**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
 |  |