



City of Oregon City

625 Center Street
Oregon City, OR 97045
503-657-0891

Meeting Agenda City Commission

Tuesday, December 10, 2019

6:00 PM

Commission Chambers

Work Session

1. Convene Work Session and Roll Call

2. Future Agenda Items

The Commission's adopted goals and available staff resources shall be considered when recommending future agenda items. The Commission may add an item to a future agenda with consensus of the Commission.

2a. [19-697](#) List of Future Work Session Agenda Items

Sponsors: City Manager Tony Konkol

Attachments: [List](#)

[Ranking of Future Work Session Items](#)

3. Discussion Items

3a. [19-696](#) Renewable Right-of-Way Permits for Active Use of Sidewalks for Commercial Use

Sponsors: Public Works Director John Lewis

Attachments: [Staff Report](#)

[Renewal Right-of-Way Permits Flyer](#)

[2019-10-15 Oregon City Chamber of Commerce Response Letter](#)

[Downtown Businesses with ROW Obstructions - Letters mailed 5.2019](#)

3b. [19-693](#) Oregon City Tourism Development Program Update

Sponsors: City Manager Tony Konkol

Attachments: [Staff Report](#)

[Tourism Update](#)

[Oregon City Tourism Strategy](#)

3c. [19-692](#) Oregon City Municipal Code Chapter 10.12 Recreational Vehicles

Sponsors: Police Chief and Public Safety Director James Band

Attachments: [Staff Report](#)

[Recreational Vehicle Parking Presentation](#)

[OCMC Chapter 10.12 - Recreational Vehicles](#)

3d. [PC 19-138](#) Conditional Use Planning Fee

Sponsors: Community Development Director Laura Terway

Attachments: [Staff Report](#)

[Fee Estimation, Comparison, and Permit History](#)

[2019 Planning Division Fee Schedule](#)

[Conditional Use Preliminary Review Process](#)

3e. [19-695](#) Molalla Avenue Streetscape Project Key Community Concerns Project Update

Sponsors: Public Works Director John Lewis

Attachments: [Staff Report](#)

[Presentation](#)

[Tree Removal Plans](#)

[Molalla Avenue Comment Log](#)

[TAC Questions Technical Memo](#)

[Gaffney Lane Response Letter](#)

4. City Manager's Report**5. Commission Committee Reports**

- a. Beavercreek Employment Area Blue Ribbon Committee - Commissioner Frank O'Donnell**
- b. Brownfield Grant Committee - Mayor Dan Holladay**
- c. Citizen Involvement Committee Liaison - Commissioner Rachel Lyles Smith**
- d. Clackamas County Coordinating Committee (C4) - Mayor Dan Holladay and Commissioner Rachel Lyles Smith**
- e. Clackamas Heritage Partners - Commissioner Rocky Smith, Jr.**
- f. Downtown Oregon City Association Board - Commissioner Denyse McGriff**
- g. Metro Policy Advisory Committee (MPAC) - Commissioner Rachel Lyles Smith**
- h. Oregon Governor's Willamette Falls Locks Commission - Mayor Dan Holladay**
- i. South Fork Water Board (SFWB) - Mayor Dan Holladay, Commissioners Frank O'Donnell and Rocky Smith, Jr.**

j. **Willamette Falls and Landings Heritage Area (Previously Willamette Falls Heritage Area Coalition) - Commissioner Denyse McGriff**

k. **Willamette Falls Legacy Project Liaisons - Mayor Dan Holladay and Commissioner Frank O'Donnell**

6. Adjournment

Citizen Comments: The following guidelines are given for citizens presenting information or raising issues relevant to the City but not listed on the agenda.

**Complete a Comment Card prior to the meeting and submit it to the City Recorder.*

**When the Mayor calls your name, proceed to the speaker table and state your name and city of residence into the microphone.*

**Each speaker is given 3 minutes to speak. To assist in tracking your speaking time, refer to the timer on the table.*

**As a general practice, the City Commission does not engage in discussion with those making comments.*

**Electronic presentations are permitted, but shall be delivered to the City Recorder 48 hours in advance of the meeting.*

Agenda Posted at City Hall, Pioneer Community Center, Library, City Web site.

Video Streaming & Broadcasts: The meeting is streamed live on Internet on the Oregon City's Web site at www.orcity.org and available on demand following the meeting. The meeting can be viewed live on Willamette Falls Television on channel 28 for Oregon City area residents. The meetings are also rebroadcast on WFMC. Please contact WFMC at 503-650-0275 for a programming schedule.

City Hall is wheelchair accessible with entry ramps and handicapped parking located on the east side of the building. Hearing devices may be requested from the City Recorder prior to the meeting. Disabled individuals requiring other assistance must make their request known 48 hours preceding the meeting by contacting the City Recorder's Office at 503-657-0891.



City of Oregon City

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Staff Report

File Number: 19-697

Agenda Date: 12/10/2019

Status: Agenda Ready

To: City Commission

Agenda #: 2a.

From: City Manager Tony Konkol

File Type: Report

SUBJECT:

List of Future Work Session Agenda Items

BACKGROUND:

Next Month (These items may get moved depending upon various circumstances)

Utility Discussion Regarding Overhead/Underground

Union Pacific Railroad Quiet Zone Project

Additional Upcoming Items (These items are in no particular order)

Abandoned Buildings

Beavercreek Concept Plan Implementation

Canemah Area - Obstructions in the Right-of-Way

Clackamas County Water Environmental Services (WES) Rate Differential

Climate Action Plan Presentation (City of Milwaukie)

Code Enforcement Complaint Process

Construction Excise Tax (CET)

Cross Street and Utility Pole Banners

Marijuana Tax and Funds from the Tax Discussion

Policies for Non-Profits - Discussion

South Fork Water Board - Mountain Line Easements Vacation

Transportation Demand Management (TDM) Plan Implementation Update

Water System Risk and Resiliency Review

Willamette Falls Legacy Project Operations and Maintenance Discussion



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Willamette Falls Legacy Project Operations and Maintenance Discussion

Future Work Session Topics	Ranking	
Code Amendments: Shelters	1	Done 8/13 and 9/18
Clackamas County Director of Housing and Housing Services, Jill Smith, presenting on the Metro Housing Bond and the Holcomb Blvd property	2	Done 7/17
Canemah Area – Obstructions in the Right-of-Way	3	10/16/2019, again in 2020
Code Amendments: Approach to Short-Term Rental Policy	4	Done 9/10
Water Capital Improvement Project (CIP) List Discussion, Rate Study and Changes to System Development Charges	5	Done 8/7
Buildable Land Inventory and Housing Needs Analysis Presentation	6	Done 10/8
Joint Work Session with PRAC: Clackamette Park Boat Ramp	7	10/8, again in 2020
Beavercreek Concept Design and Parks/Transportation Needs Analysis	8	11/12, again in 2020
Policies for Non-Profits - Discussion	9	
Available Public Parking and Parking Signage Discussion	10	Done 11/12/2019
Homelessness Presentation by Oregon City Police and Parks Departments	11	Done 9/18
Joint Work Session with Planning Commission: New DLCD Landslide Guide	12	Done 10/8
WFLP Operations and Maintenance Discussion	13	
Joint Work Session with OC Together, Oregon City School District, and Oregon City Police Regarding Resources for Marijuana Education (tentative)	14	Done 8/13
Marijuana Tax and Funds from the Tax Discussion	15	
Clackamas County Water Environmental Services (WES) Rate Differential	16	
Construction Excise Tax (CET)	17	
Transportation Demand Management (TDM) Plan Implementation Update	18	Done 11/12/2019, again in 2020
Align Oregon City Food Cart Definitions with Portland Food Cart Pod Group/Design Standards/SDC's	19	Done 9/10
Code Enforcement Complaint Process	20	
Cross Street and Utility Pole Banners	21	
South Fork Water Board - Mountain Line Easements Vacation	22	
Union Pacific Railroad Quiet Zone Update	23	
Climate Action Plan Presentation (City of Milwaukie)	24	
Food Cart Pod on specific publically owned property	25	Done 9/10
Abandoned buildings	26	
Plastic bag and container ban	REMOVE	



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Staff Report

File Number: 19-696

Agenda Date: 12/10/2019

Status: Agenda Ready

To: City Commission

Agenda #: 3a.

From: Public Works Director John Lewis

File Type: Presentation

SUBJECT:

Renewable Right-of-Way Permits for Active Use of Sidewalks for Commercial Use

RECOMMENDED ACTION (Motion):

This is a work session discussion item and there is no recommended City Commission action at this time.

BACKGROUND:

Oregon City is fortunate to have a thriving business community with business corridors like Main Street, 7th Street, and Molalla Avenue where our community can frequent, whether it be for leisure or business. Pedestrian accessibility to these business corridors is critical and in many instances, our access ways provide great places to linger and congregate.

Ensuring that our pedestrian routes remain convenient, safe, and available to a wide range of users is also important. In Oregon City, many of the buildings were built fronting the street with no setbacks. At the same time, the streets were built relatively narrow based on the needs of the historic era of the time. Access ways, especially the sidewalks, generally run between 8 and 10 feet wide and leave little room for uses other than pedestrian access.

In limited instances, Oregon City businesses are using the public right-of-way (sidewalks) as an extension of their business. This typically includes tables and chairs for outdoor eating and, to a lesser extent, product sales like furniture or clothing. Other movable and temporary features like planter pots and 1-day sidewalk sales racks have at times been an issue, but this discussion is focused more on regular use of the sidewalk for outdoor seating.

The City has not had an adopted standard or a permitting process for such business use of the public ROW. In preparing for this report, we found records to indicate some work on this issue in 2009 and 2016. Notes from the 2016 effort indicate that a stakeholder group was formed to discuss the concerns and develop an Oregon City Active Sidewalks Project whereby permit rules and a permitting system could be adopted. A small stakeholder group was formed and interviews were held, findings were made, existing code was considered, and next steps were developed. The Oregon City Active Sidewalks Project has not progressed beyond the work completed in 2016, yet we still have the encroachment concerns.

Existing Code (Chapter 12.04.130) prohibits sidewalk cafes or displays unless in areas

designated by the City Commission. The City Commission has not, to staff's knowledge, designated any areas of the City for this activity. Until recently, most current sidewalk displays and cafes have been operating without any formal permits or acknowledgement from the City.

This year, the Public Works Department started a program to notify these businesses and issue permits for seating in the right-of-way. We have not yet dealt with the issue of permitting flower pot/planter obstructions. A-Frame signs are permitted by Community Development.

Only sites that visually had seating were sent letters to get permitted. We sent 21 letters, and permitted only 5 of those properties. There are 17 properties shown using the right-of-way in Google street view. We have not sought code enforcement. The program for 2019 was purely based on the honor system.



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The right of way is the area typically defined between the back edge of sidewalk on one side of the street to the back edge of the sidewalk on the other side of the street.

Anyone who wants to use the right of way for anything besides travel on the sidewalk and roadways, such as landscaping, signage, or sidewalk maintenance needs to have a permit to do so.

The requirement for permitting includes outdoor seating, monitoring wells, flower planters, benches, or other items that could obstruct the flow of traffic.

Traffic is defined as normal travel by automotive vehicle, bicycle, pedestrian, and other means.

City Code 12.04.120 defines this requirement, stating that temporary obstructions are allowed with a right-of-way permit.



2019 RATES

\$162 Annual Flat Fee

Apply at the Public Works Engineering Counter at City Hall, 625 Center Street, between the hours of 9:00 AM and 4:00 PM Monday through Thursday.

Or call or email Aaron Parker:
503-496-1560
aparker@orccity.org



Measuring Sidewalk ADA Clearance

Quite often, we find that businesses or property owners need to acquire their temporary obstruction permit. Also, don't forget to renew annually!



Monitoring Wells in the ROW

Please note that sidewalk sales are not permitted per City Code 12.04.130 unless approved by the City Commission.

Do you have a business that seeks use of the public right-of-way on an annual basis for an extended period of time?

YES.

Do you have outdoor seating, a monitoring well, or other occupancy of the right-of-way?

Yes!

Do you need a simple, easy way to get a permit to occupy the right of way?

YES!

All set to apply for your permit!

Call or email: (503) 496-1560

aparker@orccity.org



City of Oregon City
Public Works
625 Center Street
Oregon City, Oregon 97045
(503) 657-0891
www.orccity.org



City of Oregon City **RENEWABLE RIGHT- OF-WAY PERMITS**





OREGON CITY
CHAMBER
of COMMERCE
1909 - 2019



Dear Commissioners:

The Oregon City Chamber of Commerce has become aware that the City of Oregon City is currently implementing a policy that imposes a \$162 annual fee on businesses to obtain permits for right-of-way usage. The fee applies to things such as landscaping, signage, outdoor seating, flower planters, benches, and other items that could obstruct the flow of pedestrian traffic. We have noticed through our analysis that, when compared with similar policies of neighboring jurisdictions, Oregon City's policy of a \$162 annual fee seems excessive. Our concern is that this would potentially have a negative impact on Oregon City businesses. In addition, this could add unnecessary difficulty in efforts to recruit future businesses and encourage the growth of existing business. Certainly, you can all agree that small business is critical to our local economy, and keeping a path clear for them to thrive is an important endeavor.

The Chamber certainly agrees with the policy's basic purpose and understands the City's obligation to protect the safety and well-being of the public. However, we believe the City should also feel an obligation to protect and foster the business community. We believe the \$162 fee does much to counteract the notion that Oregon City is open for business.

Regarding the analysis mentioned above, the Chamber reviewed the right of way permit policies of seven (7) neighboring cities—Lake Oswego, West Linn, Wilsonville, Canby, Gladstone, Milwaukie, and Happy Valley. We learned that two (2) of these cities (Lake Oswego and Gladstone) have rules and City review, but do not charge any fee for the use of the right of way for things listed above like outdoor seating at restaurants. Two other cities (Wilsonville and Happy Valley) have mostly shopping centers, so they have no rules or fees for right of way use. Milwaukie charges a one-time fee for what they call a "minor encroachment" of \$50. Only West Linn and Canby charge annual fees, and they are significantly less than the fee imposed by Oregon City. The fee in the City of Canby is \$50 annually, and the City of West Linn charges \$100 per year compared to the \$162 annual fee imposed by Oregon City.

Flower planters in front of a shop or a few dining tables outside a restaurant give our city a feeling of vibrancy, life, and prosperity. Amenities such as these also encourage economic development, bring visitors to our City to patronize our businesses and give our business owners confidence to remain and be successful. The elevated right-of-way fee puts us on a trajectory of discouraging businesses from investing in our city which could ultimately result in a negative economic impact. A \$162 annual fee will likely add to the struggle that many small businesses are already experiencing.

It is our hope that the permitting process can be modified in a way that meets the needs of both the City and its business community. Consideration of similar policies from other jurisdictions, such as Milwaukie's policy of charging a small, one-time fee for an ongoing, unchanging, minor encroachment, would be ideal. Alternatively, if the City wants the permit to be reviewed annually, and there are no changes to the permit, the business could file a form affidavit, approved by the City, indicating that there have been no changes to the use of the right-of-way. This approach would be less time consuming

and provide more efficiencies for both the City and the applicant.

Lastly, we would like to raise awareness of a technical inconsistency in the City Code regarding the right-of-way permits. The annual right-of-way-permits are defined as being "temporary" permits. However, the City Code limits a "temporary" permit to 60 days. This inconsistency should be corrected for better clarification. Perhaps the way to do this is to call these types of permits "minor encroachment permits" and have separate rules for them.

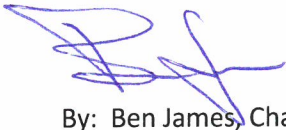
For the reasons stated above, your Chamber respectfully requests that the City reduce or perhaps completely eliminate the right-of-way permit fees charged to businesses, modify the permitting process for enhanced efficiencies, and correct the relevant section of the City Code for clarification purposes. Oregon City Chamber representatives met informally with City staff on this issue approximately a month ago to ensure that staff is aware of the fee disparity. It was a good discussion, but we are unaware of any steps that have been taken thus far.

We look forward to working with the Commission and staff to make these fees more equitable for the business community while serving the needs of the City.

Thank you for your consideration of this request.

Very truly yours,

Oregon City Chamber of Commerce

A handwritten signature in blue ink, appearing to read 'Ben James', is written over the printed name.

By: Ben James, Chair

Cc: Tony Konkol
Mireya Mcilveen
Lori Bell



OREGON CITY

Public Works – Development Services

625 Center St | Oregon City OR 97045
Ph (503) 657-0891 | Fax (503) 657-7892

Request Type: **Public ROW**
Date Mailed: **05/10/2019**

Property Ownership:
BOOKSHELF LLC
503 MAIN ST
OREGON CITY, OR 97045

Location: 503 Main St Oregon City, Oregon 97045
Clackamas County Map 2-2E-31AB, Tax Lot 08200

Re: Activities requiring a right-of-way permit

Oregon City works in cooperation with citizens and property owners to maintain healthy, safe and livable neighborhoods. Non-standard use of the right-of-way (the area that includes the roadway and sidewalk) is prohibited without a permit. Any items including but not limited to tables, chairs, planters, displays, etc. require a permit from the Public Works Department.

The City Code establishes minimum requirements governing items in the public right-of-way. The requirements are located in Section 12.04.120 of the Oregon City Municipal Code.

If you are currently using the right-of-way, please contact the Public Works Department to obtain a permit. Attached is a brochure with more information.

If you have any questions, please feel free to contact me Monday through Friday, 8:00 AM to 5:00 PM at aparker@orc.org or (503) 496-1560. You can also stop by our Engineering Counter Monday through Thursday between the hours of 9:00 AM and 4:00 PM.

Aaron Parker, EIT
Engineering Technician II
Oregon City Public Works



OREGON CITY

Public Works – Development Services

625 Center St | Oregon City OR 97045
Ph (503) 657-0891 | Fax (503) 657-7892

Request Type: **Public ROW**
Date Mailed: **05/10/2019**

Property Ownership:
WIITANEN RICHARD MARTIN CO-TRUSTEE
505 MAIN ST
OREGON CITY, OR 97045

Location: 505 Main St Oregon City, Oregon 97045
Clackamas County Map 2-2E-31AB, Tax Lot 08300

Re: Activities requiring a right-of-way permit

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Aaron Parker, EIT
Engineering Technician II
Oregon City Public Works



Request Type: **Public ROW**
Date Mailed: **05/10/2019**

Property Ownership:
VEROSKE NICHOLAS R TRUSTEE
2105 NE CESAR E CHAVEZ BLVD
PORTLAND, OR 97212

Location: 507 Main St Oregon City, Oregon 97045
Clackamas County Map 2-2E-31AB, Tax Lot 08400

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If you are currently conducting non-standard use of the right-of-way at the above location, please contact the Public Works Department to obtain a permit. Included is a brochure with more information.

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Request Type: **Public ROW**
Date Mailed: **05/10/2019**

Property Ownership:
LI QIAO LAN
527 MAIN ST
OREGON CITY, OR 97045

Location: 515 Main St Oregon City, Oregon 97045
Clackamas County Map 2-2E-31AB, Tax Lot 08700

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Oregon City Public Works



Request Type: **Public ROW**
Date Mailed: **05/10/2019**

Property Ownership:
DUBLIN LLC
611 MAIN ST
OREGON CITY, OR 97045

Location: 603 Main St Oregon City, Oregon 97045
Clackamas County Map 2-2E-31AB, Tax Lot 07500

Re: Activities requiring a right-of-way permit

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Oregon City Public Works



Request Type: **Public ROW**
Date Mailed: **05/10/2019**

Property Ownership:
STEVENS-HOWELL BUILDING LLC
616 MAIN ST
OREGON CITY, OR 97045

Location: 616 and 618 Main St Oregon City, Oregon 97045
Clackamas County Map 2-2E-31AB, Tax Lot 06900

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Date Mailed: **05/10/2019**

Property Ownership:
YATES PHILIP & VICKI HOPMAN
623 7TH ST
OREGON CITY, OR 97045

Location: 623 7th St Oregon City, Oregon 97045
Clackamas County Map 2-2E-31AA, Tax Lot 13500

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WORAM AKIE TRUSTEE
621 MAIN ST
OREGON CITY, OR 97045

Location: 623 Main St Oregon City, Oregon 97045
Clackamas County Map 2-2E-31AB, Tax Lot 07100

Re: Activities requiring a right-of-way permit

Oregon City works in cooperation with citizens and property owners to maintain healthy, safe and livable neighborhoods. Non-standard use of the right-of-way (the area that includes the roadway and sidewalk) is prohibited without a permit. Any items including but not limited to tables, chairs, planters, displays, etc. require a permit from the Public Works Department.

The City Code establishes minimum requirements governing items in the public right-of-way. The requirements are located in Section 12.04.120 of the Oregon City Municipal Code.

If you are currently using the right-of-way, please contact the Public Works Department to obtain a permit. Attached is a brochure with more information.

If you have any questions, please feel free to contact me Monday through Friday, 8:00 AM to 5:00 PM at aparker@orc.org or (503) 496-1560. You can also stop by our Engineering Counter Monday through Thursday between the hours of 9:00 AM and 4:00 PM.

Aaron Parker, EIT
Engineering Technician II
Oregon City Public Works



Request Type: **Public ROW**
Date Mailed: **05/10/2019**

Property Ownership:
KB & PE HOLDING LLC
701 MAIN ST
OREGON CITY, OR 97045

Location: 701 Main St Oregon City, Oregon 97045
Clackamas County Map 2-2E-31AB, Tax Lot 05400

Re: Activities requiring a right-of-way permit

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Aaron Parker, EIT
Engineering Technician II
Oregon City Public Works



Request Type: **Public ROW**
Date Mailed: **05/10/2019**

Property Ownership:
GROUNDED PROPERTIES LLC
709 MAIN ST
OREGON CITY, OR 97045

Location: 709 Main St Oregon City, Oregon 97045
Clackamas County Map 2-2E-31AB, Tax Lot 05200

Re: Activities requiring a right-of-way permit

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Aaron Parker, EIT
Engineering Technician II
Oregon City Public Works



Request Type: **Public ROW**
Date Mailed: **05/10/2019**

Property Ownership:
SMITH RYAN A
723 MAIN ST
OREGON CITY, OR 97045

Location: 723 Main St Oregon City, Oregon 97045
Clackamas County Map 2-2E-31AB, Tax Lot 04900

Re: Activities requiring a right-of-way permit

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Aaron Parker, EIT
Engineering Technician II
Oregon City Public Works



Request Type: **Public ROW**
Date Mailed: **05/10/2019**

Property Ownership:
FIVE JS LLC
722 MAIN ST
OREGON CITY, OR 97045

Location: 724 Main St Oregon City, Oregon 97045
Clackamas County Map 2-2E-31AB, Tax Lot 06000

Re: Activities requiring a right-of-way permit

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Aaron Parker, EIT
Engineering Technician II
Oregon City Public Works



OREGON CITY

Public Works – Development Services

625 Center St | Oregon City OR 97045
Ph (503) 657-0891 | Fax (503) 657-7892

Request Type: **Public ROW**
Date Mailed: **05/10/2019**

Property Ownership:
BUSCH & BUSCH DEVELOPMENT LLC
804 MAIN ST
OREGON CITY, OR 97045

Location: 800 Main St Oregon City, Oregon 97045
Clackamas County Map 2-2E-31AB, Tax Lot 04000

Re: Activities requiring a right-of-way permit

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Aaron Parker, EIT
Engineering Technician II
Oregon City Public Works



OREGON CITY

Public Works – Development Services

625 Center St | Oregon City OR 97045
Ph (503) 657-0891 | Fax (503) 657-7892

Request Type: **Public ROW**
Date Mailed: **05/10/2019**

Property Ownership:
OREGON CITY BUILDING LP
1005 MAIN ST
OREGON CITY, OR 97045

Location: 1003 Main St Oregon City, Oregon 97045
Clackamas County Map 2-2E-31AB, Tax Lot 02700

Re: Activities requiring a right-of-way permit

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Aaron Parker, EIT
Engineering Technician II
Oregon City Public Works



Renewable Right
Permits for Access
Sidewalks for

Current Code

- Chapter 12.04.130 prohibits sidewalk cafes or d
designated by the City Commission

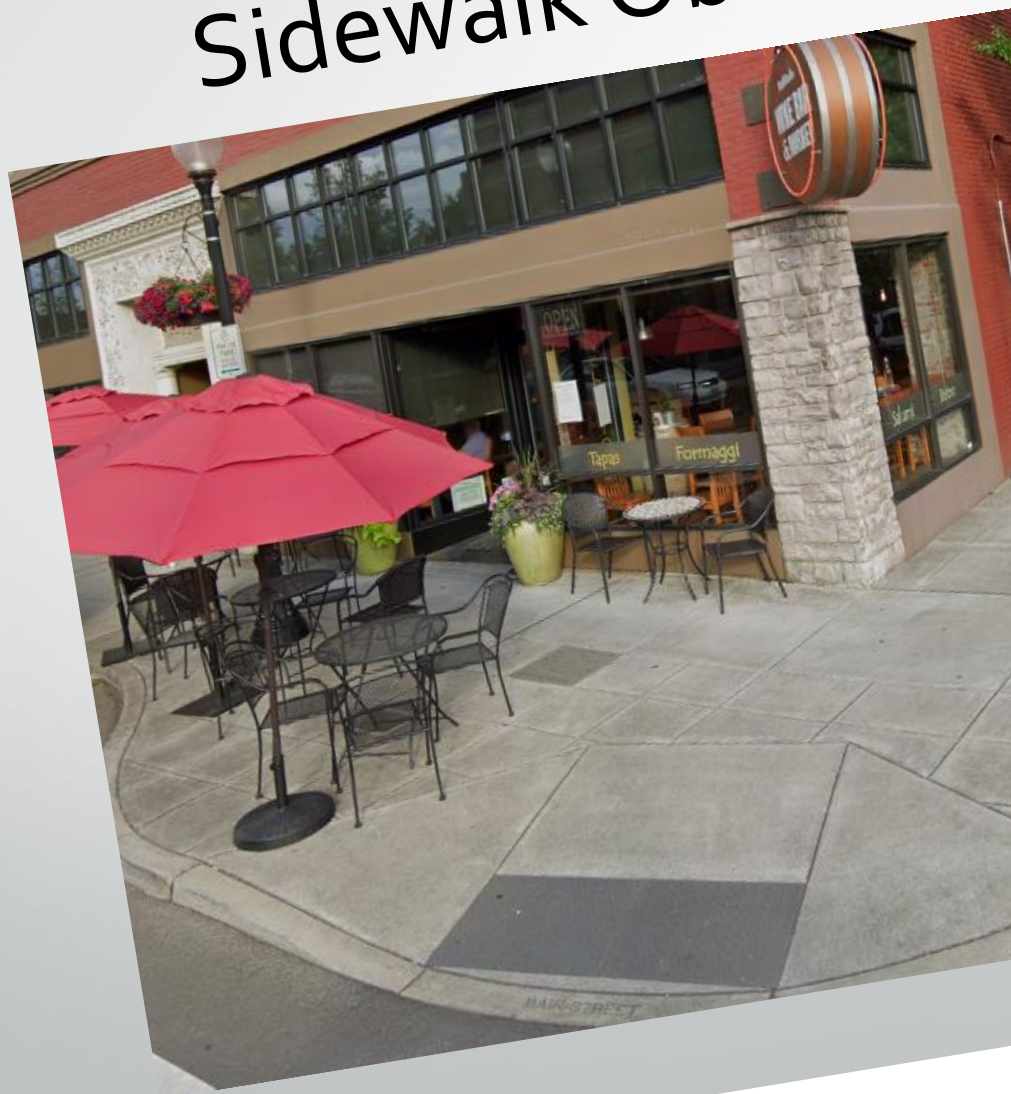
Permitting

- Historically, A-Frame signs (i.e. sandwich board Development
- Starting in 2019 – Seating was permitted through system'
- Flower/Plant Features : Not currently permitted

Success of 2019 Program

- 21 letters sent based on visual inspection of Mail
- 5 properties were permitted
- Cost is \$162 annually to allow seating in the rig

Sidewalk Obstruction



Sidewalk Obstruction



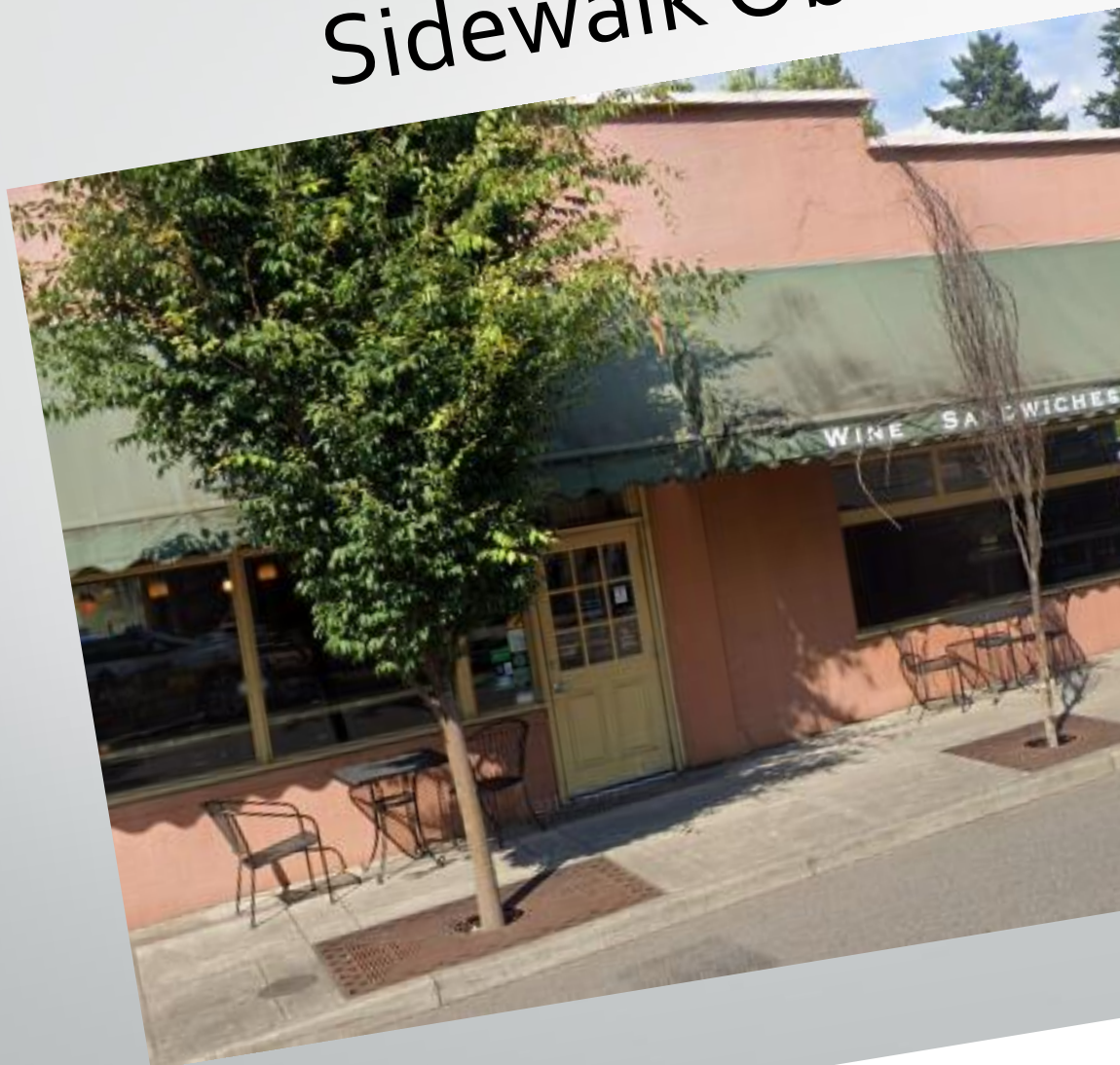
Sidewalk Obstructions



Sidewalk Obstruction



Sidewalk Obstruction



2020 Program

- Send letters to every business on Main Street from Street from Center to Harrison
- Provide driveby audit in early summer
- Provide 2nd request for those using the right of
- Seek code enforcement for those not in comp

Questions?



The right of way is the area typically defined between the back edge of sidewalk on one side of the street to the back edge of the sidewalk on the other side of the street.

Anyone who wants to use the right of way for anything besides travel on the sidewalk and roadways, such as landscaping, signage, or sidewalk maintenance needs to have a permit to do so.

The requirement for permitting includes outdoor seating, monitoring wells, flower planters, benches, or other items that could obstruct the flow of traffic.

Traffic is defined as normal travel by automotive vehicle, bicycle, pedestrian, and other means.

City Code 12.04.120 defines this requirement, stating that temporary obstructions are allowed with a right-of-way permit.



City of Oregon City RENEWABLE RIGHT- OF-WAY PERMITS



2019 RATES

\$162 Annual Flat Fee

Apply at the Public Works Engineering Counter at City Hall, 625 Center Street, between the hours of 9:00 AM and 4:00 PM Monday through Thursday.

Or call or email Aaron Parker:
503-496-1560
aparker@orc.gov



Measuring Sidewalk ADA Clearance

Quite often, we find that businesses or property owners need to acquire their temporary obstruction permit. Also, don't forget to renew annually!



Monitoring Wells in the ROW

Please note that sidewalk sales are not permitted per City Code 12.04.130 unless approved by the City Commission.



City of Oregon City

625 Center Street
Oregon City, OR 97045
503-657-0891

Staff Report

File Number: 19-693

Agenda Date: 12/10/2019

Status: Agenda Ready

To: City Commission

Agenda #: 3b.

From: City Manager Tony Konkol

File Type: Report

SUBJECT:

Oregon City Tourism Development Program Update

RECOMMENDED ACTION (Motion):

No formal action is required, however City Commission guidance will help staff to develop a more robust and impactful suite of program tactics and initiatives.

BACKGROUND:

At the direction of the City Commission, the Oregon City Economic Development Department will convene a tourism stakeholder working group to help inform and guide the work of staff in this realm. The initial group, termed a "Stakeholder Table" or "Table" will consist of community members and city staff whose work and interests fall within the realm of, or are aligned with the visitor economy of Oregon City. Makeup of this Table will be based on Tourism Planning Team assembled in 2017 to help drive the Oregon City Tourism Strategic Plan and updated to reflect the shift from developing strategy to informing initiatives and actions.

This Stakeholder Table will be asked to **recommend initiatives, tactics and programs that support and grow the visitor economy of Oregon City in a sustainable manner consistent with the characteristics and qualities of the city and the existing Tourism**

Strategic Plan. Emphasis will be placed on enhancing existing core experiences and identifying emerging opportunities that elevate and highlight tourism activities and opportunities in Oregon City. Stakeholder Table members will be asked to represent not only their specific business or program, but a broader interest group within which they might reside.

This staff report includes not only more detailed information on the Tourism Stakeholder Table process, but also work plan areas of emphasis and initiatives to be undertaken by Economic Development Department staff member(s). It will be accompanied by a presentation detailing past work in this arena, strategies for community engagement, and work already in progress.



City of Oregon City

625 Center Street
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503-657-0891

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Staff report detailing initial progress and proposed workplan for the Oregon City Tourism Development Program

Oregon City Tourism Development Stakeholder Table DRAFT Plan

At the direction of the City Commission, the Oregon City Economic Development Department will convene a tourism stakeholder working group to help inform and guide the work of staff in this realm. The initial group, termed a “Stakeholder Table” or “Table” will consist of community members, organizations and city staff whose work and interests fall within the realm of, or are aligned with the visitor economy of Oregon City. This Table will be based on Tourism Planning Team assembled in 2017 to help drive the Oregon City Tourism Strategic Plan and updated to reflect the shift from developing strategy to informing initiatives and actions.

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This Table will convene for 5-7 meetings over 8-month period beginning in January 2020 with an expectation that this work will result in a report detailing recommendations on the Table charge to be presented at the September 2020 City Commission meeting. Meetings will generally take place on weekday evenings, with one weekend, full day meeting expected in the spring. To receive the input of a broad spectrum of community interests, the Stakeholder Table will initially consist of 16 members, with 4 ex-officio members representing other departments within the City or other governmental entities. Recommended by staff and approved by the Mayor, the area of representation breakdown of Table membership is detailed on Pages 3-4.

Stakeholder Table meeting dates, workflow and draft agendas

Proposed meeting dates/weeks: 1/13, 2/17, 3/16, 4/20, 5/18, 6/15, 7/13

Meeting 1: This meeting will be used to establish Stakeholder scope of work and share baseline information on what tourism development entails. The Table will go over introductions, intentions and share visions for what they are hoping to achieve as part of the process. Prior to the meeting, all members will be asked to read and/or review the Oregon City Tourism Strategic Plan.

Meeting 2: Table members will review tourism plans from around the region in addition to work being done in comparable communities further afield. The intention here is to help provide a more regional and even global picture of what exists in the competitive and creative landscape. By intentionally asking Table members to look beyond Oregon City, we hope to identify successful programs and initiatives from around the region to draw insight from.

Meeting 3: For the third meeting of the Stakeholder Table, participants will learn about and explore all catalogued tourism assets, experiences and itineraries in Oregon City. This information will give Table members a clearer picture of what the visitor experience in Oregon City looks like and hopefully will lead to discussion on what work needs to be undertaken in order to enhance the visitor economy.

Meeting 4: Based on information provided over the past three meetings, Stakeholder Table members will be asked to begin generating ideas on what types of initiatives, tactics and programs that support and grow the visitor economy of Oregon City should be undertaken by staff. Ideas will not be limited to work of staff, but also will include actionable initiatives that private industry could undertake. Given the nature of the tourism ecosystem, there could also be requests for support from other entities such as Clackamas County Tourism and Cultural Affairs and/or Travel Oregon.

Meeting 5: For the fifth meeting, Table members will be asked to commit to a full day during one weekend in May. The intention being to use the time to discuss which proposals have the most merit for consideration and to tease out downstream effects of such actions. Work will also include prioritization ranking for concepts and recommendations to staff.

Meeting 6: For this meeting staff will present a review of the work completed by the Tourism Stakeholder Table and a draft of the report to be presented to the City Commission. This report will include recommendations made by the table in addition to those of City Staff.

Meeting 7: If needed.

2020 Tourism Stakeholder Table PROPOSED

First	Last	Organization/Affiliation	Community Sector
TBD	TBD	City Commissioner *	City of Oregon City
Victoria	Meinig	Oregon City Chamber of Commerce	Community Organization
Liz	Hannum	Downtown Oregon City Association	Community Organization
Gail	Yazzolino	End of the Oregon Trail Museum and Interpretive Center	Heritage
Jenna	Barganski	Museum of the Oregon Territory	Heritage
TBD	TBD	McLoughlin Neighborhood Association	Heritage
Thelma	Haggenmiller	Oregon Tour and Travel Association	Heritage
Marge/Rolla	Harding	Heritage	Heritage
Dan	Fowler	Abernathy Center	Hotelier
Holly	Pfortmiller	Best Western Rivershore	Hotelier
Sam	Drevo	eNRG Kayaking	Outdoor Recreation
TBD	TBD	TBD	Outdoor Recreation
Bryce	Morrow	Oregon City Brewing	Food/Beverage
TBD	TBD	TBD	Food/Beverage
TBD	TBD	Clackamas Community College	Education
TBD	TBD	Confederated Tribes of the Grande Ronde	Tribal Partner
<i>Matthew</i>	<i>Weintraub</i>	<i>Oregon City Economic Development</i>	<i>City of Oregon City</i>
<i>TBD</i>	<i>TBD</i>	<i>Oregon City Community Development</i>	<i>City of Oregon City</i>
<i>TBD</i>	<i>TBD</i>	<i>Oregon City Community Services</i>	<i>City of Oregon City</i>
<i>TBD</i>	<i>TBD</i>	<i>Clackamas County Tourism and Cultural Affairs</i>	<i>Clackamas County</i>

*to serve as Chair of Stakeholder Table

2018 Tourism Planning Team

	First	Last	Organization/Affiliation
1	Eric	Underwood	Oregon City Economic Development
2	Leigh Anne	Hogue	Oregon City Economic Development
3	Christina	Robertson-Gardiner	Oregon City Planning
4	Phil	Lewis	Oregon City Community Services
5	Nancy	Ide	City Commissioner
6	Jonathan	Stone	Downtown Oregon City Association
7	Carrie	Crook	Downtown/Elevator Manager
8	Claire	Blaylock	Heritage
9	Marge	Harding	Heritage
10	Rolla	Harding	Heritage
11	Thelma	Haggenmiller	Heritage
12	Gail	Yazzolino	Clackamas Heritage Partners
13	Denyse	McGriff	McLoughlin Neighborhood Association
14	Dan	Fowler	OCBA, Heritage, Hotel, Events
15	Jim	Austin	Mt Hood Territory
16	Jan	Wallinder	Forest Edge Vineyard
17	Jerry	Herman	Recreation/River
18	Cameron	McCredie	Chamber Representative
19	Sam	Drevo	Recreation/River

Tourism Development Program Staff Workplan Initiatives

Inventory of Oregon City Tourism Assets*

Oregon City Economic Development Department staff will inventory and catalogue existing tourism and assess within the city, including those stakeholders have deemed to be primary tourism assets. This will also include identification of assets which are or could be primary drivers for Oregon City tourism and ensure they are prepared to receive increased visitation. This assessment will also include the identification of any experience gaps or opportunities that may be considered for potential development as the visitor market grows.

Strategic Imperative 4.1. Inventory and assess existing tourism assets and experiences for tourism readiness

*already in progress

History-based organization(s) technical support*

Given the historic significance of Oregon City and the role heritage and history related organizations have played in driving tourism to the city, Economic Development Department staff will work to further develop this segment of the visitor economy. To this end, staff will work with existing organizations and stakeholders to provide technical assistance and training needed to elevate the work of others. Though efforts in this realm will take multiple forms, all aspects of technical assistance will be done with an eye towards long-term sustainability of this segment of the City's tourism profile.

Areas of emphasis will include cross-organizational collaboration, alignment of programs, values and ideas, and cultural equity. This work would also seek to find alignment with existing efforts underway within Clackamas County to support this sector.

Strategic Imperative 1.3 Build Tourism Leadership Capabilities. Support Tourism assets through technical education and programming.

Strategic Imperative 1.4 Build Tourism Leadership Capabilities. Champion the value of tourism.

Strategic Imperative 3.1 Coordinate Tourism Assets Through Collaboration. Develop a plan to coordinate operating hours, ticketing and branding collateral to enable a more unified tourism experience.

*already in progress

Travel Itineraries*

By developing a suite of travel itineraries, Oregon City Economic Development Department staff will help the visitor and potential visitor become acquainted with the possible in Oregon City. These itineraries will be developed with intentionality and will seek to drive promotion and visitation throughout Oregon City. Itineraries help travelers maximize their time, manage their expenditures, and prioritize their wants and needs. Depending on the source, itineraries can also provide a more authentic view of a destination and can show travelers 'hidden gems' they might not normally find.

Given the diverse profile of the current Oregon City visitor, we will develop a suite of itineraries that speak to our current strengths as a destination. Areas for emphasis will include:

Local Liquid Arts-Sip your way through Oregon City

A Trail for the History Buff-Learn about The Oregon Trail and Oregon City's founding

Oregon's Hometown-Explore Oregon City's downtown and historic resources, where Oregon began!

The Working West-Journey around Oregon City and learn about the past and present industry that helped build the city and region

Going up! -Ride the municipal elevator and explore the historic sites and homes of the McLoughlin and Canemah neighborhoods

Strategic Imperative 4.4 Cultivate and Curate a portfolio of experiences. Create or leverage regional travel itineraries to drive awareness.

*already in progress

Research and Define the Oregon City Visitor

Understanding the Oregon City visitor and the effectiveness of the Travel Oregon City brand and marketing activations is key to continuous improvement. While initial work has been completed during strategic marketing sessions to identify the Oregon City brand, it will be important to reassess as brand has had time to take root. Oregon City Economic Development Department staff will begin to dig deeper into how our brand is resonating with initial visitor profiles and determine more clearly what visitor segments are being drawn to specific offerings. This will be done by deploying a visitor survey at overnight lodging properties within Oregon City. In conjunction with Travel Oregon, Oregon City Economic Development staff will work to better understand the needs and travel trends of existing visitors.

Strategic Imperative 2.3 Enhance the Brand. Research and define the Oregon City visitor.

Oregon City Field Guide Campaign

Building off the successful branding created by the partnership of the City of Oregon City, Downtown Oregon City Association and Travel Oregon, Oregon City Economic Development staff will produce an interactive multi-media campaign featuring the Oregon City Field Guide. The existing Field Guide features several themed walking tour options around Oregon City and encourages visitors to view different sights, interact with museums and merchants, and collect stamps to win prizes.

The campaign will supply local stakeholders within Oregon City with necessary collateral and draw support from travel industry partners as we leverage networks to drive awareness of Oregon City and all it has to offer. By leveraging the full suite of graphics and content created by Rotator Creative for the initial campaign, this work will help to further develop an awareness of Oregon City within the tourism and travel industry. Anchored by the TravelOregonCity.com website, this work will be used in tourism promotion efforts going forward to identify and brand Oregon City.

Strategic Imperative 2.2 Enhance the brand. Activate a city-wide branding campaign to strengthen brand connection among local assets and businesses.

Strategic Imperative 4.2 Cultivate a curate a portfolio of experiences. Develop a plan to promote existing experiences and activate new experiences.

Midtown Business District support

The City's role in tourism development should encompass the spatial breadth of its geography and thus efforts need to be undertaken to elevate both neighborhoods and individual assets outside of current core visitor zones. To this end, and to develop a broader selection of visitor facing opportunities, Economic Development Department staff will work with stakeholders in the Midtown Business District (also called the Mccloughlin Conservation District) to expand opportunities and to enhance the visitor economy.

This work could include technical assistance for businesses and/or tourism assets, analysis of neighborhood branding, potential development of signage and wayfinding opportunities and alignment with other ongoing tourism initiatives and projects. The goal(s) of this support would be centered around expanding and activating the number of tourism assets in Oregon City, creating new tourism 'brand ambassadors' at various businesses, and helping tourism assets to operate in a more effective and efficient manner.

Strategic Imperative 1.3 Build Tourism Leadership Capabilities. Support Tourism assets through technical education and programming.

Strategic Imperative 1.4 Build Tourism Leadership Capabilities. Champion the value of tourism.

Strategic Imperative 3.3 Coordinate Tourism Assets Through Collaboration. Promote "every site is a visitor center" thinking through cross-training opportunities.

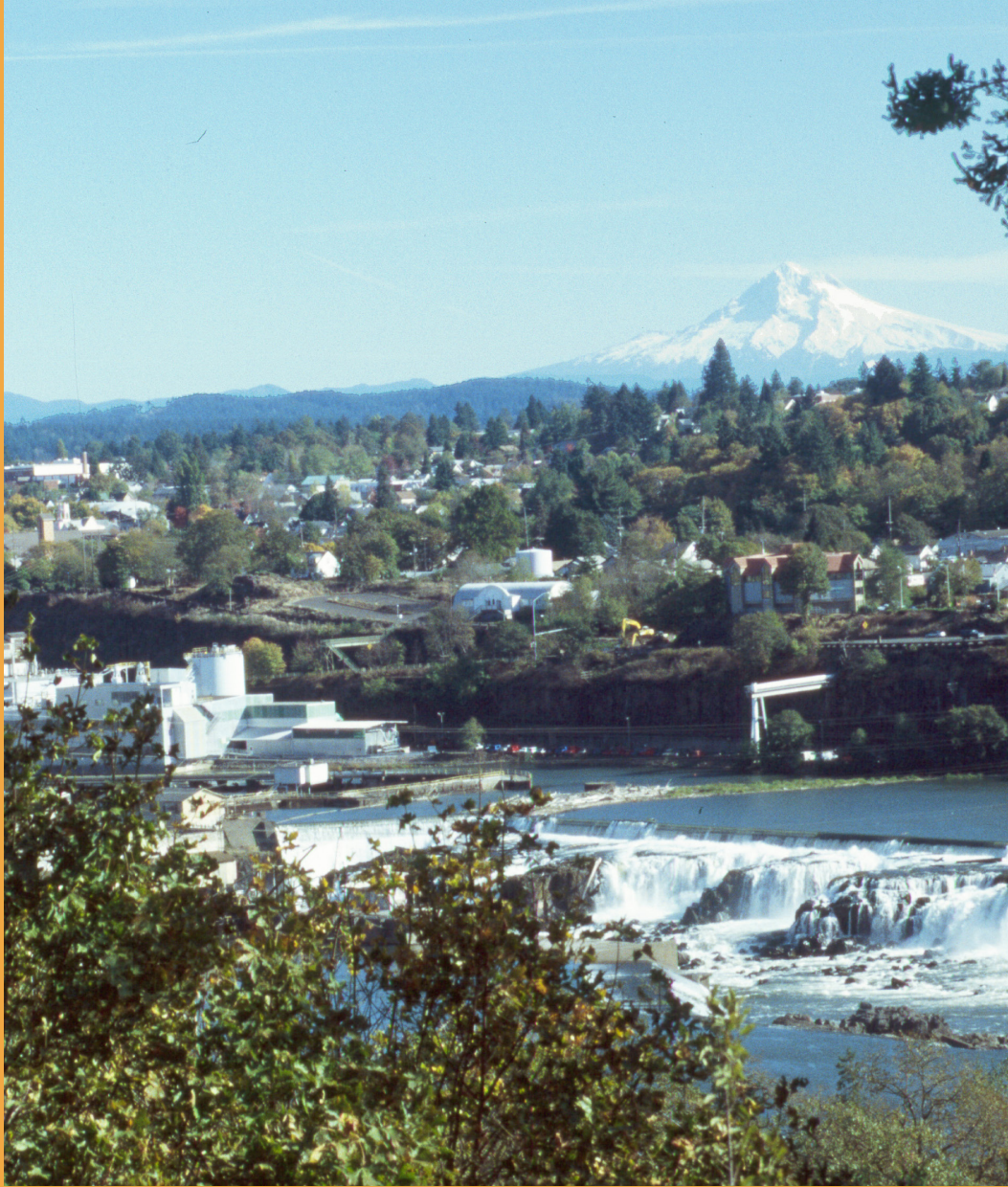
Sportfishing, Paddling and Boating Outreach and Engagement

Bounded by two rivers of regional and national significance, Oregon City has substantial opportunity to engage with the sportfishing and angling community to elevate its visitor profile and economy. Use of multiple boat ramps and a marina allow anglers to access both the Willamette and Clackamas rivers in pursuit of numerous fish species during different times of the year. By developing an understanding of the visitation patterns and needs of this visitor segment, Economic Development Department staff will be better equipped to work in ways that drive new and extend existing trips. Work here will be done with a lens of long-term engagement of this market segment around the value of an extended stay in Oregon City.

This work will also seek to build off regional efforts already underway as a result of the Clackamas River Recreation Studio Program and the Clackamas County Tourism and Cultural Affairs Water Tourism Strategic Plan. An area of emphasis will be centered around identifying who is currently coming to Oregon City to recreate on the water and why. In addition, it will allow Oregon City to assume a leadership role for the upcoming Willamette River Recreation Tourism Studio, produced by Travel Oregon.

Strategic Imperative 2.3 Enhance the Brand. Research and define the Oregon City visitor.

Strategic Imperative 4.2 Cultivate a curate a portfolio of experiences. Develop a plan to promote existing experiences and activate new experiences.



OREGON CITY

Tourism Strategic Plan



PROJECT PURPOSE

This plan was developed to assist the City of Oregon City Economic Development Department with development and refinement of the Oregon City Tourism Strategic Plan. The plan will provide guidance for directing future efforts and funds aimed at increasing tourism activity within Oregon City. The updated Oregon City Tourism Strategic Plan will be presented as a recommendation from the Oregon City Tourism Stakeholder Group to the Oregon City City Commission for adoption as an official plan of the City that is a component of the larger Economic Development Strategy.

Ultimately, this project will bring the City closer to meeting the overall tourism objectives of increasing tourism-related revenues and employment opportunities within the City by:

1. Increasing the number of tourists/visitors;
2. Increasing the length of stay of the tourist/visitor;
3. Increasing the average amount of tourist/visitor expenditures.

The City also recognizes that what is attractive to visitors can also be attractive to residents and investors, thus providing a quality of life and business development component to the strategy.



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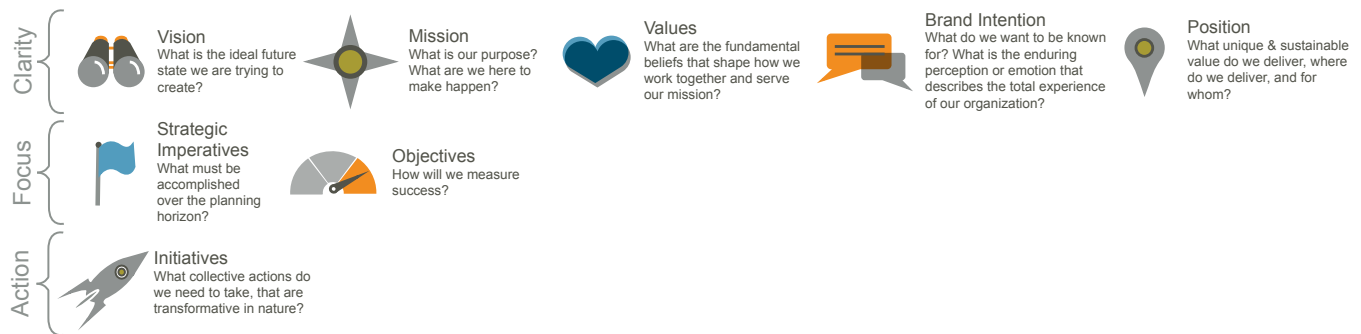
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APPENDIX.....31

STRATEGIC PLANNING PROCESS OVERVIEW

In the Summer of 2017, The City of Oregon City's Economic Development Department partnered with Coraggio Group, a Portland based strategy and change management consulting firm to develop a strategic plan for Oregon City tourism and begin laying the foundation for more structures and a mission-driven tourism industry. The process began with an immersion session that grounded Coraggio in the past, present and future of the Oregon City tourism industry and an in-depth stakeholder engagement process designed to solicit input from the broader Oregon City travel and tourism industry regarding opportunities and challenges facing the local tourism industry. This information was then summarized, themed and used to inform our strategic planning team and provide guidance in the development of this Plan.

With good guidance in hand, we assembled a strategic planning committee that included local stakeholders from a variety of organizations including lodging, events, attractions, local businesses and City leadership. As a group, this planning committee was responsible for attending and participating in strategic planning meetings designed to develop all the key elements of a strategic plan. They included:



ENGAGEMENT PROCESS AND DEMOGRAPHICS

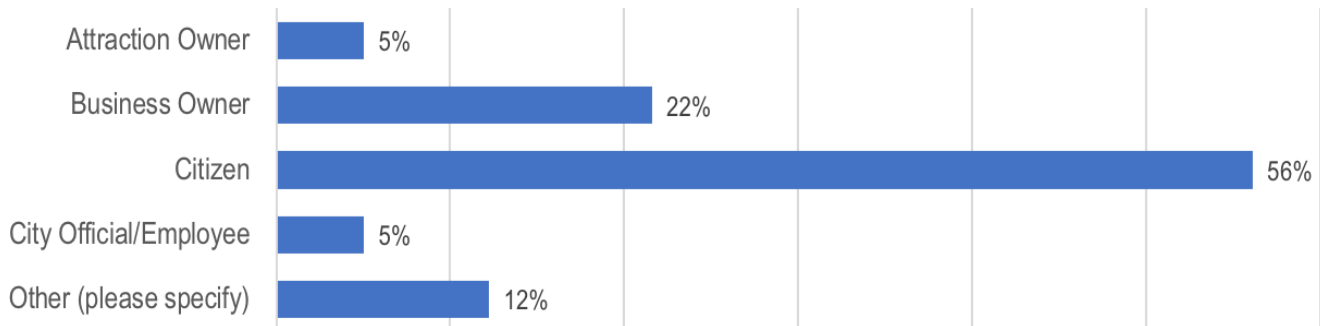
An in-depth Stakeholder Engagement process was conducted starting in July 2017 to gather insights and input from a broad range of Oregon City tourism stakeholders. The engagement process included an external stakeholder survey and an in-person visioning session with key Oregon City stakeholders. Our process, and plan, was guided by the input from:



These stakeholders were asked a number of questions concerning the future of Oregon City tourism, covering topics such as:

- **Brand and Reputation**
- **Tourism Asset Identification**
- **Target Geographic Regions**
- **Target Itinerary Length**
- **Target Demographic**
- **Tourism Support Role**
- **Opportunities & Barriers**

Survey Respondents:



KEY INSIGHTS

Through consolidating and analyzing all the data, Coraggio Group identified the following areas that were top of mind among stakeholders and considered important to consider during the strategic planning process:

Visitor and Brand Insights

- Oregon City is currently a 4-8 hr. tourism destination, with future potential for more overnight visitation
- Oregon City's ideal visitor lives within the greater Portland region or the Pacific Northwest
- The Oregon City visitor is heterogeneous and interested in history and culture
- Key tourism assets are natural attractions, heritage sites and recreational activities, specifically the Willamette Falls and End of the Oregon Trail.
- Stakeholders are looking for leadership to help develop, market and fund tourism development and activity in Oregon City

Strategic Planning Insights

- Primary tourism assets must be historic, authentic and accessible
- History and the Willamette Falls are Oregon City's most attractive assets, but their success is hampered by a limited parking, lodging and business infrastructure, and competition with Portland
- Transportation challenges (access and parking) may be a barrier to success
- Asset development, marketing and governance are needed to drive tourism in the long-term
- Oregon City's current sense of place needs to be maintained
- Community engagement around tourism and its future in Oregon City is important
- Collaboration, coordination and a unified sense of place is needed to advance
- Food and beverage offerings and the riverfront have



STRATEGIC ANCHORS



Vision:

Any tourism destination should have a vision of what it aspires to be, what it wants to achieve as a destination, and an idea of why the destination is important to the world. In Oregon City, that vision is rooted in the town's long lineage of serving as an intersection of cultures, communities, and exploration. It is a place uniquely positioned in the natural world, with an abundance of rich landscapes and opportunity. With those things in mind, the vision for what Oregon City should aspire to be is simple:

- Oregon City, a proud community at the confluence of history, exploration, and prosperity



Mission:

Turning this future vision of Oregon City into reality is something that requires efforts from many people. Like the communities that settled along the Willamette thousands of years ago, each person had something to offer, something that helped build those early communities into what we know Oregon City to be today. Like those people, the City of Oregon City and the Tourism Strategic Plan have a role to play in realizing their vision. The City believes this mission is to:

- Promote Oregon City as a gathering place for all, by providing a variety of experiences through a collaborative, connected, and enduring tourism industry



Position:

In order for our city to be successful at its mission, it is important to understand what makes Oregon City unique and sustainable in the market. This understanding helps guide the efforts of the City as it begins to compete as a destination and market its unique offerings. Oregon City believes its destination's position in the visitor market is to be a vibrant destination in the Portland Metropolitan area, located where the Oregon Trail ended, and the State of Oregon began. Visitors are delighted by:

- A small town feel
- Authentic and diverse experiences centered around heritage
- Outdoor and riverfront adventures near the magnificent Willamette Falls
- Unique Pacific Northwest food and beverage offerings



Reputation:

When a visitor leaves a destination, they are impacted in some way. As a destination we can make decisions and create goals that are aimed at ensuring a certain experience is had by each and every visitor that comes into our market. This is a destination's reputation. Oregon City hopes to pursue a reputation in the tourism industry that describes it as:

- **Welcoming:** glad to entertain or receive
- **Engaging:** causing someone to be involved
- **Inclusive:** not excluding anyone, being a part of the whole
- **Authentic:** done in a traditional or original way



Imperatives:

Strategic Imperatives are the major bodies of work related to tourism development that Oregon City will undertake in the next three years. These represent the major strategic opportunities facing the organization, and each is supported by Initiatives that define specific steps to be taken, and measurable Objectives that gauge what success looks like for each Imperative. The Strategic Imperatives for tourism in Oregon City over the next three years are as follows:

- **Build Tourism Leadership Capabilities**
- **Enhance the Brand**
- **Coordinate Tourism Assets through Collaboration**
- **Cultivate and Curate a Portfolio of Experiences**



IMPERATIVES

IMPERATIVE #1: BUILD TOURISM LEADERSHIP CAPABILITIES

Oregon City and its stakeholders believe there is something special to offer visitors. We believe tourism can play an economically beneficial role in the Oregon City community. It could help businesses grow and provide a better living experience for residents. This is a belief shared by many stakeholders in the City, who have been vigilant in helping us realize our full tourism potential. It is now believed that this effort needs more focus, structure and direction in order to propel the destination to the next level. In order to create this higher-functioning destination, Oregon City has identified the following four steps required to build tourism leadership capabilities. They are:

1. **Identify and empower a tourism leadership and operational structure:** When a tourism destination reaches a certain level of visitation, and/or decides to pursue tourism as a focused driver of the local economy, it requires a centralized organization. A centralized organization has the ability to rally local tourism stakeholders, align assets, create a shared vision, consolidate efforts and ultimately drive more efficient and impactful funding. Oregon City believes identifying and empowering an organizational body to consolidate and direct tourism efforts in Oregon City is the next logical step in an already successful industry.
2. **Solidify and grow a tourism financing model:** Any tourism-focused organization needs a budget to be effective. Currently, tourism in Oregon City is funded by a lodging tax placed on its two lodging properties. Over the course of the next three years, Oregon City needs to continually evaluate and protect its current funding levels. As the City begins to increase visitation through renewed, focused efforts, funds will grow. These funds need to be solidified into a sustainable and protected model that affords the City the resources necessary to realize the full potential of Oregon City tourism.
3. **Support tourism assets through technical education and programming:** Leadership capabilities do not stop at empowerment and funding. In order for Oregon City to grow its tourism industry it will need to lead local stakeholders in tourism best practices. By providing technical education that supports a variety of tourism assets in operating in a more effective and efficient manner, as well as offering participatory programming that aligns individual tourism assets with a more compelling city-wide vision, Oregon City tourism can ensure its relevancy and competitive stance in a crowded, ever changing market.
4. **Champion the Value of Tourism:** A destination is its people—they make up the culture and the experience the visitor engages with during their visit. Therefore, a tourism product is only as good as the people who support it and its value. Oregon City needs to ensure the value of tourism is understood by the local community so that the community can get behind these efforts and create an authentic experience.

Objectives:

At the end of three years, Oregon City will decide whether we have been successful at building tourism leadership and capabilities in Oregon City. We will measure success against the following Objectives:

1. A leadership governance structure has been identified
2. Participation in year-over-year technical education programs has increased
3. A financial funding model has been identified

IMPERATIVE #2: ENHANCE THE BRAND

A destination's brand is an important differentiator in the travel and tourism industry. It helps distinguish one destination from another and helps influence visitor decision making. A well-communicated and understood brand also helps direct marketing efforts to visitor segments who have the highest affinity to your brand, optimizing activity and spend. Brand also serves as a unifying tool to get various stakeholders to come together under one common understanding of the experience they are trying to create. To this end, Oregon City tourism has realized the importance of establishing a brand that can rally stakeholders, align Oregon City offerings and drive awareness for the destination. Enhancing the Oregon City brand consists of the following three steps:

1. **Develop, approve and deploy Oregon City branding:** Using early brand work completed during strategic marketing sessions, Oregon City will align on a brand for Oregon City tourism. This includes tonality, target personas and other key brand guidelines.
2. **Activate a city-wide branding campaign to strengthen brand connection among local assets and businesses:** Once a brand has been approved, Oregon City will commit to activating that brand throughout the City to create a unified sense of place.
3. **Research and define the Oregon City visitor:** Understanding your visitor and the effectiveness of your brand and marketing activations is key to any destination's continuous improvement. While initial work has been completed during strategic marketing sessions to identify the Oregon City brand, it will be important to reassess as the Oregon City brand grows. Once the brand has had time to take root, Oregon City will begin to dig deeper into how their brand is resonating with initial visitor profiles and determine more clearly what visitor segments are being drawn to their offerings.

Objectives:

Oregon City will track the success of this initiative by striving to accomplish the following objectives:

1. Brand guidelines established
2. Baseline and increase brand awareness

IMPERATIVE #3: COORDINATE TOURISM ASSETS THROUGH COLLABORATION

Tourism in Oregon City has the benefit of being supported by multiple stakeholders who are passionate about what the City has to offer and are committed to sharing it with prospective visitors. In the past, efforts have been more or less decentralized and not aligned. Key assets at times do not share common operating hours, marketing collateral is at times specific to one in-town experience and city-wide brand ambassadors are limited. In order for Oregon City to develop a multi-experience, compelling destination offering, the strategic planning team found it vital to create a coordinated tourism effort through increased stakeholder collaboration. They say a rising tide lifts all boats— this initiative aims to create that tide through planned and focused collaboration via the following initiatives:

1. **Develop a plan to coordinate operating hours, ticketing and brand collateral to enable a more unified tourism experience:** Tourism in Oregon City will connect key stakeholders to help create a convenient, accessible and holistic tourism offering. The focus will be on pursuing common operating hours, ticketing options and brand collateral that communicates more inclusive and accessible travel itineraries for potential visitors.
2. **Convene a working group of asset and business operators to share best practices and resources:** With Oregon City tourism being relatively young in its development, resources are scarce. In order for the City to realize its full tourism potential, local stakeholders will have to work together to combine efforts, educate each other on effective practices and share resources where necessary.
3. **Promote “every site is a visitor center” thinking through cross-training opportunities:** Creating brand ambassadors is important in any destination. They are your representatives and help disperse visitors to various locations once they are in-market. This initiative is intended to put a focus on creating brand ambassadors who can promote the Oregon City experience and help keep visitors in-market longer by providing cross-training opportunities that educate individual tourism businesses about broader Oregon City offerings.

Objectives:

The success of this imperative will be directly measured by the accomplishment of the following objectives

1. Baseline and increase % of assets sharing common opening hours
2. Baseline and increase participation rate growth in cross-training and collaborative events

IMPERATIVE #4: CULTIVATE AND CURATE A PORTFOLIO OF EXPERIENCES

A destination is only as strong as the experiences and assets it has to offer its visitors. Assessing this portfolio of experiences, determining what condition tourism assets are in, understanding the differentiating factors of each asset and experience, and ensuring these offerings are easily accessible are all key to effectively marketing and driving visitation to the destination. To ensure that Oregon City tourism is fully aligned on its portfolio of experiences and the promotion of those experiences, the City will pursue the following initiatives:

1. **Inventory and assess existing tourism assets and experiences for tourism readiness:** Oregon City will inventory and assess what stakeholders have deemed to be primary tourism assets, select which will be primary drivers for the destination and then ensure they are prepared to receive increased visitation. This assessment will also include the identification of any experience gaps or opportunities that may be considered for potential development as the visitor market grows.
2. **Develop a plan to promote existing experiences and activate new experiences:** Having a solid understanding of what Oregon City's primary assets and experiences are, the City will then develop a plan to promote existing experiences that are deemed to be tourist-ready. Additionally, the previous assessment opportunities for new experiences will be evaluated and activated where and when appropriate. The first experiential marketing campaign is already underway and should serve as a model going forward.
3. **Assess and prioritize infrastructure (parking, wayfinding) required to enhance tourism readiness and experience:** Stakeholder engagement highlighted the fact that the infrastructure necessary to absorb increased visitation may be inadequate. This potential inadequacy needs to be evaluated in concert with previous promotional initiatives to ensure that successful marketing campaigns are supported by the capacity to host these new visitors.
4. **Create or leverage regional travel itineraries to drive awareness:** Understanding that an advantage of Oregon City tourism is its location in relation to the Portland Metropolitan area, the City will pursue opportunities to create or be included on new or existing travel itineraries that include Oregon City as a must-see, taking advantage of visitors already in-market who may not be aware of the Oregon City offering.

Objectives:

Tourism in Oregon City will know if it has successfully cultivated and curated a portfolio of experiences when they have achieved the following objectives or measures:

1. Growth in visitor spending
2. Increase number of Itineraries published by 3rd parties

OREGON CITY TOURISM OPERATIONAL PLAN

Oregon City Tourism's Operational Plan can be rolled up into four key steps. They are as follows:

Lead It

First and foremost, Oregon City needs to establish a governance structure and create the capacity necessary to drive the strategic plan. Therefore, this is the first and most important part of the 2019-2021 Oregon City Tourism Strategic Plan to operationalize.

Brand It

Once governance and capacity has been established, Oregon City tourism needs to brand its offering in order to differentiate itself in the market. This early branding exercise will help solidify brand awareness through existing tourism assets that are already receiving visitation.

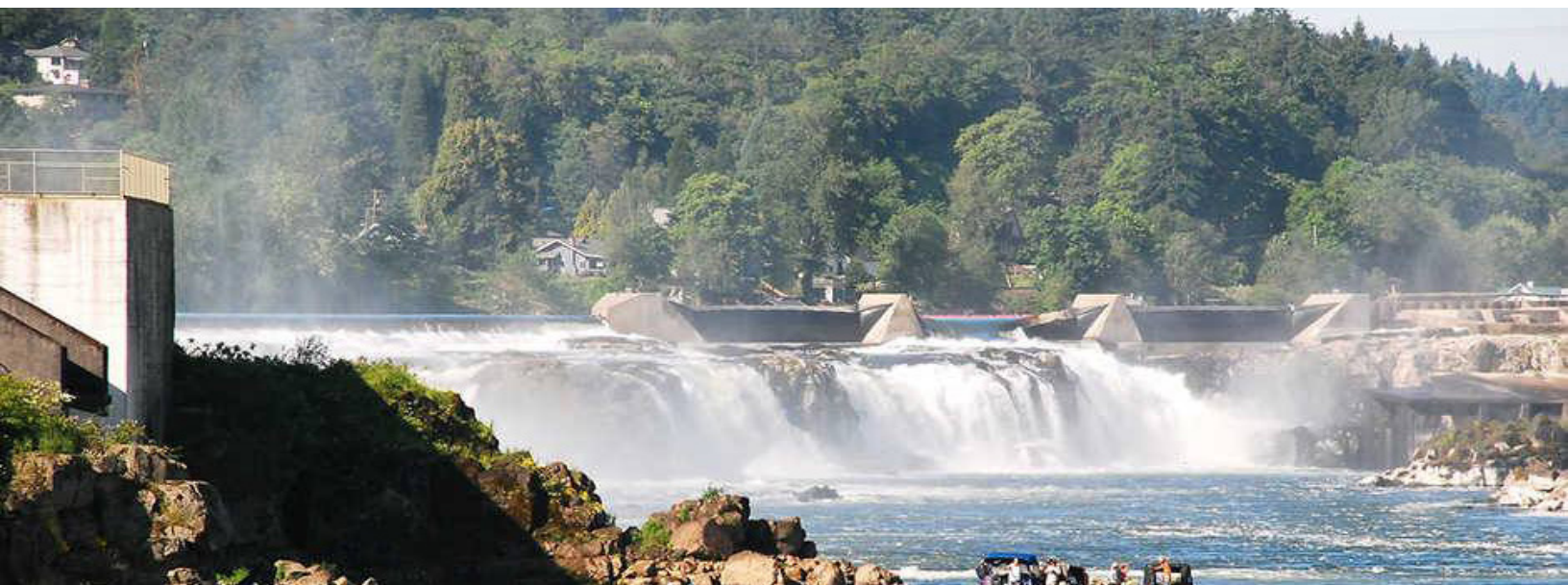
Align It

Using the governance structure and new brand, the City will have to work on aligning all stakeholders into a common vision. Ensuring the representatives of your tourism product are all on the same page is important in creating destination momentum and ensuring brand success.

Build It

Once these three steps are in motion, it will be imperative for Oregon City to begin improving, expanding and amplifying its current offerings to continually improve the Oregon City experience, increase brand awareness and generate more funding through increased visitation.

The general timeline and target timeframes for completing each phase of the operational plan is as follows. Each subsequent or concurrent action is subject to change as the representative body continues to make progress, reassess efforts and refocus resources. Given the current capacity to operationalize this plan, it will be very important to focus on 1-year increments and pivot accordingly.



Imperatives

		2018				2019				2020			
Initiatives		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Build tourism leadership capabilities	Identify and empower a tourism leadership and operational structure												
	Solidify and grow a tourism financing model												
	Build tourism assets through technical education and support programming												
	Champion the value of tourism in the community												
	Develop, approve and deploy Oregon City branding												
	Activate a city-wide branding campaign to strengthen brand connection among local assets and businesses												
	Research and define the Oregon City visitor (using existing data*)												
	Develop a plan to coordinate operating hours, ticketing and brand collateral to enable a more unified tourism experience												
	Convene a working group of asset and business operators to share best practices and resources												
	Promote “every site is a visitor center” thinking through cross training opportunities												
	Inventory and assess existing tourism assets and experiences for tourism readiness												
	Develop a plan to promote existing experiences and activate new experiences (elevator*)												
Enhance the brand	Develop a plan to coordinate operating hours, ticketing and brand collateral to enable a more unified tourism experience												
	Convene a working group of asset and business operators to share best practices and resources												
	Promote “every site is a visitor center” thinking through cross training opportunities												
	Inventory and assess existing tourism assets and experiences for tourism readiness												
	Develop a plan to promote existing experiences and activate new experiences (elevator*)												
	Assess and prioritize infrastructure (parking, wayfinding) required enhance tourism readiness and experience												
	Create or leverage regional travel itineraries to drive awareness												
	Develop a plan to coordinate operating hours, ticketing and brand collateral to enable a more unified tourism experience												
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	Develop a plan to promote existing experiences and activate new experiences (elevator*)												
Coordinate tourism assets through collaboration	Develop a plan to coordinate operating hours, ticketing and brand collateral to enable a more unified tourism experience												
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	Develop a plan to promote existing experiences and activate new experiences (elevator*)												
Cultivate and	Develop a plan to coordinate operating hours, ticketing and brand collateral to enable a more unified tourism experience												
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USING THIS PLAN AS A MANAGEMENT TOOL

In order to manage to the plan, we recommend quarterly meetings that include those who are active in the implementation of the plan. These meetings should cover the following items:

- Progress made against Initiatives in the previous quarter
- Upcoming activities for the following quarter
- Challenges or barriers encountered, and any course changes necessary as a result
- Progress against Objectives

Dashboard/Key Objectives & Tracking Cadence

Many objectives are tracked on an annual basis, while some can be tracked on an ongoing basis in every quarterly meeting, and others are “pass/fail” and indicate when a major body of work has been completed. The following nine objectives, identified in the strategic plan, should be used by those implementing the plan to track progress:

1. A leadership governance structure has been identified
2. Participation in year over year technical education programs has increased
3. A financial funding model has been identified
4. Brand guidelines established
5. Baseline and increase brand awareness
6. Baseline and increase % of assets sharing common opening hours
7. Baseline and increase participation rate growth in cross- training and collaborative events
8. Growth in visitor spending
9. Increase number of Itineraries published by 3rd parties

The high-level objectives for this strategic plan were identified in the original RFP, and we recommend that these three measures be reported to the City Commission on an annual basis as a “dashboard” the Commission can use to verify progress:

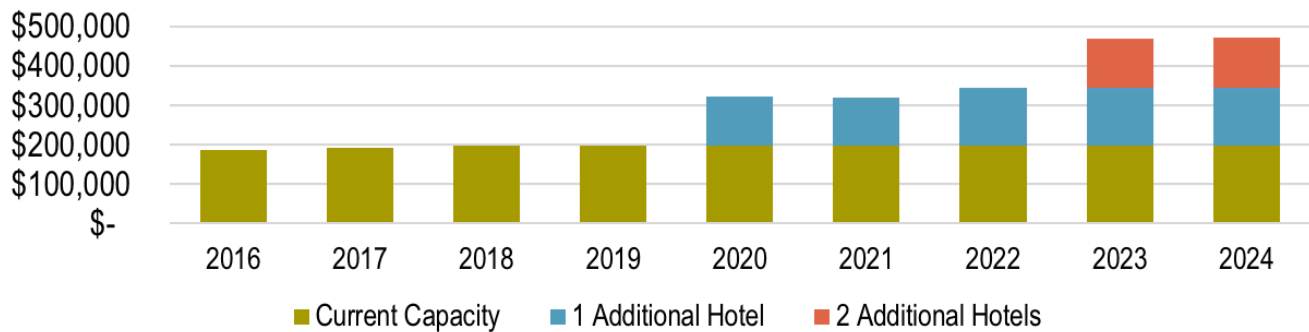
1. Increasing the number of tourists/visitors
2. Increasing the length of stay of the tourist/visitor
3. Increasing the average amount of tourist/visitor expenditures

Updating This Plan

This plan is designed to serve Oregon City through 2020. During the course of plan execution, initiatives may be changed on an annual basis, as work is completed and new work is identified in support of the Imperatives. Similarly, Oregon City may choose to track some additional or different Objectives based on work accomplished or other external changes. The full plan should be reviewed and refreshed in time to begin a fresh plan for 2021.

Funding This Plan

Any consolidated and centralized destination marketing effort requires a certain level of funding to be effective. Currently, funds available to the city to promote tourism in Oregon City are generated through transient room taxes assessed at Oregon City lodging properties. In order to understand the potential future state of any centralized tourism effort and the possible funds that may be available to Oregon City, a financial forecast was created with the assistance of Dean Runyan Associates. Using current occupancy rates, average daily hotel rates and the potential of additional room capacity coming online in the market, we projected the following funds available through the transient room tax.



Current TRT Allocation and Org Structure:

- 25% to Economic Development Coordinator position
- 10% to City overhead
- Balance used for grants and reserves

Using current TRT levels, we recommend the following options for allocation of current TRT dollars to fund the Oregon City Strategic Plan. Any additional funds and allocations would need to be reassessed once any additional room capacity comes online. **Both options below are funded completely by Transient Lodging Tax:**

Option 1– Add 1.0 FTE

\$200,000 (TLT Annual Revenue)
 -20,000 (10% Overhead, State Law)

\$180,000
 -30,000 (Ec Dev Support)

\$150,000 (what is left over)
 = \$80,000 (FTE, all in)
 = \$70,000 (Tourism Programs)

- Provides the focus that was originally intended
- More engaging with stakeholders
- Maintains momentum for faster results and return
- Examples of work:
 - support tourism advisory board
 - leads special projects
 - coordinates operating hours among tourism assets
 - create a more uniformed tourism experience
 - marketing and promotion focus
 - identify and apply for tourism grants
 - full time tourism stakeholder engagement
 - monitors tourism metrics and successes
 - leverage regional travel itineraries
 - concentrate on needed infrastructure and tourism readiness

Option 2 – Reallocation of Existing Staff Load; No New Hire

\$200,000 (TLT Annual Revenue)
 -20,000 (10% Overhead, State Law)

\$180,000
 - 70,000 (Ec Dev Support)

\$110,000 (Tourism Programs)

- Reduction in City-wide Economic Development Services
- Limited tourism focus
- Less engaging for stakeholders
- Bring contractor in as needed for special projects
- Potentially more operational funds to leverage grants
- Examples of work:
 - support tourism advisory board
 - identify tourism projects
 - hire contractor
 - identify and apply for tourism grants
 - limited stakeholder engagement

BRANDING & MARKETING

THE BRAND OF OREGON CITY

In addition the strategic planning effort, Oregon City's Economic Development team formed a team to specifically identify the key brand message for Oregon City and establish an initial marketing effort to support that brand.

Over the course of several meetings, this team worked to identify key brand attributes, demographics to be targeted, and to frame out an initial experience-based marketing effort. This work became the basis for an RFP that was issued to creative firms:

Attributes

Oregon City is a walkable small-town experience just 20 minutes from Portland. The historic aspects of the city combine with riverfront access to create an attractive place for a weekend getaway or a day trip.

Attractions

Once the end of the Oregon Trail, we now boast an historic Main Street where you can enjoy a Northwest-style selection of food and drink. Take in views of Willamette Falls and the historic bridge. While you're here, ride the unique Municipal Elevator.

Trends

We know tourists are staying close to home and driving to destinations more, and Oregon City's proximity to the Portland metro area makes this an attractive destination for Portland residents and their visiting friends and relatives. More tourists these days are attracted to places where they can live like a local, enjoy food and beverage options, and take in natural, cultural and heritage attractions.

Preferences

Oregon City embodies a relaxed small-town atmosphere where one can enjoy a city/country balance and a change of pace in a family-friendly setting. In a way, Oregon City is like a comfort food—say, mac 'n cheese—both satisfying and comforting.

Sentiments

Locals and visitors alike will describe Oregon City as friendly, laid-back, warm and approachable. Since its founding, the city has been filled with people who are there to make their own way in life—they're true originals.

Tone

Oregon City is your favorite pair of jeans—just the right blend of fun, comfort and nostalgia. Oregon City's color palette might include earthy greens and blues, with some brick reds and bright, clear tones for interest.

BRAND BRIEF



Attributes

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Attractions

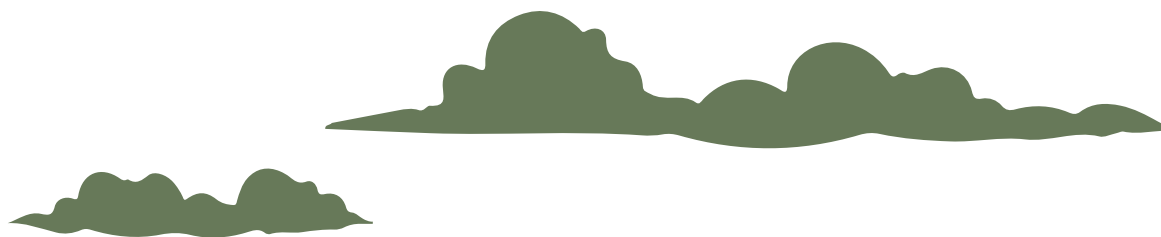
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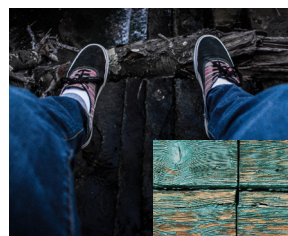


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TARGET DEMOGRAPHICS

Rick Stephens and Daniela Fischer: The Millennial Couple



Rick (28) and Daniela (30) met through mutual friends during trivia night in a SE Portland dive bar. They both shouted out the correct answer to the game-winning question about the Louisiana Purchase. Six months later, they moved in together and the rest is history.

Rick studied education at Colorado State University and moved to Portland for a job teaching at a local elementary school. Daniela grew up just south of Portland in Wilsonville. She attended Western Oregon University and now works in the pediatrics unit at Legacy Emmanuel. At night, Rick grades homework and writes his next day's lesson plans to the sound of Daniela's music that helps her focus on studying for her next nursing certification.

When not at work, Rick and Daniela like to get out of the house and venture into the great Pacific Northwest. They don't venture too far, just to places where they can throw their dog Clark in the car and head out for weekend adventure. Rick and Daniela are planning to buy a house, so the trips they used to take to Europe just aren't practical at the moment, as every penny counts.

They recently completed their McMenamin's passport and used their free night to hike a portion of the Pacific Crest Trail, all of which Daniela posts to her Instagram as an aspiring travel vlogger.

Sylvia Roberts: Retired Baby Boomer



Having spent most of her life in the Bay Area, going to Berkley, raising children and working for an NGO, Sylvia (67) is ready to buy some experiences on a limited annual income of \$65K. She is ready to hit the road in her Subaru Outback, complete with a lifetime of books, and knitting supplies to keep her busy. As she drives from place to place, she keeps herself entertained by listening to This American Life on NPR.

Her first leg is up to Napa Valley to pick up her life-long friend Barbara, who like Sylvia was recently widowed. They have been planning this trip for a year and are excited to get going. The two will take in a few Napa wineries and enjoy some fine dining at a local farm to table restaurant before heading north. From here, they intend to wander through Oregon and Washington, choosing each day's destination as they go, letting the road lead the way.

The Jacobs Family: Young Family



The Jacobs family recently relocated to Vancouver, WA from Bellingham to pursue a job opportunity in Portland. Being a family of moderate means and two children, they enjoy the cheaper living in Vancouver.

Having alternating work schedules, it is not often that the Jacobs have the opportunity to spend time together. When they do, they often split their time between laid-back, quality time together playing board games and watching the History or Discovery channel as a family, or on a weekend adventure. Given the lack of time they have to plan, their weekend adventures are often spontaneous, requiring their adventures to be close by, family friendly, and accessible by car.

The Jacobs don't often get the chance to enjoy themselves as a family. By the end of the work week, they are tired and usually spend their nights with the kids. Once the kids are asleep Mrs. Jacobs reads her latest non-fiction interest, while Mr. Jacobs drinks his new craft beer find and plays video games. But lately they are missing the old days when they would take in a museum and enjoy some good food afterwards and their usual weekend trips to Portland are becoming boring. Recently, Mr. Jacobs has been going old school and playing the new version of the Oregon Trail Game, which he finally won and realized Oregon City was just around the corner.

OREGON CITY TOURISM ASSETS—A PARTIAL LIST

DOWNTOWN

Landmarks

- Arch Bridge
- Clackamette Park
- Court House
- John Storm Park
- Oregon City Amtrak Station
- Willamette Falls

Food Service

- Arch Bridge Tap House
- Coasters Crossing
- Mi Famiglia
- Nebbiolo Wine Bar and Market
- Rane's On Main
- Thirsty Duck Saloon

- Weinhard Grill
- Yvonne's

Retail

- Active Water Sports
- Busch Furniture
- Christmas at the Zoo
- Coin Corner & Hobbies
- Coyote Hobby
- Denim Salvage
- Homelife Furniture
- Ladybird's Vintage
- Maizee Mae's Antiques & Treasures
- Oregon City Sporting Goods

- Ruud's Jewelers
- The Vintage Nest
- White Rabbit Gifts
- Willamette Valley Books & Bullion
- You Can Leave Your Hat On

Historical Sites

- End of the Oregon Trail Interpretive Center
- Oregon City Municipal Elevator
- Willamette Falls Locks

MIDTOWN

Landmarks

- McLoughlin Promenade
- Oregon City Library

Food Service

- The Highland Stillhouse
- Mike's Drive-In Restaurant
- Singer Hill Café
- Super Torta

Historical Sites

- Carnegie Center
- Ermatinger House
- McLoughlin House
- Mountain View Cemetery
- Museum of the Oregon Territory
- Stevens/Crawford House

UPTOWN

Landmarks

- Clackamas Community College
- Environmental Learning Center
- Oregon City Chamber of Commerce

Food Service

- Bugatti's
- Coin Toss Brewery
- Growler Run
- Trail Distilling

Historical Sites

- Ainsworth House & Gardens
- Baker Cabin Historical Site
- Rose Farm

EVENTS

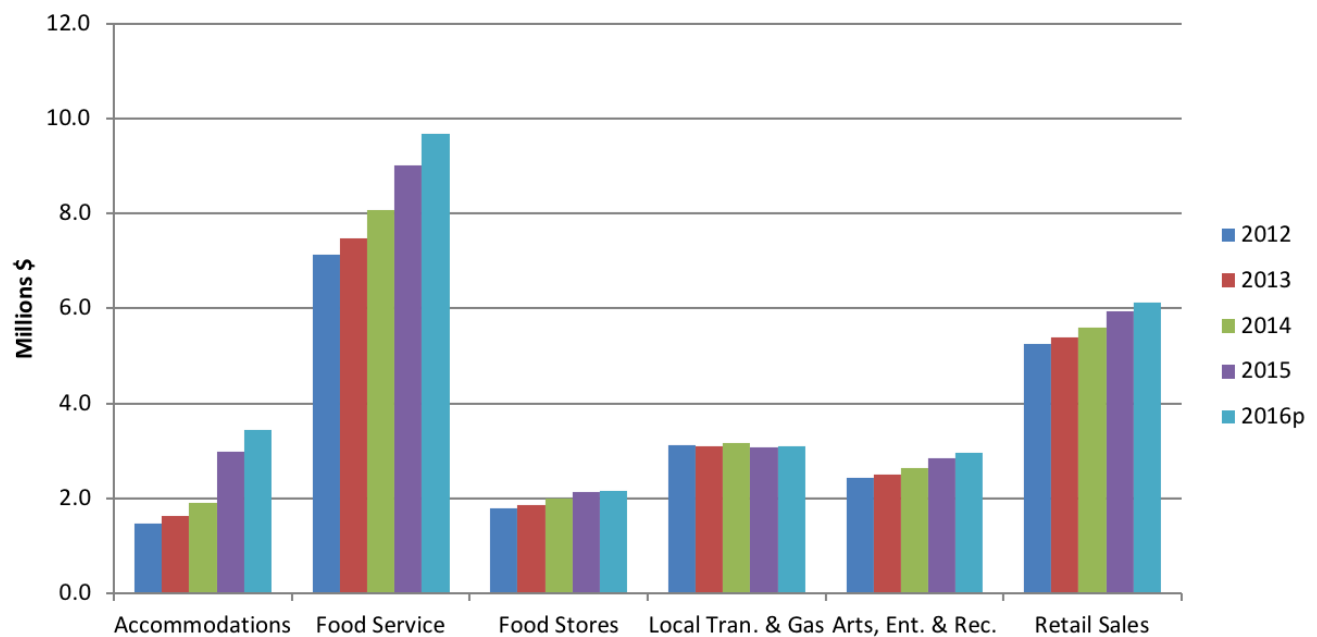
- First City Celebration
- Oregon Trail Brewfest
- Oregon Trail Game 5k + Kids Race
- Willamette Falls Open Air Antique Fair
- Historic Oregon City Cruise
- Brews & Broomsticks Pub Crawl
- Small Business Saturday
- Oregon City Tree Lighting Ceremony

INITIAL EFFORTS TO REACH OUR TARGET DEMOGRAPHIC

Rotator Creative from Tacoma, WA was chosen to develop the initial marketing efforts for Oregon City coming out of this planning effort. Their charge was to target a 25-34 year old demographic across the Portland Metro area, including visiting friends and relatives (VFR), tourists, and residents.

We know from industry research that this younger demographic of traveler is willing to spend more than their Baby Boomer counterparts, particularly for experience-based activities. We also know from the tourism economic impact study performed by Dean Runyan and Associates that the Food Service and Retail sectors make up the great majority of visitor spending in Oregon City.

Visitor Spending by Commodity Purchased



The strategy in targeting this demographic is to gain the greatest economic impact for the spend, while simultaneously raising the profile of Oregon City within a broader audience. Because the Millennial traveler seeks high-value, authentic experiences, we narrowed down the list of candidate assets for the Rotator Creative work. The Municipal Elevator was ultimately chosen because of its proximity to the Food Service and Retail core of the city, its high profile within the landscape of the city, its unique and quirky character, and the cool factor of its mid-century modern architecture.

The Rotator Creative work is underway, with an estimated activation date of September, 2018.

OTHER RESOURCES AND ORGANIZATIONS

Destination Marketing Partners

Oregon's Mt. Hood Territory

- <https://www.mthoodterritory.com/>
- "The CCTCA is responsible to develop and promote tourism for [Clackamas] County. By increasing the number of new and repeat visitors to the County, we increase the amount of money visitors spend in our area, and thus contribute to economic development and local vitality. The CCTCA is overseen by the Clackamas County Tourism Development Council (CCTDC) which consists of nine members appointed by the Clackamas County Board of Commissioners. The Council oversees and directs the programs and operations of the CCTCA staff."
- Jim Austin
Community Relations Lead
Office: 503-742-5901
Cell: 503-706-5449
Fax: 503-742-5907
jim@mthoodterritory.com
U.S. Travel/ESTO Conference

Travel Oregon

- <https://traveloregon.com/>
- "The Oregon Tourism Commission, doing business as Travel Oregon, is a semi-independent agency created by the Oregon Legislature in 2003 to enhance Oregonians' quality of life by strengthening economic impacts of the state's \$11.8 billion tourism industry. The Travel Oregon staff develops and implements a biennial strategic marketing plan which includes advertising and marketing, publication development, cooperative promotions, consumer fulfillment, public relations, international marketing, tourism product development, State Welcome Centers, research, and industry relations. Travel Oregon cooperates extensively with local communities, industry associations, government agencies, and private businesses in the implementation of its strategic plan."
- Alexa Carey
Specialist, Community-Based Services
Alexa@TravelOregon.com
971-717-6178

U.S. Travel/ESTO Conference

- <https://www.ustravel.org>
- "The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$2.4 trillion in economic output and supports 15.6 million American jobs. The U.S. Travel Association's Educational Seminar for Tourism Organizations (ESTO) is the only national forum where destination marketing professionals at the state, regional and local level get critical tools, tips and information to help them better market and grow their destinations."
- Nora Thomas
Coordinator, National Councils & ESTO
nthomas@ustravel.org

Data Sources/Partners

Sparkloft Media

- Visitor sentiment and brand perception studies
- sparkloftmedia.com
- Arianna Howe
Vice President, Client Services
503 737 9425
arianna@sparkloftmedia.com

Dean Runyan & Associates

- Tourism economic impact studies
- Dean Runyan
Founder
503.226.2973
dean.runyan@deanrunyan.com

STR Report

- Hotel visitor data
- <https://www.strglobal.com/>



ACKNOWLEDGMENTS

Visioning Session Participants

Jackie Hammond-Williams, Oregon City Farmers Market
Sam Drevo, eNRG Kayaking
Kent Ziegler, Oregon City Business Alliance
Dan Fowler, Abernathy Center, End of the Oregon Trail, OCBA, Hampton
Phil Lewis, Oregon City Community Services
Ryan Bredehoeft, Oregon City Finance
Eric Underwood, Oregon City Economic Development
Leigh Anne Hogue, Oregon City Economic Development
Jonathan Stone, Downtown Oregon City Association
Nancy Ide, Oregon City City Commission
Gail Yazzolino, Clackamas Heritage Partners
Rocky Smith, Heritage
Claire Blaylock, Formerly Museum of the Oregon Territory
Denyse McGriff, Heritage, Neighborhood Association
Jodi Schmelzle, Best Western Plus Rivershore Hotel
Amy Byers, Best Western Plus Rivershore Hotel
Kevin Yell, Ainsworth House and Garden
Darrell Hames, Tumwater Ballroom
Dennis Anderson, Canemah Neighborhood Association
William Gifford, Hillendale Neighborhood Association
Karin Morey, Rivercrest Neighborhood Association
Jim Austin, Mt. Hood Territory
Bryce Morrow, Oregon City Brewing
Jan Wallinder, Forest Edge Vineyard
Burl Mostul, Villa Catalana Cellars

Planning Team Members

Eric Underwood, Economic Development Manager, Oregon City
Leigh Anne Hogue, Economic Development Coordinator, Oregon City
Christina Robertson-Gardiner, Oregon City Planning
Phil Lewis, Oregon City Community Services
Nancy Ide, City Commissioner
Jonathan Stone, Executive Director, Downtown Oregon City Association
Carrie Crook, Downtown Oregon City Association/Elevator Manager
Claire Blaylock, Heritage
Marge Harding, Heritage
Rolla Harding, Heritage
Thelma Haggemiller, Heritage
Gail Yazzolino Clackamas, Heritage Partners

Denyse McGriff, Heritage, Neighborhood Association
Dan Fowler, OCBA, Heritage, Hotel, Events
Jim Austin, Mt Hood Territory
Jan Wallinder, Forest Edge Vineyard
Jerry Herman, Recreation/River
Cameron McCredie, Chamber Representative
Blane Meier, OCBA/First City Cycles

Marketing/Branding Team Members

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Jonathan Stone, Executive Director, Downtown Oregon City Association
Sarah Vale Rapp, Events and Marketing Manager, Downtown Oregon City Association
Denyse McGriff, Oregon City resident
Jeannine Breshears, Marketing & Programs Manager, Clackamas County Tourism & Cultural Affairs
Matthew Landkamer, Principal, Coraggio Group
Colin Stoetzel, Associate Principal, Coraggio Group

APPENDIX

ECONOMIC IMPACT REPORT

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OREGON CITY INSIGHT REPORT

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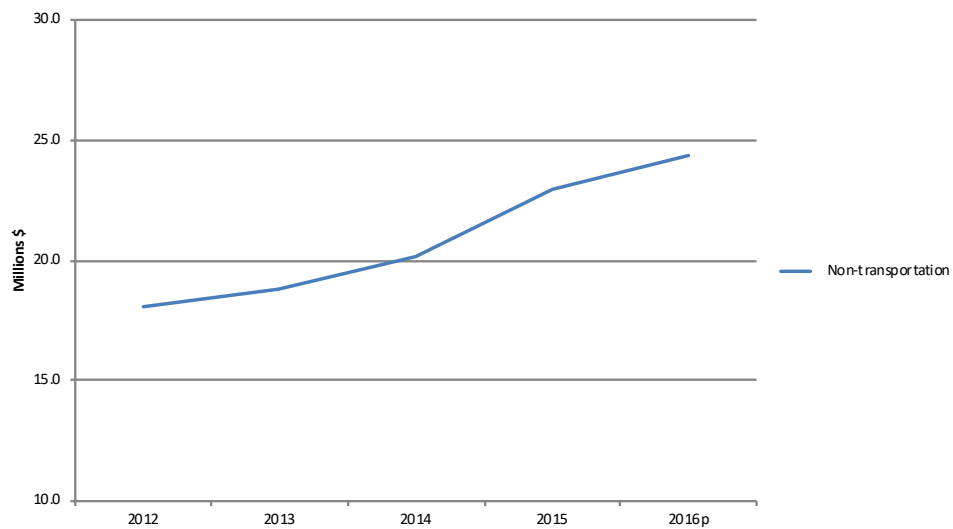
ECONOMIC IMPACT REPORT

Oregon City Direct Travel Impacts, 2012-2016p

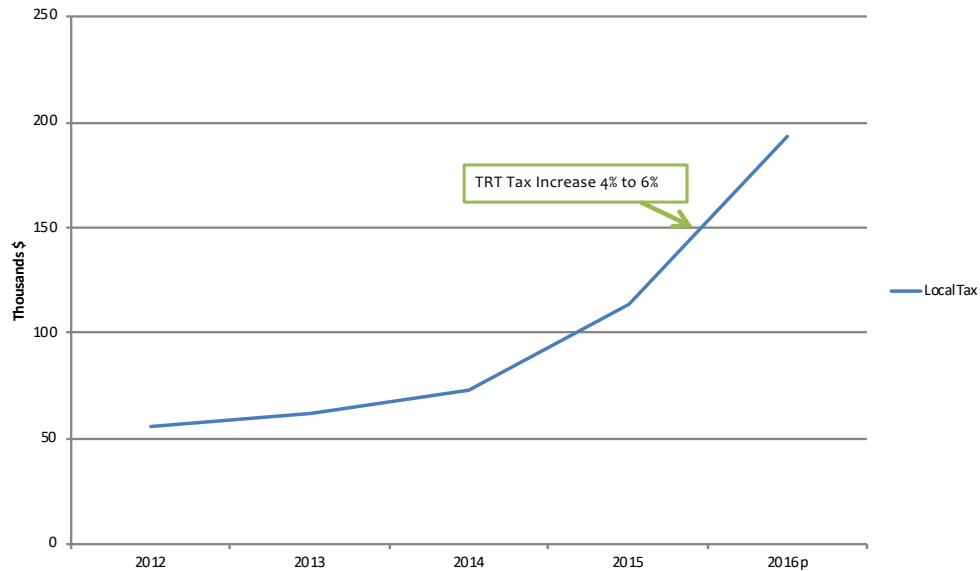
	2012	2013	2014	2015	2016p	Ave. Annual % Chg.	
						15-16p	12-16p
Spending (\$Millions)							
Total	28.9	29.7	31.1	33.1	34.7	4.8%	3.7%
Other	7.7	7.8	7.8	7.1	7.2	1.4%	-1.2%
Visitor	21.2	21.9	23.4	26.0	27.5	5.7%	5.3%
Non-transportation	18.1	18.8	20.2	22.9	24.4	6.3%	6.1%
Transportation	3.1	3.1	3.2	3.1	3.1	1.0%	-0.1%
Earnings (\$Millions)							
Earnings	6.7	7.1	7.7	8.9	9.6	7.8%	7.6%
Employment							
Employment	280	290	310	340	360	5.9%	5.2%
Tax Revenue (\$Millions)							
Total	0.97	1.01	1.06	1.19	1.34	12.5%	6.7%
Local	0.06	0.06	0.07	0.11	0.19	69.9%	28.2%
State	0.91	0.95	0.98	1.07	1.14	6.4%	4.7%



Non-transportation Spending



Travel Generated Local Tax



Oregon City Travel Impacts, 2012-2016p

	2012	2013	2014	2015	2016p
Total Direct Travel Spending (\$Million)					
Destination Spending	21.2	21.9	23.4	26.0	27.5
Other Travel*	7.7	7.8	7.8	7.1	7.2
Total Direct Spending	28.9	29.7	31.1	33.1	34.7
Visitor Spending by Commodity Purchased (\$Million)					
Accommodations	1.5	1.6	1.9	3.0	3.4
Food Service	7.1	7.5	8.1	9.0	9.7
Food Stores	1.8	1.9	2.0	2.1	2.2
Local Tran. & Gas	3.1	3.1	3.2	3.1	3.1
Arts, Ent. & Rec.	2.4	2.5	2.6	2.8	3.0
Retail Sales	5.3	5.4	5.6	5.9	6.1
Destination Spending	21.2	21.9	23.4	26.0	27.5
Industry Earnings Generated by Travel Spending (\$Million)					
Accom. & Food Serv.	3.7	3.9	4.3	5.2	5.5
Arts, Ent. & Rec.	0.8	0.9	1.0	1.1	1.1
Retail**	0.8	0.9	0.9	1.0	1.1
Ground Tran.	0.3	0.3	0.3	0.4	0.4
Other Travel*	1.0	1.1	1.1	1.3	1.4
Total Direct Earnings	6.7	7.1	7.7	8.9	9.6
Industry Employment Generated by Travel Spending (Jobs)					
Accom. & Food Serv.	160	160	180	200	210
Arts, Ent. & Rec.	50	50	60	60	60
Retail**	30	30	30	30	40
Ground Tran.	10	10	10	10	10
Other Travel*	30	30	30	30	40
Total Direct Employment	280	290	310	340	360
Government Revenue Generated by Travel Spending (\$Million)					
Local Tax Receipts	0.06	0.06	0.07	0.11	0.19
State Tax Receipts	0.91	0.95	0.98	1.07	1.14
Total Local & State	0.97	1.01	1.06	1.19	1.34

Details may not add to totals due to rounding.

* Other Travel includes resident air travel and ground transportation impacts for travel to other Oregon visitor destinations, travel arrangement & reservation services, and convention & trade show organizers. ** Retail includes gasoline.

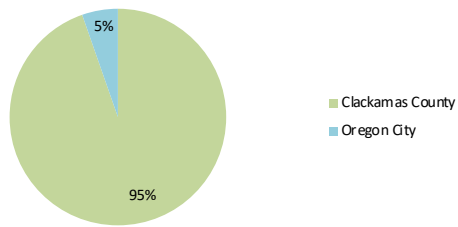
Clackamas County Travel Impacts, 2008-2016p

	2008	2010	2012	2013	2014	2015	2016p
Total Direct Travel Spending (\$Million)							
Destination Spending	405.7	389.5	440.0	444.3	461.4	487.5	513.2
Other Travel*	63.5	74.1	89.3	89.0	89.2	78.6	84.1
Total Direct Spending	469.1	463.5	529.3	533.3	550.6	566.1	597.3
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	66.8	58.5	72.0	73.7	79.5	90.9	101.8
Food Service	118.0	120.1	133.8	137.3	144.3	155.6	166.0
Food Stores	32.4	31.2	34.5	35.1	36.8	39.0	39.3
Local Tran. & Gas	56.2	49.3	59.5	57.4	56.8	51.3	50.9
Arts, Ent. & Rec.	47.6	45.8	49.0	49.3	50.8	53.5	55.7
Retail Sales	84.7	84.6	91.2	91.5	93.2	97.2	99.4
Destination Spending	405.7	389.5	440.0	444.3	461.4	487.5	513.2
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	77.0	72.5	82.4	84.0	89.0	98.0	103.7
Arts, Ent. & Rec.	16.5	15.0	16.0	17.6	18.7	19.9	21.3
Retail**	14.6	14.1	15.3	15.5	16.3	17.5	18.4
Ground Tran.	4.3	4.1	4.6	4.7	5.0	5.4	6.0
Other Travel*	7.1	11.2	12.3	12.8	13.7	14.3	17.7
Total Direct Earnings	119.5	116.9	130.6	134.6	142.7	154.9	167.1
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	3,460	3,150	3,430	3,450	3,560	3,760	3,880
Arts, Ent. & Rec.	1,120	1,020	1,010	1,070	1,100	1,150	1,210
Retail**	600	560	600	600	600	610	620
Ground Tran.	140	140	150	150	150	160	160
Other Travel*	250	350	350	370	390	390	400
Total Direct Employment	5,580	5,220	5,530	5,630	5,800	6,050	6,260
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	3.8	3.2	3.9	4.3	4.6	5.4	5.9
State Tax Receipts	12.3	12.7	15.1	15.4	15.8	16.7	18.2
Total Local & State	16.1	15.9	19.0	19.6	20.4	22.1	24.1

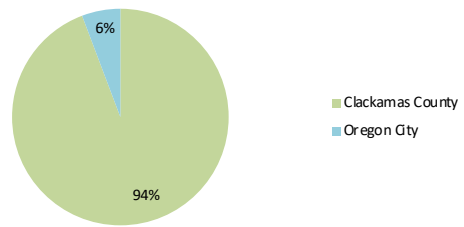
Details may not add to totals due to rounding.

* Other Travel includes resident air travel and ground transportation impacts for travel to other Oregon visitor destinations, travel arrangement & reservation services, and convention & trade show organizers. ** Retail includes gasoline.

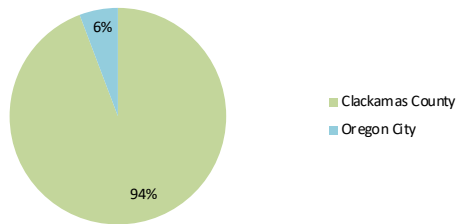
2016p Destination Spending



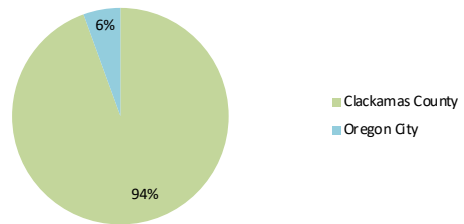
2016p Total Direct Earnings



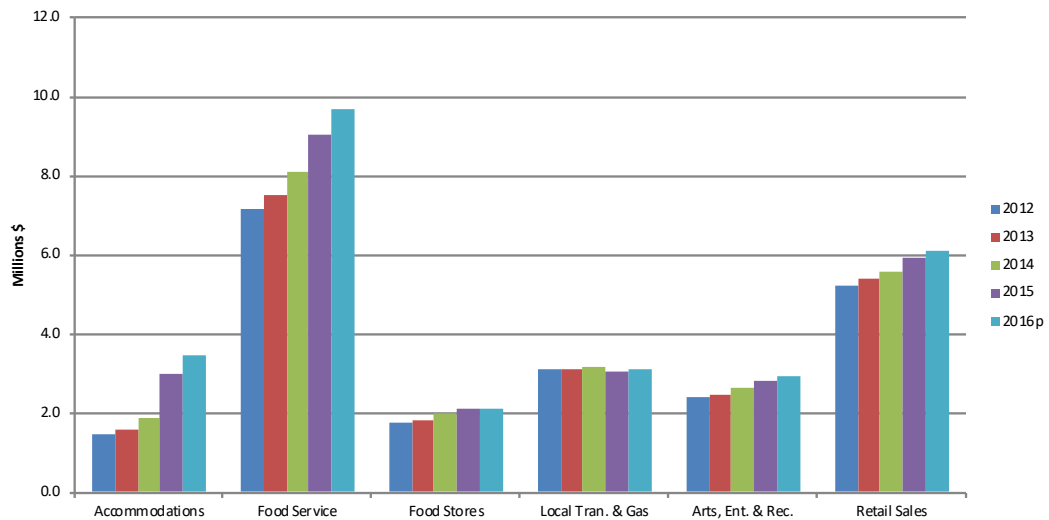
2016p Total Direct Employment



2016p Local & State Tax Revenue



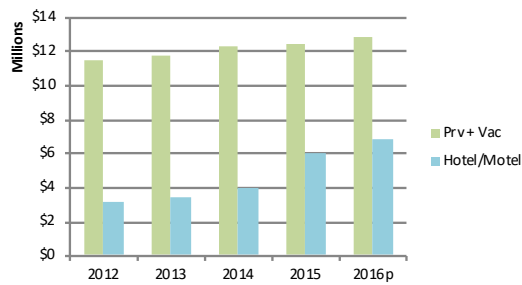
Visitor Spending by Commodity Purchased



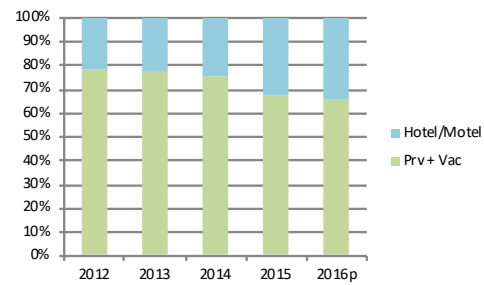
Visitor Spending by Type of Traveler Accommodation (\$Million), 2012-2016p

	2012	2013	2014	2015	2016p
All Overnight	15.1	15.7	16.8	19.0	20.2
Hotel, Motel*	3.2	3.5	4.0	6.0	6.8
Private Home	11.5	11.8	12.3	12.5	12.9
Other Overnight	0.4	0.4	0.4	0.5	0.5
Campground	0.4	0.4	0.4	0.5	0.5
Vacation Home	0.0	0.0	0.0	0.0	0.0
Day	6.1	6.3	6.6	7.0	7.3
Spending at Destination	21.2	21.9	23.4	26.0	27.5

Visitor Spending by Accommodation



Visitor Spending by Accommodation



Overnight Visitor Volume, 2014-2016p

	Person-Nights (000)			Party-Nights (000)		
	2014	2015	2016	2014	2015	2016
Hotel, Motel*	33	47	52	15	22	24
Private Home	462	469	475	199	204	209
Other Overnight	11	12	12	3	4	3
All Overnight	505	528	539	217	229	236

	Person-Trips (000)			Party-Trips (000)		
	2014	2015	2016	2014	2015	2016
Hotel, Motel*	17	25	27	8	11	12
Private Home	152	154	156	62	64	65
Other Overnight	3	4	4	1	1	1
All Overnight	173	183	187	71	76	78

Average Expenditures for Overnight Visitors, 2016p

	Travel Party		Person		Party Size	Length of Stay (nights)
	Day	Trip	Day	Trip		
Hotel, Motel*	\$283	\$561	\$132	\$250	2.1	2.0
Private Home	\$62	\$199	\$27	\$83	2.3	3.2
Other Overnight	\$144	\$465	\$42	\$135	3.4	3.2
All Overnight	\$85	\$259	\$38	\$108	2.3	3.0

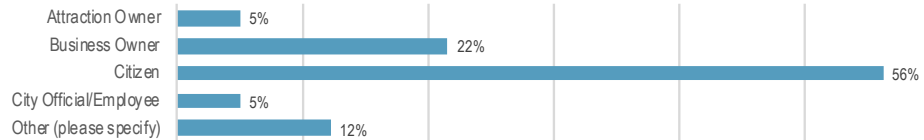


INSIGHT REPORT

Approach Methodology: Stakeholder Survey

Stakeholder Engagement

From July 20, 2017 to August 11, 2017, Coraggio Group surveyed a wide variety of Oregon City Tourism stakeholders, including attraction owners, business owners, citizens and city officials. Over this period **139** people responded to the survey.



Theme Development

Stakeholders were asked a number of questions intended to shed light on the following categories:

- Brand and Reputation
- Tourism Asset Identification
- Target Geographic Regions
- Target Itinerary Length
- Target Demographic
- Tourism Support Role
- Opportunities & Barriers

Themes were developed using a number of methods. Quantitative questions were analyzed using category percentages compared to the total response rate. Qualitative, open ended, questions were analyzed by assigning themes/categories influenced by response content and Coraggio's interpretation of those responses. Because one response could include numerous topics and themes, qualitative graphs were compiled using the total number of times the theme was mentioned. Themes displayed are only those that were comparably significant to the total number of themes per question.

Approach Methodology: Visioning Session

Stakeholder Engagement

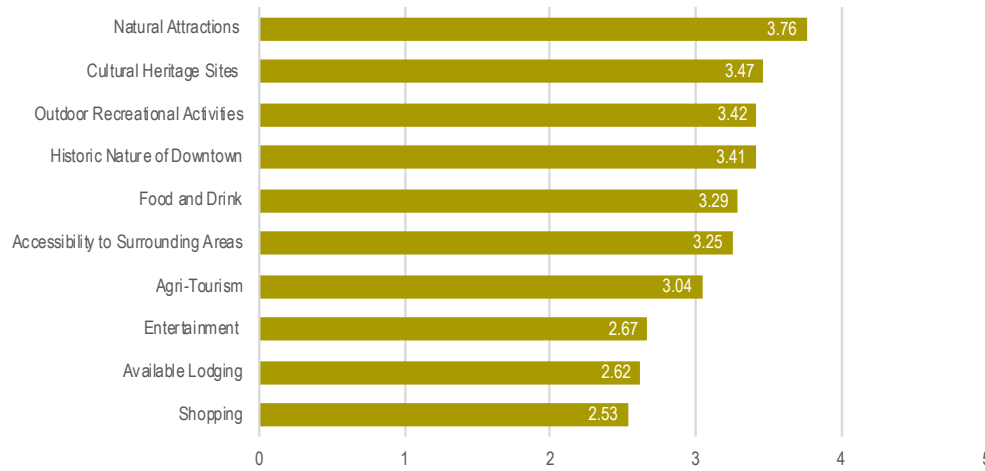
On August 3rd, Coraggio group held a tourism visioning workshop with a select and representative population of Oregon City tourism stakeholders. This group was given exercises to help provide guidance to the strategic planning team. Exercises covered the following topics:

- Visitor Profile: Who is Oregon City's Visitor?
- Tourism Asset Criteria: What are the criteria necessary to be marketed as a Oregon City tourism asset?
- Propelling Questions: What are the opportunities and barriers confronting Oregon City in developing a vibrant tourism industry? And how can we address them?
- Long-Term Needs: What are the long-term needs of Oregon City to drive and sustain a tourism industry?
- Oregon City 2022: Looks Like, Sounds Like, Feels Like

Themes were developed using a qualitative method that summarized the common and overarching themes of each exercise. Where applicable, all responses have been included.

Tourism Asset Inventory and Potential

Please rate the following tourism assets on their potential for creating a successful tourism industry in Oregon City:

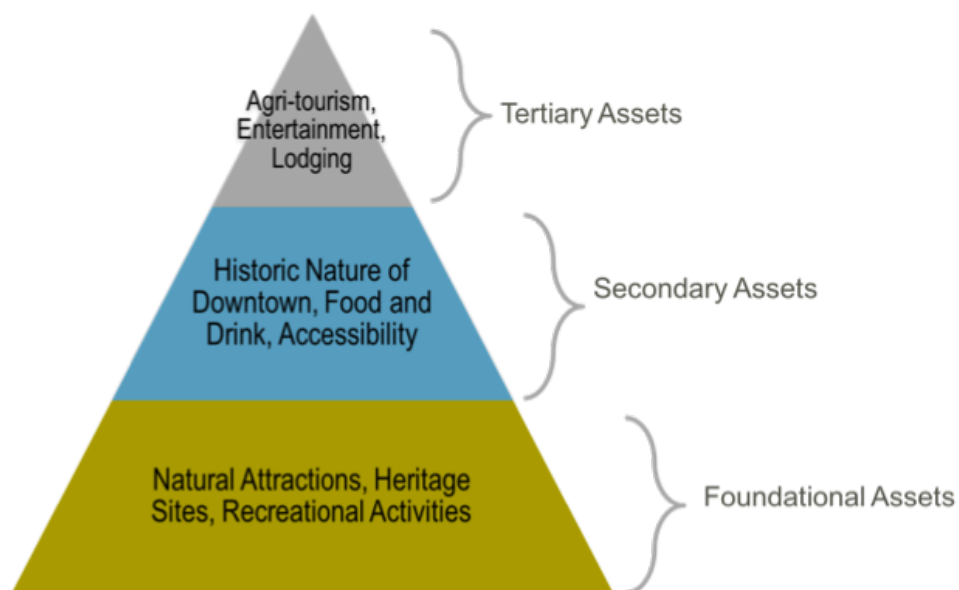


Stakeholders believe Oregon City's primary tourism assets are its natural attractions, cultural heritage sites, overall historic nature, and its access to recreational outdoor activities. These are followed by Oregon City's 2nd tier assets of food and drink offerings, accessibility to Portland and the surrounding areas, and agri-tourism.

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Tourism Asset Hierarchy

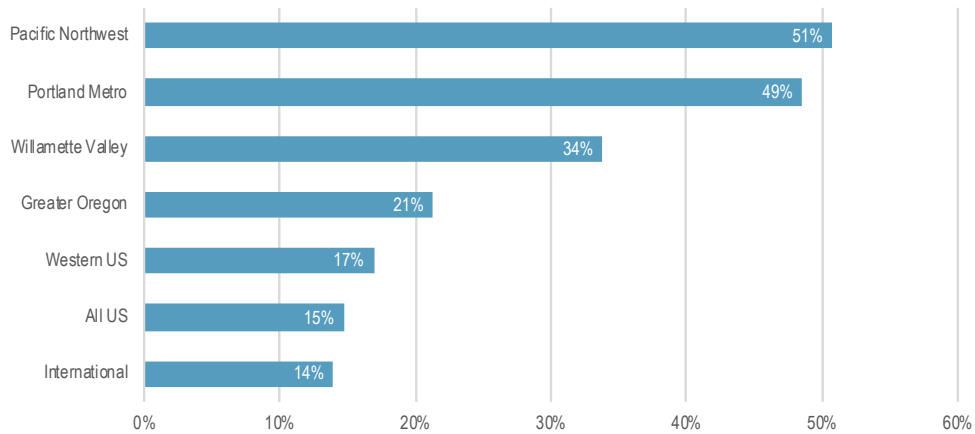


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7

Target Regions

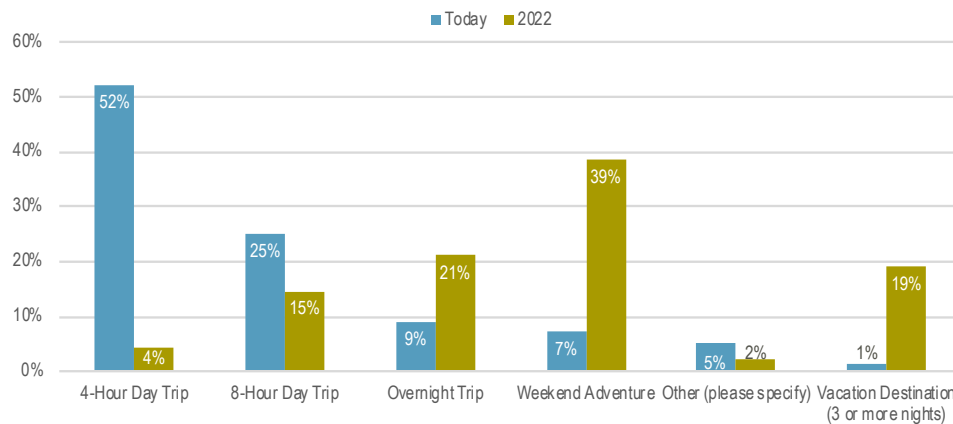
From the options below, please select the TOP TWO REGIONS that you believe provide the best marketing opportunity to drive tourism to Oregon City.



Stakeholders believe that the top two geographic regions that should serve as Oregon City's marketing target are the local Portland Metro area (49%) and the Pacific Northwest as a whole (51%).

Itinerary Lengths

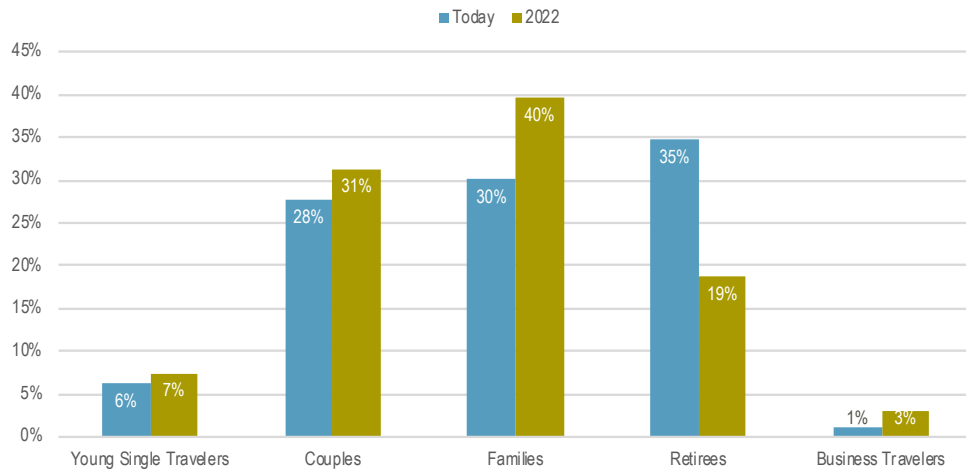
Please select the itinerary/trip length that you believe is the most realistic and ideal for Oregon City Tourism TODAY and in 2022.



Today a typical Oregon City travel itinerary is believed to be a half-day trip, with some visitors extending their visit to a full eight hours. Stakeholders believe the Oregon City itinerary length will, or should, evolve into one that targets and serves overnight and weekend visitors.

Visitor Demographic

Please select the tourist demographic that you believe would be most interested in tourism opportunities in Oregon City TODAY and in 2022



Today, Oregon City stakeholders believe their core visitor is spread across a wide demographic of retirees, families and couples. In 2022, stakeholders feel this core visitor demographic will narrow and will be a destination focused on couples and families.

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Visitor Profile



Young Families from various U.S. cities looking for history and recreation through interactive experiences



Retirees on the road looking for a blend of history, good food, and wine



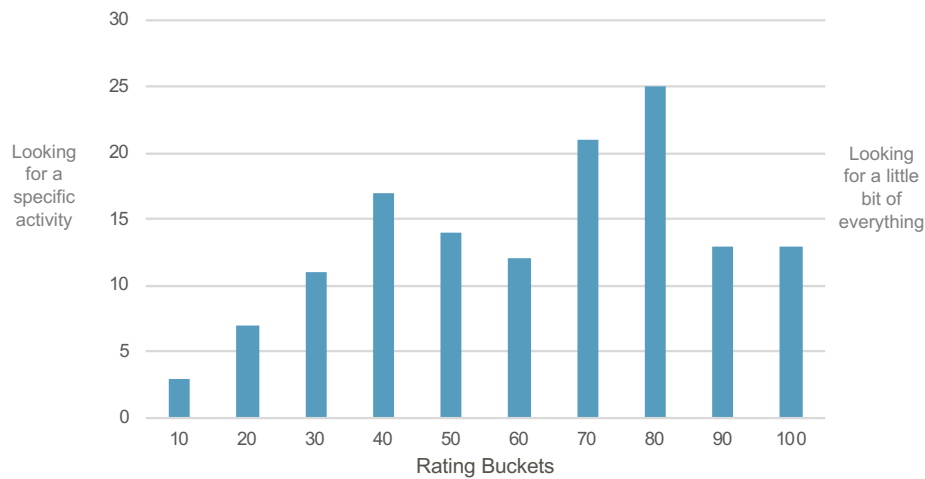
Millennial day-trippers looking for discovery and exploration in the Mt. Hood territory, accompanied by a downtown scene with good food.

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Tourism Asset Inventory and Potential

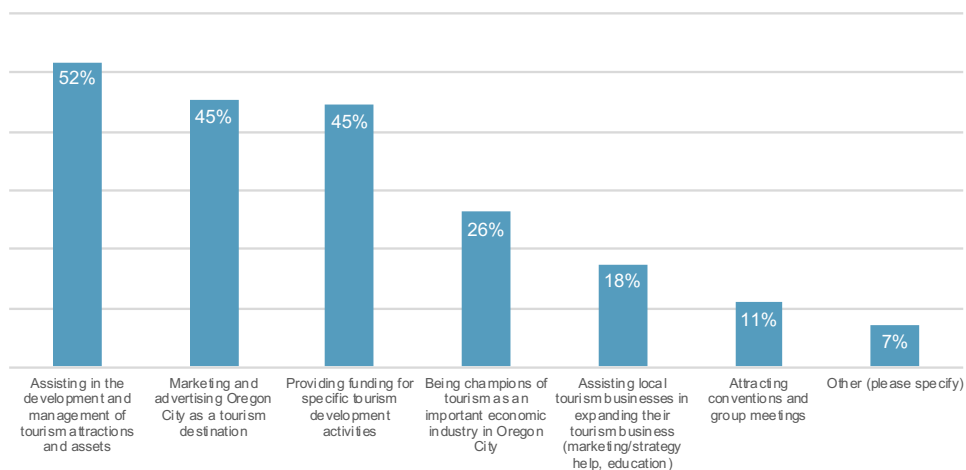
What mix of activity is a potential tourist to Oregon City interested in?



Stakeholders opinions vary on what the standard visitor of Oregon City is looking for when they visit. Some believe targeting visitors who are looking for a breadth of options is ideal, while others believe the Oregon City visitor is more focused on a specific activity or attraction.

Tourism Services

Of the services listed below that could be funded through potential tourism tax revenues, which TWO do you believe would be most beneficial to Oregon City's tourism industry and its stakeholders?



Stakeholders believe that Oregon City's tourism industry would benefit from funds being directed towards the development and management of tourism attractions and assets, marketing Oregon City as a destination, and providing funding for specific tourism development activities (grants).



Visitor and Brand Summary

- Oregon City is currently a 4-8 hr. tourism destination, with future potential for more overnight visitation
- Oregon City's ideal visitor lives within the greater Portland region or the Pacific Northwest
- The Oregon City visitor is heterogeneous and interested in history and culture
- Key tourism assets are Natural Attractions, Heritage Sites and Recreational Activities, specifically the Willamette Falls and End of the Trail.
- Stakeholders are looking for leadership to help develop, market and fund tourism development and activity in Oregon City

Strategic Planning Guidance

Tourism Asset Criteria



Stakeholders believe that Oregon City tourism assets must be authentic, historic, accessible and ready to take on a diverse set of visitors while offering a unique American experience

What are the top three Barriers and Opportunities facing Oregon City's tourism industry?



The Willamette Falls and historic nature of Oregon City afford the tourism industry many opportunities for success. This success is reliant on addressing key barriers such as, a lack of parking and lodging, competition with Portland, and limited funding.



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How can we become the PNW destination point when there isn't enough to do 7 days a week and no direction on where to go and what to do?

- We can if...we work with current assets to increase open hours
- We can if...we create co-marketing materials available at End of Oregon Trail, Elevator, Lodging, and have a central web presence
- We can if...we leverage partners at the Mt. Hood Territory and Travel Oregon

How can we attract tourists who choose alternative modes of transit such as cascade linc, m4x, boats, buses, etc., when everyone drives?

- We can if...we add bus parking and help develop coordinated itineraries and routes
- We can if...we promote with Amtrak and pursue bike shares, rental cars, and shuttles

How can we be tourism ready when we can't accommodate our local population?

- We can if...get buy-in to a vision
- We can if...we provide training and workshops
- We can if...encourage business-savvy competition and create more businesses

How can we become a major destination for history and agri-tourism in Oregon City, when we don't have coordination?

- We can if...buy-in to a vision
- We can if...get the word out through marketing
- We can if...create fees for tourism-related activities (boating, car rentals)

How can we interconnect our tourist assets when there is a lack of coordination?

- We can if...we have a leader and can create a culture of collaboration
- We can if...we create an inventory of assets and products
- We can if...we ensure our assets are sustainable



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Long Term Needs

What are the long-term needs Oregon City needs to address for a vibrant tourism industry?

Asset Development \$450

- You can't sell apples from an empty cart
- More luges, its all about the bass
- Not currently developed to full potential
- Have to have a desirable product to sell
- Large group infrastructure (bus parking, hotels) and river connections. All needed to create sustainable industry

Destination Marketing & Brand Awareness \$270

- We need to change the perception of Oregon City and the region
- If no one knows...
- Need unified messaging of a "one stop shop" and social media presence,
- Need funds to "wow" and create ongoing marketing
- An experienced based destination through coordination

Sustainable Tourism \$80

- Resiliency, economic value, and value to visitors
- We don't want to fall down, stop, and start again

Public Relations and Political Support \$70

- Plays well with others
- Need to increase breweries, food processing
- Stress green industry
- Recreate historic industry of woodworking, milling, etc.

Workforce Needs \$20

- Film, Outdoor, Creative/Cultural, Destination Retail

Strategic Planning Guidance Summary

- **Primary tourism assets must be historic, authentic and accessible**
- **History and the Willamette Falls are Oregon City's most attractive assets, but their success is hampered by a limited parking, lodging and business infrastructure, and competition with Portland**
- **How can Oregon City address capacity, coordination and transportation issues?**
- **Asset development and marketing are needed to drive tourism in the long term**

Additional Guidance

Point B

- Oregon City's heritage attractions have the potential to support a thriving year-round tourism industry with national appeal.
- Oregon City's tourism industry is underachieving
- Money is not the obstacle to Oregon City's tourism success, at least not in the near term.
- Oregon City's fragmented tourism industry, divided heritage leadership, and the general lack of coordination are an anchor
- There are enough tourism assets and tourism potential to eventually justify a DMO
- The time to evolve is now. There is community momentum, and it's time for Oregon City's tourism industry to organize and collaboratively plan for a lucrative future
- Everyone we spoke with wants Oregon City tourism to be successful.
- Oregon City's heritage assets are the foundation and "the hook" of Oregon City tourism, even without the Riverwalk Legacy Project.
- Outdoor recreation and agri-tourism are important tourism segments that merit Oregon City's cultivation and promotion
- While anecdotal, there seems to be a defeated and frustrated attitude when it comes to Oregon City tourism.
- Previous recommendations required too much change all at once and did not provide a manageable implementation plan to achieve the goals and objectives.

Assets Development & Infrastructure

- The city should reconsider building A waterpark as part of the Willamette falls redevelopment of the old mill property. They also need to address the issue of the increasing number of homeless people that are living on our streets and camping in our open areas
- 1. Bury the utilities downtown. The visual is greatly improved when power lines/poles are gone.
2. Demand/require ANY light rail extension into Oregon city come only with the capacity for express trains to downtown Portland. It is my opinion that MAX is now A liability and not an asset. It must have better security as well so that families feel safe. Fear spreads easier than good news and the only way to overcome the current image is time.
3. I need to improve my understanding of the scope of the legacy project. It is my hope that the project guidance represents A WIDE range of inputs and that A case of tunnel vision doesn't develop where things are done A certain way because things have always been done that way
- Better transit connections to Portland (MAX or BRT)
- Bring MAX to the waterfall
- Bring the max to Oregon city!!!! Visitors (and Portlanders) think it is too far to take the bus, but a light rail makes it doable
- Development of the blue heron mill
- Fixing/developing/showcasing the old blue heron paper mill
- Hoping the falls will be open and views accessible. Also, in the new area being created where the old mill sits, I hope there will be some fun businesses like brew pubs that will bring people in.
- Make sure new rediscover the falls development includes parking.
- Oregon city has tremendous potential! Go for it! Seek out investors and develop the river front!

Assets development & infrastructure

- Parking in downtown Oregon city. Traffic flow in downtown Oregon city. How can people come to visit and enjoy the city when parking is marginal?
- Perhaps developing the ross landfill.
- The Riverwalk falls overlook at the Hawley pump house should be opened to the public to let people experience the power of the falls up close, yet safely.
- There is huge potential to make Oregon city into a vibrant destination. There are wineries open year round that no one knows about - create an Oregon city wine tour? The Willamette falls is a huge opportunity, but will take huge development dollars to remove and restructure. Hopefully it happens sooner than later.
- Transportation connectivity to Portland metro is essential. It needs to be easy to get here and feel slower paced Americana when you arrive. If you are stressed about traffic or parking, it won't be worth it.
- We are all waiting eagerly for the waterfront/ river walk project to be approved and I believe this will be a huge asset to OC. Please include a parking structure with the plans, it's called planning for the future, parking is already extremely limited downtown.
- We need more parking for downtown
- Willamette falls is an ace in the hole
- Zip line from Oregon city to west limn over the falls
- Parking in downtown Oregon city. Traffic flow in downtown Oregon city. How can people come to visit and enjoy the city when parking is marginal?
- Perhaps developing the ross landfill.

The Willamette Falls is key to a successful tourism industry

Parking and accessibility needs to be addressed

The Old Mill Site is prime for development

Additional Guidance

Place Making

- A wide vision for a more upscale environment would be nice. Attracting better shopping, new seasons, whole foods, public art. It's depressing driving into town after shopping in Tualatin or L.O.
- Businesses need to stay open later (especially in the summer).
- Development of the mill area would really be beneficial. Can not be simply another target, Victoria secret, bath and body works retail. Needs to have a niche and more original. Boutique and non chain dining.
- Focus on everything Oregon city has to offer and not pigeon hole Oregon city into a heritage destination
- I love going downtown because we have great restaurants. But once dinner is over there are no real reasons to hang around. Shops are few and far between n seem to close early making for a very sleepy feel.
- I think the best tourism focuses on creating a great place, rather than new attractions or gimmicks (no Ferris wheels!). I also think the hilltop has almost no developable tourism assets because it feels like every other suburb in the area. Downtown and adjacent areas should be the focus.
- Making more opportunities for business and shops to thrive and draw tourists
- My husband and I recently purchased a home in Oregon city after being unable to buy in Portland. OC is a very desirable place, but I'd love to see more offerings for young adults who can afford OC over Portland.
- Need more stuff for people to do that is cheap but fun.
- OC can be the jewel of the Willamette. Focus on business development and supporting business activities (venues with music, restaurants, beer gardens, etc.). And focus on a few tourism-related things so that when someone says "hey where's the best place to do x?" The answer is always "Oregon city."
- Oregon city is pretty boring, so you would need to add night life besides bars and something for families. There are also homeless people everywhere so it doesn't feel safe. Need to have more shopping options such as a Costco and places for people to stay.
- Much better signage throughout the city.

Creating a unified sense of place is important

Creating more offerings is encouraged

Maintaining the current vibe of Oregon City is important to stakeholders

Additional Guidance

Coordination and Collaboration

- If you cannot get the entire tourist groups working together for the same goal you will fail. Everyone has value in what they say.
- Agritourist is fast becoming a major tourism driver, and that coupled with oc's incredible history and natural features should be enough to make it a destination. Youthful vision, creative, cool branding and good organization would help!
- Coordination of existing organizations; understanding of their priorities and perspectives.
- Creating a position on city staff to coordinate tourism efforts among tourism vendors, business owners, and county and state tourism agencies is a HUGE first step in the right direction. Also, formalizing the Oregon city tourism advisory council will be another positive step forward. OC has an enviable basket of tourism assets; now all we need is coordination and a plan. Finally, rather than focusing efforts on a new Oregon city DMO, why not just coordinate efforts with Mt. Hood territory and travel Oregon. MHT is spending huge amounts of money on Clackamas county tourism, and OC is a major beneficiary of MHT efforts. Why waste a lot of time and money duplicating mht's efforts?
- Downtown Oregon city is often promoted with the exclusion of the midtown and hilltop areas of the city. A more cohesive plan would benefit all businesses, regardless of area.
- Ensure widespread community meetings to obtain citizen comments and address concerns.
- I think its important that we not only promote our unique history in both Oregon and the west coast but allocate resources to help historic homes and other museums develop and be OPEN and READY for the public. You cant have tourism if there is nothing to see half of the week.
- In order to be a tourism destination the entire city needs to be on the same page and needs to be working towards the same goal. Collaboration, consistency, coordination, cooperation and cash (funding for more staff and potential DMO).
- It pleases me that there is a more focused and dedicated effort on the part of the city to promote tourism
- Local businesses & citizens that do not see themselves as directly in tourism industry must believe in the broad benefits to all businesses and citizens of a successful tourism economy
- OC has a lot of potential for tourism, but this survey is the first effort that has been made to promote, and the tone of the survey makes it obvious that any progress is at least five years away. We have great wineries that are open only on weekends, heritage attractions with no set schedule, and only one mediocre motel. Oregon city should be the jumping off point for tourism throughout Clackamas county, but the long term view that tourism is not a real industry has cost us that position.

Creating a coordinated and collaborative environment, inclusive of all Oregon City tourism stakeholders, is key for success and itinerary development

Increased community engagement around the tourism industry in Oregon City is important

Additional Guidance

Benchmark

- Think outside the box, look at bend and the pearl district for a suggestion.

Brand awareness

- A web site listing restaurant, recreational, historic & entertainment options
- Am amazed that so many people do not know the hidden gems in OC. Best trails, few homeless, sea lions, donkey sanctuary, trolley, etc..
- Having a POS system that everyone used would collect the kind of demographic data OC tourism could use to make smart marketing decisions as well as the business/cultural org that uses it.
- Many people who have lived in Portland all their lives have no idea about the rich history and great food and beer we have. Maybe we need to learn from places like the Selwood, or Mississippi areas of Portland, how to be hip and cool.
- Please SHARE the area and don't SELL it out
- The 1st social media picture that shows a pint glass full of craft beer with the falls in the background will go viral and will the hundreds of thousands more and ore. City will be reintroduced and be as prominent a trade make as it was 150 years ago

Breweries and food

- I think it would be important to looks at what other cities are doing to bring in couples and families. Bend has a vibrant craft beer scene and tons of outdoor opportunities, so do hood river and Astoria. We need to model ourselves on their successes, allowing family friendly breweries with food trucks from local chefs to cater affordable yet fun meals and experiences to people coming to explore our city.
- Look at bend as a great representation of how breweries and local food trucks can attract families and tourism. See crux brewing a an example.

Look to other local city success like Bend and Hood River as inspiration

Brand awareness and marketing are needed in the local area to put Oregon City on the map

There is an opportunity to develop food and beverage offerings to drive visitation

Additional Guidance

Destination Management

- Honestly, anything that keeps the small town feel. We're not interested in our town getting busy and touristy??, Or the max line coming in. Keep max in Gladstone or beyond and bring back the trolley when main st expands. Wasn't a big fan of this survey compared to ones past...
- Keep it tasteful. We don't need a tacky tourism industry here -- don't try to drive tourists here with shopping and garish attractions, and especially not chain restaurants or chain stores of any kind. Accentuate the natural beauty and small-town charm of the place. Don't turn it into a cheap tourist trap.
- Have tourism wealth (if it comes,) clearly benefit the whole community, because there will be a cost to locals with the influx of visitors that will diminish quality of life for us. After all, we didn't move here to be in a weekend Disney world production.
- Not really. I am not thrilled with the idea of turning this small city into a touristy destination that disrupts the people who make this town their home.
- Once and for all forgetting the idea of a shopping mall on the landfill site.

Heritage

- Heritage tourism is important to our identity in OC. However, it is a fallacy to think that historic tourism just needs a better marketing campaign to bring people. The heritage tourism market is quite small if not coupled with everything else as a designation. I think the heritage part is implied but we need to work to emphasize non heritage activities within an authentic (e.g. Heritage) experience brand
- It would be nice if both city and county officials would take time to visit our historical sites. How can you promote tourism if you have never visited. In the years I have been the ranger at the McLoughlin house, I could count on one hand how many have visited this site. I don't know about visitations to the other sites, but I bet it isn't too much different.
- Know our history- there is a great story to tell- tell IT
- The museums must be funded and promoted. OC is the end of the trail, but many people living in the Portland metro know nothing about this key historical fact. Oregon city could be the west's Plymouth rock or Williamsburg. The fact that it isn't already considered in this light, is both perplexing and disturbing.

Maintaining Oregon City's small town feel is on the minds of the community

This includes maintaining and leveraging Oregon City's historic feel

Additional Guidance

Recreational Activities

- Please bring back the idea of having white water rafting on the river.
- Look to the rivers.





coraggiogroup

Oregon City Tourism Overview

Matthew Weintraub
Tourism Program Specialist

Tourism Strategy Plan Overview

- Objective of increasing tourism-related revenues and employment opportunities within the City by:
 - Increasing the number of tourists/visitors
 - Increasing the length of stay of the tourist/visitor
 - Increasing the average amount of tourist/visitor expenditures
- Robust Stakeholder Engagement
- Identified key insights
- Adopted by City Commission in 2018

Tourism Strategy Plan Overview

- Four key imperatives
 - Build tourism leadership capabilities
 - Enhance the brand
 - Coordinate tourism assets through collaboration
 - Cultivate and curate a portfolio of experiences
- From these, objectives and initiatives were developed
- Next step will be to identify tactics that meet established objectives

Imperatives

Build tourism leadership capabilities

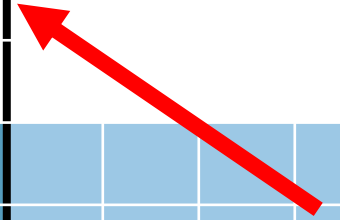
Enhance the brand

Coordinate tourism assets through collaboration

Cultivate and curate a portfolio of experiences

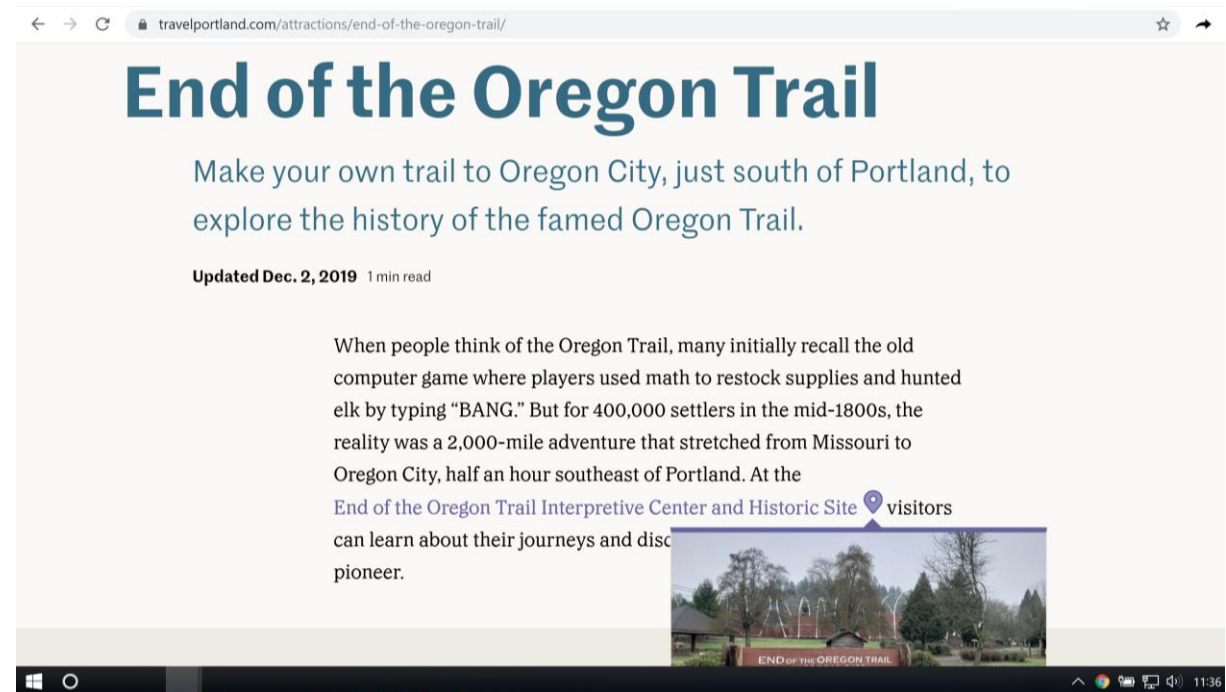
Initiatives

					2018				2019				2020			
					Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Build tourism leadership capabilities	Identify and empower a tourism leadership and operational structure						FTE	Board								
	Solidify and grow a tourism financing model				Initial				Biennium							
	Build tourism assets through technical education and support programming															
	Champion the value of tourism in the community															
Enhance the brand	Develop, approve and deploy Oregon City branding															
	Activate a city-wide branding campaign to strengthen brand connection among local assets and businesses															
	Quantify visitor profiles (using existing data*)							*	*							
Coordinate tourism assets through collaboration	Develop a plan to coordinate operating hours, ticketing and brand collateral to enable a more unified tourism experience															
	Convene a working group of asset and business operators to share best practices and resources															
	Promote “every site is a visitor center” thinking through cross training opportunities															
Cultivate and curate a portfolio of experiences	Inventory and assess existing tourism assets and experiences for tourism readiness															
	Develop a plan to promote existing experiences and activate new experiences (elevator*)						*	*								
	Assess and prioritize infrastructure (parking, wayfinding) required enhance tourism readiness and experience															
	Create or leverage regional travel itineraries to drive awareness															




Tourism Work Plan Areas

- Inventory of Oregon City Tourism Assets
- History/Heritage-based organizations technical support
- Development of Travel Itineraries



Tourism Work Plan Areas

- Research and Define the Oregon City Visitor
- Oregon City Field Guide Campaign
- Midtown Business District Support
- Sportfishing, Paddling and Boating Outreach and Engagement



enter to win
A Salem Getaway

For Official Use Only	
ID #	Date:
Employee Name:	
Location:	

1. Why did you come to the Salem area? (check all that apply)

Heritage/History & Museums	Food
Arts & Culture	Wineries & Vineyards
Outdoor Recreation	Beer and/or Cider
Events (e.g. fairs, festivals)	Business or Conference
Agriculture (e.g. gardens, farms)	Sports Event Participant
Shopping	Sports Event Spectator
Children's Activities	Spur of the Moment
Visiting Family & Friends	Other (specify):

2. How much do you plan to spend during your visit? \$

3. How many people are you traveling with?

Adults 18 & over	Kids 17 & under

4. Did any of the following Travel Salem resources assist with your decision to visit? (check all that apply)

Travel Salem Visitors Guide	Salem Visitors Center or Kiosk
Social Media (Facebook, Instagram)	Article or Story
TravelSalem.com website	Salem Advertisement
If you did use TravelSalem.com, which platform did you use (please circle):	Word of Mouth
• Desktop computer	Signage
• Tablet	Another Website:
• Smart phone	Other (specify):

5. Are you just visiting for the day? ____ Yes (skip to #7) ____ No (go to #6)

6. Are you staying overnight in Salem? ____ Yes ____ No

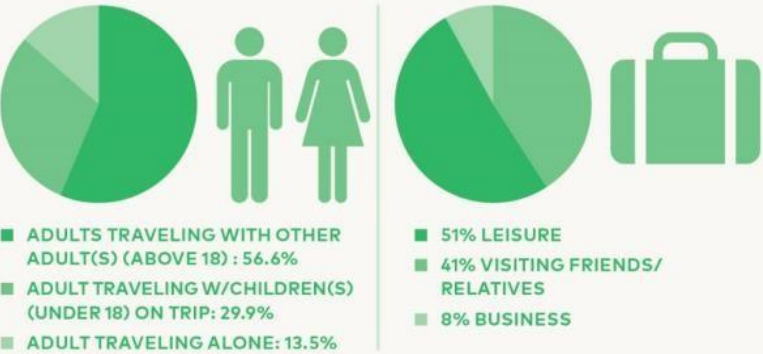
If yes, how many nights will you be staying? ____ # of nights

Where will you be staying?

Hotel/Motel	Vacation Rental (e.g. AirBnB)
With Family or Friends	RV Park
Bed & Breakfast	Campground

OREGON'S VISITOR PROFILE

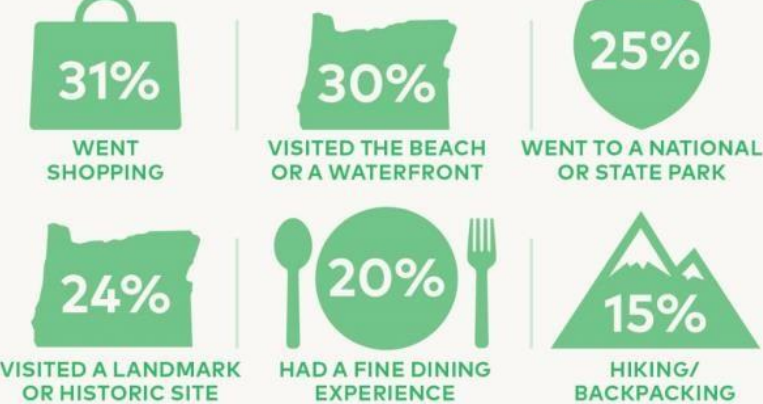
OREGON'S OVERNIGHT VISITORS



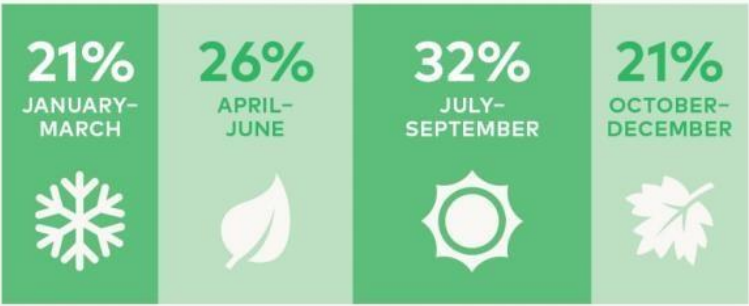
MAIN PURPOSE OF OVERNIGHT MARKETABLE TRIPS



MAIN ACTIVITIES OF OVERNIGHT MARKETABLE TRIPS



SEASON OF TRIP



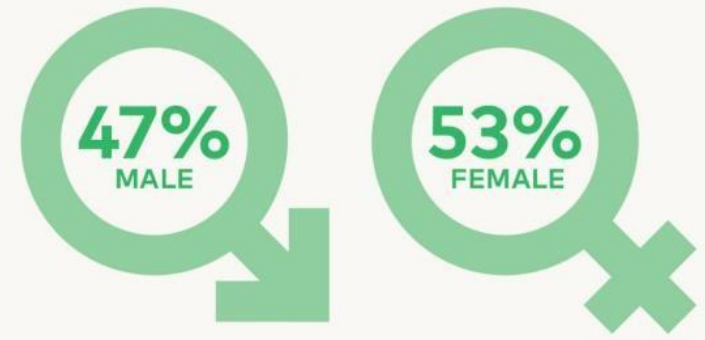
AVERAGE LENGTH OF OREGON TRIP



TOP 4 TRIP PLANNING INFO SOURCES



OREGON VISITOR GENDER



AVERAGE OREGON VISITOR AGE 47.7 YEARS OLD




TOP TRANSPORTATION USED TO TRAVEL TO/WITHIN OREGON



Tourism Work Plan Areas

- Research and Define the Oregon City Visitor
- Oregon City Field Guide Campaign
- Midtown Business District Support
- Sportfishing, Paddling and Boating Outreach and Engagement



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Where will you be staying?

Hotel/Motel	Vacation Rental (e.g. AirBnB)
With Family or Friends	RV Park
Bed & Breakfast	Campground

Around town and more

- Supporting Elevator Kiosk Staffing
- Oregon City in lights
- 175th Anniversary Proclamation
- Stakeholder communication
- Supporting existing and new visitor assets
- Social/digital development



ACKNOWLEDGMENTS

Visioning Session Participants

Jackie Hammond-Williams, Oregon City Farmers Market
Sam Drevo, eNRG Kayaking
Kent Ziegler, Oregon City Business Alliance
Dan Fowler, Abernathy Center, End of the Oregon Trail, OCBA, Hampton
Phil Lewis, Oregon City Community Services
Ryan Bredehoeft, Oregon City Finance
Eric Underwood, Oregon City Economic Development
Leigh Anne Hogue, Oregon City Economic Development
Jonathan Stone, Downtown Oregon City Association
Nancy Ide, Oregon City City Commission
Gail Yazzolino, Clackamas Heritage Partners
Rocky Smith, Heritage
Claire Blaylock, Formerly Museum of the Oregon Territory
Denyse McGriff, Heritage, Neighborhood Association
Jodi Schmelzle, Best Western Plus Rivershore Hotel
Amy Byers, Best Western Plus Rivershore Hotel
Kevin Yell, Ainsworth House and Garden
Darrell Hames, Tumwater Ballroom
Dennis Anderson, Canemah Neighborhood Association
William Gifford, Hillendale Neighborhood Association
Karin Morey, Rivercrest Neighborhood Association
Jim Austin, Mt. Hood Territory
Bryce Morrow, Oregon City Brewing
Jan Wallinder, Forest Edge Vineyard
Burl Mostul, Villa Catalana Cellars

Planning Team Members

Eric Underwood, Economic Development Manager, Oregon City
Leigh Anne Hogue, Economic Development Coordinator, Oregon City
Christina Robertson-Gardiner, Oregon City Planning
Phil Lewis, Oregon City Community Services
Nancy Ide, City Commissioner
Jonathan Stone, Executive Director, Downtown Oregon City Association
Carrie Crook, Downtown Oregon City Association/Elevator Manager
Claire Blaylock, Heritage
Marge Harding, Heritage
Rolla Harding, Heritage
Thelma Haggenmiller, Heritage
Gail Yazzolino Clackamas, Heritage Partners

Denyse McGriff, Heritage, Neighborhood Association
Dan Fowler, OCBA, Heritage, Hotel, Events
Jim Austin, Mt Hood Territory
Jan Wallinder, Forest Edge Vineyard
Jerry Herman, Recreation/River
Cameron McCredie, Chamber Representative
Blane Meier, OCBA/First City Cycles

Marketing/Branding Team Members

Eric Underwood, Economic Development Manager, Oregon City
Leigh Anne Hogue, Economic Development Coordinator, Oregon City
Jonathan Stone, Executive Director, Downtown Oregon City Association
Sarah Vale Rapp, Events and Marketing Manager, Downtown Oregon City Association
Denyse McGriff, Oregon City resident
Jeannine Breshears, Marketing & Programs Manager, Clackamas County Tourism & Cultural Affairs
Matthew Landkamer, Principal, Coraggio Group
Colin Stoetzel, Associate Principal, Coraggio Group

Tourism Stakeholder Table

- Planning team transitions to an action network model
- Stakeholder Table responsible for guiding and informing the work of staff
- Comprised of effective communicators with networks of their own
- Planned workflow will help build cohesion, buy-in and trust amongst participants





City of Oregon City

625 Center Street
Oregon City, OR 97045
503-657-0891

Staff Report

File Number: 19-692

Agenda Date: 12/10/2019

Status: Agenda Ready

To: City Commission

Agenda #: 3c.

From: Police Chief and Public Safety Director James Band

File Type: Presentation

SUBJECT:

Oregon City Municipal Code Chapter 10.12 Recreational Vehicles

RECOMMENDED ACTION (Motion):

Presentation and feedback requested.

BACKGROUND:

This will be a presentation regarding Oregon City Municipal Code Chapter 10.12 - Recreational Vehicles for discussion. Citizens have raised some concerns about recreational vehicle parking within residential areas in the City. After meeting with the citizens, staff determined a discussion about the current Code would be good. The presentation will be a quick review of the current Code, the issues raised by the community, and some potential ramifications of either changing or not changing the Code.

In 2019, Code Enforcement has to date issued 56 citations to recreational vehicles. About 75% of those citations were issued to transient recreational vehicles or vehicles that do not belong in Oregon City.



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Recreational Vehicle Parking

Chief Jim Band

Current Code:

- 10.12.010 - Parking restrictions.

It is unlawful for any person to park or store any trailer, camper, mobile home, boat, trailer house, motor home or other recreational vehicle on any street, alley or highway, or other public place, or on any tract of land owned by any person occupied or unoccupied, except in duly constituted and licensed trailer courts or sales lots, except as provided herein.

Exceptions - 10.12.030.

Such a vehicle may be parked or stored on the premises of an occupied dwelling provided it:

- A. Does not constitute a hazard to traffic on the public streets;
- B. Does not restrict vision of motorists on the public street;
- C. Does not obstruct view from any other property;
- D. Has a currently valid license or registration;
- E. Is parked on a concrete, asphalt or gravel driveway or pad which is free of any weeds or vegetation.

Considerations:

- Current code is very useful tool; we have given direction to staff on how to handle these complaints in the future.
- Visitors parking Recreational Vehicles in neighborhoods.
- Adding an affirmative defense or time limit.

Chapter 10.12 - RECREATIONAL VEHICLES

10.12.010 - Parking restrictions.

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(Prior code §5-17-1)

10.12.020 - Emergency parking permitted.

Emergency or temporary stopping or parking of any such vehicle is permitted on any street, alley or highway for not longer than one hour subject to any other and further prohibitions, regulations or limitations imposed by the traffic and parking regulations for that street, alley or highway.

(Prior code §5-17-2)

10.12.030 - Exceptions.

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- E. Is parked on a concrete, asphalt or gravel driveway or pad which is free of any weeds or vegetation.

(Ord. 95-1029 §2, 1995: prior code §5-17-3)

10.12.040 - Temporary parking permit.

Temporary parking and occupying of a trailer for business purposes under a temporary permit revocable by the commission may be permitted on private property under reasonable regulations and restrictions determined by the manager for a period of not exceeding six months for purposes of temporary quarters pending completion of permanent quarters and limited to the business for which the building is being constructed.

(Prior code §5-17-4)

10.12.050 - Temporary park use.

Upon its own application, the city commission may issue a temporary permit authorizing members of a specific group, participants or attendees to a specific event to park and occupy recreational vehicles within the confines of a city park. Such a permit may be on an overnight basis for a continuous period not to exceed one week. Such permit shall be limited to vehicles equipped with operating, self-contained sanitary facilities, or tents where sanitary facilities are specifically provided for in the permit. The city

commission may impose any limitations or conditions on such a permit as are necessary and reasonable to preserve and protect the public health, safety, peace and welfare.

(Ord. 93-1004 §1, 1993)

10.12.060 - Enforcement.

Violation of any provision of this chapter shall be deemed a nuisance. Any person who so violates any provision of this chapter shall be subject to the code enforcement procedures of Chapter 1.20, Civil Infractions, or the provisions of Chapter 1.16, General Penalty.

(Ord. 95-1029 §3, 1995)

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Oregon City, OR 97045
503-657-0891

Staff Report

File Number: PC 19-138

Agenda Date: 12/10/2019

Status: Agenda Ready

To: City Commission

Agenda #: 3d.

From: Community Development Director Laura Terway

File Type: Planning Item

SUBJECT:

Conditional Use Planning Fee

RECOMMENDED ACTION (Motion):

Staff recommends the City Commission retain the existing conditional use fee.

BACKGROUND:

The Planning Division charges fees to recover the cost of processing development applications. During the recent amendments to the Oregon City Municipal Code, the City Commission adopted amendments to the Planning Division fee schedule. During the review, the City Commission identified the need for an additional work session to review the conditional use fee to determine if it should be amended.

What is a Conditional Use?

A Conditional Use is a use which may be compatible with other uses allowed in a zoning designation but may also have impacts which may be unexpected or require mitigation such as increase traffic, noise or illumination. Conditional Uses are reviewed by the Planning Commission at a public hearing for compliance with community adopted standards in the Oregon City Municipal Code. Examples include a school or a church in a residential zoned neighborhood. Conditional Uses are listed in each applicable zoning designation.

What is the Conditional Use Review Process?

Conditional Use applications are processed as a Type III Land Use application. Once an application is submitted, it is reviewed for completeness purposes within 30 days. Upon a complete application, the applicant is entitled to a Planning Commission decision and an appeal to the City Commission within 120 days. Staff forms a recommendation with findings for the applicable criteria and the 7 member Planning Commission makes the initial determination which may be appealed on the record to the City Commission. The City Commission's decision may be further appealed to the Land Use Board of Appeals (LUBA) and further through the court system.

How does the Current Fee Compare to the Estimated Average Cost to Process the Application?

The current fee (2019) is \$4,091 for a Conditional Use. Fees should be reflective of actual or average cost to the City to process the application. Staff estimated the cost to process an average Conditional Use as \$4,044.08. Conditional Use projects vary significantly in scope and estimation of time is difficult because the City does not have an up to date catalog of actual hours

dedicated to processing each Conditional Use application. The estimated time is based on past experiences of Planning Division employees and contains a margin of error. The approximate time from initiation of a conditional use through completion of development is approximately a year and included a variety of tasks from reviewing the application for completeness purposes, noticing the application, writing a staff report, communicating with various agencies, communicating with members of the public, attending generally two public hearings, writing and sending a notice of decision, approval of all conditions of approval, assuring the project is constructed per the applicants plan with conditions. Given that the estimate is so similar to the actual fee charged and it is just as feasible that the average cost could be \$4,091, staff recommends retaining the existing fee.

Note that a listing of the Conditional Use fee for other jurisdictions is provided, though it is just for comparative purposes. The City's fee should be the average or actual cost to process the application, though the fee for development applications may be subsidized by the general fund if the City Commission so chooses.



City of Oregon City

625 Center Street
Oregon City, OR 97045
503-657-0891

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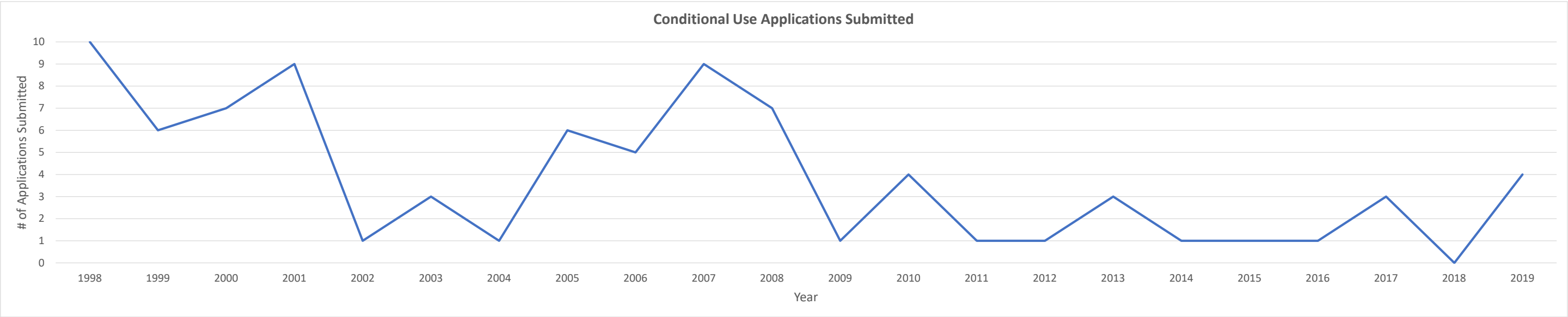
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2019 PLANNING FEE SCHEDULE EXCERPT

All fees are subject to change by Resolution of the City Commission.
The applicant is responsible for paying the application fee in effect at the time the formal application is submitted.
*Note the fees do not include traffic study review, environmental review, etc.

	When Used?	Oregon City - Existing	Estimated Cost to Input in Computer System, Review, Write Report, Coordinate, and Notice	Average of Other Jurisdictions <i>Includes both options for Sherwood and Wilsonville</i>	Beaverton <i>2019</i>	Happy Valley <i>2019</i>	Hillsboro <i>2019</i>	Lake Oswego <i>2019</i>	Milwaukie <i>FY 2019 & 2020</i>	Salem <i>FY 2020</i>	Sherwood <i>2019-2020</i>	Tigard <i>FY 2019/2020</i>	Tualatin <i>FY 2019/2020</i>	Wilsonville <i>2019</i>
Conditional Use	For the initiation of a use listed as "Conditional Use" under the zoning designation or major modification which intensify the use per OCMC 17.65. Development processed as a Minor Site Plan and Design Review does not require Conditional Use review. Examples of common conditional uses include schools and religious institutions.	\$4,091	\$4,044.08 Estimate of \$100 to notice application, 30 hours of staff time (senior planner top step), 4 hours of Director time, 4 hours of attorney time to review application for completeness, process application, communication with applicant/agencies/departments/public/etc., prepare for and hold two hearings, issue a decision, and verify all conditions and portions of approval have been met before completing the project. Note Conditional Use projects vary significantly in scope and estimation of time is difficult, particularly when they are submitted with additional applications.	\$3,533	\$1,021 Minor \$4,262 Major 2019	\$3,140 + Actual Cost of Hearings Officer	\$2,625	\$5,814	\$2,000	\$2,979	\$4,381.12 - without a Type III/IV application \$2,190.04 with a Type III/IV application	\$7,589	\$1,580	\$2,611 \$1,765 Accessory use to single-family dwelling in the Willamette River Greenway





City of Oregon City

625 Center Street
Oregon City, OR 97045
503-657-0891

Staff Report

File Number: 19-695

Agenda Date: 12/10/2019

Status: Agenda Ready

To: City Commission

Agenda #: 3e.

From: Public Works Director John Lewis

File Type: Report

SUBJECT:

Molalla Avenue Streetscape Project Key Community Concerns Project Update

RECOMMENDED ACTION (Motion):

Presentation to City Commission regarding the Molalla Avenue Streetscape Project key community concerns.

BACKGROUND:

Molalla Avenue is a key corridor in Oregon City. The Molalla Avenue Streetscape Project will change the corridor in a big way, which will create community concerns. However, the project will ultimately create a corridor that is safer for people biking, walking and taking transit, as well as those travelling in a vehicle. Over the past year, the project team has been working hard on the Molalla Avenue Streetscape Project. Community outreach has included the following:

- Project Newsletter and 30% Open House in March 2019
- Project Newsletter and 60% Open House in July 2019
- Attendance at Numerous Neighborhood Meetings
- Presentations at the Transportation Advisory Committee and Citizen Involvement Committee
- Meetings with property owners and businesses along the corridor
- Various communications (Letters, Emails, Meetings, etc.)

During this outreach, the project team has collected comments, concerns, and issues from the community. These community comments are all included in the Molalla Avenue Comment Log, which includes a response of where the project is related to the comment. The presentation tonight includes detailed updates on some of the Key Community Concerns heard during the outreach. The Key Community Concerns we will discuss tonight include:

- Public Outreach to Tenants
- Is there a need for a Southbound Right Turn Lane at Beavercreek Road?
- What do the pedestrian crossings look like and where are they going?
- Will the Post Office Open the access to Fir Street?
- Where is the Cross-Street Banner going?
- What Gateway Concept was selected?
- Traffic Impacts



City of Oregon City

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MOLALLA AVENUE STREETSCAPE PROJECT

City Commission Work Session

December 10, 2019



Metro



Key Community Concerns

- Public Outreach to Tenants
- Is there a need for a Southbound Right Turn Lane at Beavercreek Road?
- What do the pedestrian crossings look like and where are they going?
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Public Outreach to Tenants

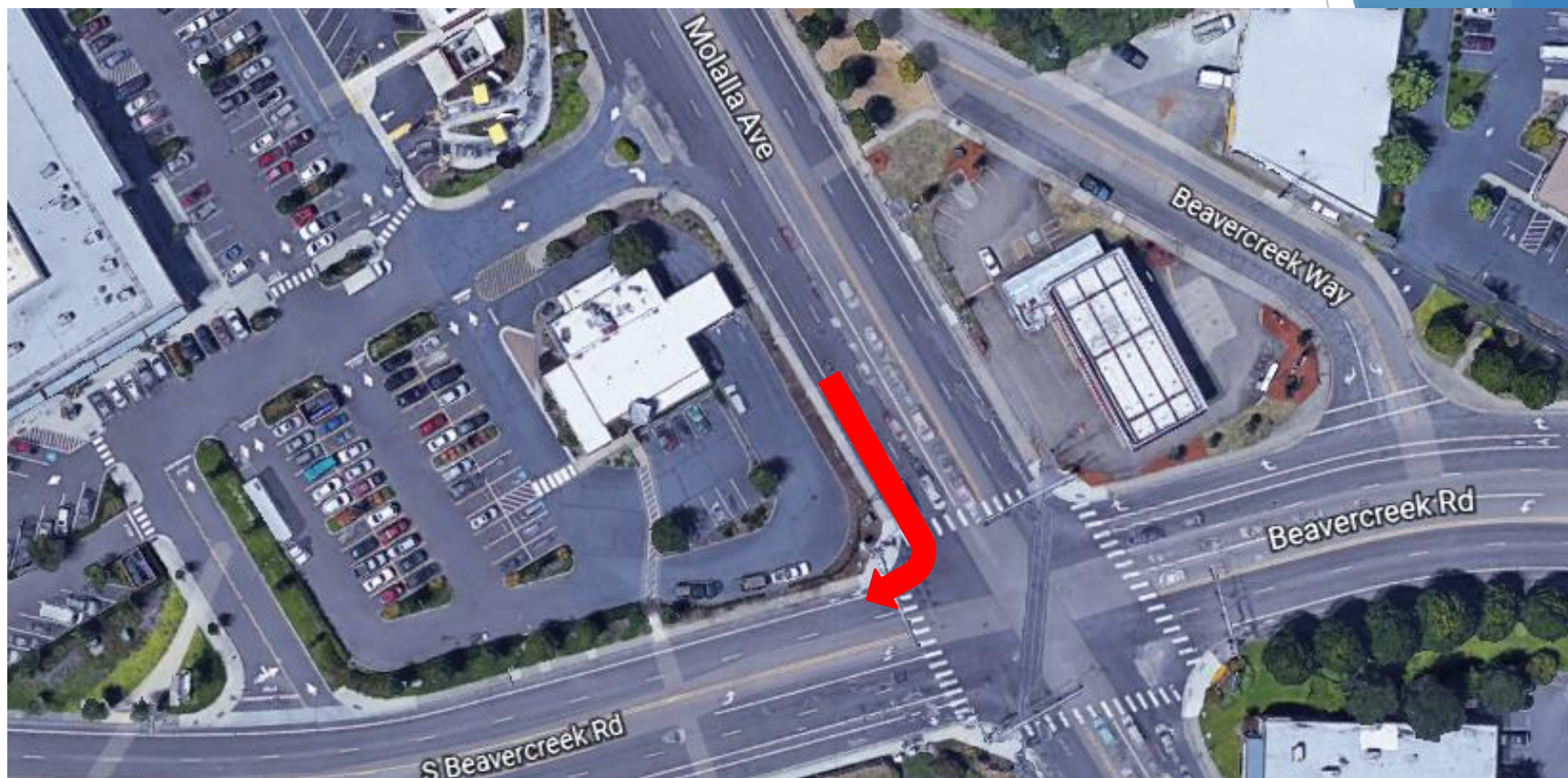


- Last week of August & first week of September staff from JLA canvassed the corridor
- JLA reached out to 75 businesses along the corridor
 - All multi-tenant complexes and non owner-occupied buildings
 - Added emails for 53 properties to interested parties list
- What we heard:
 - Concerns from Various Businesses about cut through traffic (South Ridge Center & near Thai Chef)
 - Understand the need for safety improvements
 - Looking forward to understanding what the impacts will be during construction

MOLALLA AVENUE
STREETSCAPE PROJECT



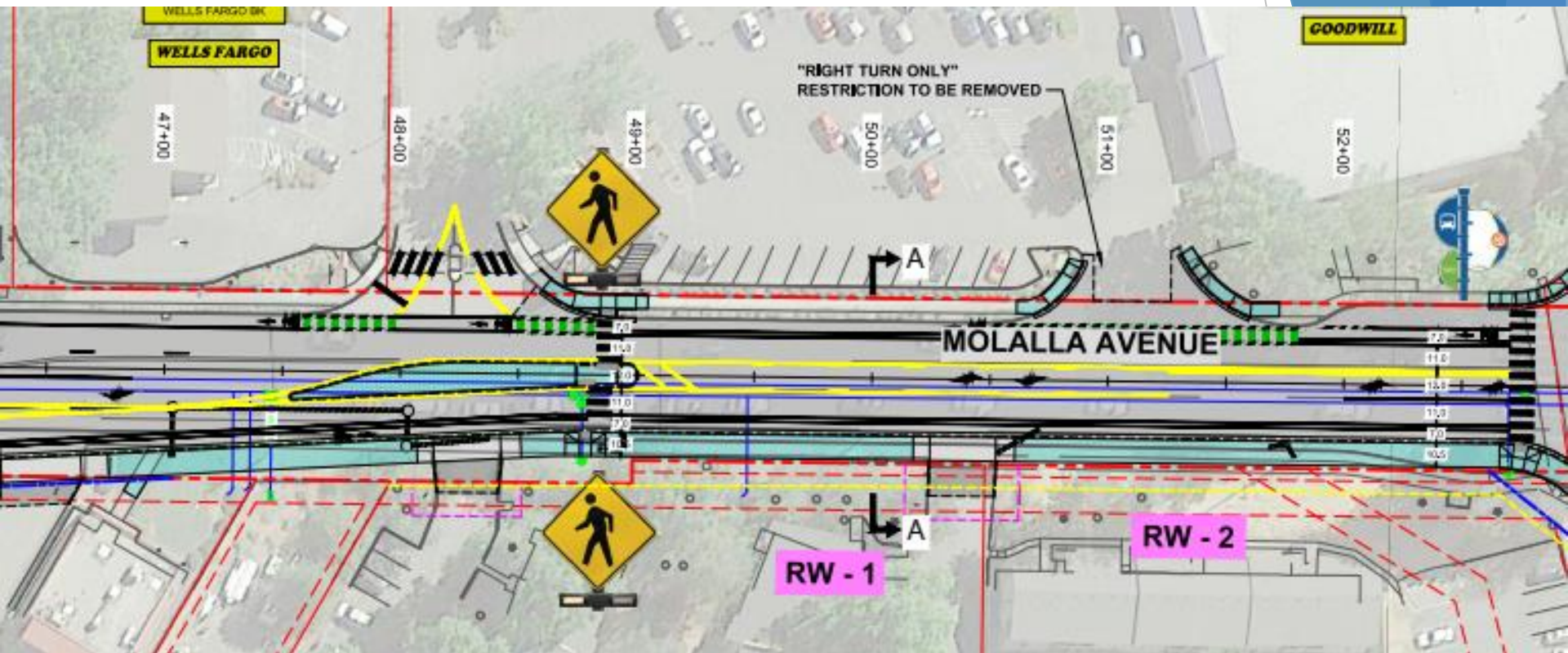
Southbound Right Turn Lane at Beavercreek Road?



MOLALLA AVENUE
STREETSCAPE PROJECT



Pedestrian Crossing - North End



MOLALLA AVENUE
STREETSCAPE PROJECT



Southridge Shopping Center

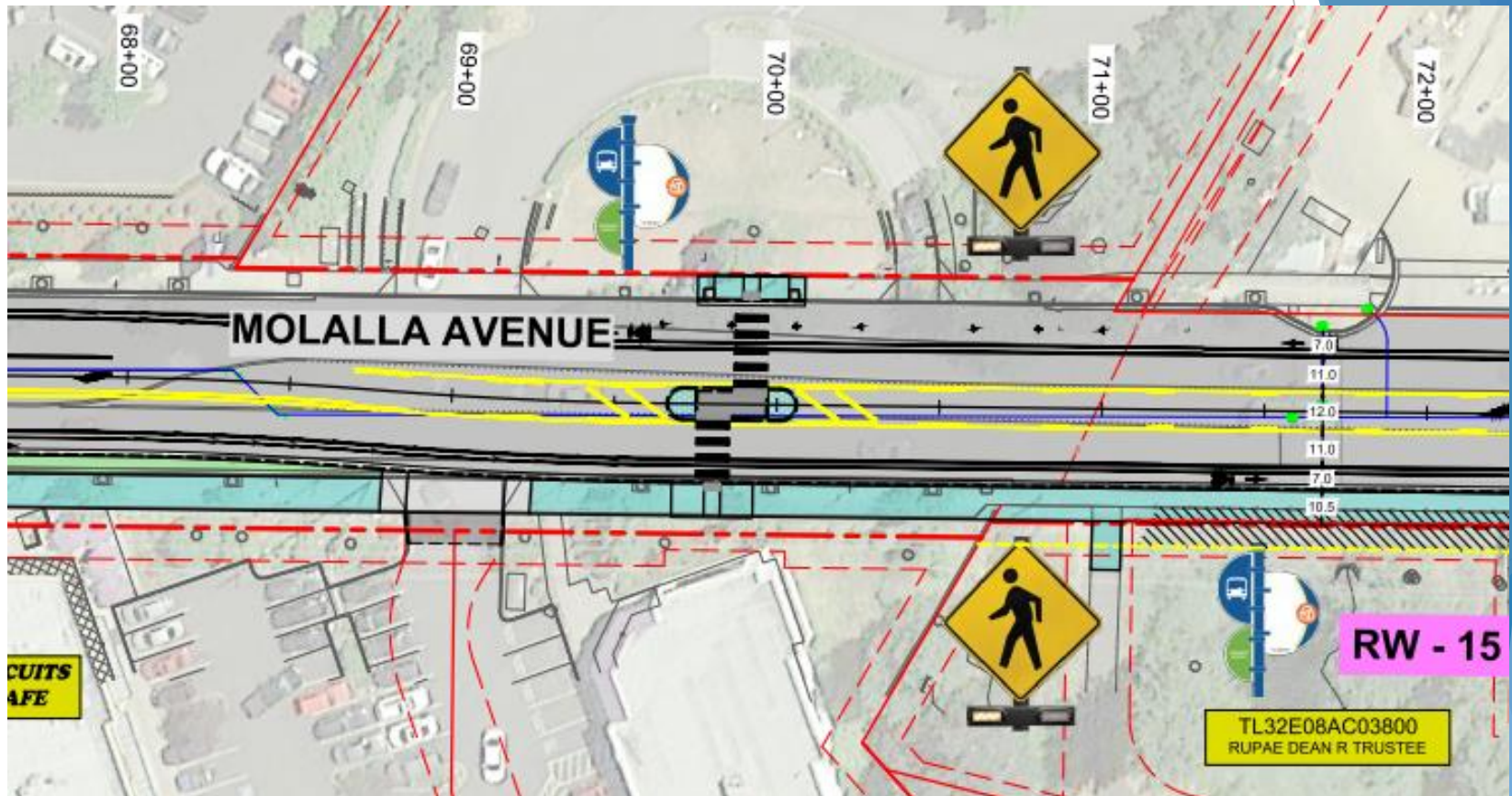


Abbreviation Legend: FA = Full Access Driveway; SIG = Traffic Signal; RIRO = Right In/Right Out Only Driveway; RO = Right Out Only Driveway RA = Restricted Access (Left & Right In/Right Out) Driveway (Image Source: Google Maps)

MOLALLA AVENUE STREETSCAPE PROJECT



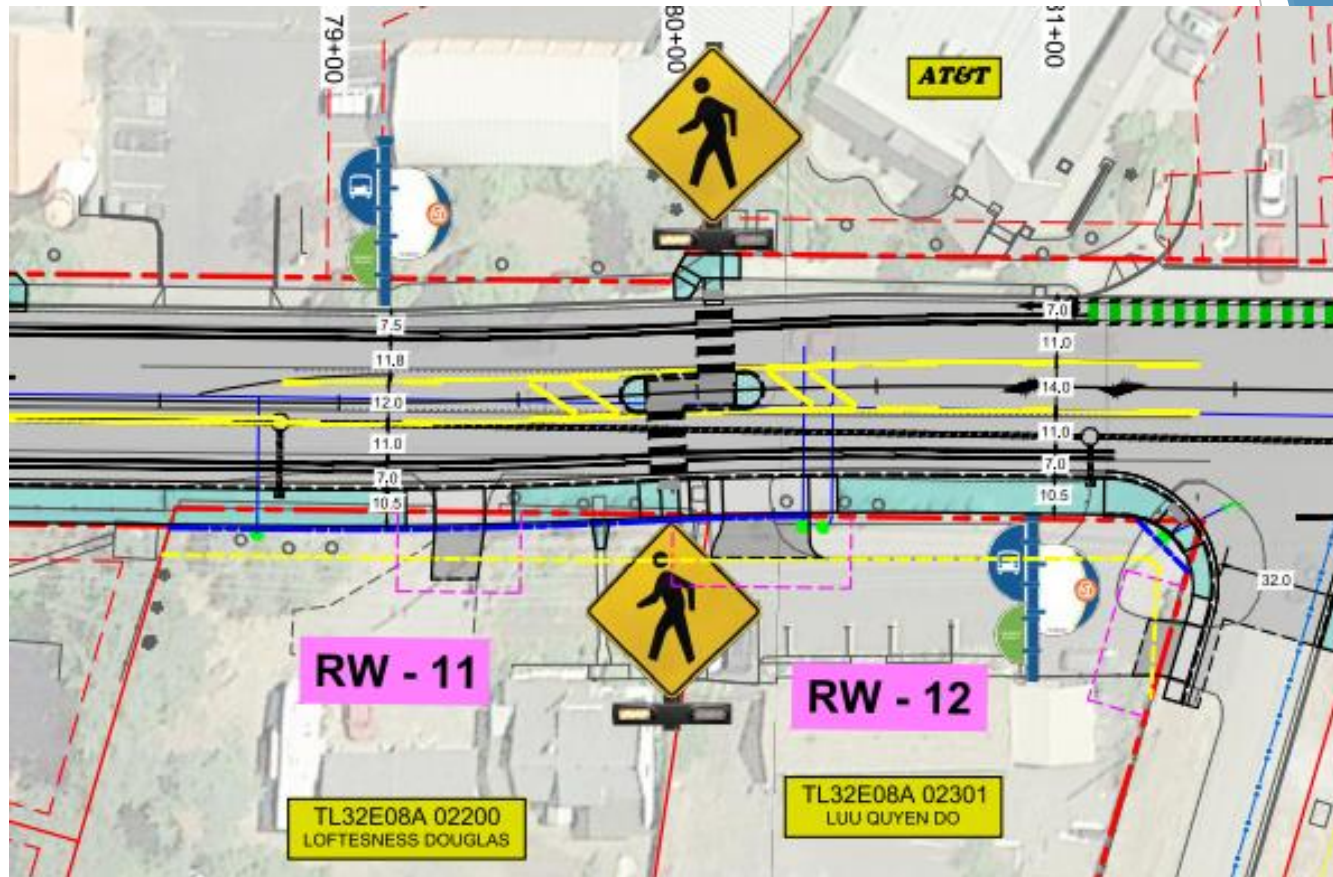
Pedestrian Crossing - Midway Post Office Connection to Fir Street



MOLALLA AVENUE
STREETSCAPE PROJECT



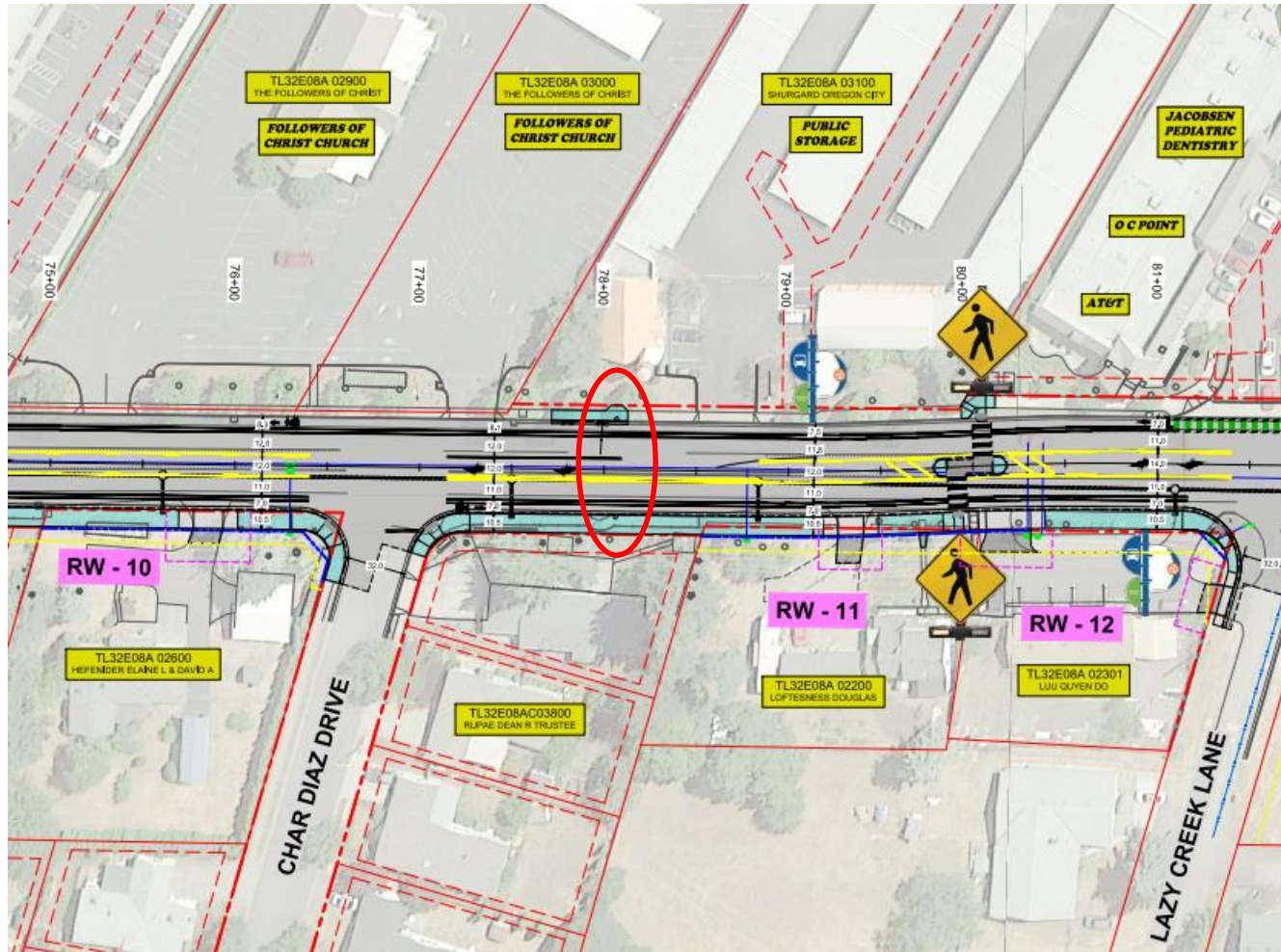
Pedestrian Crossing - South End



MOLALLA AVENUE
STREETSCAPE PROJECT



Cross Street Banner Location



MOLALLA AVENUE
STREETSCAPE PROJECT



Gateway Design: Basalt Seat Walls



MOLALLA AVENUE
STREETScape PROJECT



Traffic Impacts



- **Traffic Impacts During Project**
 - 2 Travel Lanes on Molalla Avenue
 - No Center Turn Lane
 - Bikes on Roadway with Vehicles
 - Clairmont & Gaffney Signals to 4-way Stop
- **Intermittent Traffic Impacts**
 - Flagged with One Travel Lane
 - Closures of Side Streets & Driveways
 - Night Work (New 18" Waterline)
- Maintaining Access along the Corridor
"We're Open for Business!"

MOLALLA AVENUE
STREETSCAPE PROJECT



Early Construction Work



- Early Tree Removal
 - Late January 2020
 - Intermittent Traffic Impacts to Sidewalks & Travel Lanes
- PGE
 - Begins February 2020
 - Intermittent Traffic Impacts to Sidewalks & Travel Lanes

MOLALLA AVENUE
STREETSCAPE PROJECT



Project Timeline



MOLALLA AVENUE
STREETSCAPE PROJECT





Questions?

MOLALLA AVENUE
STREETSCAPE PROJECT





① REMOVE EXTG. TREE



CONSULTING
ENGINEER
DAVID L. JONES
12063
08/2017
08/2017
08/2017

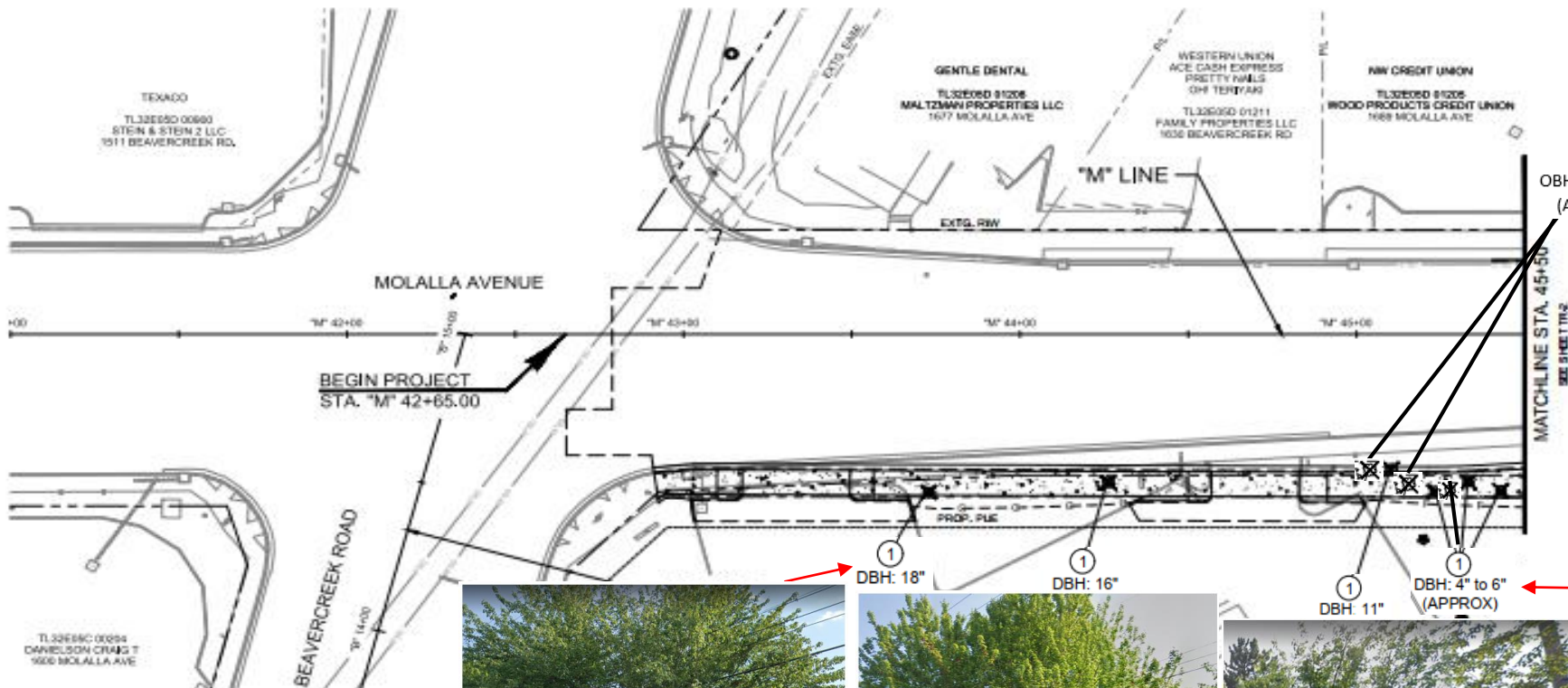
DC PROJECT # C1 18004
MOLALLA AVENUE PHASE 3 BEAVERCREEK ROAD TO OR 213
MOLALLA AVENUE
GLADWAS COUNTY

TREE REMOVAL PLAN

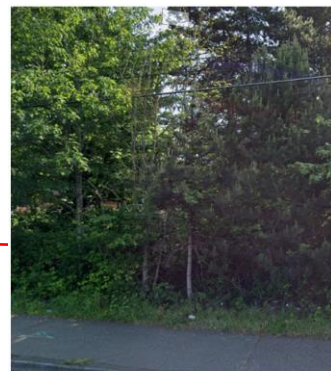
DATE: 08/04/2019
BY: [Signature]

CITY OF OREGON
PLANNING & COMMUNITY DEVELOPMENT
APPROVAL FOR CONSTRUCTION
APPROVED AS SUBMITTED
APPROVED AS NOTED BY RED

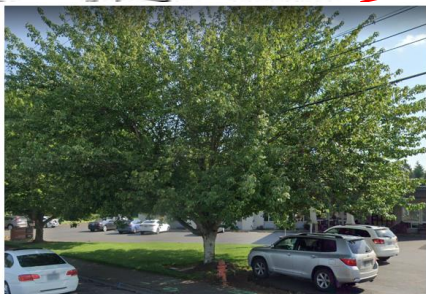
SIGNATURE
NAME: [Blank]
DATE: 08/04/2019
DC RECORD DRAWING
DRAWING NUMBER:
TR
SHEET X OF X



These 2 trees would have been required to be removed by Marquis new site development modification, though they are dedicating the R/W prior to the site development.



These trees would have been required be removed by Marquis new site development modification, though they are dedicating the R/W prior to the site development.



This tree removal would have been required by Marquis new site development modification, though they are dedicating the R/W prior to the site development. The City offered to wrap a sidewalk around the the tree in order to try to save it. This was declined by Marquis Management.

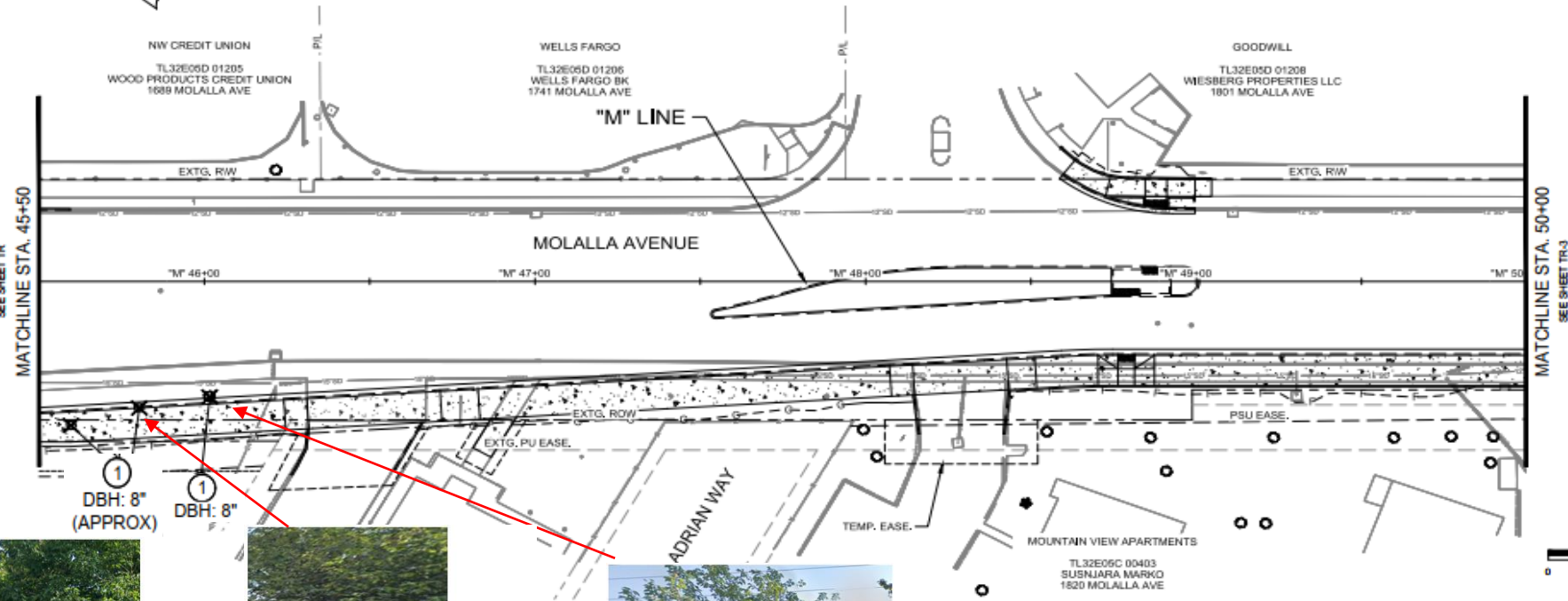


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LEGEND	
✖	REMOVE DECIDUOUS TREE
✖	REMOVE CONIFEROUS TREE
○	PROTECT DECIDUOUS TREE
●	PROTECT CONIFEROUS TREE



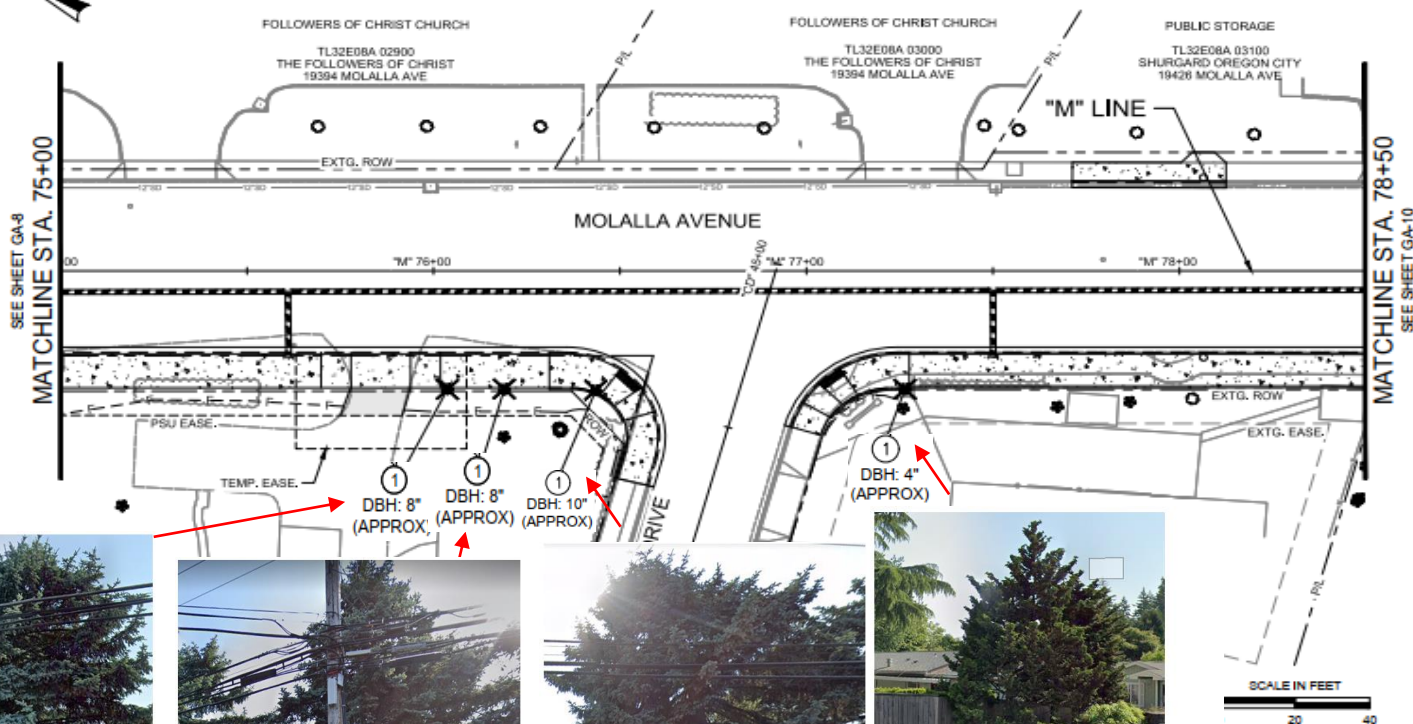
A photograph of a dense, green forest with a path leading through it. The trees are tall and leafy, creating a thick canopy. The path is narrow and appears to be made of dirt or gravel. The lighting is soft, suggesting a shaded forest environment.

This tree removal would have been required by Marquis new site development modification, though they are dedicating the R/W prior to the site development.

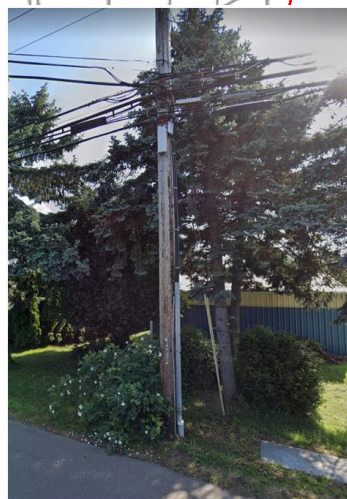


- LEGEND**
- | | |
|---|-------------------------|
|  | REMOVE DECIDUOUS TREE |
|  | REMOVE CONIFEROUS TREE |
|  | PROTECT DECIDUOUS TREE |
|  | PROTECT CONIFEROUS TREE |

① REMOVE EXTG. TREE



This tree is to close to the new sidewalk



This tree is to close to the new sidewalk



This tree is to close to the new sidewalk



This tree is to close to the new sidewalk

LEGEND	
✕	REMOVE DECIDUOUS TREE
✕	REMOVE CONIFEROUS TREE
○	PROTECT DECIDUOUS TREE
●	PROTECT CONIFEROUS TREE



CONSULTING ENGINEERS	DATE	BY	CHECKED
DC PROJECT # C118204	09/04/2019	L. JONES	
MOLALLA AVENUE PHASE 3: BEAVERCREEK ROAD TO OR 213			
MOLALLA AVENUE			
CLATSOP COUNTY			

DC PROJECT # C118204
MOLALLA AVENUE PHASE 3: BEAVERCREEK ROAD TO OR 213
MOLALLA AVENUE
CLATSOP COUNTY

TREE REMOVAL PLAN

REVISIONS	DATE	BY	DESCRIPTION



CITY OF OREGON CITY
PUBLIC WORKS DEPARTMENT
APPROVAL FOR CONSTRUCTION

APPROVED AS SUBMITTED
APPROVED AS NOTED IN RED

SIGNATURE
NAME: _____
DATE: _____

DATE: 09/04/2019

DC RECORD DRAWING:

DRAWING NUMBER:

TR-3

SHEET X OF X

1 REMOVE EXTG. TREE



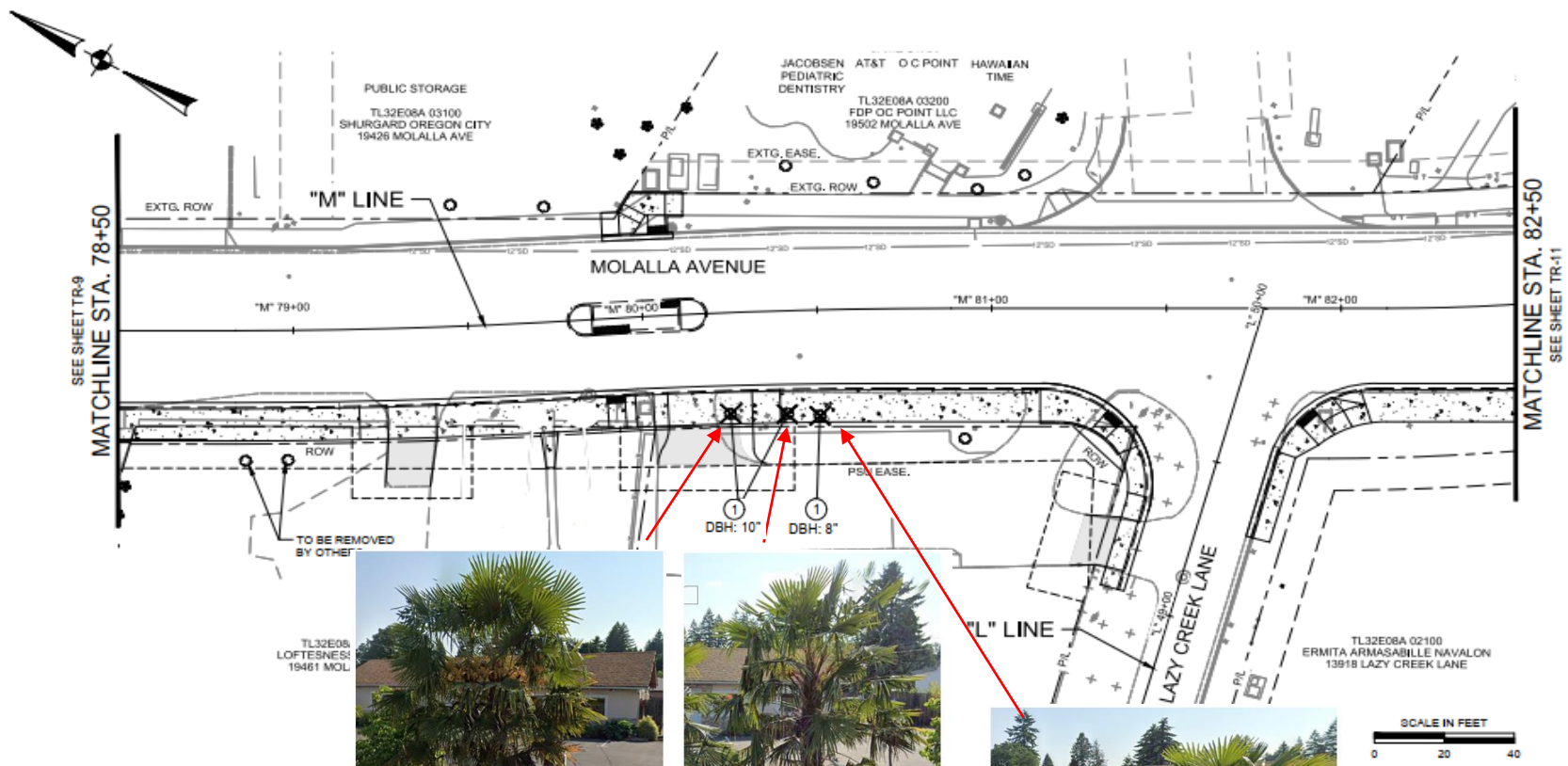
CONSULTING ENGINEERS
L. JONES, LLC Company
577005
Oct 1, 2019
L. Jones
As shown

DC PROJECT # C118-004
MOLALLA AVENUE PHASE 2: BEAVERCREEK ROAD TO OR 213
MOLALLA AVENUE
CLACKAMAS COUNTY

REVISIONS

CITY OF OREGON CITY
PUBLIC WORKS DEPARTMENT
APPROVAL FOR CONSTRUCTION
APPROVED AS SUBMITTED
APPROVED AS NOTED IN RED

SIGNATURE
NAME: _____
DATE: 09/04/2019
DC RECORD DRAWING: _____
DRAWING NUMBER: TR-4
SHEET X OF X



This Palm tree is to close to the new Sidewalk and within new driveway



This Palm tree is to close to the new sidewalk



This Palm tree is to close to the new sidewalk

LEGEND	
✕	REMOVE DECIDUOUS TREE
✕	REMOVE CONIFEROUS TREE
○	PROTECT DECIDUOUS TREE
✱	PROTECT CONIFEROUS TREE

Molalla Avenue Streetscape Project Comment Log

Updated: 12/3/2019

Date	How Comment Received	Comment	Comment Based On	Response
3/20/2019	Counter/30% Open House	Concerns with driveways to Thai Chef property	30% Open House Plans	Working with property owner as part of property acquisitions.
3/20/2019	30% Open House	Bus Stops in front of the wetlands is not a good idea people walking by the fence are constantly destroying the fence. I can only imagine the damage that may be done with the bus stop. Our back yard and trees being destroyed. We have 46 arborvitae along the fence line. I want them replanted at the cost of the project!	30% Open House Plans	Bus stop is moving slightly north and will be closer to the walking path to Alvaro Lane. The existing arborvitae are located within the right of way. Working with property owner as part of property acquisition. The arborvitae are owned by the tenant.
3/20/2019	30% Open House	Concerned about whether the back of our lot will be taken for the project. Specifically there are 40+ trees that we don't want to be impacted. If the trees need to be removed the project should replant and/or replace.	30% Open House Plans	The existing arborvitae are located within the right of way. Working with property owner as part of property acquisition. The arborvitae are owned by the tenant.
3/20/2019	30% Open House	Would like a larger driveway. Please try to move the TriMet bus stop toward Lazy Creek Lane or north on Molalla Avenue near Char Diaz Drive	30% Open House Plans	Working with property owner as part of property acquisitions. Bus stop has been moved closer to Lazy Creek Lane.
3/20/2019	30% Open House	I'm pleased with what I saw today and will be interested to see it evolve.	30% Open House Plans	Thank you, so are we.
3/20/2019	30% Open House	Excited about increased bicycle safety and gateway concepts.	30% Open House Plans	Thank you, so are we.
3/20/2019	30% Open House	Too little, too late. Should be 4 lane road with center turn lane (5 lanes) and bike paths. The one (TriMet Station) by Goodwill is filthy most of the time.	30% Open House Plans	The current Transportation System Plan identifies Molalla Avenue as 3 lanes, traffic projections do not show a need for 5 lanes. The City is working with TriMet to identify transit station amenities along the corridor.
3/20/2019	30% Open House	I am hoping that things get done like the sidewalks where the sidewalks are raised up enough where a person can wind up tripping or taking a bad spill if not watching where they are walking.	30% Open House Plans	All trip hazards with in the project area (west side) will be resolved.
3/20/2019	30% Open House	Don't plant trees in medians! Prevents seeing pedestrians.	30% Open House Plans	No trees are proposed in medians where pedestrian crossings are proposed, instead they will have exposed river rock similar to the medians on 99E.
3/20/2019	30% Open House	Existing lights do not light up sidewalks. There is only lighting on one side of the street. Lighting needs to light the sidewalks and not the sky. Wheel chair ramps are too steep, poorly located. The intersection at 213 is dangerous for pedestrians crossing from the college to the OC Point.	30% Open House Plans	The project will be installing pedestrian level lighting and the team is working to verify we will not have dark areas along the sidewalk or within the pavement areas. The project will be installing dark skies compliant lighting, which will not light up the sky. All curb ramps within the corridor will be updated with ADA compliant ramps, in appropriate locations. The project is not proposing changes within the Hwy 213 & Molalla Avenue intersection.
3/20/2019	30% Open House	The crosswalks going to CCC are scary since drivers come off Molalla at 25 to 30 mph. It's scary for pedestrians. Street lights like the new ones at the college!	30% Open House Plans	The project is not proposing changes within the Hwy 213 & Molalla Avenue intersection.
3/20/2019	30% Open House	Lanes to narrow. Pedestrian push button don't work properly.	30% Open House Plans	All new pedestrian push buttons are being installed at the Gaffney & Clairmont traffic signals.

Molalla Avenue Streetscape Project Comment Log

Updated: 12/3/2019

Date	How Comment Received	Comment	Comment Based On	Response
3/20/2019	30% Open House	<p>Decrease driveway size so its one lane in and one lane out.</p> <p>Extend the bike lane from Molalla Avenue to meet OR-213. The lane right there at 18.5 feet is much too big making it ambiguous for people turning left and right on to Molalla.</p> <p>Decrease waiting time for people looking to cross the street, many times people have to wait for a full cycle before being able to cross.</p> <p>Update TriMet facilities to match updated facilities in Portland.</p> <p>Update travel lanes so they're 10 feet wide.</p> <p>Add median in front of Wells Fargo.</p>	30% Open House Plans	<p>Driveways will be right sized, to create a more bike and pedestrian friendly environment along the corridor.</p> <p>The bike lanes will run the entire length of the project. Lane sizes are also being right sized along the corridor.</p> <p>The RRFB's will be pedestrian activated, and will turn on immediately once pushed.</p> <p>The City is working with TriMet to identify transit station amenities along the corridor.</p> <p>The project is proposing 11' vehicle travel lanes.</p> <p>The mid-block pedestrian crossing is proposed in front of Wells Fargo, which includes a median limiting the area to right-in/right-out.</p>
3/20/2019	30% Open House	Looking forward to improvements.	30% Open House Plans	Thank you, so are we.
3/20/2019	30% Open House	Thanks for removing the right turn pockets (at Gaffney & Clairmont). This will make biking safer. Relocate bike lanes on Molalla Avenue between Sebastian Way & OR-213 from right side of the right turn lane to between the straight lane and right turn lane. I bike to CCC. Install more bike parking.	30% Open House Plans	Relocated bike lane at the south end to remove through bike movement from the right turns.
3/25/2019	Responded From Letter	Access to site	30% Open House Plans	Had meeting with Portfolio Manager & On-Site Manager. Working with property owner as part of property acquisitions.
4/1/2019	from Josh	Driveway to Crone Construction, would prefer it to remain in same place. Moving it would require reconstructing the fencing & gravel drive to building.	30% Open House Plans	Resolved with property acquisition & Letter of Obligation. Driveway will remain in same place.
4/2/2019	Hillendale Neighborhood Meeting	<p>Request to keep Goodwill Bus Pullout</p> <p>No trees or shrubs in medians at pedestrian crossings</p> <p>Concerned with no lefts into South Ridge Center, but have seen many pedestrians crossing there.</p> <p>Have heard concerns about Fir Street signal. Please provide protected lefts at Gaffney signal.</p>	30% Open House Plans	<p>The bus pull out at Goodwill will remain.</p> <p>No trees are proposed in medians where pedestrian crossings are proposed, instead they will have exposed river rock similar to the medians on 99E.</p> <p>The project team feels that providing a safe crossing locations for pedestrians, and preserving the future northbound left turn storage is a good use of the area.</p> <p>The Fir Street signal is warranted is proposed as part of the project. The Gaffney Lane & Clairmont Drive signal will both have protected lefts for the side streets.</p>

Molalla Avenue Streetscape Project Comment Log

Updated: 12/3/2019

Date	How Comment Received	Comment	Comment Based On	Response
4/9/2019	Email	<p>The reduction of curb cuts or more accurately the current excess of curb cuts.</p> <p>The possible future traffic signal at fir/Molalla and how that would look for egress in to the parking-lots</p> <p>The impact of the added sidewalk/green space/bicycle travel lanes on our parking/navigation of the parking lot.</p> <p>The move/replace of the shared business sign (Farmers Ins, Maximus Salon, Thai Chef).</p>	30% Open House Plans	<p>The project is working to right size the driveways in order to create a safer environment for pedestrians, bicyclists, and transit users. It also creates a safer environment for vehicles as it removes uncertainty of where to drive.</p> <p>The layout of the Fir Street signal has been refined to provide the best alignment and site circulation on the private property.</p> <p>The business sign will be resolved with property acquisition.</p>
4/22/2019	Email	<p>The 30% design proposed a right-turn only leaving the Southridge shopping center next to Black Rock Coffee. This is due to changes on Molalla Ave to accommodate a new pedestrian crossing. The problem is that the other primary exit from this shopping center, near the Goodwill store, is also right-turn only. I think this design will cause other problems of re-routing traffic in order to turn left onto Molalla (south bound). The light at Clairmont, parking lot, and pavement striping is not great now, and sending more cars through this light and the lot behind Goodwill is not a good alternative without some improvements.</p> <p>I hope that if rerouting traffic to the Clairmont light is the solution, that improvements to this light also includes the pavement striping and signage to the lot behind Goodwill/AutoZone.</p> <p>This is difficult to describe via email, but in short, both Molalla Ave exits from the Southridge Shopping Center should not be 'right-turn only'.</p>	30% Open House Plans	<p>There are three exits from South Ridge Center onto Molalla Avenue. The northern exit (between Gentle Dental & Bank) will remain a full access driveway. The center exit (between Wells Fargo & Black Rock) will become a right-in/right-out to provide a safe pedestrian crossing. The team has reviewed the southern exit (between Black Rock & Goodwill) and determined that we can remove the Right Turn Only sign, allowing the driveway to become full access.</p> <p>The property manager for the complex stated they have recently done work to address the area behind Goodwill.</p>
4/27/2019	Email	<p>Also on the Fred Meyer/Gaffney Lane interchange, I was under the impression the plan was to have dedicated right and left turn lanes both ways??? This doesn't show on the map. What shows now is the "hang on to your St. Christopher and go" situation we have now. I thought this was the alternative to our request to have all traffic from Fred Meyer stop while the Gaffney Lane traffic exited straight, right and left and then the reverse for the Gaffney Lane traffic. In other words, controlled by the lights. Much like the lights at Maple Lane/Albertsons on to Beavercreek. Have you got daily customer counts from Danny Belding, the Director of OC Fred Meyer? I'm sure his input would be useful - and the possibility of having to collect his carts from in front of B of A to a possible new transit stop further north on Molalla.</p> <p>I'm in agreement with Amy - NO on the banner. I feel they are rather tacky and not in line with the impression we want to give of Oregon City and particularly in our neighborhood. I'm curious - if the flag style signs are illegal, how can these much bigger banners meet code??</p>	30% Open House Plans	<p>The layout has been updated to reflect protected left turn lanes on Gaffney & the Fred Meyer approaches. The project has traffic counts that include turning movements at all signalized intersections. The City is working with Fred Meyer on the location of the location of the transit stop in the area.</p> <p>The Enhancement Grant Committee, who is funding the decorative cross street banner poles, believes it brings a benefit to the community. cross street banner poles are an allowed signage in the right of way.</p>

Molalla Avenue Streetscape Project Comment Log

Updated: 12/3/2019

Date	How Comment Received	Comment	Comment Based On	Response
4/30/2019	Letter	1. Wells Fargo/Black Rock First Bullet: We would like clarification on the proposed traffic flow in and out of this business development. Current plans only indicate access either from Beavercreek or the intersection at Clairmont for south bound traffic.	30% Open House Plans	See Gaffney Lane Response Letter.
4/30/2019	Letter	1. Wells Fargo/Black Rock Second Bullet: The same reasoning you are using to propose putting in a signal at Fir Street, due to traffic volume applies here. However, you stated that you were not interested in putting in a signal as it would only benefit private property. Not putting a signal here would be wrong, similar to John's statement regarding Fir Street. "Given the focus and effort that is going into the project, I think you would agree that I would be crucified if we had justification for a signal and not deal with it now vs tearing up a new project to install a signal later." We would like to see the study/report showing the warrant of a signal at Wells Fargo/Black Rock.	30% Open House Plans	See Gaffney Lane Response Letter.
4/30/2019	Letter	2. Clairmont First Bullet: We would like to see designated turn lanes and signals at this intersection, similar to the ones proposed at Gaffney and Molalla. The pedestrian crossing at this intersection currently impedes left turns and we would recommend designated left turn signals that do not coincide with pedestrian crossing. We believe we were told the study warranted designated turn lanes here.	30% Open House Plans	See Gaffney Lane Response Letter.
4/30/2019	Letter	2. Clairmont Second Bullet: We would like to see the bus stops remain at this intersection. The residents of the apartments use these stop regularly.	30% Open House Plans	See Gaffney Lane Response Letter.
4/30/2019	Letter	3. Gaffney First Bullet: We are in support of the proposed change to signal phasing and lane reconfiguration, to create designated left turn lanes that would to conflict with the straight and right turn movements. (since at least 2013 we have been asking for this light to be adjusted. It is unsafe to have the cars coming from Gaffney turning left and going straight at the same time as the cars coming from Fred Meyer are going left and straight. We have asked to have a designated turn signal here and have been assured that this was in the works. We realize things change but in an email from John dated February 10, 2013 he stated changes to this signal would be made in that budget cycle as it was agreed it was a safety concern. It's been over six years and it has only gotten worse.)	30% Open House Plans	See Gaffney Lane Response Letter.
4/30/2019	Letter	3. Gaffney Second Bullet: We would like to see the bus stops remain at this intersection as they are heavily used by patrons of Fred Meyer.	30% Open House Plans	See Gaffney Lane Response Letter.

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Date	How Comment Received	Comment	Comment Based On	Response
4/30/2019	Letter	4. Fir Street First Bullet: John stated that "in my mind the signal at Fir Street has been on the table for years . . ." We have gone back through our meeting minutes and documents and have not been able to locate mention of this signal at nay time in our conversations and presentations regarding this project and corridor until November 2018 when Dayna state in an email that a traffic study would be done. At our January 2019 meeting we were told that while it was showing as proposed dur to an ongoing study, it was not likely to happen.	30% Open House Plans	See Gaffney Lane Response Letter.
4/30/2019	Letter	4. Fir Street Second Bullet: We understand that according to your research this intersection warrants a signal. We would like to see a copy of the reports and studies recommending this and how they compare to the Wells Fargo/Black Rock entrance.	30% Open House Plans	See Gaffney Lane Response Letter.
4/30/2019	Letter	5. Garden Meadows Drive First Bullet: We have been recommending since January 23, 2014 that a signalize pedestrian crossing be added to this intersection. As John Stated, "Pedestrian safety and convenience remains top project goal". A presentation was made by our neighborhood to the Transportation Advisory Committee on February 18, 2014 and support was given for improving this crossing. Due to budget restraints new lighting, signage and repainting was done as we awaited the time when a new crossing signal cold be installed.	30% Open House Plans	See Gaffney Lane Response Letter.
4/30/2019	Letter	5. Garden Meadows Drive Second Bullet: You have stated that a crossing at Garden Meadows would be too close to the proposed intersection at Fir St and that you are now proposing the crossing be moved to the Post Office. The current signalized crossing at the Library is similar distance from the 7th & Washington St signal so this reasoning does not hold water with us. As we have stated, pedestrians are going to use this intersection as a crossing and we do not feel moving it is justified. Putting the crosswalk at the Post Office will require pedestrian to cross even more driveway. While we are not engineers or experts, we do use this corridor daily and feel we have had your support since 2014 to put the signalized crossing at Garden Meadows.	30% Open House Plans	See Gaffney Lane Response Letter.
4/30/2019	Letter	6. Char Diaz First Bullet: Similar to the Garden Meadows intersection we have been recommending, and have had support from Public Works since at least July 13, 2017, to add a signalized pedestrian crossing here. In fact, as recently as our January 10, 2019 meeting this was still supported as proposed. This intersection is heavily used by pedestrians as Char Diaz is used as an access point to Molalla Ave from the nearby neighborhoods. Google Maps recommends it when plugging in directions. The same arguments apply here in that pedestrians are going to use this intersection and not want to walk further for a signalized crossing. If moved closer to Lazy Creek the distance between pedestrian crossing is excessive.	30% Open House Plans	See Gaffney Lane Response Letter.

Molalla Avenue Streetscape Project Comment Log

Updated: 12/3/2019

Date	How Comment Received	Comment	Comment Based On	Response
4/30/2019	Letter	6. Char Diaz Second Bullet: We would like to see the bus stops remain at this intersection as they are used by citizens in the adjacent neighborhood.	30% Open House Plans	See Gaffney Lane Response Letter.
5/9/2019	Email	As a resident of ----- Drive I am aghast at the likelihood of traffic going north on Molalla and wanting to access Burgerville and JoAnn stores having to drive "round the block". A left turn at Gaffney for Burgerville would put additional traffic on this busy residential street. Then traffic has to make a right turn into a small driveway and then loop the loop for the drive-through. And do you see how many people use the drive-through??? Masses - it must be one of the busiest. Then I am sure some wanting to go to JoAnn would drive through the Burgerville parking lot!!!! In addition, pedestrian traffic along this stretch of Gaffney Lane is quite high - many older folks - not so nimble! Likewise, a left turn at Clairmont for JoAnn plus then crossing the line of traffic to enter the JoAnn parking lot is crazy. Could easily cause back up to the traffic light waiting for an opportunity to turn. Again - drive through the JoAnn parking lot to access Burgerville???	30% Open House Plans	The 2001 Molalla Avenue Bikeway & Boulevard Plan calls for the median between Gaffney & Clairmont as well as the closure of one of two driveways between JoAnn's & Burgerville. The project teams feels that the installation of the median accomplishes the intent and is allowing the two driveways to remain. Each business will still have a full access from their property to a public street (either Gaffney or Clairmont) and the out of distance travel is minimal.
7/23/2019	Email	Concerns for Fire Truck turning radius.		The project team has worked with Clackamas Fire to confirm that all fire trucks can maneuver within the project limits.
7/31/2019	60% Open House	Make every effort to maintain business access/egress while maintaining traffic flow. Reconsider the light at Wells Fargo. Abandon the light at Fir Street and discourage the use of Molalla Avenue by commercial traffic. Add a feature at the Gaffney Lane crossing to Fred Meyer that extends the time allowed for the elderly to cross Molalla Avenue.	60% Open House Plans	The project team is working to maintain business access/egress during construction as well as once the project is complete. A traffic light at Wells Fargo will not allow the necessary future improvements in the northbound directions needed to make the intersection operate acceptable in the future. The traffic signal at Fir Street is warranted and proposed to be included in the project. The pedestrian signals at Gaffney Lane & Clairmont Drive will have an option for extended time to cross.
7/31/2019	60% Open House	Definitely No Banner - Cross street banners are tacky!!	60% Open House Plans	The Enhancement Grant Committee, who is funding the decorative cross street banner poles, believes it brings a benefit to the community.

Molalla Avenue Streetscape Project Comment Log

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Date	How Comment Received	Comment	Comment Based On	Response
7/31/2019	60% Open House	No cross street banner in the Gaffney Lane neighborhood - we don't want it. TriMet stop SB at Lazy Creek is not a good location. It blocks view for drivers turning left on to Molalla. Activated cross walks are not in good locations. Hard medians blocking turns are not helpful. This project originally touted ADA & sidewalks & bike lanes - it's gotten off course.	60% Open House Plans	The Enhancement Grant Committee, who is funding the decorative cross street banner poles, believes it brings a benefit to the community. The TriMet stop at Lazy Creek Lane has been moved south. Mid-block pedestrian crossing locations have been adjusted. Hard medians are only proposed in locations where mid-block crossings are proposed, and between Clairmont Drive & Gaffney Lane as identified in the 2001 Molalla Avenue Boulevard & Bikeway Improvement Plan. The project includes ADA, sidewalks, and bike lanes along the corridor.
7/31/2019	60% Open House	There is no reason for gateway to impact existing landscaping at shopping center, Concentrate resources to opposite side of Molalla Avenue - in grassy field only. Approximately 45 arborvitae trees in backyard. Proposal unclear whether they will be removed. Trees are 10 years old and planted by me. Trees are requested not to be removed, but if they are these same trees are wanted to be replanted on our lot, with guarantee of survival.	60% Open House Plans	The proposed gateway is being coordinated with the grassy area in front of OC Point. The existing arborvitae are located within the right of way. Working with property owner as part of property acquisition. The arborvitae are owned by the tenant.
7/31/2019	60% Open House	Get PO to open back driveway as exit only. Move drop box to back of driveway. Enter only on Molalla and exit onto Fir St. Better flow & safer for everybody.	60% Open House Plans	Staff met with the post office and requested they look at opening the access to Fir Street. They shared that due to security reasons they will not open the back driveway to the public.
7/31/2019	60% Open House	Do not like the two left turn lanes at Beaver Creek (southbound). Through traffic will be held up by pedestrians for right turning cars.	60% Open House Plans	See attached technical memo.
7/31/2019	60% Open House	Perhaps interpretive panels as part of the gateway. The City is doing a wonderful job.	60% Open House Plans	The Basalt Walls gateway concept received the most support and will be included in the project.
7/31/2019	60% Open House	I think they are all silly (gateway features). The entry to OC is downtown, not clear out at the college. I like the sidewalks, bike lanes and traffic light improvements.	60% Open House Plans	The gateway feature is not an entry to the City feature, it is an entry to the Molalla corridor feature.
7/31/2019	60% Open House	Fence and arborvitae trees - "46" of them. Want them replanted or provide a sound barrier wall.	60% Open House Plans	The existing arborvitae are located within the right of way. Working with property owner as part of property acquisition. The arborvitae are owned by the tenant.
7/31/2019	60% Open House	I am a leaser on Char Diaz. How will this effect my trees and other items on property. We need a sound barrier wall to replace the fence!	60% Open House Plans	Working with property owner as part of property acquisition. The trees and other items are owned by the tenant.
7/31/2019	60% Open House	Don't take out island at Garden Meadow Drive and Molalla already deadly to cross in crosswalk - missed narrowly several times getting back and forth at the island. I helped fight to get that crosswalk in when Meadowlark Apartments opened. Too much traffic already. Too many handicapped people need this island!	60% Open House Plans	The location of the island is not conducive to left turn out of Wilco or Garden Meadow, this is evidenced by the frequent impacts to the island and signage in the island.

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Date	How Comment Received	Comment	Comment Based On	Response
7/31/2019	60% Open House	When you put crosswalks in where you turn left it creates an inconvenience and extra driving and fuel consumptions. Putting vegetation in creates ongoing maintenance and expenses.	60% Open House Plans	The crosswalk medians installed do create an inconvenience for vehicles, but provide a safer crossing for pedestrians. City standards require installation of trees along the corridor.
7/31/2019	60% Open House	Add plenty of trees along the corridor. The ped crossing is the best idea. So many people cross there everyday just from my apartments (Mt View Apartments).	60% Open House Plans	As many trees as possible are being added to the corridor in appropriate locations. We agree the pedestrian crossing near the apartments is a good idea, and will be used by many who currently dash across the roadway in that location.
7/31/2019	60% Open House	The area in front of Wilco with the utility cabinets but no sidewalk should be provided with concrete walkway. Most pedestrians use that path even in wet weather and it could be a safety hazard. Have utility cabinet moved as required.	60% Open House Plans	The project is focused on the west side of Molalla Avenue. The utility cabinet in this area is not able to be moved easily, which is why the sidewalk was meandered around the utility cabinet.
7/31/2019	60% Open House	One wonders if you will really take notice of the many strong comments made this evening or is it a done deal being pushed too fast.	60% Open House Plans	All comments received are reviewed and looked at. In any situation, not all comments can be accommodated and the project team use professional knowledge and judgement to balance all the desires of the community.
7/31/2019	60% Open House	The gateway opening should include benches and trash/recycling containers. Having the medians with the pedestrian crossings and the nearby bus stops is really good. As of now buses pull off and then struggle to pull back into the lane. Driveways should act as a bump for cars pulling in so pedestrians have a contiguous sidewalk.	60% Open House Plans	Basalt seat walls are proposed to be included in the gateway. Staff are still working on the locations of trash receptacles along the corridor.
7/31/2019	60% Open House	Interpretive panels and basalt wall seem sterile - I like the trees. Maybe add some decorative benches along the path.	60% Open House Plans	The Basalt Walls gateway concept received the most support and will be included in the project. Trees will also be included in the gateway design
7/31/2019	60% Open House	The interpretive panels can be used to show Oregon City's rich history. The trees will take 20 years to grow. I want a short term gateway option. CCC is designing a new entrance sign at OR-213. I want to make sure the interpretive panel shown in perspective B does not block CCC's new entrance sign. Molalla Avenue at Lazy Creek lane TriMet stops need more review. The southbound stop block motorists turning left for Lazy Creek Lane to Molalla Avenue. The northbound stop is too far from Sport Clips and Starbucks. Keep other TriMet Stop.	60% Open House Plans	The Basalt Walls gateway concept received the most support and will be included in the project. The location of the Lazy Creek Lane TriMet stop has been reviewed and adjusted.
7/31/2019	60% Open House	Natural trees is great. Keep trees where unobstructing the safe view for drivers. Looks like it is coming along - it will be beautiful when finished. "Safe" is the goal above all I hope.	60% Open House Plans	As many trees as possible are being added to the corridor in appropriate locations. Yes, safe is a key perspective the project team is using when evaluating project elements.

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Updated: 12/3/2019

Date	How Comment Received	Comment	Comment Based On	Response
7/31/2019	60% Open House	<p>Oppose trees (in gateway) which will obscure the view and be a safety problem.</p> <p>No signal at Fir. Plans is to minimize traffic on Molalla , so putting a signal there is counter to plan. Already have a light at Beavercreek & Fir.</p> <p>No crosswalks mid street. Crossings should be at intersections only. Get rid of crossing in front of Grocery Outlet, there is already a crossing just yards away at Holmes. Do not plant shrubs at crossings, they block the view of pedestrians.</p>	60% Open House Plans	<p>Trees in the gateway area will be located so they do not create a safety problem.</p> <p>The signal at Fir Street is warranted and is proposed to be included with the project.</p> <p>Three mid-block crossings are proposed as part of the to provide safe locations where pedestrians can cross the street. The majority of the residential is on one side of the street and the majority of the commercial is on the opposite side. The crossing at Grocery Outlet is outside the project limits. No trees are proposed in medians where pedestrian crossings are proposed, instead they will have exposed river rock similar to the medians on 99E.</p>
7/31/2019	60% Open House	Don't eliminate the left turn into Southridge Shopping Center.	60% Open House Plans	There are three exits from South Ridge Center onto Molalla Avenue. The northern exit (between Gentle Dental & Bank) will remain a full access driveway. The center exit (between Wells Fargo & Black Rock) will become a right-in/right-out to provide a safe pedestrian crossing. The team has reviewed the southern exit (between Black Rock & Goodwill) and determined that we can remove the Right Turn Only sign, allowing the driveway to become full access.
7/31/2019	60% Open House	The entrance needs a soft treatment to make the area more pedestrian and driver friendly. Less platooning on our streets. Traffic needs to be slowed - we need more control over the speeds in our town. Local control. Reduce speed from 35 to 30.	60% Open House Plans	We agree. The travel lanes are being narrowed to give a visual cue to slow down. ODOT sets all non-statutory speeds in the state, staff have reached out to ODOT to discuss the ability to drop the speed limit to 30 mph on Molalla Avenue.
7/31/2019	60% Open House	I think better move the bus stop to the right of Lazy Creek Lane corner (keep old location) cause safety reason for the kids walk to the bus and car turn left. Please build metal fence to protect residential by bus stop.	60% Open House Plans	The location of the Lazy Creek Lane TriMet stop has been reviewed and adjusted.
7/31/2019	60% Open House	We do not need street banner poles.	60% Open House Plans	The Enhancement Grant Committee, who is funding the decorative cross street banner poles, believes it brings a benefit to the community.

Molalla Avenue Streetscape Project Comment Log

Updated: 12/3/2019

Date	How Comment Received	Comment	Comment Based On	Response
7/31/2019	60% Open House	<p>Least change & expense (gateway).</p> <p>Don't need the banner posts - waste of tax payer money!</p> <p>Common sense is missing from the project - absurd.</p> <p>West side of the street is by far the most expense way to do it. All the power lines, should stay with 8' sidewalks.</p>	60% Open House Plans	<p>The gateway is utilizing the existing trees and minimizing impacts to OC Point.</p> <p>The Enhancement Grant Committee, who is funding the decorative cross street banner poles, believes it brings a benefit to the community.</p> <p>The west side of Molalla Avenue is also the side that does not have safe, usable sidewalks as the power poles are often located in the middle of the sidewalk, and the south end lacks sidewalks at all on the west side.</p> <p>The adopted 2001 Molalla Avenue Bikeway & Boulevard Plan calls for 10' sidewalks.</p>
7/31/2019	60% Open House	An actual tree canopy would be great or some kind of archway design like an old train trestle, absolutely no modern rusty art (gateway).	60% Open House Plans	Trees are being included in the gateway concept.
7/31/2019	60% Open House	I would really like to see a crosswalk at Garden Meadow to accommodate seniors in wheelchairs/walkers to access the post office safely and easily.	60% Open House Plans	The Garden Meadow crosswalk location is so close to the Fir Street signal, it has been moved closer to the post office.
7/31/2019	Email	This is most likely not a unique request but the stop light pattern, paths, and flow could be improved at the intersection of Molalla Avenue and Clairmont leading into the Fred Meyer. It is congested. Thank you	60% Open House Plans	7/31/19 sent response that we were adding the protected left turns at Clairmont & Gaffney to address this.
7/31/2019	Email	<p>I enjoyed seeing my feedback from the 1st open house included in the 60% plans. The relocated bike lane and green paint on the Molalla Avenue southbound approach to the OR-213 intersection will make my bike trips to CCC safer and less stressful. I currently leave the bike lane and control the full straight travel lane when I am biking to CCC. I doubt most inexperienced cyclists are willing to make this move. I also enjoyed seeing green paint added throughout the project to make motorists more aware of cyclists and improve safety.</p> <p>I am concerned about being right hooked by right-turning vehicles when I want to continue biking straight on the northbound and southbound sides of Molalla Avenue at the Beavercreek Road intersection. Is it feasible to separate the combined straight/right-turn lane into a straight lane and a combined bike lane/turn lane on northbound Molalla Avenue at this intersection?</p> <p>While I doubt there is enough space, can the combined straight/right-turn lane on southbound Molalla Avenue approaching the Beavercreek Road intersection be separated into a straight lane and a combined bike lane/turn lane?</p>	60% Open House Plans	<p>Yes, the green paint will be our first in Oregon City. We agree switching the through and right lane at Hwy 213 will be a significantly safer experience for bicyclists.</p> <p>We are looking at options to address bicycle safety concerns at Molalla Avenue & Beavercreek Road. While we don't think we have enough pavement to separate the movements during this project, this could be looked at again when we have another project at this intersection.</p>
9/17/2019	TAC Meeting	Is there potential to add an exclusive pedestrian phase to the traffic signal at the Intersection?	60% Open House Plans	See attached TAC Questions Technical Memo.

Molalla Avenue Streetscape Project Comment Log

Updated: 12/3/2019

Date	How Comment Received	Comment	Comment Based On	Response
9/17/2019	TAC Meeting	Expressed concern regarding the collected pedestrian volumes since the counts were conducted in November when the weather is darker and generally worse. This is a concern due to the fact that the Project is intended to improve pedestrian and bicycle facilities which should lead to increased pedestrian volumes. Therefore, he would like to see the effects of increased pedestrian volumes on the 2040 traffic operations at the Subject Intersection, especially the effect on southbound traffic with drivers having to wait for crossing pedestrians.	60% Open House Plans	See attached TAC Questions Technical Memo.
9/17/2019	TAC Meeting	Requested an “apples to apples” comparison of the signal operations for the 2040 no-build and build conditions since the two are using different signal cycle lengths.	60% Open House Plans	See attached TAC Questions Technical Memo.
9/17/2019	TAC Meeting	Expressed concern with the introduction of the southbound left-turn trap lane at the Subject Intersection and that it will trap drivers that are not paying attention and could therefore lead to an increase in side swipe crashes at the intersection, especially since there is a documented history of side swipes already.	60% Open House Plans	See attached TAC Questions Technical Memo.
9/17/2019	TAC Meeting	Expressed concerns that the southbound dual lefts will not reduce traffic volumes on Molalla Avenue since vehicles travelling the corridor are using the road to access the shopping centers, Post Office, and other destinations along the corridor.	60% Open House Plans	See attached TAC Questions Technical Memo.
9/17/2019	TAC Meeting	Suggested that we drop one of the northbound through lanes at the Intersection and shift all the lanes on the north leg over to add a dedicated right-turn lane for southbound traffic on Molalla Avenue turning westbound on Beaver Creek Road.	60% Open House Plans	See attached TAC Questions Technical Memo.

MEMORANDUM

Date:	October 10, 2019	Project #: 23147
To:	Dayna Webb, P.E. and John Lewis, P.E. City of Oregon City	
From:	Fred Wismer, P.E., Kristine Connolly, P.E., and Hermanus Steyn, P.E.	
Project:	Molalla Avenue Streetscape Project	
Subject:	September Transportation Advisory Committee (TAC) Meeting Follow-up	

The purpose of this memorandum is to provide follow-up information to questions posed to the Molalla Avenue Streetscape Project (Project) design team regarding the traffic design and modeling at the intersection of Molalla Avenue and Beavercreek Road (Subject Intersection) on September 17th, 2019. Below is a summary of the issues raised from the recording of the Transportation Advisory Committee (TAC) meeting, as well as are our responses to the issues and additional analysis.

Traffic Design Issues

Mr. Ray Atkinson (Committee Member)

- 1) Is there potential to add an exclusive pedestrian phase to the traffic signal at the Intersection?

Mr. Mike Ard, P.E., representing Craig Danielson (Business Owner)

- 2) Expressed concern regarding the collected pedestrian volumes since the counts were conducted in November when the weather is darker and generally worse. This is a concern due to the fact that the Project is intended to improve pedestrian and bicycle facilities which should lead to increased pedestrian volumes. Therefore, he would like to see the effects of increased pedestrian volumes on the 2040 traffic operations at the Subject Intersection, especially the effect on southbound traffic with drivers having to wait for crossing pedestrians.
- 3) Requested an “apples to apples” comparison of the signal operations for the 2040 no-build and build conditions since the two were using different signal cycle lengths.
- 4) Expressed concern with the introduction of the southbound left-turn trap lane at the Subject Intersection and that it will trap drivers that are not paying attention and could therefore lead to an increase in side swipe crashes at the intersection, especially since there is a documented history of side swipes already.

Mr. William Gifford (Resident)

- 5) Expressed concerns that the southbound dual lefts will not reduce traffic volumes on Molalla Avenue since vehicles travelling the corridor are using the road to access the shopping centers, Post Office, and other destinations along the corridor.
- 6) Suggested that we drop one of the northbound through lanes at the Intersection and shift all the lanes on the north leg over to add a dedicated right-turn lane for southbound traffic on Molalla Avenue turning westbound on Beavercreek Road.

Responses to Traffic Issues

1) Potential exclusive pedestrian phase at the Subject Intersection

Since the future 2040 signal operations is operating at the maximum allowable volume-to-capacity (v/c) ratio of 0.99 it is infeasible to reduce the vehicle throughput for an exclusive pedestrian phase without causing the intersection to exceed a v/c of 0.99. Therefore, with this intersection configuration it is not possible to add an exclusive pedestrian phase.

2) Increased pedestrian volumes through the Intersection

Table 1 below provides a summary of the pedestrian volume analysis for the pedestrian crossing across the west leg of the Subject Intersection. The values below represent the resulting level of service and delay in seconds, respectively.

Table 1 - Pedestrian Volume Analysis

	Existing Pedestrians Crossing West Leg	No pedestrian volume growth		Pedestrian volumes doubled		Zero Pedestrians	
		Overall Intersection	SBTR Only	Overall Intersection	SBTR Only	Overall Intersection	SBTR Only
2040 Midday Peak Hour	20	D/51.6	E/58.7	D/51.8	E/63.3	D/51.6	E/56.2
2040 PM Peak Hour	24	E/56.3	E/67.6	E/56.4	E/67.9	E/56.1	E/66.6

SBTR = southbound thru-right lane

Based on the results of the analysis, increasing the pedestrian volume has a negligible effect on the intersection operations. The analysis assumes that a pedestrian actuates the pedestrian phase with

almost every cycle of the traffic signal due to the long cycle length and existing relative high pedestrian volumes. Refer to **Attachment A** for the full analysis results.

3) Signal Cycle Length Comparison

Table 2 contains the results for the comparison of traffic signal cycle lengths in 2040 using 140 seconds for the no-build and build scenarios. The 140-second cycle length was suggested by the software (Synchro) when using the Optimize Phasing function. Additionally, we would like to note that while the overall intersection delay increases with the build scenario the congestion along the Molalla Avenue corridor is reduced – improved operations at intersections between Beaver Creek Road and Highway 213. The values below represent the resulting level-of-service (LOS) and delay in seconds, respectively.

Table 2 - Traffic Signal Cycle Length Comparison

Cycle Length	No Build – 100/110 sec.	No Build – 140 sec.	Build – 140 sec.
2040 Midday Peak Hour	D/37.0	D/41.5	D/51.6
2040 PM Peak Hour	D/45.6	D/45.2	E/56.3

4) Increase in side-swipe crashes

We understand that under normal circumstances when a trap lane is introduced along a multi-lane facility, vehicles will be trapped if the drivers are not paying attention. However, to reduce this potential confusion, our design proposes to start the trap lane at the start of the existing two southbound lane, beyond Warner Milne Road, approximately 1,500 feet prior to the Subject Intersection. In addition, signs and pavement markings will be installed to guide drivers into the appropriate lane to reduce weaving as they approach the Intersection. Therefore, with these proposed countermeasures and the removal of the flashing yellow arrow traffic signal head for southbound and northbound traffic, we do not anticipate an increase in side-swipe crashes.

5) Dual lefts will not reduce traffic along Molalla Avenue

Upon reviewing the existing (2018) and forecast (2040) traffic volumes along the Molalla Avenue corridor, the design team noticed a high volume of southbound through vehicles at each intersection and a high southbound right-turn at the Highway 213/Molalla Avenue intersection, as shown in **Table 3**. Based on the traffic count data, 480 vehicles turned right from Molalla Avenue to Highway 213 and only 77 vehicles entered Clackamas County College with a comparatively small portion of vehicles entering the Molalla Avenue along the corridor from the residential side streets (148 vehicles). Therefore, based on these volumes, the design team concluded that a high volume of traffic travelling along the corridor must be cutting through from Beaver Creek Road to Highway 213, and proposed to install southbound dual left-turn lanes at the Subject Intersection to reduce cut through traffic along the corridor to create a safer pedestrian and bicyclist environment.

Table 3 - 2018 PM Peak Hour Traffic Volumes*

Beavercreek	Clairmont	Gaffney	Fir	Garden Meadow	Char Diaz	Highway 213
<p>LOS=C Del=28.2 VIC=0.73</p>	<p>LOS=B Del=12.5 VIC=0.60</p>	<p>LOS=B Del=17.3 VIC=0.60</p>	<p>CM=WBL LOS=C Del=20.1 VIC=0.33</p>	<p>CM=LBL LOS=C Del=15.8 VIC=0.07</p>	<p>CM=WBL LOS=C Del=16.9 VIC=0.01</p>	<p>LOS=D Del=37.9 VIC=0.75</p>

* - North is to the left for all bubbles in **Table 3**.

6) Remove second northbound lane and install a right-turn lane at the Intersection

Upon further analysis and review of the 2040 intersection operations it has been determined that the second northbound through lane at the Intersection is required to meet operation standards. Additionally, the addition of a dedicated southbound right-turn lane does not significantly reduce delay travel times for the overall intersection or southbound vehicles. **Table 4** summarizes the results of the following lane configurations for Molalla Avenue.

Scenario 1: one southbound through-right lane (SBTR), dual southbound and northbound left-turn lanes, and two northbound lanes (NBTR)

Scenario 2: one southbound right turn lane (SBR), one southbound through lane (SBT), dual southbound and northbound left-turn lanes, and two northbound lanes (NBTR)

Scenario 3: one southbound right-turn lane (SBR), one southbound through lane (SBT), dual southbound and northbound left-turn lanes, and one northbound through-right turn lane (NBTR)

The values below represent the resulting level-of-service and delay in seconds, respectively.

Table 4 - Alternative Lane Configurations

	Scenario 1			Scenario 2			
	Overall	NBTR	SBTR	Overall	NBTR	SBT	SBR
2040 Midday Peak Hour	D/51.6	D/46.4	E/58.7	D/47.9	D/44.8	D/44.5	B/16.0
2040 PM Peak Hour	E/56.3	C/34.6	E/67.6	D/53.5	D/35.1	E/56.1	B/19.3

	Scenario 3			
	Overall	NBTR	SBT	SBR
2040 Midday Peak Hour	E/59.2	F/91.7	D/44.5	B/16.0
2040 PM Peak Hour	E/59.9	E/76.4	D/54.4	B/19.0

Based upon the additional analysis the second northbound travel lane should not be removed as it would cause the lane to exceed its level-of-service performance threshold. Furthermore, the addition of a dedicated southbound right-turn lane does not add significant benefit to the intersection as it only reduces the overall intersection delay by approximately 2.8 seconds and in the southbound direction by approximately 11.5 seconds. These small delay reductions do not seem appropriate to justify spending public funds to add the southbound right-turn lane as a future City Capital Improvement Project unless some future unknown need requires the lane.























Attachment A – Traffic Analysis Results

HCM Signalized Intersection Capacity Analysis

1: Molalla Ave & S Beavercreek Rd

No pedestrian growth

06/13/2019

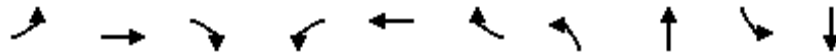
												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Traffic Volume (vph)	76	505	322	114	486	391	330	709	87	475	770	75
Future Volume (vph)	76	505	322	114	486	391	330	709	87	475	770	75
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Lane Util. Factor	1.00	0.95	1.00	1.00	0.95	1.00	0.97	0.95		0.97	1.00	
Frpb, ped/bikes	1.00	1.00	0.98	1.00	1.00	0.99	1.00	1.00		1.00	1.00	
Flpb, ped/bikes	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Frt	1.00	1.00	0.85	1.00	1.00	0.85	1.00	0.98		1.00	0.99	
Flt Protected	0.95	1.00	1.00	0.95	1.00	1.00	0.95	1.00		0.95	1.00	
Satd. Flow (prot)	1803	3539	1529	1784	3539	1534	3400	3457		3433	1851	
Flt Permitted	0.20	1.00	1.00	0.22	1.00	1.00	0.95	1.00		0.95	1.00	
Satd. Flow (perm)	377	3539	1529	411	3539	1534	3400	3457		3433	1851	
Peak-hour factor, PHF	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97
Adj. Flow (vph)	78	521	332	118	501	403	340	731	90	490	794	77
RTOR Reduction (vph)	0	0	72	0	0	58	0	7	0	0	2	0
Lane Group Flow (vph)	78	521	260	118	501	345	340	814	0	490	869	0
Confl. Peds. (#/hr)	13		10	10		13	20		10	10		20
Confl. Bikes (#/hr)						1						2
Heavy Vehicles (%)	0%	2%	3%	1%	2%	4%	3%	2%	6%	2%	1%	0%
Turn Type	pm+pt	NA	pm+ov	pm+pt	NA	pm+ov	Prot	NA		Prot	NA	
Protected Phases	3	8	1	7	4	5	1	6		5	2	
Permitted Phases	8		8	4		4						
Actuated Green, G (s)	33.0	26.3	44.4	30.2	24.9	65.8	18.1	45.0		40.9	67.8	
Effective Green, g (s)	33.0	26.3	44.4	30.2	24.9	65.8	18.1	45.0		40.9	67.8	
Actuated g/C Ratio	0.24	0.19	0.32	0.22	0.18	0.47	0.13	0.32		0.29	0.48	
Clearance Time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Vehicle Extension (s)	2.3	2.5	2.3	2.3	2.5	2.3	2.3	4.6		2.3	4.2	
Lane Grp Cap (vph)	157	664	550	140	629	720	439	1111		1002	896	
v/s Ratio Prot	0.02	0.15	0.06	c0.03	0.14	0.14	0.10	c0.24		0.14	c0.47	
v/s Ratio Perm	0.09		0.11	c0.15		0.09						
v/c Ratio	0.50	0.78	0.47	0.84	0.80	0.48	0.77	0.73		0.49	0.97	
Uniform Delay, d1	43.6	54.2	38.4	51.0	55.1	25.4	59.0	42.2		40.9	35.1	
Progression Factor	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Incremental Delay, d2	1.4	5.8	0.4	33.8	6.7	0.3	7.8	4.3		0.2	23.6	
Delay (s)	45.1	60.0	38.8	84.7	61.8	25.7	66.8	46.4		41.1	58.7	
Level of Service	D	E	D	F	E	C	E	D		D	E	
Approach Delay (s)		51.2			50.2			52.4			52.4	
Approach LOS		D			D			D			D	
Intersection Summary												
HCM 2000 Control Delay			51.6				HCM 2000 Level of Service			D		
HCM 2000 Volume to Capacity ratio			0.91									
Actuated Cycle Length (s)			140.0				Sum of lost time (s)			22.5		
Intersection Capacity Utilization			97.1%				ICU Level of Service			F		
Analysis Period (min)			15									
c Critical Lane Group												

Queues

1: Molalla Ave & S Beavercreek Rd

No pedestrian growth

06/13/2019



Lane Group	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	SBL	SBT
Lane Group Flow (vph)	78	521	332	118	501	403	340	821	490	871
v/c Ratio	0.48	0.78	0.60	0.82	0.80	0.52	0.77	0.73	0.49	0.97
Control Delay	48.4	62.6	27.5	82.4	64.8	14.8	71.3	45.8	44.4	59.3
Queue Delay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Delay	48.4	62.6	27.5	82.4	64.8	14.8	71.3	45.8	44.4	59.3
Queue Length 50th (ft)	55	240	161	85	233	133	156	346	189	757
Queue Length 95th (ft)	94	294	236	#165	286	226	207	400	271	#1148
Internal Link Dist (ft)		681			472			129		786
Turn Bay Length (ft)	100		200	200		350	180		350	
Base Capacity (vph)	163	783	587	144	743	779	510	1321	1002	898
Starvation Cap Reductn	0	0	0	0	0	0	0	0	0	0
Spillback Cap Reductn	0	0	0	0	0	0	0	0	0	0
Storage Cap Reductn	0	0	0	0	0	0	0	0	0	0
Reduced v/c Ratio	0.48	0.67	0.57	0.82	0.67	0.52	0.67	0.62	0.49	0.97

Intersection Summary

95th percentile volume exceeds capacity, queue may be longer.























Queue shown is maximum after two cycles.

HCM Signalized Intersection Capacity Analysis

1: Molalla Ave & S Beavercreek Rd

No pedestrian growth

06/13/2019

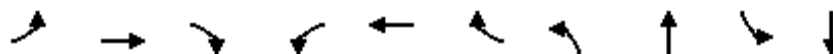
												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Traffic Volume (vph)	52	614	318	126	498	403	311	559	102	587	740	42
Future Volume (vph)	52	614	318	126	498	403	311	559	102	587	740	42
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Lane Util. Factor	1.00	0.95	1.00	1.00	0.95	1.00	0.97	0.95		0.97	1.00	
Frpb, ped/bikes	1.00	1.00	0.98	1.00	1.00	0.99	1.00	1.00		1.00	1.00	
Flpb, ped/bikes	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Frt	1.00	1.00	0.85	1.00	1.00	0.85	1.00	0.98		1.00	0.99	
Flt Protected	0.95	1.00	1.00	0.95	1.00	1.00	0.95	1.00		0.95	1.00	
Satd. Flow (prot)	1803	3574	1553	1752	3539	1566	3335	3468		3433	1845	
Flt Permitted	0.30	1.00	1.00	0.13	1.00	1.00	0.95	1.00		0.95	1.00	
Satd. Flow (perm)	570	3574	1553	231	3539	1566	3335	3468		3433	1845	
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	55	653	338	134	530	429	331	595	109	624	787	45
RTOR Reduction (vph)	0	0	71	0	0	95	0	10	0	0	2	0
Lane Group Flow (vph)	55	653	267	134	530	334	331	694	0	624	830	0
Confl. Peds. (#/hr)	6		5	5		6	24		9	9		24
Confl. Bikes (#/hr)			1									
Heavy Vehicles (%)	0%	1%	2%	3%	2%	2%	5%	1%	3%	2%	2%	0%
Turn Type	pm+pt	NA	pm+ov	pm+pt	NA	pm+ov	Prot	NA		Prot	NA	
Protected Phases	3	8	1	7	4	5	1	6		5	2	
Permitted Phases	8		8	4		4						
Actuated Green, G (s)	31.4	27.4	45.5	40.4	31.9	59.7	18.1	53.8		27.8	63.5	
Effective Green, g (s)	31.4	27.4	45.5	40.4	31.9	59.7	18.1	53.8		27.8	63.5	
Actuated g/C Ratio	0.22	0.20	0.32	0.29	0.23	0.43	0.13	0.38		0.20	0.45	
Clearance Time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Vehicle Extension (s)	2.3	2.5	2.3	2.3	2.5	2.3	2.3	4.6		2.3	4.2	
Lane Grp Cap (vph)	163	699	571	159	806	734	431	1332		681	836	
v/s Ratio Prot	0.01	c0.18	0.06	c0.05	0.15	0.09	0.10	0.20		c0.18	c0.45	
v/s Ratio Perm	0.07		0.11	0.19		0.12						
v/c Ratio	0.34	0.93	0.47	0.84	0.66	0.46	0.77	0.52		0.92	0.99	
Uniform Delay, d1	43.8	55.4	37.6	40.9	49.1	28.6	58.9	33.2		55.0	38.0	
Progression Factor	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Incremental Delay, d2	0.7	19.6	0.4	30.7	1.7	0.3	7.5	1.5		16.9	29.5	
Delay (s)	44.5	75.0	38.0	71.6	50.8	28.8	66.4	34.6		71.9	67.6	
Level of Service	D	E	D	E	D	C	E	C		E	E	
Approach Delay (s)		61.4			44.7			44.8			69.4	
Approach LOS		E			D			D			E	
Intersection Summary												
HCM 2000 Control Delay			56.3				HCM 2000 Level of Service			E		
HCM 2000 Volume to Capacity ratio			0.99									
Actuated Cycle Length (s)			140.0				Sum of lost time (s)			22.5		
Intersection Capacity Utilization			94.5%				ICU Level of Service			F		
Analysis Period (min)			15									
c Critical Lane Group												

Queues

1: Molalla Ave & S Beavercreek Rd

No pedestrian growth

06/13/2019



Lane Group	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	SBL	SBT
Lane Group Flow (vph)	55	653	338	134	530	429	331	704	624	832
v/c Ratio	0.31	0.97	0.60	0.85	0.66	0.56	0.77	0.52	0.91	0.98
Control Delay	41.7	83.2	28.4	80.5	54.2	18.8	71.0	33.6	73.8	63.5
Queue Delay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Delay	41.7	83.2	28.4	80.5	54.2	18.8	71.0	33.6	73.8	63.5
Queue Length 50th (ft)	37	314	165	94	236	164	152	253	286	734
Queue Length 95th (ft)	72	#438	254	#193	302	264	201	315	#382	#1067
Internal Link Dist (ft)		681			472			129		786
Turn Bay Length (ft)	100		200	200		350	180		350	
Base Capacity (vph)	178	676	602	158	806	774	512	1365	711	850
Starvation Cap Reductn	0	0	0	0	0	0	0	0	0	0
Spillback Cap Reductn	0	0	0	0	0	0	0	0	0	0
Storage Cap Reductn	0	0	0	0	0	0	0	0	0	0
Reduced v/c Ratio	0.31	0.97	0.56	0.85	0.66	0.55	0.65	0.52	0.88	0.98

Intersection Summary

95th percentile volume exceeds capacity, queue may be longer.























Queue shown is maximum after two cycles.

HCM Signalized Intersection Capacity Analysis

1: Molalla Ave & S Beavercreek Rd

Doubled pedestrian vol.

10/03/2019

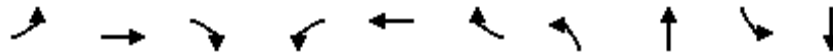
												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Traffic Volume (vph)	76	505	322	114	486	391	330	709	87	475	770	75
Future Volume (vph)	76	505	322	114	486	391	330	709	87	475	770	75
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Lane Util. Factor	1.00	0.95	1.00	1.00	0.95	1.00	0.97	0.95		0.97	1.00	
Frpb, ped/bikes	1.00	1.00	0.96	1.00	1.00	0.98	1.00	1.00		1.00	0.99	
Flpb, ped/bikes	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Frt	1.00	1.00	0.85	1.00	1.00	0.85	1.00	0.98		1.00	0.99	
Flt Protected	0.95	1.00	1.00	0.95	1.00	1.00	0.95	1.00		0.95	1.00	
Satd. Flow (prot)	1801	3539	1507	1781	3539	1522	3400	3453		3433	1847	
Flt Permitted	0.21	1.00	1.00	0.23	1.00	1.00	0.95	1.00		0.95	1.00	
Satd. Flow (perm)	400	3539	1507	434	3539	1522	3400	3453		3433	1847	
Peak-hour factor, PHF	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97
Adj. Flow (vph)	78	521	332	118	501	403	340	731	90	490	794	77
RTOR Reduction (vph)	0	0	71	0	0	56	0	8	0	0	2	0
Lane Group Flow (vph)	78	521	261	118	501	347	340	813	0	490	869	0
Confl. Peds. (#/hr)	26		20	20		26	40		20	20		40
Confl. Bikes (#/hr)						1						2
Heavy Vehicles (%)	0%	2%	3%	1%	2%	4%	3%	2%	6%	2%	1%	0%
Turn Type	pm+pt	NA	pm+ov	pm+pt	NA	pm+ov	Prot	NA		Prot	NA	
Protected Phases	3	8	1	7	4	5	1	6		5	2	
Permitted Phases	8		8	4		4						
Actuated Green, G (s)	34.0	27.3	45.4	31.2	25.9	66.4	18.1	44.4		40.5	66.8	
Effective Green, g (s)	34.0	27.3	45.4	31.2	25.9	66.4	18.1	44.4		40.5	66.8	
Actuated g/C Ratio	0.24	0.20	0.32	0.22	0.18	0.47	0.13	0.32		0.29	0.48	
Clearance Time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Vehicle Extension (s)	2.3	2.5	2.3	2.3	2.5	2.3	2.3	4.6		2.3	4.2	
Lane Grp Cap (vph)	164	690	553	147	654	721	439	1095		993	881	
v/s Ratio Prot	0.02	0.15	0.06	c0.03	0.14	0.14	0.10	c0.24		0.14	c0.47	
v/s Ratio Perm	0.09		0.11	c0.15		0.09						
v/c Ratio	0.48	0.76	0.47	0.80	0.77	0.48	0.77	0.74		0.49	0.99	
Uniform Delay, d1	42.8	53.2	37.7	50.0	54.2	25.1	59.0	42.7		41.2	36.1	
Progression Factor	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Incremental Delay, d2	1.3	4.5	0.4	25.3	5.1	0.3	7.8	4.6		0.2	27.2	
Delay (s)	44.1	57.7	38.1	75.2	59.3	25.4	66.8	47.3		41.5	63.3	
Level of Service	D	E	D	E	E	C	E	D		D	E	
Approach Delay (s)		49.6			47.8			53.0			55.5	
Approach LOS		D			D			D			E	
Intersection Summary												
HCM 2000 Control Delay			51.8				HCM 2000 Level of Service			D		
HCM 2000 Volume to Capacity ratio			0.91									
Actuated Cycle Length (s)			140.0				Sum of lost time (s)			22.5		
Intersection Capacity Utilization			99.6%				ICU Level of Service			F		
Analysis Period (min)			15									
c Critical Lane Group												

Queues

1: Molalla Ave & S Beavercreek Rd

Doubled pedestrian vol.

10/03/2019



Lane Group	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	SBL	SBT
Lane Group Flow (vph)	78	521	332	118	501	403	340	821	490	871
v/c Ratio	0.46	0.76	0.59	0.79	0.77	0.52	0.77	0.74	0.49	0.99
Control Delay	46.5	60.3	27.1	75.7	62.2	14.8	71.3	46.6	44.8	63.7
Queue Delay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Delay	46.5	60.3	27.1	75.7	62.2	14.8	71.3	46.6	44.8	63.7
Queue Length 50th (ft)	52	230	151	81	223	127	156	357	193	~862
Queue Length 95th (ft)	94	294	236	#160	286	229	207	400	271	#1150
Internal Link Dist (ft)		681			472			129		786
Turn Bay Length (ft)	100		200	200		350	180		350	
Base Capacity (vph)	170	783	590	150	743	776	510	1319	991	883
Starvation Cap Reductn	0	0	0	0	0	0	0	0	0	0
Spillback Cap Reductn	0	0	0	0	0	0	0	0	0	0
Storage Cap Reductn	0	0	0	0	0	0	0	0	0	0
Reduced v/c Ratio	0.46	0.67	0.56	0.79	0.67	0.52	0.67	0.62	0.49	0.99

Intersection Summary

~ Volume exceeds capacity, queue is theoretically infinite.

Queue shown is maximum after two cycles.

95th percentile volume exceeds capacity, queue may be longer.























Queue shown is maximum after two cycles.

HCM Signalized Intersection Capacity Analysis

1: Molalla Ave & S Beavercreek Rd

Doubled pedestrian vol.

10/03/2019

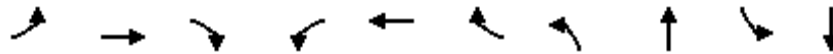
												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Traffic Volume (vph)	52	614	318	126	498	403	311	559	102	587	740	42
Future Volume (vph)	52	614	318	126	498	403	311	559	102	587	740	42
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Lane Util. Factor	1.00	0.95	1.00	1.00	0.95	1.00	0.97	0.95		0.97	1.00	
Frpb, ped/bikes	1.00	1.00	0.97	1.00	1.00	0.98	1.00	0.99		1.00	1.00	
Flpb, ped/bikes	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Frt	1.00	1.00	0.85	1.00	1.00	0.85	1.00	0.98		1.00	0.99	
Flt Protected	0.95	1.00	1.00	0.95	1.00	1.00	0.95	1.00		0.95	1.00	
Satd. Flow (prot)	1802	3574	1542	1752	3539	1558	3335	3463		3433	1842	
Flt Permitted	0.30	1.00	1.00	0.13	1.00	1.00	0.95	1.00		0.95	1.00	
Satd. Flow (perm)	569	3574	1542	231	3539	1558	3335	3463		3433	1842	
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	55	653	338	134	530	429	331	595	109	624	787	45
RTOR Reduction (vph)	0	0	71	0	0	91	0	10	0	0	2	0
Lane Group Flow (vph)	55	653	267	134	530	338	331	694	0	624	830	0
Confl. Peds. (#/hr)	12		10	10		12	48		18	18		48
Confl. Bikes (#/hr)			1									
Heavy Vehicles (%)	0%	1%	2%	3%	2%	2%	5%	1%	3%	2%	2%	0%
Turn Type	pm+pt	NA	pm+ov	pm+pt	NA	pm+ov	Prot	NA		Prot	NA	
Protected Phases	3	8	1	7	4	5	1	6		5	2	
Permitted Phases	8		8	4		4						
Actuated Green, G (s)	31.4	27.4	45.5	40.4	31.9	59.7	18.1	53.8		27.8	63.5	
Effective Green, g (s)	31.4	27.4	45.5	40.4	31.9	59.7	18.1	53.8		27.8	63.5	
Actuated g/C Ratio	0.22	0.20	0.32	0.29	0.23	0.43	0.13	0.38		0.20	0.45	
Clearance Time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Vehicle Extension (s)	2.3	2.5	2.3	2.3	2.5	2.3	2.3	4.6		2.3	4.2	
Lane Grp Cap (vph)	162	699	567	159	806	731	431	1330		681	835	
v/s Ratio Prot	0.01	c0.18	0.06	c0.05	0.15	0.09	0.10	0.20		c0.18	c0.45	
v/s Ratio Perm	0.07		0.11	0.19		0.13						
v/c Ratio	0.34	0.93	0.47	0.84	0.66	0.46	0.77	0.52		0.92	0.99	
Uniform Delay, d1	43.8	55.4	37.7	40.9	49.1	28.7	58.9	33.2		55.0	38.1	
Progression Factor	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Incremental Delay, d2	0.7	19.6	0.4	30.7	1.7	0.3	7.5	1.5		16.9	29.8	
Delay (s)	44.5	75.0	38.0	71.6	50.8	29.0	66.4	34.7		71.9	67.9	
Level of Service	D	E	D	E	D	C	E	C		E	E	
Approach Delay (s)		61.4			44.8			44.8			69.6	
Approach LOS		E			D			D			E	
Intersection Summary												
HCM 2000 Control Delay			56.4				HCM 2000 Level of Service			E		
HCM 2000 Volume to Capacity ratio			0.99									
Actuated Cycle Length (s)			140.0				Sum of lost time (s)			22.5		
Intersection Capacity Utilization			95.8%				ICU Level of Service			F		
Analysis Period (min)			15									
c Critical Lane Group												

Queues

1: Molalla Ave & S Beavercreek Rd

Doubled pedestrian vol.

10/03/2019



Lane Group	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	SBL	SBT
Lane Group Flow (vph)	55	653	338	134	530	429	331	704	624	832
v/c Ratio	0.31	0.97	0.60	0.85	0.66	0.57	0.77	0.52	0.91	0.98
Control Delay	41.8	83.2	28.5	81.3	54.2	19.5	71.0	33.6	73.8	63.9
Queue Delay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Delay	41.8	83.2	28.5	81.3	54.2	19.5	71.0	33.6	73.8	63.9
Queue Length 50th (ft)	37	314	165	94	236	169	152	253	286	735
Queue Length 95th (ft)	72	#438	254	#193	302	270	201	315	#382	#1068
Internal Link Dist (ft)		681			472			129		786
Turn Bay Length (ft)	100		200	200		350	180		350	
Base Capacity (vph)	177	676	598	157	806	767	512	1362	711	848
Starvation Cap Reductn	0	0	0	0	0	0	0	0	0	0
Spillback Cap Reductn	0	0	0	0	0	0	0	0	0	0
Storage Cap Reductn	0	0	0	0	0	0	0	0	0	0
Reduced v/c Ratio	0.31	0.97	0.57	0.85	0.66	0.56	0.65	0.52	0.88	0.98

Intersection Summary

95th percentile volume exceeds capacity, queue may be longer.























Queue shown is maximum after two cycles.

HCM Signalized Intersection Capacity Analysis

1: Molalla Ave & S Beavercreek Rd

Zero pedestrian volume

10/03/2019

												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Traffic Volume (vph)	76	505	322	114	486	391	330	709	87	475	770	75
Future Volume (vph)	76	505	322	114	486	391	330	709	87	475	770	75
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Lane Util. Factor	1.00	0.95	1.00	1.00	0.95	1.00	0.97	0.95		0.97	1.00	
Frpb, ped/bikes	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Flpb, ped/bikes	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Frt	1.00	1.00	0.85	1.00	1.00	0.85	1.00	0.98		1.00	0.99	
Flt Protected	0.95	1.00	1.00	0.95	1.00	1.00	0.95	1.00		0.95	1.00	
Satd. Flow (prot)	1805	3539	1568	1787	3539	1546	3400	3466		3433	1856	
Flt Permitted	0.19	1.00	1.00	0.21	1.00	1.00	0.95	1.00		0.95	1.00	
Satd. Flow (perm)	364	3539	1568	399	3539	1546	3400	3466		3433	1856	
Peak-hour factor, PHF	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97
Adj. Flow (vph)	78	521	332	118	501	403	340	731	90	490	794	77
RTOR Reduction (vph)	0	0	72	0	0	61	0	7	0	0	2	0
Lane Group Flow (vph)	78	521	260	118	501	342	340	814	0	490	869	0
Confl. Bikes (#/hr)						1						2
Heavy Vehicles (%)	0%	2%	3%	1%	2%	4%	3%	2%	6%	2%	1%	0%
Turn Type	pm+pt	NA	pm+ov	pm+pt	NA	pm+ov	Prot	NA		Prot	NA	
Protected Phases	3	8	1	7	4	5	1	6		5	2	
Permitted Phases	8		8	4		4						
Actuated Green, G (s)	32.5	25.8	43.9	29.7	24.4	65.6	18.1	45.2		41.2	68.3	
Effective Green, g (s)	32.5	25.8	43.9	29.7	24.4	65.6	18.1	45.2		41.2	68.3	
Actuated g/C Ratio	0.23	0.18	0.31	0.21	0.17	0.47	0.13	0.32		0.29	0.49	
Clearance Time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Vehicle Extension (s)	2.3	2.5	2.3	2.3	2.5	2.3	2.3	4.6		2.3	4.2	
Lane Grp Cap (vph)	153	652	558	137	616	724	439	1119		1010	905	
v/s Ratio Prot	0.02	0.15	0.06	c0.03	0.14	0.14	0.10	c0.23		0.14	c0.47	
v/s Ratio Perm	0.09		0.11	c0.15		0.08						
v/c Ratio	0.51	0.80	0.47	0.86	0.81	0.47	0.77	0.73		0.49	0.96	
Uniform Delay, d1	44.0	54.6	38.6	51.5	55.6	25.4	59.0	41.9		40.7	34.5	
Progression Factor	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Incremental Delay, d2	1.6	6.6	0.4	38.4	7.9	0.3	7.8	4.1		0.2	21.7	
Delay (s)	45.6	61.2	39.0	89.9	63.5	25.7	66.8	46.1		40.9	56.2	
Level of Service	D	E	D	F	E	C	E	D		D	E	
Approach Delay (s)		52.0			51.6			52.2			50.7	
Approach LOS		D			D			D			D	
Intersection Summary												
HCM 2000 Control Delay			51.6			HCM 2000 Level of Service				D		
HCM 2000 Volume to Capacity ratio			0.91									
Actuated Cycle Length (s)			140.0			Sum of lost time (s)				22.5		
Intersection Capacity Utilization			93.5%			ICU Level of Service				F		
Analysis Period (min)			15									

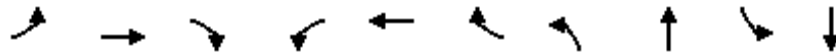
c Critical Lane Group

Queues

1: Molalla Ave & S Beavercreek Rd

Zero pedestrian volume

10/03/2019



Lane Group	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	SBL	SBT
Lane Group Flow (vph)	78	521	332	118	501	403	340	821	490	871
v/c Ratio	0.49	0.80	0.53	0.84	0.81	0.51	0.77	0.73	0.49	0.96
Control Delay	49.4	64.0	26.0	86.4	66.5	14.6	71.3	45.5	44.1	57.1
Queue Delay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Delay	49.4	64.0	26.0	86.4	66.5	14.6	71.3	45.5	44.1	57.1
Queue Length 50th (ft)	55	240	161	85	233	130	156	347	189	756
Queue Length 95th (ft)	94	294	236	#167	286	223	207	401	271	#1146
Internal Link Dist (ft)		681			472			129		786
Turn Bay Length (ft)	100		200	200		350	180		350	
Base Capacity (vph)	160	783	657	141	743	784	510	1324	1009	907
Starvation Cap Reductn	0	0	0	0	0	0	0	0	0	0
Spillback Cap Reductn	0	0	0	0	0	0	0	0	0	0
Storage Cap Reductn	0	0	0	0	0	0	0	0	0	0
Reduced v/c Ratio	0.49	0.67	0.51	0.84	0.67	0.51	0.67	0.62	0.49	0.96

Intersection Summary

95th percentile volume exceeds capacity, queue may be longer.




























Queue shown is maximum after two cycles.

HCM Signalized Intersection Capacity Analysis

1: Molalla Ave & S Beavercreek Rd

Zero pedestrian volume

10/03/2019

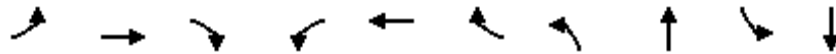
												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations		 			 		 	 		 		
Traffic Volume (vph)	52	614	318	126	498	403	311	559	102	587	740	42
Future Volume (vph)	52	614	318	126	498	403	311	559	102	587	740	42
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Lane Util. Factor	1.00	0.95	1.00	1.00	0.95	1.00	0.97	0.95		0.97	1.00	
Frpb, ped/bikes	1.00	1.00	0.99	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Flpb, ped/bikes	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Frt	1.00	1.00	0.85	1.00	1.00	0.85	1.00	0.98		1.00	0.99	
Flt Protected	0.95	1.00	1.00	0.95	1.00	1.00	0.95	1.00		0.95	1.00	
Satd. Flow (prot)	1805	3574	1563	1752	3539	1583	3335	3481		3433	1850	
Flt Permitted	0.30	1.00	1.00	0.13	1.00	1.00	0.95	1.00		0.95	1.00	
Satd. Flow (perm)	570	3574	1563	231	3539	1583	3335	3481		3433	1850	
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	55	653	338	134	530	429	331	595	109	624	787	45
RTOR Reduction (vph)	0	0	71	0	0	100	0	10	0	0	2	0
Lane Group Flow (vph)	55	653	267	134	530	329	331	694	0	624	830	0
Confl. Bikes (#/hr)			1									
Heavy Vehicles (%)	0%	1%	2%	3%	2%	2%	5%	1%	3%	2%	2%	0%
Turn Type	pm+pt	NA	pm+ov	pm+pt	NA	pm+ov	Prot	NA		Prot	NA	
Protected Phases	3	8	1	7	4	5	1	6		5	2	
Permitted Phases	8		8	4		4						
Actuated Green, G (s)	31.4	27.4	45.5	40.4	31.9	59.7	18.1	53.8		27.8	63.5	
Effective Green, g (s)	31.4	27.4	45.5	40.4	31.9	59.7	18.1	53.8		27.8	63.5	
Actuated g/C Ratio	0.22	0.20	0.32	0.29	0.23	0.43	0.13	0.38		0.20	0.45	
Clearance Time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Vehicle Extension (s)	2.3	2.5	2.3	2.3	2.5	2.3	2.3	4.6		2.3	4.2	
Lane Grp Cap (vph)	163	699	574	159	806	742	431	1337		681	839	
v/s Ratio Prot	0.01	c0.18	0.06	c0.05	0.15	0.09	0.10	0.20		c0.18	c0.45	
v/s Ratio Perm	0.07		0.11	0.19		0.12						
v/c Ratio	0.34	0.93	0.47	0.84	0.66	0.44	0.77	0.52		0.92	0.99	
Uniform Delay, d1	43.8	55.4	37.6	40.9	49.1	28.4	58.9	33.1		55.0	37.9	
Progression Factor	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Incremental Delay, d2	0.7	19.6	0.3	30.7	1.7	0.2	7.5	1.4		16.9	28.7	
Delay (s)	44.5	75.0	37.9	71.6	50.8	28.6	66.4	34.6		71.9	66.6	
Level of Service	D	E	D	E	D	C	E	C		E	E	
Approach Delay (s)		61.4			44.7			44.8			68.9	
Approach LOS		E			D			D			E	
Intersection Summary												
HCM 2000 Control Delay			56.1				HCM 2000 Level of Service			E		
HCM 2000 Volume to Capacity ratio			0.98									
Actuated Cycle Length (s)			140.0				Sum of lost time (s)			22.5		
Intersection Capacity Utilization			93.1%				ICU Level of Service			F		
Analysis Period (min)			15									
c Critical Lane Group												

Queues

1: Molalla Ave & S Beavercreek Rd

Zero pedestrian volume

10/03/2019



Lane Group	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	SBL	SBT
Lane Group Flow (vph)	55	653	338	134	530	429	331	704	624	832
v/c Ratio	0.31	0.97	0.59	0.85	0.66	0.51	0.77	0.51	0.91	0.98
Control Delay	41.7	83.2	28.2	80.5	54.2	17.3	71.0	33.6	73.8	62.9
Queue Delay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Delay	41.7	83.2	28.2	80.5	54.2	17.3	71.0	33.6	73.8	62.9
Queue Length 50th (ft)	37	314	165	94	236	158	152	252	286	732
Queue Length 95th (ft)	72	#438	254	#193	302	257	201	315	#382	#1065
Internal Link Dist (ft)		681			472			129		786
Turn Bay Length (ft)	100		200	200		350	180		350	
Base Capacity (vph)	178	676	605	158	806	847	512	1369	711	852
Starvation Cap Reductn	0	0	0	0	0	0	0	0	0	0
Spillback Cap Reductn	0	0	0	0	0	0	0	0	0	0
Storage Cap Reductn	0	0	0	0	0	0	0	0	0	0
Reduced v/c Ratio	0.31	0.97	0.56	0.85	0.66	0.51	0.65	0.51	0.88	0.98

Intersection Summary

95th percentile volume exceeds capacity, queue may be longer.























Queue shown is maximum after two cycles.

HCM Signalized Intersection Capacity Analysis

1: Molalla Ave & S Beaver Creek Rd

original cycle length

06/14/2019

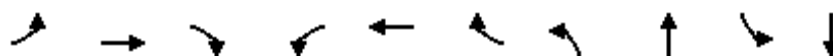
												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Traffic Volume (vph)	76	462	365	114	559	318	365	674	87	384	861	75
Future Volume (vph)	76	462	365	114	559	318	365	674	87	384	861	75
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Lane Util. Factor	1.00	0.95	1.00	1.00	0.95	1.00	1.00	0.95		1.00	0.95	
Frpb, ped/bikes	1.00	1.00	0.99	1.00	1.00	0.99	1.00	1.00		1.00	1.00	
Flpb, ped/bikes	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Frt	1.00	1.00	0.85	1.00	1.00	0.85	1.00	0.98		1.00	0.99	
Flt Protected	0.95	1.00	1.00	0.95	1.00	1.00	0.95	1.00		0.95	1.00	
Satd. Flow (prot)	1803	3539	1551	1785	3539	1530	1752	3455		1769	3525	
Flt Permitted	0.24	1.00	1.00	0.26	1.00	1.00	0.12	1.00		0.23	1.00	
Satd. Flow (perm)	458	3539	1551	493	3539	1530	214	3455		426	3525	
Peak-hour factor, PHF	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97
Adj. Flow (vph)	78	476	376	118	576	328	376	695	90	396	888	77
RTOR Reduction (vph)	0	0	68	0	0	111	0	10	0	0	7	0
Lane Group Flow (vph)	78	476	308	118	576	217	376	775	0	396	958	0
Confl. Peds. (#/hr)	13		10	10		13	20		10	10		20
Confl. Bikes (#/hr)						1						2
Heavy Vehicles (%)	0%	2%	3%	1%	2%	4%	3%	2%	6%	2%	1%	0%
Turn Type	pm+pt	NA	pm+ov	pm+pt	NA	pm+ov	pm+pt	NA		pm+pt	NA	
Protected Phases	3	8	1	7	4	5	1	6		5	2	
Permitted Phases	8		8	4		4	6			2		
Actuated Green, G (s)	24.9	18.3	36.6	28.9	20.3	36.5	52.7	34.4		48.5	32.3	
Effective Green, g (s)	24.9	18.3	36.6	28.9	20.3	36.5	52.7	34.4		48.5	32.3	
Actuated g/C Ratio	0.25	0.18	0.37	0.29	0.20	0.36	0.53	0.34		0.48	0.32	
Clearance Time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Vehicle Extension (s)	2.3	2.5	2.3	2.3	2.5	2.3	2.3	4.6		2.3	4.2	
Lane Grp Cap (vph)	202	647	660	253	718	650	394	1188		424	1138	
v/s Ratio Prot	0.03	0.13	0.09	c0.04	c0.16	0.05	c0.17	0.22		0.15	0.27	
v/s Ratio Perm	0.07		0.11	0.09		0.09	c0.33			0.30		
v/c Ratio	0.39	0.74	0.47	0.47	0.80	0.33	0.95	0.65		0.93	0.84	
Uniform Delay, d1	29.8	38.6	24.2	27.6	37.9	23.0	28.2	27.7		18.7	31.5	
Progression Factor	1.00	1.00	1.00	1.00	1.00	1.00	0.86	0.92		1.00	1.00	
Incremental Delay, d2	0.7	4.1	0.3	0.8	6.3	0.2	27.2	2.0		27.5	7.6	
Delay (s)	30.6	42.7	24.5	28.3	44.2	23.1	51.6	27.5		46.2	39.1	
Level of Service	C	D	C	C	D	C	D	C		D	D	
Approach Delay (s)		34.3			35.6			35.3			41.2	
Approach LOS		C			D			D			D	
Intersection Summary												
HCM 2000 Control Delay			37.0									
HCM 2000 Volume to Capacity ratio			0.91									
Actuated Cycle Length (s)			100.0							22.5		
Intersection Capacity Utilization			92.0%							F		
Analysis Period (min)			15									
c Critical Lane Group												

Queues

1: Molalla Ave & S Beavercreek Rd

original cycle length

06/14/2019



Lane Group	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	SBL	SBT
Lane Group Flow (vph)	78	476	376	118	576	328	376	785	396	965
v/c Ratio	0.35	0.77	0.60	0.46	0.80	0.49	0.96	0.64	0.93	0.82
Control Delay	28.0	48.6	21.4	30.5	48.3	12.8	57.4	26.4	48.3	36.6
Queue Delay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Delay	28.0	48.6	21.4	30.5	48.3	12.8	57.4	26.4	48.3	36.6
Queue Length 50th (ft)	34	150	128	52	183	63	~236	240	149	283
Queue Length 95th (ft)	68	209	225	96	#290	144	m#351	m300	#341	356
Internal Link Dist (ft)		681			472			129		786
Turn Bay Length (ft)	100		200	200		350	180		350	
Base Capacity (vph)	258	649	623	267	719	669	393	1266	427	1275
Starvation Cap Reductn	0	0	0	0	0	0	0	0	0	0
Spillback Cap Reductn	0	0	0	0	0	0	0	0	0	0
Storage Cap Reductn	0	0	0	0	0	0	0	0	0	0
Reduced v/c Ratio	0.30	0.73	0.60	0.44	0.80	0.49	0.96	0.62	0.93	0.76

Intersection Summary

~ Volume exceeds capacity, queue is theoretically infinite.

Queue shown is maximum after two cycles.

95th percentile volume exceeds capacity, queue may be longer.

Queue shown is maximum after two cycles.























m Volume for 95th percentile queue is metered by upstream signal.

HCM Signalized Intersection Capacity Analysis

1: Molalla Ave & S Beavercreek Rd

original cycle length

06/14/2019

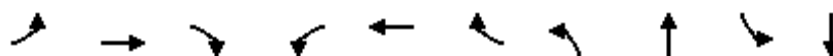
												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Traffic Volume (vph)	52	562	370	126	468	340	341	622	102	480	847	42
Future Volume (vph)	52	562	370	126	468	340	341	622	102	480	847	42
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Lane Util. Factor	1.00	0.95	1.00	1.00	0.95	1.00	1.00	0.95		1.00	0.95	
Frpb, ped/bikes	1.00	1.00	0.99	1.00	1.00	0.99	1.00	1.00		1.00	1.00	
Flpb, ped/bikes	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Frt	1.00	1.00	0.85	1.00	1.00	0.85	1.00	0.98		1.00	0.99	
Flt Protected	0.95	1.00	1.00	0.95	1.00	1.00	0.95	1.00		0.95	1.00	
Satd. Flow (prot)	1803	3574	1568	1752	3539	1568	1718	3479		1769	3511	
Flt Permitted	0.36	1.00	1.00	0.20	1.00	1.00	0.14	1.00		0.13	1.00	
Satd. Flow (perm)	676	3574	1568	369	3539	1568	246	3479		239	3511	
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	55	598	394	134	498	362	363	662	109	511	901	45
RTOR Reduction (vph)	0	0	43	0	0	93	0	12	0	0	3	0
Lane Group Flow (vph)	55	598	351	134	498	269	363	759	0	511	943	0
Confl. Peds. (#/hr)	6		5	5		6	24		9	9		24
Confl. Bikes (#/hr)			1									
Heavy Vehicles (%)	0%	1%	2%	3%	2%	2%	5%	1%	3%	2%	2%	0%
Turn Type	pm+pt	NA	pm+ov	pm+pt	NA	pm+ov	pm+pt	NA		pm+pt	NA	
Protected Phases	3	8	1	7	4	5	1	6		5	2	
Permitted Phases	8		8	4		4	6			2		
Actuated Green, G (s)	30.4	24.7	46.2	34.8	26.9	52.4	50.9	29.4		58.9	33.4	
Effective Green, g (s)	30.4	24.7	46.2	34.8	26.9	52.4	50.9	29.4		58.9	33.4	
Actuated g/C Ratio	0.28	0.22	0.42	0.32	0.24	0.48	0.46	0.27		0.54	0.30	
Clearance Time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Vehicle Extension (s)	2.3	2.5	2.3	2.3	2.5	2.3	2.3	4.6		2.3	4.2	
Lane Grp Cap (vph)	245	802	744	216	865	832	401	929		482	1066	
v/s Ratio Prot	0.01	c0.17	0.09	c0.04	0.14	0.07	0.18	0.22		c0.25	c0.27	
v/s Ratio Perm	0.05		0.13	0.15		0.10	0.24			c0.32		
v/c Ratio	0.22	0.75	0.47	0.62	0.58	0.32	0.91	0.82		1.06	0.88	
Uniform Delay, d1	29.9	39.7	23.1	29.0	36.5	17.8	29.7	37.8		31.7	36.5	
Progression Factor	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Incremental Delay, d2	0.3	3.6	0.3	4.4	0.8	0.1	23.1	7.9		57.9	10.7	
Delay (s)	30.2	43.3	23.4	33.4	37.3	18.0	52.8	45.6		89.6	47.2	
Level of Service	C	D	C	C	D	B	D	D		F	D	
Approach Delay (s)		35.1			29.7			47.9			62.0	
Approach LOS		D			C			D			E	
Intersection Summary												
HCM 2000 Control Delay			45.6			HCM 2000 Level of Service				D		
HCM 2000 Volume to Capacity ratio			0.97									
Actuated Cycle Length (s)			110.0			Sum of lost time (s)				22.5		
Intersection Capacity Utilization			98.6%			ICU Level of Service				F		
Analysis Period (min)			15									
c Critical Lane Group												

Queues

1: Molalla Ave & S Beavercreek Rd

original cycle length

06/14/2019



Lane Group	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	SBL	SBT
Lane Group Flow (vph)	55	598	394	134	498	362	363	771	511	946
v/c Ratio	0.21	0.77	0.57	0.62	0.58	0.43	0.90	0.79	1.05	0.86
Control Delay	25.0	47.5	20.8	38.8	39.6	10.2	57.5	42.8	87.2	44.4
Queue Delay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Delay	25.0	47.5	20.8	38.8	39.6	10.2	57.5	42.8	87.2	44.4
Queue Length 50th (ft)	26	210	156	67	168	73	200	254	~352	320
Queue Length 95th (ft)	51	254	247	105	210	145	#456	326	#637	402
Internal Link Dist (ft)		681			472			129		786
Turn Bay Length (ft)	100		200	200		350	180		350	
Base Capacity (vph)	278	974	689	215	965	839	403	1024	485	1152
Starvation Cap Reductn	0	0	0	0	0	0	0	0	0	0
Spillback Cap Reductn	0	0	0	0	0	0	0	0	0	0
Storage Cap Reductn	0	0	0	0	0	0	0	0	0	0
Reduced v/c Ratio	0.20	0.61	0.57	0.62	0.52	0.43	0.90	0.75	1.05	0.82

Intersection Summary
























- ~ Volume exceeds capacity, queue is theoretically infinite.
Queue shown is maximum after two cycles.
- # 95th percentile volume exceeds capacity, queue may be longer.
Queue shown is maximum after two cycles.

HCM Signalized Intersection Capacity Analysis

1: Molalla Ave & S Beavercreek Rd

140 second cycle length

10/03/2019

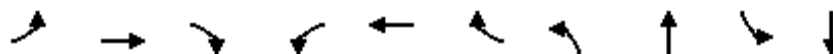
												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Traffic Volume (vph)	76	462	365	114	559	318	365	674	87	384	861	75
Future Volume (vph)	76	462	365	114	559	318	365	674	87	384	861	75
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Lane Util. Factor	1.00	0.95	1.00	1.00	0.95	1.00	1.00	0.95		1.00	0.95	
Frpb, ped/bikes	1.00	1.00	0.99	1.00	1.00	0.98	1.00	1.00		1.00	1.00	
Flpb, ped/bikes	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Frt	1.00	1.00	0.85	1.00	1.00	0.85	1.00	0.98		1.00	0.99	
Flt Protected	0.95	1.00	1.00	0.95	1.00	1.00	0.95	1.00		0.95	1.00	
Satd. Flow (prot)	1803	3539	1549	1785	3539	1528	1752	3453		1768	3523	
Flt Permitted	0.18	1.00	1.00	0.24	1.00	1.00	0.13	1.00		0.25	1.00	
Satd. Flow (perm)	340	3539	1549	445	3539	1528	245	3453		460	3523	
Peak-hour factor, PHF	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97
Adj. Flow (vph)	78	476	376	118	576	328	376	695	90	396	888	77
RTOR Reduction (vph)	0	0	35	0	0	55	0	6	0	0	4	0
Lane Group Flow (vph)	78	476	341	118	576	273	376	779	0	396	961	0
Confl. Peds. (#/hr)	13		10	10		13	20		10	10		20
Confl. Bikes (#/hr)						1						2
Heavy Vehicles (%)	0%	2%	3%	1%	2%	4%	3%	2%	6%	2%	1%	0%
Turn Type	pm+pt	NA	pm+ov	pm+pt	NA	pm+ov	pm+pt	NA		pm+pt	NA	
Protected Phases	3	8	1	7	4	5	1	6		5	2	
Permitted Phases	8		8	4		4	6			2		
Actuated Green, G (s)	33.2	26.0	55.6	36.2	27.5	54.2	85.7	56.1		79.9	53.2	
Effective Green, g (s)	33.2	26.0	55.6	36.2	27.5	54.2	85.7	56.1		79.9	53.2	
Actuated g/C Ratio	0.24	0.19	0.40	0.26	0.20	0.39	0.61	0.40		0.57	0.38	
Clearance Time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Vehicle Extension (s)	2.3	2.5	2.3	2.3	2.5	2.3	2.3	4.6		2.3	4.2	
Lane Grp Cap (vph)	155	657	681	198	695	657	468	1383		511	1338	
v/s Ratio Prot	0.03	0.13	0.11	c0.04	c0.16	0.08	c0.17	0.23		0.15	0.27	
v/s Ratio Perm	0.09		0.11	0.12		0.10	c0.32			0.29		
v/c Ratio	0.50	0.72	0.50	0.60	0.83	0.42	0.80	0.56		0.77	0.72	
Uniform Delay, d1	43.5	53.6	31.8	42.0	54.0	31.3	31.4	32.5		18.9	37.0	
Progression Factor	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Incremental Delay, d2	1.5	3.7	0.3	3.7	7.9	0.2	9.3	1.7		6.8	3.3	
Delay (s)	45.0	57.4	32.1	45.7	61.9	31.6	40.7	34.1		25.7	40.3	
Level of Service	D	E	C	D	E	C	D	C		C	D	
Approach Delay (s)		46.1			50.3			36.3			36.1	
Approach LOS		D			D			D			D	
Intersection Summary												
HCM 2000 Control Delay			41.5									
HCM 2000 Volume to Capacity ratio			0.82									
Actuated Cycle Length (s)			140.0							22.5		
Intersection Capacity Utilization			92.0%							F		
Analysis Period (min)			15									
c Critical Lane Group												

Queues

1: Molalla Ave & S Beaver Creek Rd

140 second cycle length

10/03/2019



























Lane Group	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	SBL	SBT
Lane Group Flow (vph)	78	476	376	118	576	328	376	785	396	965
v/c Ratio	0.49	0.72	0.58	0.58	0.83	0.51	0.81	0.57	0.77	0.72
Control Delay	46.7	59.9	26.8	50.0	64.6	21.4	42.7	36.5	27.8	42.0
Queue Delay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Delay	46.7	59.9	26.8	50.0	64.6	21.4	42.7	36.5	27.8	42.0
Queue Length 50th (ft)	52	217	204	80	267	147	229	296	170	405
Queue Length 95th (ft)	92	267	271	131	324	192	368	410	277	512
Internal Link Dist (ft)		681			472			129		786
Turn Bay Length (ft)	100		200	200		350	180		350	
Base Capacity (vph)	161	783	687	203	803	744	504	1387	623	1342
Starvation Cap Reductn	0	0	0	0	0	0	0	0	0	0
Spillback Cap Reductn	0	0	0	0	0	0	0	0	0	0
Storage Cap Reductn	0	0	0	0	0	0	0	0	0	0
Reduced v/c Ratio	0.48	0.61	0.55	0.58	0.72	0.44	0.75	0.57	0.64	0.72
Intersection Summary										

HCM Signalized Intersection Capacity Analysis

1: Molalla Ave & S Beavercreek Rd

140 second cycle length

10/03/2019

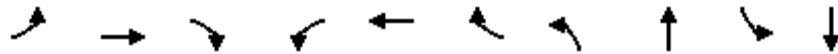
												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Traffic Volume (vph)	52	562	370	126	468	340	341	622	102	480	847	42
Future Volume (vph)	52	562	370	126	468	340	341	622	102	480	847	42
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Lane Util. Factor	1.00	0.95	1.00	1.00	0.95	1.00	1.00	0.95		1.00	0.95	
Frpb, ped/bikes	1.00	1.00	0.99	1.00	1.00	0.99	1.00	1.00		1.00	1.00	
Flpb, ped/bikes	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Frt	1.00	1.00	0.85	1.00	1.00	0.85	1.00	0.98		1.00	0.99	
Flt Protected	0.95	1.00	1.00	0.95	1.00	1.00	0.95	1.00		0.95	1.00	
Satd. Flow (prot)	1803	3574	1567	1752	3539	1567	1718	3478		1769	3510	
Flt Permitted	0.36	1.00	1.00	0.14	1.00	1.00	0.18	1.00		0.15	1.00	
Satd. Flow (perm)	676	3574	1567	261	3539	1567	321	3478		283	3510	
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	55	598	394	134	498	362	363	662	109	511	901	45
RTOR Reduction (vph)	0	0	64	0	0	57	0	9	0	0	2	0
Lane Group Flow (vph)	55	598	330	134	498	305	363	762	0	511	944	0
Confl. Peds. (#/hr)	6		5	5		6	24		9	9		24
Confl. Bikes (#/hr)			1									
Heavy Vehicles (%)	0%	1%	2%	3%	2%	2%	5%	1%	3%	2%	2%	0%
Turn Type	pm+pt	NA	pm+ov	pm+pt	NA	pm+ov	pm+pt	NA		pm+pt	NA	
Protected Phases	3	8	1	7	4	5	1	6		5	2	
Permitted Phases	8		8	4		4	6			2		
Actuated Green, G (s)	33.4	28.6	54.9	43.1	33.8	69.8	69.2	42.9		84.9	52.6	
Effective Green, g (s)	33.4	28.6	54.9	43.1	33.8	69.8	69.2	42.9		84.9	52.6	
Actuated g/C Ratio	0.24	0.20	0.39	0.31	0.24	0.50	0.49	0.31		0.61	0.38	
Clearance Time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	
Vehicle Extension (s)	2.3	2.5	2.3	2.3	2.5	2.3	2.3	4.6		2.3	4.2	
Lane Grp Cap (vph)	199	730	681	186	854	848	421	1065		553	1318	
v/s Ratio Prot	0.01	c0.17	0.09	c0.05	0.14	0.09	0.16	0.22		c0.24	0.27	
v/s Ratio Perm	0.06		0.12	0.17		0.10	0.26			c0.32		
v/c Ratio	0.28	0.82	0.48	0.72	0.58	0.36	0.86	0.72		0.92	0.72	
Uniform Delay, d1	42.0	53.2	31.9	38.4	46.9	21.4	29.1	43.1		34.6	37.3	
Progression Factor	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	
Incremental Delay, d2	0.4	7.0	0.3	11.7	0.8	0.2	16.1	4.1		21.2	3.4	
Delay (s)	42.5	60.2	32.3	50.1	47.7	21.6	45.2	47.2		55.8	40.7	
Level of Service	D	E	C	D	D	C	D	D		E	D	
Approach Delay (s)		48.8			38.5			46.6			46.0	
Approach LOS		D			D			D			D	
Intersection Summary												
HCM 2000 Control Delay			45.2									
HCM 2000 Volume to Capacity ratio			0.91									
Actuated Cycle Length (s)			140.0									
Intersection Capacity Utilization			98.6%									
Analysis Period (min)			15									
c Critical Lane Group												

Queues

1: Molalla Ave & S Beavercreek Rd

140 second cycle length

10/03/2019



Lane Group	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	SBL	SBT
Lane Group Flow (vph)	55	598	394	134	498	362	363	771	511	946
v/c Ratio	0.26	0.85	0.59	0.72	0.58	0.43	0.86	0.70	0.92	0.70
Control Delay	36.4	65.8	24.6	57.7	50.1	13.8	51.5	47.1	54.3	40.7
Queue Delay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Delay	36.4	65.8	24.6	57.7	50.1	13.8	51.5	47.1	54.3	40.7
Queue Length 50th (ft)	35	275	181	90	214	117	228	340	346	398
Queue Length 95th (ft)	68	340	278	#151	270	186	#406	417	#564	479
Internal Link Dist (ft)		681			472			129		786
Turn Bay Length (ft)	100		200	200		350	180		350	
Base Capacity (vph)	217	791	680	187	886	863	436	1100	581	1347
Starvation Cap Reductn	0	0	0	0	0	0	0	0	0	0
Spillback Cap Reductn	0	0	0	0	0	0	0	0	0	0
Storage Cap Reductn	0	0	0	0	0	0	0	0	0	0
Reduced v/c Ratio	0.25	0.76	0.58	0.72	0.56	0.42	0.83	0.70	0.88	0.70

Intersection Summary

95th percentile volume exceeds capacity, queue may be longer.
























Queue shown is maximum after two cycles.

HCM Signalized Intersection Capacity Analysis

1: Molalla Ave & S Beavercreek Rd

Scenario 2

10/09/2019

												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Traffic Volume (vph)	76	505	322	114	486	391	330	709	87	475	770	75
Future Volume (vph)	76	505	322	114	486	391	330	709	87	475	770	75
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	4.5
Lane Util. Factor	1.00	0.95	1.00	1.00	0.95	1.00	0.97	0.95		0.97	1.00	1.00
Frpb, ped/bikes	1.00	1.00	0.98	1.00	1.00	0.99	1.00	1.00		1.00	1.00	0.96
Flpb, ped/bikes	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	1.00
Frt	1.00	1.00	0.85	1.00	1.00	0.85	1.00	0.98		1.00	1.00	0.85
Flt Protected	0.95	1.00	1.00	0.95	1.00	1.00	0.95	1.00		0.95	1.00	1.00
Satd. Flow (prot)	1803	3539	1529	1784	3539	1534	3400	3457		3433	1881	1556
Flt Permitted	0.21	1.00	1.00	0.21	1.00	1.00	0.95	1.00		0.95	1.00	1.00
Satd. Flow (perm)	396	3539	1529	403	3539	1534	3400	3457		3433	1881	1556
Peak-hour factor, PHF	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97
Adj. Flow (vph)	78	521	332	118	501	403	340	731	90	490	794	77
RTOR Reduction (vph)	0	0	72	0	0	60	0	7	0	0	0	33
Lane Group Flow (vph)	78	521	260	118	501	343	340	814	0	490	794	44
Confl. Peds. (#/hr)	13		10	10		13	20		10	10		20
Confl. Bikes (#/hr)						1						2
Heavy Vehicles (%)	0%	2%	3%	1%	2%	4%	3%	2%	6%	2%	1%	0%
Turn Type	pm+pt	NA	pm+ov	pm+pt	NA	pm+ov	Prot	NA		Prot	NA	pm+ov
Protected Phases	3	8	1	7	4	5	1	6		5	2	3
Permitted Phases	8		8	4		4						2
Actuated Green, G (s)	33.0	26.3	44.4	31.2	25.4	64.5	18.1	46.3		39.1	67.3	74.0
Effective Green, g (s)	33.0	26.3	44.4	31.2	25.4	64.5	18.1	46.3		39.1	67.3	74.0
Actuated g/C Ratio	0.24	0.19	0.32	0.22	0.18	0.46	0.13	0.33		0.28	0.48	0.53
Clearance Time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	4.5
Vehicle Extension (s)	2.3	2.5	2.3	2.3	2.5	2.3	2.3	4.6		2.3	4.2	2.3
Lane Grp Cap (vph)	160	664	550	147	642	706	439	1143		958	904	822
v/s Ratio Prot	0.02	c0.15	0.06	c0.03	0.14	0.14	0.10	c0.24		0.14	c0.42	0.00
v/s Ratio Perm	0.09		0.11	0.15		0.09						0.03
v/c Ratio	0.49	0.78	0.47	0.80	0.78	0.49	0.77	0.71		0.51	0.88	0.05
Uniform Delay, d1	43.6	54.2	38.4	49.3	54.6	26.2	59.0	41.0		42.4	32.7	16.0
Progression Factor	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	1.00
Incremental Delay, d2	1.4	5.8	0.4	25.3	5.9	0.3	7.8	3.8		0.3	11.8	0.0
Delay (s)	44.9	60.0	38.8	74.5	60.5	26.5	66.8	44.8		42.7	44.5	16.0
Level of Service	D	E	D	E	E	C	E	D		D	D	B
Approach Delay (s)		51.2			48.8			51.2			42.2	
Approach LOS		D			D			D			D	
Intersection Summary												
HCM 2000 Control Delay			47.9				HCM 2000 Level of Service			D		
HCM 2000 Volume to Capacity ratio			0.85									
Actuated Cycle Length (s)			140.0				Sum of lost time (s)			22.5		
Intersection Capacity Utilization			92.3%				ICU Level of Service			F		
Analysis Period (min)			15									
c Critical Lane Group												

Queues

1: Molalla Ave & S Beavercreek Rd

Scenario 2

10/09/2019



Lane Group	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	SBL	SBT	SBR
Lane Group Flow (vph)	78	521	332	118	501	403	340	821	490	794	77
v/c Ratio	0.48	0.78	0.60	0.78	0.78	0.53	0.77	0.71	0.51	0.88	0.09
Control Delay	47.7	62.7	27.5	75.8	63.4	15.1	71.3	44.5	45.6	46.2	4.5
Queue Delay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Delay	47.7	62.7	27.5	75.8	63.4	15.1	71.3	44.5	45.6	46.2	4.5
Queue Length 50th (ft)	55	240	161	85	233	132	156	346	189	636	3
Queue Length 95th (ft)	94	294	236	#166	286	226	207	400	271	#986	29
Internal Link Dist (ft)		681			472			129		786	
Turn Bay Length (ft)	100		200	200		350	180		350		
Base Capacity (vph)	167	783	586	151	743	766	510	1321	958	903	873
Starvation Cap Reductn	0	0	0	0	0	0	0	0	0	0	0
Spillback Cap Reductn	0	0	0	0	0	0	0	0	0	0	0
Storage Cap Reductn	0	0	0	0	0	0	0	0	0	0	0
Reduced v/c Ratio	0.47	0.67	0.57	0.78	0.67	0.53	0.67	0.62	0.51	0.88	0.09

Intersection Summary

95th percentile volume exceeds capacity, queue may be longer.
























Queue shown is maximum after two cycles.

HCM Signalized Intersection Capacity Analysis

1: Molalla Ave & S Beavercreek Rd

Scenario 2

10/09/2019

												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Traffic Volume (vph)	52	614	318	126	498	403	311	559	102	587	740	42
Future Volume (vph)	52	614	318	126	498	403	311	559	102	587	740	42
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	4.5
Lane Util. Factor	1.00	0.95	1.00	1.00	0.95	1.00	0.97	0.95		0.97	1.00	1.00
Frpb, ped/bikes	1.00	1.00	0.98	1.00	1.00	0.99	1.00	1.00		1.00	1.00	0.96
Flpb, ped/bikes	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	1.00
Frt	1.00	1.00	0.85	1.00	1.00	0.85	1.00	0.98		1.00	1.00	0.85
Flt Protected	0.95	1.00	1.00	0.95	1.00	1.00	0.95	1.00		0.95	1.00	1.00
Satd. Flow (prot)	1803	3574	1553	1752	3539	1566	3335	3468		3433	1863	1547
Flt Permitted	0.31	1.00	1.00	0.12	1.00	1.00	0.95	1.00		0.95	1.00	1.00
Satd. Flow (perm)	586	3574	1553	231	3539	1566	3335	3468		3433	1863	1547
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	55	653	338	134	530	429	331	595	109	624	787	45
RTOR Reduction (vph)	0	0	71	0	0	95	0	11	0	0	0	23
Lane Group Flow (vph)	55	653	267	134	530	334	331	693	0	624	787	22
Confl. Peds. (#/hr)	6		5	5		6	24		9	9		24
Confl. Bikes (#/hr)			1									
Heavy Vehicles (%)	0%	1%	2%	3%	2%	2%	5%	1%	3%	2%	2%	0%
Turn Type	pm+pt	NA	pm+ov	pm+pt	NA	pm+ov	Prot	NA		Prot	NA	pm+ov
Protected Phases	3	8	1	7	4	5	1	6		5	2	3
Permitted Phases	8		8	4		4						2
Actuated Green, G (s)	31.5	27.5	45.6	40.9	32.4	60.2	18.1	53.3		27.8	63.0	67.0
Effective Green, g (s)	31.5	27.5	45.6	40.9	32.4	60.2	18.1	53.3		27.8	63.0	67.0
Actuated g/C Ratio	0.22	0.20	0.33	0.29	0.23	0.43	0.13	0.38		0.20	0.45	0.48
Clearance Time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	4.5
Vehicle Extension (s)	2.3	2.5	2.3	2.3	2.5	2.3	2.3	4.6		2.3	4.2	2.3
Lane Grp Cap (vph)	166	702	572	164	819	740	431	1320		681	838	740
v/s Ratio Prot	0.01	c0.18	0.06	c0.05	0.15	0.09	0.10	0.20		c0.18	c0.42	0.00
v/s Ratio Perm	0.06		0.11	0.19		0.12						0.01
v/c Ratio	0.33	0.93	0.47	0.82	0.65	0.45	0.77	0.53		0.92	0.94	0.03
Uniform Delay, d1	43.7	55.3	37.5	40.5	48.6	28.2	58.9	33.6		55.0	36.7	19.3
Progression Factor	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	1.00
Incremental Delay, d2	0.7	18.9	0.4	25.2	1.6	0.3	7.5	1.5		16.9	19.4	0.0
Delay (s)	44.4	74.2	37.9	65.7	50.2	28.5	66.4	35.1		71.9	56.1	19.3
Level of Service	D	E	D	E	D	C	E	D		E	E	B
Approach Delay (s)		60.9			43.6			45.1			61.7	
Approach LOS		E			D			D			E	
Intersection Summary												
HCM 2000 Control Delay			53.5				HCM 2000 Level of Service			D		
HCM 2000 Volume to Capacity ratio			0.95									
Actuated Cycle Length (s)			140.0				Sum of lost time (s)			22.5		
Intersection Capacity Utilization			91.9%				ICU Level of Service			F		
Analysis Period (min)			15									
c Critical Lane Group												

Queues

1: Molalla Ave & S Beaver Creek Rd

Scenario 2

10/09/2019



Lane Group	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	SBL	SBT	SBR
Lane Group Flow (vph)	55	653	338	134	530	429	331	704	624	787	45
v/c Ratio	0.30	0.96	0.60	0.82	0.65	0.56	0.77	0.52	0.91	0.93	0.06
Control Delay	41.5	82.6	28.3	75.7	53.8	18.6	71.0	33.9	73.8	53.8	1.5
Queue Delay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Delay	41.5	82.6	28.3	75.7	53.8	18.6	71.0	33.9	73.8	53.8	1.5
Queue Length 50th (ft)	37	314	165	94	236	163	152	253	286	663	0
Queue Length 95th (ft)	72	#438	254	#193	302	263	201	315	#382	#970	9
Internal Link Dist (ft)		681			472			129		786	
Turn Bay Length (ft)	100		200	200		350	180		350		
Base Capacity (vph)	182	678	603	163	818	779	512	1354	711	850	813
Starvation Cap Reductn	0	0	0	0	0	0	0	0	0	0	0
Spillback Cap Reductn	0	0	0	0	0	0	0	0	0	0	0
Storage Cap Reductn	0	0	0	0	0	0	0	0	0	0	0
Reduced v/c Ratio	0.30	0.96	0.56	0.82	0.65	0.55	0.65	0.52	0.88	0.93	0.06

Intersection Summary

95th percentile volume exceeds capacity, queue may be longer.
























Queue shown is maximum after two cycles.

HCM Signalized Intersection Capacity Analysis

1: Molalla Ave & S Beavercreek Rd

Scenario 3

10/03/2019












												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Traffic Volume (vph)	76	505	322	114	486	391	330	709	87	475	770	75
Future Volume (vph)	76	505	322	114	486	391	330	709	87	475	770	75
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	4.5
Lane Util. Factor	1.00	0.95	1.00	1.00	0.95	1.00	0.97	1.00		0.97	1.00	1.00
Frpb, ped/bikes	1.00	1.00	0.98	1.00	1.00	0.97	1.00	1.00		1.00	1.00	0.96
Flpb, ped/bikes	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	1.00
Frt	1.00	1.00	0.85	1.00	1.00	0.85	1.00	0.98		1.00	1.00	0.85
Flt Protected	0.95	1.00	1.00	0.95	1.00	1.00	0.95	1.00		0.95	1.00	1.00
Satd. Flow (prot)	1801	3539	1529	1784	3539	1513	3400	1820		3433	1881	1556
Flt Permitted	0.21	1.00	1.00	0.21	1.00	1.00	0.95	1.00		0.95	1.00	1.00
Satd. Flow (perm)	396	3539	1529	403	3539	1513	3400	1820		3433	1881	1556
Peak-hour factor, PHF	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97	0.97
Adj. Flow (vph)	78	521	332	118	501	403	340	731	90	490	794	77
RTOR Reduction (vph)	0	0	72	0	0	69	0	3	0	0	0	33
Lane Group Flow (vph)	78	521	260	118	501	334	340	818	0	490	794	44
Confl. Peds. (#/hr)	13		10	10		13	20		10	10		20
Confl. Bikes (#/hr)						1						2
Heavy Vehicles (%)	0%	2%	3%	1%	2%	4%	3%	2%	6%	2%	1%	0%
Turn Type	pm+pt	NA	pm+ov	pm+pt	NA	pm+ov	Prot	NA		Prot	NA	pm+ov
Protected Phases	3	8	1	7	4	5	1	6		5	2	3
Permitted Phases	8		8	4		4						2
Actuated Green, G (s)	33.0	26.3	44.4	31.2	25.4	51.7	18.1	59.1		26.3	67.3	74.0
Effective Green, g (s)	33.0	26.3	44.4	31.2	25.4	51.7	18.1	59.1		26.3	67.3	74.0
Actuated g/C Ratio	0.24	0.19	0.32	0.22	0.18	0.37	0.13	0.42		0.19	0.48	0.53
Clearance Time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	4.5
Vehicle Extension (s)	2.3	2.5	2.3	2.3	2.5	2.3	2.3	4.6		2.3	4.2	2.3
Lane Grp Cap (vph)	160	664	550	147	642	558	439	768		644	904	822
v/s Ratio Prot	0.02	c0.15	0.06	c0.03	0.14	0.11	0.10	c0.45		0.14	c0.42	0.00
v/s Ratio Perm	0.09		0.11	0.15		0.11						0.03
v/c Ratio	0.49	0.78	0.47	0.80	0.78	0.60	0.77	1.07		0.76	0.88	0.05
Uniform Delay, d1	43.6	54.2	38.4	49.3	54.6	35.7	59.0	40.5		53.9	32.7	16.0
Progression Factor	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	1.00
Incremental Delay, d2	1.4	5.8	0.4	25.3	5.9	1.3	7.8	51.3		4.9	11.8	0.0
Delay (s)	44.9	60.0	38.8	74.5	60.5	37.1	66.8	91.7		58.8	44.5	16.0
Level of Service	D	E	D	E	E	D	E	F		E	D	B
Approach Delay (s)		51.2			52.9			84.4			48.0	
Approach LOS		D			D			F			D	
Intersection Summary												
HCM 2000 Control Delay			59.2									
HCM 2000 Volume to Capacity ratio			0.97									
Actuated Cycle Length (s)			140.0									
Intersection Capacity Utilization			98.6%									
Analysis Period (min)			15									
c Critical Lane Group												

Queues

1: Molalla Ave & S Beavercreek Rd

Scenario 3

10/03/2019

											
Lane Group	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	SBL	SBT	SBR
Lane Group Flow (vph)	78	521	332	118	501	403	340	821	490	794	77
v/c Ratio	0.48	0.78	0.60	0.78	0.78	0.64	0.77	1.06	0.76	0.88	0.09
Control Delay	47.8	62.7	27.5	75.8	63.4	22.1	71.3	89.9	62.2	46.2	4.5
Queue Delay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Delay	47.8	62.7	27.5	75.8	63.4	22.1	71.3	89.9	62.2	46.2	4.5
Queue Length 50th (ft)	55	240	161	85	233	170	156	~835	217	636	3
Queue Length 95th (ft)	94	294	236	#166	286	241	207	#1150	280	#986	29
Internal Link Dist (ft)		681			472			129		786	
Turn Bay Length (ft)	100		200	200		350	180		350		
Base Capacity (vph)	166	783	586	151	743	645	510	771	686	903	873
Starvation Cap Reductn	0	0	0	0	0	0	0	0	0	0	0
Spillback Cap Reductn	0	0	0	0	0	0	0	0	0	0	0
Storage Cap Reductn	0	0	0	0	0	0	0	0	0	0	0
Reduced v/c Ratio	0.47	0.67	0.57	0.78	0.67	0.62	0.67	1.06	0.71	0.88	0.09

Intersection Summary

~ Volume exceeds capacity, queue is theoretically infinite.

Queue shown is maximum after two cycles.

95th percentile volume exceeds capacity, queue may be longer.
























Queue shown is maximum after two cycles.

HCM Signalized Intersection Capacity Analysis

1: Molalla Ave & S Beavercreek Rd

Scenario 3

10/03/2019












												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Traffic Volume (vph)	52	614	318	126	498	403	311	559	102	587	740	42
Future Volume (vph)	52	614	318	126	498	403	311	559	102	587	740	42
Ideal Flow (vphpl)	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900	1900
Total Lost time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	4.5
Lane Util. Factor	1.00	0.95	1.00	1.00	0.95	1.00	0.97	1.00		0.97	1.00	1.00
Frpb, ped/bikes	1.00	1.00	0.98	1.00	1.00	0.98	1.00	1.00		1.00	1.00	0.96
Flpb, ped/bikes	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	1.00
Frt	1.00	1.00	0.85	1.00	1.00	0.85	1.00	0.98		1.00	1.00	0.85
Flt Protected	0.95	1.00	1.00	0.95	1.00	1.00	0.95	1.00		0.95	1.00	1.00
Satd. Flow (prot)	1802	3574	1553	1752	3539	1554	3335	1825		3433	1863	1547
Flt Permitted	0.30	1.00	1.00	0.13	1.00	1.00	0.95	1.00		0.95	1.00	1.00
Satd. Flow (perm)	570	3574	1553	231	3539	1554	3335	1825		3433	1863	1547
Peak-hour factor, PHF	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94	0.94
Adj. Flow (vph)	55	653	338	134	530	429	331	595	109	624	787	45
RTOR Reduction (vph)	0	0	71	0	0	95	0	5	0	0	0	23
Lane Group Flow (vph)	55	653	267	134	530	334	331	699	0	624	787	22
Confl. Peds. (#/hr)	6		5	5		6	24		9	9		24
Confl. Bikes (#/hr)			1									
Heavy Vehicles (%)	0%	1%	2%	3%	2%	2%	5%	1%	3%	2%	2%	0%
Turn Type	pm+pt	NA	pm+ov	pm+pt	NA	pm+ov	Prot	NA		Prot	NA	pm+ov
Protected Phases	3	8	1	7	4	5	1	6		5	2	3
Permitted Phases	8		8	4		4						2
Actuated Green, G (s)	31.4	27.4	45.5	40.4	31.9	59.7	18.1	53.8		27.8	63.5	67.5
Effective Green, g (s)	31.4	27.4	45.5	40.4	31.9	59.7	18.1	53.8		27.8	63.5	67.5
Actuated g/C Ratio	0.22	0.20	0.32	0.29	0.23	0.43	0.13	0.38		0.20	0.45	0.48
Clearance Time (s)	4.5	6.0	6.0	4.5	6.0	6.0	6.0	6.0		6.0	6.0	4.5
Vehicle Extension (s)	2.3	2.5	2.3	2.3	2.5	2.3	2.3	4.6		2.3	4.2	2.3
Lane Grp Cap (vph)	163	699	571	159	806	729	431	701		681	845	745
v/s Ratio Prot	0.01	c0.18	0.06	c0.05	0.15	0.09	0.10	c0.38		c0.18	c0.42	0.00
v/s Ratio Perm	0.07		0.11	0.19		0.12						0.01
v/c Ratio	0.34	0.93	0.47	0.84	0.66	0.46	0.77	1.00		0.92	0.93	0.03
Uniform Delay, d1	43.8	55.4	37.6	40.9	49.1	28.6	58.9	43.0		55.0	36.2	19.0
Progression Factor	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	1.00
Incremental Delay, d2	0.7	19.6	0.4	30.7	1.7	0.3	7.5	33.3		16.9	18.2	0.0
Delay (s)	44.5	75.0	38.0	71.6	50.8	28.9	66.4	76.4		71.9	54.4	19.0
Level of Service	D	E	D	E	D	C	E	E		E	D	B
Approach Delay (s)		61.4			44.8			73.2			60.8	
Approach LOS		E			D			E			E	
Intersection Summary												
HCM 2000 Control Delay			59.9				HCM 2000 Level of Service			E		
HCM 2000 Volume to Capacity ratio			0.96									
Actuated Cycle Length (s)			140.0				Sum of lost time (s)			22.5		
Intersection Capacity Utilization			96.6%				ICU Level of Service			F		
Analysis Period (min)			15									
c Critical Lane Group												

Queues

1: Molalla Ave & S Beaver Creek Rd

Scenario 3

10/03/2019

											
Lane Group	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	SBL	SBT	SBR
Lane Group Flow (vph)	55	653	338	134	530	429	331	704	624	787	45
v/c Ratio	0.31	0.97	0.60	0.85	0.66	0.57	0.77	0.98	0.91	0.92	0.06
Control Delay	41.8	83.2	28.4	80.5	54.2	19.0	71.0	71.1	73.8	52.7	1.5
Queue Delay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Delay	41.8	83.2	28.4	80.5	54.2	19.0	71.0	71.1	73.8	52.7	1.5
Queue Length 50th (ft)	37	314	165	94	236	164	152	~635	286	663	0
Queue Length 95th (ft)	72	#438	254	#193	302	264	201	#909	#382	#970	9
Internal Link Dist (ft)		681			472			129		786	
Turn Bay Length (ft)	100		200	200		350	180		350		
Base Capacity (vph)	177	676	602	158	806	769	512	718	711	856	817
Starvation Cap Reductn	0	0	0	0	0	0	0	0	0	0	0
Spillback Cap Reductn	0	0	0	0	0	0	0	0	0	0	0
Storage Cap Reductn	0	0	0	0	0	0	0	0	0	0	0
Reduced v/c Ratio	0.31	0.97	0.56	0.85	0.66	0.56	0.65	0.98	0.88	0.92	0.06

Intersection Summary

~ Volume exceeds capacity, queue is theoretically infinite.

Queue shown is maximum after two cycles.

95th percentile volume exceeds capacity, queue may be longer.

Queue shown is maximum after two cycles.

July 10, 2019

Amy Willhite
Angela Wright
Gaffney Lane Neighborhood Association

Dear Amy, Angela, and Gaffney Lane Neighborhood Association.

Thank you for taking the time to write a Molalla Avenue Phase III project comment letter (April 30, 2019). We also appreciate the opportunities you have taken to discuss and share information since writing your letter. As of the time of this letter we have received and shared a variety of project support documents including:

- Kittelson and Associates Technical memorandum(s) dated March 4th (30% Design Memo) and June 19th (60% Design Memo),
- Kittelson and Associates Gaffney Lane Letter Response memo dated June 13th (Draft) and June 14th (Final)
- Report and memo strip maps in various stages of design

General - Given the detailed information contained in the technical memorandum and the neighborhood response memo, this letter avoids restating the technical analysis/justification and consultant recommendations. This letter attempts to address some of the non-technical aspects and tackle the inferences on team interaction with the neighborhood.

The Molalla Avenue improvement projects have a long history including reports that date back to 2001 on access management and bike and pedestrian safety. As a multi phased project, the past projects all have had extensive public involvement and this third phase is no different. I have been at the forefront of design concepts, finding funding for the project, as well as being one of the project's key advocates. Familiarity with the operational concerns of this corridor is high. Attending many neighborhood meetings and hearing many suggestions that in general have been about improving pedestrian safety and

delivering a project that better meets the needs of the neighborhood. These suggestions along with the project staff who use the corridor and obviously the technical and professional opinions of our design consultants are the basis for where this project is headed.

While a long history of interaction with the community provides great perspective, having timely input including a refresh of what may have been stated in years past is always best. Project specific public information and involvement (i.e. project websites, project open houses, community surveys, and direct communication with the key project staff) is the best way for a community member or represented organization like the Gaffney Lane Neighborhood Association to help in guiding the design. The neighborhood letter was a great way to accomplish this.

Wells Fargo/Black Rock Driveway - The recommendation to limit turning movements at this location along the corridor is well justified in the Kittelson documents however, I also suggest that aside from traffic counts, this intersection is different than the Fir Street intersection in that unlike Fir Street it serves a private development that has many access options beside the Wells Fargo/Black Rock driveway. The majority of the problem as it relates to Molalla Avenue is the back-ups on the private property at this driveway, resulting in rushed and often risky driver actions to get in or out of this driveway. If we did not have the turn lane storage needs for vehicles turning off Molalla Avenue onto Beaver Creek Road west bound and the signal was warranted, the addition of the signal would likely be triggered as a land use action upon a private project and funded by the developer. While there are cases of agency funded signal projects that serve private development, in this case given the constraints of the project funding I will continue to recommend to the City Commission that using our limited capital funds on a signal at this location is not appropriate, particularly when the use of access management such as the median is the responsible recommendation.

Aside from limiting driver access, the proposed median would provide a safe refuge for crossing pedestrians. This is consistent with recommendations from the TriMet pedestrian and Transit review from 2011 which recommends: "Provide an additional, protected pedestrian crossing on Molalla Ave, just North of Clairmont Way, to connect the apartments on the west side of Molalla to the shopping center on the east side of the street. Consider

treatments like medians with pedestrian refuges, and pedestrian warning signs, like Rectangular Rapid-Flashing Beacons (RRFBs) to assist people with crossing the street.

Clairmont Way and Gaffney Lane Intersections - The current plans for these intersections include provisions for dedicated turn lanes consistent with the neighborhood's desire and expectations. While both of these intersections are complicated by constraints, alignment, and existing access, the project team is committed to reconfiguring these intersections to the degree possible and we expect both to be much safer for pedestrians, bicyclists and drivers. These intersection improvements have always been a project objective.

2013 Gaffney Lane signal improvement history – I found my 2013 email about commitments to make signalization improvements. Here is the excerpt:

John wrote (2013): The intersection you are referring to is a safety concern. Mostly for pedestrians and particularly the movement you described in your initial inquiry. Aside from the grant application we are currently working with Clackamas County to upgrade the signal controller and pedestrian signals at this location. I don't know the exact status of this work but it is to be completed in this current budget year and this work along with several other signal upgrades along Molalla is currently underway. We will be paving Gaffney Lane at this location this summer, possibly Molalla too (assuming we have the budget). Given the constraints at this location I don't see either road getting much wider but I do see it getting much safer. So rest assured it's on the radar and I agree it needs to be added to the TSP.

As committed back in 2013, the signal controller upgrades that I understood to be desired were completed and pedestrian button and pedestrian signal heads were upgraded. According to the Clackamas County signal manager at the time, to the degree possible and with the current lane configuration, the intersection was optimized as much as possible and with pedestrian safety at the forefront. Split phase signal operation dedicated for the Gaffney Lane left turn movements may have been considered in 2013 but if so I can only assume that it was never implemented due to the loss in efficiency and complexity of the necessary changes using the existing signal equipment and lane configurations.

As discussed, our thoughts are that the proposed dedicated turn lanes at Gaffney Lane will require a third lane and re-alignments of the signalization that is not an option without more right of way and the new signals.

Fir Street - Signalization at Fir Street has been something I have considered on the table as key users along Fir Street and the Post Office have inquired about adding the signal for years. The project scope did not include the addition of the signal because during the project scope and estimating for the grant application it was assumed that the signal would not be warranted even at full 2040 build out. When developing the scope and fee for the project design the question of intersection analysis at Fir Street came up and we made the appropriate decision to include this intersection in our analysis. Given the lack of certainty for signalization for Fir Street this would not have been a neighborhood meeting update item before the design process was underway.

Garden Meadows Drive Pedestrian Crossing – The design team continues to conclude that an enhanced pedestrian crossing at Garden Meadow (200 feet north) is not recommended due to proximity to the Fir Street signalized intersection. The north leg of the Molalla Avenue/Garden Meadow Drive intersection will continue to have an ADA accessible ramp and the crossing will continue to function as a legal crosswalk. However, this location remains a concern for pedestrians due to the high volume of traffic, vehicle speeds, and pedestrian/vehicle conflicts with Wilco traffic exiting the driveway, making the left turn onto Molalla Avenue southbound.

Given the 2014 neighborhood expectation for an enhanced crosswalk at this location and the recent neighborhood response to the proposal to move the pedestrian enhanced crosswalk further south, our design team has considered multiple locations for the crosswalk. The City's desire to honor the grant intent to include three midblock crosswalks is high and the Post Office is an obvious pedestrian generator. Overall the pedestrian counts for both Garden Meadow and Char Diaz are very low but the potential for users is thought to increase if enhanced crosswalks exist.

There is not an exceptional location for this crosswalk given the existing driveways and Garden Meadow Drive turning lane needs. Yet I'm convinced that optimizing the spacing for these enhanced crosswalks is a useful neighborhood benefit. In addition, aligning the crossing with the Alvaro Lane neighborhood pathway, and consideration for the pedestrian

July 10, 2019

Page 5

generators from Molalla Square and Meadows Courtyard, further justify the proposed crossing.

Char Diaz Drive Pedestrian Crossing – As per the Garden Meadow Way discussion, the Char Diaz crossing is also complicated by driveways. There is also concern that the crossing be placed far enough north to provide a clear sight line for drivers moving north as they progress around the sweeping corner fronting Oregon City Point. Again the crossing spacing targets that the design team is trying to balance is good in that it provides the Char Diaz user a close crossing option to get to either the TriMet bus stop or the Oregon City Point and also provides the Lazy Creek Lane and Sebastian Way users a responsible crossing option that is 200 and 400 feet away. The proposed location for the crossing and pedestrian refuge also accommodates the turning and acceleration refuge needs for side streets and driveways.

I'm hopeful this letter combined with the Kittelson Associates documents is considered open and honest communication. As staff we solicit and value public project collaboration at any point in the design process but we especially value it early in the design process. We continue to reach out to the community to garner project feedback. While we recognize you have the benefit of this preview of our 60% open house update, we also encourage you and the neighborhood to be active in the balance of the public involvement process. If one of us can help by attending one of your neighborhood meetings please let me know.

Sincerely,

John M. Lewis, P.E.

Public Works Director

CC: Oregon City Commissioners

Tony Konkol, City Manager

Dayna Webb, City Engineer

City of Oregon City

MEETING DATE:	<u>December 10, 2019</u>	<input type="checkbox"/> Regular Meeting
		<input checked="" type="checkbox"/> Work Session
		<input type="checkbox"/> Special Meeting
LOCATION:	City Hall - Chambers	
CONVENE:	6:01 PM	ADJOURN: 7:54 PM

CITY COMMISSION	PRESENT	ABSENT
Mayor Dan Holladay	X	
Commissioner Rocky Smith, Jr.	X	
Commissioner Frank O'Donnell	X	
Commissioner Rachel Lyles Smith	X	
Commissioner Denyse McGriff	X	

STAFF	TITLE	PRESENT
Tony Konkol	City Manager	X
Kattie Riggs	City Recorder	X
Jim Band	Police Chief & Public Safety Director	X
Laura Terway	Community Development Director	X
Josh Wheeler	Asst. City Engineer	X
Dayna Webb	City Engineer	X
Patrick Foiles	Human Resources Director	X
Maureen Cole	Library Director	X
Matthew Weintraub	Tourism Coordinator	X

ADDITIONAL SUPPORT:		PRESENT
Audio Visual Technician	Steve Tarantula	X