

# Park-and-Ride Feasibility/Location Study

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## ***Introduction***

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Park-and-ride facilities offer the potential to increase the effectiveness of transit service by expanding the area from which transit draws. Transit patrons living beyond walking distance to an established transit stop can drive (or bike) to the park-and-ride and use transit instead of driving the full distance to their destination. In this sense, park-and-ride facilities offer the possibility of decreasing reliance on the single occupant vehicle, thus reducing vehicle miles traveled, air pollution, traffic congestion, etc.

This study was undertaken with the purpose of: 1) determining whether park-and-ride facilities are feasible within RVTD's service area; and 2) identifying suitable locations for the development of park-and-ride facilities, either today or at some later date. Six technical memoranda were prepared during the course of this study and serve as the foundation for much of the information presented in this document. Review of these technical memoranda was provided by both RVTD staff and the Jackson and Josephine Counties Technical Advisory Committee (JJTC). The technical memoranda included:

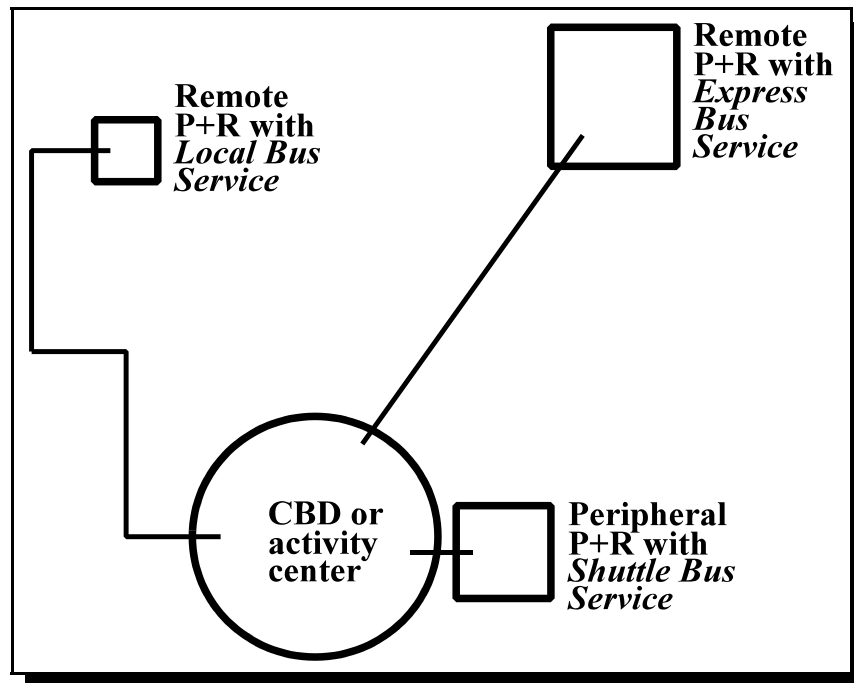
- A review of existing plans and policies relating the development of park-and-ride facilities in RVTD's service area;
- A summary of park-and-ride facility planning and design issues;
- An inventory of existing (informal), planned and proposed park-and-ride facilities within RVTD's service area;
- Development of park-and-ride site selection criteria to aid in the objective evaluation of potential locations;
- Development of a list of potential park-and-ride facility locations within RVTD's service area; and
- An evaluation of the list of potential park-and-ride facility locations.

This study begins by providing a brief description of how park-and-ride facilities are classified according to function. A detailed summary of planning and design issues is then provided that will serve to aid RVTD in any attempts to develop park-and-ride facilities in the future. Next, the results of an inventory of park-and-ride facilities - either planned, proposed, or already in use on an informal basis by RVTD patrons - is provided to allow readers an understanding of what currently exists with respect to use and development of park-and-ride facilities in the Rogue Valley. The study then presents a list of sites (or "illustrative projects") that have been evaluated for their potential to be developed as park-and-ride facilities. Finally, the study provides several recommendations that can serve to guide RVTD in its efforts to develop park-and-ride facilities in the future.

## Classification of Park-and-Ride Facilities

Park-and-ride facilities served by buses can generally be categorized into three types: 1) *Remote Express Service*, 2) *Remote Local Service* and 3) *Peripheral Shuttle Service*. Within these three broad categories there exists the opportunity for owner-operated facilities or joint-use (leased) facilities which are discussed later in this section.

**Figure 1**  
**Park-and-Ride Facility Types**



### ***Remote Park-and-Ride Facilities***

The main function of remote park-and-ride facilities is to collect potential transit riders as close to their homes as possible (ideally, immediately upstream of recurring congestion) and to provide a transfer point to transit service. The passenger is then transported to a central business district (CBD) or other activity center, typically located between approximately 10 and 30 miles away. Remote park-and-ride facilities are typically found on the outer edges of an urban region and are often at the end of the line in terms of transit service. They are primarily accessed via private auto or by users being dropped off by a family member (e.g. kiss-and-ride). Transit services from remote park-and-rides focus on the morning and evening commute.

*Remote Express Service* provides express (or direct) transit service from the park-and-ride facility to the destination. This service is typically established in heavily congested metropolitan areas and often makes use of High Occupancy Vehicle (HOV) lanes that allow for significant time savings over driving alone.

*Remote Local Service* provides transit service via local transit operations. Demand for this type of service is generally not high as compared to *Remote Express Service* because time savings are not as significant. Demand for this service can often be accommodated through joint-use operations (refer to discussion at end of this section).

### ***Peripheral Park-and-Ride Facilities***

Peripheral park-and-ride facilities are characterized by their placement at the edge of the CBD or activity center. The purpose of these lots is to intercept automobiles before they enter congested city centers or areas restricted to automobiles in the CBD. Shuttle service is typically used to transport passengers. This type of facility, used extensively in Europe, is only practicable when parking in the CBD or activity center is limited or very expensive.

### ***Owner-Operated vs. Joint-Use Park-and-Ride Facilities***

Owner-operated park-and-ride facilities represent a potentially enormous expense for transit agencies, particularly if land needs to be purchased. Joint-use (or leased) facilities offer cost saving benefits by making use of existing surface parking which is owned by someone other than the transit operator and is not needed during the normal workday hours. Other advantages include easy implementation, better possibility of operating several small lots as opposed to one large one, improved security (in many cases), and testing new markets for park-and-ride demand. Problems with joint-use arrangements include increased liability concerns, certain restrictions on use, maintenance agreements, complaint reconciliation, and cancellation of agreements. Examples of likely joint-use partners include: sport centers and arenas; theaters and recreational centers; shopping centers and retail businesses; churches and community centers; and other governmental partners, including police and fire stations, airport parking lots and excess highway rights-of-way.

### ***Innovative Approaches to Park-and-Ride Facility Development***

**Shop&Ride** This is a new program being implemented in King County, Washington which partners local retail establishments with Metro commuters needing parking during commuter hours. Each month commuters agree to spend a small (approximately \$30), predetermined amount at a participating retail establishment and in return, are provided parking near their bus stop.

**Lymmo** Orlando, Florida operates a downtown park-and-ride shuttle transit system called the “Lymmo” intended to encourage commuters to park outside the CBD and to reduce daily parking demand. The annual \$1 million operating budget is financed through the downtown parking system and Orlando Community Redevelopment Agency.



*Downtown Orlando's Lymmo Shuttle System*

## ***Planning a Park-and-Ride Facility - Auto Circulation Issues***

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The circulation of vehicles - both cars and buses - is perhaps the most critical element to consider when planning a park-and-ride facility. The following guidelines address the many design issues relating to automobile circulation in and around park-and-ride facilities.

### ***Auto Circulation and Design Considerations:***

- Ensure that the parking lot is large enough to accommodate projected demand.
- An efficient access point to a park-and-ride will typically be from a collector or local street intersecting an arterial at a signalized intersection.
- Suburban arterials and two-lane rural highways with wide shoulders are also good candidates for access roads.
- On a two-way arterial, locate the facility to allow for a right turn-in for approaching commuters.
- Direct access to an arterial from the park-and-ride is not desirable if it adds a major conflict point.
- Facilities along one-way arterials should ideally be located between the two streets comprising a one-way couplet.
- Acceleration and deceleration lanes can improve traffic safety and operations at entrances and exits, particularly for lots located on highways.
- Queue storage for entering and exiting vehicles should be considered.
- Entrances and exits should be located so that signal control of the exit could be reasonably installed if necessary.
- Entrances should be located on the downstream side of an intersection.
- If possible, provide separate one-way entrance and exits to minimize crossing conflicts.
- Entrances should ideally be located such that a vehicle approaching the site from any direction could miss one entrance and find a second one available without circuitous routing. The entrances should be spaced at least 350 feet apart.
- To intercept potential users, guide signs should be placed on all approaches to the facility.
- Provide a distinct transition from the street to the park-and-ride lot.
- Provide focal points to direct users in and around the facility.
- Signage, including guide, regulatory and information signs should be simple and distinct. Drivers should not be confronted with multiple decisions at the same time.
- Parking should preferably be right angled to provide the highest parking density.
- If possible, include the 'kiss-and-ride' or other drop-off activity in the design.

*Gateway Park-and-Ride Entrance Sign (TRI-MET)*



## ***Planning a Park-and-Ride Facility - Bus Circulation Issues***

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Several issues, relating to the specific circulation needs of buses, are addressed below.

### ***Bus Circulation and Design Considerations:***

- Fast and easy ingress and egress for buses should be first priority in planning the internal layout.
- The loading area and roadways that will be used by buses should be constructed with reinforced concrete or provide a loading zone for buses directly off the street.
- To the maximum extent possible, buses should not mix with cars.
- Bus turnouts should ideally incorporate deceleration and merging lanes along with adequate standing area for all anticipated buses.
- Driveway exits should be designed and/or located so that exiting buses do not “bottom-out” when entering the roadway.
- For joint-use facilities, alterations to the lot may be needed to accommodate the wider turning radii required at the entrances and exits of the lot.



*Gate*

*way Park-and-Ride Loading Area (TRI-MET)*

## ***Planning a Park-and-Ride Facility - Bicycle, Pedestrian and Disabled Issues***

The following guidelines pertain to the specific design needs of bicyclists, pedestrians and disabled users of park-and-ride facilities.

### ***Bicycle, Pedestrian and Disabled Circulation and Design Considerations:***

- The design should provide for access by the elderly and disabled.
- Any street wider than 48 feet should have a pedestrian refuge area (or median) between opposing lanes or in the center of the street.
- Pedestrian crosswalks should be located at all intersections and raised crosswalks (or speed tables) should be considered where large numbers of pedestrians will be crossing vehicle lanes.
- Walkways should allow users the opportunity to stay out of vehicle aisles and to minimize the number of crossing points.
- Curbs at all marked crossings between the disabled parking facility and loading zone should be ramped.
- Locate the passenger waiting area to minimize walking distances from parking spaces. The maximum walking distance from the car to a loading zone should be approximately 1000 feet.
- The minimum width of sidewalk adjacent to a bus loading zone should be 12 feet.
- Consider the need for public telephones, trash cans, newsstands, food vending machines, restrooms and drinking fountains in design of the facility.
- The facility design should minimize passenger exposure to exhaust from idling cars or buses.
- For joint-use lots, the waiting area should be located so as not to interfere with existing business activity.
- The facility should ideally be located on streets with bicycle lanes or where access is not problematic for cyclists.
- Locate bike racks and lockers as close as possible to bus terminals. Cyclists tend to lock their bikes to posts and fencing instead of moving to more distant racks.
- Selection and placement of drainage grates should consider the needs of bicyclists.





*Gresham City Hall  
MAX Light Rail Park-and-Ride  
(TRI-MET)*

## ***Planning a Park-and-Ride Facility - Art and Architectural Issues***

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Art and architectural elements are often overlooked in the development of park-and-ride facilities. And though they may initially result in higher costs, these elements have been shown to reduce long-term costs by instilling a sense of community pride and ownership and thus deterring vandals. Well-designed art and architectural elements:

- increase the public watchfulness, discouraging vandalism;
- bring a new level of awareness and appreciation for the transit system;
- make a statement of commitment to the community and to system patrons.

The most effective and influential design approach will incorporate artistic elements at the earliest possible opportunity in the planning process.



*Tigard Transfer Station (TRI-MET)*

*Gresham City Hall / MAX  
Light Rail Park-and-Ride  
(TRI-MET)*



## ***Planning a Park-and-Ride Facility - Landscaping Issues***

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A well-landscaped park-and-ride facility will increase its attractiveness, improve public and neighborhood acceptance, add to the feeling of security, and help to define walking patterns within and around the site. There are many considerations to a properly landscaped facility as provided below.

### ***Landscaping Considerations:***

- Use landscaping that is decorative, long-lasting, requires little maintenance, and is readily available from regional nurseries at a reasonable cost.
- Landscaping should fit in with the surrounding neighborhood.
- Landscaping should be designed to allow for visibility into the facility from adjacent streets.
- Landscaping should provide shade and visual interest.
- Efforts should be made to preserve existing vegetation if possible.
- Landscaping should not interfere with sight distance, vehicle operations, parking or access.
- Use native versus non-native plants.
- Use plants that can tolerate shade, wind, drought, salt, exhaust fumes and poor soils.
- Use thorny shrubs to control access and deter vandals.
- Use trees and shrubs that do not drop fruit.
- Use ground covers as a substitute for turf grasses.
- Use earth forms such as berms, mounds and swales to provide low-cost screening, delineation, visual interest and drainage.
- Landscaping should not create shadows and dark areas.
- Consider the possibility of future parking expansion before landscaping.



*Flowering*

*Plums at TRI-MET's Gateway Park-and-Ride*

## ***Planning a Park-and-Ride Facility - Security Issues***

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Security is a primary concern for potential users of park-and-ride facilities and the perception of safety is often more important than the reality. It is therefore imperative that security issues are addressed early in the planning process. Crime prevention, user safety, and security at park-and-ride facilities are also important because of the implied liability of owning and/or operating the facility. The security measures listed below should be considered when planning a park-and-ride facility.

### ***Security Considerations:***

- Provide adequate lighting.
- Ensure high visibility into the site from access roads and adjacent areas.
- Remove graffiti, broken glass, damaged signs, and trash as frequently as possible.
- Parked cars in the site should be facing the street or areas of highest visibility.
- Request police to routinely drive-through the facility.
- Clearly delineate facility boundaries.
- Security fencing, if necessary, should be decorative and of a design that compliments the overall site design.
- Consider installation of emergency telephones.
- If necessary, use surveillance technologies or on-site security officers.



*On-site security at Gresham City Hall Park-and-Ride / MAX Light Rail (TRI-MET)*

## ***Planning a Park-and-Ride Facility - Environmental Issues***

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The last planning issue to be addressed concerns the environmental impacts associated with constructing and operating a park-and-ride facility. Such considerations primarily relate to owner-operated facilities but may also be applicable to joint-use facilities.

### ***Environmental Considerations:***

- Prior to site acquisition, conduct an environmental site risk assessment to identify potential hazardous waste concerns.
- If possible, set aside non-paved, “wetland” space to handle all the storm generated run-off produced by the park-and-ride lot.
- In general, air quality impacts can be minimized by constructing a greater number of smaller park-and-rides in preference to fewer, larger facilities.
- To reduce the effect of noise on the surrounding areas, a noise buffer may be necessary. Such a buffer may be created by using vegetation or by constructing noise barriers with landscaped berms. Noise walls should be used only as a last resort.
- The soil structure should be assessed to insure that investments in paving and other hardscape elements are not lost as a result of soil settling after construction.
- An historical and cultural resource analysis should be conducted prior to site acquisition to determine if the site or adjacent areas have any historical significance.

*TRI-MET's Tigard 220 space Park & Ride. Approximately one acre of landscaped area is set aside to handle storm water runoff.*



## ***Park-and-Ride Development in the Rogue Valley***

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There currently are no formally-established park-and-ride facilities within RVTD's service boundaries. However, there are a few such facilities that have been either planned or proposed. Additionally, there are sites which today serve as informal park-and-rides. Planned, proposed and informal park-and-ride sites have been inventoried as part of this study and are summarized below.

### ***Existing Informal Park-and-Ride Locations***

Inquiries to local jurisdictions, RVTD staff and others yielded little information concerning existing informal park-and-ride activity within RVTD's service boundaries. In general, current park-and-ride activity by RVTD patrons appears to be very limited and not concentrated in easily identifiable locations. Five locations were identified by RVTD staff where some level of park-and-ride activity is known to have existed in the past and may exist today. These include Crater Lake Shopping Center in White City, Rogue Valley Mall and Fred Meyer (north) in Medford, Wal Mart in Talent and Shop 'N Kart in Ashland. A more comprehensive study of these locations would be necessary to determine current usage levels of these sites as park-and-rides.

### ***Planned and Proposed Park-and-Ride Facilities***

There are two planned park-and-ride facilities within RVTD's service boundaries. The first site is known as Jacksonville's Intermodal Center at the Britt Festival parking lot off of C and North Oregon Street in downtown Jacksonville. The second site is known as the "Talent Depot" and is located near City Hall on Main Street in Talent. Talent Depot is scheduled to be completed and functional by the Spring of 2001. These sites are identified as numbers 5 and 10 respectively on the maps shown on pages 15 and 16 (Figures 2 and 3).

Funding has been programmed in the 2000-2003 Statewide Transportation Improvement Program (STIP) for the Talent Depot Park-and-Ride and three other, as yet, unplanned park-and-ride sites. There is one proposed site in Medford near the South Medford Interchange. This project is proposed to occur in two phases. The first phase of this project is programmed for \$225,000 in the STIP. The second phase is programmed for \$77,000. A specific location for this project has not been finalized. There are two other sites programmed in the STIP for the cities of Ashland (\$160,000) and Central Point (\$166,000). Specific locations for these facilities have not been proposed.

With the available STIP funding in mind, this study sought to identify appropriate locations for developing park-and-ride facilities within RVTD's service boundaries. Fourteen illustrative park-and-ride sites were identified and evaluated as part this study. The results of this analysis are summarized in the following section *Illustrative Projects - Rogue Valley*. The illustrative site numbers 5 and 10 in Jacksonville and Talent are currently under development. The other illustrative sites serve primarily as examples of locations that may work well as a park-and-ride at some point in the future. These sites are not proposed for development as park-and-ride facilities at this time, as further explained in the *Recommendations* section beginning on page 21.

## *Illustrative Projects - Rogue Valley*

Fourteen illustrative park-and-ride sites located within RVT D's service boundaries have been evaluated as part of this study. The fourteen sites chosen for evaluation are not necessarily the best park-and-ride sites within RVT D's boundaries. Rather, they are a sampling of the most obvious locations that meet most, if not all, of the site selection criteria developed during the course of this study. Two of the evaluated sites - in Jacksonville and Talent - are already planned and partially constructed. The site selection criteria along with the scoring for each of the fourteen sites is presented in Table 1 below (see Appendix B for more information about the site selection criteria developed for this study).

Figures 2 and 3 on the following pages show the locations of the illustrative project locations. In general, locations have been selected with the assumption that potential users have a destination in central Medford. Sites were also selected to maximize the transit portion of the trip. Finally, sites were selected that would require no land purchases by RVT D, as this would be cost prohibitive given the limited funding available. If developed, the sites would therefore be operated on a joint-use or leased basis, as described earlier in this document.

The pages following the maps present a summary evaluation of the fourteen sites and briefly describe how these sites compare on the scoring criteria developed as part of the study. Sites are numbered 1-14 from north to south. Scores, using weighted site selection criteria, ranged from a high of 82 to a low of 66.

**Table 1**  
**Scoring of Illustrative Park-and-Ride Locations**

Project Number	Potential Park-and-Ride Location	Site Selection Criteria (Weighted)														Total					
		3	3	3	3	3	3	3	3	2	2	2	2	2	2		2	2	1	1	1
		Proximity to Transit	Proximity to Commuters	Ease of Development	Visibility	Transit Access	Route Logistics	Day Care Availability	Neighborhood Impact	Auto Access	Bicycle Access	Pedestrian Access	Site Attractiveness	Local Plan Conformity	Environmental Concerns	Parking Area	Lighting	Availability of Utilities	Nearby Services	Landscaping	
1	Hwy 62 and Antelope, Cascade Shopping Center, White City	2	2	2	2	2	2	1	2	2	2	2	1	2	2	1	2	2	2	1	78
2	Pine and Freeman, Albertson's Parking Lot, Central Point	2	1	2	2	2	1	2	2	2	2	2	2	2	2	1	2	2	2	2	81
3	Highway 62 & I-5 / Rogue Valley Mall Parking Lot	2	2	2	2	2	1	2	2	2	1	1	2	2	2	2	2	2	2	2	82
4	Hwy 238/5th Street, Calvary Assembly of God, Jacksonville	2	2	2	2	2	2	1	1	2	2	2	2	2	2	2	2	2	2	2	77
5	C and Oregon Streets, Intermodal Center, Jacksonville	2	2	2	1	2	1	1	2	1	2	2	2	2	2	2	2	2	2	2	78
6	Center Dr. and Stewart Ave., Taco Bell Parking Lot, Medford	2	2	2	2	1	2	1	2	2	1	2	1	2	2	1	2	2	2	1	73
7	Center Dr., Miles Field Parking Lot, Medford	2	2	2	1	2	1	1	2	2	1	2	2	2	2	2	2	2	2	2	78
8	Fern Valley and Main, Former RCC Parking Lot, Phoenix	2	2	2	2	2	2	2	2	2	1	2	1	2	2	1	2	2	2	1	79
9	Bear Creek Dr. and 4th, Hair Salon Parking Lot, Phoenix	2	2	2	1	1	1	2	2	2	1	1	2	2	2	1	2	2	2	1	73
10	Main Street, Proposed Depot Site Near RR, Talent	2	1	2	1	2	2	2	2	1	2	1	2	2	2	2	2	2	1	2	75
11	West Valley View, Wal-Mart Parking Lot, Talent	1	2	2	2	2	1	1	2	2	2	2	2	2	2	2	2	2	2	2	80
12	Valley View/Eagle Mill, Bike Path Parking Lot, Ashland	1	2	2	2	1	1	1	2	1	2	2	2	2	1	1	1	1	1	1	66
13	Tolman Ck @ YMCA, City Park Parking Lot, Ashland	2	2	2	1	2	1	1	2	2	2	2	2	2	2	1	2	2	2	2	78
14	Ashland Ave./Tolman Ck, Bi-Mart Parking Lot, Ashland	2	2	2	2	2	2	1	2	2	2	2	1	2	2	1	2	2	2	1	78







## ***Illustrative Projects - Rogue Valley - Summary Evaluation***

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### **1. Hwy 62 and Antelope, Cascade Shopping Center, White City**

Located on Route 60 (Medford to White City), this site is well-located for use as a park-and-ride facility. This site is believed to have informally operated as a park-and-ride site for students who commute from White City to Southern Oregon University in Ashland. The site is particularly well-suited for commuters coming from the northeast portion of Jackson County, including Shady Cove, Eagle Point and White City. The site is ideally located for visibility, transit efficiency and overall commute purposes. The only limitations of this site relate to its general appearance, lack of landscaping and the number of spaces available for patrons.



### **2. Pine and Freeman, Albertson's Parking Lot, Central Point**

Located on Route 40 (Medford to Central Point), this site could be accessed by southbound I-5 commuters or those coming from within Central Point. This site would be most logical if it could be served by an express transit line running on the I-5 corridor. Current routing would require buses to slightly deviate on their in-bound journey. In most other respects, this lot would work well as a park-and-ride facility.

### **3. Highway 62 & I-5 / Rogue Valley Mall**

Located on Route 1 (Medford loop), this site is similar to site number 2 in terms of its suitability as a park-and-ride facility. It would be best served by an express transit line along I-5. Current routing is not ideal for this site due to the fact that passengers would likely start the bus trip going out of their desired direction. Both bicycle and pedestrian access to this site require negotiating intimidating arterial streets.



**4. Hwy 238/5th Street, Calvary Assembly of God, Jacksonville**

Located on Route 30 (Medford to Jacksonville) and directly across the street from site # 4, this site offers several advantages. The principle advantage is that this site is located on the right side of the road for easy passenger boarding. The site is also already developed and relatively attractive. Due to the proximity of residential areas, it is possible that the site may be opposed.



**5. C and Oregon Streets/Intermodal Center, Jacksonville**

Located on Route 30 (Medford to Jacksonville), this site is at the western edge of RVTD's service boundary and offers a large parking area easily accessed from Highway 238 in downtown Jacksonville. One minor disadvantage to this site over the previous site is that the bus to Medford is not as direct. The site is largely developed, attractive and in the heart of downtown Jacksonville.

**6. Center Drive/Stewart, Taco Bell Parking Lot, Medford**

Located on Route 10 (Medford to Ashland), this site has been identified as one that has been used as an informal park-and-ride. Potential destinations from this site include Rogue Community College/downtown Medford, Bear Creek Corporation and Southern Oregon University in Ashland. This site is not ideally suited as a park-and-ride due to its proximity to the terminus of the in-bound Route 10. However, it may serve commuters to downtown or other areas who find it difficult to find parking at their destination. Disadvantages include a generally unattractive and congested environment, challenging bicycle access, a potentially small parking area and a lack of landscaping.



## **7. Center Drive, Miles Field Parking Lot, Medford**

Located on Route 10 (Medford to Ashland) and nearly across Center Avenue from site number 6. The route logistics for this site would be best suited for outbound travelers on Route 10 and site visibility is somewhat poor. However, most of the other site characteristics are ideal.

## **8. Fern Valley and Main, Former RCC Parking Lot, Phoenix**

Located on Route 10 (Medford to Ashland) this site is well-suited for use by commuters with its easy access to both I-5 and Highway 99. Transit access is also ideal. The only major drawback to this site is the limited parking opportunities available. Site attractiveness, the lack of landscaping and less than ideal bicycle access are minor drawbacks.

## **9. Bear Creek Dr. and 4th, Hair Salon Parking Lot, Phoenix**

Located on Route 10 (Medford to Ashland) this site is not ideally suited for passenger loading as it would either require the bus to turn on 4<sup>th</sup> Street from Bear Creek Dr. or require passengers to make a dangerous crossing of Highway 99/Bear Creek Dr. This fact alone renders this site unworthy of further consideration given current traffic conditions on Bear Creek Dr. However, plans for this section of Highway 99 may make this site worth considering in the future.

## **10. Main Street, Proposed Depot Site Near RR, Talent**

Located near Route 10 (Medford to Ashland) this site is partially constructed and is scheduled to be completed in 2001. This site is well-situated to serve as a park-and-ride for future passenger train service, if this becomes a reality. Due to changes in bus routing, this location may also work well as a bus-served park-and-ride facility, although it is not easily accessed by commuters and it is not highly visible. Its proximity to a skate park could make it unattractive to potential users due to security concerns, either real or perceived.

## **11. West Valley View, Wal-Mart Parking Lot, Talent**

Located near Route 10 (Medford to Ashland) this site would be ideal for express-bus service along the I-5 corridor. It is not well-suited to the current routing as it would require a significant diversion for the bus. In all other respects - access, visibility, proximity to commuters, attractiveness, parking area, etc. - this is an ideal park-and-ride site.



## **12. Valley View/Eagle Mill,**

### **Bike Path Parking Lot, Ashland**

Located on Route 10 (Medford to Ashland) this site is very similar to site # 11 in terms of its suitability for I-5 express bus service. Access to the site will soon be improved by virtue of the installation of a left turn lane from Valley View onto Eagle Mill and paving of this lot. Due to the presence of a pedestrian underpass, patrons could easily access buses traveling north on Highway 99 from this site. With the addition of a bus pull-out on the south side of Valley View at Eagle Mill and adjacent to the site, patrons could also access new I-5 express bus service if it became available. The site has excellent proximity to commuters, visibility, bicycle and pedestrian access (it's on the Bear Creek Greenway) and other qualities. One possible drawback to this site is the difficulty of making left turns (both on Eagle Mill and Valley View) when leaving the site.

### **13. Tolman Ck @ YMCA, City Park Parking Lot, Ashland**

Located on Route 10 (Medford to Ashland) this site would work particularly well if the current routing was altered so that passengers would immediately head toward Medford (westbound on Highway 66/Ashland Street) after being picked up. With the routing as it is currently, passengers who are picked up at this location need to travel out-of-direction for several miles before heading toward their destination (assuming they're traveling north of Ashland). If this routing change was found to be feasible, the only significant drawbacks to this site would include minor visibility issues and available parking area.

### **14. Ashland Ave./Tolman Ck, Bi-Mart Parking Lot, Ashland**

Located on Route 10 (Medford to Ashland) this site would substitute for site #13 in the event that the current routing remains as it is today. The site has better visibility but is not as aesthetically inviting as site #13. The number of available parking spaces is questionable at this location.

## ***Recommendations***

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In general, park-and-ride facilities have proven to be successful in areas where: 1) Use of transit for a portion of the trip offers time and/or cost savings to the commuter; and 2) Employment centers or other major destinations are concentrated in an area that is unfriendly to car drivers in terms of parking availability and/or cost. Typically, these situations arise in large metropolitan areas where commute distances are long, bumper-to-bumper congestion is the norm, transit service frequency is high (headways of 15 minutes or less) and parking at the destination is limited and/or expensive. Where such conditions do not exist, demand for park-and-ride facilities will likely be low.

In effect, every RVTD bus stop with nearby parking could be considered a “park-and-ride facility.” A developed and formalized park-and-ride facility may offer user amenities such as increased security, easier access, lighting, etc. But, what people are essentially looking for is an easy and convenient place to park and hop on transit. There is no evidence that more than a very limited number of RVTD patrons use the transit system in this way today. And more importantly, there is nothing to suggest that new transit users would be gained by operating formal park-and-ride facilities.

Patrons of RVTD tend *not* to be those who choose transit over their personal automobile for reasons of time and/or cost savings. This fact alone renders the successful implementation of park-and-ride facilities in the Rogue Valley particularly challenging. Coupled with the fact that centers of employment and other regional destinations in the Rogue Valley are neither highly concentrated nor particularly “unfriendly” to motorists, the construction of park-and-ride facilities does not appear to be justified at this time. Changing conditions - such as higher levels of regional congestion, greater parking costs and/or decreased availability, transit service frequency increases - could change this situation in the future.

Based on the findings of this study, it is recommended that:

- 1) The construction of any park-and-ride facilities in the Rogue Valley should be part of an integrated transport package with clear objectives. The combined effect of these measures should be to reduce dependency on the single occupant vehicle.
- 2) Until park-and-ride facilities can offer time and/or cost savings to commuters, RVTD should pursue leased (or joint-use) as opposed to owner-operated arrangements when considering the development of park-and-ride facilities.
- 3) Parking fees and/or reductions at the destination of transit patrons should be implemented as part of the development of park-and-ride facilities serving that destination.
- 4) RVTD should investigate the feasibility of direct ( or “shuttle”) service to employment centers or other major destinations as part of any effort to establish park-and-ride facilities.

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## *Appendix A - Park-and-Ride Policies in the Rogue Valley*

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This appendix provides the results of a review of local, regional and state plans and policies relating to the siting of park-and-ride facilities within RVTD's service boundaries. A summary of the information presented in this appendix is shown on page 36 .

### *Summary of findings:*

- All the jurisdictions within RVTD's service boundary have comprehensive plan policies that support transit improvements.
- Many jurisdictions have policies which specifically encourage the development of park-and-ride facilities.
- The majority of jurisdictions have not specifically considered park-and-ride facilities within zoning ordinances and would generally consider such a use to be a "governmental structure or use."
- With respect to plans and policies, there appear to be no substantive barriers to the development of park-and-ride facilities within any jurisdictions served by RVTD.

The primary documents reviewed for this technical memorandum include comprehensive plans and municipal codes/zoning ordinances from cities within RVTD's boundaries. For informational purposes, the following summarizes the purpose of these documents.

### *Comprehensive Plans:*

The comprehensive plan represents the official statement of the goals, policies and plans for communities. The comprehensive plan acts as a guide for decision-making and is the basis for specific implementation measures which are developed to ensure that the community grows in accordance with the plan. Most communities within the Rogue Valley have completed draft or final Transportation System Plans (TSP's) which are a component of the comprehensive plan and form the basis for transportation-related decisions.

### *Municipal Codes/Zoning Ordinances:*

Municipal (and land development) codes and zoning ordinances provide an implementing tool for the comprehensive plan. Their purpose is to classify and regulate land uses, locations and use of structures to encourage the most appropriate use of land within communities. General goals of municipal codes and zoning ordinances include providing for adequate public safety and welfare of residents, maintaining property values, providing open space and recreational opportunities, and controlling development to efficiently manage existing infrastructure and other local resources.

For each jurisdiction, park-and-ride facility-related policies, regulations and recommendations from comprehensive plans, municipal codes (or zoning regulations/ordinances) and major reports or studies have been identified and reviewed. An overview and analysis of the relevant policies and provisions is first provided for each jurisdiction followed by a listing of the provisions from the referenced document. Excerpts from other documents are indented and italicized. A summary table of the relevant plans and policies for each jurisdiction is included at the end of this memorandum.



## *City of Central Point*

### **Overview and Analysis:**

Central Point is served by RVTD's route #40 with one-hour headways to the Front Street Station in downtown Medford. The city's comprehensive plan was last updated in 1983, prior to the extension of transit service to the community. Consequently, the plan's circulation/transportation policies are somewhat out of date. The city has a Draft Transportation System Plan (TSP) which includes several policies that support transit development but do not specifically mention park-and-ride facilities. Provisions for park-and-ride facilities within the city's municipal code (updated January 1999) would fall under the category of "public and public utility buildings, structures and uses."

Central Point's land use regulations and policies generally support and provide abundant opportunities for the development of park-and-ride facilities in the city. Several land use zones, which may be appropriate for park-and-rides, would require conditional approval.

### **Park-and-Ride-Related Provisions:**

#### Comprehensive Plan

Draft TSP (General Transportation Goal #1):

*Policy 4. - Transportation facilities shall be designed and constructed to minimize noise, energy consumption, neighborhood disruption, economic losses to the private or public economy and social, environmental and institutional disruptions, and to encourage the use of public transit, bikeways and walkways.*

*Policy 8. - The City shall work to improve the relative attractiveness of alternative modes of transportation including transit, pedestrian, bicycle, telecommuting and carpooling.*

#### Municipal Code

For "public and public utility buildings, structures and uses" land use designation:

#### Permitted

R-2  
C-1 (Neighborhood Convenience)  
M-1 (Industrial)  
M-2 (Industrial General)

#### Conditional

R-L (Residential Low-Density)  
R-1  
R-3  
C-2 (Commercial - Professional)  
C-3 (Downtown Business Dist.)  
C-5 (Thoroughfare Commercial Dist.)

#### Not Permitted

C-2 M (Medical)  
C-4 (Tourist and Office Prof.)

## *City of Medford*

### **Overview and Analysis:**

Medford is the hub of transit service in the Rogue Valley. All seven transit routes converge in downtown Medford at the Front Street Station and radiate out to communities in the Rogue Valley area. Routes #'s 1, 2, and 4 operate within the Medford city limits, while route #10 goes southeast to Ashland, route #40 goes northwest to Central Point, route #60 goes north to White City and route #30 goes southwest to Jacksonville.

Medford's comprehensive plan has recently been updated and contains generally strong language supporting the development of transit facilities. The comprehensive plan is backed up by codes that require transit facilities for several types of development. Park-and-ride facilities would fall within the land use designation of "transit stop" in the city's Land Development Code. Medford's June 1998 Draft Transportation System Plan (TSP), includes several policies which encourage transit developments and one policy specific to park-and-rides.

With the possible exception of the neighborhood commercial zone, Medford's planning policies and land development codes offer support and great flexibility towards the development of park-and-ride facilities.

### **Park-and-Ride-Related Provisions:**

#### Comprehensive Plan

Goals and Policies (Goal 4):

*To facilitate the availability of a viable public transportation system in the Medford planning area to serve the needs of those unable to secure private transportation, and those who wish to choose an alternative to private transportation.*

*Policy 1. – The City of Medford shall encourage and support, in every way possible, the continuation and expansion of Rogue Valley Transportation District services and facilities, both as an important transportation mode, and as an air quality strategy.*

*Implementation: When reviewing major development applications, consideration shall be given to requiring, where appropriate, public transportation facilities as part of the developer's public improvement requirements. The City of Medford shall participate, as appropriate, in the development and implementation of public transportation plans.*

Draft TSP (Transit System Objective No. 1, Policy 1.6):

*The City of Medford shall encourage connectivity between different travel modes. Transit transfer and park-and-ride facilities should be accessible by pedestrian, bicycle, bus, and automobile travel modes. Intercity bus and aviation terminals should be accessible by transit services.*

#### Land Development Code

Provisions pertaining to park-and-ride facilities:

*10.806 Transit facilities for new subdivisions: Required for subdivisions of 25 lots or more, when appropriate as determined by transit provider.*

*10.807 Transit facilities for major industrial, institutional, commercial and office development: Required for commercial development of at least 60,000 square feet, industrial of 120,000 square feet.*

*10.010 Defines transit facilities: Improvements and facilities at selected points along transit routes for passenger pickup, drop off and waiting. Facilities and improvements may include pullouts, shelters, benches, directional signs, lighting and other improvements to provide security, protection from the weather and access to nearby services.*

For “transit stop” land use designation:

Permitted

SFR  
MFR  
C-C (Community)  
C-R (Regional)  
C-H (Heavy)  
I-L (Light)  
I-G (General)  
I-H (Heavy)

Conditional

none

Not Permitted

C-S/P (Service and Prof. Office)  
C-N (Neighborhood)

## *City of Jacksonville*

### **Overview and Analysis:**

Jacksonville is served by route #30 which runs on 45 minute headways in the morning, noon and evening hours and variable headways at other times of the day. The city's comprehensive plan includes a transportation plan (Chapter Five) supporting alternative modes of transportation. Park-and-rides are mentioned as a way of alleviating traffic problems associated with the Britt Festival and Applegate Christian Fellowship and as being part of a proposed intermodal (TOD) center. The closest land use definition for park-and-ride facilities in the municipal code is "governmental structure or use," for which there are no permitted uses. Park-and-ride facilities would therefore require conditional approval in Jacksonville.

The siting of a park-and-ride in Jacksonville may be aided by the plan for a Transit-Oriented Development (TOD) on the edge of downtown. The TOD could recommend a park-and-ride facility. The Jacksonville TOD Study is currently underway and is expected to be completed by June, 2001.

### **Park-and-Ride-Related Provisions:**

#### Comprehensive Plan

Chapter Five - Transportation System Plan (Public Transportation Element):

*RVTD has developed a cooperative agreement with Cascade Christian High transporting students twice a day, along with rideshare program (sic). There is a potential for cooperative agreements for park-and-ride arrangements with Britt and Applegate Christian Fellowship.*

*Increasing densities near to transit stops should be evaluated. An intermodal center in Jacksonville for buses, bikes, pedestrian routes, and park-and-ride facilities has also been recommended as part of the ISTE A project.*

#### Municipal Code

For "governmental structure or use" land use designation:

#### Permitted

none

#### Conditional

BR (Border Residential)  
HR (Hillside Residential)  
SF (Single-Family Residential)  
MF (Multi-Family Residential)  
CI (Cottage Industrial)  
CG (General Commercial)  
SP (Special Protection)

#### Not Permitted

HC (Historical Core)  
UR (Urban Reserve)

## *City of Phoenix*

### **Overview and Analysis:**

Phoenix is served by RVTD's route #10 which runs on 30 minute headways from downtown Medford to Ashland through Phoenix. The city's comprehensive plan is dated but the adopted (though not acknowledged by DLCD) Transportation System Plan (TSP) includes several goals and policies supportive of transit improvements. The TSP does not mention park-and-rides. Phoenix has a City Center Plan that encourages development that supports pedestrian, bicycle and transit travel modes.

Park-and-ride facilities would fall within the "public facilities" land use designation in the zoning ordinance. The zoning ordinance conditionally allows park-and-rides in most zones where facilities would be practicable in Phoenix.

### **Park-and-Ride-Related Provisions:**

#### Comprehensive Plan

TSP/Transportation Element (Transit Section):

*Goal 8. Support the District's initiatives to establish more effective public transportation services.*

*Policy 8.2 - Provide through zoning and subdivision codes for developer construction of transit related facilities (including transit stops on site, or direct connection thereto, along transit trunk routes) when requested by RVTD and when the development is considered major.*

#### Zoning Ordinance

For "public facilities" land use designation:

#### Permitted

C-H (Highway Commercial)

#### Conditional

R-1  
R-2  
R-3  
M-X (Mixed Use)  
C-1 (General Commercial)

#### Not permitted

C-T (Tourist Commercial)

## *City of Talent*

### **Overview and Analysis:**

Talent is served by RVTB's route #10, running on 30 minute headways from downtown Medford to Ashland. Talent is in a unique position with respect to park-and-ride facility development - they are the only jurisdiction within RVTB's boundaries that currently has plans underway for such facilities.

Talent's comprehensive plan is dated. Talent's adopted (though not acknowledged by DLCD) TSP contains several policies that are supportive of transit improvements in general and park-and-ride facilities in particular. One such policy specifically requires the city to identify locations for park-and-ride facilities. Like Phoenix, park-and-ride facilities fall within the "public facilities" land use designation in the zoning ordinance. Talent's zoning ordinance specifically permits public and commercial off-street parking lots or structures in the central business district (CBD). Most other zones allow for park-and-ride facility development.

### **Park-and-Ride-Related Provisions:**

#### Comprehensive Plan

TSP (Transit Section, Objective 1)

*Policy 6.* - The City of Talent shall encourage connectivity between different travel modes. The Talent Transportation Depot and park-and-ride facilities should be accessible by pedestrian, bicycle, bus and automobile travel modes.

*Policy 7.* - The City shall cooperate with the local transit provider to identify and include features beneficial to transit riders and transit district operations when developing plans for roadway projects.

*Policy 10.* - The City shall identify park-and-ride, bike and ride, and walk and ride lots in Talent to support ridesharing.

#### Zoning ordinance

For "public facilities and services" land use designation:

#### Permitted\*

R-1-8

R-1-6

(MH) Mobile Home

R-2

C-2 (CBD Commercial)

C-4 (Interchange Commercial)

#### Conditional

C-1 (Neighborhood Commercial)

#### Not Permitted

LI (Light Industrial)

\* Permitted uses in Talent require a public hearing for site review.

## *City of Ashland*

### **Overview and Analysis:**

Ashland is served by RVTD's route #10 which runs on 30 minute headways from downtown Medford. In addition to Ashland's numerous policies supporting transit, the city contributes up to \$100,000 per year towards reducing fares for passengers. This financial contribution demonstrates that the city's commitment to transit goes beyond policy statements.

Although the comprehensive plan is somewhat dated, the Transportation Element (Chapter X of the comprehensive plan) approved in 1996 offers several polices supportive of park-and-ride facilities including one which calls for the identification of such facilities. Ashland has recently completed a Transportation System Plan (TSP) which does not mention park-and-ride facilities. The municipal code generally discourages the development of park-and-ride facilities in residential zones and allows them in more intensively zoned areas. Ashland's municipal code has an SO zone for the university, allowing any use shown in the City-adopted Southern Oregon University Master Plan.

### **Park-and-Ride-Related Provisions:**

#### Comprehensive Plan

Transportation Element - Chapter X (public transit section):

*Policy 2. - Zoning shall allow for residential densities and a mix of commercial businesses within walking distance (one-quarter to one-half mile) of existing and planned public transit services which support use of public transportation.*

*Policy 4. - Promote and support express commuter service between cities in the Rogue Valley.*

*Policy 7. - Require residential and commercial development within one-quarter of a mile of existing or future public transit services to provide transit shelters, bus access, and bus turnaround areas.*

*Policy 9. - Identify park-and-ride, bike and ride and walk and ride lots in Ashland to support ridesharing.*

*Policy 10. - Develop a transportation center in Ashland.*

#### Municipal Code

For "public buildings, structures and uses" land use designation:

#### Permitted

C-1 (Retail Commercial)  
E-1 (Employment)  
M-1 (Industrial)

#### Conditional Use

Woodland Residential  
Residential  
Single-Family Residential  
Suburban Residential

#### Not Permitted

R-2 (Low Density Multiple Family)  
R-3 (High Density Multiple Family)  
HC (Health Care)

## ***Jackson County***

### **Overview and Analysis:**

With the exception of White City (described below), RVTD's service to the unincorporated portions of Jackson County is limited to the areas found between the cities previously described. The County will begin work on a TSP in the Summer of 2000. The transportation element of the comprehensive plan was recently updated and contains polices specific to park-and-ride facility development.

The County's land development ordinance contains a zone (general commercial) that specifically permits park-and-ride facilities. Most other land use designations require conditional approval.

### **Park-and-Ride-Related Provisions:**

#### *Comprehensive Plan*

Transportation Element (Finding #12):

*Policy - Transit service will be encouraged in urban and urbanizing areas, where it is an energy-efficient form of transportation, and in rural areas to meet social service needs.*

#### *Implementation strategies:*

- A) *Cooperate with RVTD by: .....(2) identifying and jointly developing park-and-ride sites on publicly-owned land such as Expo Park, Miles Field, the Bear Creek Greenway, the Jackson County Sports Park, and libraries.*
- B) *In cooperation with RVTD, cities, and school districts, develop standards to be included in county ordinances for bus turnouts and other features that would facilitate bus use and help increase highway capacity.*

#### *Land Development Ordinance*

##### Permitted

GC (General Commercial) Park-and-Ride lots specifically listed  
AD-MU (Airport Development-Mixed Use)

##### Conditional

F-5  
RR-5  
SR-1 and SR-2.5  
R-1  
UR-H (Urban High Density Residential )  
IC (Interchange Commercial)  
RSC (Rural Service Commercial)  
Specifically lists Bus station)  
NC (Neighborhood Commercial)  
GI (General Industrial)  
AR (Aggregate Resource)

##### Not Permitted

FR  
EFU



## ***White City***

White City is an unincorporated “Urban Containment Boundary” under the jurisdiction of Jackson County and is served by RVTD’s Route #60 with one hour headways to the Front Street Station. The County adopted new rules in 1996 for White City, found in Chapter 259 of the Land Development Ordinance, primarily regulating types of housing that can be moved into the area and establishing street tree standards. No policies relating to transportation are included in these rules. As a result, the same standards apply to White City as for the remainder of the unincorporated portions of the county. Jackson County’s TSP will address transportation and transit issues in the White City Urban Containment Boundary.

## ***Rogue Valley Metropolitan Planning Organization (RVMPO)***

### **Overview and Analysis:**

The RVMPO is a regional planning agency whose jurisdiction encompasses the cities of Central Point, Medford and Phoenix, as well as portions of Jackson County including the White City Urban Containment Boundary. The MPO is responsible for producing the Regional Transportation Plan (RTP) which provides a 20-year blueprint for transportation planning in the region. The RTP provides a policy framework for transportation decisions that occur in much of RVTD's service area. The MPO's jurisdictional responsibility does not extend to zoning or land use decisions.

An interim RTP was adopted by the MPO's Policy Committee on April 12, 2000 and includes provisions specific to park-and-ride facilities. Park-and-ride provisions in this document and the Transit Oriented Development (TOD) Study completed in 1999 for RVTD, are summarized below.

### **Park-and-Ride-Related Provisions:**

#### ***Interim Regional Transportation Plan***

The Regional Transportation Plan (RTP) is a 20-year planning document designed to address the transportation needs of the Rogue Valley MPO area, the heart of RVTD's service area. Several chapters in the RTP have provisions related to park-and-ride facilities including the Transportation Demand Management (TDM) Element (Chapter 7), the Parking Management Element (Chapter 9), the Transit System Element (Chapter 11) and the Land Use Element (Chapter 12).

The TDM Element most directly deals with park-and-ride facilities. It contains section 7.6 that is included below in its entirety:

#### **7.6 Park-and-Ride Facilities**

***Policy:*** Local governments shall consider the development of park-and-ride facilities as a cost-effective means of increasing the efficiency of the existing transportation system.

*Park-and-ride facilities are one of many TDM tools designed to increase efficiency, reduce energy consumption and provide options to the single occupant vehicle trip. Park-and-ride facilities increase the effectiveness of transit service by expanding the area from which transit draws. Patrons living outside of walking distance of an established transit stop can drive or bike to the park-and-ride and use transit instead of driving or cycling long distances to their destination. Ease of access, security and safety, easy to understand layouts and good, direct pedestrian and bicyclist connections make use of park-and-ride lots desirable.*

*Park-and-rides are frequently located near freeway interchanges or at transit stations and may be either shared use, such as at a church or Transit Oriented Development (TOD) center, or exclusive use. Shared use facilities are generally designated and maintained through agreements reached between the local transit operator and nearby businesses, churches or other entities.*

The Parking Management Element (Chapter 9) includes a discussion of shared parking and other ways of managing parking. Parking management associations are mentioned as a way of implementing programs such as providing bus passes or tokens in lieu of parking validation, delivery services, shuttle buses from remote lots, clear and consistent signage for parking facilities, and long-term parking.

Chapter 11 is the Transit System Element, which sets as a primary goal the connection of activity centers with high quality transit service. When financially possible, RVTD intends to replace the current radial pulse system with a system that connects activity centers, based on the *Transit Oriented Development and Transit Corridor Strategies Plan*.

Chapter 12 is the Land Use Element, the goal of which is to use transit-oriented design strategies to encourage the use of local public transportation and discourage reliance upon single-occupancy vehicles.

#### *Transit Oriented Development (TOD) Study*

The TOD Study includes TOD sites for Phoenix, Medford, and Central Point. Section 6 (Transit Recommendations) of the study discusses park-and-ride facilities. The section discusses strategies for servicing TOD sites and includes the following text:

*This plan proposes that TODs not include park-and-ride facilities, because of the following reasons:*

- *Park-and-ride facilities at a TOD use valuable land for a low value purpose; and*
- *Unless parking is very constrained downtown, people are not likely to get out of their cars so close to their destination.*

*Park-and-rides are most effective when they are situated at least 10 miles from the final destination. A park-and-ride in Ashland would make sense.*

## *State of Oregon - Department of Transportation (ODOT)*

### **Overview and Analysis:**

The Oregon Transportation Department (ODOT) maintains many of the roadways on which RVTD's buses operate. In addition, ODOT owns right-of-ways that may be suitable for park-and-ride facility development. ODOT's *Oregon Highway Plan* establishes policy direction for the state highway system, refines the goals and policies of the Oregon Transportation Plan and is part of Oregon's Statewide Transportation Plan. The policy element of the Highway Plan contains a section on park-and-ride facilities that is included in its entirety below. The policies as outlined in the Highway Plan offer strong support for park-and-ride facility development on or along state highways.

### **Park-and-Ride-Related Provisions:**

#### *Oregon Highway Plan - Policy Element*

##### *Policy 4E: Park-and-Ride Facilities*

*It is the policy of the State of Oregon to encourage the efficient use of the existing transportation system and to seek cost-effective expansion of the highway system's passenger capacity through development and use of park-and-ride facilities.*

*Action 4E.1 - In coordination with local jurisdictions and based on an analysis of need and potential use, provide park-and-ride facilities at appropriate urban and rural locations adjacent to or within the highway right-of-way.*

*Action 4E.2 - Acquire right-of-way for park-and-ride facilities during construction or expansion projects as appropriate. Consider acquisition and use of adjacent right-of-way for park-and-ride facilities at highway interchanges, consistent with ODOT access management policies and standards.*

*Action 4E.3 - Establish partnerships with other jurisdictions and the private sector to site park-and-ride facilities.*

*Action 4E.4 - Convert informal parking areas within highway rights-of-way to formal park-and-ride facilities where appropriate.*

*Action 4E.5 - Use ODOT surplus property for park-and-ride facilities where appropriate.*

*Action 4E.6 - Provide park-and-ride facilities located in urban areas that are safely accessible by pedestrians, bicyclists and transit users whenever feasible. Include secure bicycle parking in urban park-and-ride designs.*

## Summary of Park-and-Ride Policies for Rogue Valley Jurisdictions

<i><b>Jurisdiction</b></i>	<i><b>Plan or Policy</b></i>	<i><b>Summary</b></i>
<i><b>Central Point</b></i>	Draft TSP (Comp. Plan)	Contains policies to encourage the use and improve the attractiveness of transit.
	Municipal Code	"Public buildings, structures and uses" permitted in R-2 (Residential), C-1 (Neighborhood Convenience), M-1 (Industrial), M-2 (Industrial General); conditional in R-L, R-1 & R-3 (Residential), C-2, C-3 & C-5 (Commercial); not permitted in C-2M & C-4.
<i><b>Medford</b></i>	Comprehensive Plan	Contains policy to support, in every way possible, the continuation and expansion of RVTD services and facilities.
	Draft TSP	Contains several policies supporting increased transit. Policy 1.6 specifically mentions that park-and-ride facilities should be accessible by pedestrian, bicycle, bus and automobile travel modes.
	Land Development Code	"Transit stops" permitted in Single and Multi Family Residential, Commercial (except for Service and Professional Office and Neighborhood) and Industrial. No zones listed as conditional.
<i><b>Jacksonville</b></i>	TSP (Comp. Plan)	Park-and-rides are mentioned as a way of alleviating traffic problems associated with the Britt Festival and Applegate Christian Fellowship and as being part of a proposed intermodal (TOD) center.
	Municipal Code	"Government structures or uses" conditional in most zones. Not permitted in Historical Core and Urban Reserve.
<i><b>Phoenix</b></i>	TSP (Comp. Plan)	Includes goals and policies that support transit improvements.
	Zoning Ordinance	"Public facilities" permitted in Highway Commercial; conditional in Residential, Mixed Use and General Commercial; not permitted in Tourist Commercial.
<i><b>Talent</b></i>	TSP (Comp. Plan)	Includes policies relating to park-and-ride facilities, including one which requires city to identify park-and-ride lots.
	Zoning Ordinance	"Public facilities and services" permitted in most Residential and Commercial zones; conditional in Neighborhood Commercial and not permitted in Light Industrial.
<i><b>Ashland</b></i>	Trans. Element (Comp. Plan)	Includes policies relating to park-and-ride facilities, including one which requires city to identify park-and-ride lots.
	Municipal Code	"Public buildings, structures and uses" permitted in Retail Commercial, Employment and Industrial Zones; conditional in most residential zones; not permitted in Low or High Density Multi Family
<i><b>Jackson County (including White City)</b></i>	Trans. Element (Comp. Plan)	Contains general policies that support improvements in the bus system. Specifies potential park-and-ride locations and calls for jointly developing park-and-rides with RVTD.
	Land Dev. Ord.	"Public buildings, structures and uses" permitted in General Commercial (specifically lists P&R) and Airport Development-Mixed Use; conditional in F-5, RR-5, SR-1, SR-2.5, R-1, UR-H, IC, RSC, NC, GI and AR; not permitted in FR and EFU.
<i><b>Regional - RVMPO</b></i>	Interim Reg. Trans. Plan	Contains specific language and policy in TDM Element promoting park-and-ride facilities. Policies in Transit, Parking and Land Use Elements support transit-related facility development.
	TOD Study	Recommends not including park-and-ride facilities in TOD developments. See text for discussion.
<i><b>State - ODOT</b></i>	Oregon Highway Plan	Contains specific policy (4E) supporting park-and-ride facility development.

## ***Appendix B - Park-and-Ride Site Selection Criteria***

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The following criteria were developed during the course of the study to allow for the objective evaluation of potential park-and-ride locations. Recommendations from experts in the field of park-and-ride facility planning aided in the development of the site selection criteria presented here.

Table 1 on page 14 shows how the fourteen illustrative sites compare against one another using these site selection criteria. There are nineteen criteria that have been weighted on a scale of 1-3, with 1 being the least critical and 3 the most critical. The weighting for each criteria, indicated in the box above each of the criteria in Table 1, is based primarily on findings and recommendations in other studies.

### **Site Selection Criteria Descriptions:**

<i>Proximity to Transit</i>	The distance a proposed park-and-ride facility is from an established or proposed transit route. A score of 1 is not directly on the route. A score of 2 is directly on the route. (weighting factor: 3)
<i>Proximity to Commuters</i>	The distance a proposed park-and-ride facility is from the highway or a principal arterial used by those most likely to access the site. A score of 1 is three to four blocks away. A score of 2 is one to two blocks away. (weighting factor: 3)
<i>Ease of Development</i>	The estimated ease with which a site can be developed by RVTD for use as a park-and-ride facility. A score of 1 indicates that the site would need to be modified (paved, etc.) to be useful as a park-and-ride. A score of 2 indicates that the site could easily be converted to a park-and-ride from its current use. (weighting factor: 3)
<i>Visibility</i>	The ease with which a proposed site can be seen by passing commuters (or those most likely to access the site) along a primary commute route. Also, the ability of a site to be seen by passing drivers or pedestrians (for security purposes). A score of 1 indicates that the site is either not visible by passing commuters or not highly visible for security purposes. A score of 2 indicates that the site is visible by passing commuters and has good visibility for security purposes. (weighting factor: 3)
<i>Transit Access</i>	The ease with which buses can access the site. This includes negotiating any required turns, entering and exiting driveways (or parking along a curb) and getting in and out of the traffic flow. A score of 1 indicates that there are minor difficulties that may be experienced in transit access. A score of 2 indicates that transit access is ideal. (weighting factor: 3)

<i>Route Logistics</i>	The placement of the site in relation to the route direction and layout. A score of 1 indicates that the site is not ideally located on the bus route for commuting purposes and/or that the bus may need to change direction in order to access the site. A score of 2 indicates that the site is ideal with respect to these characteristics. (weighting factor: 3)
<i>Day Care Availability</i>	The relative ease to which day care can be accessed. A score of 1 indicates that the site is likely more than ½ mile from a day care provider. A score of 2 indicates that the site is likely within ½ mile of a day care provider. (weighting factor: 3) [Information provided by The Job Council indicates that day care providers in Jackson County concentrate near elementary schools. We are assuming that, if an elementary school is within ½ mile of a proposed site, then a day care provider would likely be nearby. The Job Council's information shows a day care facility to exist in the Rogue Valley Mall.]
<i>Neighborhood Impact</i>	The estimated impact that would result on an adjacent neighborhood (either residential or commercial) as a result of developing the park-and-ride facility. A score of 1 indicates that the site may generate local opposition due to impacts associated with a newly-established parking facility served by buses. A score of 2 indicates that the site would probably not generate opposition. (weighting factor: 3)
<i>Auto Access</i>	The ease with which cars can access the site, including the ability of cars to enter and exit driveways off busy streets and the proximity of the site to highways. A score of 1 indicates that minor difficulties may be experienced in auto access and/or the site is not close to a highway. A score of 2 indicates that auto access is ideal. (weighting factor: 2)
<i>Bicycle Access</i>	The ease with which bicyclists can access the site, including the provision of either wide shoulders, bike paths, bike lanes or the existence of minimal traffic volumes. A score of 1 indicates that there are minor difficulties that may be experienced in bicycle access. A score of 2 indicates that bicycle access is ideal. (weighting factor: 2)
<i>Pedestrian Access</i>	The ease with which pedestrians can access the site. This includes the ability of pedestrians to cross traffic and whether or not sidewalks are present. A score of 1 indicates that there are minor difficulties that may be experienced in pedestrian access. A score of 2 indicates that pedestrian access is ideal. (weighting factor: 2)
<i>Site Attractiveness</i>	The aesthetics of the site, particularly relating to neighborhood or localized area security. A score of 1 indicates satisfactory aesthetics contributing to an adequate feeling of security. A score of 2 indicates good aesthetics and perception of high security. (weighting factor: 2)

<i>Local Plan Conformity</i>	The level of conformance of the site with the land use plans and policies of the local government. A score of 1 indicates that the construction of a park-and-ride would meet some planning restrictions of the local government, such as a conditional use permit. A score of 2 indicates that construction of a park-and-ride conforms and would be permitted by the local government. (weighting factor: 2)
<i>Environmental Concerns</i>	The relative environmental impacts that would result from development of the site. Environmental impacts may include air, water and noise pollution and visual blight. A score of 1 indicates that significant land use changes required to develop the site would result in minor environmental impacts. A score of 2 indicates that minor land use changes required to develop the site would result in no environmental impacts. (weighting factor: 2)
<i>Parking Area</i>	The amount of space available on the site for parked vehicles in its current configuration. A score of 1 indicates that the site will accommodate less than 20 parking spaces. A score of 2 indicates that the site will accommodate 20 or more parking spaces. (weighting factor: 2)
<i>Lighting</i>	The presence of adequate lighting for both functional and security purposes. A score of 1 indicates that the site does not have adequate lighting and that major lighting improvements would be necessary. A score of 2 indicates that adequate lighting is available or only minor lighting improvements would be necessary. (weighting factor: 2)
<i>Availability of Utilities</i>	The presence and availability of utilities on-site such as water, sewer, phone and electric. A score of 1 indicates that developed utilities are not present. A score of 2 indicates that developed utilities are present. (weighting factor: 1)
<i>Nearby Services</i>	The nearby (less than two blocks or 800 feet) presence of services such as food, coffee, restrooms, dry cleaning and other convenience-oriented services. A score of 1 indicates that services are not located near the site. A score of 2 indicates that services are located nearby. (weighting factor: 1)
<i>Landscaping</i>	Either the presence of adequate landscaping or the ability to easily landscape the site. A score of 1 indicates that the site does not have adequate landscaping. A score of 2 indicates that adequate landscaping is present or only minor improvements would be necessary. (weighting factor: 1)