

Salem Willamette River Crossing Alternate Modes Study

Stakeholder Advisory Committee Meeting #3

Monday November 16, 2009

4:00 p.m. – 6:00 p.m.

Mid-Willamette Valley Council of Governments

105 High Street / Salem

Attendees

Stakeholder Advisory Committee Members	Consultant Team
Herm Boes, West Salem Neighborhood Association	Theresa Carr, CH2M HILL
Bob Cortright, DLCD ¹	Dana Dickman, Alta Planning + Design
Dan Fricke, ODOT ² Region 2 Planning	Mariah VanZerr, CH2M HILL
Rodger Gutierrez, ODOT Bicycle/Pedestrian	Alternates/Visitors
Mike Jaffe, MWVCOG ³	Eric Lundgren, BTA ⁴
Doug Parrow, BTA	
Roxanne Rolls, Cherriots	
Alison Wiley, ODOT Public Transit Division	

¹ Department of Land Conservation and Development
² Oregon Department of Transportation
³ Mid-Willamette Valley Council of Governments
⁴ Bicycle Transportation Alliance

Meeting Summary

This meeting summary documents the major conversation items from the November 16, 2009 meeting of the Salem Willamette River Crossing Alternate Modes Study Stakeholder Advisory Committee (SAC). The summary is organized by agenda item, and includes a description of the outline of the meeting. Following the description, each of the revised recommendations is listed followed by notes on the results of an exercise the group performed to prioritize each concept, and the general comments received for each item. The summary concludes with a description of the next steps agreed upon by the SAC.

1. Welcome and Introductions

Theresa opened the meeting and led the introductions. All SAC members were present except for Tom Clark. Herm Boes served as a substitute for Tom Clark.

2. Opportunity for Public Comment

Theresa opened the floor for public comment. No public comments were made.

3. Project Update – What We’ve Been Doing

Theresa provided an overview of the project timeline, where we are at now, and what the consultant team has been doing since the last SAC meeting in September. An overview of the timeline of events is provided below:

- Presented an overview of the preliminary recommendations to the:
 - Cherriots Board of Directors (Sept)
 - Salem City Council (Sept)
 - SKATS Policy Committee (Oct)
- Conducted field visits to address comments (Oct)
- Completed preliminary modeling results (Nov)
- Completed the Response to Comments (Nov)
- Revised the recommendations, maps, and draft TDM plan (Nov)

4. Revised Recommendations, Prioritization, and Implementation Discussion

The remainder of the meeting involved walking through each of the revised recommendations and describing how the recommendations had been changed based on the feedback received. The SAC was then asked to prioritize the revised recommendations by placing green dots next to the TSM and TDM concepts that they felt were the highest priority, and yellow dots next to the TSM and TDM concepts that they felt were of medium priority. Each SAC member was given a set of 5 green dots and 2 yellow dots to vote on the TSM recommendations and another set of dots to vote on the TDM recommendations. Following the prioritization exercise, Theresa led a discussion with the SAC where concurrence on high priority items was reached and feedback on the implementation time-frame and barriers for each high priority item was received.

Each recommendation is described below, and includes a description of the priority level, implementation time frame, barriers, and additional comments received during the meeting.

- High-priority recommendations were defined by the group as those having three or more green dots, and/or those with five or more dots total (including yellow dots).
- Medium-priority recommendations were defined as those having two or less green dots and/or those with four or less dots total (including yellow dots).
- Low-priority recommendations were defined as those receiving no green dots.
- Short, medium, and long time frames were defined as 0-5 years, 5-10 years, and 10-20 years, respectively.

TSM Recommendations

High Priority¹

Bicycle/Pedestrian Recommendations (Maps 1A and 1B)

Stripe New Bike Lanes (Concept 1)

- 4 Green Dots
- Time Frame: Short & Medium Term
- Barriers:
 - Funding
- Comments:
 - City Council just approved shared lane markings on Commercial, rather than bike lanes.
 - If angled parking is changed to parallel, there could be room for bike lanes on both Liberty & Commercial
 - The SAC discussed whether bike lanes or sharrows are more effective on high volume one-way streets
 - Edgewater – The existing bike lanes are narrow, and parking would have to be removed on one side of the street to widen the bike lanes. However, there may be an opportunity to widen the bike lanes if one of the Salem Rivercrossing Alternatives is developed.

Develop Bicycle Boulevards (Concept 4)

- 6 green dots, 1 yellow dot
- Time Frame: Short term
- Comments:
 - One SAC member brought up putting a bike facility on the southeast side of OR 22, along the riverfront, rather than along 2nd street through the Edgewater District. Theresa explained that the 2nd street bicycle boulevard is recommended due to the increased connectivity to neighborhoods that it would provide.

Develop Bike Routes (Concept 7)

- 4 green dots
- Time Frame: Short term (comment – shorter than Bicycle Boulevards)

Safe Crossings (Concept 15)

- 5 Green dots
- Time Frame: Should be short term, but could be medium term due to various factors
- Barriers: While there are several ideas on how to potentially improve each crossing, there are no agreed upon solutions. It will take significant time to go through and design process and get consensus.

Transit Recommendations (Map 2)

Implement Transit Signal Priority (Concept 1)

- 3 green dots
- Time Frame: Medium

¹ 3 or more green dots, or 5 or more total dots = high priority

- Comments:
 - Effectiveness depends on the number of buses on the route
 - The concept is important; however the specific TSP locations should be decided by Cherriots
 - This technology is still under development in Salem and other location will likely be selected first.
 - Might be more effective to combine queue jump and TSP together during implementation.

Bus Tracker (Concept 4)

- 2 green dots, 3 yellow dots
- Time Frame: Short Term

Transit Queue Jump Lanes (Concept 6)

- 4 green dots, 2 yellow dots
- Time Frame; Medium
- Comments:
 - Make sure queue jump lanes do not negatively impact pedestrian crossings

Improve Transit Park & Ride Facilities West of Salem (Concept 8)

- 3 green dots, 1 yellow dot
- Time Frame: Short Term

Land Use Recommendations (Map 2)

Develop Transit Friendly Land Use Strategies (Concept 11)

- 3 green dots, 2 yellow dots
- Time Frame: As development occurs
- Comments:
 - One SAC member suggested that a change in density closer to 2nd and Edgewater be considered, and not for the whole area.
 - Another SAC member suggested that Wallace Road should become an “urban street” rather than an auto-oriented street.

Medium Priority

Bicycle/Pedestrian Recommendations (Maps 1A and 1B)

Install shared lane markings (“sharrows”) (Concept 2)

- 1 green dot, 1 yellow dot

Add Rail-to-Trail Facilities (Concept 5)

- 2 green dots
- Time Frame: Medium-Long Term

Add Shared-Use Paths (Concept 8)

- 2 green dots
- Comments:
 - Some of the existing shared-use paths (i.e. the “Donkey Trail”) need to be confirmed as to whether they are publically or privately owned.

Extend the Riverfront Pathway Network (Concept 9)

- 2 green dots

Complete Sidewalk Infill Projects (Concept 10)

- 2 green dots

Enhance Bicycle-Transit Integration (Concept 11: NOTE: the technical team has moved this recommendation to high priority)

- 1 yellow dot

Add a Bicycle/Pedestrian Over/Undercrossing (Concept 12)

- 3 yellow dots
- Time Frame: Medium-Long Term
- Barriers:
 - Cost
 - No agreed upon solution
 - Conflicting land use
 - Conflicting goals and need for ROW for traffic movement. Example, freight and transit use the corridor and in order to give adequate clearance for larger vehicle the ped/bike overcrossing would need to be quite high. This may have the same impact as out of direction travel for some cyclists.
- Comments:
 - This concept is a subset of the “Safe Crossings” concept (high priority)
 - Crossing and Rail to Trail should be implemented as one project. They don’t make sense without the other.
 - An undercrossing should be kept well lighted
 - A SAC member commented that the landing points on an overcrossing would still be far from pedestrian destinations
 - A SAC member commented that it is premature to rule out an over/undercrossing at the Front & Court Street location
 - A SAC member commented that there should be additional consideration of bike/ped crossings over Wallace Road to Marine Drive, once it is built.

Add Bicycle Parking (Concept 13)

- 1 yellow dot

Continue/Improve Bicycle Wayfinding Signage (Concept 16)

- 1 green dot, 1 yellow dot

Transit Recommendations (Map 2)

West Salem Transit Center (Concept 3)

- 2 green dots

Transit Service to University and Hospital (Concept 5)

- 1 green dot, 1 yellow dot

Increase Service on CARTS Routes (Concept 7)

- 2 green dots, 1 yellow dot

Improve Transit Service Frequency to West Salem (Concept 10)

- 1 green dot, 2 yellow dots

Low Priority

Each of these recommendations received zero dots from the SAC.

Bicycle/Pedestrian Recommendations (Maps 1A and 1B)

Extend the Salem Parkway Shared-Use Path (Concept 3)

Maintain Bike Lanes/Trails (Concept 6)

Improve Trip-End Facilities (Concept 14)

Land Use (Map 1B)

Create a Green Zone in Downtown (Concept 17)

Transit (Map 2)

Downtown Circulator (Concept 2)

Improve Transit Service to the Edgewater District (Concept 9)

TDM Recommendations

High Priority

Multi-Modal Recommendations

Develop an Individualized Marketing Program (SmartTrips) for the West Salem to Downtown Commute (TDM Program Concept 1)

- High Priority: 6 green dots, 2 yellow

Develop a Full-Service One-Stop Website for Alternate Modes (TDM Strategy Concept 1)

- High Priority: 2 green dots, 3 yellow
- Time Frame: Short

Bike/Ped Recommendations

Create/Enhance Employer Bicycle/Pedestrian Programs and Facilities (Concept 4)

- High Priority: 3 green dots, 1 yellow dot

Hire a Salem Pedestrian and Bicycle Coordinator (Concept 7)

- High Priority: 5 green dots

Transit Recommendations

Transit: Conduct Targeted Marketing/Recruitment (Concept 8)

- High Priority: 2 green dots, 2 yellow
- Time Frame: Short
- Comments: This item scored lower than other higher priority items, but the SAC agreed to move it to high priority after reviewing the results

Reduce the Direct Cost of Transit Passes (Concept 9)

- High Priority: 5 green dots

Stabilize and Grow Transit Funding (Concept 10)

- High Priority: 4 green dots, 4 yellow dots

- Time Frame: Short-Medium

Parking Recommendations

Encourage Parking Fewer Days per Week (Concept 11)

- High Priority: 5 green dots
- Time Frame: Short

Increase the Price of Parking (Concept 13)

- High Priority: 5 green dots, 2 yellow dots
- Time Frame: Short
- Comments:
 - Several SAC members commented that the title of this concept should be re-phrased to “Price Parking to Recover the Costs” or more-directed to the major employers in Salem that currently charge very little or nothing for parking.
 - Another suggestion for re-wording this concept was “Switch from monthly to daily fee parking”.
 - Some SAC members were considered about the potential unintended consequence of employees parking in residential areas to avoid new parking price increases in designated lots. A discussion of residential parking districts ensued. The City of Salem enforces residential parking districts and in 2009 made some changes to these area, but staff are looking at other options as well.

Provide Parking Cash-Outs to Employees (Concept 15)

- High Priority: 4 green dots, 1 yellow dot
- Time Frame: Short

Carpool/Vanpool Recommendations

Promote the Upcoming Dynamic, Real-Time Carpool/Vanpool Match-up Program (Concept 16)

- High Priority: 2 green dots, 2 yellow dots
- Comments:
 - This concept scored lower than the other high priority concepts, but the SAC agreed that it should be high priority after review
 - Alison Wiley mentioned that this idea will be going before the Oregon Transportation Commission (OTC) in December to get their approval.

Medium Priority

Multi-Modal Recommendations

Acknowledge and Reward Commuters who Adopt Alternate Modes (Concept 2)

- 2 green dots, 1 yellow dot

Provide Education on Bicycle/Transit Integration (Concept 3)

- 1 green dot

Parking Recommendations

Encourage Parking at Non-Peak Periods (Concept 12)

- 1 green dot

Apply a Tax to Parking Spaces (Concept 14)

- 2 green dots

Carpool/Vanpool Recommendations

Provide Incentives to Carpool/Vanpools (Concept 17)

- 1 green dot

Low Priority

Bike/Ped SPECIFIC Recommendations

Continue and Enhance Incentive /Challenge Programs (Concept 5)

- 1 yellow dot

Enhance Information Distribution about Bicycling and Walking (Concept 6)

- 1 yellow dot

Carpool/Vanpool Recommendations

Promote and Expand the Emergency Ride Home (ERH) Program (Concept 18)

- No dots

5. Measuring Effectiveness

Theresa provided an overview of the modeling work completed so far and next steps. Theresa explained that the modeling contains 4 main components:

1. Salem's Travel Demand Model
2. The Bike/Ped Latent Demand Model being developed by Alta
3. An estimation method for how to account for external trips, and
4. Quantifying the benefits of TDM concepts

The first two components of the modeling have been produced in draft form and the team is in the process of reviewing this material and producing a comprehensive overview of the effects of the alternate modes recommendations. This overview and findings from the modeling will be sent to the SAC for review and feedback.

6. Next Steps and Adjourn

Theresa provided an overview of the project's next steps, described below:

- Develop Implementation Plan (costs, funding sources, and prioritization)
- Develop draft plan

Some SAC members suggested that the cost estimates be presented in the format of cost per peak hour trip avoided. The consultant team and the project management team expressed concern that the models will not be producing results for each individual concept in terms of peak-hour trips avoided and that any cost estimates of this nature would not be defensible.

This was the final SAC meeting for this project. Theresa thanked the SAC for their participation and invited them to continue to submit comments and feedback if more ideas

come up. Theresa said the draft final Salem Alternate Modes Study would be submitted to the SAC for review by the end of the December.