



November 17, 2015

1. CALL TO ORDER AND ROLL CALL

The Transportation Advisory Committee (TAC) meeting of **Tuesday, November 17, 2015**, was called to order by Chair La Salle at 6:03 PM in the Commission Chambers at Oregon City Hall, 625 Center Street, Oregon City, Oregon.

Committee members present included Chair Bob La Salle, Vice-Chair Henry Mackenroth, Gary Johnson, Thomas Batty, John Anderson, Bob Mahoney, Scott Failmezger, and Steve Johnson. Cedomir Jesic was excused.

Staff members present included John Lewis, Public Works Director; and Lisa Oreskovich, Administrative Assistant.

2. APPROVAL OF THE MINUTES

<p>Mr. Mackenroth moved to approve the minutes of October 20, 2015. Mr. Steve Johnson seconded the motion and it passed unanimously.</p>

3. AGENDA ANALYSIS

No agenda analysis.

4. NEW BUSINESS/DISCUSSION ITEM

a. TAC Vacancies and Interviews

John Lewis briefed the TAC Members on the three vacancies coming up; Mr. Mackenroth, Mr. Mahoney, and Mr. Failmezger have terms expiring December 31, 2015. Mr. Mahoney and Mr. Mackenroth have re-applied, but Mr. Failmezger will be retiring after 12 years of service.

Mr. La Salle and Ms. Oreskovich discussed reusing the same interview questions from last year. Mr. La Salle mentioned that the interviews will need to be held in December and Ms. Oreskovich will be scheduling the interviews.

Ms. Oreskovich mentioned that there is an agenda item for December, as well. The Finance Department will provide a presentation on the transportation budget. She asked the TAC when they would like to begin the interviews.

Mr. La Salle decided to start the TAC meeting at 6:00pm with the Finance Presentation first, followed up TAC interviews at 6:30pm. Interviews will be 15 minutes long per applicant.

Mr. La Salle asked if Ms. Oreskovich would be sending applicant packets in advance of the meeting.

Ms. Oreskovich confirmed she would circulate packets, as well as questions, to the TAC members. She confirmed that there were five applicants.

5. CITIZEN COMMENTS

Denyse McGriff, member of the McLoughlin Neighborhood Association, is representing the McLoughlin Neighborhood Association, with Louisa Gonyou, to show that the McLoughlin Neighborhood Association has been present at the TAC meetings faithfully over the last year to address their concerns with speeding. They are hoping to help with the campaign for addressing these safety concerns. Ms. McGriff presented traffic safety signage with the permission of the City of Vancouver to use their design. The sign was provided to Mr. Mackenroth.

Mr. Mackenroth thanked her for the sign.

Ms. McGriff mentioned that they have spoken with a local printing company that can create more of these signs if the City is welcome to the idea.

Louisa Gonyou, 101 Center Street, spoke of the vandalism of her signs. She asked that Mr. Mackenroth secure the sign they gave him because she had two signs taken from her yard.

Mr. Mahoney asked about vandalism of these signs.

Ms. Gonyou said she got a new sign and tied it to her picket fence hoping that it would stay put and be more secure.

Mr. La Salle spoke to the fact that signs are often stolen. He discussed how he takes signs down that are pounded into live trees or covering other signage. They need to comply with sign code.

Ms. McGriff asked if the TAC members had a response for the community this evening.

Mr. La Salle said that he did not because it is a slow process. He mentioned that Ms. Oreskovich has created a brochure to help move forward with the Drive Safe Oregon City Campaign. Steps are being made, but it takes time.

Mr. Lewis commented that the intent was to have something in place by next school year, but it does not mean certain deliverables could not be ready before that. The City wants all of the content and distribution of products to be able to hand out the schools, or possibly the Oregon City Police Department's National Night out. He mentioned that this was a topic on the agenda that would be discussed further later in the meeting.

6. NEW BUSINESS/DISCUSSION ITEMS (CONTINUED)

b. Public Works Update

i. STIP Funding Letter

Mr. Lewis circulated a letter that was drafted by the Public Works Engineering Department on behalf of the Transportation Advisory Committee to show their support for the ODOT STIP funding request for Oregon City's Downtown Corridor project. The big pieces of this project for the Downtown Corridor contain repaving, striping, and LED street lighting for a safer corridor for citizens. These are proposed improvements to Main Street from 10th Street to 15th Street. There has been talk with TriMet to possibly add a signalized location right at the TriMet bus transit center. There have been concerns with pedestrians crossing Main Street at the transit center.

Clackamas County is embarking on a project in the same area and the City would like to match improvements. The City looked at the 14th/15th couplet and had DKS do a detailed analysis. The main problem with the new design concept was a potential backup of traffic when allowing cars to turn out at 15th if both 14th and 15th Streets were turned into on-way streets. The recommendation was to make 14th Street and Main Street safer.

When it comes to the STIP funding, Oregon City one of many competing for this funding. A quick look at what others are proposing in Clackamas County show the projects exceeding over \$20 million when there is only \$11 million to go around.

Mr. La Salle asked if there was any possibility of rethinking the crosswalk at the KFC location because it is an accident waiting to happen.

Mr. Lewis said that is the proposed location of the possible signalized location. He asked

Mr. Anderson moved that the TAC support the letter as drafted.

Mr. Batty seconded the motion and the motion passed unanimously.

ii. Drive Safe Oregon City Campaign

Mr. Lewis discussed the five internal meetings for the Drive Safe Oregon City Campaign meetings that have been held to help address residents' traffic safety concerns. The Drive Safe Oregon City Campaign members consist of several Public Works staff members, Chair La Salle, and Office Brian Willard. The campaign artwork and logo that Officer Willard created was presented to the TAC members. This artwork helps address the first two subjects of the campaign which are distracted driving and speeding. The intent of the artwork is to create decals that can be placed on garbage cans, yard debris bins, and recycling cans. Other options have been discussed, but he wants to make the signage in compliance with the new sign code. He would like to see the Campaign driven by the community to get the word out there.

Mr. Mahoney asked about holding a citywide open house for citizens to come in and learn about the Campaign much like with the Blue Heron Legacy project. He mentioned other options for advertising such as on the side of TriMet or public television, or even on the backs of receipts. He likes the idea of approaching the high schools and feels that the message needs to be repeated continually.

Mr. Mackenroth suggested printing bookmarks that could be handed out at the library.

Mr. Steve Johnson thinks B&B Leasing is a good idea to partner with. Bigger signs for drop boxes can be made, and reflective signs would be more noticeable.

Mr. Lewis wanted to acknowledge Officer Willard and his help with the Campaign and the graphics and volunteering on his own time to help with the artwork.

Mr. La Salle mentioned that some of the Campaign's discussion was to reach out to local organizations such as PTA's and PTO's to help spread the message and to attend the National Night Out. He mentioned that he would like to get the message out sooner than next school year.

Mr. Gary Johnson commented on the design and mentioned that he likes the artwork that says "Driving is no accident". He felt the "Hang up or Pay up" had too much content for a driver to take in, but on a placement it would provide a lot of good information. The "Eyes Up, Slow Down" looks crowded.

Ms. McGriff likes the concept of the stickers on the garbage cans, but does not like leaving her garbage can on the street for long so the message is only seen for a short period of time. She suggested many other options such as putting stickers on City vehicles or school buses, sending the message home in school packets, local newspaper articles, or go to the news stations.

Mr. Anderson proposed a pilot project with the McLoughlin Neighborhood to try out the garbage can stickers so the message could be spread sooner.

Ms. Oreskovich mentioned that she has been researching printing companies to print the decals and has had to widen the search since the artwork will be printed larger than an 8 ½ x 11" to display better on the garbage/yard debris cans.

Mr. Lewis mentioned that pricing is important and that this garbage can idea has been discussed at several meetings and he agrees that the sticker needs to be durable so it lasts. B & B Leasing has mentioned that when they take the cans back to the shop the stickers will be pressure washed off. Distribution is another question that needs to be answered.

Mr. Anderson thinks the pilot programs would help the Committee evaluate the effectiveness of the stickers by having them concentrated in one neighborhood.

Mr. Lewis was thinking the CIC might be a large enough group that could help provide their opinions on the Campaign and thoughts on the decals.

Mr. Mackenroth moved to make the "Safe Driving is No Accident" artwork the first priority and first decal so that evaluation of the garbage can decal and message can begin.

Mr. Anderson seconded the motion and it passed unanimously.

Mr. Anderson asked if a decision should be made about a pilot area and recommended the McLoughlin Neighborhood. He made a motion to do the garbage can decals in the McLoughlin Neighborhood as a pilot program.

Mr. Lewis wanted to point out that the idea was for the message to be spread throughout the City and by providing the decals to more than one neighborhood it will be seen more than one day a week since different neighborhoods have different garbage pickup days.

Mr. Anderson reiterated that a pilot program is just to help launch the message and the idea of the garbage can decal. By testing it in a smaller area they can evaluate how well it does and the McLoughlin Neighborhood sees a lot of traffic and has been vocal about wanting to help with the Campaign.

Ms. Gonyou wanted to thank the TAC about the exciting ideas she is hearing. She wanted to volunteer and be helpful in any way that she could.

Mr. La Salle brought the TAC members back to Mr. Anderson's previous motion about the pilot program in the McLoughlin Neighborhood to distribute garbage can decals to its residents. The vote passed unanimously.

Mr. Mahoney brought up displaying Drive Safe Oregon City banners across well-traveled streets.

Mr. La Salle had some reservation about that idea because he was wondering how much funding that would take up.

Ms. Oreskovich discussed the draft brochure she created. She distributed a draft to the TAC members.

Mr. Lewis wanted to mention that a plan is needed for distribution and messaging to ensure the Campaign is effective. He wants to be cautious and not overshoot.

Mr. Mahoney asked if the TAC has the support of City Commission to move forward with the Drive Safe Oregon City Campaign.

Mr. Lewis mentioned that the City Commission has not yet seen this Campaign. Before the message is spread, he would prefer the blessing of the City Commission.

Mr. La Salle feels that before getting pricing, City Commission should be presented with the information so they can decide if City funds should be given to promote it.

Mr. Mackenroth pointed out that Public Safety is part of the City Commission's goals under Goal 3 – Enhance the Livability of the City.

Mr. La Salle suggested that staff start up the internal Drive Safe Oregon City Campaign meetings after the holiday season to help get the ball rolling and then have a short agenda item about it at each TAC meeting.

Mr. Lewis said that he would try to have a schedule, updated brochure, and pricing for the TAC at the December meeting.

Mr. Mahoney reiterated that the City Commission needs to give their blessing to have some authority behind the Campaign.

6. COMMUNICATIONS

No communications items.

7. FUTURE AGENDA ITEMS

Mr. Mackenroth asked that a future agenda item be to discuss keeping Jefferson Street a one-way even after construction of the Carnegie Library because it seems to be working better now, even with the construction of the library, as a one-way.

8. ADJOURNMENT

There being no further business, the meeting adjourned at approximately 7:17 p.m.

Respectfully Submitted,

Lisa Oreskovich
Administrative Assistant