

WEDNESDAY, FEBRUARY 8, 2023



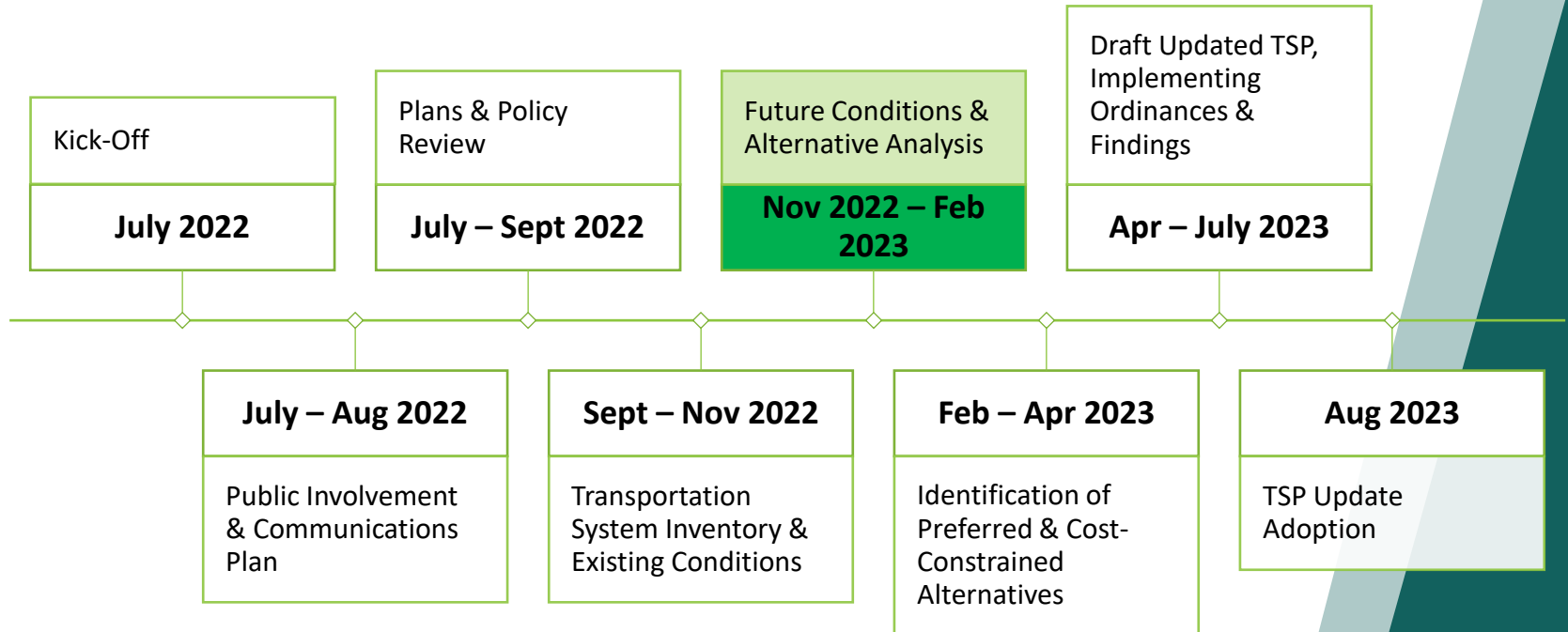
STAKEHOLDER TRANSPORTATION ADVISORY COMMITTEE (STAC) MEETING #2

# MEETING AGENDA

- » Welcome and Introduction
- » Overview of Project Status
- » Tech Memo #4: Future Systems Conditions
- » Tech Memo #5: Alternatives Analysis and Funding Program
- » General Discussion
- » Next Steps

# PROJECT OVERVIEW

## SCHEDULE



# PROJECT OVERVIEW

## MAJOR TASKS & DELIVERABLES

### Complete:

- » TM #1: Plans and Policy Framework
- » Analysis Methodology and Assumptions
- » TM #2: Goals, Objectives, & Evaluation Criteria
- » TM #3A: Transportation System Inventory
- » TM #3B: Existing Conditions Analysis

### Draft:

- » TM #4: Future Land Use and Transportation Conditions
- » TM #5: Alternatives Analysis and Funding Program

### Moving Forward:

- » TM #6: Preferred Alternatives
- » Draft Updated TSP & Implementing Ordinances
- » TSP Update Adoption



# MEETINGS & MILESTONES

STAC  
Meeting #1  
/ Open  
House #1  
**Nov 2022**

STAC  
Meeting #3  
/ Open  
House #3  
**Apr 2023**

STAC  
Meeting #4  
**June 2023**

Planning  
Commission  
Hearing  
**July 2023**

STAC  
Meeting #2  
/ Open  
House #2  
**Feb 2023**

Planning Commission  
and City Council  
Work Session #1  
**Apr 2023**

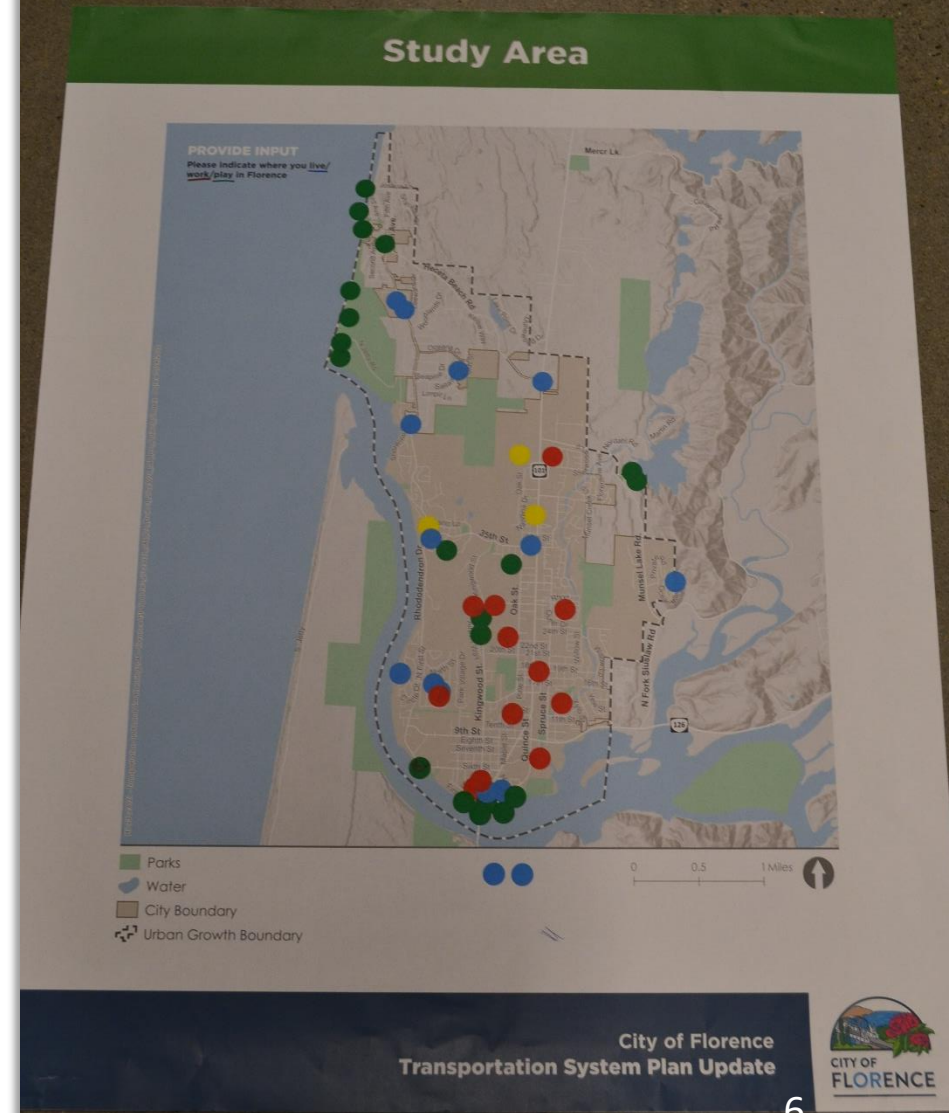
Planning  
Commission and  
City Council  
Work Session #2  
**June 2023**

City Council  
Hearing  
**Aug 2023**

# PROJECT OVERVIEW

## OPEN HOUSE #1 SUMMARY

- » Several suggested locations for intersection changes
- » General and specific comments related to pedestrian and bicycle improvements
- » Transit service expansion and amenity improvements
- » Questions?







# TECH MEMO #4

## FUTURE SYSTEMS CONDITIONS

# TECH MEMO #4

## FUTURE SYSTEMS CONDITIONS

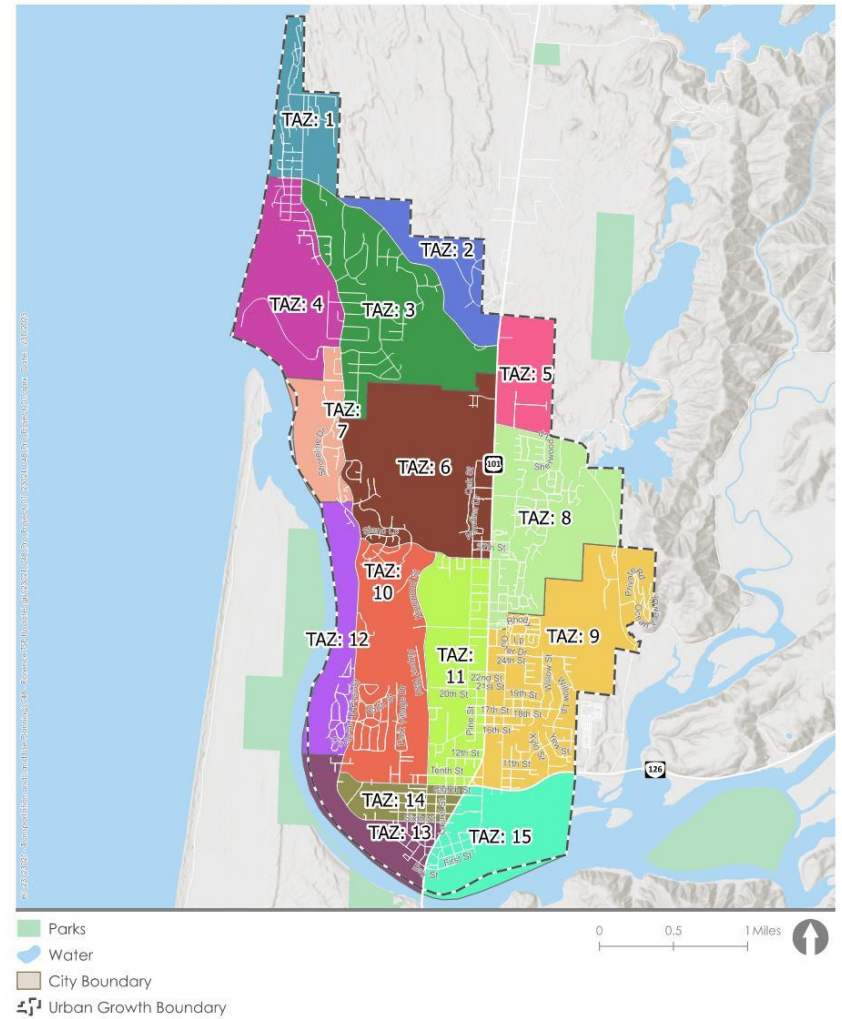
- » Population and Employment Forecasts
- » Future Traffic Volumes
- » Intersection Operations Analysis
- » Non-Automobile Transportation Analysis



# TECH MEMO #4

## POP & EMPLOYMENT GROWTH ESTIMATES

- » Population estimates → single-family and multi-family housing
- » Employment estimates → square footage for employment uses
- » Based on
  - » Vacant/underdeveloped land
  - » Current comp plan/zoning
  - » PSU population forecasts
  - » State industry employment forecasts



# TECH MEMO #4

## POPULATION GROWTH

### » Average annual growth rate

- » 1.0% through 2045

### » Population

- » 11,182 in 2020
- » 14,040 in 2045

### » Household size

- » 1.9 persons/household in 2020
- » 1.9 persons/household in 2045

### » Households

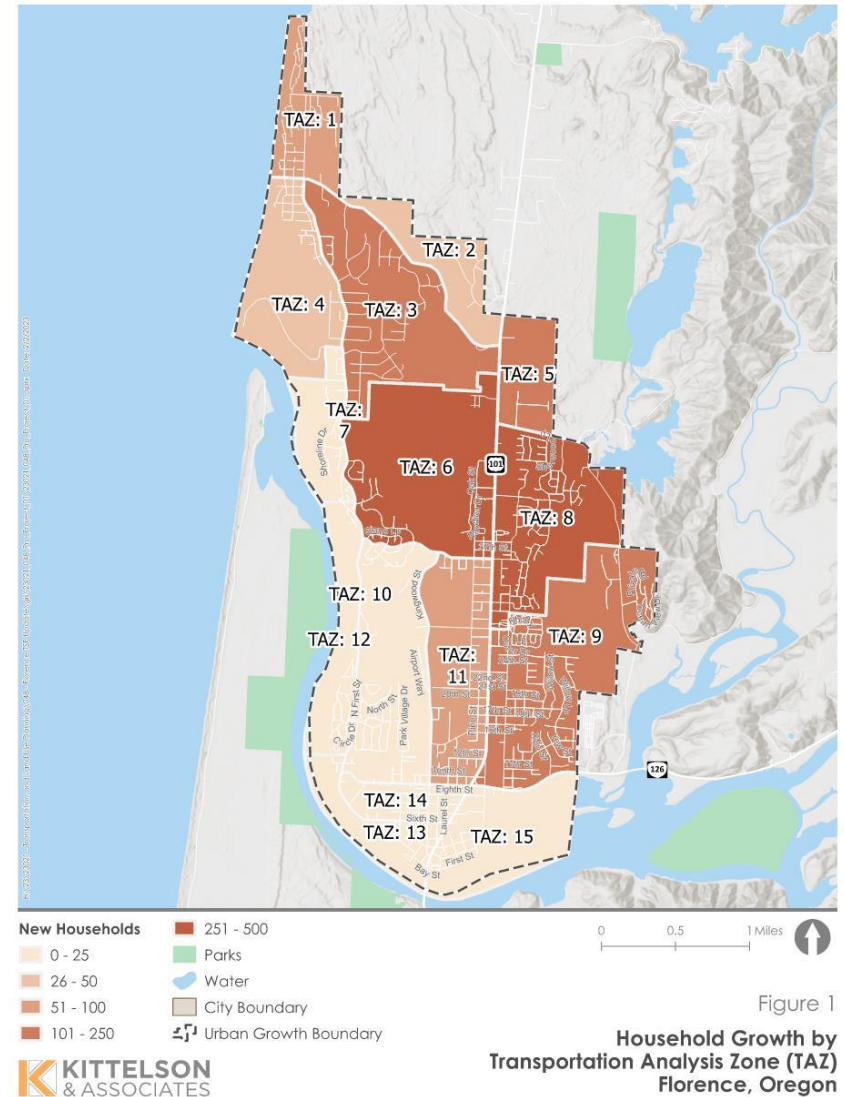
- » 5,877 households in 2020
- » 7,359 households in 2045



# TECH MEMO #4

## POPULATION GROWTH

- » Most of the growth expected in eastern Florence
  - » More than a third of growth expected in TAZs 8 & 9
  - » 14-20% of growth in TAZ 5 & 6
  - » 6-9% of growth in TAZ 1,3, & 11
  - » Less than 4% growth in other TAZs



# TECH MEMO #4

## EMPLOYMENT GROWTH

- » Average annual growth rate
  - » 3.0% combined employment through 2045
  - » -0.2% - 2.5% growth depending on employment sector
- » Employees
  - » 3,648 employees in 2020
  - » 6,402 employees in 2045
- » Largest growth sectors
  - » Accommodation
  - » Leisure/Hospitality
  - » Transportation/Equipment Manufacturing
- » Smallest growth sectors
  - » Wood Product Manufacturing
  - » Mining/Logging
  - » Federal Government



# TECH MEMO #4

## EMPLOYMENT GROWTH

- » Most of the growth expected in western Florence
  - » 28% of growth in TAZ 11
  - » 10-11% of growth in TAZs 6, 9, and 10
  - » 1-9% of growth in other TAZs

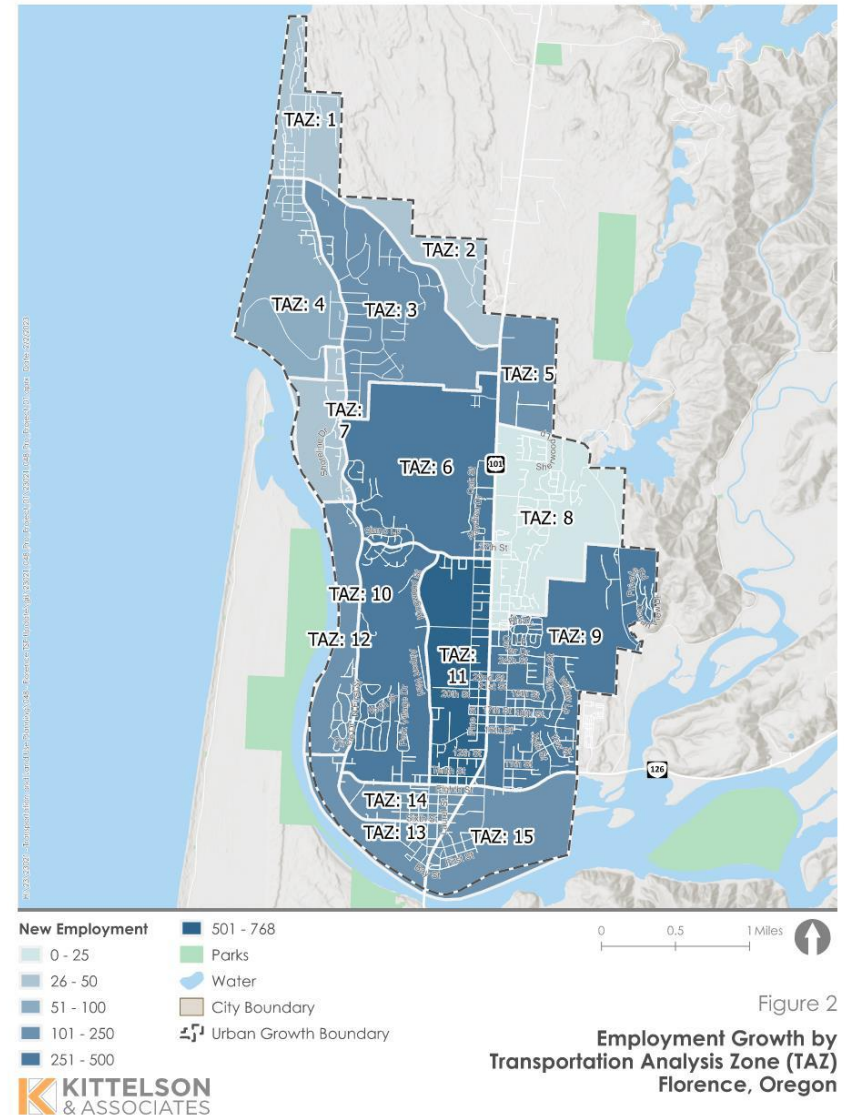


Figure 2

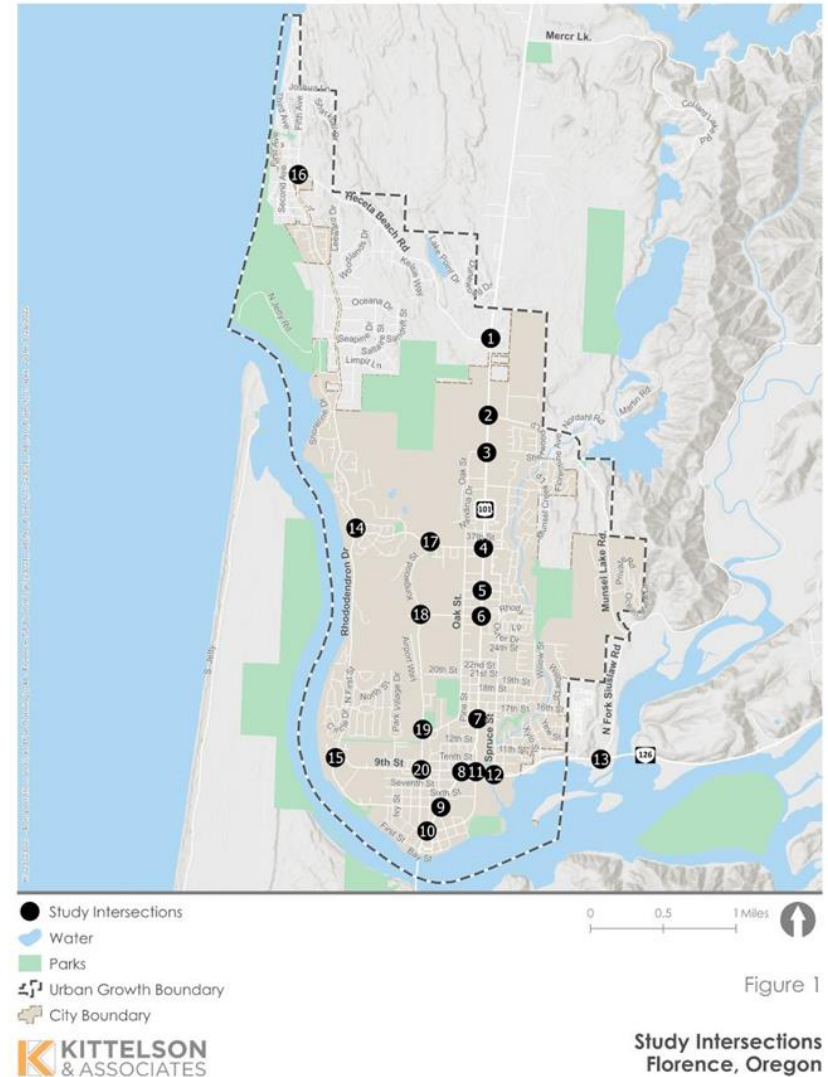
Employment Growth by  
Transportation Analysis Zone (TAZ)  
Florence, Oregon



# TECH MEMO #4

## FUTURE TRAFFIC VOLUMES

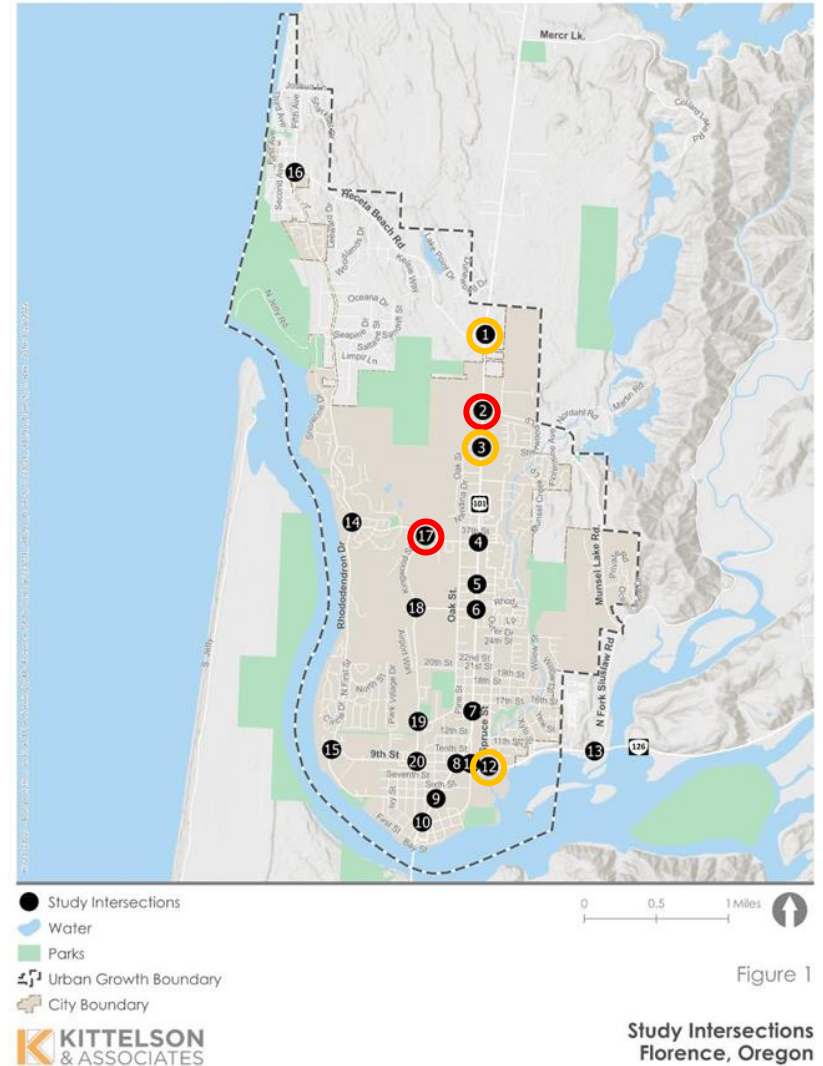
- » Zonal Cumulative Analysis
  - » Develop regional growth rates for highway traffic volumes - 16.2% on US 101 and 15.6% on OR 126
  - » Identify where household and employment growth is likely to occur – 25% household and 75% employment
  - » Develop trip generation estimates and assign the trips
  - » Trip Types
    - » External – External Trips
    - » External – Internal Trips
    - » Internal – External Trips
    - » Internal – Internal Trips



# TECH MEMO #4

## FUTURE TRAFFIC OPERATIONS

- » Intersections forecast to exceed standards
  - » 2: US 101/Munsel Lake Road
  - » 17: Kingwood Street/35th Street
- » Intersections forecast to approach standards
  - » US 101/Heceta Beach Road
  - » US 101 46<sup>th</sup> Street
  - » OR 126/Quince Stret
- » Vehicle queues forecast to exceed storage
  - » US 101/35th Street
  - » US 101/9th Street – OR 126



# TECH MEMO #4

## FUTURE TRANSIT QUALITATIVE MULTI-MODAL ASSESSMENT

» Rhody Express (North and South Loop)

Category	Excellent	Good	Fair	Poor
Frequency	12 daily round trips	<b>8-10 daily round trips</b>	5-7 daily round trips	4 or fewer round trips
Schedule Speed/ Travel Times	<20% slower than driving	<b>20% to 40% slower than driving</b>	40% to 60% slower than driving	>60% slower than driving
Transit Stop Amenities	Shelter with bench and sign	Bench with sign	<b>Sign with waiting area</b>	No sign and/or no waiting area
Connecting Pedestrian/ Bicycle Network	Wide shoulders or bike lanes/sidewalks with frequent crossing	Standard shoulders or bike lanes/sidewalks with crossings	<b>Substandard shoulders or bike lanes/sidewalks with no crossing</b>	No shoulders, bike lanes/sidewalks and no crossings
ADA Accessibility	All stops are ADA-compliant/have adjacent parking prohibited	85-99% of stops are ADA-compliant/have adjacent parking prohibited	70-84% of stops are ADA-compliant/have adjacent parking prohibited	<b>Fewer than 70% of stops are ADA-compliant/have adjacent parking prohibited</b>



# TM#4: FUTURE SYSTEMS CONDITIONS

## » Feedback

- » Should any other deficiencies be reviewed or considered for development of transportation system alternatives?
- » Do you have any questions, comments, or concerns?







# TECH MEMO #5

## ALTERNATIVES ANALYSIS AND FUNDING PROGRAM

# TECH MEMO #5

## ALTERNATIVES ANALYSIS AND FUNDING PROGRAM

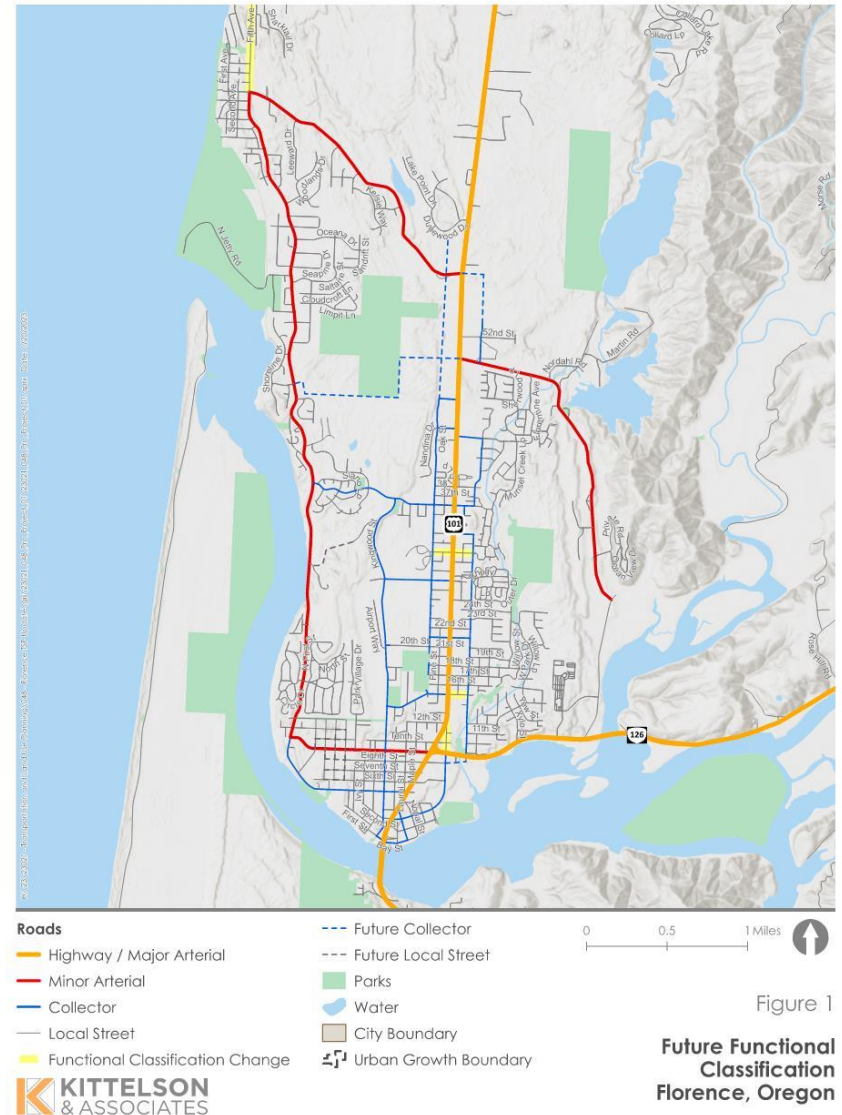
- » Street System
- » Access Management and Spacing
- » Pedestrian Connectivity
- » Bicycle Connectivity
- » Transit
- » Intermodal Route Connectivity
- » Freight
- » Air
- » Safe Routes to School
- » Safety
- » Local Street Connectivity
- » Emerging Transportation Technologies
- » Parking Management Strategies
- » Funding Programs
- » Development Code Amendments
- » Transportation Demand Management



# TECH MEMO #5

## FUNCTIONAL CLASSIFICATION

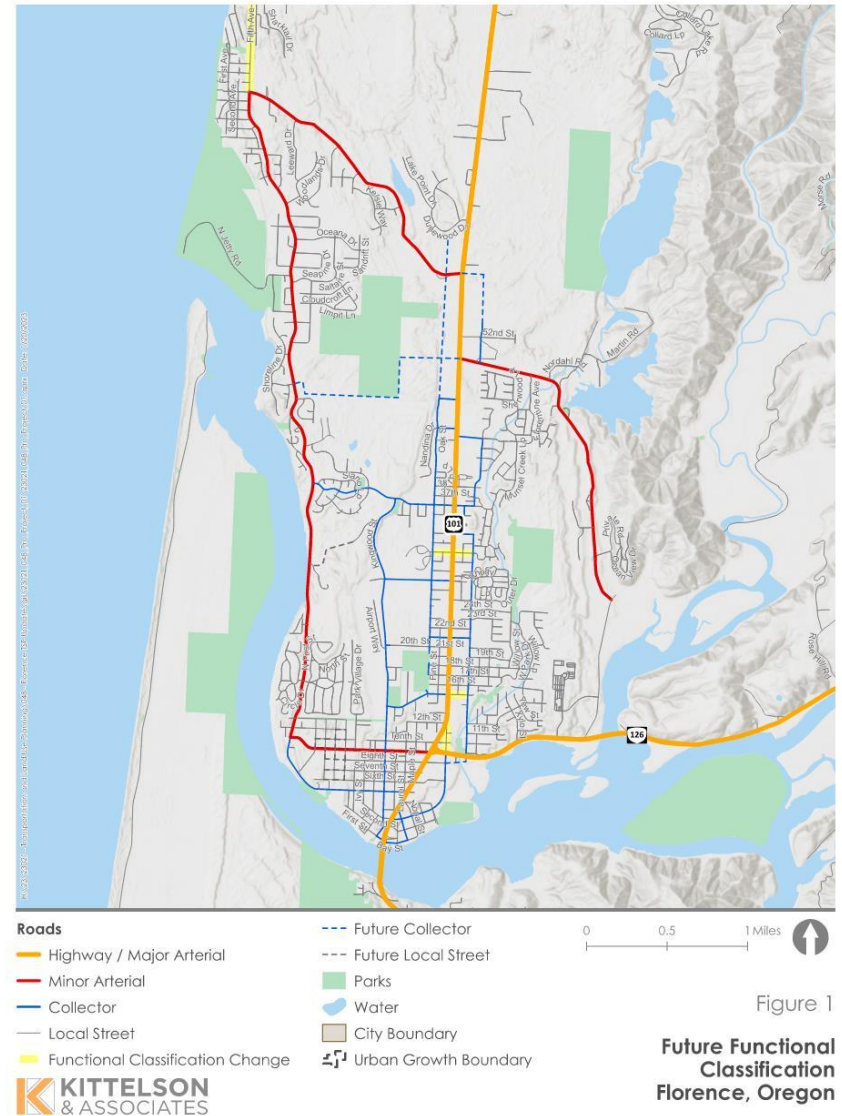
- » Re-designate as a collector
  - » 4<sup>th</sup> Avenue – north of Heceta
  - » 15<sup>th</sup> Street – east of US 101
  - » 30<sup>th</sup> Street – Oak to Spruce
  - » Quince Street – north of OR 126



# TECH MEMO #5

## MAJOR STREET CONNECTIVITY

- » Major street extensions (collector)
  - » 20<sup>th</sup> Street
  - » Heceta Beach Road
  - » Munsel Lake Road
  - » Oak Street
  - » Spruce Street
- » Local street extensions
  - » Pacific View Drive
  - » Street grid to the east of Peace Health hospital



# TECH MEMO #5

## INTERSECTION OPERATIONS

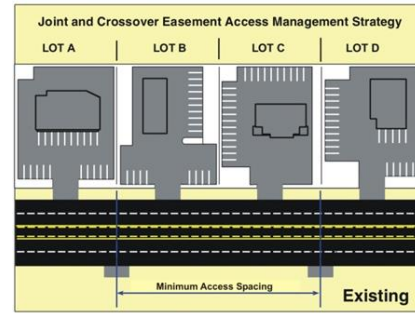
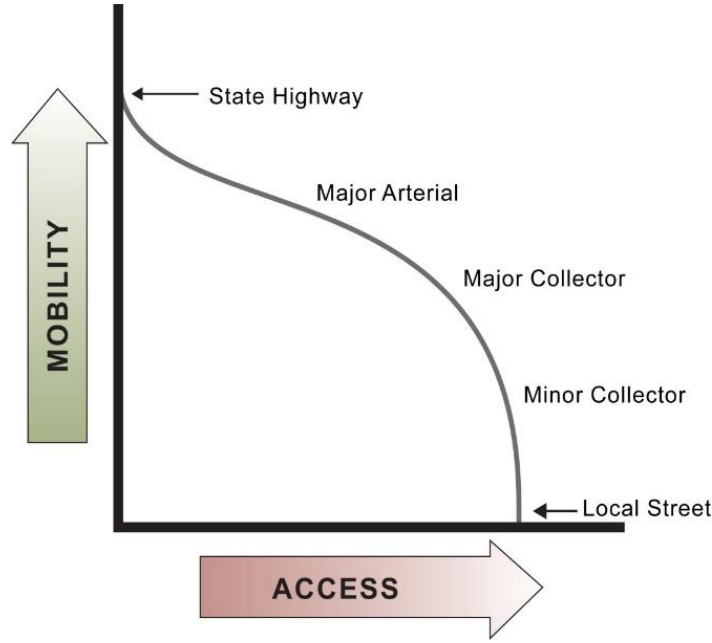
### » Intersection Alternatives

Intersection	Turn Lane	Traffic Signal	Signal Timing/Phasing Optimization	Reconfigure intersection	Other
US 101/Munsel Lake Rd		X		X	
US 101/35 <sup>th</sup> St	Restripe EB approach		X		
US 101/27 <sup>th</sup> St		X		X	
US 101/15 <sup>th</sup> St		X		X	
US 101/OR 126	Restripe EB and SB approach		X		
OR 126/Quince St				X	Right-in/right-out only
OR 126/Spruce St		X		X	
Kingwood St/9 <sup>th</sup> St		X		X	
Kingwood St/35 <sup>th</sup> St					All-way stop control

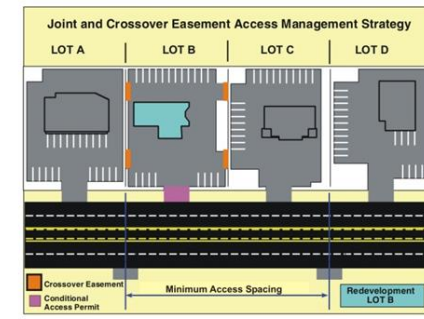


# TECH MEMO #5

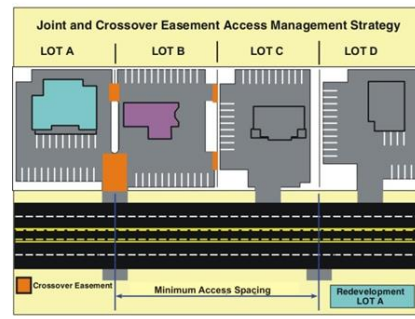
## ACCESS MANAGEMENT ALTERNATIVES



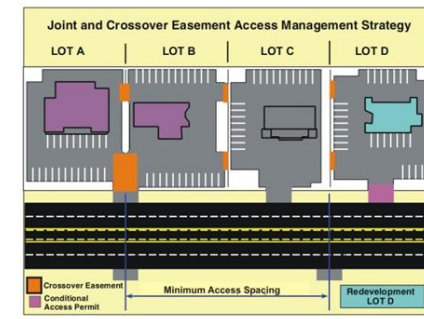
Step 1



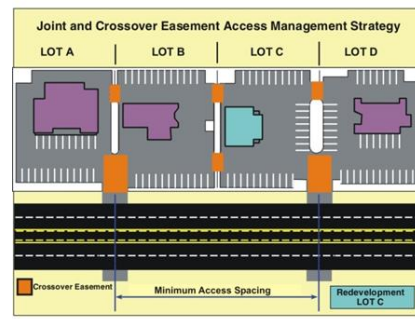
Step 2



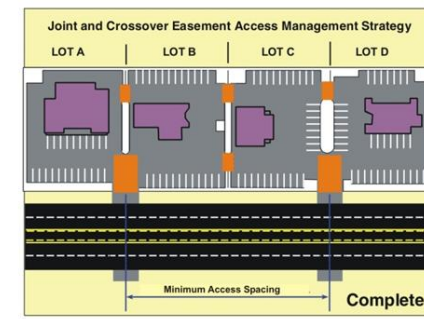
Step 3



Step 4



Step 5



Step 6

# TECH MEMO #5

## ACCESS MANAGEMENT ALTERNATIVES

### » Access Spacing Standards

#### » Existing City Access Spacing Standards

Functional Classification	Minimum Spacing Between Intersections	Minimum Spacing Between Intersections and Driveways
Alley	N/A	15 feet
Local Street	125 feet	25 feet
Collector Street	250 feet	30 feet
Arterial Street	250 feet	50 feet

#### » Proposed City Access Spacing Standards

Functional Classification	Minimum Spacing Between Intersections	Minimum Spacing Between Intersections and Driveways	Minimum Spacing Between Driveways
Alley	N/A	15 feet	N/A
Local Street	125 feet	25 feet	25 feet
Collector Street	250 feet	30 feet	125 feet
Arterial Street	250 feet	50 feet	125 feet



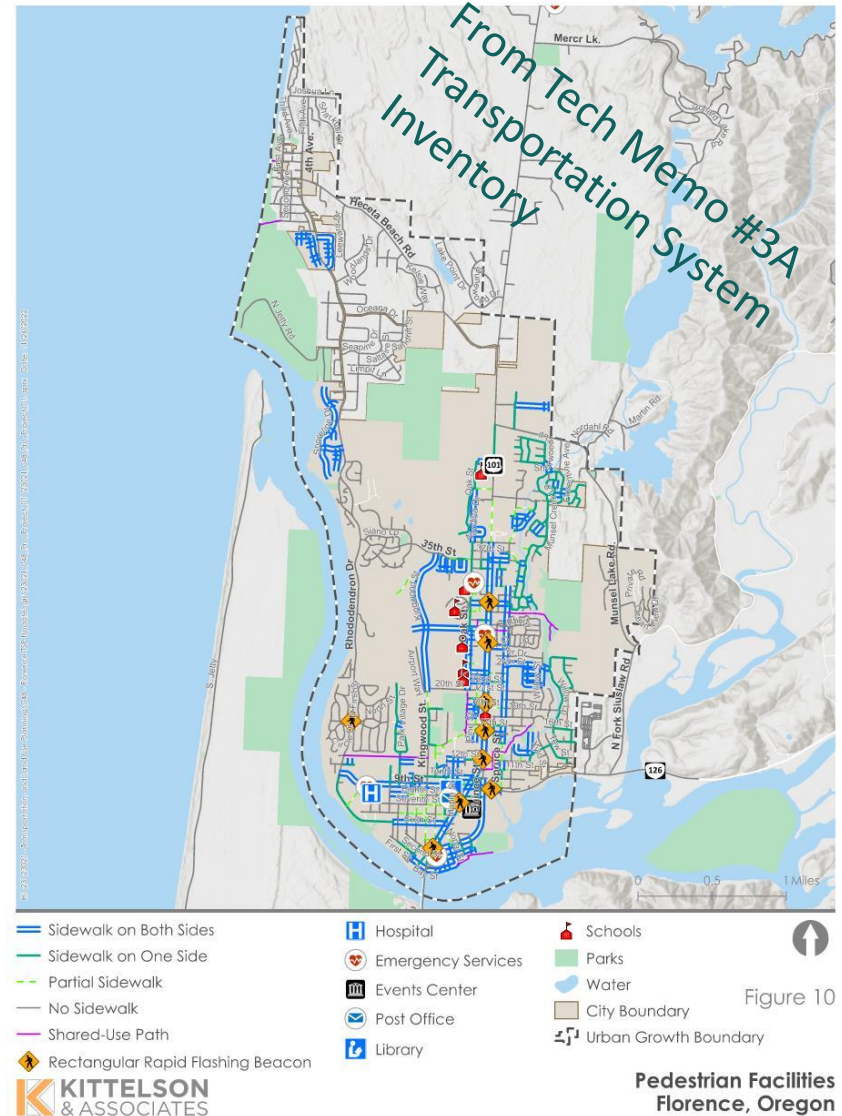
# TECH MEMO #5

## PEDESTRIAN CONNECTIVITY

### » Pedestrian Facilities

- » Sidewalks
- » Buffers
- » Crosswalks
- » Shared-use Paths and Trails
- » Amenities

### » Pedestrian Alternatives



# TECH MEMO #5

## PEDESTRIAN CONNECTIVITY

- » Where would you like to see improved walking conditions?
- » Table 5 in TM #5 includes a list of considerations and alternatives for all segments of the street network highlighted at right

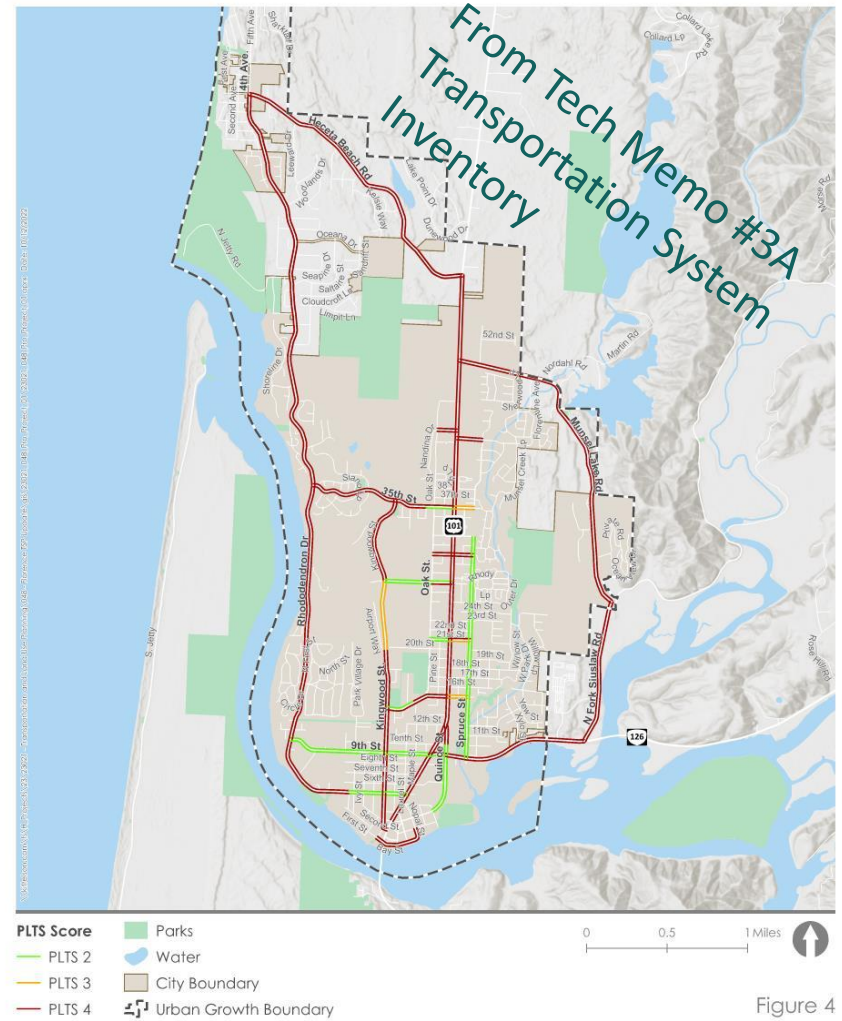


Figure 4



# TECH MEMO #5

## BICYCLE CONNECTIVITY

### » Bicycle Facilities

- » Mixed-use Shoulders
- » Low-Traffic Bikeway
- » Shared Lane Pavement Markings
- » On-Street Bike Lanes
- » Buffered Bike Lanes
- » Separated Bike Lanes
- » Bicycle Crossings
- » Wayfinding
- » Bicycle Parking/Bike Corral
- » Bike Sharing

### » Bicycle Alternatives

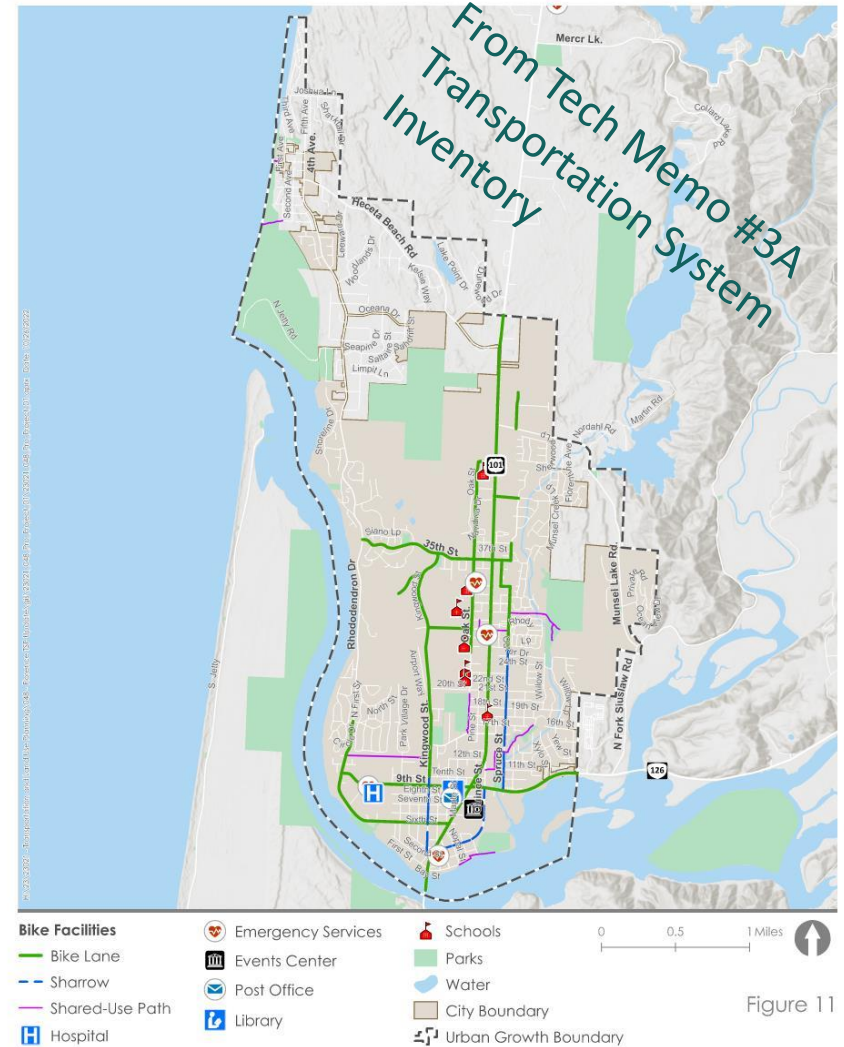


Figure 11

Bike Facilities  
Florence, Oregon



# TECH MEMO #5

## BICYCLE CONNECTIVITY

- » Where would you like to see improved bicycling conditions?
- » Table 6 in TM #5 includes a list of considerations and alternatives for all segments of the street network highlighted at right



Figure 5

# TECH MEMO #5

## TRANSIT

- » Transit Facilities and Services
  - » Fixed-Route Service
  - » Transit Stops
  - » Park-and-Rides
  - » Mobility Hubs
  - » Real-Time Transit Information

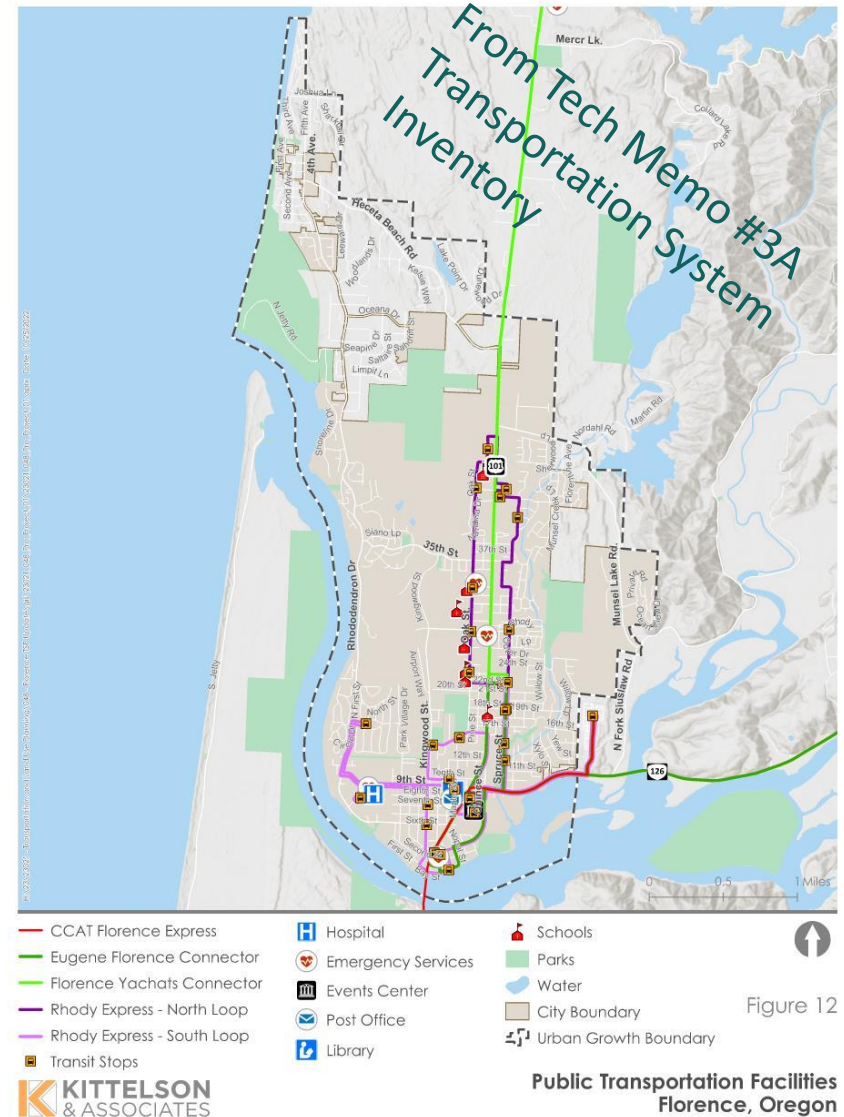


Figure 12

# TECH MEMO #5

## TRANSIT

### » Transit Alternatives

- » New Routes and Existing Route Changes
- » Service Frequency, Hours, and Coverage
- » Marketing
- » New Amenities
- » Transit Stops
- » Potential Park-and-Ride Locations
- » Potential Mobility Hub Locations

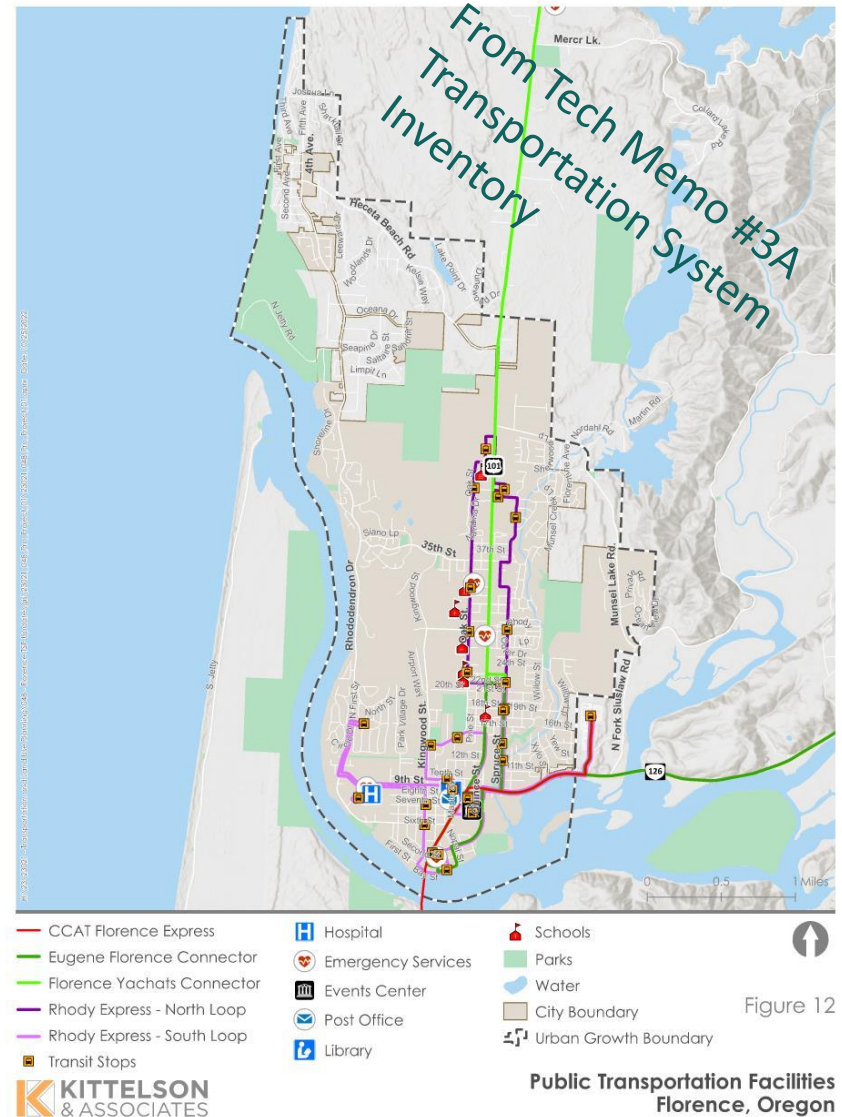
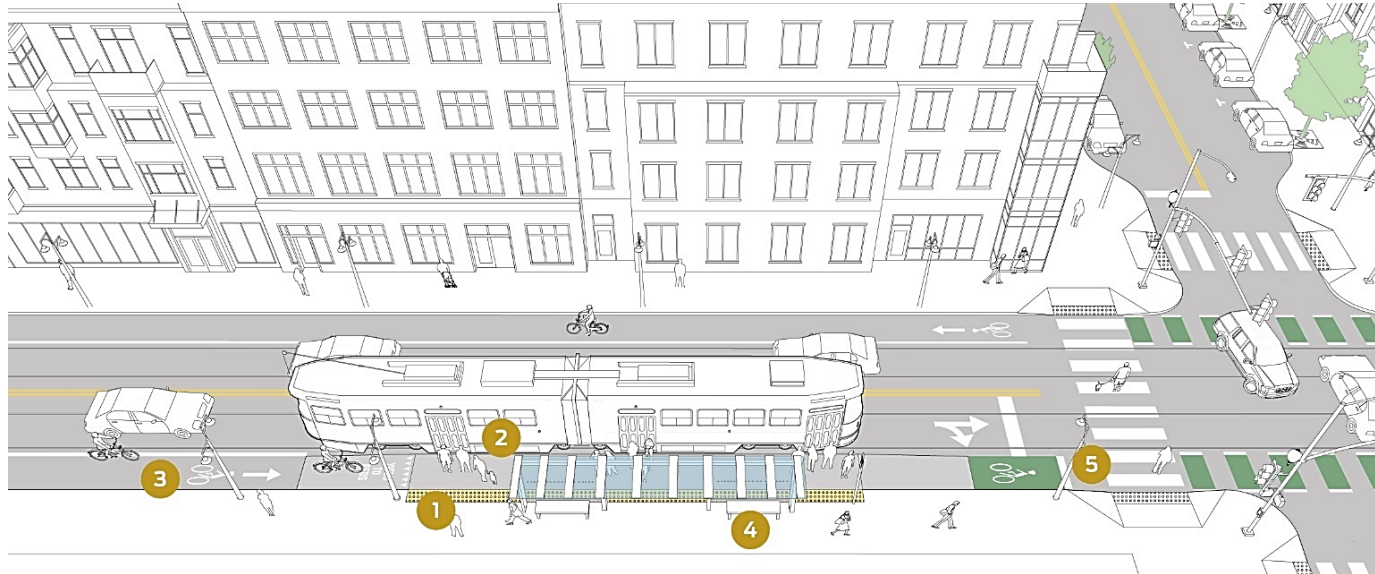


Figure 12

# TECH MEMO #5

## INTERMODAL ROUTE CONNECTIVITY

- » How to support transit vehicles, bicycles, and private vehicles in a constrained right-of-way
- » Are there locations in Florence where these needs should be considered?



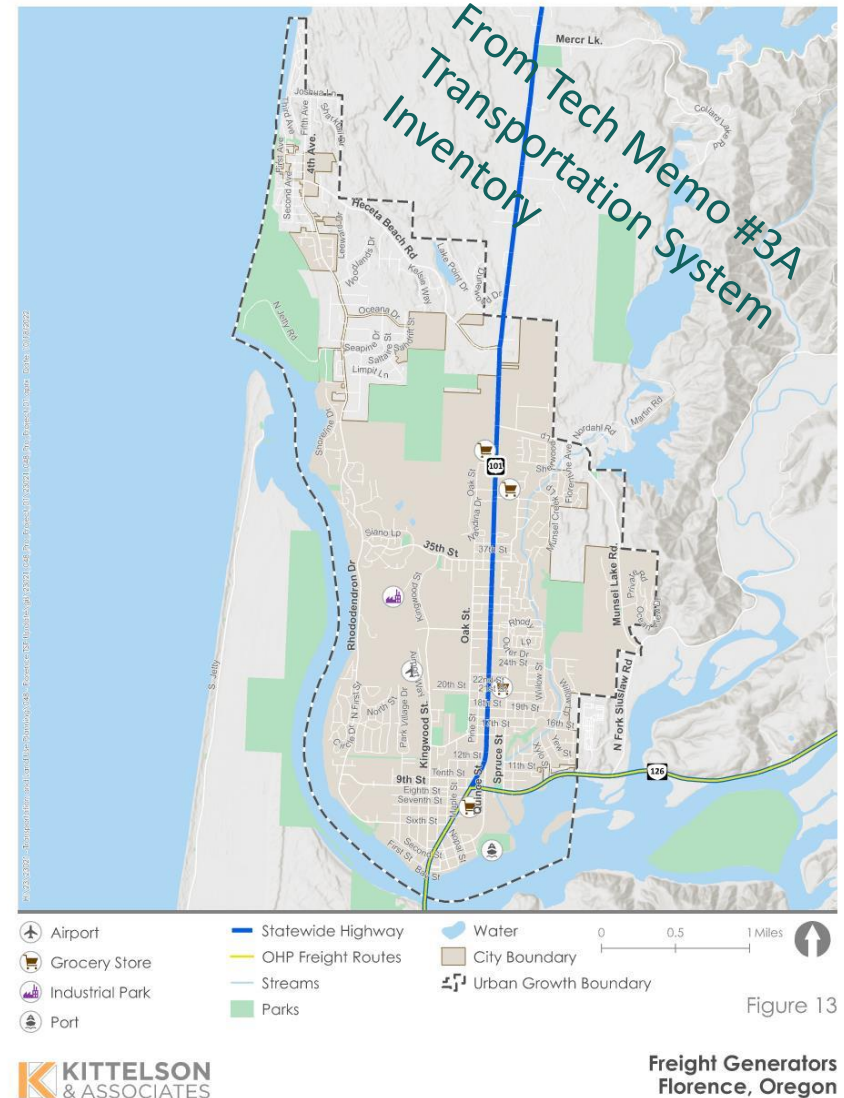


# TECH MEMO #5

## FREIGHT

### » Freight Alternatives

- » Pedestrian and bicycle alternatives are designed with local freight traffic in mind
- » Develop policies related to maintenance along freight routes
- » Develop policies to separate bike/ped modes from freight
- » Establish truck loading zones in downtown and policies for their use



# TECH MEMO #5

## RAIL

- » No rail facilities in Florence
- » Railroad bridge over OR 126 in Cushman
- » Link Lane coordination to Eugene Amtrak station

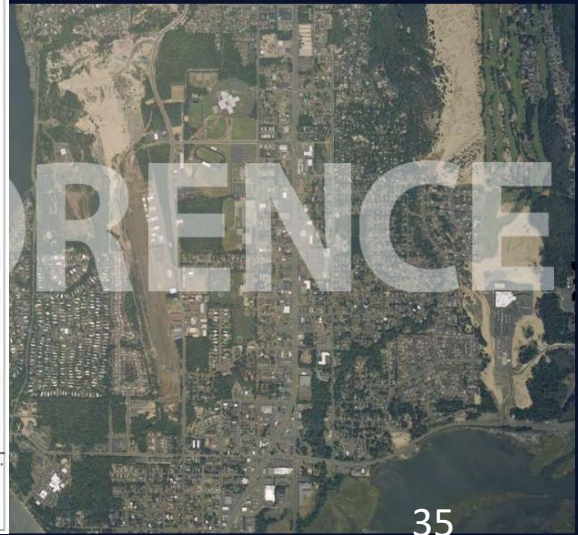
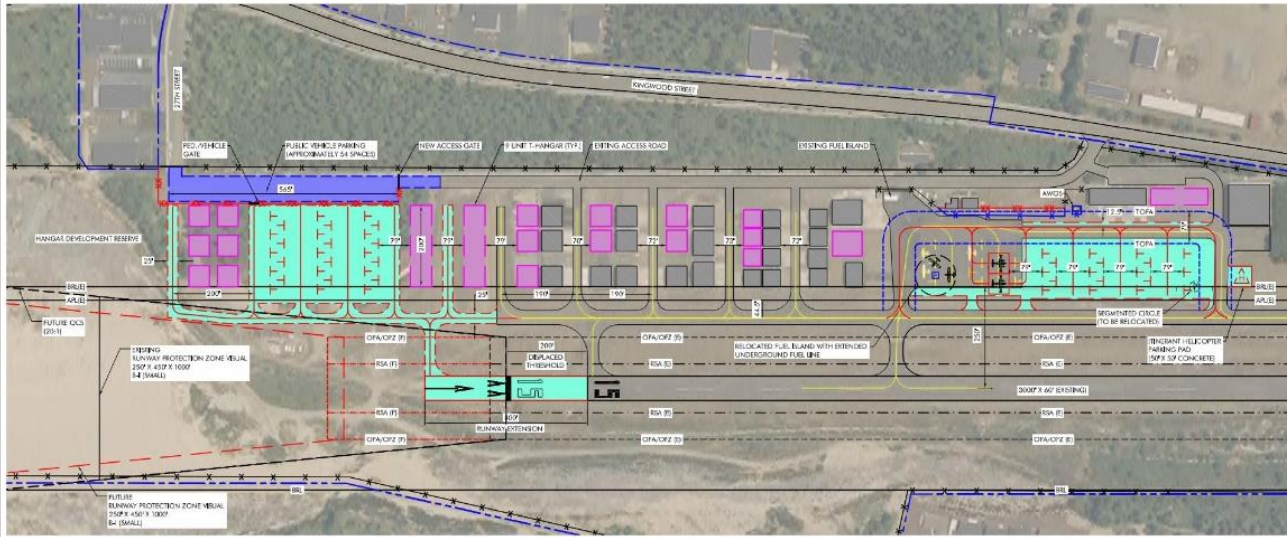
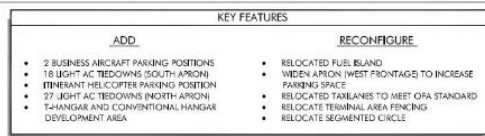




# TECH MEMO #5

## AIR

### Florence Municipal Airport Airport Layout Plan Update



**FLORENCE MUNICIPAL AIRPORT**  
TERMINAL AREA AND NORTH AIRPORT IMPROVEMENTS

FIGURE NO.  
**5-8**

# TECH MEMO #5

## SAFE ROUTES TO SCHOOL

### » The six E's of Safe Routes to School

- » Education, Encouragement, Engineering, Enforcement, Evaluation, and Equity

### » Safe Routes to School Alternatives

- » Develop a SRTS plan
- » Develop education programs on transportation options
- » Develop encouragement programs to boost walking/biking to school
- » Implement physical improvements to the transportation network
- » Develop an evaluation program
- » Develop an equity program to ensure that all demographic groups can benefit



# TECH MEMO #5

## SAFETY

- » Safety Countermeasures
  - » Segment improvements
  - » Intersection improvements
  - » Pedestrian- and Bicycle-specific improvements

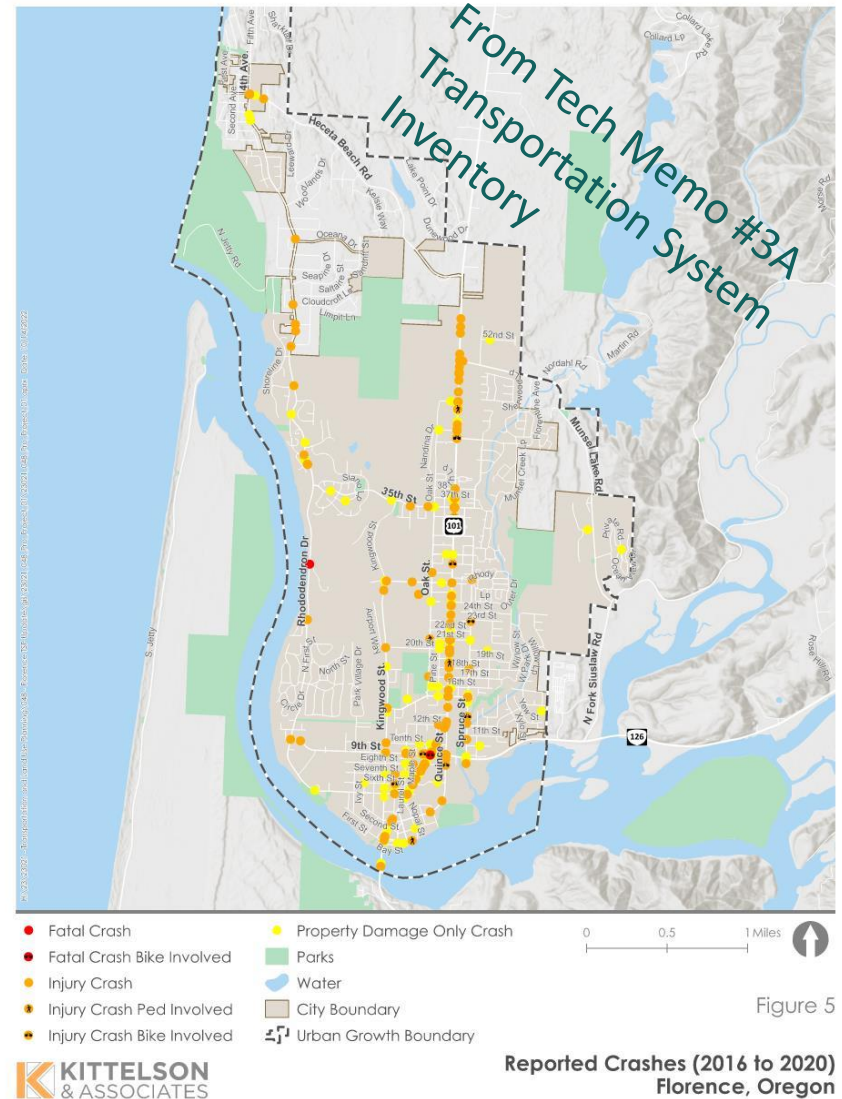


Figure 5

# TECH MEMO #5

## SAFETY

### » Safety Alternatives

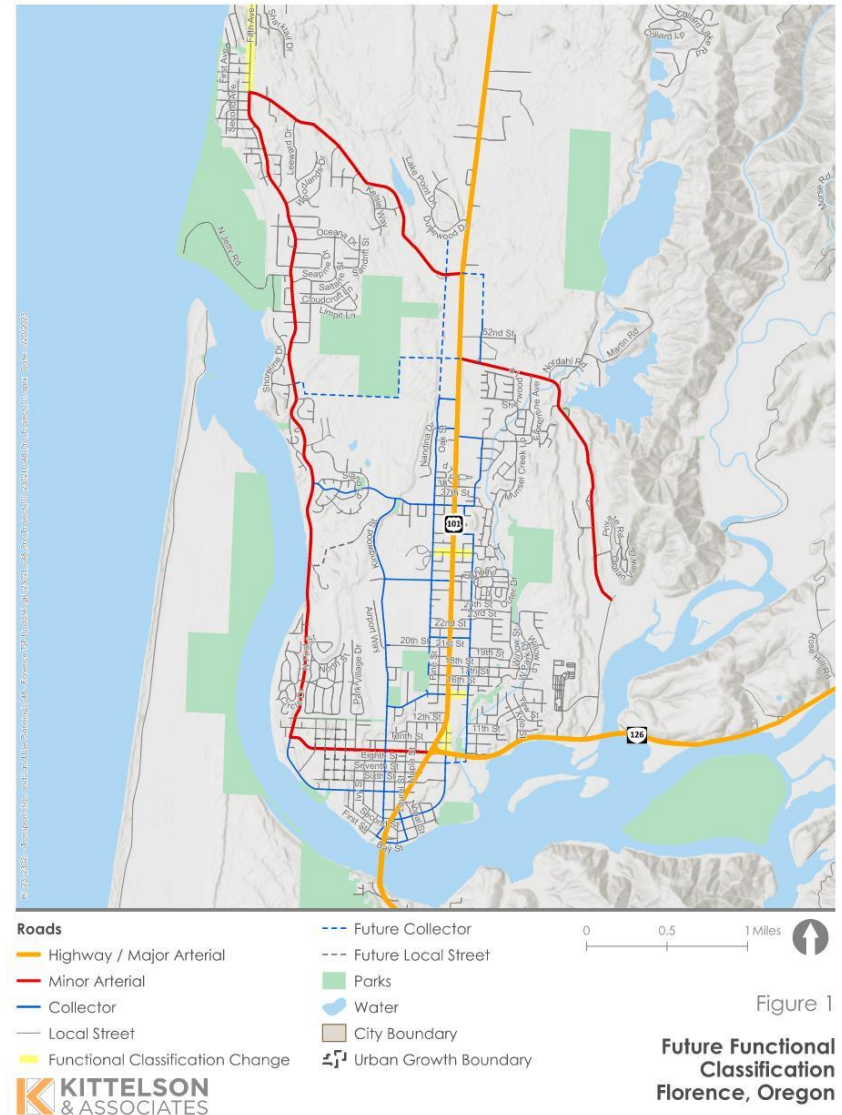
Intersection	Traffic Calming Measures	Intersection Lighting	Advance Intersection Warning Signs	Evaluate Traffic Control Modification	Other Treatment
US 101/Heceta Beach Rd	X	X	X		Dynamic speed feedback sign
US 101/Munsel Lake Rd	X	X	X	X	
US 101/46 <sup>th</sup> St	X	X	X		Add street name signs
US 101/OR 126	X				Increase visibility of traffic signal heads
US 101/Rhododendron Dr	X				Increase visibility of traffic signal heads
OR 126/Quince St	X	X		X	
Rhododendron Dr/ Heceta Beach Rd	X	X	X		Trim vegetation
Kingwood St/15 <sup>th</sup> St	X		X		Trim vegetation
Kingwood St/9 <sup>th</sup> St		X	X	X	



# TECH MEMO #5

## LOCAL STREET CONNECTIVITY

- » Planned local street connections
  - » Pacific View Dr
  - » Street grid east of PeaceHealth Medical Center
- » New development provides an opportunity to make new local street connections and improve access and circulation



# TECH MEMO #5

## EMERGING TRANSPORTATION TECHNOLOGIES



TRANSPORTATION  
TECHNOLOGY  
LIAISON



PUBLIC  
PARTNERSHIPS



PRIVATE SECTOR  
POLICIES



REVIEW CURRENT  
POLICIES



TECHNOLOGY  
INCUBATORS AND  
STARTUP LABS



INFRASTRUCTURE



CONNECT WITH  
STAKEHOLDERS  
ABOUT EMERGING  
TECHNOLOGIES



MOBILITY ON  
DEMAND AND  
INNOVATIVE  
TRANSIT



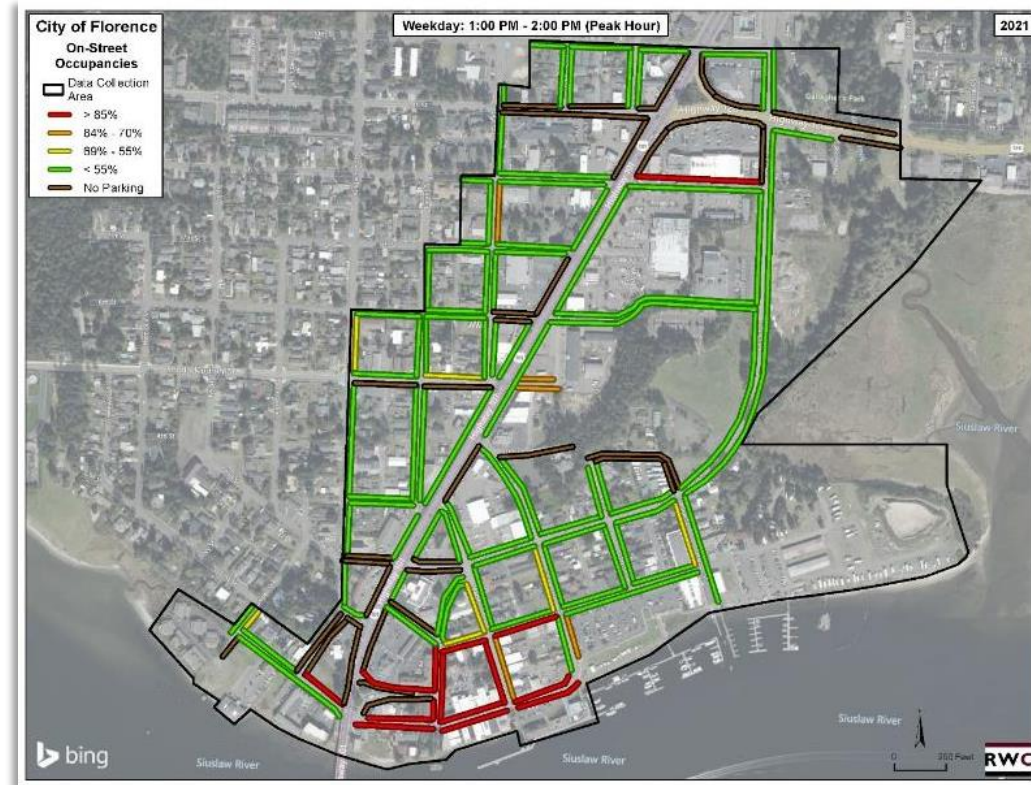
MOBILITY HUBS



# TECH MEMO #5

## PARKING MANAGEMENT STRATEGIES

- » User Information
- » Transportation Demand Management
  - » More on TDM in a moment
- » Parking Management
- » Enforcement
- » Increase Supply



# TECH MEMO #5

## STRATEGIES FOR OLD TOWN

- » Bay Street
- » How to improve walking and bicycling conditions
- » Establishing a mobility hub
- » Freight – truck loading zones



# TECH MEMO #5

## FUNDING PROGRAMS

### » Federal Sources

- » Infrastructure Investment and Jobs Act (IIJA)
- » Surface Transportation Block Grant (STBG)
- » Transportation Alternatives Program (TA Set-Aside)
- » Congestion Mitigation and Air Quality (CMAQ)
- » Highway Safety Improvement Program (HSIP)
- » Rebuilding American Infrastructure with Sustainability and Equity (RAISE) grants
- » Recreational Trails Program
- » National Highway Performance Program

### » State Sources

- » Statewide Transportation Improvement Program (STIP)
- » State Highway Trust Fund/Bicycle Bill

### » Sidewalk Improvement Program (SWIP)

- » Safe Routes to School Program (SRTS)
- » All Roads Transportation Safety (ARTS)
- » Oregon Community Paths Program (OCP)
- » House Bill (HB) 2017 Transportation Investments

### » Local Sources

- » System Development Charges (SDCs)
- » Local Fuel Tax
- » Local Improvement Districts (LID)
- » Economic Improvement Districts (EID)
- » Urban Renewal District/Tax Increment Financing
- » Local Bond Measures
- » Street Utility Fees/Road Maintenance Fee



# TECH MEMO #5

## DEVELOPMENT CODE

- » The TSP update must meet the state's Transportation Planning Rule requirements
- » Recommended development code amendments address:
  - » Multimodal transportation, connectivity, and access standards
  - » Emerging technologies (i.e. electric vehicle charging and parking)
  - » Off-street parking requirements
  - » Land use and transportation coordination



# TECH MEMO #5

## TRANSPORTATION DEMAND MANAGEMENT

- » Learn how TDM can help achieve local planning objectives
- » Encourage or require local businesses to implement TDM policies
- » Build community partnerships to support TDM
- » Create TDM programs
- » Improve non-motorized transportation facilities and services
- » Support micromobility services (carshare, ridesharing, etc.)
- » Evaluate transportation improvements through a comprehensive transportation lens
- » Implement TDM strategies for events that attract large crowds





# NEXT STEPS



PROVIDE ADDITIONAL  
COMMENTS TO WENDY OR CLARE  
BY FRIDAY, FEBRUARY 17



PARTICIPATE IN OPEN HOUSE #2  
THIS EVENING

# CALENDAR

- » STAC Meeting #3: April 20, 2023
  - » Review takeaways from STAC meeting #2 and Open House #2
  - » Present findings on TM #6: Preferred Alternatives
  - » STAC to provide initial input and recommendations on this memo
- » All meetings will be held at the Florence Events Center (715 Quince St) at 3:00 PM

## Stakeholder Transportation Advisory Committee Meetings

Meeting #1	November 3, 2022
Meeting #2	February 8, 2023
Meeting #3	April 20, 2023

