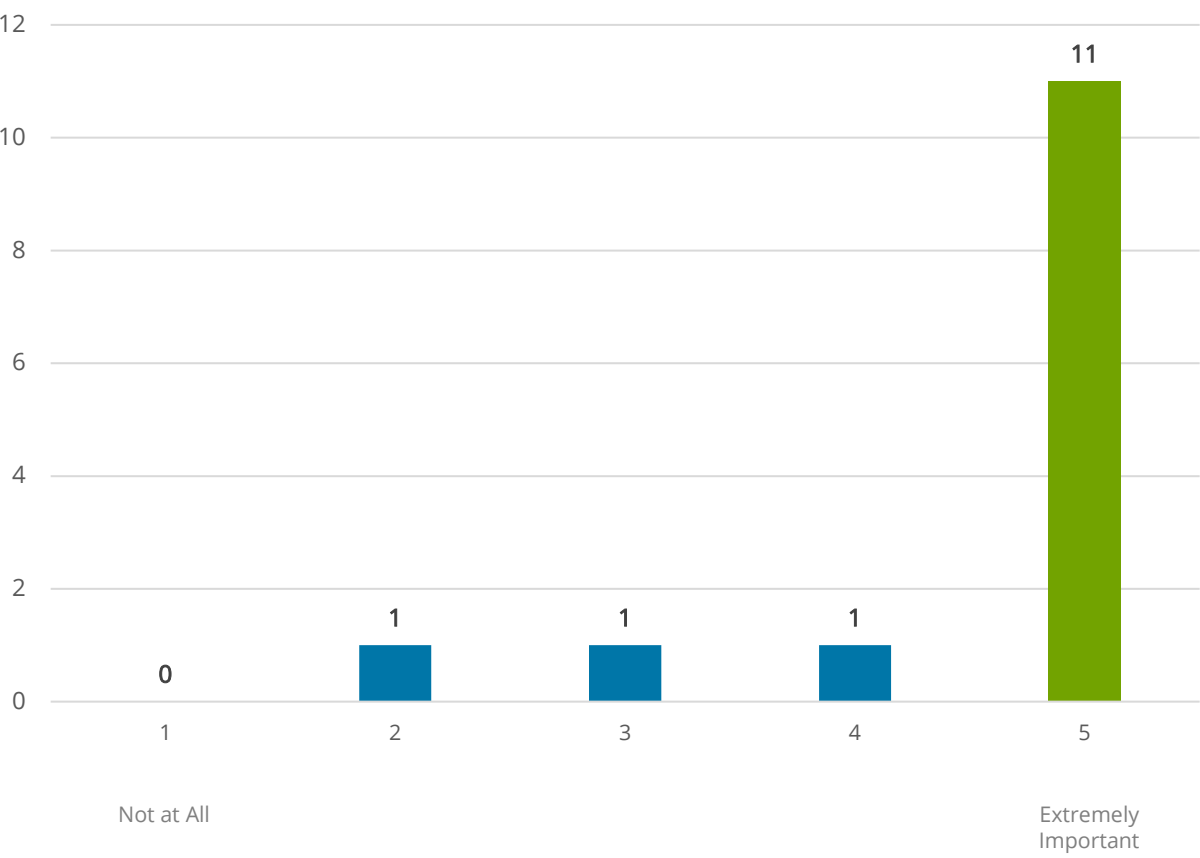


GOAL 7: Multimodal Connectivity
Downtown Medford is easy and safe to get to and around by foot and bike while also providing a full range of multimodal transportation opportunities.

INTERACTIVE EXERCISE #2

How important is each goal to you and the future of Downtown Medford?

GOAL 8: COMMUNITY PARTNERSHIPS



GOAL 8: Community Partnerships
Downtown Medford is a district supported and strengthened by community partnerships that leverage public, institutional, commercial, and private investments and resources to support downtown revitalization, economic growth, and resiliency.

INTERACTIVE EXERCISE #2

Are there any other goals that should be considered?



**More
nightlife**



**Extended
business
hours**



**More businesses
open the entire
weekend**

INTERACTIVE EXERCISE #3

What types of development or improvements do you think Downtown needs more of to improve your downtown experience? *(select top three)*



INTERACTIVE EXERCISE #3

What types of development or improvements do you think Downtown needs more of to improve your downtown experience? *(select top three)*

OTHER COMMENTS:

- More gathering spaces
- Live music/arts
- Open concepts like Skout in Ashland
- More attractions Downtown to draw traffic
- Make pedestrian street(s) with plazas
- LGBTQIA friendly spaces
- Higher activation of Vogel Plaza – central location in downtown core with big opportunity
- Light the alleys (like in Bend)
- Indoor event spaces
- Nightlife options not centered on alcohol
- Public restrooms
- Restaurants with counter-ordering
- Housing and gathering spaces or homeless people
- More trees and greenery
- Development standards to address extreme heat



*Tin Pan Alley, Downtown, Bend
OR*



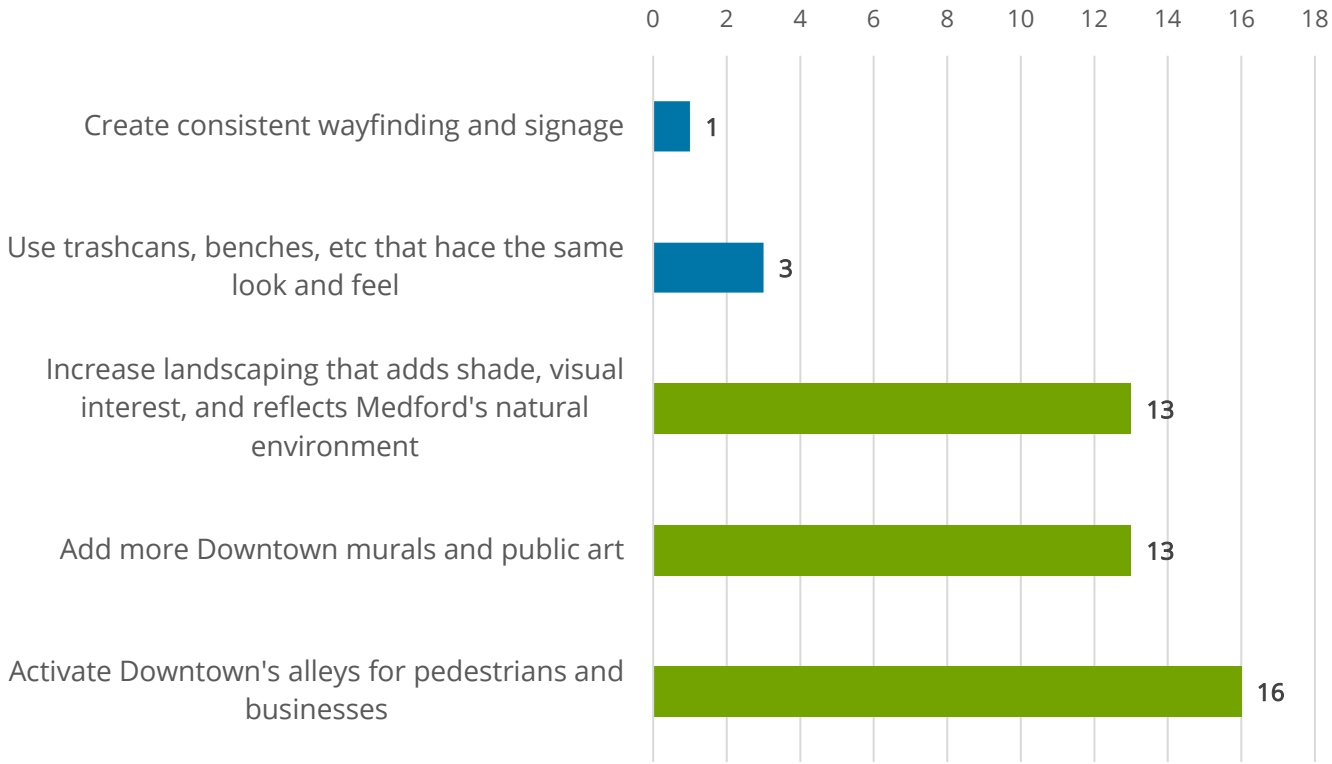
Skout Taphouse, Downtown Ashland, OR

INTERACTIVE EXERCISE #4

What types of improvements do you think would help communicate Downtown’s identity? *(select top three)*

OTHER COMMENTS:

- More bike racks and corrals next to businesses and restaurants
- Decreased street parking
- A free bus that loops around Downtown all day
- Pedicabs
- Less/more calmed vehicle traffic
- Mixed use streets
- Increase benches x100
- The alley parallel to Holly Street is an awesome access point to Downtown from the South Side
- Do not add anti-homeless architecture



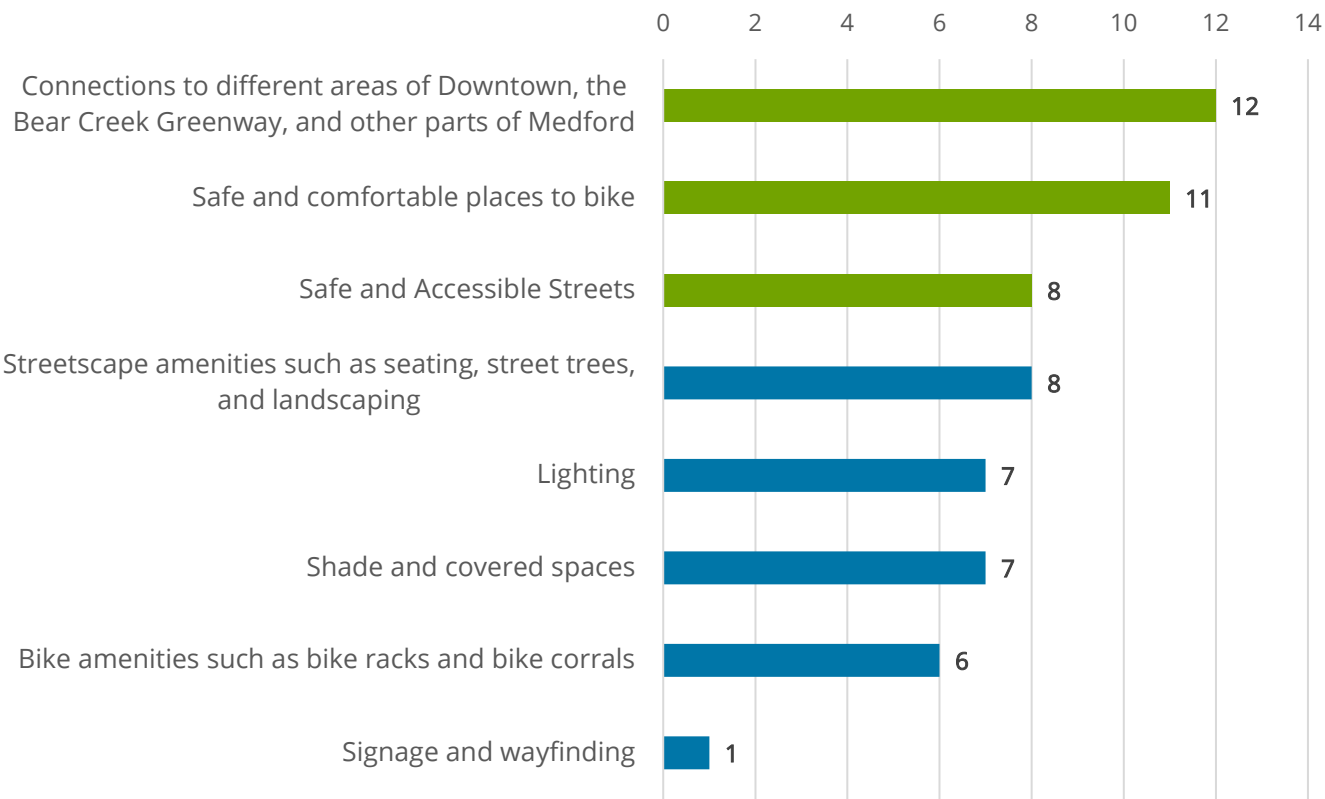
INTERACTIVE EXERCISE #5

What elements does Downtown need more of to improve the pedestrian and bicyclist experience?

(select top three)

OTHER COMMENTS:

- Extend Travel Medford hours for tourists
- More bike racks and corrals
- More restaurants with outdoor seating options near bike racks
- Connection to bike path in visible locations to increase safe use
- Wayfinding on bike paths and Bear Creek Greenway with attractions info at each opportunity to exit/enter the path
- Less vehicles, more multi-modal. Slower/calmed traffic
- More security
- Improved traffic monitoring in Downtown after 8:00pm to reduce speeding in Downtown and around Main Street



Mapping Exercise

Attendees were invited to participate in an interactive mapping activity to provide more specific feedback about where improvements are needed in Downtown.

OTHER COMMENTS:

- More businesses along the Bear Creek Greenway
- Additional parking next to the Library
- Bike connectivity to Jacksonville
- Add a grocery store





Downtown Community Survey Summary

MEDFORD DOWNTOWN 2040 PLAN

SURVEY PERIOD: August 1, 2024 – September 10, 2024



PURPOSE

The City of Medford is developing the Medford Downtown 2040 Plan to advance community goals and identify opportunities to:

- Increase housing options for all;
- Foster business retention and growth;
- Make downtown a safe, convenient place to walk and bike; and
- Promote a vibrant sense of place.

As part of the planning process the City launched a community survey to gain feedback on the draft downtown vision and goals, identify opportunity and issues areas, and suggest improvements for Downtown. **The survey was available online from August 1-September 10, 2024 and received a total of 1,289 responses.**

The survey included 29 optional questions focused on community values, visitation, and desired improvements for Downtown. The findings are from a broad enough sample that they can help the City identify common themes and needs. All responses are captured in this summary with a total number of responses to each question listed with the results. Some questions allowed participants to select three answer choices resulting in total counts greater than the number of respondents and total percentages greater than 100%. MIG has completed a data quality check to confirm that individual respondents are not duplicative and not automatically generated (bots).

PROMOTION

The survey was shared with the community through several methods in both English and Spanish including:

- A media kit released to 50+ community partner organizations
- Multiple posts across City social media channels
- Email and text notifications to 5,000+ subscribers (City eNewsletter, Events)
- Notification of all 500+ City staff
- Sidewalk QR code stickers posted around Downtown



Promotional QR Code Sidewalk Sticker

SUMMARY CONTENTS

1. WHO
RESPONDED?

2. VISION AND
GOALS
ALIGNMENT

3. SATISFACTION,
VISITATION, AND
IMPROVEMENTS

4. ADDITIONAL
IDEAS AND
MAPPING
EXERCISE

1. WHO RESPONDED?



1,289 Total Respondents
In ~5 weeks

Regular Downtown Visitors

Most respondents visit Downtown to eat, shop, or recreate (55.4%) and 42.2% of respondents visit Downtown on a weekly basis.

Downtown Employees

Over 50% of respondents work in Downtown and over a third have worked Downtown for 1-5 years (36.7%) and for more than 10 years (30.3%).

Downtown Residents

Just over 5% of respondents live Downtown. Nearly 10% of these respondents have started living Downtown in the last year.

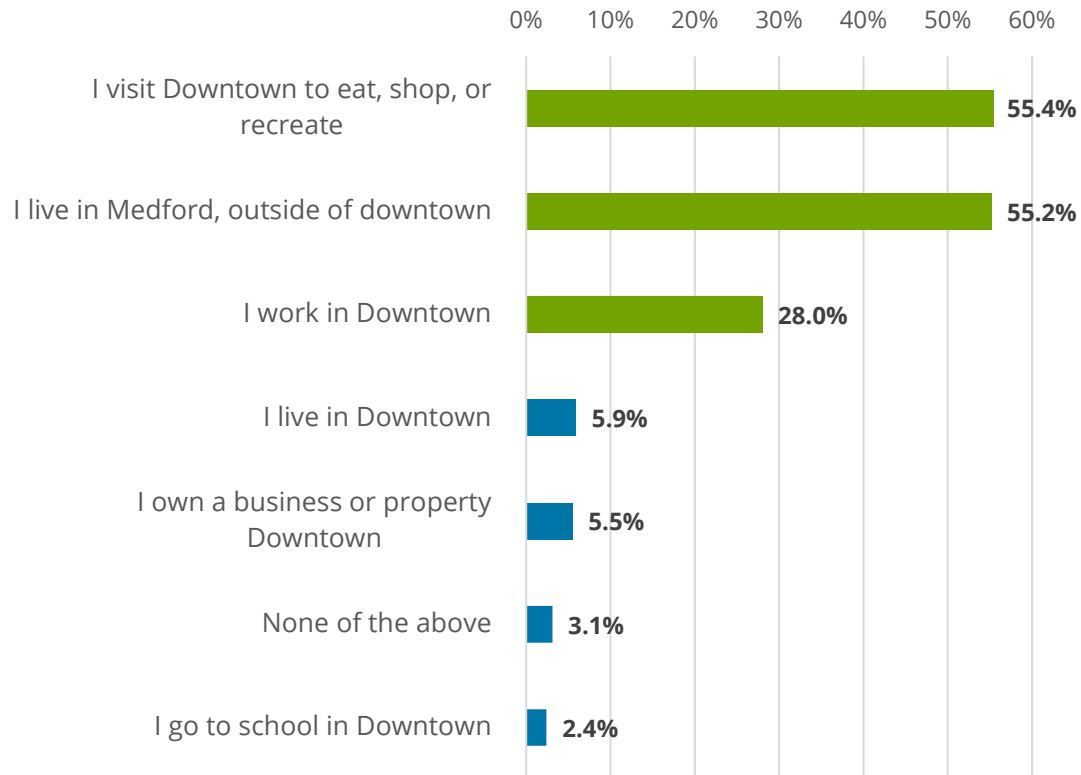
Varied Ages

Respondents were largely split between the ages of 25 and 65. The 35-44 and 45-54 age groups had the largest share of all age groups (23.9% and 21.3%).

Q1: How are you connected to Downtown Medford?

(select all that apply)

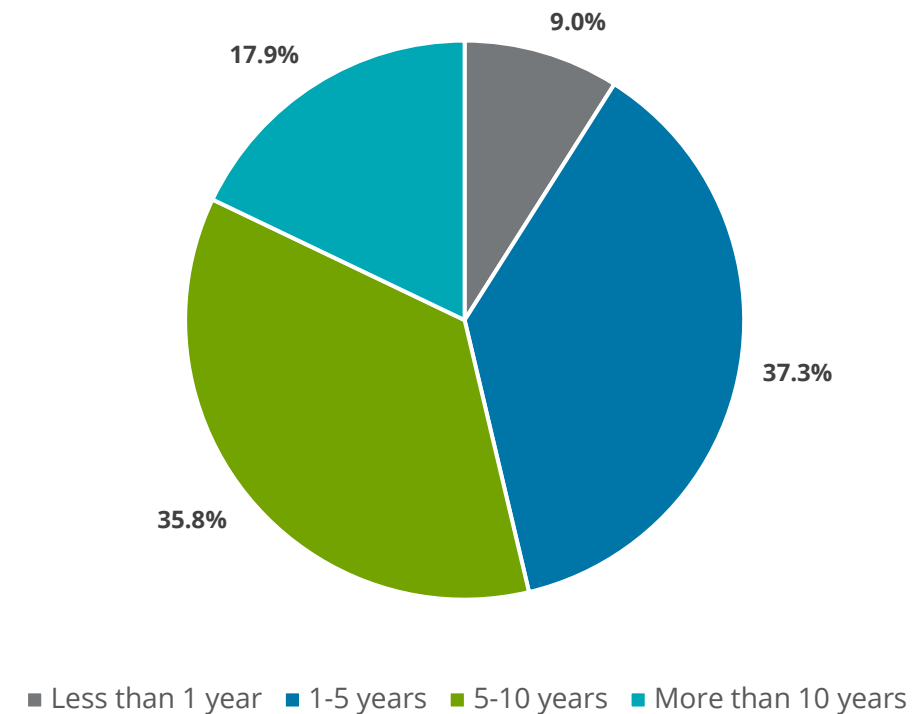
n=1,779



Q2: I have LIVED in Downtown Medford for:

(select one)

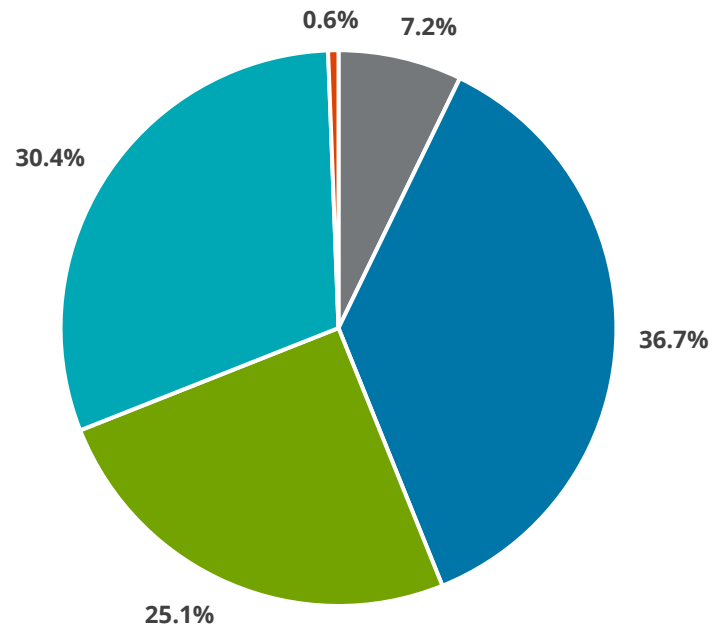
n=67



Q3: I have WORKED in Downtown Medford for:

(select one)

n=319

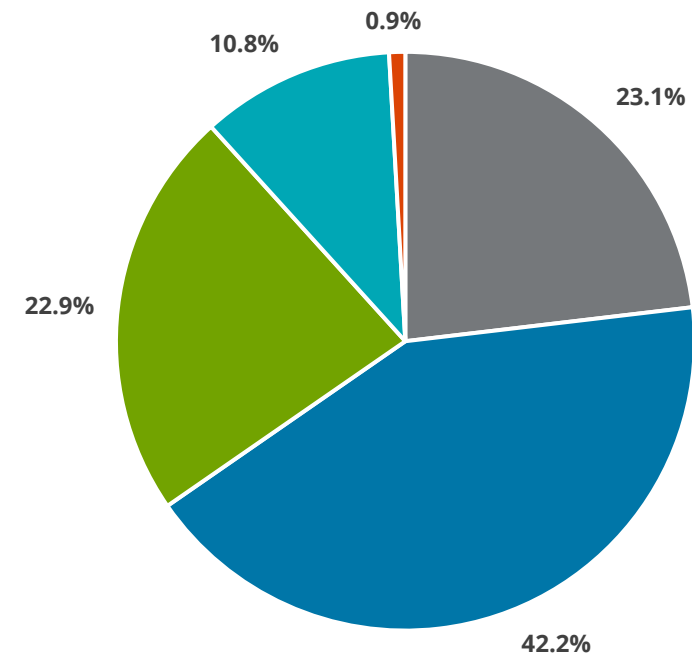


■ Less than 1 year ■ 1-5 years
■ 5-10 years ■ More than 10 years
■ Not applicable

Q4: How often do you visit Downtown?

(select one)

n=632

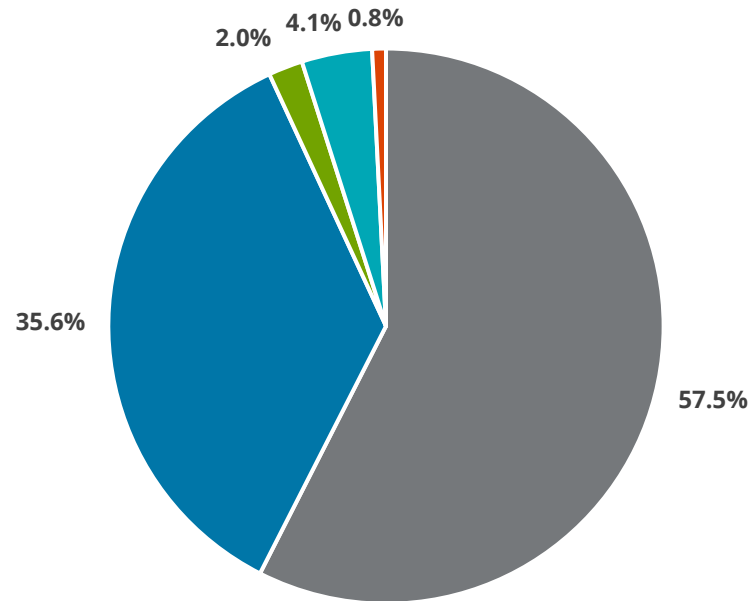


■ Daily ■ Weekly ■ Monthly
■ A few times a year ■ Yearly or less often

Q25: What best describes your gender identity?

(select one)

n=739

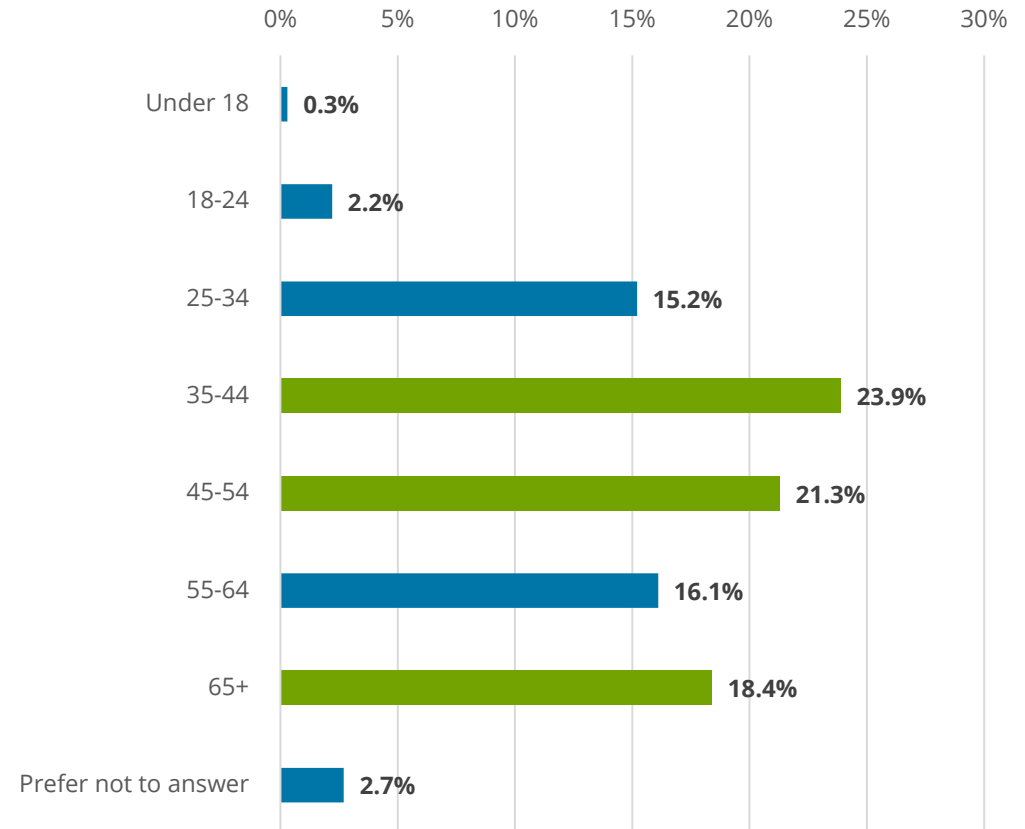


■ Female
■ Male
■ Nonbinary
■ Prefer not to answer
■ I identify as:

Q26: What is your age?

(select one)

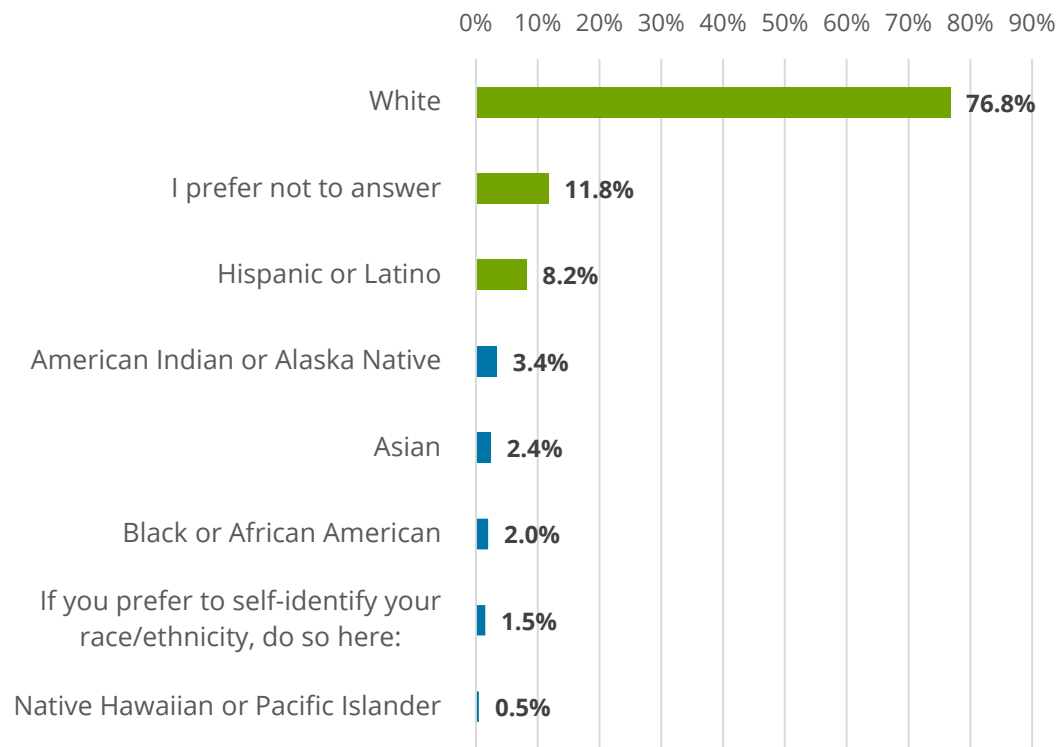
n=741



Q27: Which of the following most accurately describes your race and ethnic identities?

(If you are of a multi-racial/multi-ethnic/multi-cultural identity, please select all that apply)

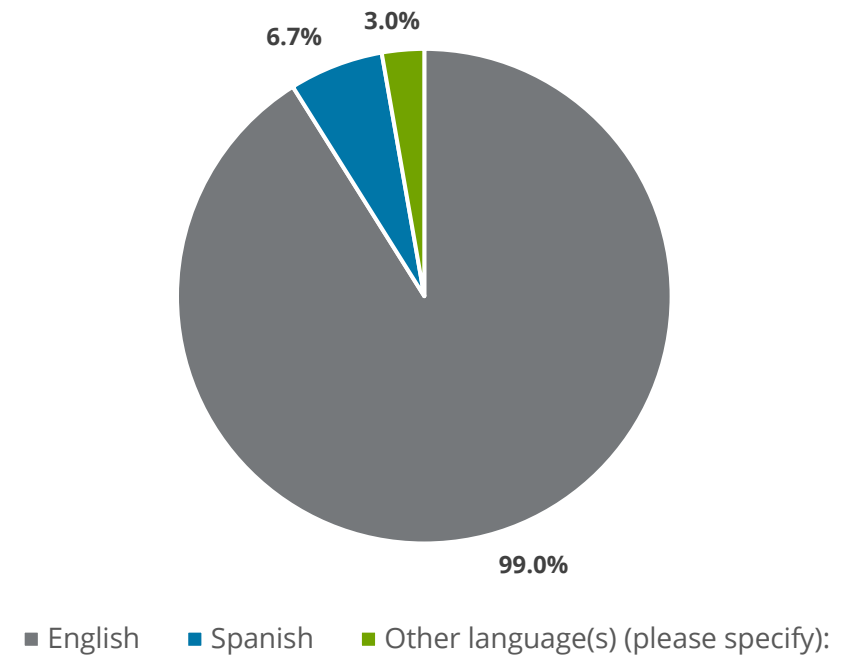
n=789



Q28: What language(s) do you speak in your household?

(select all that apply)

n=799



OTHER LANGUAGES: German, French, Japanese, Mandarin, Taiwanese, Portuguese, Samoan, Russian, Dutch, Italian, Korean

2. VISION AND GOALS ALIGNMENT

Draft Vision for the future

Nearly 90% of respondents find the draft vision aligns well or very well with their ideas for Downtown by 2040. Write-in comments request adding elements related to **safety, cleanliness**, addressing **concerns around homelessness, inclusivity** of Medford's diverse communities, **greenspace**, improved **parking**, and more **shopping, entertainment**, and **dining** options.

Draft Goals

Most respondents found the draft goals to be important or very important to achieving the desired future of Downtown by 2040. Write-in comments also largely focused on improvements to safety, cleanliness, security, inclusivity, greenspace, and improved parking. Other major themes included:



Affordable
housing
options



Family-friendly
destination &
programming

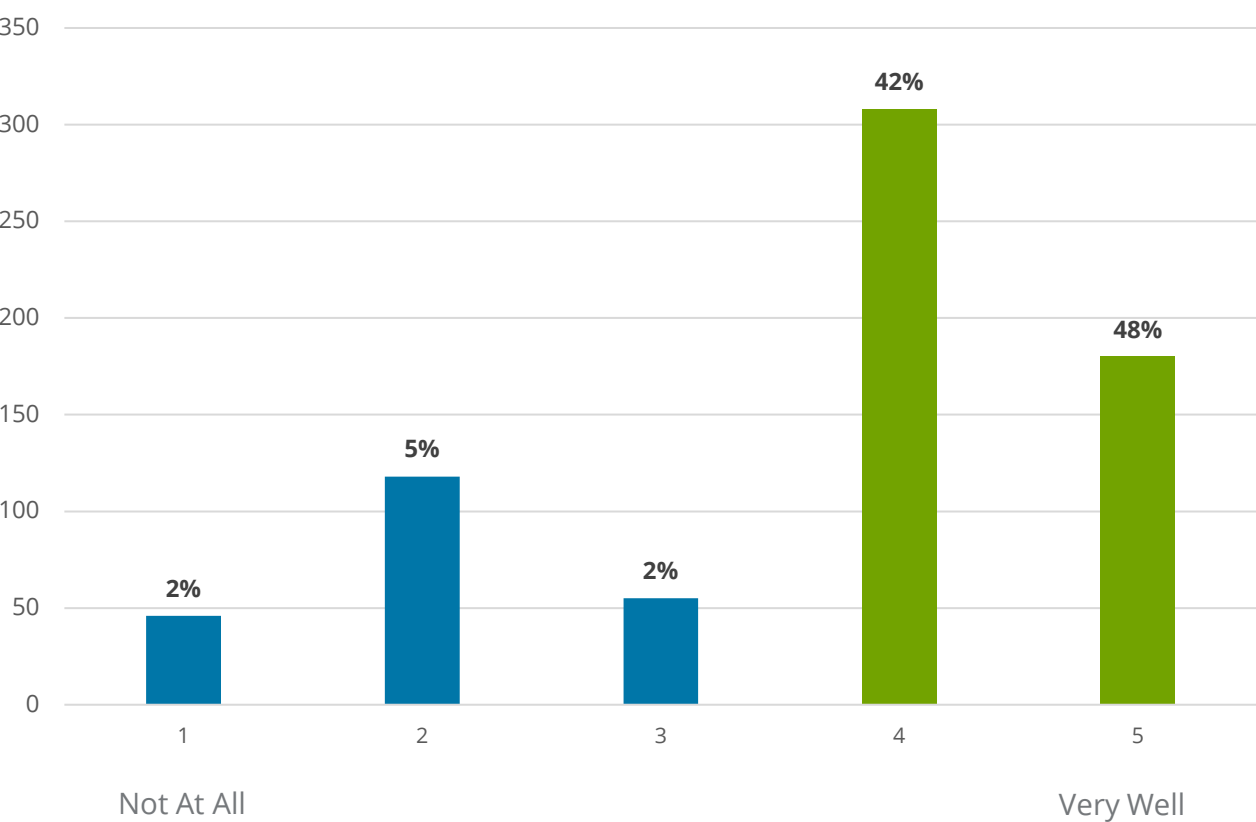


Regional
destination
representative of
Southern Oregon,
local culture, and
history

Q5: How well does the draft vision align with your ideas for Downtown by 2040?

(on a scale from 1-5)

n=707



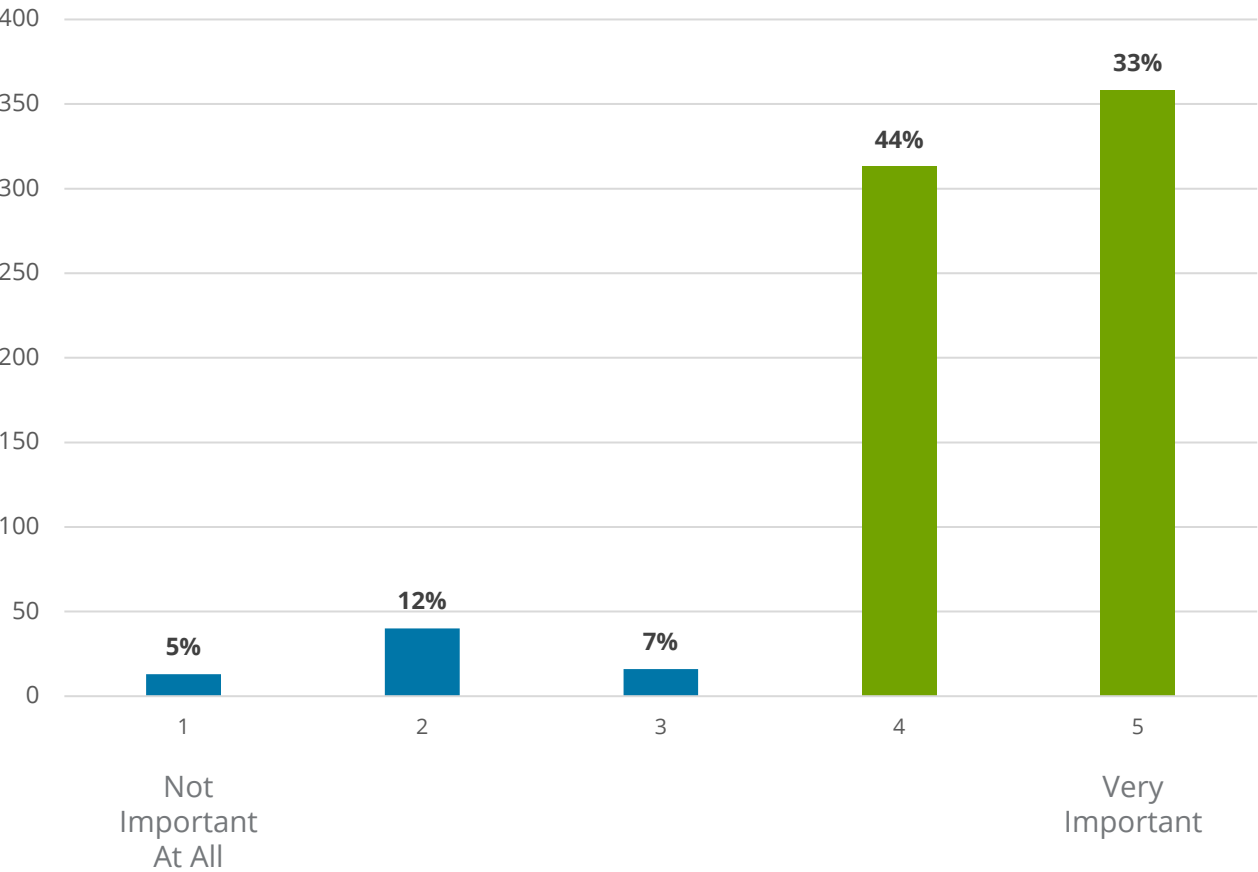
Draft Medford Downtown 2040 Plan Vision Statement:

Downtown Medford is a vibrant, active, and welcoming mixed-use urban center that uniquely represents our community as the Rogue Valley's regional destination, providing residential, business, and entertainment opportunities that are accessible to everyone.

Q7: How important is each goal to you and the future of Downtown Medford?

GOAL 1: REGIONAL DESTINATION

n=740



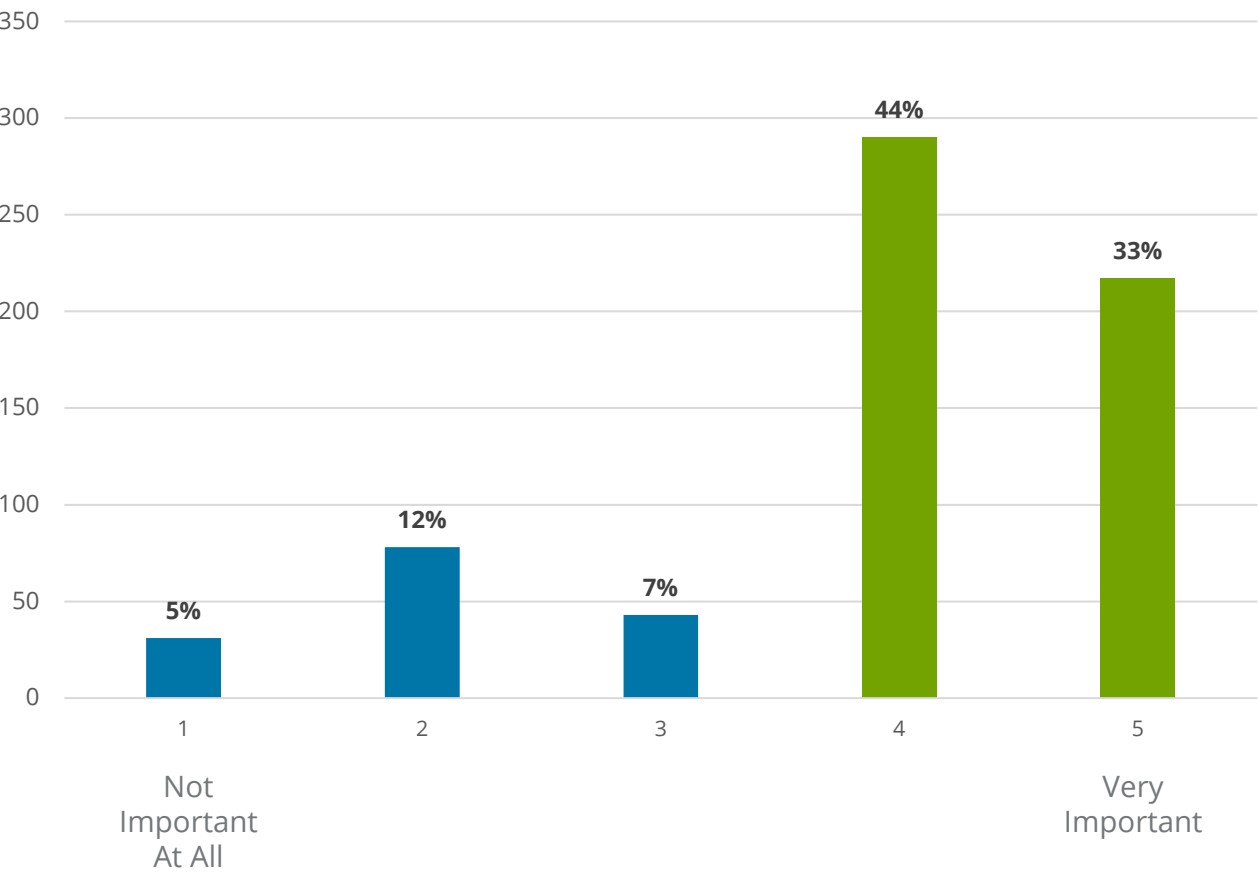
GOAL 1: Regional Destination

Downtown Medford is a vibrant destination that attracts Medford residents and visitors from the region with retail and restaurants, cultural events, entertainment, and recreation activities.

Q8: How important is each goal to you and the future of Downtown Medford?

GOAL 2: SUSTAINED GROWTH

n=659



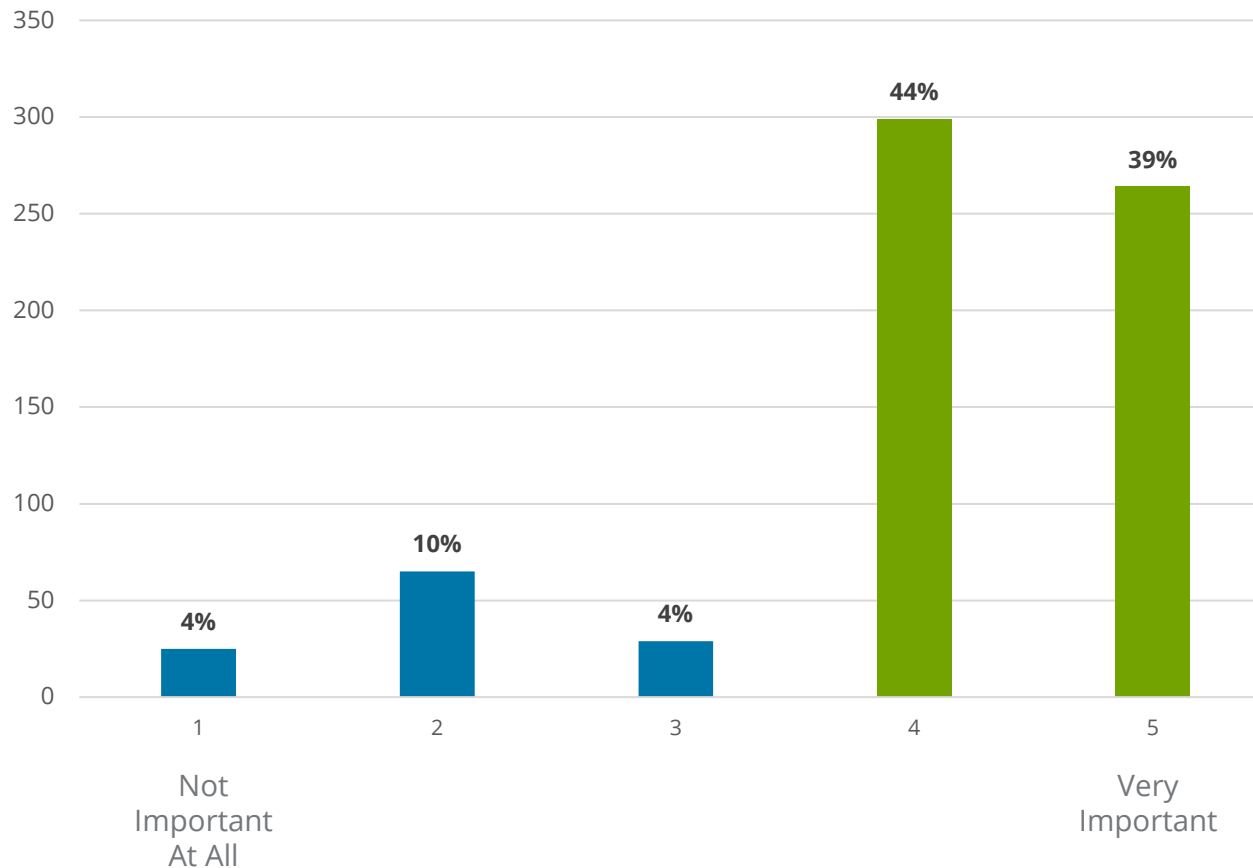
GOAL 2: Sustained Growth

Downtown Medford grows and develops as the Rogue Valley's largest urban service center with a diverse mix of land uses, multimodal options, and community amenities.

Q9: How important is each goal to you and the future of Downtown Medford?

GOAL 3: EXPLORABLE AND SURPRISING

n=682



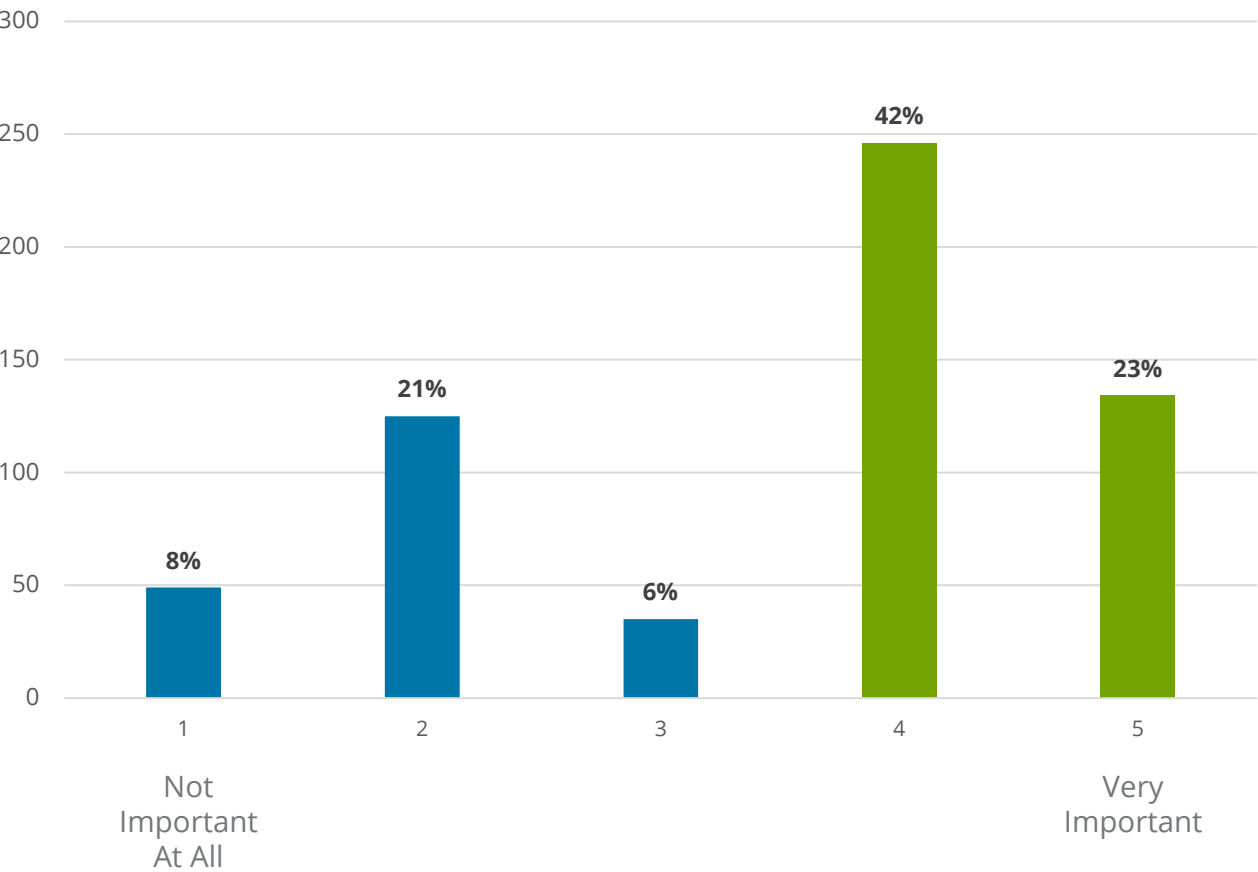
GOAL 3: Explorable and Surprising

Downtown Medford highlights its historic buildings and active public spaces through cohesive design, unique public art and amenities, and vibrant community gathering spaces.

Q10: How important is each goal to you and the future of Downtown Medford?

GOAL 4: DOWNTOWN'S STORY

n=589



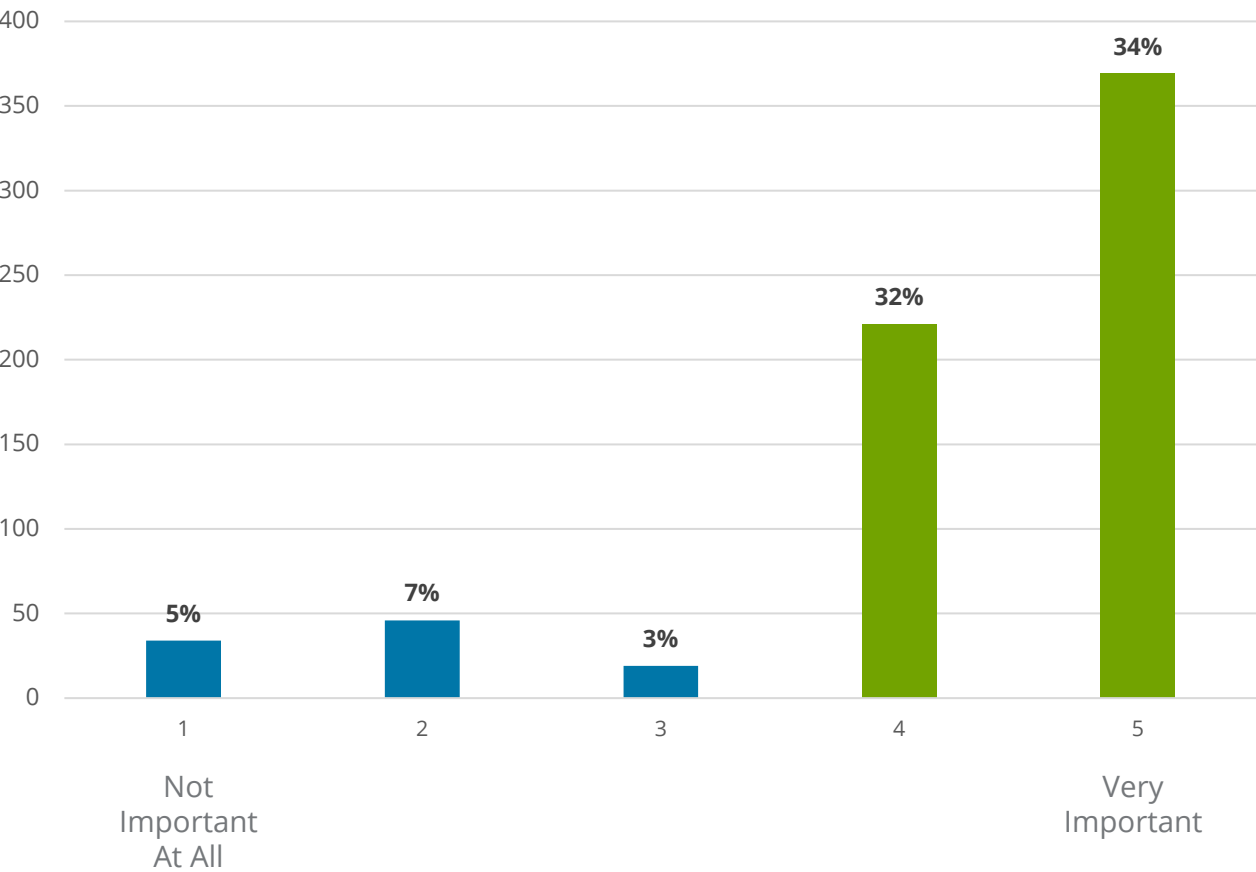
GOAL 4: Downtown's Story

Downtown Medford communicates and elevates its historic, cultural, and creative elements through the unique and diverse stories of Downtown and the Medford community.

Q11: How important is each goal to you and the future of Downtown Medford?

GOAL 5: LIVABLE COMMUNITY

n=689



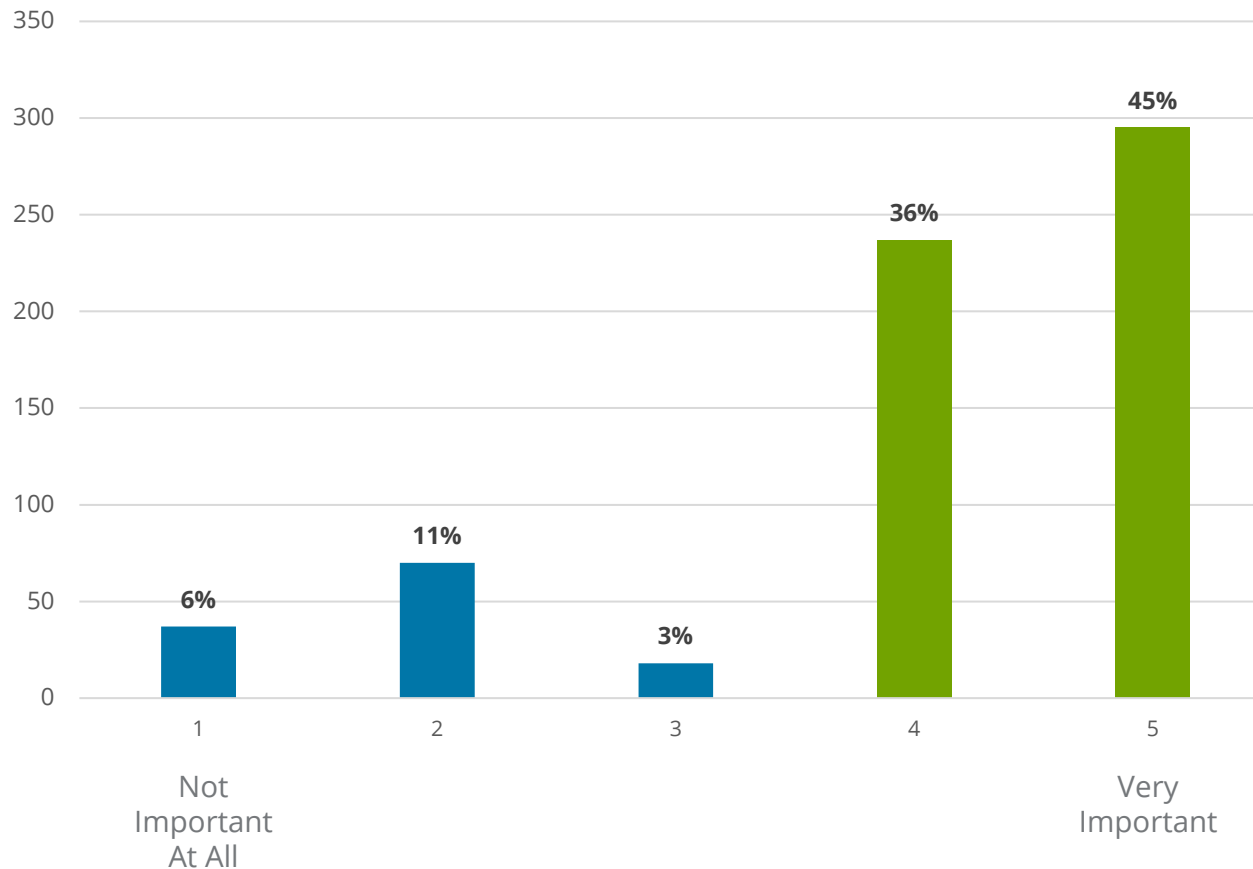
GOAL 5: Livable Community

Downtown Medford is an inclusive, family-friendly, and livable community that is accessible to all ages, abilities, races, and socioeconomic levels.

Q12: How important is each goal to you and the future of Downtown Medford?

GOAL 6: AGE-FRIENDLY

n=657



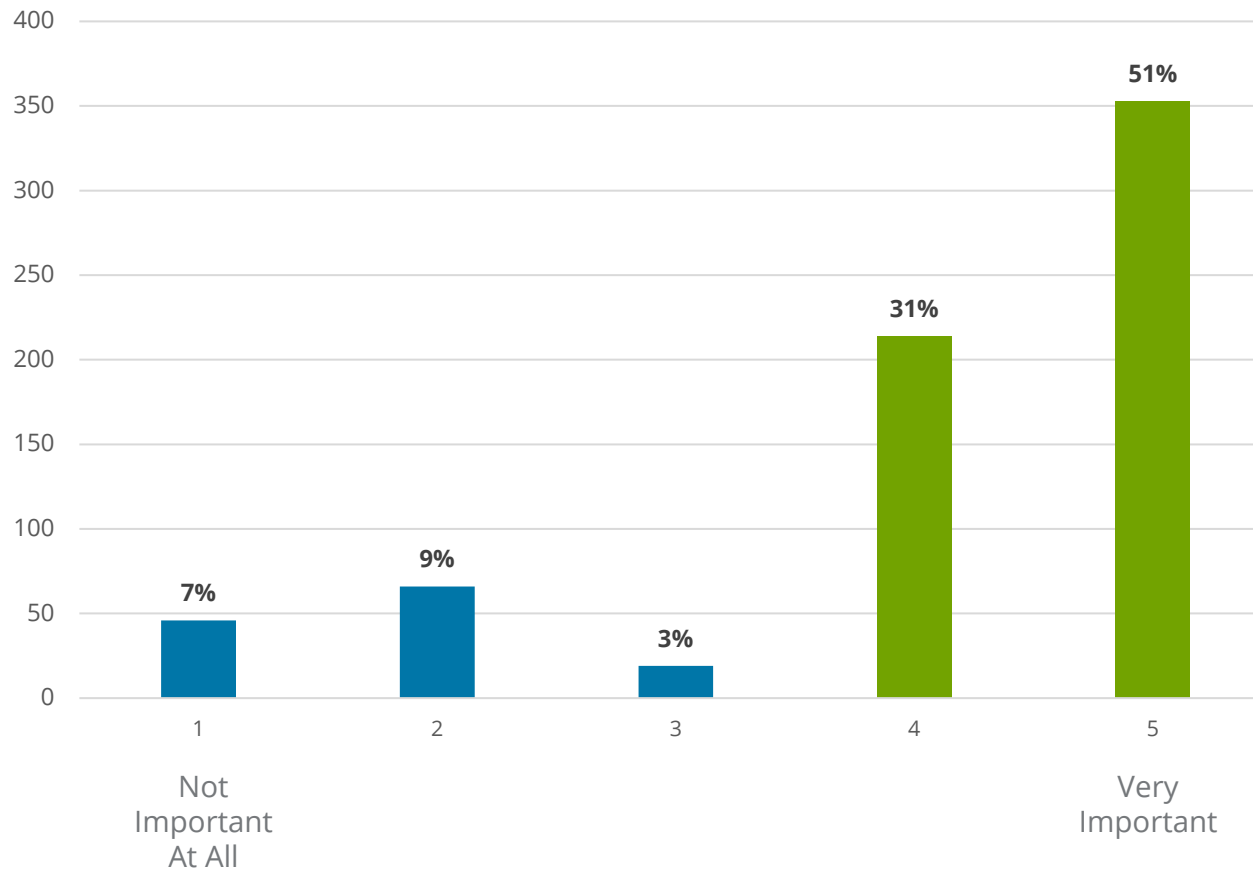
GOAL 6: Age-Friendly

Downtown Medford has a diverse blend of housing types at various price points with access to convenient services, employment and education opportunities, and community amenities within easy walking distance for people of all ages.

Q13: How important is each goal to you and the future of Downtown Medford?

GOAL 7: MULTIMODAL CONNECTIVITY

n=698



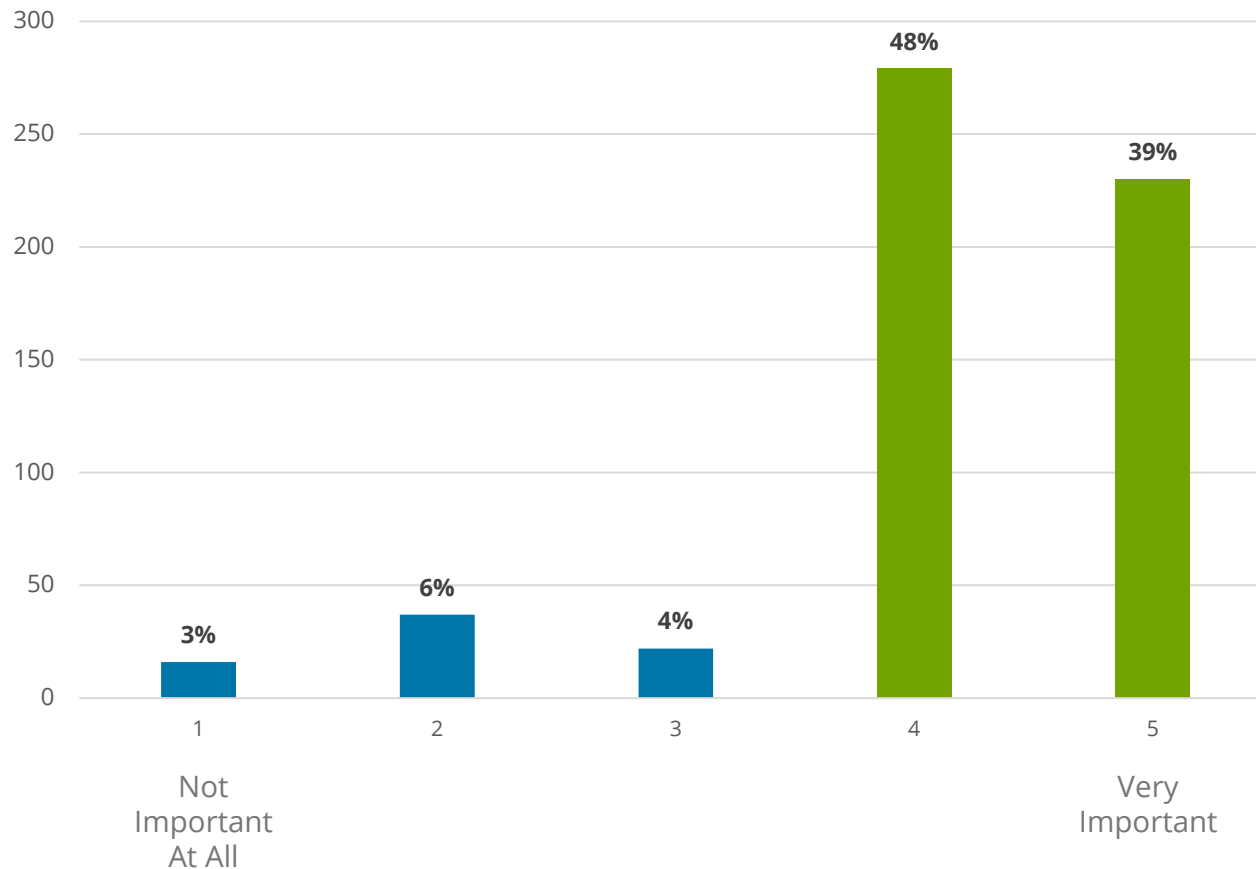
GOAL 7: Multimodal Connectivity

Downtown Medford is easy and safe to get to and around by foot and bike while also providing a full range of multimodal transportation opportunities.

Q14: How important is each goal to you and the future of Downtown Medford?

GOAL 8: COMMUNITY PARTNERSHIPS

n=584



GOAL 8: Community Partnerships

Downtown Medford is a district supported and strengthened by community partnerships that leverage public, institutional, commercial, and private investments and resources to support downtown revitalization, economic growth, and resiliency.

Q15: Are there any other goals that should be considered?

KEY THEMES / OTHER IDEAS:



3. SATISFACTION, VISITATION, AND IMPROVEMENTS



Downtown Experience

Most respondents visit downtown for dining (82.1%), community event (63.7%), and entertainment opportunities (58.8%). Respondents request more **dining and shopping options**, **better security**, more **trees and landscaping**, and more **regularly scheduled programming**.



Downtown Identity

Respondents request more **trees and landscaping** (81.9%), **activation of Downtown alleys** (64.2%), and creation of consistent **wayfinding and signage** (40.9%) to improve Downtown's identity.



Getting To and Around Downtown

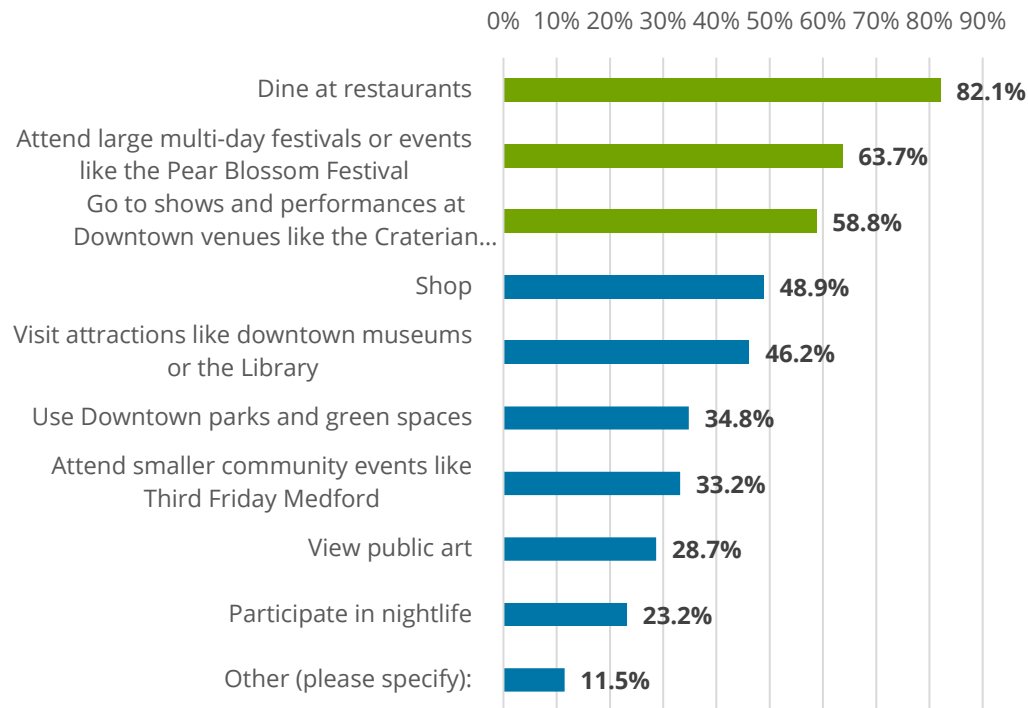
Respondents find **safety** (76.2%), **cleanliness** (52.5%), and **parking availability** (51.3%) to be the biggest barriers to getting to and around Downtown. Top requested improvements include more **streetscape amenities**, **lighting**, and **connections** to different areas of Downtown, the Bear Creek Greenway, and other parts of Medford.

DOWNTOWN EXPERIENCE



Q16: What events and activities do you participate in Downtown? *(select all that apply)*

n=3,323

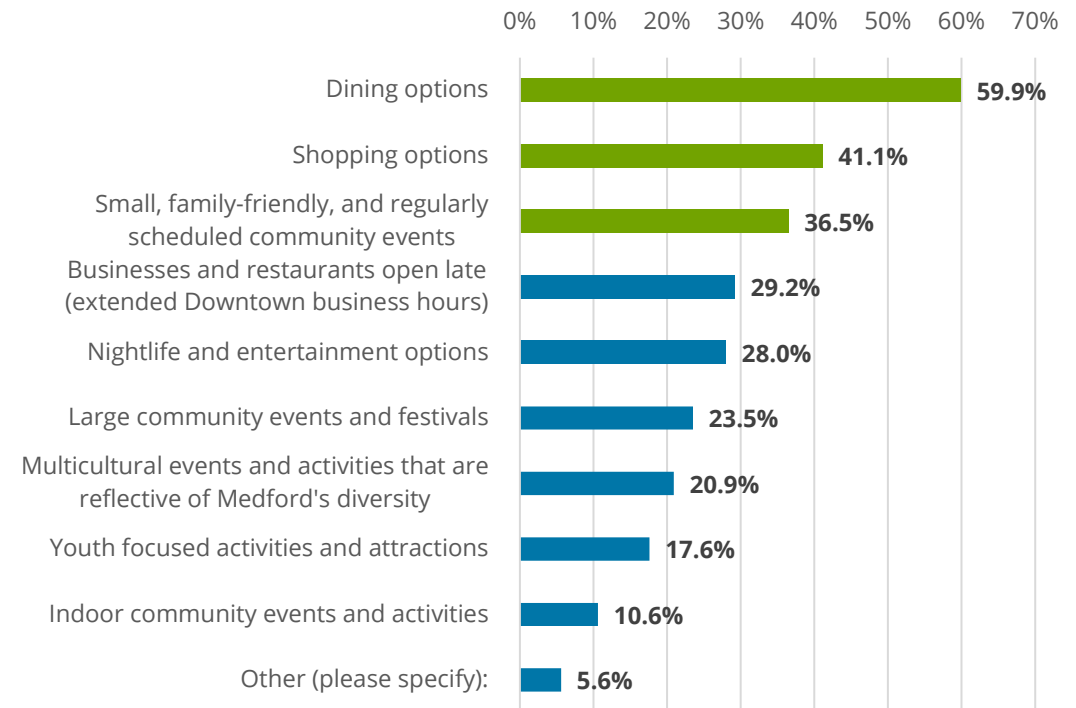


OTHER: Work, church, bank, business services, Farmer's Market, library, Children's Museum, school/college, walking

Q17: What events and activities do you wish there were more of in Downtown Medford? *(select top three)*

(select top three)

n=2,064



OTHER: Art, historical elements, accessible and affordable parking, convention center, cultural events, nightlife, exercise options, safe outdoor spaces, food carts, park games, things for teens and young adults

Q18: What types of development or improvements do you think Downtown needs more of to improve your downtown experience? *(select top three)*

n=2,605



Q19: Are there any other types of development or improvements you think would improve your Downtown experience?

KEY THEMES / OTHER IDEAS:

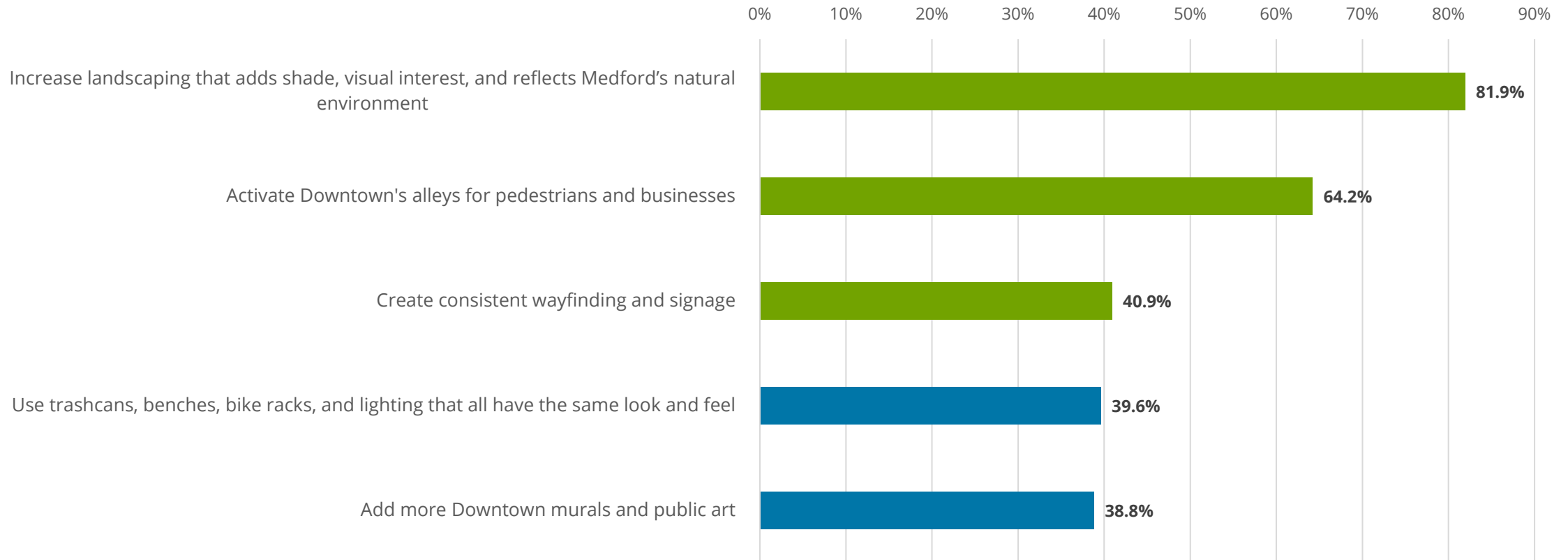


DOWNTOWN IDENTITY



Q20: What types of improvements do you think would help communicate Downtown's identity? *(select top three)*

n=1,889



n=258

- Concerns around homelessness
- Community events and regular programming
- Art reflective of Medford's diverse community
- Fill vacant buildings
- Nightlife
- Safety and cleanliness
- Improve Bear Creek and the Bear Creek Greenway
- Wayfinding and interpretive elements
- Better social media presence and marketing
- Activate alleys
- Trees and landscaping
- Support business improvements (storefronts, landscaping, signage)
- Consistent building and design standards
- Pedestrian only areas
- Identify a Downtown theme

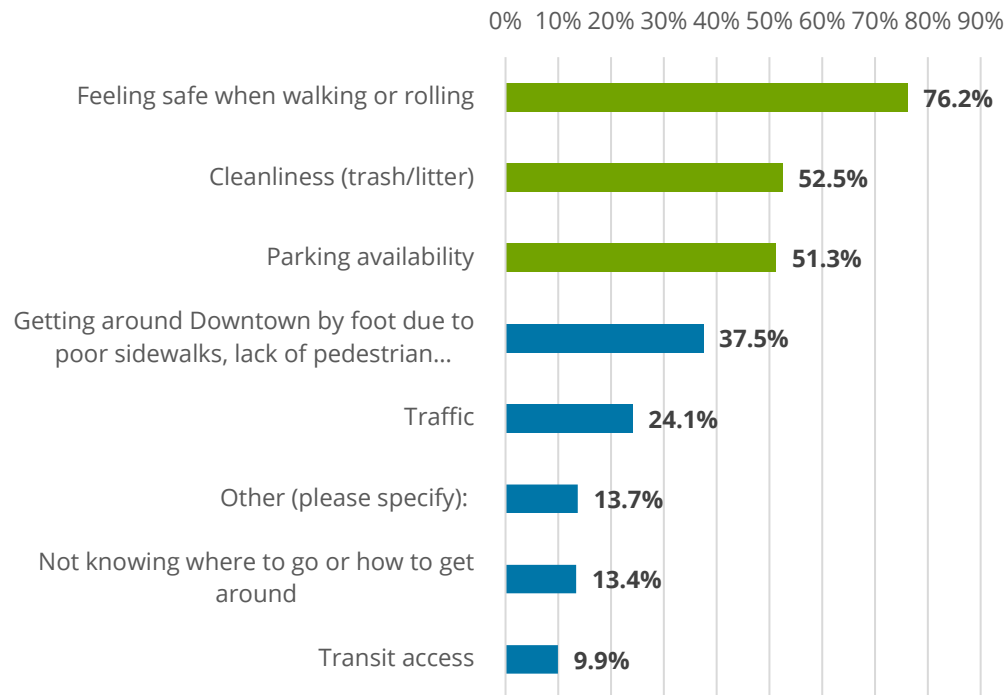


GETTING TO AND AROUND DOWNTOWN



Q22: What do you think are the biggest issues when getting to and around Downtown? *(select all that apply)*

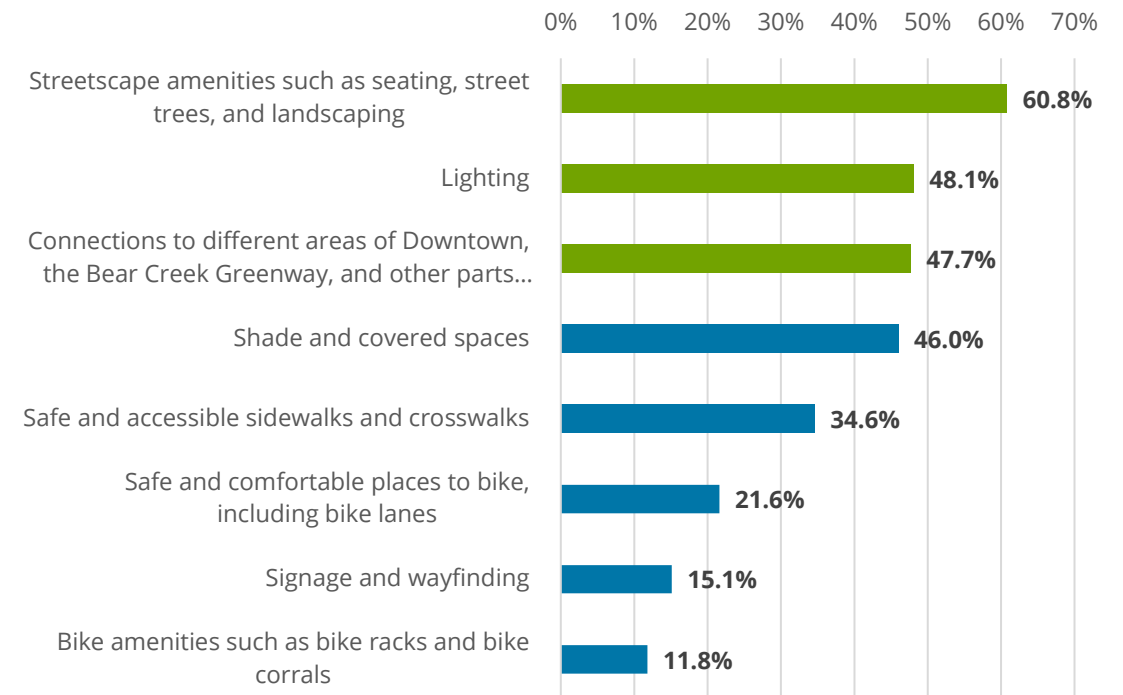
n=2,058



OTHER: XX

Q22: What elements does Downtown need more of to improve the pedestrian and bicyclist experience? *(select top three)*

n=1,988



4. ADDITIONAL IDEAS AND MAPPING EXERCISE

Across all write-in questions and the interactive mapping exercise, respondents provided **over 1,000 comments** with additional ideas for the future of Downtown Medford. The most common themes include:



Improved safety, cleanliness, and security

Largely relating to concerns around **homelessness** – this was the main topic across write-in responses



More trees, landscaping, and shade

Along with a greater focus on **sustainability**, **climate resiliency**, and using native, **drought-tolerant** plants



More community events, gathering spaces, and regular programming

Particularly **family-friendly** events and those that reflect Medford's **diversity**



Improvements to and integration of Bear Creek and the Bear Creek Greenway

Including **riparian restoration**, **safety** and **security** improvements, and more development along the creek



More food, shopping, and entertainment options

Particularly **more diverse food options** dispersed throughout Downtown, **unique shopping options**, and more **nightlife**

Mapping Exercise: where would you like to see improvements or changes downtown?

n=134

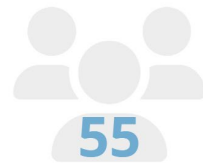
Respondents were invited to participate in an interactive mapping activity to provide more specific feedback about where improvements are needed in Downtown.



**TOTAL
VIEWS**



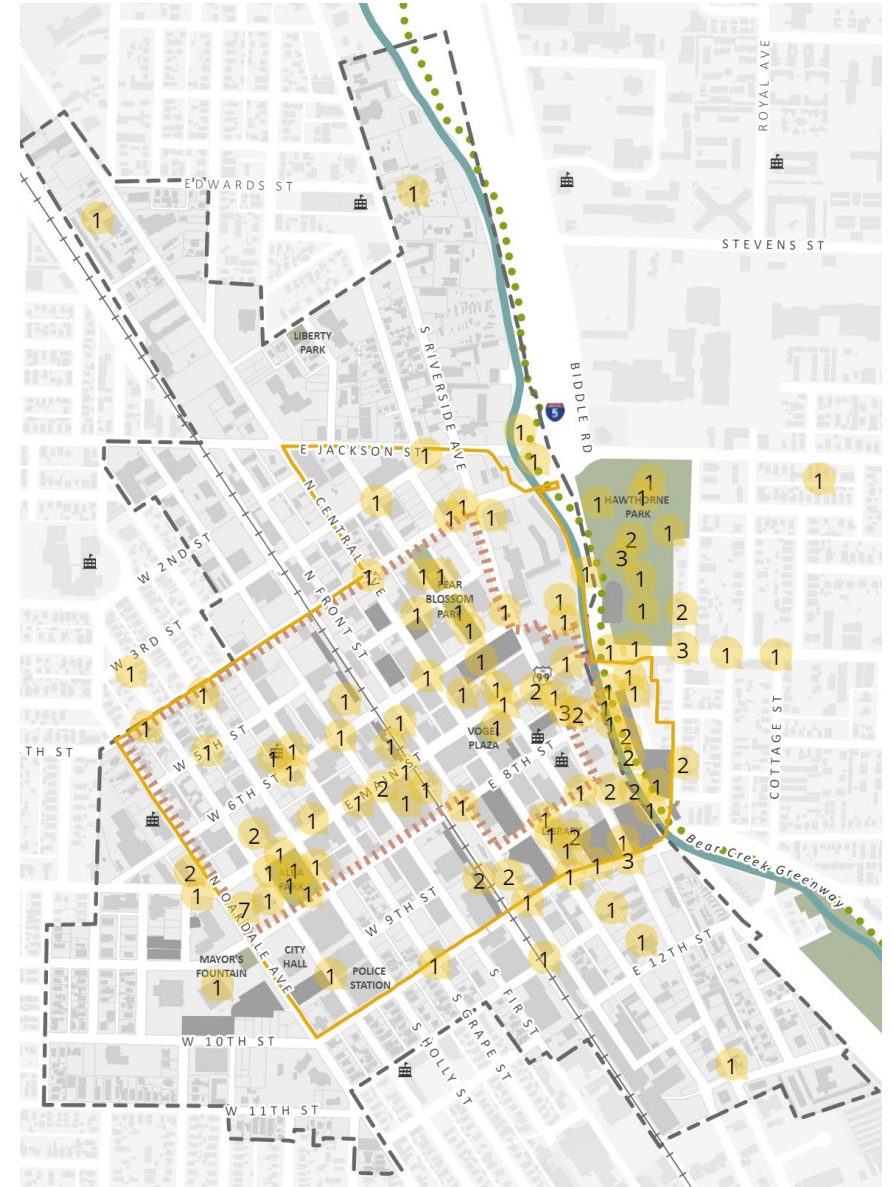
**TOTAL
COMMENTS**



**TOTAL
COMMENTERS**

KEY THEMES:

- More trees and landscaping
- Safety and cleanliness improvements in Downtown parks, public spaces, and along the Bear Creek Greenway
- Concerns around homelessness
- Downtown gateways with welcoming signage
- More events and programming at Downtown parks
- More shade and seating in parks and other public spaces
- Better incorporation/connections to Bear Creek, the Bear Creek Greenway, and Hawthorne Park
- Pedestrian improvements (crosswalks, pedestrian only areas, etc.)
- More food and shopping options
- Bicycle tool repair stations
- Exercise stations
- Improve buildings along Riverside Avenue



Mapping Exercise

Geographic Key Themes



Technical Memorandum

December 21, 2024

Project# 30231

To: Karl MacNair, PE; Carla Paladino; Tanner Fairrington
From: Anaïs Mathez, Natalie Olivier
3J Consulting
CC: Matt Bell, Amy Griffiths
Kittelson & Associates, Inc.
RE: Medford Transportation Safety Action Plan



OVERVIEW

This document outlines public engagement, outreach, and communication approaches for the City of Medford's Transportation Safety Action Plan (TSAP). It provides guidance for the various teams throughout the engagement, plan development and evaluation process. The TSAP's public engagement and communication approach is designed to meet the following goals:

- **Inform** the community with timely, transparent, and accurate information.
- **Educate** community members about planning and decision-making processes.
- **Consult** and involve the community in the identification of safety concerns, potential solutions, and roles and support needed for implementing recommendations.
- **Ensure** community members understand how decisions are made, their concerns are heard, and they know how their feedback influenced decisions.
- **Partner** with city and agency representatives to ensure officials are engaged in the planning process and key decisions.
- **Reach** a diversity of interest groups who reflect Medford's greater community.
- **Engage** the community with an emphasis on centering historically and currently marginalized communities.
- **Establish** City and Consultant roles and responsibilities for public involvement.
- **Prepare** a schedule for public outreach events and key milestones.
- **Identify** key audiences.
- **Outline** outreach tools and strategies.
- **Create** awareness about the TSAP and the use of a safe system approach.

KEY MESSAGING

The project team will make messaging about the TSAP relatable to the public. Templates will be developed and applied to all public facing materials, including the project webpage, fact sheet, outreach event material, etc., to explain the purpose of the TSAP, why it's worthwhile for members of the public to get involved, and a call to action (how to get involved). Messaging may be tailored

to resonate with specific audiences, such as bicycle/pedestrian organizations, historically and currently marginalized communities, and others.

Initial key messages include informing the community, city staff, and other interest groups on the objectives of this TSAP as well as educating the public about the Safe System Approach (SSA) and their role in sharing the responsibility for eliminating fatal and serious injury crashes. Additional key messages will be developed as the TSAP progresses and as input is gathered through interested parties and community outreach events, and as data and analysis becomes available. The project team will also proactively communicate with members of the public how their input is being used and how it helps to inform the next phase of TSAP development.

Initial key messages include:

- The City of Medford has launched the TSAP to prioritize safer travel for all. This plan will frame the next five years of transportation strategy in Medford with the safety goal of zero traffic deaths and serious injuries on our streets by 2035.
- The TSAP will identify safety concerns citywide and outline actionable improvements, from design to policy-level interventions, to significantly reduce or eliminate roadway fatalities and serious injuries.
- The TSAP is funded by a federal *Safe Streets and Roads for All* (SS4A) grant that leverages the Safe System Approach (SSA). The SSA is a mindset shift from crash prevention to injury/fatality prevention, putting more emphasis on designing for mistakes that people make so that those mistakes don't result in fatal or severe injury crashes.
- The TSAP will be conducted in three phases. Phase 1 focuses on data collection and analysis, as well as collecting feedback from the community about safety issues, concerns and priorities in Medford. Phase 2 focuses on gathering feedback on specific strategies, countermeasures, and a framework for monitoring and sustaining safety improvements across Medford. Phase 3 summarizes Phase 1 and Phase 2 and identifies next steps for implementing and tracking progress.
- The TSAP process launched in Fall 2024 and will continue through Winter 2026. Over the next year, the project team will work closely with City staff, an Advisory Committee, and the community at large through a variety of engagement efforts.

TSAP Goals and Strategies

The City's goal for the TSAP is to create and employ comprehensive safety strategies throughout the City of Medford to ensure that the City's adopted goal of zero roadway deaths or serious injuries is reflected in the City's code, design documents, infrastructure projects, programs, and policies. Potential strategies to achieve this include:

- Updated Design Guidelines: The TSAP will review and update critical elements of Medford's design guidelines to ensure that current best practices, including a Safe System Approach, are reflected and encouraged or required as appropriate.

- **Training and Education:** The plan will include targeted training programs for practitioners and the public.
- **Partnerships and Collaboration:** The TSAP will foster partnerships with a wide variety of stakeholders to leverage their expertise, resources, and engagement. This collaboration will allow for a multifaceted approach to addressing safety issues and encourage community participation in creating a safer road environment.
- **Fostering a Safety Culture:** The TSAP will include practitioners from multiple organizations and will be used to help to foster a safety culture that spans all these groups. The TSAP will identify specific actions and activities that will continue and enhance the City's safety culture after the TSAP document is completed.
- **Education and Awareness Campaigns:** The TSAP will develop tools for educational programs and public awareness campaigns targeting various road user groups and underserved communities.
- The TSAP will identify low-cost, high-impact strategies that can yield safety improvements over a wide geographical area.
- The TSAP will explore the adoption of advanced traffic management systems, intelligent transportation solutions, and data-driven analytics to enhance safety outcomes. These technologies may be able to identify high-risk areas, improve real-time incident response, and prioritize safety interventions based on evidence and data.
- The TSAP will be grounded in evidence-based practices and will contribute to building a body of evidence around what works.
- The TSAP will utilize data analysis and predictive modeling to identify high-risk areas and patterns of incidents to prioritize safety interventions.
- The TSAP will identify procedures for monitoring the outcomes of implemented strategies, evaluating their effectiveness, and sharing the lessons learned with other communities and stakeholders. This iterative process will ensure continuous improvement and foster a culture of learning and innovation within Southern Oregon.
- Other strategies, including traffic enforcement, may also be included.

Safe System Approach

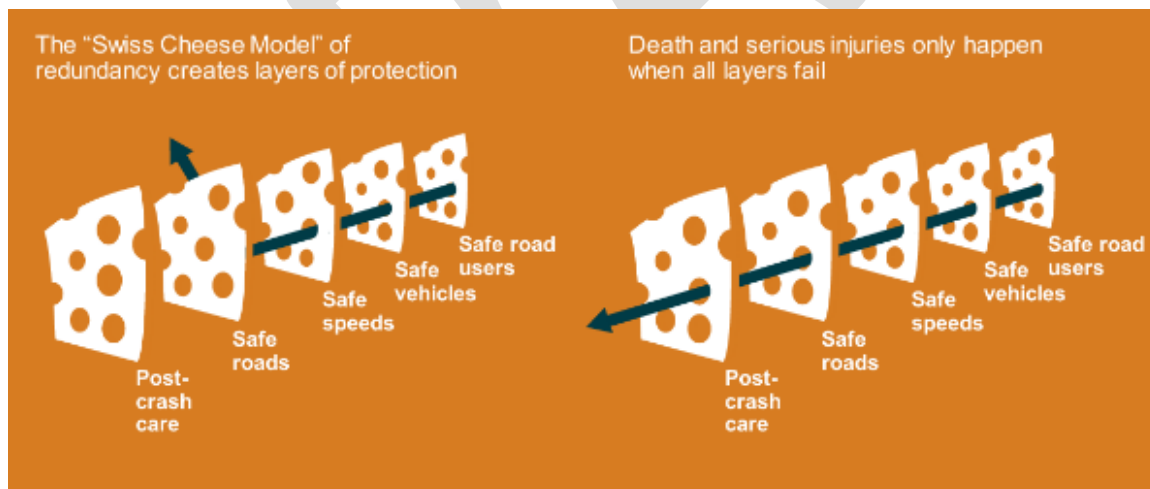
The SSA has been in use in countries around the world for decades to help them move towards a goal of zero roadway deaths and serious injuries. It has proven to be effective, with countries adopting the approach in a variety of contexts, generally seeing decreases of 33% to nearly 70% in roadway fatalities from 2000 to 2019 (Federal Highway Administration. The Safe System Approach Presentation. January 2023). The SSA is a mindset shift from crash prevention to injury/fatality prevention. It puts less emphasis on improving behavior and more emphasis on designing for mistakes that people make so that those mistakes don't result in fatal or severe injury crashes.

Figure 1. Safe System Approach

Figure 1 illustrates the six principles and five elements of the SSA. The six SSA principles encompass the fundamental beliefs the approach is built upon. A successful TSAP asserts the six principles shown around the outside ring of the graphic as it focuses implementation strategies on the five SSA elements presented in the middle ring of the graphic. This promotes a holistic approach to safety across the entire transportation system, involving multidisciplinary partners in project, program, and policy efforts.

Source: USDOT

Redundancy is a key element of SSA. When one safety intervention fails, there are others to prevent crashes or reduce the severity of crashes: death and serious injuries only happen when all layers of the SSA fail. Figure 2 illustrates this concept.

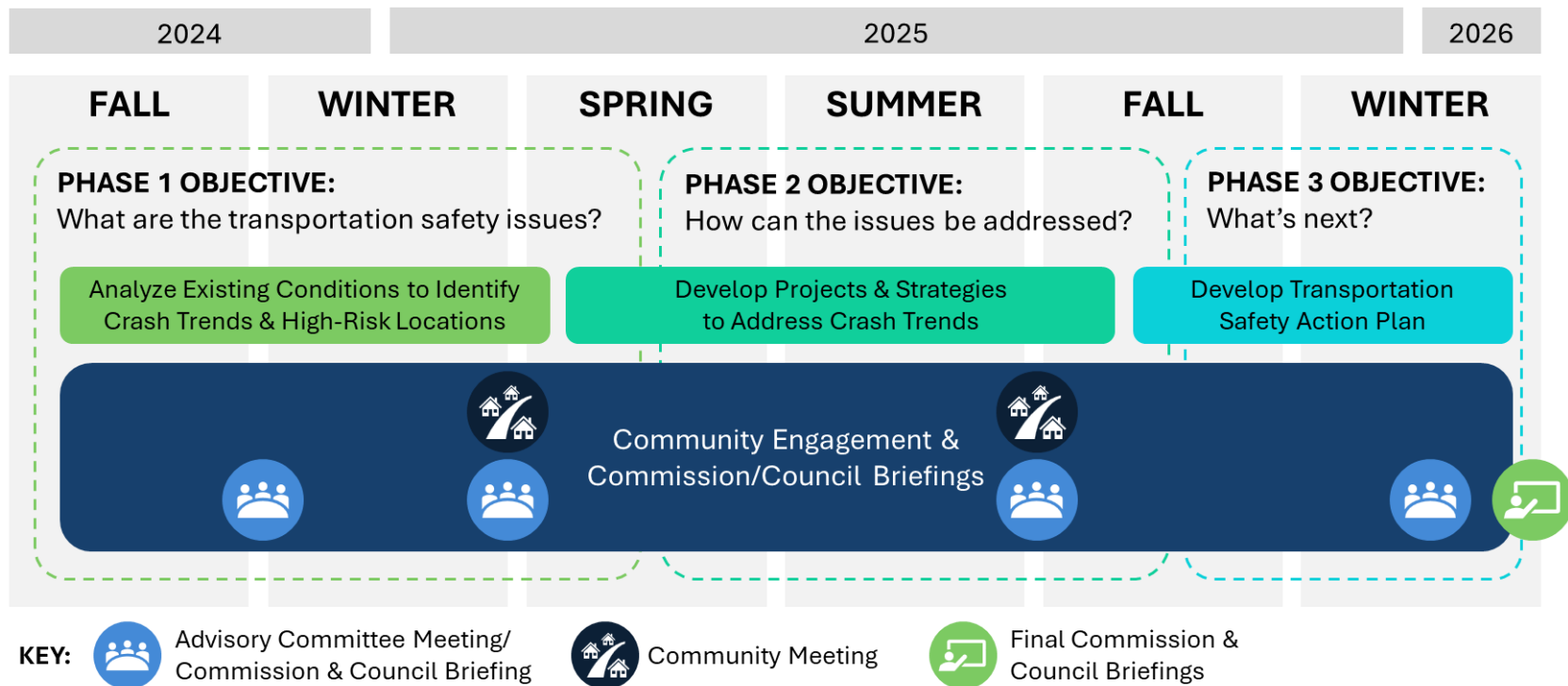
Figure 2. The Benefit of Redundancy in Addressing Fatal and Serious Injury Crashes

Source FHWA

PROJECT SCHEDULE

To ensure that the TSAP reflects the priorities and insights of the community, the project team has structured community engagement into three distinct phases. These phases are designed to gather feedback at critical stages of the planning process, facilitating meaningful input and collaboration with residents, interest groups, and local organizations.

- **Phase 1:** Focuses on gathering input on existing conditions and transportation safety concerns. Community members will help identify specific areas needing improvement and share initial ideas.
- **Phase 2:** Concentrates on collecting feedback on proposed countermeasures, building consensus, and refining solutions based on community input.
- **Phase 3:** Documents existing conditions and strategies and identifies next steps for implementing and tracking progress towards achieving safety goals.



COMMUNITY DEMOGRAPHICS

The following demographic profile helps identify priority populations and tailor outreach methods to reach the full spectrum of Medford residents and property owners. Demographic data is derived from the U.S. Census American Community Survey 5-Year Data 2018-2022 Data Profile.

Race and Ethnicity

According to 2022 5-year Estimates American Community Survey data, 82 percent of Medford residents identify as White. The remainder of residents identify as Hispanic or Latino (16.6%), Asian (1.3%), Black or African American (0.9%), American Indian or Alaskan Native (1.0%), and Native Hawaiian and other Pacific Islander (0.3%). Approximately 11 percent identify with two or more races, and three percent identify with some other race.

Table 1. Race and Ethnicity by Percentage

Race/Ethnicity	City of Medford	Oregon
White	82.2%	78.7%
Black or African American	0.9%	1.9%
Asian	1.3%	4.4%
Native Hawaiian and other Pacific Islander	0.3%	0.4%
American Indian or Alaskan Native	1.0%	1.1%
Some other race	3.2%	4.3%
Two or more races	11.1%	9.2%
Hispanic or Latino (any race)	16.6%	13.8%

Languages Spoken at Home

The majority of Medford speaks only English (88.9%), while the second most common language spoken is Spanish (8.3%). The remainder speak Other Indo-European languages (1.7%), Asian and Pacific Island languages (0.8%), or Other languages (0.4%).

Age

The age distribution in Medford differs slightly from that of Oregon overall. Medford has a lower percentage of children aged 14 and under (13.3%) compared to Oregon (16.7%), while the 15-24 age group is almost the same in both areas. Medford has a slightly higher proportion of residents aged 25-34 (15.2%) than the state (14.1%) but a lower percentage in the 35-54 age range (24.0% compared to 26.0% statewide). The city also has slightly fewer people aged 55-64 (11.5%) and 65-

74 (10.2%) than the state, but it has a higher proportion of residents aged 75 and older (8.3%) compared to Oregon's 7.2%. Overall, Medford has fewer younger residents and a higher percentage of older adults in the 75+ age group.

Table 2. Age Distribution by Percentage

Age	City of Medford	Oregon
14 years and under	13.3%	16.7%
15 - 24 years	12.2%	12.4%
25 – 34 years	15.2%	14.1%
35 – 54 years	24.0%	26.0%
55 – 64 years	11.5%	12.6%
65 – 74 years	10.2%	11.1%
75 years +	8.3%	7.2%

Income

The income distribution in Medford shows some variation from the state of Oregon. Medford has a slightly higher percentage of residents earning less than \$15,000 (8.5%) compared to Oregon (7.9%), and the same is true for the \$15,000-\$25,000 income range, with Medford at 6.9% and Oregon at 6.8%. Medford has a notably higher percentage of residents in the \$25,000-\$50,000 range (23.0%) compared to the state (17.8%), and slightly more residents earning between \$50,000-\$75,000 (17.5%) than Oregon (16.5%). For the \$75,000-\$100,000 bracket, Medford also surpasses the state, with 15.2% compared to 13.4% statewide. However, Medford has a lower proportion of residents earning over \$100,000 (28.8%) compared to Oregon (37.6%). Overall, Medford has a larger share of middle-income households but fewer high-income earners than the state.

Table 3. Income Distribution by Percentage

Income	City of Medford	Oregon
<\$15,000	8.5%	7.9%
\$15,000-\$25,000	6.9%	6.8%
\$25,000-\$50,000	23.0%	17.8%
\$50,000-\$75,000	17.5%	16.5%
\$75,000-\$100,000	15.2%	13.4%
\$100,000+	28.8%	37.6%

Commuting

In Medford, 76.8% of workers drove alone, which is higher than the statewide rate of 67.1%. Carpooling is slightly more common in Medford at 8.8%, compared to 8.7% across Oregon. Public transportation usage in Medford remains low, with only 1.0% of workers relying on it, compared to 3.0% statewide. Walking and bicycling are also less common in Medford, with 2.0% walking and 1.0% biking to work, compared to 3.4% and 1.6%, respectively, statewide. Workers in Medford who used taxicabs, motorcycles, or other means accounted for 1.1%, like the statewide figure of 1.2%. Additionally, 9.3% of Medford workers reported working from home, which is notably lower than the statewide rate of 15.0%.

Table 4. Commuting Patterns by Percentage

Transportation	City of Medford	Oregon
Drove alone	76.8%	67.1%
Carpooled	8.8%	8.7%
Public Transportation	1.0%	3.0%
Walked	2.0%	3.4%
Bicycle	1.0%	1.6%
Taxicab, motorcycle, or other means	1.1%	1.2%
Worked from home	9.3%	15.0%

People Experiencing a Disability

16.0% of Medford residents experience a disability, which is higher than the Oregon average of 14.9%. The most common types of disabilities in Medford are ambulatory disabilities, affecting 8.5% of residents, and independent living difficulties, experienced by 8.2%. An ambulatory disability refers to serious difficulty walking or climbing stairs, while independent living difficulty means challenges in doing everyday activities such as managing finances, grocery shopping, or attending medical appointments without assistance.

Housing

In Medford, 62.7% of homes are detached single-family units, closely matching the state average of 63.0%. Medford has a higher proportion of middle housing (duplexes, triplexes, and attached townhomes) at 15.9% compared to 11.8% statewide. The share of multi-family homes is nearly the same in Medford (17.6%) and Oregon (17.4%). However, Medford has fewer manufactured homes (3.9%) than the state (7.4%). Additionally, Medford has a lower rate of homeownership (54.7%) compared to Oregon (63.2%), with a higher percentage of renters (45.3%) than the state average of 36.8%.

Table 5. Housing Characteristics by Percentage

Housing Type	City of Medford	Oregon
Single-family home	62.7%	63.0%
Middle housing	15.9%	11.8%
Multi-family home	17.6%	17.4%
Manufactured home	3.9%	7.4%
Homeowners	54.7%	63.2%
Renters	45.3%	36.8%

Underserved Populations

Medford's demographic profile highlights key insights regarding its underserved populations. The following guidance is provided to ensure equitable engagement practices for reaching Medford's underserved populations. These strategies should be considered, where applicable, when designing an outreach approach.

Medford is predominantly White (82.2%), with Hispanic or Latino residents making up the second largest group at 16.6%. While a significant majority of Medford residents (88.9%) speak only English at home, there is a notable Spanish-speaking population (8.3%) that may require targeted outreach in their preferred language.

Medford has a lower percentage of children aged 14 and under (13.3%) compared to the state (16.7%), suggesting fewer young families. Conversely, there is a higher percentage of older adults (75 years and older) in Medford (8.3%) than in Oregon (7.2%). Outreach to seniors should include materials in accessible formats like large print, online virtual options for those with mobility challenges, and events held during the day when older residents are more likely to attend. Communication with senior centers and retirement communities can enhance outreach efforts and ensure older adults are informed and involved.

The income distribution in Medford indicates a higher proportion of middle-income households, particularly in the \$25,000-\$50,000 range (23.0%), compared to Oregon (17.8%). However, the city has fewer high-income earners, with only 28.8% earning over \$100,000, compared to 37.6% statewide. Providing stipends or childcare services during meetings could reduce barriers for lower and middle-income residents.

With 16.0% of residents reporting a disability, Medford exceeds the state average (14.9%). Ambulatory disabilities and independent living difficulties are the most prevalent. Engagement efforts should ensure physical venues meet ADA standards, present content in both audio and visual formats, and offer alternative engagement options, such as virtual participation, to cater to residents with mobility or cognitive challenges.

Medford's housing landscape shows a higher proportion of middle housing (15.9%) compared to Oregon (11.8%), while homeownership (54.7%) is lower than the state average (63.2%). Public engagement strategies should focus on reaching renters through outreach in rental housing communities.

EQUITABLE COMMUNITY ENGAGEMENT

As the TSAP aims to address City and community needs, the project team is dedicated to embedding equity across all project phases by:

- Engaging historically underserved community members (Black, indigenous, persons of color, people with limited English proficiency, senior citizens, youth, low-income populations, those experiencing disabilities, etc.).
- Engaging in meaningful conversations with interested groups and partners early in the process to help identify potential issues, barriers, needs and opportunities so that the project team can integrate ideas or avoid impacts.
- Understanding how transportation safety impacts members of the community differently – including unique impacts to different populations. And, seeking input on the types of solutions that would provide meaningful results for historically underserved populations.
- Providing timely project information and engagement opportunities that are accessible, approachable, and inclusive and communicating how input and feedback shape outcomes throughout the TSAP.

INTEREST GROUPS AND PARTNERS

Community members and interest groups will have multiple opportunities to participate in the TSAP process. The following table identifies the spectrum of interest groups and the variety of ways in which the City may consider engaging community members in the process. Note the intent of this list is to provide a framework for assessing interest groups and outreach methods rather than a definitive list of required stakeholders and activities.

Table 6. Interest Groups and Engagement Strategies

Interests	Example Organizations/Groups	Potential Engagement Strategies ¹
Schools	<ul style="list-style-type: none"> - Medford School District (public schools) - Rogue Community College (higher education) - St. Mary's School (private K-12 school) - Sacred Heart School (private K-8 school) 	<ul style="list-style-type: none"> - Attend school events - Use existing communication channels to distribute information

¹ Note that these are examples, the engagement activities will vary based on capacity and project progress.

Interests	Example Organizations/Groups	Potential Engagement Strategies ¹
	<ul style="list-style-type: none"> - Kids Unlimited (after-school programs and educational support) - Grace/Cascade Christian Schools - Logos Charter School 	<ul style="list-style-type: none"> - Conduct community conversations
Parks and nature	<ul style="list-style-type: none"> - Medford Parks and Recreation Department (city parks and recreation services) - Bear Creek Greenway Foundation (trail and greenway advocacy) - The Nature Conservancy (conservation efforts in the region) - Southern Oregon Land Conservancy (land preservation) 	<ul style="list-style-type: none"> - Send surveys - Invite to community meetings
Industry and business	<ul style="list-style-type: none"> - Harry & David (food and gift retailer) - Asante Health System (healthcare provider) - Lithia Motors (automotive retailer) - Rogue Valley Wine Country (wine industry collective) - Downtown Medford Association (supports small businesses downtown) - Medford Chamber of Commerce (business support agency) 	<ul style="list-style-type: none"> - Use the Chamber's network to distribute information - Conduct community conversations
Public safety	<ul style="list-style-type: none"> - Medford Police Department (law enforcement) - Medford Fire Department (fire protection and emergency services) - Jackson County Sheriff's Office (county law enforcement) - Community Safety Coalition (crime prevention initiatives) 	<ul style="list-style-type: none"> - Share project details in public safety newsletters - Invite to participate in community meetings - Conduct community conversations
Utilities	<ul style="list-style-type: none"> - Avista Utilities (electricity and natural gas provider) - Rogue Valley Sewer Services (wastewater treatment) - Medford Water Commission (water services) - PacifiCorp (electricity provider) 	<ul style="list-style-type: none"> - Include project updates in utility billing inserts - Send surveys

Interests	Example Organizations/Groups	Potential Engagement Strategies ¹
Developers	<ul style="list-style-type: none"> - Pacific Retirement Services (senior living communities) - Mahar Homes (developer) - Pulver & Lever (commercial real estate and development) - KOGAP (developer) - CSA Planning (development consultant) - KDA Homes - Hayden Homes - Buntin Construction - Smith Brothers 	<ul style="list-style-type: none"> - Send surveys - Invite to community meetings
Health	<ul style="list-style-type: none"> - Asante Rogue Regional Medical Center (hospital and health services) - Providence Medford Medical Center (hospital and health services) - Jackson County Public Health (public health services) - Rogue Community Health - La Clinica - Jackson Care Connect - Oregon Spinal Cord Injury Connection - Area Trauma Advisory Board (ATAB) Region 5 	<ul style="list-style-type: none"> - Send surveys - Invite to community meetings - Conduct community conversations
Transportation	<ul style="list-style-type: none"> - Rogue Valley Transit District (RVTD) (public transit services) - Medford Airport (regional airport) - Oregon Department of Transportation (ODOT) (state transportation agency) - Siskiyou Velo (bicycle advocacy) 	<ul style="list-style-type: none"> - Invite to participate in community meetings - Conduct community conversations - Send surveys
Service nonprofits	<ul style="list-style-type: none"> - United Way of Jackson County (community support and resources) - Rogue Valley Food Bank (food assistance) - Habitat for Humanity of Jackson County (affordable housing) - YMCA of Medford (community services and recreational programs) 	<ul style="list-style-type: none"> - Distribute printed project informational materials - Send surveys - Invite to community meetings

Interests	Example Organizations/Groups	Potential Engagement Strategies ¹
Non-native English speakers	<ul style="list-style-type: none"> - Oregon Action (advocacy and support for immigrant communities) - Latino Community Association (support services for Latino residents) - Rogue Community College's Adult Language and Literacy Program (English language instruction) 	<ul style="list-style-type: none"> - Collaborate with community liaisons for outreach - Offer translated materials - Use interpretation services at public events - Bilingual surveys
Arts and culture	<ul style="list-style-type: none"> - Rogue Valley Symphony (orchestra and music programs) - Craterian Theater (performing arts venue) - Southern Oregon Historical Society (history and cultural heritage) - Rogue Gallery (local artists and exhibitions) 	<ul style="list-style-type: none"> - Distribute printed project informational materials - Send surveys - Invite to community meetings
Seniors	<ul style="list-style-type: none"> - Rogue Valley Council of Governments (senior services and advocacy) - AgeWise (senior support and resource organization) - Avamere at Medford (assisted living and memory care) - Oregon Department of Human Services (services for seniors) - Rogue Valley Manor - AARP 	<ul style="list-style-type: none"> - Distribute printed project informational materials - Send surveys - Invite to community meetings
County and State Agencies	<ul style="list-style-type: none"> - Jackson County Board of Commissioners (local government) - Oregon Housing and Community Services (housing support) - Oregon Department of Human Services (health and social services) - Oregon Department of Education (education services and support) - Oregon Commission for the Blind 	<ul style="list-style-type: none"> - Send surveys - Invite to community meetings
Elected and Appointed Officials	<ul style="list-style-type: none"> - Medford City Council - Medford Transportation Commission - Medford Planning Commission - Medford Active Transportation Advisory Committee 	<ul style="list-style-type: none"> - Invite to community meetings - Conduct regular briefings

ENGAGEMENT ACTIVITIES

The following table summarizes primary community engagement activities, their intended audience, and partners needed to carry out the activities while using the International Association of Public Participation (IAP2) engagement spectrum. *For more involved tasks such as community meetings, the team will develop detailed action plans for implementation.*

Engagement activities will be tailored to each phase of engagement through the questions posed to community members. Phase 1 questions seek to understand concerns around transportation safety and identify possible locations and ideas for improvements. The questions may be posed like *"What transportation safety concerns do you have in your neighborhood or the areas where you travel most frequently?"* and *"Are there specific roads, intersections, or crosswalks where you feel particularly unsafe? If so, please describe why."* Phase 2 questions seek to gather input from the community on the proposed countermeasures, utilizing questions such as *"How strongly do you support the proposed countermeasures overall? (e.g., very supportive, somewhat supportive, neutral, opposed)"* and *"Do you think the proposed changes will positively or negatively impact your daily commute or travel patterns? Please explain."* Phase 3 is intended to document the existing conditions and recommendations in a TSAP and build ownership and support from the community and interest groups on the Safe System Approach and the strategies in the TSAP.

The IAP2 Spectrum is an internationally recognized model developed to help clarify the role of the public in planning and decision making, and how much influence the community has over planning or decision-making processes. The model identifies 5 levels of community engagement, ordered as follows by increasing impact on decision-making: (1) inform; (2) consult; (3) involve; (4) collaborate; and (5) empower. Community engagement opportunities will seek to achieve the "Involve" level of engagement.

Table 7. Engagement Activities

Engagement Activity	IAP2 Spectrum	Description	Audience
Advisory Committee	Inform Consult Involve	Convene an Advisory Committee (AC) that will meet up to four (4) times and consists of agency partners and service providers. The AC will review data, community feedback, and strategies to shape the plan's goals, priorities, and implementation framework and coordinate implementation and monitoring activities after the plan is completed.	Agency Partners Service Providers
Community Conversations & Interviews	Inform Consult Involve	Conduct up to six virtual (6) interviews with key Interest Groups. Interviews will help build relationships with trusted community leaders	Key Interest Group

Engagement Activity	IAP2 Spectrum	Description	Audience
		and partners and help identify important issues, challenges and opportunities. Conduct "Community Conversations" utilizing a kit that is structured in a manner that provides community members with information about the project and engages them in discussion about existing conditions and concerns around transportation safety and identify possible locations, and ideas, for improvements.	Members (Groups, Organizations, Committees, etc.)
Community Events	Inform Consult Involve	Host a booth or table at community events with passive activities to create awareness of the project and collect input on existing conditions and concerns around transportation safety and identify possible locations, and ideas, for improvements.	Community Members
Community Meetings	Inform Consult Involve	Conduct up to two (2) community meetings, either standalone or in conjunction with a community event. These touchpoints with the community provide opportunities to discuss community members' safety concerns and ideas for improvement, report out what has been shared to-date, and solicit input on recommendations and countermeasures.	Community Members
Online Engagement	Inform Consult	Administer up to two (2) online surveys or interactive maps to gather the general concerns, ideas and priorities of the public throughout the process will be created. Surveys will coincide with the first two phases of public involvement and provide an alternative opportunity to comment for those who may not come to a meeting or event or feel comfortable voicing their opinions among others.	Community Members

COMMUNICATION TOOLS

In addition to the above activities, the following communication tools will provide information about events, activities, and opportunities to be involved in developing the TSAP.

Table 8. Communication Tools

Communication Tools	Description
Project Website	An informative, accessible, and interactive website will be updated to include a project overview and timeline, important contacts, schedules for public events, opportunities for public engagement, updates on the project's status, and the ability to view or download documents.
Social Media	Content for social media platforms, such as Facebook and Twitter accounts, will be provided to increase project awareness and provide advertisement of multiple avenues for community input.
Media Contacts	Media releases will be prepared for local media outlets for the City to distribute to promote key outreach activities.
E-Blasts	A database of e-mail addresses of people who express interest in the planning process will be maintained. E-blasts will be distributed by the City to notify people about events and activities.
Public Information Materials	Flyers, facts sheets and other materials will be prepared to educate and inform the public.

The City of Medford will translate the following communication materials into Spanish:

- Advertisements for public meetings
- Short pamphlets or handouts for public information
- Informational boards in public meetings
- An executive summary of the completed Plan

Spanish-language translation will be coordinated through City staff or a local contact. Spanish language interpretation may be offered at public meetings with a written request to the City at least three business days prior to the event to ensure availability.

Technical Memorandum

May 7, 2025

Project# 30231

To: Karl MacNair, PE; Carla Paladino; Tanner Fairrington
From: Anaïs Mathez, 3J Consulting
CC: Matt Bell, Amy Griffiths
Kittelson & Associates, Inc.
RE: Medford Transportation Safety Action Plan Public Involvement Summary



OVERVIEW

The City of Medford initiated the Transportation Safety Action Plan (TSAP) in Fall 2024 to build a safer and more equitable transportation system. The Plan is rooted in the Safe System Approach and aims to eliminate traffic-related deaths and serious injuries by 2035. Public engagement is a central pillar of this work, ensuring community input supports the data-driven process of identifying high-risk areas and prioritizing safety interventions.

To ensure that the TSAP reflects the priorities and insights of the community, the project team has structured community engagement into three distinct phases. These phases are designed to gather feedback at critical stages of the planning process, facilitating meaningful input and collaboration with residents, interest groups, and local organizations.

- **Phase 1:** Focuses on gathering input on existing conditions and transportation safety concerns. Community members will help identify specific areas needing improvement and share initial ideas.
- **Phase 2:** Concentrates on collecting feedback on proposed countermeasures, building consensus, and refining solutions based on community input.
- **Phase 3:** Identify and discuss next steps for implementation.

Phase One of TSAP engagement launched at the outset of this process and culminated in spring 2025. Activities aimed to understand where people feel unsafe, what behaviors and conditions contribute to that sense of risk, and what changes could make people feel safer. The following summarizes the activities and feedback received through Phase One.

PHASE ONE: COMMUNITY ENGAGEMENT ACTIVITIES

The project team employed a mix of engagement tools to reach a broad spectrum of Medford community members. Two primary activities formed the core of the Phase One outreach:

- **Community Conversations:** Medford staff facilitated a series of conversations with local community groups and advisory boards to share information about the TSAP and gather insights on local transportation safety issues. These conversations focused on identifying areas

- **Online Survey:** In conjunction with community conversations, a citywide online mapping survey was launched and promoted through various City communication channels. By April 1, 2025, the survey had gathered 386 comments. Survey questions asked respondents to identify unsafe streets or intersections, describe the behaviors or conditions contributing to safety concerns, and suggest improvements. Respondents could choose to categorize their comments into two broad themes — Infrastructure and Behavior Concerns — as well as indicate an additional subcategory to further organize the feedback. An additional, open-ended question was also provided for any comments not tied to specific geographic locations.

Overall, the majority of comments were related to infrastructure concerns, with behavior concerns only accounting for approximately a quarter of all the feedback. The most commonly reported subcategory related to infrastructure included “congested intersections and roadways.” The most commonly reported subcategory related to behavior concerns included “speeding.”

	COMMUNITY CONVERSATIONS KIT 3J CONSULTING
<h1>COMMUNITY CONVERSATION KIT</h1>	<h2>Discussion Notes</h2> <p>Remember to place a check mark (✓) next to frequently mentioned themes, ideas, or topics. Feel free to use this provided note-taking sheet or your preferred method to capture your notes during the conversation.</p> <p><i>Are there specific locations where you feel unsafe driving, walking, biking, skateboarding, scootering or one-wheeling?</i></p> <p><i>Have you observed unsafe behaviors by people using roadways in your neighborhood or those you travel most frequently? Would you consider these issues due to infrastructure or behavior, or both?</i></p> <p><i>What changes would make you feel safer when traveling in your neighborhood or community?</i></p> <p><i>What people, groups, or communities should we contact to make this an inclusive process?</i></p> <p><i>In what ways would you like to participate in this process? [Share all potential examples]</i></p>
<p>City of Medford Transportation Safety Activa</p> <p>January 2025</p> <p>3J CONSULTING</p>	

Medford Transportation Survey

Get Involved: Take the Phase 1 Survey!

Click anywhere on the map to add a comment. Click on any other comment to view or like the contents. Comments are organized under two major categories, behavioral and infrastructure concerns, and several related sub-categories. Multiple comments are welcome!

The screenshot displays a web-based map application for the Medford Transportation Survey. The map area is covered with a grid of location pins, primarily in green and blue, representing individual survey comments. Major roads and landmarks are clearly marked and labeled, including the Medford International Airport, Control Point, Prescott Park, and the Medford city center. The interface features a search bar at the top left, a sidebar with navigation tools (home, pan, zoom), and a footer with two prominent buttons: 'Save & Submit All Map Comments' and 'Clear Comments'. The map is powered by Esri, as indicated in the footer text.

KEY THEMES AND COMMUNITY INSIGHTS

From both the community conversations and survey responses, several detailed themes and insights emerged:

1. Unsafe conditions for people walking and biking

Concerns about pedestrian and bicycle safety were the most frequently voiced issue. Respondents described areas with missing or poorly marked crosswalks, narrow sidewalks, lack of curb ramps, and absence of protected bike lanes. High-traffic corridors near schools, parks, and shopping areas were frequently cited as difficult or dangerous to navigate. Community members emphasized the need for:

- More visible and frequent crosswalks
- Expanded and protected bike infrastructure
- Traffic signal timing that accommodates pedestrians
- Better lighting in key pedestrian areas

"It's scary trying to cross Main Street with my kids—it feels like drivers don't expect to see people walking."

2. Traffic congestion and motorist safety

In addition to concerns about pedestrian and bicyclist safety, several respondents expressed frustration with traffic congestion and unpredictable roadway conditions that impact motorist safety. Congested intersections, poorly timed signals, and confusing roadway configurations were identified as daily stressors for drivers.

Many comments described issues such as difficult left turns, unclear signage, and bottlenecks that lead to risky driving behaviors. Residents identified several key roadways—including OR-62, OR-99, and McAndrews Road—as especially problematic for traffic flow and driver safety. Suggested improvements included:

- Better signal coordination and timing
- Intersection redesigns to reduce delays and improve visibility
- Additional turn lanes and yield signage
- Improved wayfinding and clearer lane striping

This feedback reinforces the importance of addressing congestion not only as a convenience issue but as a matter of safety for those who rely on driving, especially older adults or those with limited mobility.

"The intersection at Poplar and OR-62 is so backed up during rush hour—it's dangerous just trying to merge."

3. Dangerous driving behaviors

Aggressive and reckless driving behaviors were cited as major contributors to residents' sense of insecurity. Commonly mentioned issues included:

- Speeding, especially on wide arterial roads
- Failure to yield to pedestrians in crosswalks
- Red-light running and illegal turns
- Distracted and impaired driving

These behaviors were perceived as particularly dangerous in areas with heavy pedestrian traffic or school zones. Residents called for more consistent and visible enforcement of traffic laws.

"People drive like it's a freeway through residential neighborhoods. We need enforcement and road design that slows cars down."

4. Demand for traffic calming and safer street design

Respondents generally expressed support for traffic calming measures that would make it harder to speed or drive recklessly, while considering impacts on parking, congestion and emergency access. Suggested improvements included:

- More crosswalks, speed bumps and medians with pedestrian refuge areas
- Mini roundabouts at dangerous intersections
- Streets with connected sidewalks

While there was demand for traffic calming measures, not all respondents were in favor of road diets and narrower streets and some respondents noted concerns over the related congestion. However, the community recognized that design can influence behavior and emphasized that enforcement alone would not be sufficient to address long-standing issues.

"We need streets designed to slow people down—not just more signs telling them to."

5. Equity and safety for vulnerable populations

There was a clear concern for the safety of vulnerable users, including children, seniors, people with disabilities, and low-income residents who rely more heavily on walking, biking, and transit. Areas near schools, senior housing, and community services were identified as priority zones for safety improvements. This feedback underscored the need for:

- ADA-compliant crossings and curb ramps
- Extended signal timing for pedestrians
- Safe routes to schools and senior centers
- Benches, shelters, and lighting at transit stops

"My grandmother walks to the grocery store with a walker—she needs safer crossings and more time at signals."

6. Interest in continued engagement

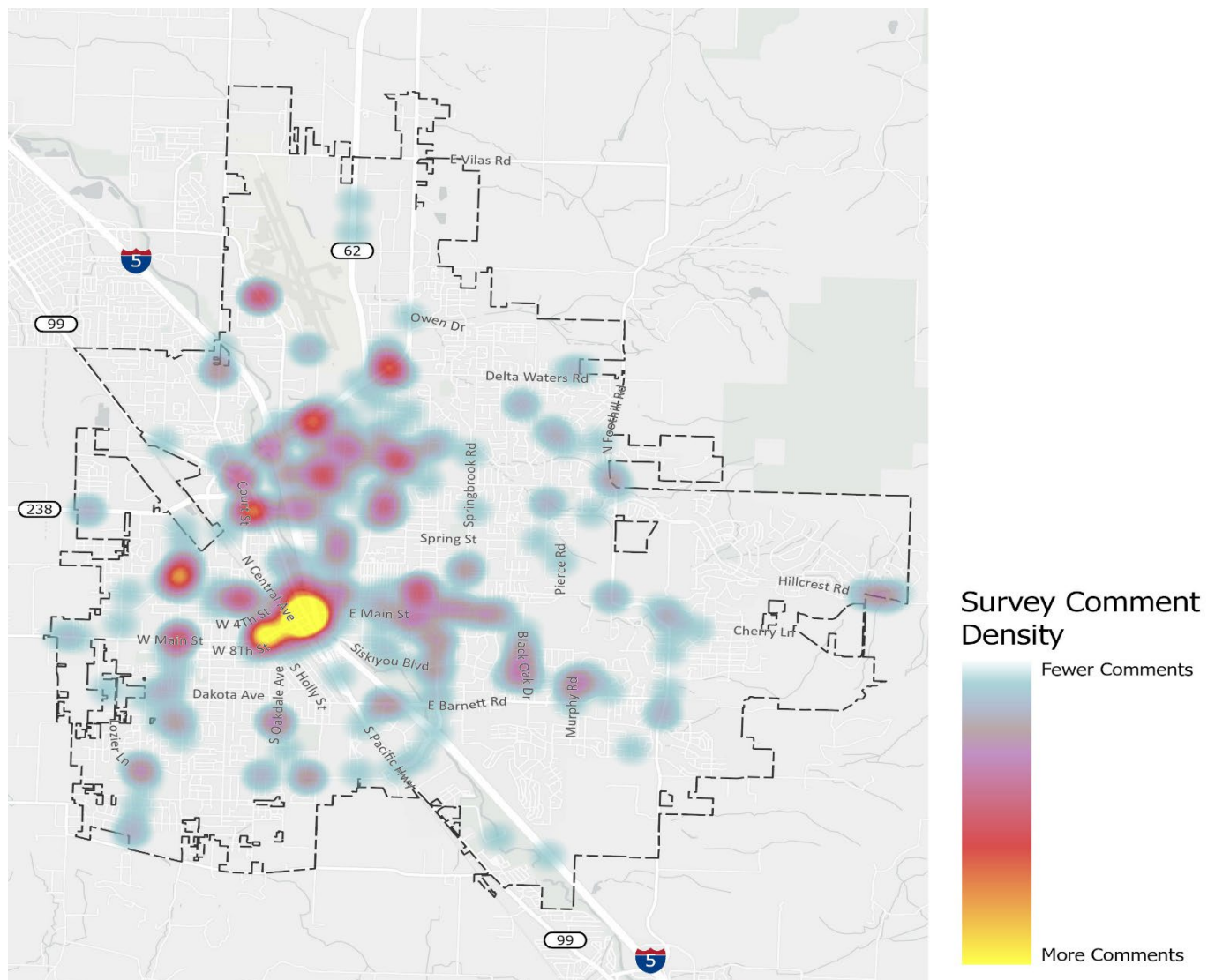
Residents expressed a desire to be kept informed and involved as the TSAP progresses. Several participants said they appreciated being asked for their input and wanted more opportunities to participate in shaping safety solutions.

"It's great to see the City asking for feedback. I just hope it turns into real change."

HIGH-PRIORITY LOCATIONS

Community members highlighted several high-risk intersections and corridors where they feel unsafe or have witnessed dangerous behaviors. The spatial distribution of responses showed strong geographic patterns, with downtown Medford and major corridors like OR-62 and Main Street emerging as key areas of concern.

Figure 3. Spatial concentration of all comments



The most frequently mentioned locations included:

■ **Intersections**

- Main St & Riverside Dr
- Columbus Ave & McAndrews Rd
- OR-62 & Poplar Dr
- OR-62 & Delta Waters Dr
- W 6th St & N Holly St

■ **Streets**

- OR-62
- Main St
- OR-99
- I-5
- W 6th St

The greatest concentration of comments came from downtown Medford and areas near major roadways, such as OR-62 and I-5. Geographic analyses revealed specific hot spots in the northwest, southeast, and west parts of the city, with downtown drawing significant concern due to its high pedestrian activity and traffic volumes. See the appendix for more information about key themes by geographic area.

CONCLUSION

Phase One engagement for the Medford TSAP provided critical insight into how people experience transportation safety in the city. While many participants voiced concerns about pedestrian and cyclist safety, others emphasized challenges related to unsafe driving behaviors, vehicle congestion, roadway design, and the need for improved traffic flow. Comments reflected a wide range of experiences—across travel modes and neighborhoods—and highlighted the need for balanced, thoughtful solutions that improve safety and comfort for all users.

Respondents expressed support for a variety of strategies, from infrastructure upgrades and traffic calming to clearer signage, better lighting, and expanded transportation options. In addition, many comments demonstrated a strong willingness to stay engaged and expressed interest in seeing how their feedback informs decisions. These insights will directly inform Phase Two of the TSAP, which will focus on identifying and vetting specific safety strategies and countermeasures.

Technical Memorandum

April 29, 2025

Project# 30231

To: Karl MacNair, PE; Carla Paladino; Tanner Fairrington
From: Anaïs Mathez, 3J Consulting
CC: Matt Bell, Amy Griffiths
Kittelson & Associates, Inc.
RE: Medford Transportation Safety Action Plan – Public Involvement Summary Appendix

**EXHIBIT**

APPENDIX: KEY THEMES BY GEOGRAPHY

This appendix summarizes additional key themes by geography from the interactive map survey. Comments were geocoded and analyzed to identify clusters of concerns by topic and organized by four sub-areas within Medford: Downtown, Northeast, Southeast, and West areas.

Downtown Area

A high density of comments related to pedestrian safety and driver behavior at key crossings such as Main St and Riverside Ave. Key themes included:

- High pedestrian and cyclist activity with frequent concerns about crosswalk safety and driver yielding behavior.
- Congested intersections and confusion at merges or signalized crossings.
- Desire for traffic calming and safer non-motorized facilities

The most frequently mentioned locations included:

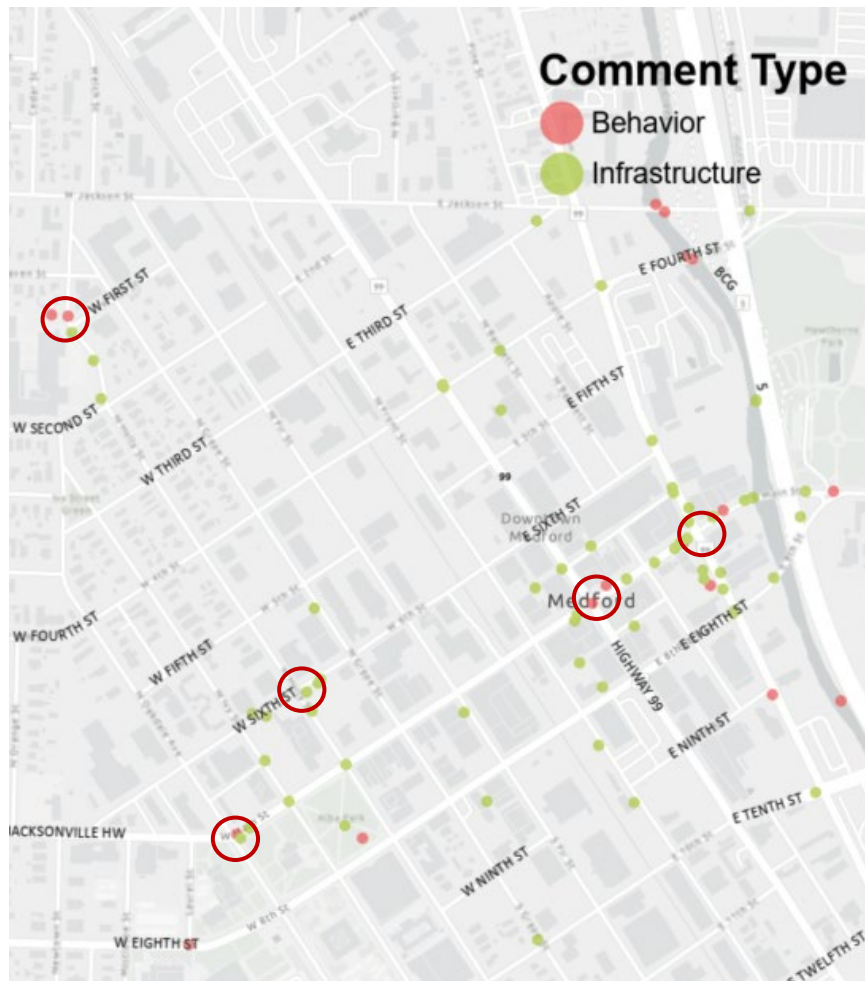
- **Intersections**
 - E Main St & S Riverside Ave
 - E Main St & Central Ave
 - E Main St & N Oakdale Ave
 - W 6th St & N Holly St
 - W 1st St & N Holly St
 - Riverside Ave
 - OR-99
 - I-5
 - E 6th St

- **Streets**
 - Main St

Figure 1. Frequently Mentioned Words in Open-Ended Comments for Downtown



Figure 2. Concentration of Comments by Category in Downtown



Frequent comments about infrastructure challenges, including congestion, unsafe turns, and limited pedestrian infrastructure. Key themes included:

- The most frequently mentioned locations included:

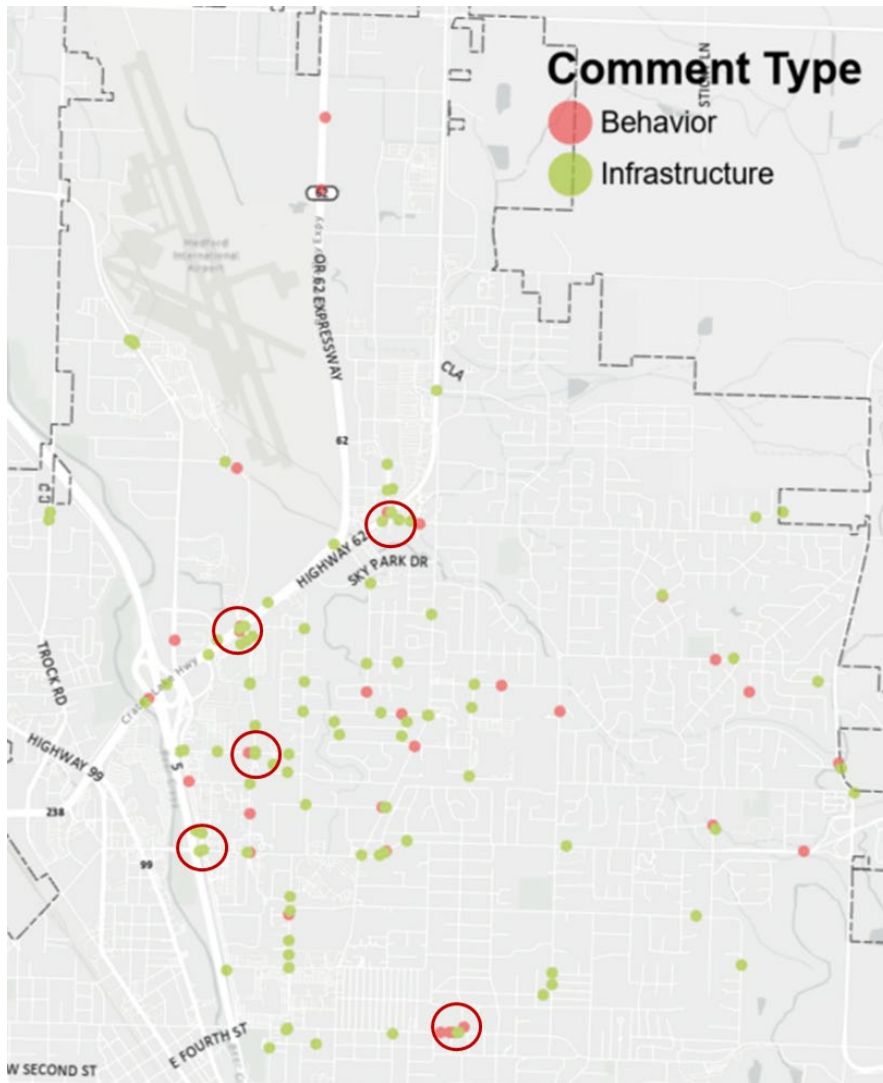
■ Streets

- OR-62
- McAndrews Rd
- Biddle Rd
- Poplar Dr
- E Jackson St

lane road needs bike street turn

fast sidewalks north going left cars go stop one accidents east lake safety speed poplar dangerous use biddle frequently mph mccandrews side drive roberts right onto lanes crosswalk pedestrians light need limit parking just lines crater school northbound sidewalk students

Figure 4. Concentration of Comments by Category in the Northeast



Southeast Area

Issues largely focus on speeding and visibility near residential and school-adjacent areas. Key themes included:

- Feedback focuses on steep or winding roads with visibility issues.
- Frequent speeding and insufficient pedestrian protections, particularly near residential zones and parks.
- Infrastructure needs include sidewalk infill and street lighting.

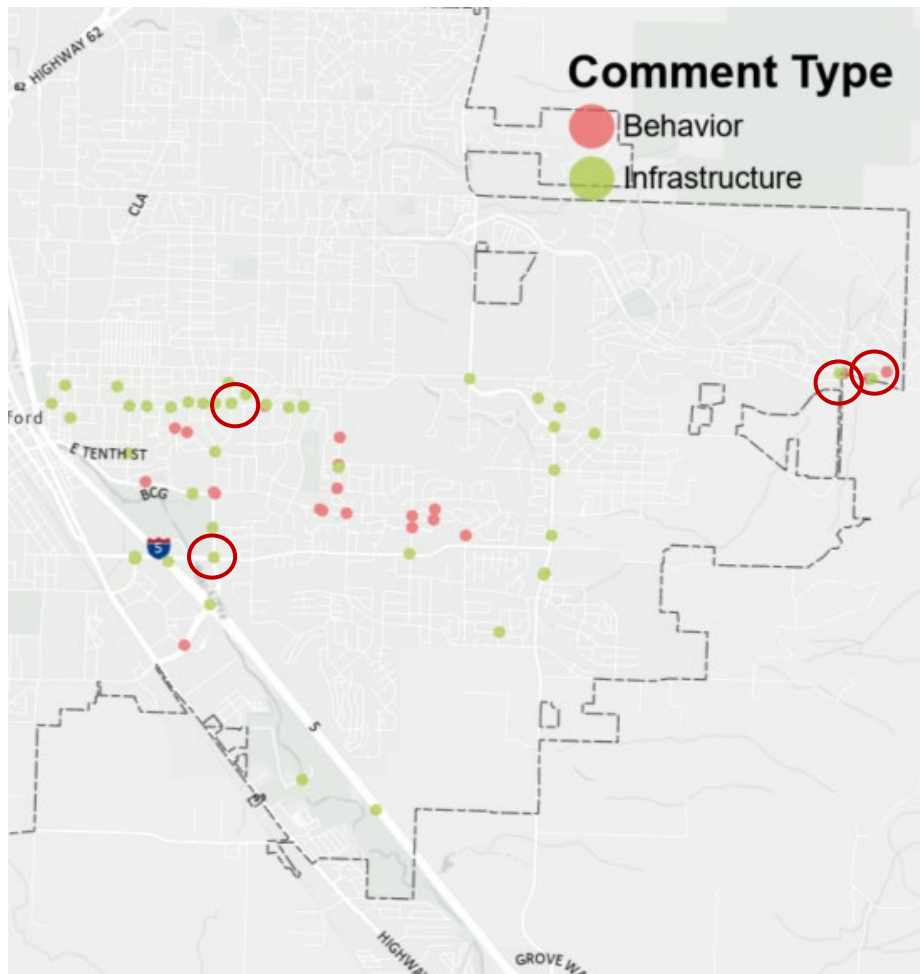
- **Intersections**

- **Streets**

- E Main St
- N Phoenix Rd
- I-5
- E 10th St
- Hillcrest Rd

[illegible]

Figure 6. Concentration of Comments by Category in the Southeast



West Area

Comments were a mix of infrastructure and behavior concerns, especially along McAndrews Rd and major intersections with OR-99. Key themes included:

- Combination of behavioral issues (e.g., speeding, aggressive driving).
- Concerns about navigating multi-lane arterials with high vehicle volumes.
- Areas near schools and homes noted as high-risk for pedestrians and cyclists.

The most frequently mentioned locations included:

■ Intersections

- N Columbus Ave & W McAndrews Rd
- Riverside Ave & E McAndrews Rd
- Court St & W McAndrews Rd
- S Oakdale Ave & Stewart Ave
- N Columbus Ave & W Main St

■ Streets

- McAndrews Rd
- OR-99
- OR-62
- Stewart Ave
- Main St

Figure 7. Frequently Mentioned Words in Open-Ended Comments for the West



Figure 8. Concentration of Comments by Category in the West

