

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

Shuttles/Tours				
Action Item	What do we hope to accomplish?	<ul style="list-style-type: none"> What is needed to accomplish this action? Are there obstacles? 	<ul style="list-style-type: none"> How might you or your agency be able to help? Your name/agency 	<ul style="list-style-type: none"> What are the steps to initiate this action? Estimated timeline to complete/implement
Shuttles from Troutdale, Fairview, Wood Village and/or Portland (9 votes)*	<ul style="list-style-type: none"> Can be implemented in 2016 with funding Reduce single occupancy vehicles Reduce number of vehicles on HCRH Improve visitor experience 	<ul style="list-style-type: none"> Weekend use at Rooster Rock (parking can be full) Funding Agreement from OPRD- how do concessionaire permits work? Involvement from private shuttle companies Impacts to Multnomah Falls wastewater treatment plant from increased visitation 	<ul style="list-style-type: none"> We can provide service (Grayline) We can help promote/educate (MCEDD) 	<ul style="list-style-type: none"> Let us know specifics of service and we will get to work (MCEDD)
Shuttle from Rooster Rock (7 votes)	<ul style="list-style-type: none"> Same as above 	<ul style="list-style-type: none"> Approval of appropriate agencies Funding Agreement from jurisdiction with parking lot Private sector shuttle involvement (Grayline) East County cities exploring a shuttle option from their jurisdictions. Coordination opportunities 	<ul style="list-style-type: none"> We can provide service (Grayline) We can help promote/educate (MCEDD) Work with Mayors to coordinate solution (Commissioner McKeel) (USFS) participate in transit planning and monitoring through existing methods 	<ul style="list-style-type: none"> Project is underway (Grayline) Let us know specs of service and we will get to work (MCEDD)
Inform and Coordinate tour operators to reduce congestion	<ul style="list-style-type: none"> Improve visitor experience Reduce day trips/ increase overnight stays Educate tour operators in issues so they can inform/guide guests 	<ul style="list-style-type: none"> Understand what needs to be communicated Work through Travel Oregon and Travel Portland to spread information through Oregon Travel and Tour Operators Association Tour companies schedule 18 months out 		
Vehicle Size	<ul style="list-style-type: none"> Passenger cars only except for residents 	<ul style="list-style-type: none"> Rule/law or expectation Over dimensional permits Row limitations- safety Where large vehicles would park? 		

For the Marketing/Traffic Information Subcommittee:

Marketing Measures to Reduce Congestion (4 votes at top of page)				
Action Item	What do we hope to accomplish?	<ul style="list-style-type: none"> What is needed to accomplish this action? Are there obstacles? 	<ul style="list-style-type: none"> How might you or your agency be able to help? Your name/agency 	<ul style="list-style-type: none"> What are the steps to initiate this action? Estimated timeline to complete/implement
<ul style="list-style-type: none"> Market Shoulder and off season Promote different times of day and seasons through incentives and events Advertise/Market other relatively unknown sites 	<ul style="list-style-type: none"> Spread use out Be careful what we ask for... these sites will soon be full [regarding marketing other relatively unknown sites] 	<ul style="list-style-type: none"> Comprehensive and Coordinated Communication Plan (3 votes for this item) Support newly revived Columbia River Gorge Visitors Association to take lead on communication Include Traffic Info/use of Trip Check (1 vote) 	<ul style="list-style-type: none"> OPRD Website USFS website and social media (Travel Oregon) contribute to development of plan; execute strategies within our existing communication channels Need Columbia River Gorge Visitor Association >Kristin D. can contact I have \$5,000 [no name or agency listed] Contact Lee Weinstein regarding pro bono work 	<ul style="list-style-type: none"> Kristen Stallman revives communication plan group to finalize plan and execute by April 2016.
<ul style="list-style-type: none"> Promote alternative modes of transport such as ridesharing—engage with Uber, Lyft, Zipcar? Encourage/incentivize carpooling 	<ul style="list-style-type: none"> How will this help if parking lots are full? >Might reduce number of cars parking in lots Do we need to designate carpool parking? >good idea to identify carpool spots 	<ul style="list-style-type: none"> A meeting with the companies to initiate conversation and relay challenges Uber tours Friends of the Gorge guided tour (e.g. WET Bus approach) 	<ul style="list-style-type: none"> MCEDD can help promote/educate e.g. our website, talks and presentation to community groups and government officials 	
Communicate Best times to go, directing visitors toward Google Maps to view current traffic conditions	<ul style="list-style-type: none"> Combine with Traffic Planning Tech. Combine with Comprehensive Communication Plan 	<ul style="list-style-type: none"> All agencies communicating the same thing To consider: pre-trip planning during (real time) > this needs the most emphasis 		
Develop/Provide consistent messaging across agencies around parking/safety	<ul style="list-style-type: none"> Insider's Guide to the Gorge 	<ul style="list-style-type: none"> Need to develop the resource, promote and distribute it 		

Traffic Information

Action Item	What do we hope to accomplish?	<ul style="list-style-type: none"> What is needed to accomplish this action? Are there obstacles? 	<ul style="list-style-type: none"> How might you or your agency be able to help? Your name/agency 	<ul style="list-style-type: none"> What are the steps to initiate this action? Estimated timeline to complete/implement
Advanced warning that parking is full- Variable Messaging Signs	<ul style="list-style-type: none"> Provide options 	<ul style="list-style-type: none"> ODOT Cooperation Funding NSA permit Obstacle: Where do people go as option Can we use Push Alerts? Sign up for text message? 		
<ul style="list-style-type: none"> Utilize technology to communicate up to date traffic and/or parking status (5 votes) Provide information about alternative parking or recreation options at Multnomah Falls Gate 	<ul style="list-style-type: none"> Trip Check- Website Need to develop message/website Need host for site Fix video camera at Multnomah Falls 	<ul style="list-style-type: none"> Funding/ Leader for website development Need for marketing to let visitors know about Trip Check Obstacle: limited audience Mobile App? Can Trip Check be made into a mobile app? 	<ul style="list-style-type: none"> ODOT- work on the Trip Check portal to outside website 	

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

Public Safety				
Action Item	What do we hope to accomplish?	<ul style="list-style-type: none"> What is needed to accomplish this action? Are there obstacles? 	<ul style="list-style-type: none"> How might you or your agency be able to help? Your name/agency 	<ul style="list-style-type: none"> What are the steps to initiate this action? Estimated timeline to complete/implement
Additional Law Enforcement (funding) (6 votes)	<ul style="list-style-type: none"> Provide adequate public safety relative to traffic enforcement/ parking control and crime/livability improvement Consider “Visitor Use Assistant” model from National Park Service 	<ul style="list-style-type: none"> Identified funding Source 	<ul style="list-style-type: none"> Inform Sherriff regarding potential interest in added LE capacity Create “program offer” for identified funding entity (need to first identify potential funding source) Allocate money from 2717 Multnomah Co. budget for additional position and to Sherriff's Office? 	<ul style="list-style-type: none"> Schedule a meeting with the Sherriff Contact Commissioner McKeel (MCSO)
<ul style="list-style-type: none"> Train more volunteers through the Sherriff's office (2 votes) Utilize Corbett volunteer group to help with education or create college internships (1 vote) 	<ul style="list-style-type: none"> Educate visitors regarding traffic and parking issues Assess traffic flow/parking conditions Communicate situation to Multnomah County Sherriff's Office /District Deputies 	<ul style="list-style-type: none"> Funding Assessment completed- 2-3 volunteers available with only limited seasonal availability for assistance 	<ul style="list-style-type: none"> Volunteers are already trained 	
Dedicate a reserve deputy or volunteer for special events likely to draw more visitors	<ul style="list-style-type: none"> Focused selective public education/enforcement of parking/traffic 	<ul style="list-style-type: none"> Assessment completed- 2 reserve deputies available on a limited basis 	<ul style="list-style-type: none"> Designate reserve deputies Create written “Columbia River Gorge” daily job duties (Commander Reiser, MCSO) 	<ul style="list-style-type: none"> Create written document- 30 days Will contact MCSO Reserve Sergeant Marc Shrake
Create a communication plan with the local community leading up to special events	<ul style="list-style-type: none"> Coordinated communication plan to ensure LE/Volunteer resources are assessed/ assigned to special event 	<ul style="list-style-type: none"> Create calendar of events Create/assess roster of resources attached to events 		

Vehicle Safety Management			
Action Item	What do we hope to accomplish?	<ul style="list-style-type: none"> What is needed to accomplish this action? Are there obstacles? 	<ul style="list-style-type: none"> How might you or your agency be able to help? Your name/agency
Continue to place boulders to discourage unsafe parking (7 votes)	<ul style="list-style-type: none"> Or alternatives such as signage or tire strips “Quick fix” safety improvement 	<ul style="list-style-type: none"> Maintenance issues (snow removal) Work crew to accomplish after appropriate team agrees upon approach. Also need corresponding signage. Site visit/assessment Safety of boulders in clear zone May need similar ODOT Authority for ‘no parking’ 	<ul style="list-style-type: none"> USFS can participate in site visit/assessment as a team member WFC has a safety engineer that can help provide recommendations to improve safety at specific locations. Recommend pulling together a group to focus on providing recommendations
Mark formal parking in safe areas which have the space but are not currently marked (8 votes)	<ul style="list-style-type: none"> Yes maximize space Delineate parking to guide users to park appropriately Formalize parking areas 	<ul style="list-style-type: none"> Parking inventory- where are the formal/informal spots? Actual striping, delineation, signage Depending on design- may need NSA permit NSA parking limitations 	<ul style="list-style-type: none"> WFC has a safety engineer that can help provide recommendations to improve safety at specific locations. Recommend pulling together a group to focus on providing recommendations
Improve parking signage: (8 votes) <ul style="list-style-type: none"> For designated spots For ‘No parking’ spots ‘Park only in designated spots’ signs 	<ul style="list-style-type: none"> Tow away zones Parking enforcement zone—“You are about to enter” 	<ul style="list-style-type: none"> ODOT or body of authority design and place signs NSA? Enforcement NSA review 	<ul style="list-style-type: none"> WFC- same as above
Make the road 1-way with the other lane for pedestrians, bikes or parking (seasonally?) (1 vote)	<ul style="list-style-type: none"> Pilot? Improve traffic flow 	<ul style="list-style-type: none"> ODOT Congestion study/ management plan Out of the way for locals having to travel to get back West-bound, or to their home. Commerce issues- delaying trucks, construction, home repairs 	<ul style="list-style-type: none"> WFC- same as above
Install an automated crosswalk signal or engage volunteers to direct pedestrians and traffic at busy intersections	<ul style="list-style-type: none"> Multnomah Falls Design work—to educate pedestrians and vehicles 	<ul style="list-style-type: none"> NSA permit 	<ul style="list-style-type: none"> WFC- same as above

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

Parking Limitations			
Action Item	What do we hope to accomplish?	<ul style="list-style-type: none"> What is needed to accomplish this action? Are there obstacles? 	<ul style="list-style-type: none"> How might you or your agency be able to help? Your name/agency
Require NW Forest Pass for Historic Highway (1 vote)	<ul style="list-style-type: none"> Long term Test in 2017 with Pilot Project 	<ul style="list-style-type: none"> Could be controversial— raise public expectation for higher level of service and “if I have to pay I should be able to find parking” State Park sites? Long term 	
Create parking passes online that need to be reserved in advance (free?) (1 vote)	<ul style="list-style-type: none"> Needs to be further investigated as part of parking management study. 		
Time limited parking on Historic Highway	<ul style="list-style-type: none"> Different times on some parking spaces Study Regulations 	<ul style="list-style-type: none"> Develop Parking Management Strategy Enforcement Long-term Impact to concessionaires at Multnomah Falls Authority and capacity to implement parking limitations (applies to all action items) 	<ul style="list-style-type: none"> (WFLHD) Parking can be incorporated into broader congestion study that ODOT got funding for via FCAP
Time limit on I-84 lot		<ul style="list-style-type: none"> Need more comprehensive planning Vary time limit spots Look at current parking use 	
Charge for parking at peak times		<ul style="list-style-type: none"> Parking management strategy Transportation Demand (Management Study (TOM)) Equity concern- pricing people out 	