



Columbia River Historic Highway Collaborative Meeting Tuesday, January 19, 2016, 1:00pm to 4:00pm

Parking Limitations

- Time limited parking on Historic Highway- (multiple ownerships?)
- Time limit in I-84 lot (state owned)
- Charge for parking at peak times
- Require NW Forest Pass for Historic Highway
- Creating parking passes online that need to be purchased ahead of time.
- No single occupancy vehicles

Marketing Measures to Reduce Congestion

- Market shoulder and off seasons; promote different times of day and seasons through incentives and events
- Promoting different transportation options such as rideshares, possibly engaging with private sector companies such as Uber and Zipcar. Encourage carpooling.
- De-emphasize the Gorge as a 7 wonder, while advertising/marketing other relatively unknown recreation sites.
- Communicate best times to go, directing visitors towards resources such as Google maps to view current traffic conditions
- Develop/provide consistent messaging across agencies around parking, safety, 'recreating with respect.'

Public Safety

- Train more volunteers through the Sheriff's Office
- Utilize Corbett volunteer group to help with enforcement, or create college internships.
- Create a communications plan with the local community leading up to special events
- Dedicate a reserve deputy or volunteer for special events likely to draw more visitors

Traffic information

- Advanced warning that parking is full- Variable Messaging signs.
- Provide up to date traffic information on AM radio
- Utilize technology to communicate traffic and/or parking status
- Provide information about alternative parking and recreation options at Multnomah Falls Gate

Vehicle Safety Management

- Continue to place boulders to discourage unsafe parking
- Design formal parking spaces in safe areas which have the space, but are currently unmarked
- Improve parking signage- both for designated spots, and for 'no parking' spots, or 'park only in designated spots' signs.

- Make the road one way, with other lane open for pedestrians, biking or parking (specific months?)
- Install an automated crosswalk signal or engage volunteers to direct pedestrians and traffic at busy intersections (just for Multnomah Falls? Or other areas?)

Shuttles/ Tours

- Shuttle from Rooster Rock
- Shuttles from Troutdale, Fairview, Wood Village and/or Portland
- Inform and coordinate tour operators to reduce congestion

Outside Scope of the project

- Host car-free events, like those at Crater Lake
- Road safety audit
- Gather data on visitor numbers for future use