

Technical Memorandum

March 23, 2026

Project# 30231

To: Karl MacNair, PE; Carla Paladino; Tanner Fairrington
From: Anais Mathez, 3J Consulting
CC: Matt Bell, Amy Griffiths
Kittelsohn & Associates, Inc.
RE: Medford Transportation Safety Action Plan Public Involvement Summary

OVERVIEW

The City of Medford initiated the Transportation Safety Action Plan (TSAP) in Fall 2024 to build a safer and more equitable transportation system. The Plan is rooted in the Safe System Approach and aims to eliminate traffic-related deaths and serious injuries by 2035. Public engagement is a central pillar of this work, ensuring community input supports the data-driven process of identifying high-risk areas and prioritizing safety interventions.

To ensure that the TSAP reflects the priorities and insights of the community, the project team has structured community engagement into three distinct phases. These phases are designed to gather feedback at critical stages of the planning process, facilitating meaningful input and collaboration with residents, interest groups, and local organizations.

- **Phase 1:** Focuses on gathering input on existing conditions and transportation safety concerns. Community members will help identify specific areas needing improvement and share initial ideas.
- **Phase 2:** Concentrates on collecting feedback on proposed countermeasures, building consensus, and refining solutions based on community input.
- **Phase 3:** Identify and discuss next steps for implementation.

Phase One of TSAP engagement launched at the outset of this process and culminated in spring 2025. Activities aimed to understand where people feel unsafe, what behaviors and conditions contribute to that sense of risk, and what changes could make people feel safer. The following summarizes the activities and feedback received through Phase One.

PHASE ONE: COMMUNITY ENGAGEMENT ACTIVITIES

The project team employed a mix of engagement tools to reach a broad spectrum of Medford community members. Two primary activities formed the core of the Phase One outreach:

- **Community Conversations:** Medford staff facilitated a series of conversations with local community groups and advisory boards to share information about the TSAP and gather insights on local transportation safety issues. These conversations focused on identifying areas

where people feel unsafe, behaviors that contribute to safety concerns, and suggestions for improvements. Groups included the Medford Planning Commission, Active Transportation Advisory Committee, Downtown Medford Association (DMA) and United Way of Jackson County. These conversations were structured to provide project information and elicit feedback about specific safety issues and priority locations.

- Online Survey:** In conjunction with community conversations, a citywide online mapping survey was launched and promoted through various City communication channels. By April 1, 2025, the survey had gathered 386 comments. Survey questions asked respondents to identify unsafe streets or intersections, describe the behaviors or conditions contributing to safety concerns, and suggest improvements. Respondents could choose to categorize their comments into two broad themes — Infrastructure and Behavior Concerns — as well as indicate an additional subcategory to further organize the feedback. An additional, open-ended question was also provided for any comments not tied to specific geographic locations.

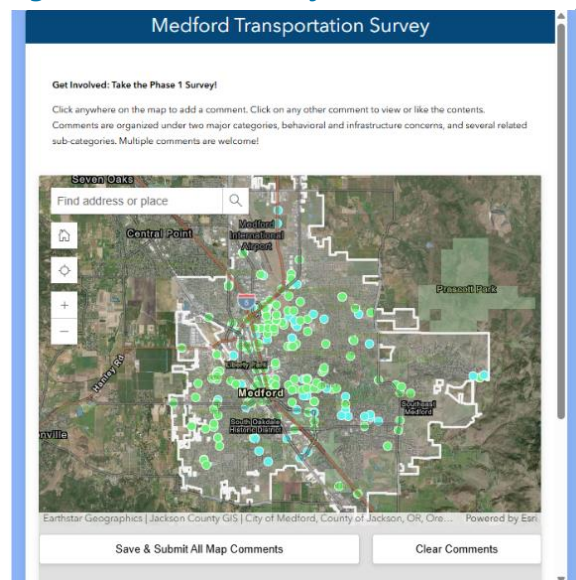
Notes from the community conversations were inputted in the online survey, with supporting geographic information where applicable, to allow for a central data collection and analysis mechanism.

Overall, the majority of comments were related to infrastructure concerns, with behavior concerns only accounting for approximately a quarter of all the feedback. The most commonly reported subcategory related to infrastructure included “congested intersections and roadways.” The most commonly reported subcategory related to behavior concerns included “speeding.”

Figure 1. Community Conversations Toolkit



Figure 2. Online Survey



KEY THEMES AND COMMUNITY INSIGHTS

From both the community conversations and survey responses, several detailed themes and insights emerged:

1. Unsafe conditions for people walking and biking

Concerns about pedestrian and bicycle safety were the most frequently voiced issue. Respondents described areas with missing or poorly marked crosswalks, narrow sidewalks, lack of curb ramps, and absence of protected bike lanes. High-traffic corridors near schools, parks, and shopping areas were frequently cited as difficult or dangerous to navigate. Community members emphasized the need for:

- More visible and frequent crosswalks
- Expanded and protected bike infrastructure
- Traffic signal timing that accommodates pedestrians
- Better lighting in key pedestrian areas

"It's scary trying to cross Main Street with my kids—it feels like drivers don't expect to see people walking."

2. Traffic congestion and motorist safety

In addition to concerns about pedestrian and bicyclist safety, several respondents expressed frustration with traffic congestion and unpredictable roadway conditions that impact motorist safety. Congested intersections, poorly timed signals, and confusing roadway configurations were identified as daily stressors for drivers.

Many comments described issues such as difficult left turns, unclear signage, and bottlenecks that lead to risky driving behaviors. Residents identified several key roadways—including OR-62, OR-99, and McAndrews Road—as especially problematic for traffic flow and driver safety. Suggested improvements included:

- Better signal coordination and timing
- Intersection redesigns to reduce delays and improve visibility
- Additional turn lanes and yield signage
- Improved wayfinding and clearer lane striping

This feedback reinforces the importance of addressing congestion not only as a convenience issue but as a matter of safety for those who rely on driving, especially older adults or those with limited mobility.

"The intersection at Poplar and OR-62 is so backed up during rush hour—it's dangerous just trying to merge."

3. Dangerous driving behaviors

Aggressive and reckless driving behaviors were cited as major contributors to residents' sense of insecurity. Commonly mentioned issues included:

- Speeding, especially on wide arterial roads
- Failure to yield to pedestrians in crosswalks
- Red-light running and illegal turns
- Distracted and impaired driving

These behaviors were perceived as particularly dangerous in areas with heavy pedestrian traffic or school zones. Residents called for more consistent and visible enforcement of traffic laws.

"People drive like it's a freeway through residential neighborhoods. We need enforcement and road design that slows cars down."

4. Demand for traffic calming and safer street design

Respondents generally expressed support for traffic calming measures that would make it harder to speed or drive recklessly, while considering impacts on parking, congestion and emergency access. Suggested improvements included:

- More crosswalks, speed bumps and medians with pedestrian refuge areas
- Mini roundabouts at dangerous intersections
- Streets with connected sidewalks

While there was demand for traffic calming measures, not all respondents were in favor of road diets and narrower streets and some respondents noted concerns over the related congestion. However, the community recognized that design can influence behavior and emphasized that enforcement alone would not be sufficient to address long-standing issues.

"We need streets designed to slow people down—not just more signs telling them to."

5. Equity and safety for vulnerable populations

There was a clear concern for the safety of vulnerable users, including children, seniors, people with disabilities, and low-income residents who rely more heavily on walking, biking, and transit. Areas near schools, senior housing, and community services were identified as priority zones for safety improvements. This feedback underscored the need for:

- ADA-compliant crossings and curb ramps
- Extended signal timing for pedestrians
- Safe routes to schools and senior centers
- Benches, shelters, and lighting at transit stops

"My grandmother walks to the grocery store with a walker—she needs safer crossings and more time at signals."

6. Interest in continued engagement

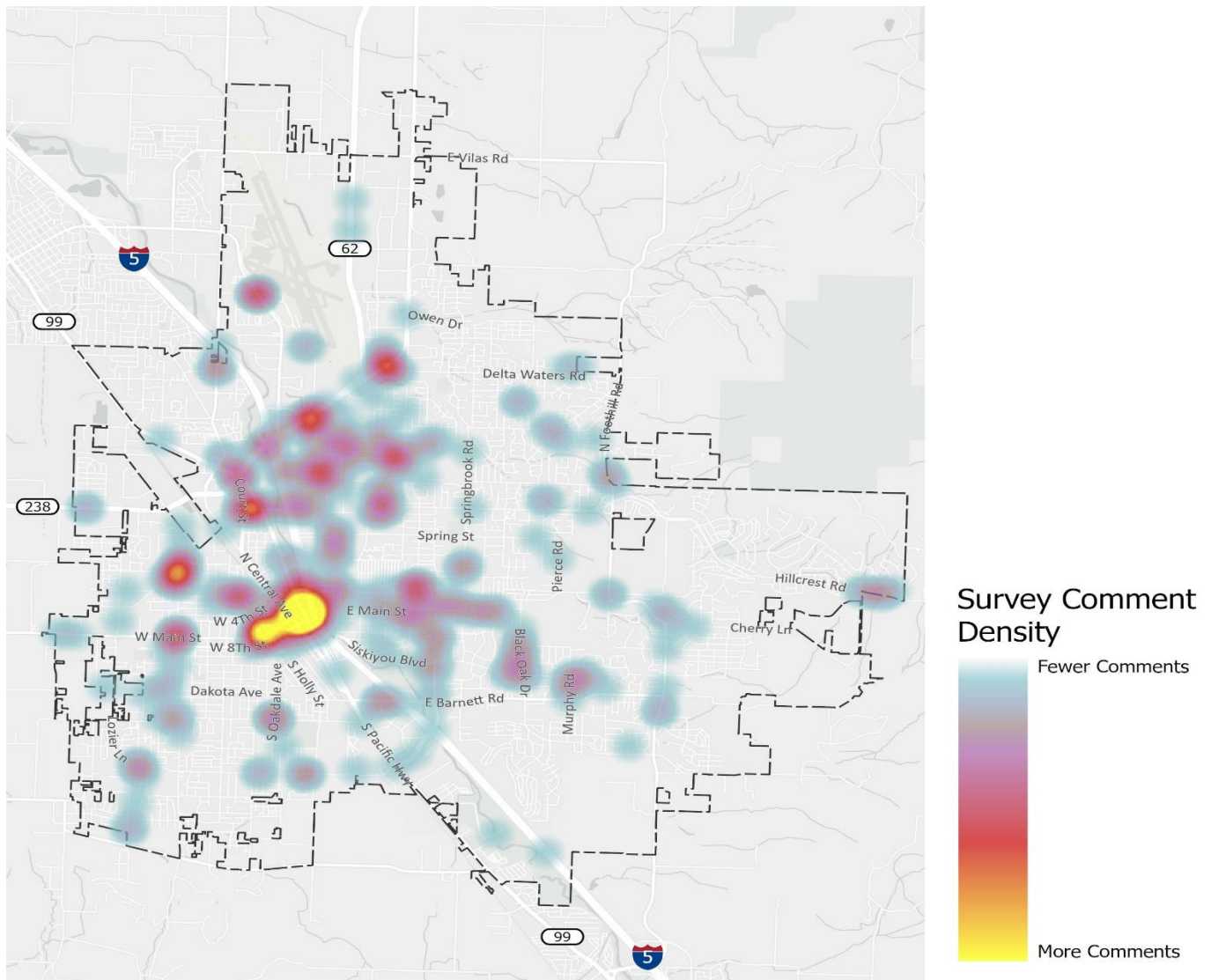
Residents expressed a desire to be kept informed and involved as the TSAP progresses. Several participants said they appreciated being asked for their input and wanted more opportunities to participate in shaping safety solutions.

"It's great to see the City asking for feedback. I just hope it turns into real change."

HIGH-PRIORITY LOCATIONS

Community members highlighted several high-risk intersections and corridors where they feel unsafe or have witnessed dangerous behaviors. The spatial distribution of responses showed strong geographic patterns, with downtown Medford and major corridors like OR-62 and Main Street emerging as key areas of concern.

Figure 3. Spatial concentration of all comments



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Project# 30231

To: Karl MacNair, PE; Carla Paladino; Tanner Fairrington
From: Steve Faust, Jasmyne Schierbaum, Maia Wiseman; 3J Consulting
CC: Matt Bell, Amy Griffiths, PE; Kittelson & Associates, Inc.
RE: Medford Transportation Safety Action Plan Phase 2 Engagement Summary

OVERVIEW

The City of Medford is preparing a Transportation Safety Action Plan (TSAP) to support the City's goal for zero roadway deaths or serious injuries by the year 2035. Public engagement throughout this plan ensures that community input supports the data-driven process of identifying and prioritizing safety interventions.

Medford hosted an in-person community meeting on October 2, 2025 and an online open house was from September 30 to October 19, 2025 to present and gather feedback on recommended strategies, countermeasures, and a framework for monitoring and sustaining safety improvements for proposed strategies for addressing behavior and infrastructure issues related to transportation safety. Community members provided feedback on strategies for each Safe System Approach category and location specific strategies. Fourteen (14) community members participated in the Community Meeting. An online open house was open from September 30th to October 19th for people who could not attend the community meeting in person. The online open house received 1,376 unique visitors. The number of responses or comments for individual questions are noted below.

The following is a summary of key themes of in-person and online open house responses. A compilation of comments from the community meeting and online open house are attached in Appendix A and Appendix B.

KEY THEMES

Systemic Strategies

Participants were asked to identify their top three preferred strategies for each of the safe system approach objectives. There was also an opportunity for participants to provide additional comments.

SAFER ROADS

Safer Roads strategies focus on designing roadways to reduce both the occurrence of people making mistakes and the risk of injury when mistakes occur. Strategies tend to reduce conflicts, lessen the severity of conflicts, and encourage safer road user behaviors.

Top Strategies: Roundabouts (27), Lighting (19), and Bicycle Facilities (17).

Key Concerns:

- Mixed opinions on roadway reallocation
- Road diets creating severe congestion
- Prioritize emergency response/evacuation
- Concern about bike lanes and desire for separate greenways or paths to keep bicycles off arterials
- Missing sidewalks in high-pedestrian areas
- Emergency response and evacuation impacts from road changes
- Impaired driving as root cause being ignored
- East Main Street corridor completely unaddressed
- Too many driveways and curb cuts on major roads
- Unsafe school drop-off and pick-up zones
- Oversized, high-conflict intersections
- Inadequate lighting and visibility issues

High Priority Areas:

- East Main Street
- West Main Street near Ivy School/Children's Museum - need improved strategies implemented for pedestrian safety
- Highway 238, 62, and 99 intersection - poor signal timing, red light running
- Crater Lake Highway 62 and 99 - too many driveways/curb cuts
- Barnett Road and McAndrews Road - high volumes, frequent turns, inconsistent signals
- Poplar, Bullock, and Highway 62; Delta Waters and 62 - oversized, high-conflict zones
- North Phoenix Road and Juanipero - roundabout or signal
- Barnett and Garfield - dangerous left turn lanes facing each other
- Airport Road and Biddle
- Stewart and Lozier
- McAndrews and Ross Lane
- Columbus and Main - more direct path to 8th
- Chestnut and Jeanette - need stop signs instead of yield signs
- Garfield and Highway 99 - signal is poorly timed

Suggestions:

- Create separated multi-use path system
- Make roundabouts and protected slip lanes the default standard
- Implement driveway consolidation programs
- Require circulation plans for all schools
- Paint crosswalks at all intersections, especially T-intersections
- Improve east-west connectivity and Bear Creek connections
- Install comprehensive lighting improvements
- Develop East Main Street corridor strategy
- Balance safety with emergency response and evacuation needs

SAFER SPEEDS

Safer Speeds strategies focus on achieving operating speeds that are appropriate for the safety of all road users. The appropriate operating speed for a roadway depends on the surrounding land use context, function of the roadway, provided facilities, and expected users.

Top Strategies: Speed Feedback Signs (57), Design Speed and Target Speed Policy (48), and Speed Cameras (44).

Key Concerns:

- Skepticism about road diets, citing congestion on Main Street
- Desire for consistent school zone speeds with flashing lights
- Excessive speeding
- E-bikes and throttle-driven bikes speeding
- Distracted driving compounding speed issues
- Cut-through traffic speeding in residential areas
- Block-by-block speed limit changes causing confusion (Highway 62, 99, Barnett, McAndrews)

High Priority Areas:

- McAndrews Road
- North Phoenix Road
- Tahitian Ave between Delta Waters and Cedar Links
- Stewart and Riverside
- Columbus Ave

Suggestions:

- Install speed feedback signs at high-speed locations
- Implement comprehensive traffic calming on cut-through streets
- Deploy speed enforcement during peak times
- Create corridor-wide consistent speed management

- Convert intersections to roundabouts with protected slip lanes
- Standardize all school zone treatments
- Add protected bike infrastructure separate from high-speed roads
- Regulate throttle-driven bikes and e-bikes

POST-CRASH CARE

Post-Crash Care enhances the survivability of crashes through expedient access to emergency medical care, while creating a safe working environment for vital first responders and preventing secondary crashes through robust traffic incident management practices.

Top Strategy: Enhanced emergency vehicle preemption (41).

Key Concerns:

- Lack of EMS and police data integration
- Lack of space for vehicles to move over for emergency services
- Lack of real-time crash data
- Insufficient emergency vehicle signal preemption

Suggestions:

- Integrate EMS and police crash data systems
- Expand emergency vehicle signal preemption
- Implement real-time crash data collection
- Design roads with emergency vehicle access in mind
- Provide crash response education

SAFER PEOPLE

Safer People strategies encourage safe, responsible behavior by people who use the roadway and create conditions that prioritize people's ability to reach their destination unharmed. Strategies supporting Safer People tend to focus on educational and enforcement programs. Efficacy is increased when education is complemented by physical roadway changes, operational changes, and enforcement.

Top Strategies: Public Responsibility (38), Education Campaigns (36), and High-Visibility Enforcement (34).

Key Concerns:

- Drivers need consequences/tickets to change their behavior (not just education)
- Distracted driving (phones) is a key issue
- Need Safe Routes to School coordinator
- Concern about contraflow bicycle travel

- Inadequate bicycle safety education
- Pedestrian inattentiveness
- Poor school drop-off/pick-up circulation
- Inadequate driver education and renewal requirements

Suggestions:

- Improve driver’s education and license renewal requirements
- Increase high visibility enforcement at crash hotspots
- Implement bicycle safety education
- Implement teen driver outreach programs
- Provide crash response and evacuation education
- Develop school-specific traffic circulation plans
- Prioritized Safe Routes to Schools and hire a coordinator

SAFER LAND USE

The Safer Land Use category aims to make the daily necessities of life closer and easier to access, facilitating efficient transportation systems that prioritize safety and mobility. The land use context impacts the appropriate roadway environment: in downtown strategies lower the target speed of roadways, and in more dispersed areas with greater speeds, more physical separation between modes should be provided.

Top Strategy: Connected street networks (19).

Key Concerns:

- Connector streets experiencing increased speeding and traffic noise due to cut-through traffic
- Vegetation and landscaping at corners and along roadways can block visibility
- Mixed-use development and new subdivisions being approved without adequate consideration of traffic impacts on existing collector streets
- Residential collectors with inappropriate speed limits and traffic calming measures (like Black Oak in East Medford, Main Street from Crater Lake to Black Oak)
- Deep building setbacks creating unsafe pedestrian environments
- Inadequate cul-de-sac design which cannot accommodate both parked vehicles and emergency vehicle turning radius

Suggestions:

- Enforce corner visibility requirements
- Require angled or “cut” corners on buildings
- Focus setbacks strategically, not universally
- Implement traffic calming on residential collectors

- Require infrastructure-first development planning
- Prioritize connected streets over short, disconnected segments

SAFER VEHICLES

The Safer Vehicles category aims to expand the availability of vehicle systems and features that help to prevent crashes and minimize the impact of crashes on both occupants and non-occupants.

Top Strategy: Micromobility safety (11).

Key Concerns:

- Safety of automated vehicles and e-bikes
- Lack of regulations like speed limits and helmet requirements for e-bikes
- Electric vehicle post-crash safety concerns
- Inadequate driver training and accountability
- Human behavior is core issue, not vehicles

Suggestions:

- Regulate or restrict automated/autonomous vehicles
- Regulate e-bikes with safety requirements
- Implement mandatory driver refresher courses (especially for city employees and senior citizens)
- Prioritize education over vehicle mandates
- Address electric vehicle post-crash safety issues by developing regulations and emergency response protocols for electric door lock failures and electric battery fires

Location-Specific Strategies

Participants were asked to identify their top three preferred strategies for each of the safe system approach objectives. There was also an opportunity for participants to provide additional comments.

BARNETT ROAD FROM HOLLY STREET TO PHEONIX ROAD

Key Concerns:

- Extreme westbound PM congestion to I-5
- Inadequate I-5 interchange capacity
- Concern about roadway reallocation reducing lanes and impacting hospital/emergency services

- Numerous driveway access points and turning conflicts
- High speeds
- Inadequate pedestrian and bicycle infrastructure
- Poor bus stop design
- Inadequate lighting
- Stewart and Ledter - right turn from center doesn't yield to the U-turn on Stewart

Suggestions:

- Reroute bikes to Larson Creek Path
- Redesign Highland/Barnett interchange
- Signal retiming
- 30 mph limit
- More lighting
- Consolidate driveways
- Add pedestrian safety infrastructure
- Convert to roundabout

BARNETT ROAD & RIVERSIDE AVENUE INTERSECTION

Key Concerns:

- Wide turning radii encourages dangerous high-speed entries/exits
- Railroad proximity creates compounding hazards (backups, risky turns, vehicles stopping on tracks)
- Dangerous pedestrian behavior
- Dangerous cyclist behavior
- Red-light running
- Complex, high risk intersection
- Inadequate separation between vehicles and vulnerable users
- Driver education gaps (confusion about right-turn-on red rules and improper spacing at intersections)
- Inadequate lighting

Suggestions:

- Roundabout
- Improve lighting
- Improve signage near train tracks to ensure vehicles don't stop on the tracks
- Implement red light and speed cameras
- Add protected bike infrastructure
- Acquire corner properties for future
- Public education campaigns
- Implement traffic-responsive signal timing

MAIN STREET FROM RENAULT AVENUE TO COLUMBUS AVENUE

Key Concerns:

- Too many driveways
- Too few crossings
- Unsafe pedestrian crossing
- Speeds well above 35 mph
- Griffin Creek School zone safety issues
- Inadequate lighting
- Ross/Main intersection bottleneck

Suggestions:

- Roundabout at Ross/Main
- Flashing light beacons indicating school zones
- Driveway consolidation
- Pedestrian refuge islands or pedestrian bridge
- Speed reduction
- Lighting improvements
- Traffic calming
- Traffic speed awareness signs

MAIN STREET & ROSS LANE-LOZIER LANE INTERSECTION

Key Concerns:

- High-risk left turns
- Wide corners enabling fast turns
- Rear-end collisions
- Crashes involving pedestrians
- Poor intersection design
- Inadequate lighting
- Heavy truck complications

Suggestions:

- Roundabout
- Consolidate driveways
- Install pedestrian refuge islands with better lighting
- Use durable metal barriers instead of plastic (especially to prevent traffic turning left from W. Main into Thunderbird/Taco Bell)
- Implement protected slip lanes
- Prioritize infrastructure before development
- Invest in transit to reduce car traffic and congestion

ROSS LANE-LOZIER LANE FROM STONEFIELD WAY TO MEADOWS LANE

Key Concerns:

- Speeding (encouraged by wide design)
- Poor lighting especially at night
- Severe left-turn and angle crashes at intersections
- Spring Street lacks sidewalks and is dangerous due to housing growth
- Noise pollution from vehicles
- Lack of sidewalks on Spring Street

Suggestions:

- Roundabouts
- Traffic calming
- 30 mph limit
- Increase traffic enforcement and speed cameras
- Add light at Albertson's
- Better lighting at crosswalks
- Add sidewalks on Spring Street

CRATER LAKE HIGHWAY & DELTA WATERS ROAD INTERSECTION

Key Concerns:

- Designed as highway but functions as city street
- Speeding
- Left turns across traffic from Crater Car Wash
- Congested driveways
- Long wait times at lights
- Frequent red light running
- Pedestrian safety issues

Suggestions:

- Pedestrian islands or bridge
- Extend concrete barrier
- Physical barriers on Delta Waters South by HWY 62 (specifically eliminate left turns from into Crater Car Wash driveway from left turn lane)
- Add 2-lane left turn from Delta Waters
- Dedicated right turn lane
- Consolidate driveways
- Speed reduction

OVERALL THEMES ACROSS ALL SECTIONS

- Strong opinions regarding construction of bike facilities vs. prioritizing vehicle capacity. Mixed opinions on road diets/reallocation and adding bike lanes to already congested roadways. Support for creating greenways and bike facilities separate from vehicles.
- Enforcement/accountability is an important aspect of a safe transportation system in addition to infrastructure. Many respondents believe that impairment and distraction are the root causes of many accidents and need to be addressed in addition to roadway design.
- Emergency response cannot be compromised, especially near the hospital.
- Support for strategies that increase pedestrian safety such as pedestrian refuge islands and flashing beacons indicating school zones.
- Consistency needed (speeds, school zones, and design standards).

APPENDIX A. COMMENTS FROM COMMUNITY WORKSHOP

Safer Roads

Strategies: SAFER ROADS


Safer Roads strategies focus on designing roadways to reduce both the occurrence of people making mistakes and the risk of injury when mistakes occur. Strategies tend to reduce conflicts, lessen the severity of conflicts, and encourage safer behaviors.

TIER 1: Remove Severe Conflicts

Remove Fixed Objects

Delineate, remove, or relocate fixed objects outside of the roadside clear zone.


Expected Outcome: Reduces crash severity by lowering the likelihood of serious fixed-object collisions.



Roadway Reallocation

Reconfigure four-lane roads into three lanes with a center turn lane and added space for other uses (e.g., bike lanes).


Expected Outcome: Improves safety by lowering speeds, reducing crashes, and simplifying roadway operations.



Bicycle Facilities

Install low-stress bicycle facilities that connect to key destinations across the city.


Expected Outcome: Provides designated space for bicycles, reduces conflicts with vehicles, and supports safe multimodal travel.



Convert to Roundabout

Convert signalized or stop-controlled intersections to modern roundabouts.


Expected Outcome: Replaces stop or signal control with a circular intersection, lowering speeds, reducing severe crashes, and improving intersection operations.



Access Management

Consolidate access or limit turning movements at driveway access.

Expected Outcome: Reduces the number or type of driveway movements to minimize conflict points and improve safety.




TIER 2: Reduce Vehicle Speeds

Hardened Centerlines and Turn Wedges

Install raised elements such as bollards or rubber curbs on intersection centerlines.


Expected Outcome: Slows turning speeds, reduces conflicts at intersections, and improves safety for all users.



Roadway Reallocation

Install raised concrete refuge islands with crosswalk markings at unsignalized intersections or midblock crossings.


Expected Outcome: Provides a safe waiting area, reduces pedestrian exposure, and allows two-stage crossings.



Curb Extensions

Install curb extensions with ADA-compliant ramps at intersections or crossings.

Expected Outcome: Shortens crossing distances, slows turning vehicles, and improves pedestrian visibility.




Strategies: Safer Roads (cont.)

TIER 3: Manage Conflicts in Time

Signal Operational Changes

Implement protected phasing such as protected only left turn phasing, no right turn on red and Leading Pedestrian Interval.


Expected Outcome: Reduces conflicts with opposing and cross traffic, lowering the risk of crashes. Gives pedestrians a head start before vehicles get a green light, improving visibility, increasing yielding, and reducing turning conflicts.



Convert to All-Way Stop Control

Install stop signs on all approaches at two-way stop-controlled intersections.


Expected Outcome: Requires all approaches to stop, reducing angle collisions, improving safety for all users, and balancing intersection priority.



Pedestrian Hybrid Beacon

Install pedestrian-activated hybrid beacons at unsignalized multilane crossings.

Expected Outcome: Gives drivers a right-light indication when activated, providing safer pedestrian crossings, improving driver yielding, and reducing pedestrian crash risk.




TIER 4: Increase Attentiveness and Awareness

Increase Awareness of Intersection

Provide advanced warning, improve sign and streetlight reflectivity with reflectorized backplates, and/or remove obstructions that limit sight distance.


Expected Outcome: Alerts drivers to upcoming intersections, improves compliance, and reduces missed-stop crashes. Improves visibility, reduces conflicts, and enhances safety at intersections and driveways.

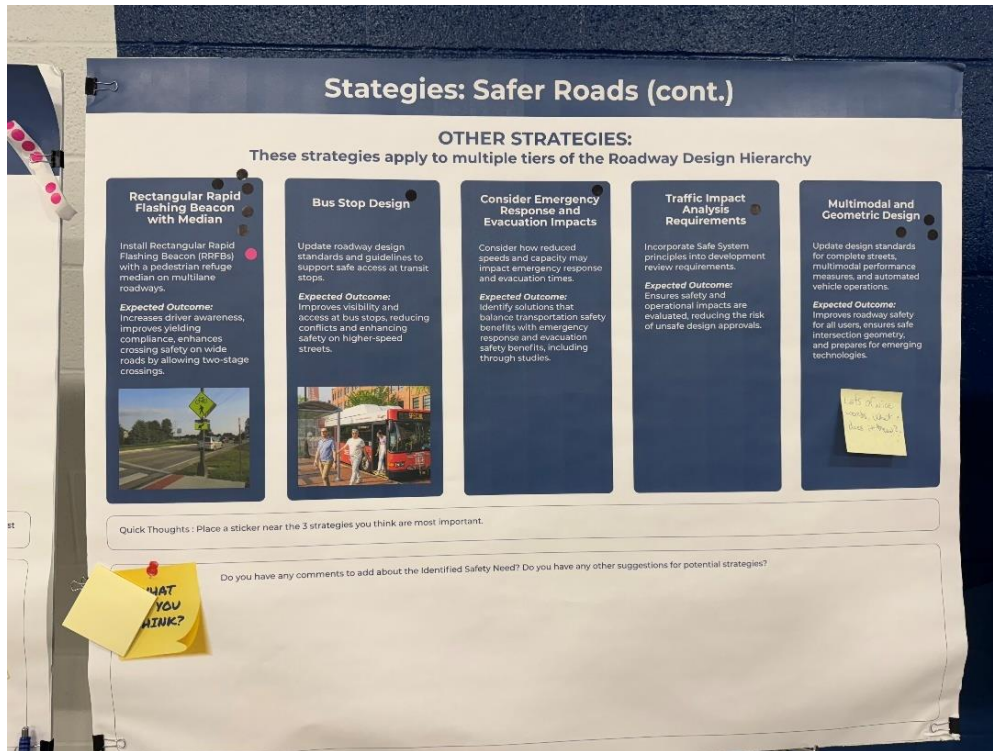


Install Lighting

Install lighting (including intersection lighting and pedestrian lighting at crosswalks).

Expected Outcome: Improves nighttime visibility, reduces crashes, and enhances safety for all users. Improves pedestrian visibility and comfort, and reduces nighttime crossing crashes.



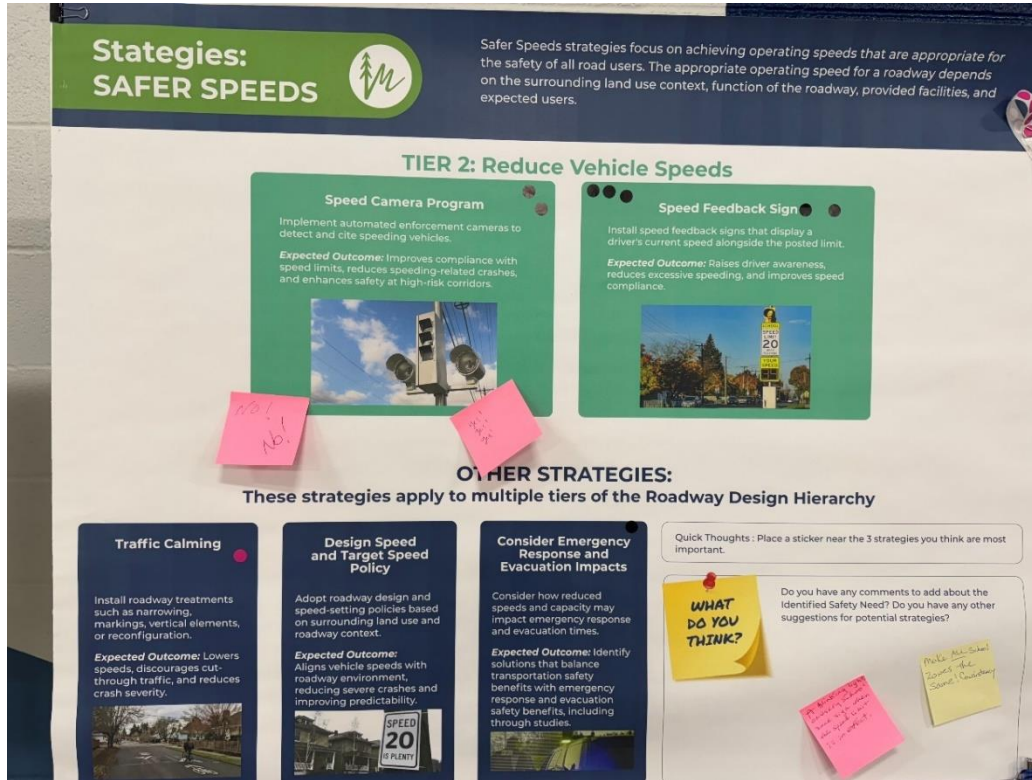


Participants supported many of the Safer Roads strategies with the most support being for Rectangular Rapid Flashing Beacon With Median (6), Multimodal and Geometric Design (3), Roadway Reallocation (4), and Convert to All-Way Stop Control (3).

Comments:

- Lots of nice words. What does it mean?
- Intentional lighting, avoid light pollution.

Safer Speeds

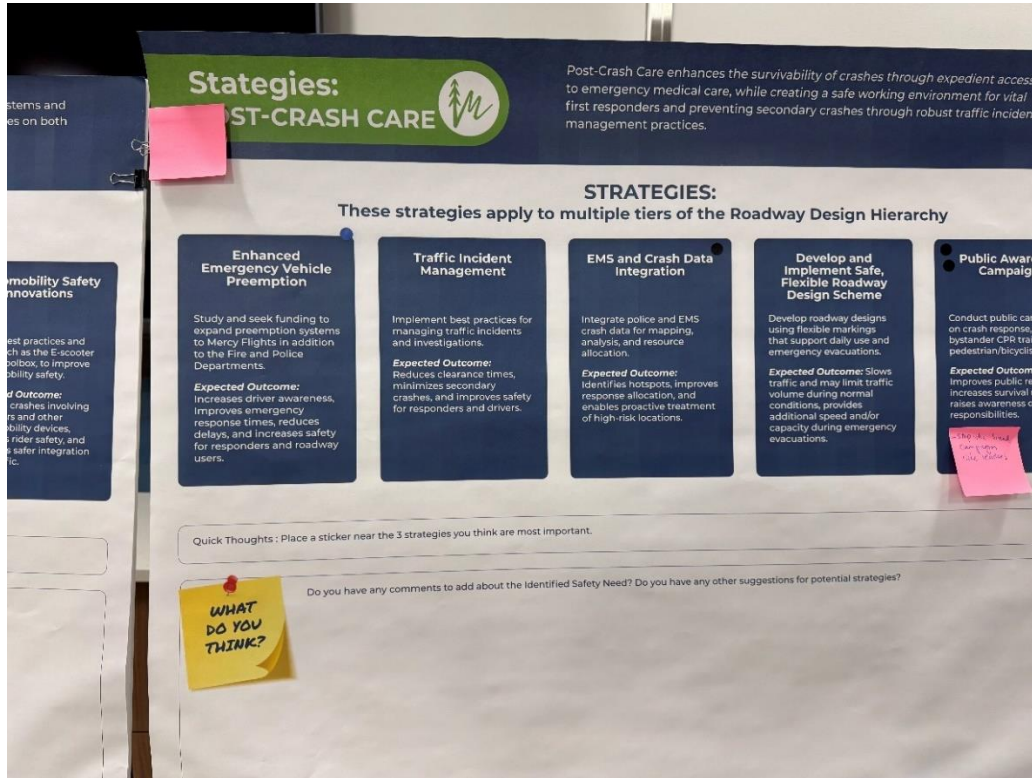


Participants supported speed camera program, speed feedback signs, traffic calming and considering emergency response and evaluation impacts.

Comments:

- No and yes (in response to speed camera program).
- Make all school zones the same. Consistency.
- A blinking light on every school zone sign when the speed limit is in effect.

Post-Crash Care

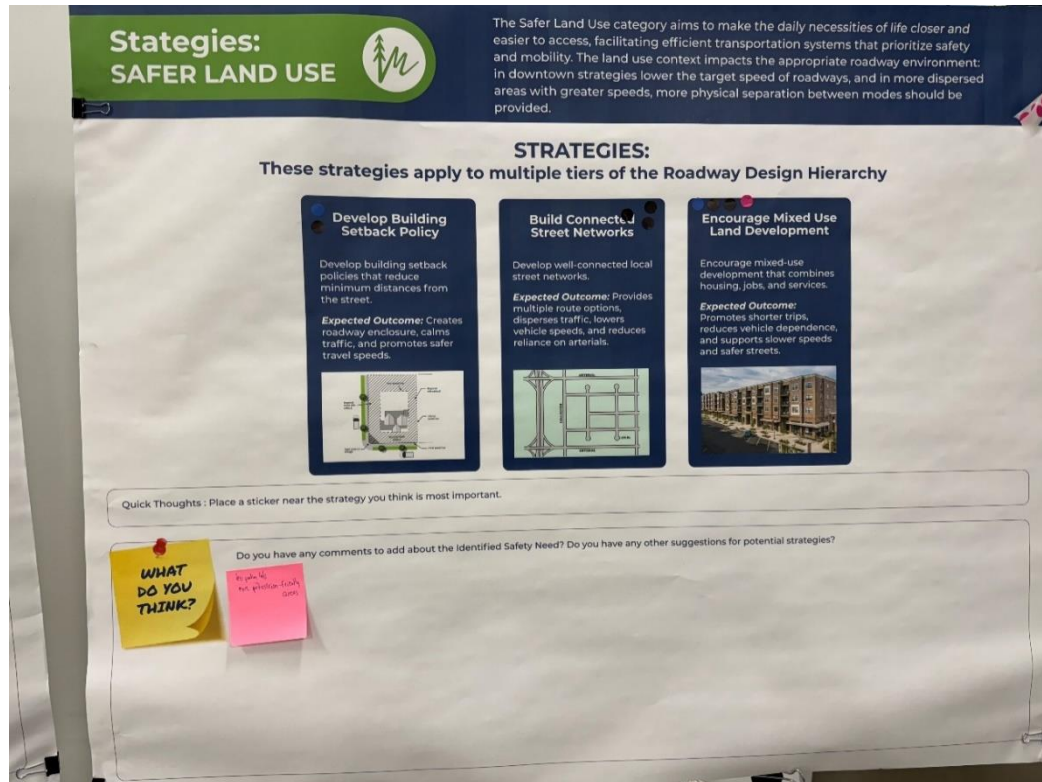


Participants supported Enhanced Emergency Vehicle Preemption (1), EMS and Crash Data Integration (1) and Public Awareness Campaigns (2).

Comment:

- Stop the bleed campaign ride leaders.

Safer Land Use

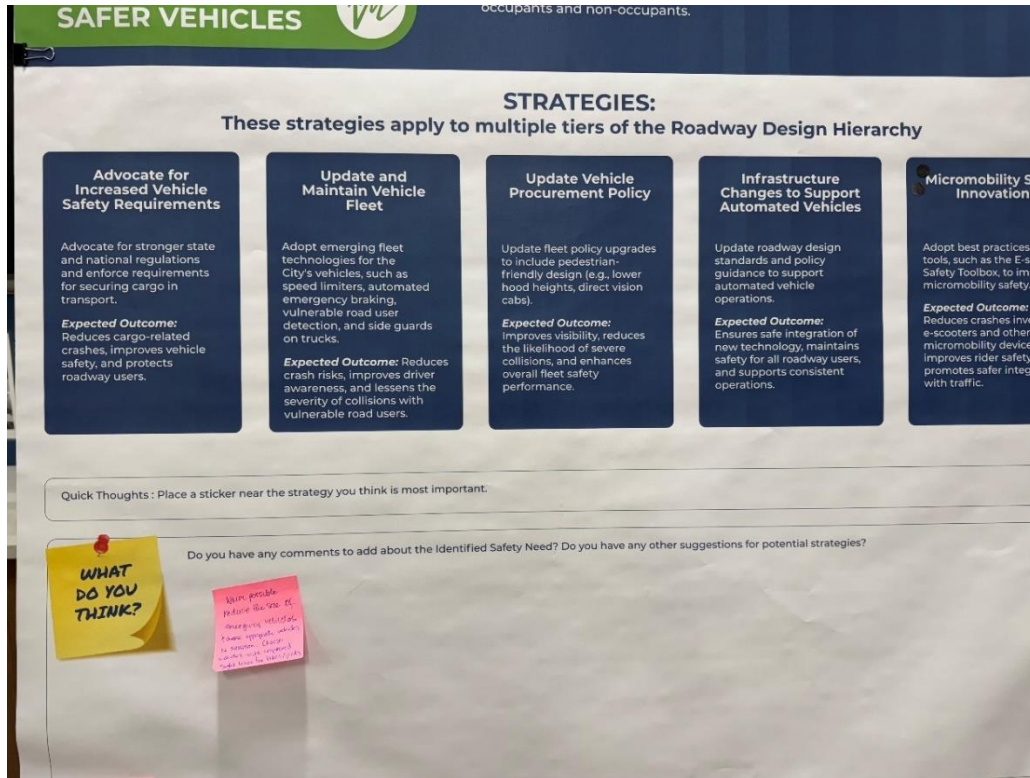


Participants supported Developing a Building Setback Policy (2), Building Connected Street Networks (3), and Encouraging Mixed Use Land Development (4).

Comment:

- Less parking lots, more pedestrian friendly areas.

Safer Vehicles



Participants supported Micromobility Safety Innovations (2).

Comment:

- Where possible, reduce the size of emergency vehicles and choose appropriate vehicles to situation. Choose vehicles with improved sight lines for bikes/peds.

Barnett Road Segment

Barnett Road (Holly Street to Phoenix Road)

RISK FACTORS:

- High-Volume & High-Speed Roadway**
 - Posted Speed of 35 MPH & Drivers Speed along Corridor
 - Major Arterial Roadway
 - 4+ Lane Cross Section
- Land Use with High Exposure**
 - Proximity to Transit
 - Commercial Zoning
 - High Social Equity Disparities
- Midblock Locations**
 - Major Gaps in Comfortable Pedestrian Crossing Opportunities

OTHER IDENTIFIED CHALLENGES:

- The public identified that there is existing congestion at this location, and that the signals need to be retimed.
- There are lots of driveways, and because many cars turn in and out of driveways there are more chances for crashes.
- Wider corners allow drivers to turn more quickly.
- Bus stops have limited facilities, which makes it less comfortable to wait and harder for buses to serve the area.
- Barnett Road is a primary east-west corridor and primary emergency response and evacuation route with access to I-5, Asante Regional Medical Center and other medical facilities, the Manor, schools, and N Phoenix Road.
- There is a mix of homes and stores that leads many people to walk in this area and need to cross the street.
- Limited local street connectivity increases demand and vehicle turning movements at this location, it also increases the length of many trips.

EMPHASIS AREAS:

- Vulnerable Road Users
- Motorcycle Crashes
- Risky Road User Behaviors
- Intersection Crash Types with Severe Outcomes

CRASH TRENDS:

- Rear-End
- Sideswipe
- Turning Movement
- Anglo

Potential Solutions:

- TIER 1: Remove Severe Conflicts**
 - Access Management
 - Bicycle Facilities
- TIER 2: Reduce Vehicle Speeds**
 - Lower Posted Speed
 - Midblock Crossings
 - Traffic Calming
- TIER 3: Manage Conflicts in Time**
 - Signal Operational Changes
- TIER 4: Increase Attentiveness and Awareness**
 - Increase Awareness
 - Install Lighting
 - Bus Stop Design

OTHER POTENTIAL SOLUTIONS:

- Local Circulation Study
- Public Education

WHAT DO YOU THINK?

Do you have any comments to add about the Identified Safety Need? Do you have any other suggestions for potential strategies?

Handwritten notes on sticky notes:

- Remove concrete barrier west bound Barrett Ellendale and to Highland.
- Stewart and Ledter—right turn from center doesn't yield to the U-turn on Stewart.

Participants supported Removing Severe Conflicts (1), Lowering Posted Speed (1), Managing Conflicts In Time (1), and Increasing Attentiveness and Awareness (1).

Comments:

- Remove concrete barrier west bound Barrett Ellendale and to Highland.
- Stewart and Ledter—right turn from center doesn't yield to the U-turn on Stewart.

Barnett Road Intersection

Barnett Road/Riverside Ave Intersection

RISK FACTORS:

- High-Volume & High-Speed Roadway**
 - Posted Speed of 35 MPH
 - Major Arterial Roadway
 - 4+ Lane Cross Section
- Land Use with High Exposure**
 - Proximity to Transit
 - Commercial Zoning
 - High Social Equity Disparities
- OTHER IDENTIFIED CHALLENGES:**
 - Railroad crossing within 250 feet of the intersection.
 - Limited ROW availability and vehicular congestion constrain opportunities to improve facilities for vulnerable road users.
 - Wide curb radii support higher vehicle speeds.

EMPHASIS AREAS:

- Vulnerable Road Users**
- Risky Road User Behaviors**
- Intersection Crash Types with Severe Outcomes**
- Darkness**
- CRASH TRENDS:**
 - At this location, a rear-end crash and an angle crash involving a driver impacting a cyclist resulted in severe injuries.
 - Rear-End**: Especially for drivers traveling northbound
 - Turning Movement**: Distributed across various directions

Potential Solutions:

- TIER 1: Remove Severe Conflicts**
 - Roundabout
 - Access Management
 - Bicycle Facilities
- TIER 2: Reduce Vehicle Speeds**
 - Lower Posted Speed
 - Speed Camera Program
 - Traffic Calming
 - Hardened Centerlines and Turn Wedges
- TIER 3: Manage Conflicts in Time**
 - Red Light Cameras
 - Signal Operational Change
- TIER 4: Increase Attentiveness and Awareness**
 - Increase Awareness
 - Install Lighting
- OTHER POTENTIAL SOLUTIONS:**
 - Public Education

Do you have any comments to add about the Identified Safety Need? Do you have any other suggestions for potential strategies?

WHAT DO YOU THINK?

Participants supported Managing Conflicts in Time (1) and Increasing Attentiveness and Awareness (1).

Comment:

- Roundabout.
- Yes.

Main Street Segment

Main Street (Renault Ave to Columbus Ave)

RISK FACTORS:

High-Volume & High-Speed Roadway

- Posted Speed of 35 MPH & Drivers Speed along Corridor
- Major Arterial Roadway

Land Use with High Exposure

- Proximity to Transit
- Commercial Zoning

Midblock Locations

- Gaps in Enhanced Crossing Opportunities

OTHER IDENTIFIED CHALLENGES:

- The public identified that there is existing congestion at this location, and that the signals need to be retimed.
- There are lots of driveways, and because many cars turn in and out of driveways, there are more chances for crashes.
- Water corners allow drivers to turn more quickly.
- Bus stops have limited facilities, which makes it less comfortable to wait and harder for buses to serve the area.
- There is a mix of homes and stores that leads many people to walk in this area, and need to cross the street.
- Limited local street connectivity increases demand and vehicle turning movements at this location, it also increases the length of many trips.

EMPHASIS AREAS:

- Vulnerable Road Users
- Motorcycle Crashes
- Risky Road User Behaviors
- Intersection Crash Types with Severe Outcomes
- Darkness

Potential Solutions:

TIER 1

Remove Severe Conflicts

- Access Management
- Bicycle Facilities

TIER 2

Reduce Vehicle Speeds

- Lower Posted Speed
- Midblock Crossings
- Traffic Calming

TIER 3

Manage Conflicts in Time

- Signal Operational Changes

TIER 4

Increase Attentiveness and Awareness

- Increase Awareness
- Install Lighting
- Bus Stop Design

OTHER POTENTIAL SOLUTIONS:

- Local Circulation Study
- Public Education

CRASH TRENDS:

- Rear-End
- Turning Movement
- Pedestrian

Do you have any comments to add about the Identified Safety Need? Do you have any other suggestions for potential strategies?

WHAT DO YOU THINK?

Other

Participants supported Lowering Posted Speeds (1).

Comment:

- Pedestrian bridge.

Main Street Intersection

Main Street/Ross Lane-Lozier Lane Intersection

RISK FACTORS:

- High-Volume & High-Speed Roadway**
 - Posted Speed of 35 MPH & Drivers Speed along Corridor
 - Major Arterial Roadway
- Land Use with High Exposure**
 - Proximity to Transit
 - Commercial Zoning

OTHER IDENTIFIED CHALLENGES:

- There are lots of driveways, and because many cars turn in and out of driveways there are more chances for crashes.
- Wider corners allow drivers to turn more quickly.

EMPHASIS AREAS:

- Vulnerable Road Users
- Darkness
- Motorcycle Crashes
- Risky Road User Behaviors
- Intersection Crash Types with Severe Outcomes

CRASH TRENDS:

At this location, both serious injury crashes involved drivers making eastbound lefts. One crash involved two drivers, and the other involved someone crossing the street in a crosswalk.

- Rear-End (Especially for drivers traveling westbound)
- Turning Movement (Especially for drivers making southbound)

Potential Solutions:

- TIER 1: Remove Severe Conflicts**
 - Roundabout
 - Access Management
 - Bicycle Facilities
- TIER 2: Reduce Vehicle Speeds**
 - Lower Posted Speed
 - Enhanced Crossing
- TIER 3: Manage Conflicts in Time**
 - Signal Operational Changes
- TIER 4: Increase Attentiveness and Awareness**
 - Increase Awareness
 - Install Lighting

OTHER POTENTIAL SOLUTIONS:

- Public Education

Do you have any comments to add about the Identified Safety Need? Do you have any other suggestions for potential strategies?

WHAT DO YOU THINK?

- The City needs to really consider transportation concerns as zoning changes are made. Way too many residential structures have bad zone approval for W. Medford with little to no road consideration.
- A physical barrier to prevent traffic turning left from W. Main into Thunderbird/Taco Bell is way overdue.
- More consideration to land use/location/density with respect to ex network connectivity. Connectivity in general to major arterial/collector.

Participants supported Roundabouts (3).

Comments:

- The City needs to really consider transportation concerns as zoning changes are made. Way too many residential structures have bad zone approval for W. Medford with little to no road consideration.
- A physical barrier to prevent traffic turning left from W. Main into Thunderbird/Taco Bell is way overdue.
- More consideration to land use/location/density with respect to ex network connectivity. Connectivity in general to major arterial/collector.

Ross Lane/Lozier Lane Segment

**Ross Lane-Lozier Lane
(from Stonefield Way to Meadows Lane)**

RISK FACTORS:

- High-Volume & High-Speed Roadway**
 - Posted Speed of 35 MPH & Drivers Speed along Corridor
- Land Use with High Exposure**
 - Proximity to Transit
 - Commercial Zoning
 - High Social Equity Disparities
- Midblock Locations**
 - Gaps in Enhanced Crossing Opportunities

OTHER IDENTIFIED CHALLENGES:

- Wider corners allow drivers to turn more quickly.
- The public identified that there is existing congestion at this location.
- There is a mix of homes and stores and jobs that leads many people to walk in this area and need to cross the street.
- Limited local street connectivity increases demand and vehicle turning movements at this location, it also increases the length of many trips.

EMPHASIS AREAS:

- Vulnerable Road Users
- Motorcycle Crashes
- Risky Road User Behaviors
- Intersection Crash Types with Severe Outcomes

CRASH TRENDS:

- Road-End
- Pedestrian
- Turning Movement
- Fixed Object

Potential Solutions:

- TIER 1: Remove Severe Conflicts**
 - Roundabout
 - Bicycle Facilities
- TIER 2: Reduce Vehicle Speeds**
 - Lower Posted Speed
 - Midblock Crossings
 - Speed Camera Program
 - Speed Feedback Sign
 - Hardened Centerlines and Turn Wedges
 - Traffic Calming
- TIER 3: Manage Conflicts in Time**
 - Signal Operational Changes
- TIER 4: Increase Attentiveness and Awareness**
 - Increase Awareness
 - Install Lighting

OTHER POTENTIAL SOLUTIONS:

- Public Education

WHAT DO YOU THINK?

Do you have any comments to add about the identified Safety Need? Do you have any other suggestions for potential strategies?

Participants supported Speed Feedback Signs (1).

Crater Lake HWY Intersection



Participants supported Reducing Vehicle Speeds, Managing Conflicts in Time, and Pedestrian Bridges.

Comments:

- Crater Lake is wide—pedestrian islands??
- Candlesticks on Delta Waters South by HWY 62—Eliminate left turns from into car wash driveway from left turn lane.

Comment Forms

What treatment or strategies do you think will be most effective?

- More signage letting people know the posted speeds as speeds aren't intuitive to the type of road.

What else would you like us to know?

- Subject (motorized bicycle) currently no laws about adult helmets. If you're on a motorcycle helmets and license are required. Motorized bicycle free for all.

- More advanced warnings of the red light cameras.

APPENDIX B. COMMENTS FROM ONLINE OPEN HOUSE

Table 1. Responses to Systemic Strategies

Question	Responses
<p>Which 3 Safer Roads Strategies do you think are most important? <i>(number indicates how many times each strategy was selected)</i> (60 responses)</p>	<p style="text-align: center;">Safer Roads</p> <ul style="list-style-type: none"> - Convert to Roundabout (25) - Install Lighting (18) - Bicycle Facilities (15) - Consider Emergency Response and Evacuation Impacts (14) - Remove Fixed Objects (14) - Covert to All-Way Stop Control (12) - Increase Awareness of Intersection (12) - Pedestrian Hybrid Beacon (12) - Signal Operational Changes (11) - Roadway Reallocation (8) - Traffic Impact Analysis Requirements (7) - Access Management (6) - Pedestrian Refuge Island (6) - Rectangular Rapid Flashing Beacon with Median (6) - Multimodal and Geometric Design (5) - Curb Extensions (3) - Hardened Centerlines and Turn Wedges (3) - Bus stop Design (1)
<p>Are any strategies missing? (33 responses)</p>	<ul style="list-style-type: none"> - Pedestrian-centric thinking - why do pedestrians and even bikes need to be by the roads? If there was a walking/biking system in addition to the motorized vehicle system it would separate the users in space and make it more enjoyable for everyone. I realize sidewalks and streets are far easier to construct together but I hate that anywhere I want to walk in the city (except along portions of the greenway) I have to do it next to a loud, polluted, dangerous roadway. - Adding sidewalks where they are missing. - Study the fatalities, who and why. Knee jerk reactions and ignoring the facts that lead to those fatalities have more importance than making enormous changes to the already choked streets of Medford. - There needs to be a strong focus on removing parking/sharrows and adding bike lanes. Here is an example. Sharrows with on street parking is dangerous on Royal Ave and south of Spring St. There needs to be bike lanes here. - No. Comprehensive. - Reduce speeds. Enforce reduced speeds. - How will this affect our first responders, police, fire, and EMS. - Continuous bikeways and sidewalks. Need to re-prioritize order. 1. Peds, 2. Bikes, 3. Cars. Raise all sidewalks and bike paths at intersections and road crossings and paint the crossings to slow vehicles and create increased awareness. - Yes - we can make road specific streets and alternative adjacent bike friendly streets. - Reducing vehicle driving lanes should not be considered on major arterial roadways. Find alternative bike travel routes that do not impose on vehicle traffic. Impacting vehicle traffic has unintended consequences for public safety, economic development, and morale of the community. - Paint many more crosswalks at intersections especially "T" intersections at major thoroughways. For example on Crater Lake Avenue between Roberts road and Delta Waters road, there are no painted crosswalks and most drivers ignore fact that an implicit crosswalk exists as any intersection. There are even handicapped access points with no painted crosswalks. Another example; Delta Waters Road from Springbrook to crosswalk for Lincoln Elementary. - Integrate Pulse Point and other emergency notification systems into phone networks. - Good brainstorming list. - Implementation of flashing beacons that are operational in school zones at appropriate times rather than signage saying when children are present could improve clarity and compliance. - Too many that just make driving harder for most of us who still enjoy driving. Do not force us into buses and cars. - Prohibit new T-intersections on major roads; they create long-term crash risks.

Question	Responses
	<ul style="list-style-type: none"> - Make circular intersections and protected slip lanes the default safety standard for major intersections, with exceptions only if another option clearly outperforms them on safety and long-term costs. Require drop-off and circulation plans for all schools to reduce congestion and conflict points. Ensure at least one Bear Creek bridge is built or upgraded to remain usable after a major earthquake. Add a constant public safety education program (not one-time outreach) so residents know evacuation routes and safe travel options before emergencies. Strengthen rail crossing safety by planning for future grade separations at the most dangerous locations. - Concentrate on the smooth flow of vehicular traffic. - I would say that roundabouts are a great strategy for safer roads, as long as they are implemented correctly. Slowing down traffic speeds prior is crucial. - Impairment, Drugs, RX, Alcohol, suspended Lic, vision, too old to drive. - Yes. Reduce the size of buses. The behemoths on the streets are mostly empty. Sell them to Portland or other large cities. Use 10 passenger vehicles on most routes, and 15 passenger units on busiest routes. - Many high pedestrian areas are still missing sidewalks. - You need a strategy for East Main Street. Your map indicates a solid line of problematic intersections. What is your plan for East Main Street? - Avoid roundabouts, most drivers use this as a four way stop or just speed through. - Distracted driving seems like a key data point. Would like to see distracted driver education. - Get rid of the unused bike lanes on Main Street downtown. It is an absurdity. - Public education around safety and anger management. The roundabouts are great, but people are driving too fast and using it as a sink shot and then they speed in the neighborhood. They got to slow down. You need to change the rules so they have to use their signals. - Installs additional traffic lights to slow down traffic on Foothill Road where neighborhood roads enter. - Education for the rules of the road. More tickets given for blasting through stop lights/signs. Campaign directed towards following the rules. - None that I can think of. - 1. I think that the solar powered speed indicator signs could be used to keep drivers informed that they may be speeding. North Phoenix Rd. Is notorious for speeders. 2. Ensure that people are held accountable. Give a ticket and do not let people get away with infractions. 3. Establish a web site that citizens can submit concerns and observations that would alert you to potential problem areas you might not be aware of. - 1. Reduce traffic speed. 2. Eliminate mid-block pedestrian crossings. 3. Stop converting traffic lanes to other modes. - We need more police around. - The city needs more officers to help with these problems, not little fixes like these.
<p>Where are these strategies needed most?</p> <p>(36 responses)</p>	<ul style="list-style-type: none"> - Downtown, between the different parks and commercial areas. - Look at Lighting, signage, and the root cause of the fatalities. Was the cause driver error or intoxicated/mentally incompetent victim? - Definitely need lighting on the section of Corona Avenue that is between Roberts Road and Hilton Road. - Connections to the Bear Creek Greenway is very important. There should be an effort to improving the Biddle Greenway (lack of NE Medford access) because this is a logical connection to the Bear Creek Greenway. - High volume 4-way stop signs and intersections controlled by stoplights that experience long traffic backups should be studied for roundabout feasibility. People run traffic lights and fail to acknowledge stop signs when they deem their time to be more important than the safety of others. Roundabouts provide a safe, efficient means to move traffic through historically congested areas. Additionally, they decrease T-bone impact motor vehicle collisions. - Reduce speeds, sidewalks got walkers, safe bike lanes for bikes. - Impaired drivers. - South Medford high school and side streets. During school year bike lanes are blocked, narrow streets with too many cars. - Corner of Airport Road and Biddle. - All major thoroughfares and downtown. - East and West but not on major arterial roadways. - Higher volume facilities (collectors and up) with high speeds. - 1) Main Street near Ivy School/Children's Museum -- need improved strategies implemented for pedestrian safety. 2) The light at Garfield and 99 is horribly timed. It's not a long enough green for Garfield heading east to cross 99. 3) Barnett Road is so congested. Don't know how you address this, but anything would be positive. - All school zones. - The intersection at the old Big Y (Hwy 238, Hwy 62 and Hwy 99) needs better signal management. Cars continue to turn on late yellow/red from Hwy 99 onto Hwy 62 sometime sitting in the intersection during busy times. Need ticket cameras maybe? - Major Collector/Arterial interface with neighborhoods. - Highway 62 and 99 – too many driveways and curb cuts create unpredictable movements and frequent collisions. Barnett Road and McAndrews Road – high traffic volumes, frequent turning movements, and inconsistent signal timing increase crash risks. Poplar/Bullock/62, Delta Waters/62, and the Big X – these oversized intersections are high-conflict zones that can't be solved by signals alone. - School frontages – many drop-off areas are unsafe and congested, creating risks for children and pedestrians." - Columbus. - Consequences for your actions. - Up and down Barnett Rd. The intersection of Barnett and Garfield especially- the left hand turn lanes going straight at each other off of Barnett feels so dangerous. I'd also love to see a stoplight/roundabout at N Phoenix Rd and Juanipero. Thanks.

Question	Responses
	<ul style="list-style-type: none"> - In both residential and commercial zones. - White City OR 99 into Medford has long stretches of no sidewalk. - East Main Street. - We need to address West Stewart and Lozier intersection and MacAndrews with Ross Lane. I would also redesign Columbus and Main with a smoother path to 8th. - East to west crossing access improvement. - For all drivers. - Main Street downtown. - Heavily traffic roads like Delta Waters, Springbrook, Cedar Links, Lone Pine, and McAndrews. - Intersection of Normil Terrace and N Foothill Road. - High School and retired adults. Public information, signs advertising on respect for each other. - High traffic areas/popular travel routes. - Also, we need stop signs instead of yield signs on Chestnut and Jeanette. There isn't enough visibility for people to not stop and many people blow through the yield signs really fast. - I'm sure that streets you have statistics on. But, I believe if there were periodic requests for citizens updates. - Phoenix Road, Hillcrest to Barnett. - Spring St. - Remove the parking sign to expand the (West Main Street) road and prevent accidents.
<p>Do you have any other feedback about the Safer Roads Strategies?</p> <p>(34 responses)</p>	<ul style="list-style-type: none"> - Overall, doing a good job. - Make the decisions based on facts, not the feelings. Lowering the speed through the core of downtown was a good option. However, narrowing the streets inhibits safe passage of the majority of travel through the city (vehicles). This adds to the complexity and difficulty for commerce, Emergency services, and evacuation (as seen during Alameda). If the idea of adding medians to the streets is imperative, make the streets wider with as many lanes, not less. The city and Rogue valley is not shrinking, bicycle use is not increasing. Bike lanes are a Portland/Eugene thing, workers in the city are commuting from driving distances. - More 2-way Cycle-tracks. The one on Main Street should be an example of safe road strategies for North America. All ages and Abilities Designed bike lanes with include buffers. - While I commend the goal of reducing vehicle accidents and the severity of collisions when they occur, I hope the people making these decisions weigh out several factors: 1. Will this increase the time it takes for emergency responders to reach me when I am having an emergency (police, fire, ambulance)? 2. If I have a medical emergency and need rapid intervention from a physician at the hospital, will these measures slow the ambulance down resulting in a higher transport time, ultimately resulting in increased disability or death? 3. If lanes are cut from 4 to 3, please leave room for vehicles to pull out of the way of emergency apparatus (police, fire, EMS) responding to an emergency. Don't pin drivers into making a bad decision to get out of the way if a fire truck, police, car, or ambulance needs me to pull over. 5. Keep the cost down. We all pay taxes that go into these projects. We have failing infrastructure that needs to be repaired or replaced before we start improving roads for aesthetic purposes or to make bicyclists feel safer. 6. The City of Medford is trying to increase downtown business and overall use. If roads are made to be more congested, more difficult for vehicles to navigate, or more difficult to park, people will go elsewhere. Do not bank on the idea that people will park further away, elect to ride a bike, or elect to walk. They won't. They will go somewhere they can park close and shop/ eat/ whatever. You will not change human behavior or force people into making healthy choices such as biking or walking by making it harder to drive. They will just go somewhere it isn't hard to drive. - Actual consequences for impaired drivers, texting, using your phone, intoxicated, high on drugs, using Rx drugs. These are the things killing people in vehicle crashes. - We do not want to be like Portland/Eugene with bike lanes everywhere. This community is not built that way and does not have the residents to support it. - Pedestrian Refuge Islands, who will maintain those? The city does not have the ability to maintain islands, look at Hillcrest, it's terrible, and the dead fuels become a fire hazard. Islands reduce response and access options for public safety. - I do think speeds are an issue. I have been noticing the times I see someone running a red light and now that I've started noticing it seems like it's occurring a third of the time. I know reducing speeds is not popular but where it is appropriate for safety, I would support it. - Great to see it happening. - Good roadway design to reduce speeds while improving flow is a good objective. - Safer Road Strategies must balance the safety with efficiency of the use of the road. Over implementing strategies for the goal of safety can reduce vehicle traffic to create congestion. - Glad this is happening. - The bicycle lanes on Main Street have you changing sides of the street if you travel all the way through town increasing the chance of accidents. - Why is your study for this project on for a four year span? Try doing a 10 year span. Less people using transit now. - Reduce speeds, add calming elements to roads especially N-S and E-W connectors through neighborhood areas. - Safety projects should focus on reducing conflict points, not just slowing traffic — fewer driveways, cleaner intersections, and better separation of modes. Every safety project should be tested against life-cycle safety and cost; short-term fixes (like adding more signals) often create long-term hazards. Evacuation and emergency response must be built into safety planning; designs that slow general traffic may unintentionally slow fire, police, or ambulance response. Safety should be addressed at the corridor level — one-off projects don't last unless the entire roadway is consistent in design and access. - Don't allow John Vial anywhere near it. - I think that the tier 2 and 3 strategies will do nothing but increase traffic. As you stated earlier, only 4% of the car crash fatalities occur with pedestrians and yet you focus primarily on pedestrians. Furthermore, the strategies really won't help anyone except for creating more traffic. The only strategy of such tiers would be the all-way stop conversions on busier roads. However, sometimes using the all-way stop intersections can also cause problems and a light would be better. For example, the Springbrook Rd and Spring St intersection that is incredibly busy and confusing for drivers. Another implementation that I am strongly against is the no right turn on

Question	Responses
	<p>red idea. It would cause way more traffic and not help anyone. I think that a better idea would be removing obstacles that prevent drivers from getting a good view of the traffic that they want to turn into. Furthermore, if a road a driver is on dead ends into a perpendicular street and the traffic must go either right or left, the left lane should have a stop line farther back than the right so the driver on the right can see the traffic they wish to turn into.</p> <ul style="list-style-type: none"> - Our roads are safe, it would be interesting to take out any impairment and see what the numbers say. Making roads smaller is not the fix. - The lighting on W. Main at Ross Ln I/S, is inadequate for discerning turn lanes. Further west, when one is eastbound at night there is a poker parlor between Bi-Mart and the I/S that has a bright flashing light aimed at on-coming traffic. It should be removed or shielded. It's blinding. I've been meaning to contact a city counselor, but y'all will do. Please check for yourselves some night and pass the need on to appropriate person/department. Thank you. - More/improved ADA curb cutouts. - Consider all the new apartments and subdivisions. I am very concerned about the traffic impacts of a potential baseball stadium downtown to traffic. - Kudos to city for adopting these strategies. - Keep looking at the preponderance of the data and seek to reduce speed. - Again, public education would go a long ways gentle reminders to calm down be safe. - Keep It Simple. Can't drive safely if you are so busy trying to figure out the newest layout of a street. Simple is better. - I think speeds need to be reduced near parks. Fitchner and Mainweiring Park, Bear Creek Park, and Hawthorne Park all need lowered speed. - I like the speed vans. Would like to see more, or install speed cameras on problem roads. The focus seems to be speed, but I see so many people still using phones while driving. Distracted driving is still a big issue. - How are we going to pay for maintenance of B, C, D, F, K and other physical characteristic changes? - We need less homeless so roads can be more safer. - Appreciate the city addressing this issue. - If all the city of Medford dept were run with such thoroughness and thought I think we'd have a lot of issues solved overnight here. Wow, super impressed with this whole 'online open house' process and everything that's gone into it. - Drop the speed limit down, fix the street light so they work with the traffic, I set at lights with nothing coming for minutes, before they change, move into the 21st century. - I can't name a most important. All seem like different solutions for different needs. Any improvement is an improvement.
Safer Speeds	
<p>Which 3 Safer Speeds Strategies do you think are most important?</p> <p><i>(number indicates how many times each strategy was selected)</i></p> <p>(73 responses)</p>	<ul style="list-style-type: none"> - Speed Feedback Sign (57) - Design Speed and Target Speed Policy (43) - Speed Camera Program (42) - Consider Emergency Response and Evacuation Impacts (39) - Traffic Calming (38)
<p>Which strategies would be most effective? Are any strategies missing? Where are these strategies needed most?</p> <p>(21 responses)</p>	<ul style="list-style-type: none"> - Traffic Calming. - People fly up and down McAndrews. I've been behind people doing 60+ in both directions. There are no lights on McAndrews after Brookdale heading towards Prescott Park. This is likely a culprit and wildly unsafe. Entering McAndrews from the surrounding neighborhoods (Vista Point for example) is always a gamble given the high rate of speed, blind corner and hill and number of pedestrians. - Traffic calming on cut through roads in neighborhoods. Greatly needed on Tahitian Ave between Delta Waters and Cedar Links. Traffic has increased exponentially since the new home construction in the area. - Education and enforcement. - Enforcement and education. - Feedback signs and cameras. - Signage with flashing lights. - I am opposed to simply reducing speed as a solution that creates congestion and negatively impacts users without significant quantifiable benefits. - Speed feedback signs increase awareness. - Traffic calming strategies, like roundabouts and fewer lanes, narrower roads in neighborhoods. - Road diets are ineffective. Traffic requires better policing. Fix what is broken. It isn't that difficult. - People need consequences for their actions. - I would like to see a notice when there is a limit change such as a flag or color frame to realize the new zone.

Question	Responses
	<ul style="list-style-type: none"> - With pending local disasters (fire, earthquake, volcanic active potential), clear unobstructed evacuation lines should be established and deployed. We have far too many vehicles in the valley and need to plan for massive traffic congestion in the event of an emergency. - Speed calming. - Seeing the speed limit you are driving. - Consider emergency response and evacuation impacts. - Stewart and Riverside. McAndrews. - I think decreasing speeds and posting signs is great, especially in residential areas. Columbus Ave needs reduced speeds. I also think some plans to reroute some traffic should be reconsidered when you go from 4 lanes to 2 with a turn lane. Columbus Ave was decreased to 2 lanes and every weekday traffic backs up badly. If we are planning for population growth and traffic growth this is not a good strategy. When people have to sit through 2 or 3 red lights before they get through the intersection they get erratic and drive more recklessly. - North Phoenix Rd. is terrible for speeding. As the foothills improvements are completed and the South Stage crossover is complete, the traffic will increase, subjecting pedestrians, bicyclists, golf cart drivers to increased risk. - Foothill and Phoenix from new section to Barnett. Police traffic enforcement.
<p>Are any strategies missing? (15 responses)</p>	<ul style="list-style-type: none"> - Wider streets make for better visibility. - Narrowing motor vehicle lanes and adding buffered bike lanes. - No. - Flashing speed signs showing how fast people are going. - Traffic calming i.e. road diets aren't good and we do not want them just look at main street. - None. - No. - Distracted driving strategies. Getting people to pay attention. - I forgot to mention the need for some sort of control of throttle driven bikes using bicycle lanes and greenways at excessive speed. - Decreasing speed will only be accepted by the community if there is a corresponding decreasing in the number of times people stop. Fewer red lights but a slower speed will be accepted. We need slip turn lanes with yield signs and circular intersections so that cars rarely have to come to a full stop. Corridor approach to speeds – speed management should happen at the corridor level, not block by block. Consistent design across Highway 62, 99, Barnett, and McAndrews would reduce abrupt speed changes and driver confusion. Circular intersections and protected slip lanes – these naturally slow traffic without requiring constant enforcement, while improving flow and reducing severe crashes. School zones – require every school to have a circulation and drop-off plan, supported by speed management tools (flashing beacons, crossing treatments, or feedback signs). - No speed bumps please. - Tickets. - No. - Use the speed vans during the busier commute times. That seems to be when there is a lot of speeding, weaving in traffic and lack of turn signal use. - Non-camera enforcement; rotating traffic enforcement team.
<p>Do you have any other feedback about the Safer Speeds Strategies? (19 responses)</p>	<ul style="list-style-type: none"> - Yes, more protected bike lanes with planters and candlesticks. - Is it really that bad? Unfortunately you will never get rid of accidents or deaths. How many of them are due to drugs, phones and stupidity? Don't punish us all. - Traffic calming increases maintenance of the roads and vehicles that have to travel over the treatments. - Safe road design to keep speeds down is better than speed limits. - All school zones need to be consistent. It is too confusing otherwise. Use the speed signal and the light blinking when ensuring children will be coming and going from school. - Important element of overall plan. - Road narrowing is bad. I regularly find that other drivers have difficulty staying in their lane. We need to be realistic about multi-modal transportation. A much better design gets bikes and pedestrians on multiuse paths vs. adjacent to high traffic / high speed roads. - Medford should be cautious about over-reliance on automated enforcement — it can create backlash if seen as revenue-driven. Physical design changes (slip lanes, circular intersections, narrower lanes) often achieve safer speeds more sustainably. Safer speeds need to be framed as part of corridor reliability — fewer stops, fewer sudden slowdowns, more predictable movement — not just lowering posted limits. - If you're unwilling to enforce new law, don't enact more law. A third of the vehicles on our city streets are moving under expired registrations. Yet, Medford PD just looks the other way. - I think that this is a terrible idea. The speed limits are fine as they currently are. Going 5 miles over the speed limit won't change anything if the driver is on their phone, which is the primary cause of accidents. Furthermore, traffic calming is especially a terrible idea; it would likely lead to more fender benders by purposely narrowing the roads and forcing drivers to get closer to opposing traffic. The only idea that is decent in this section is the speed feedback signs in school zones. - More red light cameras to prevent everyone from running red lights. - No. but I'm waiting for the opportunity to give feedback on two-way bike lanes. Since they were put on Main Street in Medford, I have encountered riders of all ages riding against traffic on other streets. Get rid of the lanes that don't flow with traffic. They are teaching riders that it's OK to ride against traffic. That compounds the speed of an impact. Bike's 15 mph plus car's 35 mph (the street I live on) equals a 50-mph collision. Nothing safe about that. - I don't see much speeding during the day but do see people run red light as a larger issue.

Question	Responses
	<ul style="list-style-type: none"> - Community education. - 20 mph downtown is too slow. - Target education on traffic safety. Campaign to slow down, look around. Slogans work, teach them to the kids. - You should have more devices that show your speed and have them make a fun noise (like when Mario gets a coin) when you get the exact speed. Incentives people to drive the right speed. Incentives work better than punishment to change behavior. - I really like the speed cameras. Most people don't seem to change behavior without a consequence that they don't like. - Traffic speeds on the new section of Foothill and along Phoenix to Barnet are really excessive; we can hear speed racing at night from our home on Briarwood.
Post-Crash Care	
<p>Which 3 Post-Crash Care Strategies do you think are most important?</p> <p><i>(number indicates how many times each strategy was selected)</i></p> <p>(55 responses)</p>	<ul style="list-style-type: none"> - Enhanced Emergency Vehicle Preemption (40) - Traffic Incident Management (33) - EMS and Crash Data Integration (32) - Develop and Implement Safe, Flexible Roadway Design Scheme (30) - Public Awareness Campaigns (28) - Enhanced EMS Systems (2)
<p>Which strategies would be most effective? Are any strategies missing?</p> <p>Where are these strategies needed most?</p> <p>(11 responses)</p>	<ul style="list-style-type: none"> - Real time data. - Education and enforcement. - EMS and Crash Data Integration. Integrate police and EMS crash data for mapping, analysis, and resource allocation. Expected Outcome: Identifies hotspots, improves response allocation, and enables proactive treatment of high-risk locations. Enhanced Emergency Vehicle Preemption: Study and seek funding to expand preemption systems to Mercy Flights in addition to the Fire and Police Departments. Expected Outcome: Improves emergency response times, reduces delays, and increases safety for responders and roadway users. - Traffic diversion. - Education. Let's get the community involved and on board with safer driving practices. - EMS preemption of signals would both increase EMS staff safety as well as decrease response times. - Design for the future, don't make things smaller, make everything bigger. If you need 2 lanes, make 3 lanes, plan for what Medford will be like in 50 years. - Crash Data Evaluation. - Roads need space for motorists to move over to let EMS pass safely. - Crash data enhancement. - Anywhere there are cars. - Design.
Safer People	
<p>Which 3 Safer People Strategies do you think are most important?</p> <p><i>(number indicates how many times each strategy was selected)</i></p> <p>(65 responses)</p>	<ul style="list-style-type: none"> - Public Education Campaign (36) - Staff Education Programs (6) - Public Sense Of Responsibility (38) - Safe Routes to School Programs (29) - Community-led Safety Audits or Walk/Bike Assessments (17) - High-Visibility Enforcement/Education Events (34) - Collaborate With Employers (17) - Automated Safety Enforcement Policy (18)
<p>Which strategies would be most effective? Are any strategies missing?</p>	<ul style="list-style-type: none"> - People fly through school zones often. I've been tail gated on Central by Kids Unlimited and I've watched people miss stop signs on 12th and 11th and Holly while also speeding through that school zone. Not enough signage - Education and enforcement.

Question	Responses
<p>Where are these strategies needed most?</p> <p>(9 responses)</p>	<ul style="list-style-type: none"> - Hold people accountable, vehicles and bikes need to be held accountable to follow the rules. - School zones. - Education of all road users. Let's get a Safe Routes to School Coordinator back in our school district or housed in our City government. Require an Oregon Friendly Driver certificate of course completion for all city staff, law enforcement, and commercial drivers who are operating under a City of Medford business license. - Impairment prevention. - Public education. - Stop people from being on their phones while driving. - All.
<p>Are any strategies missing?</p> <p>(10 responses)</p>	<ul style="list-style-type: none"> - Improve Driver's Education and require Oregonians to review Pedestrian/Bicyclists safety upon renewal of Driving License. - If you are not careful you will just push traffic patterns into other streets not designed to handle volume traffic. - People need to be punished/see other people being punished for unsafe driving. Education/reality of danger is out there. It's also common sense. People will respond if they are ticketed, and see other people being ticketed. More emphasis on speed cameras, and stopping distracted driving -- looking at phones. - School drop-off/pick-up plans: every school should have a clear circulation plan so kids aren't weaving through traffic at drop-off and pick-up. Evacuation awareness: include yearly education on neighborhood evacuation routes and what to expect in an emergency. Crash response basics: teach the public what to do if they come upon a crash (move over, when to call 911, when not to move an injured person). Teen driver outreach: partner with high schools and driving schools to emphasize distracted driving risks and safe habits early. Neighborhood education: give residents clear information before any major roadway change, so people understand the safety benefits rather than just seeing construction. - Impairment. - Bike safety education. Ride with the flow of traffic. - No. - Don't add to the problem with a stadium downtown. - 1. Educate bikers of their rules of the road. 2. Walkers need to know they too create issues when being inattentive because of being on their phones and not; stop, look, listen, then cross. - Code enforcement to keep sidewalks clear of parked vehicles, signs, overgrown vegetation and other obstructions.
<p>Do you have any other feedback about the Safer People Strategies?</p> <p>(12 responses)</p>	<ul style="list-style-type: none"> - Remove corner obstacles to improve line of sight. - The bike community displays entitlement. These users need to be held accountable and enforcement action programs need to be present just like for vehicles. - Night time visibility. - Find ways to decrease distracted driving and driving impaired. - Traffic entrapment stings, I do not agree with but enforcement of existing laws is good. Education of safety is always needed. - More enforcement presence to compensate for distracted driving. - "Education works best when it's constant, not one-time — like wildfire safety, people need yearly reminders. The City should show measurable progress (for example: crashes at a school zone before/after a project) so the public sees that campaigns and enforcement make a difference. - High-visibility enforcement should focus on the worst crash locations (Barnett, McAndrews, Highway 62/99), not just broad citywide patrols. Safe Routes to School should be treated as a core program, not just an optional add-on — parents won't support walking/biking unless they believe it's truly safe. - Sure, these seem fine. - Impairment needs to be looked at in this study. - Cite riders who ride on sidewalks. I encounter adults on 24- and 26-inch bikes on the sidewalks and some of them are motorized. Are licenses no longer required? When are they told the rules? - People want to do what is right, just need prompting. - I think you did a good job on these strategies.

Safer Land Use

<p>Which Safer Land Use Strategy do you think is most important?</p> <p><i>(number indicates how many times each strategy was selected)</i></p> <p>(31 responses)</p>	<ul style="list-style-type: none"> - Build Connected Street Networks (16) - Encourage Mixed Use Land Development (9) - Develop Building Setback Policy (6)
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Question	Responses
<p>Are any strategies missing?</p> <p>(11 responses)</p>	<ul style="list-style-type: none"> - Hawthorne Park should be left a park. This has useful connections to Bear Creek Greenway from NE Medford. Also, a healthy tree canopy is vital to all users. - No. - Establishing connector streets as alternate traffic patterns will cause more safety issues than it will solve. I live in a neighborhood on Tahitian Ave and traffic has increased so much causing speeding and safety issues. I am considering moving due to the traffic noise and speeding. - City long term planning. - None. - No. - Require buildings at corners to be set back for sightlines — angled or “cut” corners improve safety at intersections. Keep the option for buildings to be right up against the sidewalk in most places. Deep setbacks away from the street just create more parking lots and make walking unsafe and unpleasant. Focus setbacks where they truly improve safety (like at corners), not as a blanket rule. I oppose mandatory setbacks at locations other than corners. - Landscape, trees grow and block intersections, driveway, roadways, etc. I know we want to have a beautiful city but anything that blocks your view needs to be removed. - No. - Enforce city ordinances to keep vegetation cut back to keep roads open and improve intersection visibility and thus safety. - Consider impact on collector streets as new subdivisions are processed.
<p>Do you have any other feedback about the Safer Land Use Strategies?</p> <p>(13 responses)</p>	<ul style="list-style-type: none"> - More linear parks with multi-use paths. - Don't just focus on mixed use, focus on long term planning for new development of road system and structures. - Keep bikes off arterial streets. - None. - Need to enforce corner sight lines blocked by vegetation and landscaping in right of way that forces pedestrians to walk in the street. - I do not agree with any of the land use suggestions. We are the only state in the US that has HB100 which already regulates so much of Oregonian's land use. We do not need any more restrictions. - Medford has old collectors that run through residential areas. These should all be 20-25mph and have calming elements added. Examples: Black Oak(E. Medford). Main St. (Crater Lake to Black Oak). - Street-front buildings help calm traffic and create safer, more connected corridors. We should encourage those while still protecting sightlines at intersections. Land use rules need to balance safety with making streets feel active and alive — empty space between the building and the sidewalk usually makes things worse, not better. - No landscape within 50-75 feet of an intersection. No trees/large obstructions within 20 feet of the roadway. - I strongly oppose mixed use when/if it means forcing folks from their single-family homes to mass-housing atop commercial buildings. - Mixed use development is also an effective strategy, but probably not as effective as connected streets, which provide alternate routes. - Corner sight distance is important, but I see no need for parallel to road setbacks to be increased. Wasted space. - 1. Corner visibility is critical, but parallel set backs is stupid. 2. Building a bunch of short streets only increases street costs and workload, people seem to speed on the short streets only increases all the time. 3. Adding high density housing needed to be placed away from current problem areas and planned so it doesn't create a problem for congestion, speeding, safety. - Make cul-de-sacs big enough to accommodate parked vehicles and turning a fire truck.
Safer Vehicles	
<p>Which Safer Vehicles Strategy do you think is most important?</p> <p><i>(number indicates how many times each strategy was selected)</i></p> <p>(27 responses)</p>	<ul style="list-style-type: none"> - Micromobility Safety Innovations (9) - Update and Maintain Vehicle Fleet (8) - Advocate for Increased Vehicle Safety Requirements (7) - Update Vehicle Procurement Policy (3)
<p>Are any strategies missing?</p> <p>(8 responses)</p>	<ul style="list-style-type: none"> - Better bicycle and pedestrian facilities. More multi-use paths and all-ages-and-abilities oriented bicycle facilities to help with conflicts with motor vehicles. - City and County owned fleet could include bicycles and other non-automobile vehicles for local transportation. - Future planning and enforcement. - Don't allow automated driving vehicles. - Don't allow nonregistered vehicles or equipment on our roadways. - It's not the e-scooters that are the most impactful locally. It's the e-bikes. They seem to not follow road rules but are on the road. No helmets. No armor. High speeds. Sometimes cars. Sometimes bikes. It's terrifying. - Require City employees to comply with mobile device use regulations.

Question	Responses
	<ul style="list-style-type: none"> - 1. While increased cameras and alarms on vehicles may help reduce risk, what not have employees take safe driver refresher courses, understand City driving expectations and policy, then hold the employees responsible for their actions. 2. Change State DMV law to require drivers to take a refresher class similar to what AARP offers as they become senior citizens and after they get a traffic ticket at any age.
<p>Di you have any other feedback about the Safer Vehicles Strategies?</p> <p>(9 responses)</p>	<ul style="list-style-type: none"> - Vehicles are not the issue - human behavior which needs education and enforcement. - None. - Post crash survivability. Electric door locks should not trap occupants post crash. Electric battery fires need to be addressed. - I do not agree with any of these solutions. I want to live in a free society not be dictated to what I can do. I look out for other people but this is not the way to keep Oregonian's free. - Low priority. - I think that the vehicle fleet concept is a good idea; however, almost half of the current cars that are driven on a regular basis are older than 2010, therefore almost 50% of vehicles do not have the autobraking feature. So, although it is a good idea, it is not overly feasible. Most people, including myself would not be willing to give up their car and be forced to buy a new one just for automatic braking. The same reason would also apply to most of the other ideas, making them improbable. - Vehicles are safe it's the people that drive them. - I don't trust the idea that 'government' can design better vehicles. Our national successes came/come from individual ingenuity and competition. If crash data suggests inadequate load securement, add the detail to your public education sheets or classes or meetings. Remember "don't drink and drive" campaigns? I think that works. - Keep up the good work on this.

Table 2. Responses to Location-Specific Strategies

Question	Responses
Barnett Road from Holly Street to Phoenix Road	
<p>Do you have any comments to add about the Identified Safety Need?</p> <p>(38 responses)</p>	<ul style="list-style-type: none"> - Provide alternatives for bicyclists so they don't need to use Barnett. - Please stop reducing the roadways with bicycle lanes. It is very difficult to see people standing at the curbs/crosswalks downtown. Terrible planning. Take them out. - East McAndrews Road between Brookside Road and Tamarack Dr, cars travel at a rate of speed well over 40 MPH. I know this from driving this stretch at 40MPH due to cars always speeding past me. I also walk on the sidewalk along this road and witness people driving as if it's a freeway. Between Tamarack and a bit past the church, there are two areas where cars have driven off the road onto the sidewalk and beyond. Eventually a pedestrian will likely be killed if they happen to be present when this happens again. Also when crossing McAndrews at Tamarack I often have to run due to cars traveling at a high rate of speed (approximately 60 MPH). - Finish Larson Creek Greenway from BC Greenway to N. Phoenix Rd. - Yes safety. Reduce speeds, bike lanes for cycling, sidewalks for walkers. - Traffic congestion and area of concern. Hwy 99 north, turning right on Hwy 62 toward Crater Lake. The two turning lanes are now merging into one lane. Very busy area and when traffic is turning left from S. Hwy 99 to Hwy 62. These two lanes and traffic from Hwy 99 must now merge together. During heavy traffic situations, this is not working. This is a safety concern. - Increased bike and pedestrian lane needs to be wholly buffered from this street due to heavy usage. - Do not try and force bike use along this corridor. Siskiyou street should be developed as bike friendly and Barnett vehicle. - Reducing vehicle speed and reducing lanes is ridiculous for this road. This has substantial unintended consequences. Barnett impacts the interstate traffic and the ability come off the freeway. We have federal funding request to improve our ability to increase volume, this works against those efforts. The hospital community will be impacted, the ability for ambulance traffic and other emergency vehicles to flow will be impacted. Heavy ambulance traffic and two fire stations use this as a major running route. Reducing vehicle traffic lanes would be terrible. What is the root cause of the accidents? How many of the accidents involve impairment and transit populations. Don't punish the majority because a few users make poor life choices. - I don't want to go trough and type this on all areas, but my thoughts are on all areas listed. Lowering the speed like you did on Riverside to 20 is ridiculous. This is just a speed trap money maker for the city. Even residential areas are 25mph. 30-35 mph should be fine. If you do anything like you did in downtown Medford on Main street, I highly oppose. It is more congested now and there is more potential to hit a pedestrian trying to get in or out of their car. What would help Barnett Rd. the most would be to find some way to have a bypass or alternate roadway. - When attempting to make a left turn onto Highland (to access I-5) from Barnett, the intersection backs up for many blocks - at least to Ellendale and beyond - because the turn lanes are full. Frustrated by waiting, cars whip into the right lane. Even worse, are the cars driving west to east waiting in the middle lane, trying to make left turns into apartments and businesses on the north side of Barnett. Some drivers hold back thinking to let those stuck cars through but the right lane drivers are zooming along without seeing the turning cars. Yikes. - I feel like Barnett really needs more lanes. - I am a daily traveler on Barnett since 1997. My use is generally in both commute times but as an educator, I have experience all times of day when on summer and holiday breaks. Even as the city has grown, Barnett has been able to accommodate the through traffic nicely most of the time. Unfortunately, the biggest safety concern has come as a result of the new overpass on and connections to Barnett/Highland. Evening commute is the biggest of concerns. Majority of people are going westbound on Barnett with the intent to head north on I-5. The concrete median on Barnett is too small to accommodate so traffic backs up in the left lane - sometimes all the way back to Black Oak. This creates dangerous situations for drivers passing on the right down Barnett as well as those trying to enter Barnett from side streets and driveways. The back-up also blocks the path for possible vehicles to get into the left most turn lane to head to the interchange. The sidewalk is sufficient and there is a parallel bike path. Other times of day everything moves well. - The other considerable issue is how the intersection at Barnett and Highland. When eastbound on Barnett and turning left from Barnett onto Highland, two lanes turn at the same time. Unfortunately, there isn't enough space in the intersection for the opposing two turn lanes of traffic to turn at the same time. The city knows this, as they adjusted the turn guide paint for the eastbound turn onto Highland because vehicles were (and still are really) using the same space to turn in opposing directions. I noticed this issue immediately and was surprised the opposing turns were at the same time. - There needs to be more room to get off of the exit for Barnett from I-5. It currently backs up traffic into I-5 causing lots of potential for fender benders. The traffic flow off of I- 5 needs to be increased. There are too many businesses and schools that have an 8:00 start time that causes major traffic problems. - This is desperately needed. Thank you so much for the time and effort you're putting into this. It will undoubtedly change lives? - I drive this road to and from work, and other places. It's super congested. Agree that the amount of driveway turning and bus stops are big issues. Also, the light re-timing to help the line that forms to try to turn left to center drive to get to freeway entrance/Garfield. Lowering speed may help, or having other arterial roadways to take congestion off this road. - This sounds great but I don't think anything you do will change the distracted driver habits or the speed at which people travel without increased enforcement in the areas of concern. - The area has heavy traffic every day, especially during morning commute (to the area mostly). We drive to St Mary's every morning in bumper to bumper traffic that sometimes gets backed up from Black Oak Drive to Highland Drive. I do not think lower the speed limit is going to aid in the traffic issue. - Be consistent in the speed. Maybe 30 mph all the way would be smart. At Black Oak to Murphy Rd. post with a blinking light the hospital and congestion is ahead. I am not in favor of restricting more lanes of traffic flow. - Great example of Medford's lack of vision in planning from 1970-2000s. Development continues to be approved along the corridor, especially in healthcare - adding more volume. Pushes traffic to streets that are not built for high traffic volume (Siskiyou, Black Oak, Juanipero). Larson Creek Bike path is a great success for bike/pedestrian traffic but the lack of Barnett adjacent facilities for pedestrian/bike is embarrassing not to mention unsafe. - Bikes don't belong on Barnett. - "Barnett is one of the city's most critical lifeline corridors (hospital, I-5, Manor, schools). Congestion and crash risk here have regional consequences, not just local ones. The combination of high speeds, heavy turning, and dense driveway access makes the corridor hostile to pedestrians and cyclists, while also delaying emergency services. Many of the safety needs identified (driveway frequency, bus stop design, signal operations) are symptoms of the corridor being built for throughout rather than safe flow.

Question	Responses
	<ul style="list-style-type: none"> - There are two left turn lanes on Barnett turning south towards the freeway and for some reason, everyone clogs up the far right left turn lane and they leave the left turn lane open. Traffic backs up so far that it blocks the road up, but if people would just use both turn lanes this wouldn't happen. We need to educate drivers somehow or adjust infrastructure so they can utilize both lanes and realize that they can merge to the right after they turn if they need to get on the freeway heading north. - The road is not as bad as you think, its the people and impairment. - I think that more crosswalks are a good idea. However, the speed is good as it is. - Only that I've never seen an accident along that length of Barnett Rd. I think 35mph is logical. Slowing would, in my opinion, be ineffective because people will press into another lane when there isn't room just to gain a bit of headway. - What about McAndrews in East Medford and all the crashes? We had a car nearly land in our bedroom for the second time in 3 years. - Teach pedestrians to look before entering road way to cross street. Just cause pedestrians have right of way is no guarantee they will be safe. - I would prefer methods intended to slow traffic, such as crosswalks with flashing yield signs, crosswalk refuge areas (like islands in the middle of the road that act as a break/middle section across 4+ lane roads), raised crosswalks, and mid-block road narrowing methods, rather than simply lowering speed limits. - Different parts of Barnett need different things. There are some things that most of Barnett needs (like better street lights), but most of the items you're implementing aren't necessary for the entirety of the street. - I favor the education model which would increase awareness. I feel strongly. - Yes. The stretch of Spring Street between Crater Lake Ave and Pierce Rd. is dangerous and an accident just waiting to happen. It's just a matter of time before someone is killed. This street is a hodge-podge of random sidewalks, now you see 'em, now you don't. Children ride their bikes to school along this road. Elderly people walk their dogs at all times of day and night. - Remove the bicycle lanes. Please. Remove them from downtown also on Main street. - I drive this all the time and have yet to see an accident, let alone a fatality. Can you provide statistics showing how dangerous this is? - This is definitely an area that needs help. Access into and out of many of the various businesses can be very dangerous. Unfortunately, the street cannot be widened because of the businesses, homes and apartments so close to the street. Changing the travel pattern, signal lights and limiting the size of any future development maybe the only solution. Personally, I seldom drive on Barnett Road because of all the traffic. - Yup. I think this is great. Lower speeds will make some people mad and take time to adjust to, and in the long run I think this will be very beneficial. - 1. I think the bus stops are fine. They stop at the hospital. I never see many folks at the stops. 2. Lowering the speed limit won't make a difference. You lowered the speed limit on North Phoenix Rd. From 45 to 40 and people still go way too fast. People consistently drive 40mph + on Barnett Rd. Need a 35mph sign east of Golf View, as this straight stretch is a high speed zone.
<p>Do you have any other suggestions for potential strategies?</p> <p>(32 responses)</p>	<ul style="list-style-type: none"> - HAWK or RRFB at Crestbrook Rd. HAWK or RRFB at Alder Creek Dr. Landscape median from Highland Drive to Murphy Road. Bus Stop upgrades. 30 MPH speed limit. Vehicle, Ped, and Bike Wayfinding Signage. - Turn lanes at Golf View Drive. North Phoenix Road Intersection Upgrade. - Lowering the speed limit...time the lights better and yes, I agree with more lighting. But please just stop with the bike lanes. - I think a lighted crosswalk at Tamarack and East McAndrews is needed along with reducing the speed limit to 35 MPH. A lot of people cross McAndrews at Tamarack to walk in the neighborhood and many are seniors trying to get some exercise. Most drivers I've observed travel at a rate of 50MPH. It's used like a highway instead of a neighborhood road. Please do something before someone is killed. Thank you. - Develop better bicycle facilities northbound on N. Phoenix to new updated Hillcrest Rd. - Reduce speed, bike lanes, sidewalks for walkers. - More public transportation, especially free for 65+ - Put it back the way it was. - Physically limit one traffic lane to use exclusively by emergency vehicles, buses, bicycles, and pedestrians. - Develop 2 line right turn off Garfield to support hospital, school and manor traffic. Have the 2 lane left turn west on Barnett to Garfield extended further back. - Leave this road alone, before you make matters worse. - "Longer, more frequent left turn arrows for turning left off of Barnett? Maybe that would ease congestion. Also, the speeds "feel" frantic on Barnett, gotta get there, gotta switch lanes, beat the light, and so on. Maybe slow all traffic to 30mph to steady the pace? - It sound like you're planning on slowing traffic which will result in more gridlock and frustrated drivers. Garbage. - Prohibit cars entering Barnett from driveways to make a left hand turn across traffic onto Barnett. - For the westbound evening concern: First, the concrete divider needs be redesigned to accommodate more vehicles and provide an safer and easier access to the left most turn lane. In the afternoons, I would also consider changing the light system to running the light longer/more frequently to clear out the traffic headed west on Barnett then towards I-5. For the second concern, I think the westbound and eastbound Barnett left turns onto Garfield and Highland need to be run at separate times so there is not overlap. Let's not forget the original issue was the I-5 southbound offramp at Barnett wasn't long enough so traffic backed up onto the interstate - which had to be fixed. However, there was rarely an issue any time of day on any Barnett except at that intersection with the exit. - Lowering speed could help, alternative roadways to ease congestion. It's going to be painful if major construction happens on this road with all the traffic (including me) on that road all the time, but likely worthwhile at the end. - I support retiming of the traffic lights, but I believe that lowering the speed limit will cause additional traffic congestion. Is there an option to provide alternative routes between the hospital and I-5? Siskiyou unfortunately gets just as backed up with traffic in the morning with the school zone. - Bike Rerouting to Larson Creek Path: Prioritize getting bikes off Barnett and onto the Larson Creek Path by adding wayfinding signs, curb ramps, and safe crossings at key junctions. Barnett should not be the city's bike arterial; the path should. Roundabout Conversion for Flow and Safety: Gradually convert Barnett's major intersections (e.g., North Phoenix, Golf View, Murphy, Medical Center, Black Oak, Ellendale, Stewart) to circular intersections. This would: Reduce severe crashes, Eliminate long turn lanes (since U-turns at roundabouts are safer/easier), Allow the center lane of Barnett to be designated for emergency vehicles only, cutting hospital

Question	Responses
	<p>response times. Protected Slip Lanes: At Highland/Barnett, add multiple protected slip lanes — especially for northbound Highland traffic turning right onto Barnett — to ease backups and keep the corridor flowing. Driveway Consolidation (Access Management): Launch a retrofit program to reduce the number of individual driveway access points, prioritizing shared driveways and side-street access. This lowers conflict points and helps pedestrian crossings. Pedestrian Prioritization: With roundabouts and lower speeds, rework crossings to be shorter, better lit, and staged with refuge islands. This makes it safer for the many people walking between homes and stores. Public Education Campaign: Because of Barnett’s hospital and evacuation role, develop a communication campaign to show residents how these changes improve emergency access and reduce delays, not just “slow traffic.”</p> <ul style="list-style-type: none"> - Barnett Rd is the perfect place to add pedestrian refuge islands, one way turning in and out of driveways. - Consequences for your actions. - More crosswalks might help. Strongest component is an education campaign. Cite statistics and locations where people need to give more time and attention to the flow of traffic. - The median at Garfield and Barnett needs to be either shortened or re-worked. Traveling west on Barnett at certain times of the day, this intersection is a mess. Cars stack in the right side of the 2-lane left turn lane, and the median prevents cars from accessing the left side of this lane, which just further exacerbates traffic. - Nearly every intersection on East Main Street is noted as problematic, yet you have no strategy for East Main Street. - Tighten up license testing to ensure drivers actually know rules of road. Apply to young and older people. Don't give licenses out just because someone may live in area. - "I don't think lowering the speed limit is going to help any. People tend to speed in the Eastern part of the road because they are likely late for an appointment or work, and will likely continue to rush/speed regardless of the speed limit. - I think widening the Eastern part of Barnett would be incredibly beneficial, but I know that's basically impossible. I think something that would be helpful is to have an emergency vehicle lane. Especially with Asante being right there and during "rush hour" traffic times it's incredibly difficult for ambulances and fire trucks to navigate the busy and narrow lanes once you pass Garfield/Highland. With most drivers being "distracted" these days, they aren't paying attention to what's happening behind them and sometimes don't pull over in a timely or safe manner. Also is it possible to have the RVTD and school buses trigger some sort of traffic signal that flashes warning people that there is a stopped bus ahead? This would be helpful for the curved areas, because when the sun is blinding in your eyes in the sunrise or sunset, have a flashing light will gain drivers attention more and allow them time to slow down and be prepared to stop. Bike lanes would also be helpful. It's unfortunate that there isn't another less busy road with low elevation gain like Barnett that goes (basically) East to West that bicyclists could take to get them away from the traffic, but since there isn't, they have to make do with nearly getting clipped by drivers; I've seen some close calls. - Offer higher incentives to employees to use public transportation or other modes of transportation, such as bicycle. - Get rid of the Main Street fiasco. This is what you want not what we want. People hate the roundabouts. No matter what you have in your collective heads. Converting 2 way stops to 4 way? Ridiculous let's slow everything up. Cars can idle and cause more pollution. This is in no way a summary or consensus. Maybe limit and ticket the homeless from standing and crossing where ever they want. This is a pack of dreadful [bad ideas]. - Yes. Build sidewalks, esp. along Spring Street. It is a death trap. Make Medford more walkable. - Tell the homeless to stop walking into traffic assuming they are seen and will stop. - Cameras like at Delta Waters and crater lake at the big intersections. - Put up some of those speed readers that show how fast you're going and have it make the coin-noise from Super Mario Bros when you get the exact speed. - Larger, more visible street name signs.
Barnett Road & Riverside Avenue Intersection	
<p>Do you have any comments to add about the Identified Safety Need?</p> <p>(26 responses)</p>	<ul style="list-style-type: none"> - Absolutely no roundabout or bike lanes. - Add turn lanes. - Buy up corner properties and replace with large format roundabout. - One of my biggest concerns is with bicyclists. They ride against the traffic and on sidewalks. Riding against the traffic on a one-way street is asking to be involved in a collision. As a driver you are only looking in the direction of oncoming traffic if you are trying to merge. A cyclist riding against traffic can appear so quickly and, of course they are not wearing helmets either, nor do they have lights on their bikes when it is dark. There needs to be an education campaign to prevent more accidents between cars and bicycles and police need to stop them and give them a warning. The set up on West Main is not helpful but only encourages riding the wrong way on a one way street. - All of the ideas for Tier 1 through 4 are excellent. The roundabout is especially important. - Traffic camera and enforcement will fix issue. - What is the data on the root causes of the accidents? How many impairments and transit related accidents where people are impaired? Social economics plays a role, these will occur regardless of roadway treatments. - Brighter lights at night to see the lane markings. - I think this intersection is way too busy for a roundabout. And if pedestrian safety is a priority, how could that possibly work? You're going to stop the flow of traffic into the roundabout? That would make the congestion even worse. - This intersection is far less of a concern than the Highland/Barnett intersection. This intersection operates fine most all of the day. Only issues I have ever experienced are due to transient pedestrians not following pedestrian laws and drivers having to adjust - sometimes evasively. - This would be a great place for a red light/speed camera or a roundabout. - Just want to note that I notice many people who stop on tracks and that is a high risk mistake if a train were to come. - Reduce speed to 30 but not any less. Extra lighting might be good. Increasing awareness to that area would be good since there is a huge homeless network in that area. - Light Cameras.

Question	Responses
	<ul style="list-style-type: none"> - This is one of Medford’s most complex intersections: high traffic, multiple turning conflicts, nearby railroad, and limited right-of-way. It’s a pressure point for the entire city. The wide turning radii and signalized layout encourage fast entries/exits, which put pedestrians and cyclists at greater risk. - Proximity to the rail line creates compounding hazards — backups when trains pass, risky turns to beat the train, and congestion that worsens crash likelihood. We need the train tracks and area round it striped so vehicles don’t stop on the tracks. - Ditto my comment submitted re: Barnett Rd btwn Holly & N. Phoenix Rd. - Increased separation/safety for bike lanes. - I think that more lighting is a good idea, but honestly, everything else seems pointless, especially considering there have only been a few accidents at this location. - Public education. Under no circumstance should traffic be slowed down on this road. - There is a lot of vehicles that run red lights. - We need more sidewalks. Make Medford walkable and safe for pedestrians. - No need for another red light camera anywhere. Remove the bike lanes. - Yes, start monitoring motorized bicycles who do what they want, drive on the wrong side and assume everyone will stop for them. Same with scooters. Is anyone monitoring these? They come out of nowhere in all directions and often mingle with licensed vehicles. - Educate people about right turns on red lights - that it is legal. Also, educate people about spacing at intersections such as Barnett and Highland where they stay 3-4 car lengths apart and the cars behind them stick out into oncoming traffic. - I don’t use this intersection much but my sense is better signage and hardening the intersection are best choices given. - No roundabout.
<p>Do you have any other suggestions for potential strategies?</p> <p>(17 responses)</p>	<ul style="list-style-type: none"> - Please please please, no roundabout or bike lanes. - Bicycle Facilities on Riverside Ave. - Make sure lights are dependent on traffic flow and adjust dependent on time of day. - Hold impaired pedestrians and drivers accountable. - Bolder street markings beginning at the curve on the north side / Riverside. Paint big bold markings on the streets to signal all intersections caution to drivers. Also, keep marking the lanes. - None - this one is fine. - I recommend better signage for where to stop before the train tracks. - Convert to Circular Intersection (Roundabout): A properly designed roundabout would slow traffic, reduce severe crashes, and simplify movements. It could also eliminate the need for wide curb radii and long turning phases that currently increase risk. Public Education Component: Because of its visibility, this intersection could be used as a “flagship” safety project — paired with education on how redesigned intersections improve flow and safety for everyone. When we convert this intersection to a roundabout, we must also convert the intersection next to the McDonalds and probably at where Central and Riverside meet near the Astro Gas station, so that there's efficiency throughout this entire area. We could then eliminate turn lanes and just allow people to turn around at roundabouts. At the very least we should buy up land on the corners for the future roundabout because it's probably so cheap now compared to waiting for more development on this intersection. - Bike lanes leading in and out of the intersection in all directions. Use green paint and protected green bike boxes at intersection stop areas to let bikes get through safely before allowing cars to enter. - 0 traffic injuries is an unrealistic goal. We should train people in Oregon to be better drivers. More signage with actual speeds vs speed limit like they have in school zones would be ok. - Stop the road diets. You have removed traffic lanes and narrowed lanes. You have reduced our way out of Medford during evacuation. I avoid driving through Medford due to close proximity of other vehicles, choked up narrow lanes and people who randomly fly out in front of my car; transients on skateboards are especially bad. I hate what you have done to Medford streets. No wonder downtown businesses are dying. - Increase time before light turns green to reduce accidents with vehicles that run red lights. - Yes. Make Medford walkable for residents and visitors. The air will be cleaner, the streets safer, and the people healthier. Walkability has many benefits. - Make them get a license. - Lowering the speed limit and putting red light cameras would certainly help. With four busy businesses on this intersection a roundabout would be a nightmare. Good luck with this one. - No. - 1. Speed camera and Red Light cameras - 2. I notice that many pedestrians don’t follow the walk signage. Seems like that is a problem in areas with higher population of homeless people.
Main Street from Renault Avenue to Columbus Avenue	
<p>Do you have any comments to add about the Identified Safety Need?</p> <p>(22 responses)</p>	<ul style="list-style-type: none"> - Omg, the bike lanes will take up too much of the roadway. No more bike lanes. - Wide streets with turn lanes - There needs to be more pedestrian safety islands with on demand flashing beacon activation. - Tier 1 and Tier 2 will have the greatest impact to safety. - Speed limit of 30 would be appropriate. Big issue are all the cars at W. Main and Oak Grove. They back up main street 200 yards deep and mess up traffic and increase risk for foot traffic and child endangerment. - Bike lanes will not solve anything but cram everyone together. People that are impaired and choose not to follow the law/rules of the roadway are creating the heightened challenges in this area. Again look at the root of the problems before applying treatment ideas. Control the impairment and then see what treatments are warranted.

Question	Responses
	<ul style="list-style-type: none"> - I agree safe ways for pedestrians to cross need to be increased, however, adding crosswalks without an intersection light can be unsafe as it is challenging to see pedestrians crossing. Would need to reduce the speed as well, which I do not recommend as this is a main route to get from Jacksonville to other parts of Medford. - Increase lighting/awareness would be good and again, be consistent in speed along with signage. There are already middle lanes to get into directional lanes. The more restrictions you put on drivers, the more accidents will happen. - This corridor is one of the most dangerous in town: too many driveways, too few crossings, and people driving well above 35 mph because of the wide road and deep setbacks. The Ross/Main intersection is a major problem. It's isolated from other signals and constantly backs up — it really needs to be redesigned as a roundabout to calm traffic and keep things moving. - Pedestrian safety is a huge issue. People are constantly darting across West Main because crossings are so far apart. That's a recipe for serious crashes. Griffin Creek School adds to the problem: there's no proper circulation or pick-up plan, so traffic clogs up and drivers ignore that it's even a school zone — flashing lights should be required to remind people to slow down. - Removing the transient population from this intersection would decrease the number of incidents. - Yes. About night-time lighting in an earlier section of the survey. - What about East Main Street? The intersection of Highland and East Main is a disaster that goes unremedied year after year. - Increased safe pedestrian crossing (raised crosswalks, mid block narrowing, pedestrian crossing islands, etc) and lower speed limit. - No. - If the purpose of signal changes is to slow traffic, don't. That will add to road rage and dangerous avoidance behavior. More awareness of speed via traffic speed signs would be great and would increase speed awareness and reduce speeding. - Quit painting on the crosswalks. - There are a lot of pedestrians that will cross Main Street and stop in the middle of Main Street until cross traffic clears. - Make Medford walkable. School children walk and ride their bikes. Make it a priority to keep them safe and healthy with sidewalks and bike lanes. Make Medford safe to walk and bike for people of all ages. - Remove the stupid green street marking and the bike lanes. Too congested as it is and you have made it much more unsafe. - I agree with lower speeds and better identification of crossing but more measures are probably necessary. - No bike lanes; its just too narrow. No mid-block crossings; they are a death trap; people believe they are safe when they are not. - This area may be a good place to set up some pedestrian crossings between intersections.
<p>Do you have any other suggestions for potential strategies?</p> <p>(11 responses)</p>	<ul style="list-style-type: none"> - Just reduce the speed limit. More lighting. Retire the lights and for the love of God no bike lanes. The street are narrow enough as it is. - Don't allow waiting along W. Main for students. School needs to increase loading zone on site. - Consider, if you add crosswalks, add flashing light that can be pressed when a person is using the crosswalk to signal drivers. - Hold pedestrians to the laws by crossing in cross walks. If need be, create more cross walks with lights. - Roundabout at Ross/Main: Prioritize this redesign to reduce backups, calm turning movements, and improve safety. This will allow us to eliminate the center turn lanes (this is where so much of the danger is). - Driveway Consolidation: Too many direct driveways feed onto Main — access management needs to be a retrofit priority here. Pedestrian Crossings: Add well-marked midblock crossings with pedestrian refuge islands so people have safe options other than running across. - School Zone Treatments: Install flashing beacons at Griffin Creek School and create a school traffic circulation plan to manage pick-up/drop-off. Streetscape Treatments: Narrow corners, add curb extensions, and bring buildings/frontages closer to the street where redevelopment occurs — this naturally slows traffic and improves safety. - Mid-block RRFBs. - All standardized cross walks. - Putting more pedestrian islands in the middle of Main Street to reduce the amount of pedestrians that are hit in the middle of the road. - Make it a priority to make Medford walkable so people will want to come downtown and support small businesses. Improve the quality of life for residents and make visitors want to come here and spend money. - Homeless people congregate at the exit to the Co-op and block the view of oncoming traffic and block driveways and sometimes come up on you when you are exiting against the flow of traffic, mostly on bikes or other unlicensed vehicles. It's scary never knowing where they will zoom out from. - Accept the fact that this is an old street and it is what it is.
Main Street & Ross Lane-Lozier Lane Intersection	
<p>Do you have any comments to add about the Identified Safety Need?</p> <p>(19 responses)</p>	<ul style="list-style-type: none"> - No roundabout. No bike lanes. Remove that ridiculous island and plastic barrier cones from Lozier. It needs more space. Bike lanes hog up the roads unnecessarily. - Roundabout would work great here. - I like the idea of a roundabout here although with all the semis it would have to be like the one on 140 and take up a lot of space and cost a lot of money. - Roundabout is critically needed. - None - The issue are the people darting in and out of traffic from Walgreens to the old 7/11. - Pedestrians need to be accountable to stay on sidewalks and use crosswalks. Bikes do not belong next to vehicles on this narrow roadway. - Roundabouts are expensive but as much housing is going into the area, this might be a good alternative. Again, increased lighting at crosswalks.

Question	Responses
	<ul style="list-style-type: none"> - This is one of the worst-designed intersections in Medford. Left turns (eastbound especially) are high-risk, and the wide corners make it easy for drivers to turn too quickly. Rear-ends are constant because traffic is stacked up with so many driveways and turning movements. - Pedestrians are particularly vulnerable here — the crashes already show that crosswalks aren't working as safely as they should. - Great place for a roundabout. - Remove the transient population and impaired people just walking in front of vehicles. - Ditto about night-time lighting. - Ideal location for roundabout. - Roundabouts are ok but only if it is documented that they will save serious injuries. - Enact programs that give priority to pedestrians over cars. Research solutions to excess traffic. Have a fleet of municipal subsidized electric buses. Free to all drivers. - It works just fine. I travel it all the time. - I agree here. And lower speeds allow for education for those driving patterns. - The exits out of Albertsons are terrifying. Crossing all those lanes of traffic and it's always congested. - No roundabout. Stop trying to squeeze bike lanes onto old streets.
<p>Do you have any other suggestions for potential strategies?</p> <p>(7 responses)</p>	<ul style="list-style-type: none"> - No roundabout. No bike lanes. - This intersection and many other intersections in the HIN have proposed solutions including "roundabouts" as a broad term. However, we have multi-lane roundabouts, standard single lane roundabouts with an island, and mini-roundabouts in the area and they all perform very differently from each other from a speed and ped and bike safety perspective. I think the term "roundabout" is too broad in this context and the type(s) should be clarified as a proposed solution. - Quit using yellow plastic posts as lane dividers. They're broken and missing a few days after they're installed and they add no safety. Use metal railings and metal posts that are designed to physically stop vehicles that strike them. - Do not allow for increase in building for an area without first building the infrastructure to accommodate the area. - Convert to a circular intersection (roundabout): This should be the priority solution. A roundabout would calm speeds, eliminate dangerous left-turn conflicts, and keep traffic moving steadily. This should be a top priority for the city because converting this intersection would not impact other intersections that much, and it would calm traffic on this side of town overnight. Driveway consolidation: Reduce the number of direct access points in this stretch — the constant in/out turning is a major crash factor. Pedestrian crossing upgrades: Install refuge islands and better lighting at crosswalks so people aren't at risk in the middle of fast-moving traffic. - Protected slip lanes where appropriate: Allow safe right turns that don't back up the main flow, but design them with pedestrian islands for safety. - Consequences for your actions. - Encourage and support actions that reduce car traffic in the city. Make Medford accessible to all, not just drivers. Not everyone can drive. Not everyone can afford a car. Give people alternative means of transportation. It's only fair.

Ross Lane-Lozier Lane from Stonefield Way to Meadows Lane

<p>Do you have any comments to add about the Identified Safety Need?</p> <p>(15 responses)</p>	<ul style="list-style-type: none"> - I'm going to say this again. No roundabout or bike lanes. The bicycle lanes take up too much of the street. It makes for an already congested area, more congested/confusing. - Less density in the area would help with traffic congestion. - Reducing vehicle speeds including the camera idea is needed. - The Improved bicycle facilities, mid-block crossings, and traffic calming are great ideas. - Tiers 1 and 2 are critical interventions here. - Biggest issue is the New Bridge Way. Have Harringer Lane connect to West McAndrews to allow alternate way out of the large apartment. North Ross enforcement needed by school. - Roundabout. - Make the speed limit set at 30mph to be consistent. I do not agree with making decisions on this long of an HIN. Specific parts of an area will result in the best input from citizens. Good lighting at crosswalks. - The biggest safety risk here is speed — the wide corners and spread-out feel of the corridor encourage drivers to go much faster than the posted limit. Congestion is real, but the higher problem is the unsafe mix of heavy turning traffic, lots of pedestrians, and wide open design. - Nothing more than I've said. - Roundabout and lower speed. - The road is narrow and it is not lit well at night. - Stop prioritizing cars. Research what makes cities walkable. What are the benefits? Is it cost effective to continue building and widening roads. Put those resources towards improving public transportation. Increase the number of buses and routes. All buses should be electric. And all should ride for free. Improve the quality of life in Medford for all. - Wide and lighted sidewalks. Bike lanes On Another street not this one. - This area is also in need of major change.
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Question	Responses
<p>Do you have any other suggestions for potential strategies?</p> <p>(9 responses)</p>	<ul style="list-style-type: none"> - Retime the lights. And how about more traffic enforcement? Also, there should be a traffic light on Ross for the Albertson's shopping center. No bicycle lanes, please. - Instead of wasting money on a speed feedback sign, install a machine that issues tickets. Instead of improving signal timing, replace them with roundabouts. - Enforcement is key, punch through Harringer Lane to McAndrews. - Good lighting at crosswalks and hold people (drivers and pedestrians) to existing laws. In other words, no new laws. - Require roundabouts at intersections along this corridor. This will cut down on the severe left-turn and angle crashes we keep seeing. Add a new intersection across from the cat shelter where people are already crossing — right now it's unsafe and uncontrolled. Require new buildings to be built close to the sidewalk (except at corners) to calm traffic and make the corridor feel compact instead of wide-open. - Have there been anymore discussion about extending McAndrews west of Ross to provide an alternate route? - Better lighting in the evening and nighttime hours. - Narrow the roads, especially Spring Street to slow traffic. Install sidewalks on both side of the road, especially on Spring street all the way from Crater Lake Ave to Pierce Rd. Spring increasing construction of housing on the eastside has made Spring street extremely dangerous. Road improvement has not kept up with growth. Install bike lanes and add bus routes, free to ride and pollution free electric buses. Decrease noise pollution from gas and diesel engines. The noise is destroying the quality of life in Medford. - In general I know the City thinks roundabouts solve so many issues. I suggest you go to some and be a pedestrian. Very risky and dangerous as people really don't look for people crossing and enter to fast.
<p>Crater Lake Highway & Delta Waters Road Intersection</p>	
<p>Do you have any comments to add about the Identified Safety Need?</p> <p>(19 responses)</p>	<ul style="list-style-type: none"> - There needs to be a concrete barrier to prevent left turns onto Delta Waters from Crater Car Wash. Also, there are no bike lanes here. Street should be widened with buffered bike lanes. - People speed on 62. - All great ideas; especially the roundabout. - Pedestrian bridge over this intersection. - Traffic moving west on Delta waters sucks. 2 lane left turn onto Crater Lake Hwy would be beneficial. - Reduce vehicle speeds. Enhanced Crossing. Speed Camera Program. Red Light Camera Program. Hardened Centerlines and Turn Wedges. - Could be a great roundabout spot. Also issues with Delta Waters before getting to Crater Lake HWY crossing with vehicles trying to turn left to car wash, etc. that creates congestion and weird lane changes. Having a turn lane could help. Red light/speeding cameras at intersection could be good. - Already red light cameras at that intersection. Decrease speed coming into this area. Again, consistency is key to keeping everyone safe. 30mph coming into the intersection would be good. - This intersection is currently designed as part of a high-speed highway, but it functions as a city arterial. That mismatch is at the root of the safety issues. The City needs to make a choice: either (1) redesign it as a slower-speed urban avenue with a roundabout and protected pedestrian crossings, or (2) move toward grade separation and an interchange. Minor signal tweaks won't solve the problem. - Slower speeds, red light cameras, and have the green light flash green before it turns yellow and then red. - I use this I/S several times a week. Rarely see an issue. I don't recall any accident, though I'm sure there have been some. I've lived in Medford 37 years. I'm an attentive, alert driver. It helped that my job when I moved here was as an auto adjuster for Allstate. I've learned what to anticipate. It does come down to public education, drivers' education, etc. - Whatever will help decrease vehicle queue times and spot people from running red lights. Raised center lane markings - I think that there is too much traffic for a traffic circle to be effective. Also, if there is room, it might be a good idea to add a shared turn lane on Delta Waters rather than prohibit left turns altogether. - Safety and quality of life go hand in hand. Narrow roads and slower traffic makes visiting here more desirable. Ease of transportation also draws visitors and improves property values. Companies will want to locate here. Their employees will want to move here, increasing and broadening the tax base. Stop trying to put a band aid on a serious wound. Step back at look at the big picture in a more holistic way. - Somehow people who use this intersection, have no concern for other people who are also there. I use this intersection quite often and the number of people who run red lights and yellow lights is a big problem. Everyone needs to learn to be more respectful of others and slow down. - Cement barrier needs to be extended all the way to the light. The turn lane onto Crater Lake HWY and the oncoming traffic is so close and people blinding turn left into the car wash. 7-11 driveways are too tight and congested.
<p>Do you have any other suggestions for potential strategies?</p> <p>(8 responses)</p>	<ul style="list-style-type: none"> - There needs to be a pedestrian bridge that crosses Crater Lake Highway on Delta Waters. - 2 lane Left turn from Delta Waters to Crater Lake Hwy. - Maybe make all of Medford area a 30 mph zone, no 20mph other than school zones. This might help keep all people safe no matter what mode of transport. - Restrict driveway left-turns and consolidate access along Delta Waters to reduce conflicts. If the corridor is kept as a high-speed highway, then planning for grade separation should begin now, with state/federal partners. If instead the City wants it to function as an urban gateway/avenue, then a large roundabout plus frontage/access changes should be advanced. We would need to redesign this portion of the road to feel more boxed in - development along the road, more vegetation along the road to feel like a parkway and not a desert highway. Either way, the current design isn't sustainable. - Go into the high schools and share. - Don't just research traffic. Give people safe, healthy alternatives. Many people want to walk and/or ride bikes for exercise. Or they don't want the expense of owning a car. People with disabilities and the elderly need a safe, clean way to get around town. Make Medford more desirable with a top of the line public transit system. Stand out from other cities of similar size. Put your resources where your values are. - A dedicated right turn lane from Delta Waters onto Highway 62 would be a great help. Installing red light cameras and speed monitors would also help. I am not an advocate for a roundabout at this intersection. - The cameras have changed that entire intersection for the better.

The most frequently mentioned locations included:

■ **Intersections**

- Main St & Riverside Dr
- Columbus Ave & McAndrews Rd
- OR-62 & Poplar Dr
- OR-62 & Delta Waters Dr
- W 6th St & N Holly St

■ **Streets**

- OR-62
- Main St
- OR-99
- I-5
- W 6th St

The greatest concentration of comments came from downtown Medford and areas near major roadways, such as OR-62 and I-5. Geographic analyses revealed specific hot spots in the northwest, southeast, and west parts of the city, with downtown drawing significant concern due to its high pedestrian activity and traffic volumes. See the appendix for more information about key themes by geographic area.

CONCLUSION

Phase One engagement for the Medford TSAP provided critical insight into how people experience transportation safety in the city. While many participants voiced concerns about pedestrian and cyclist safety, others emphasized challenges related to unsafe driving behaviors, vehicle congestion, roadway design, and the need for improved traffic flow. Comments reflected a wide range of experiences—across travel modes and neighborhoods—and highlighted the need for balanced, thoughtful solutions that improve safety and comfort for all users.

Respondents expressed support for a variety of strategies, from infrastructure upgrades and traffic calming to clearer signage, better lighting, and expanded transportation options. In addition, many comments demonstrated a strong willingness to stay engaged and expressed interest in seeing how their feedback informs decisions. These insights will directly inform Phase Two of the TSAP, which will focus on identifying and vetting specific safety strategies and countermeasures.