**For the Shuttles and Tours Subcommittee:** \*Note: Bolded items highlighted in yellow are those identified as priorities by participants. Bolded action items are followed by the number of votes received for that Action Item (each participant received 3 votes to doll out).

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| **Shuttles/Tours** | | | | |
| **Action Item** | **What do we hope to accomplish?** | * **What is needed to accomplish this action?** * **Are there obstacles?** | * **How might you or your agency be able to help?** * **Your name/agency** | * **What are the steps to initiate this action?** * **Estimated timeline to complete/implement** |
| **Shuttles from Troutdale, Fairview, Wood Village and/or Portland (9 votes)\*** | * Can be implemented in 2016 with funding * Reduce single occupancy vehicles * Reduce number of vehicles on HCRH * Improve visitor experience | * Weekend use at Rooster Rock (parking can be full) * Funding * Agreement from OPRD- how do concessionaire permits work? * Involvement from private shuttle companies * Impacts to Multnomah Falls wastewater treatment plant from increased visitation | * We can provide service (Grayline) * We can help promote/educate (MCEDD) | * Let us know specifics of service and we will get to work (MCEDD) |
| **Shuttle from Rooster Rock (7 votes)** | * Same as above | * Approval of appropriate agencies * Funding * Agreement from jurisdiction with parking lot * Private sector shuttle involvement (Grayline) * East County cities exploring a shuttle option from their jurisdictions. Coordination opportunities | * We can provide service (Grayline) * We can help promote/educate (MCEDD) * Work with Mayors to coordinate solution (Commissioner McKeel) * (USFS) participate in transit planning and monitoring through existing methods | * Project is underway (Grayline) * Let us know specs of service and we will get to work (MCEDD) |
| Inform and Coordinate tour operators to reduce congestion | * Improve visitor experience * Reduce day trips/ increase overnight stays * Educate tour operators in issues so they can inform/guide guests | * Understand what needs to be communicated * Work through Travel Oregon and Travel Portland to spread information through Oregon Travel and Tour Operators Association * Tour companies schedule 18 months out |  |  |
| Vehicle Size | * Passenger cars only except for residents | * Rule/law or expectation * Over dimensional permits * Row limitations- safety * Where large vehicles would park? |  |  |

**For the Marketing/Traffic Information Subcommittee:**

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| **Marketing Measures to Reduce Congestion (4 votes at top of page)** | | | | |
| **Action Item** | **What do we hope to accomplish?** | * **What is needed to accomplish this action?** * **Are there obstacles?** | * **How might you or your agency be able to help?** * **Your name/agency** | * **What are the steps to initiate this action?** * **Estimated timeline to complete/implement** |
| * Market Shoulder and off season * Promote different times of day and seasons through incentives and events * Advertise/Market other relatively unknown sites | * Spread use out * Be careful what we ask for… these sites will soon be full [regarding marketing other relatively unknown sites] | * **Comprehensive and Coordinated Communication Plan (3 votes for this item)** * Support newly revived Columbia River Gorge Visitors Association to take lead on communication * **Include Traffic Info/use of Trip Check (1 vote)** | * OPRD Website * USFS website and social media * (Travel Oregon) contribute to development of plan; execute strategies within our existing communication channels * Need Columbia River Gorge Visitor Association >Kristin D. can contact * I have $5,000 [no name or agency listed] * Contact Lee Weinstein regarding pro bono work | * Kristen Stallman revives communication plan group to finalize plan and execute by April 2016. |
| * Promote alternative modes of transport such as ridesharing—engage with Uber, Lyft, Zipcar? * Encourage/ incentivize carpooling | * How will this help if parking lots are full? >Might reduce number of cars parking in lots * Do we need to designate carpool parking? >good idea to identify carpool spots | * A meeting with the companies to initiate conversation and relay challenges * Uber tours * Friends of the Gorge guided tour (e.g. WET Bus approach) | * MCEDD can help promote/ educate e.g. our website, talks and presentation to community groups and government officials |  |
| Communicate Best times to go, directing visitors toward Google Maps to view current traffic conditions | * Combine with Traffic Planning Tech. * Combine with Comprehensive Communication Plan | * All agencies communicating the same thing * To consider: pre-trip planning during (real time) > this needs the most emphasis |  |  |
| Develop/Provide consistent messaging across agencies around parking/safety | * Insider’s Guide to the Gorge | * Need to develop the resource, promote and distribute it |  |  |

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| **Traffic Information** | | | | |
| **Action Item** | **What do we hope to accomplish?** | * **What is needed to accomplish this action?** * **Are there obstacles?** | * **How might you or your agency be able to help?** * **Your name/agency** | * **What are the steps to initiate this action?** * **Estimated timeline to complete/implement** |
| Advanced warming that parking is full- Variable Messaging Signs | * Provide options | * ODOT Cooperation * Funding * NSA permit * Obstacle: Where do people go as option * Can we use Push Alerts? Sign up for text message? |  |  |
| * **Utilize technology to communicate up to date traffic and/or parking status (5 votes)** * Provide information about alternative parking or recreation options at Multnomah Falls Gate | * Trip Check- Website * Need to develop message/website * Need host for site * Fix video camera at Multnomah Falls | * Funding/ Leader for website development * Need for marketing to let visitors know about Trip Check * Obstacle: limited audience * Mobile App? * Can Trip Check be made into a mobile app? | * ODOT- work on the Trip Check portal to outside website |  |

**For the on-site improvements, safety management, road safety audit Subcommittee:**

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| **Public Safety** | | | | |
| **Action Item** | **What do we hope to accomplish?** | * **What is needed to accomplish this action?** * **Are there obstacles?** | * **How might you or your agency be able to help?** * **Your name/agency** | * **What are the steps to initiate this action?** * **Estimated timeline to complete/implement** |
| **Additional Law Enforcement (funding)**  **(6 votes)** | * Provide adequate public safety relative to traffic enforcement/ parking control and crime/livability improvement * Consider “Visitor Use Assistant” model from National Park Service | * Identified funding Source | * Inform Sherriff regarding potential interest in added LE capacity * Create “program offer” for identified funding entity (need to first identify potential funding source) * Allocate money from 2717 Multnomah Co. budget for additional position and to Sherriff’s Office? | * Schedule a meeting with the Sherriff * Contact Commissioner McKeel (MCSO) |
| * **Train more volunteers through the Sherriff’s office (2 votes)** * **Utilize Corbett volunteer group to help with education or create college internships (1 vote)** | * Educate visitors regarding traffic and parking issues * Assess traffic flow/parking conditions * Communicate situation to Multnomah County Sherriff’s Office /District Deputies | * Funding * Assessment completed- 2-3 volunteers available with only limited seasonal availability for assistance | * Volunteers are already trained |  |
| Dedicate a reserve deputy or volunteer for special events likely to draw more visitors | * Focused selective public education/enforcement of parking/traffic | * Assessment completed- 2 reserve deputies available on a limited basis | * Designate reserve deputies * Create written “Columbia River Gorge” daily job duties (Commander Reiser, MCSO) | * Create written document- 30 days * Will contact MCSO Reserve Sergeant Marc Shrake |
| Create a communication plan with the local community leading up to special events | * Coordinated communication plan to ensure LE/Volunteer resources are assessed/ assigned to special event | * Create calendar of events * Create/assess roster of resources attached to events |  |  |

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| **Vehicle Safety Management** | | | |
| **Action Item** | **What do we hope to accomplish?** | * **What is needed to accomplish this action?** * **Are there obstacles?** | * **How might you or your agency be able to help?** * **Your name/agency** |
| **Continue to place boulders to discourage unsafe parking (7 votes)** | * Or alternatives such as signage or tire strips * “Quick fix” safety improvement | * Maintenance issues (snow removal) * Work crew to accomplish after appropriate team agrees upon approach. Also need corresponding signage. * Site visit/assessment * Safety of boulders in clear zone * May need similar ODOT Authority for ‘no parking’ | * USFS can participate in site visit/assessment as a team member * WFC has a safety engineer that can help provide recommendations to improve safety at specific locations. Recommend pulling together a group to focus on providing recommendations |
| **Mark formal parking in safe areas which have the space but are not currently marked (8 votes)** | * Yes maximize space * Delineate parking to guide users to park appropriately * Formalize parking areas | * Parking inventory- where are the formal/informal spots? * Actual striping, delineation, signage * Depending on design- may need NSA permit * NSA parking limitations | * WFC has a safety engineer that can help provide recommendations to improve safety at specific locations. Recommend pulling together a group to focus on providing recommendations |
| **Improve parking signage: (8 votes)**   * **For designated spots** * **For ‘No parking’ spots** * **‘Park only in designated spots’ signs** | * Tow away zones * Parking enforcement zone—“You are about to enter” | * ODOT or body of authority design and place signs * NSA? * Enforcement * NSA review | * WFC- same as above |
| **Make the road 1-way with the other lane for pedestrians, bikes or parking (seasonally?) (1 vote)** | * Pilot? * Improve traffic flow | * ODOT * Congestion study/ management plan * Out of the way for locals having to travel to get back West-bound, or to their home. * Commerce issues- delaying trucks, construction, home repairs | * WFC- same as above |
| Install an automated crosswalk signal or engage volunteers to direct pedestrians and traffic at busy intersections | * Multnomah Falls * Design work—to educate pedestrians and vehicles | * NSA permit | * WFC- same as above |

**Identified as primarily long-term actions, though first steps/pilots/tests can be initiated in the short term:**

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| **Parking Limitations** | | | |
| **Action Item** | **What do we hope to accomplish?** | * **What is needed to accomplish this action?** * **Are there obstacles?** | * **How might you or your agency be able to help?** * **Your name/agency** |
| **Require NW Forest Pass for Historic Highway (1 vote)** | * Long term * Test in 2017 with Pilot Project | * Could be controversial— raise public expectation for higher level of service and “if I have to pay I should be able to find parking” * State Park sites? * Long term |  |
| **Create parking passes online that need to be reserved in advance (free?)**  **(1 vote)** | * Needs to be further investigated as part of parking management study. |  |  |
| Time limited parking on Historic Highway | * Different times on some parking spaces * Study Regulations | * Develop Parking Management Strategy * Enforcement * Long-term * Impact to concessionaires at Multnomah Falls * Authority and capacity to implement parking limitations (applies to all action items) | * (WFLHD) Parking can be incorporated into broader congestion study that ODOT got funding for via FCAP |
| Time limit on I-84 lot |  | * Need more comprehensive planning * Vary time limit spots * Look at current parking use |  |
| Charge for parking at peak times |  | * Parking management strategy * Transportation Demand (Management Study (TOM)) * Equity concern- pricing people out |  |