**Council Roundup for February 19, 2019**

The Newberg City Council met on February 19th, 2019.

The Council took the following actions:

- Approved Resolution 2019-3538, Yamhill County partition on Bell Road property.
- Approved Resolution 2019-3533, Visit Newberg startup funds.
- Approved Resolution 2019-3534, adoption of Yamhill County Transit Area transit development plan.
- Approved publication of notice of funding availability for Newberg Affordable Housing Trust Fund.

In other business,

Had a workshop on Council Priorities.

Heard activity report from City Manager. Heard from 2 citizens on tiny house regulations, and council priorities.

**City Council Work Session**
**February 19, 2019 - 5:00 PM**
**Public safety building 401 east third street**

## I. CALL MEETING TO ORDER

## II. ROLL CALL

## III. REVIEW OF THE COUNCIL AGENDA AND MEETING

## IV. COUNCIL BUSINESS ITEMS

IV.A December 2018 Fund Financial Statements
RCA Information Financial Reports - 2018-12 Dec.pdf

## V. COUNCIL PRIORITIES WORKSHOP

V.A Council Priorities Workshop
RCA Council Priorities 2019-0218.doc
Mayor Rogers handout for Council Work Session 2019-0219.docx

## VI. ADJOURNMENT

# *REQUEST FOR COUNCIL ACTION*

| **DATE ACTION REQUESTED: February 22, 2019** | | | | |
|---|---|---|---|---|
| **Order ___ No.** | **Ordinance ___ No.** | **Resolution ___ No.** | **Motion ___** | **Information XX** |
| **SUBJECT: Newberg Fund Financial Statements for December 2018** | | | **Contact Person (Preparer) for this Item: Matt Zook<br>Dept.: Finance<br>File No.:** | |

**RECOMMENDATION:** The fund financial statements represent the City's ongoing commitment at all levels of the organization to monitor financial status and make adjustments on a monthly basis. These are provided for your information and review, as well as an opportunity for you to ask questions and keep abreast of the financial health of the City. As you review these statements, please feel free to contact me directly in advance of the meeting with questions or comments. This will provide me with an opportunity to come to the Council Work Sessions with sufficient information to answer your questions. No formal action is required at the meeting.

**EXECUTIVE SUMMARY:**

Included with this report are the fund financial statements for December 2018. As a reminder, most revenue is not recognized in an equal amount every month. Property taxes are received primarily in November, February, and May. Water revenue tends to trend higher in the summer months. Community Development revenue, such as building and planning fees as well as system development charges, is harder to predict. Transient Lodging Tax and Marijuana Tax is received quarterly. 9-1-1 Fund tax revenue is paid on a quarterly basis but delayed by up to three months after the close of the quarter, which at times puts the ending fund balance in a negative position, although the budget is managed so that the fund remains positive once the full fiscal year revenue is received. The point is that while 50% of the fiscal year has transpired through December, the year-to-date revenue received may reflect less or more depending on the revenue cycle. At this point, many of the revenues are on track as expected. Furthermore, expenditures are also on track to be under budget.

A supplemental budget was approved by the Council in December 2018, which is reflected on the December 2018 fund financial statements.

One fund has a year-to-date negative fund balance. The 9-1-1 Fund, which has a fund balance of $(22,994) and is due to timing of revenue receipts as explained above. The City received a quarterly payment of approximately $53k in January 2019.

**SUMMARY REPORT**

# DEC 2018

| FUNDS | 2018-19 BUDGET | MONTH OF DEC 2018 | 2018-19 YTD | Current YTD *Compare to Budget* *50%* | 2017-18 PRIOR YTD |
|---|---|---|---|---|---|
| **City Budget Totals** | | | | | |
| Total Beg Fund Balance | $ 40,337,510 | $ 47,460,862 | $ 47,460,862 | 118% | 40,611,931 |
| Total Revenues | 55,833,226 | 3,217,758 | 30,005,858 | 54% | 28,186,295 |
| Total Beg Fund Bal & Revenues | 96,170,736 | 50,678,620 | 77,466,720 | | 68,798,226 |
| Total Expenses | 69,477,889 | 3,052,804 | 28,385,418 | 41% | 25,960,862 |
| Total Contingencies / Reserves | 26,692,847 | - | - | 0% | - |
| Total Exp & Contingen / Reserves | 96,170,736 | 3,052,804 | 28,385,418 | 30% | 25,960,862 |
| Total Monthly & YTD Net Gain / (Loss) | | $ 164,953 | $ 2,273,667 | | |
| Total Ending Fund Balance | | | $ 49,081,302 | | 42,837,364 |
| **City Services** | | | | | |
| General Fund (01) | | | | | |
| Beg Fund Balance | $ 3,683,915 | $ 4,228,834 | $ 4,228,834 | 115% | 3,564,316 |
| Revenues | | | | | |
| Municipal Court | 8,694 | 221 | 4,161 | 48% | 5,048 |
| Police | 1,103,916 | 79,055 | 589,716 | 53% | 564,384 |
| Fire | - | 2,833 | 13,761 | 0% | - |
| Communications | 43,557 | - | 21,779 | 50% | 21,379 |
| Library | 115,739 | 2,425 | 42,184 | 36% | 37,345 |
| Planning | 685,051 | 31,685 | 424,215 | 62% | 320,047 |
| Property Taxes | 4,784,286 | 56,947 | 4,539,766 | 95% | 7,239,222 |
| Other Taxes | 101,475 | - | 32,239 | 32% | 27,650 |
| Franchise Fees | 1,559,921 | 114 | 115,140 | 7% | 113,600 |
| Intergovernmental | 1,807,363 | 146,028 | 921,049 | 51% | 792,637 |
| Miscellaneous | 5,000 | 88,692 | 91,343 | 1827% | 2,319 |
| Interest | 42,845 | 13,180 | 58,098 | 136% | 13,755 |
| Transfers | 717,324 | 6,239 | 289,329 | 40% | 517,243 |
| Revenue Total | 10,975,171 | 427,421 | 7,142,780 | 65% | 9,654,630 |
| Expenses | | | | | |
| General Government | 203,244 | 19,524 | 131,618 | 65% | 103,440 |
| Municipal Court | 329,384 | 26,285 | 161,567 | 49% | 148,025 |
| Police | 7,075,040 | 685,070 | 3,558,233 | 50% | 3,293,768 |
| Communications | 1,333,066 | 113,150 | 610,035 | 46% | 1,353,470 |
| Library | 1,832,982 | 293,947 | 965,036 | 53% | 888,766 |
| Planning | 1,158,653 | 78,735 | 457,282 | 39% | 383,112 |
| Transfers | 424,736 | 43,747 | 101,767 | 24% | 23,317 |
| Contingency | 1,201,981 | - | - | 0% | - |
| Unappropriated Ending Balance | 1,100,000 | - | - | 0% | - |
| Total Expenses | 14,659,086 | 1,260,457 | 5,985,538 | 41% | 8,126,188 |
| Monthly & YTD Net Gain / (Loss) | | $ (833,037) | $ 1,157,242 | | |
| Ending Fund Balance | | | $ 5,386,076 | | 5,092,758 |

## SUMMARY REPORT

# DEC 2018

| FUNDS | 2018-19 BUDGET | MONTH OF DEC 2018 | 2018-19 YTD | Current YTD *Compare to Budget* *50%* | 2017-18 PRIOR YTD |
|---|---|---|---|---|---|
| **Public Safety Fee (16)** | | | | | |
| Beg Fund Balance | $ 123,477 | $ 119,359 | $ 119,359 | 97% | 171,860 |
| Revenues | 538,052 | 47,388 | 284,258 | 53% | 251,506 |
| Expenses | 575,310 | 44,219 | 248,567 | 43% | 212,142 |
| Contingencies / Reserves | 86,219 | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ 3,168 | $ 35,691 | | |
| Ending Fund Balance | | | $ 155,050 | | 211,224 |
| **911 Emergency (13)** | | | | | |
| Beg Fund Balance | $ 12,722 | $ 21,628 | $ 21,628 | 170% | 19,080 |
| Revenues | 222,773 | - | 60,213 | 27% | 55,810 |
| Expenses | 220,431 | 15,862 | 104,835 | 48% | 98,243 |
| Contingencies / Reserves | 15,064 | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ (15,862) | $ (44,622) | | |
| Ending Fund Balance | | | $ (22,994) | | (23,353) |
| **Civil Forfeiture (03)** | | | | | |
| Beg Fund Balance | $ 23,432 | $ 15,313 | $ 15,313 | 65% | 25,268 |
| Revenues | 300 | 32 | 1,082 | 361% | 182 |
| Expenses | 23,732 | - | 1,208 | 5% | - |
| Contingencies / Reserves | - | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ 32 | $ (127) | | |
| Ending Fund Balance | | | $ 15,186 | | 25,450 |
| **Library Gift & Memorial (22)** | | | | | |
| Beg Fund Balance | $ 65,180 | $ 81,134 | $ 81,134 | 124% | 88,497 |
| Revenues | 136,000 | 674 | 12,668 | 9% | 22,517 |
| Expenses | 170,000 | 5,770 | 39,122 | 23% | 41,564 |
| Contingencies / Reserves | 31,180 | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ (5,096) | $ (26,454) | | |
| Ending Fund Balance | | | $ 54,680 | | 69,450 |
| **Building Inspection (08)** | | | | | |
| Beg Fund Balance | $ 1,291,113 | $ 1,451,787 | $ 1,451,787 | 112% | 1,107,774 |
| Revenues | 640,819 | 48,961 | 563,452 | 88% | 395,992 |
| Expenses | 695,398 | 53,671 | 327,451 | 47% | 324,642 |
| Contingencies / Reserves | 1,236,534 | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ (4,710) | $ 236,002 | | |
| Ending Fund Balance | | | $ 1,687,789 | | 1,179,124 |

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## SUMMARY REPORT

# DEC 2018

| FUNDS | 2018-19 BUDGET | MONTH OF DEC 2018 | 2018-19 YTD | Current YTD *Compare to Budget* *50%* | 2017-18 PRIOR YTD |
|---|---|---|---|---|---|
| **Streets (Operating) (02)** | | | | | |
| Beg Fund Balance | $ 669,164 | $ 1,222,625 | $ 1,222,625 | 183% | 736,256 |
| Revenues | 2,992,830 | 271,486 | 1,761,293 | 59% | 1,398,040 |
| Expenses | 3,297,419 | 110,042 | 1,960,136 | 59% | 1,480,823 |
| Contingencies / Reserves | 364,575 | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ 161,443 | $ (198,843) | | |
| Ending Fund Balance | | | $ 1,023,781 | | 653,472 |
| **Water (Operating) (07)** | | | | | |
| Beg Fund Balance | $ 10,196,690 | $ 10,801,835 | $ 10,801,835 | 106% | 8,995,620 |
| Revenues | 6,073,334 | 413,225 | 3,961,477 | 65% | 3,776,956 |
| Expenses | 7,268,141 | 328,051 | 2,451,591 | 34% | 2,176,516 |
| Contingencies / Reserves | 9,001,883 | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ 85,174 | $ 1,509,886 | | |
| Ending Fund Balance | | | $ 12,311,721 | | 10,596,060 |
| **Wastewater (Operating) (06)** | | | | | |
| Beg Fund Balance | $ 10,336,315 | $ 11,761,812 | $ 11,761,812 | 114% | 11,973,385 |
| Revenues | 8,367,963 | 858,519 | 4,406,199 | 53% | 4,055,426 |
| Expenses | 10,495,842 | 440,118 | 5,018,923 | 48% | 3,941,834 |
| Contingencies / Reserves | 8,208,436 | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ 418,400 | $ (612,724) | | |
| Ending Fund Balance | | | $ 11,149,088 | | 12,086,977 |
| **Stormwater (Operating) (17)** | | | | | |
| Beg Fund Balance | $ 423,117 | $ 603,028 | $ 603,028 | 143% | 1,028,956 |
| Revenues | 1,664,691 | 140,545 | 828,292 | 50% | 750,388 |
| Expenses | 1,535,885 | 109,933 | 639,852 | 42% | 1,341,573 |
| Contingencies / Reserves | 551,923 | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ 30,612 | $ 188,440 | | |
| Ending Fund Balance | | | $ 791,469 | | 437,771 |

**SUMMARY REPORT**

# DEC 2018

| FUNDS | 2018-19 BUDGET | MONTH OF DEC 2018 | 2018-19 YTD | Current YTD *Compare to Budget* *50%* | 2017-18 PRIOR YTD |
|---|---|---|---|---|---|
| **Administrative Support (31)** | | | | | |
| Beg Fund Balance | $ 378,937 | $ 488,426 | $ 488,426 | 129% | 728,861 |
| Revenues | 5,076,088 | 425,188 | 2,547,617 | 50% | 2,298,776 |
| Expenses | | | | | |
| City Manager | 376,296 | 26,716 | 179,351 | 48% | 272,465 |
| Human Resources | 225,700 | 13,108 | 88,082 | 39% | 95,652 |
| Community Engagement | 120,560 | 9,568 | 56,147 | 47% | - |
| Finance | 779,748 | 68,201 | 402,937 | 52% | 364,293 |
| Gen Office(Postage/Phones) | 158,547 | 15,926 | 90,729 | 57% | 70,721 |
| Utility Billing | 347,917 | 29,380 | 174,516 | 50% | 168,630 |
| Information Technology | 1,112,095 | 75,601 | 574,451 | 52% | 541,476 |
| Legal | 493,095 | 35,774 | 221,398 | 45% | 219,116 |
| Fleet Maintenance | 257,035 | 20,397 | 124,628 | 48% | 114,273 |
| Facilities Repair/Replacement | 820,351 | 52,487 | 350,111 | 43% | 387,951 |
| Insurance | 390,132 | 1,000 | 315,323 | 81% | 312,367 |
| Transfers | 3,362 | 280 | 1,681 | 50% | 1,681 |
| Contingencies / Reserves | 228,198 | - | - | 0% | - |
| Total Expenses | 5,455,025 | 358,262 | 2,651,047 | 49% | 2,548,627 |
| Monthly & YTD Net Gain / (Loss) | | $ 66,927 | $ (103,430) | | |
| Ending Fund Balance | | | $ 384,996 | | 479,010 |
| **Capital Improvement Projects** | | | | | |
| **Streets CIP's (18)** | | | | | |
| Beg Fund Balance | $ 175,291 | $ 176,804 | $ 176,804 | 101% | 168,834 |
| Revenues | 5,344,468 | 119,955 | 2,649,255 | 50% | 991,828 |
| Expenses | 5,337,968 | 118,267 | 2,629,685 | 49% | 988,600 |
| Contingencies / Reserves | 181,791 | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ 1,688 | $ 19,569 | | |
| Ending Fund Balance | | | $ 196,374 | | 172,063 |
| **Water / Wastewater / Stormwater CIP's (04)** | | | | | |
| Beg Fund Balance | $ - | $ - | $ - | 0% | - |
| Revenues | 6,449,000 | 60,810 | 1,673,626 | 26% | 1,608,738 |
| Expenses | 6,449,000 | 60,810 | 1,673,626 | 26% | 1,608,738 |
| Contingencies / Reserves | - | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ - | $ - | | |
| Ending Fund Balance | | | $ - | | - |

## SUMMARY REPORT

# DEC 2018

| FUNDS | 2018-19 BUDGET | MONTH OF DEC 2018 | 2018-19 YTD | Current YTD *Compare to Budget* *50%* | 2017-18 PRIOR YTD |
|---|---|---|---|---|---|
| **Governmental CIP's (21)** | | | | | |
| Beg Fund Balance | $ 1,896,695 | $ 2,297,056 | $ 2,297,056 | 121% | - |
| Revenues | 815,687 | - | - | 0% | - |
| Expenses | 2,712,382 | 2,558 | 653,228 | 24% | - |
| Contingencies / Reserves | - | - | - | 0% | - |
| Monthly Activity Net Gain / (Loss) | | $ (2,558) | | | |
| Ending Fund Balance | | | $ 1,643,829 | | - |
| **Street SDC (42)** | | | | | |
| Beg Fund Balance | $ 2,287,121 | $ 3,885,186 | $ 3,885,186 | 170% | 2,936,734 |
| Revenues | 1,394,800 | 70,136 | 979,908 | 70% | 650,624 |
| Expenses | 3,513,983 | 98,586 | 1,308,367 | 37% | 123,701 |
| Contingencies / Reserves | 167,938 | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ (28,450) | $ (328,459) | | |
| Ending Fund Balance | | | $ 3,556,727 | | 3,463,657 |
| **Water SDC (47)** | | | | | |
| Beg Fund Balance | $ 223,123 | $ 314,198 | $ 314,198 | 141% | 572,610 |
| Revenues | 574,213 | 90,179 | 478,615 | 83% | 194,213 |
| Expenses | 797,336 | - | 734,089 | 92% | 780,754 |
| Contingencies / Reserves | - | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ 90,179 | $ (255,473) | | |
| Ending Fund Balance | | | $ 58,725 | | (13,932) |
| **Wastewater SDC (46)** | | | | | |
| Beg Fund Balance | $ 4,971,041 | $ 5,966,311 | $ 5,966,311 | 120% | 5,106,412 |
| Revenues | 820,000 | 97,173 | 840,137 | 102% | 327,797 |
| Expenses | 1,882,987 | 20,367 | 573,013 | 30% | 708,711 |
| Contingencies / Reserves | 3,908,054 | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ 76,806 | $ 267,124 | | |
| Ending Fund Balance | | | $ 6,233,435 | | 4,725,498 |
| **Stormwater SDC (43)** | | | | | |
| Beg Fund Balance | $ 107,416 | $ 137,312 | $ 137,312 | 128% | 106,284 |
| Revenues | 42,500 | 3,608 | 41,789 | 98% | 13,185 |
| Expenses | 9,000 | 34 | 176 | 2% | 42,192 |
| Contingencies / Reserves | 140,916 | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ 3,574 | $ 41,613 | | |
| Ending Fund Balance | | | $ 178,925 | | 77,277 |

**SUMMARY REPORT**

# DEC 2018

| FUNDS | 2018-19 BUDGET | MONTH OF DEC 2018 | 2018-19 YTD | Current YTD *Compare to Budget* *50%* | 2017-18 PRIOR YTD |
|---|---|---|---|---|---|
| **Debt** | | | | | |
| Debt Service (General Op) (09) | | | | | |
| Beg Fund Balance | $ 46,455 | $ 47,809 | $ 47,809 | 103% | 38,270 |
| Revenues | 1,029,627 | 27,601 | 416,882 | 40% | 379,367 |
| Expenses | 1,024,373 | - | 372,665 | 36% | 317,209 |
| Contingencies / Reserves | 51,709 | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ 27,601 | $ 44,216 | | |
| Ending Fund Balance | | | $ 92,025 | | 100,428 |
| City Hall (10) | | | | | |
| Beg Fund Balance | $ 612,158 | $ 612,916 | $ 612,916 | 100% | 552,745 |
| Revenues | - | 1,095 | 6,717 | 0% | 53,717 |
| Expenses | 542,692 | - | 103,914 | 19% | 103,486 |
| Contingencies / Reserves | 69,466 | - | - | 0% | - |
| Unappropriated Ending Balance | 69,466 | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ 1,095 | $ (97,197) | | |
| Ending Fund Balance | | | $ 515,719 | | 502,976 |
| **Reserves** | | | | | |
| Vehicle / Equipment Replacement (32) | | | | | |
| Beg Fund Balance | $ 1,699,238 | $ 1,958,096 | $ 1,958,096 | 115% | 1,431,306 |
| Revenues | $ 1,277,467 | $ 91,298 | $ 728,065 | 57% | 581,763 |
| Expenses | | | | | |
| General Government | - | - | - | 0% | - |
| City Manager's Office | 1,494 | - | - | 0% | - |
| Human Resources | 1,033 | - | - | 0% | - |
| Finance | 27,936 | - | - | 0% | - |
| Information Technology | 254,200 | - | 163,337 | 64% | 68,272 |
| Legal | 432 | - | - | 0% | - |
| Municpal Court | 4,196 | - | - | 0% | - |
| Police | 536,899 | (17) | 109,220 | 20% | 93,930 |
| Communications | 169,201 | - | - | 0% | - |
| Library | 12,745 | 843 | 843 | 7% | - |
| Planning | - | - | - | 0% | - |
| Building | 29,360 | - | - | 0% | - |
| PW Administration | 1,616,387 | 85 | 104,663 | 6% | 87,287 |
| Fleet Maintenance | 13,091 | 84 | 479 | 4% | 254 |
| Facilities Repair/Replacement | 309,731 | 3,136 | 21,361 | 7% | 11,064 |
| Contingencies / Reserves | - | - | - | 0% | - |
| Total Expenses | 2,976,705 | 4,131 | 399,903 | 13% | 260,806 |
| Monthly & YTD Net Gain / (Loss) | | $ 87,168 | $ 328,162 | | |
| Ending Fund Balance | | | $ 2,286,258 | | 1,752,263 |

**SUMMARY REPORT**

# DEC 2018

| FUNDS | 2018-19 BUDGET | MONTH OF DEC 2018 | 2018-19 YTD | Current YTD *Compare to Budget* *50%* | 2017-18 PRIOR YTD |
|---|---|---|---|---|---|
| **Community Projects** | | | | | |
| Cable TV Trust (23) | | | | | |
| Beg Fund Balance | $ 16,491 | $ 16,507 | $ 16,507 | 100% | 37,897 |
| Revenues | 200 | 35 | 192 | 96% | 272 |
| Expenses | 16,691 | - | - | 0% | - |
| Contingencies / Reserves | - | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ 35 | $ 192 | | |
| Ending Fund Balance | | | $ 16,699 | | 38,169 |
| Economic Development (14) | | | | | |
| Beg Fund Balance | $ 600,377 | $ 666,000 | $ 666,000 | 111% | 617,748 |
| Revenues | 289,510 | 11,409 | 168,558 | 58% | 40,940 |
| Expenses | 745,983 | 1,202 | 133,109 | 18% | 21,636 |
| Contingencies / Reserves | 143,904 | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ 10,207 | $ 35,449 | | |
| Ending Fund Balance | | | $ 701,449 | | 637,052 |
| Transient Lodging Tax (19) | | | | | |
| Beg Fund Balance | $ 498,042 | $ 586,886 | $ 586,886 | 118% | 343,718 |
| Revenues | 1,107,733 | 11,019 | 452,784 | 41% | 418,037 |
| Expenses | 1,602,699 | 20,464 | 375,374 | 23% | 339,548 |
| Contingencies / Reserves | 3,076 | - | - | 0% | - |
| Monthly & YTD Net Gain / (Loss) | | $ (9,444) | $ 77,410 | | |
| Ending Fund Balance | | | $ 664,296 | | 422,208 |

# *REQUEST FOR COUNCIL ACTION*

| **DATE ACTION REQUESTED: February 19, 2019** | | | | |
|---|---|---|---|---|
| **Order ___ No.** | **Ordinance ___ No.** | **Resolution ___ No.** | **Motion** | **Information XX___** |
| **SUBJECT: 2019-2020 Council Priorities** | | | **Contact Person (Preparer) for this Motion: Joe Hannan<br>Dept.: City Manager<br>File No.:** | |

**DISCUSSION:**

The City Council adopts Council priorities to guide the preparation of the annual budget, department work plans and provide a standard to respond to new requests for city service.

**BACKGROUND**

On 7/17/17 the Council approved priorities for 2017-20.

**1.** Maintain a state-of-the-art 911 dispatch center and 800 MHz radio communications system.

**2.** Implement Plans for Road Repair and Maintenance, replace and repair sidewalks and secure additional funding

**3.** Complete community visioning process and communication plan to engage Newberg residents

**4.** Utilize Technology to Improve and Economize City Services and within 3 years obtain software and hardware that reduces redundancies and duplications through the integration of departmental systems.

**5.** Complete a 5-year financial plan and fiscal policies consistent with preferred service levels.

**6.** Expand the Urban Growth Boundary

**7.** Encourage affordable housing

**8.** Develop a Riverfront Plan

**9.** Implement Emergency Preparedness Program

**10.** Implement Economic Development Strategy

**11.** Improve Newberg Employee Retirement System

**12.** Decide on TVF&R Annexation

**13.** Improve the Transit System

**2/19/19 work session**

The work session is envisioned as an extended question and answer session between Council and staff to discuss specifics of the existing Council priorities and guide any changes to current work plans as well as guide the 2019-20 budget preparation.

In general staff is assuming no major change in priorities. However, the City Manager is proposing a revised Council priorities list that drops two completed priorities, revises two priorities and consolidates one priority into an existing priority (detailed below).

Recognizing the significant change in Council members and the brief service of the Council, it is anticipated that another discussion on Council priorities should occur in summer or early fall to establish a 3- year plan of Council priorities.

Recommended 2019-20 priorities. **(Changes shown in bold lettering)**

1. Implement Economic Development Strategy **with emphasis on Reopening or Redeveloping the mill site (add as work item Improve the Transit System)**

2. Maintain a state-of-the-art 911 dispatch center and 800 MHz radio communications system.

3. Implement Plans for Road Repair and Maintenance, replace and repair sidewalks and secure additional funding

4. Complete community visioning process and communication plan to engage Newberg residents

5. Utilize Technology to Improve and Economize City Services and within 3 years obtain functional software/hardware that reduces redundancies and duplications through the integration of departmental systems.

6. Complete a 5-year financial plan and fiscal policies consistent with preferred service levels **and close the budget deficit within 24 months**.

7. Expand the Urban Growth Boundary

8. Encourage affordable housing

9. Develop a Riverfront Plan

10. Implement Emergency Preparedness Program

Completed 2017-18 priorities

1. Improve Newberg Employee Retirement System

2. Facilitate TVF&R Annexation

Power points on each priority are still in process and will be distributed prior to the meeting.

# City of Newberg

Mission Statement:

"The City of Newberg serves it citizens, promotes safety, and maintains a healthy community."

Vision Statement:

“Newberg will cultivate a healthy, safe environment where citizens can work, play and grow in a friendly, dynamic and diverse community valuing partnerships and opportunity.”

## Departments and Divisions

City Attorney:

To assist and facilitate the City in providing services to the citizens by advising the City in a timely manner as to the laws, rules, legal options, and best practices governing the actions of the City.

Code Compliance:

Our mission is to promote a safe and healthy community by ensuring compliance with the Newberg Municipal Code, Building Code, and other land use requirements.

Emergency Management:

The objective of the City of Newberg's emergency management program is to effectively coordinate emergency preparedness, mitigation, response and recovery efforts for the City in order to protect lives, property, and the environment in the event of any emergency, disaster, or disruption to continuity of operations.

Engineering Services:

Our mission is to provide professional engineering, inspection, and administration services for planning, design, construction, and maintenance of the City's infrastructure.

Finance:

The mission of Finance is to maintain all financial records in keeping with the Generally Accepted Accounting Principles (GAAP) and Governmental Accounting Standard Practices. Integrity and creditability is our character and we promise to provide current, accurate and timely information.

Human Resources:

Growing and retaining employees while using creativeness and flexibility for happiness, a healthy workplace, and strengthening our corporate culture.

Library:

Newberg Public Library enriches and nourishes the life of our community, providing countless opportunities for the integration of people and knowledge. Adopted, 2004

Municipal Court:

To ensure that each person accused of a violation, infraction or crime be guaranteed and provided all the constitutional rights to a fair and speedy judicial process in such a manner

that it preserves both the dignity and rights of the defendant, as well as the citizens of Newberg.

Planning Division:

To help shape a well-rounded community.

Police Department:

The Mission of the Newberg-Dundee Police Department is to promote individual responsibility, and work in partnership with our communities to reduce crime, fear of crime, and to enhance the livability of Newberg and Dundee.

Public Works:

Our mission is to operate, maintain and improve the City's significant investment in public infrastructure in the most efficient manner possible, while being accountable and effective stewards of the public trust and resources.

## Boards and Committees

Affordable Housing Trust Fund:

The purpose of the Newberg Affordable Housing Trust Fund (NAHTF) is to support the development, preservation, and rehabilitation of housing that is affordable to the citizens of Newberg with incomes that do not exceed 100% of the area median income.

Citizen’s Rate Review:

The Citizens’ Rate Review Committee will meet to consider the rates for the city wastewater and water systems, the amount of the stormwater maintenance fee, and other rates and/or fees, at the request of and as assigned by the City Council.

Historic Preservation Commission:

The purpose of the commission is to identify, recognize, and preserve significant properties related to the community’s history, encourage the rehabilitation and ongoing viability of historic buildings and structures, strengthen public support for historic preservation efforts within the community, foster civic pride, and encourage cultural heritage tourism.

Newberg Urban Area Management Commission:

It is the responsibility of NUAMC to hold hearings, make findings, and present its decision to City and County governing bodies as outlined in the Newberg Urban Area Growth Management Agreement.

Planning Commission:

The Planning Commission is a public body responsible for considering land use matters.

Traffic Safety Commission:

To give the citizens of Newberg a forum to voice traffic safety concerns, evaluate related issues, provide a liaison with the City and promote traffic safety within the community.

**City Council Business Session**
**February 19, 2019 - 7:30 PM**
**Public safety building 401 east third street**

## I. CALL TO ORDER

## II. ROLL CALL

## III. PLEDGE OF ALLEGIANCE

## IV. CITY MANAGER'S REPORT

## V. PUBLIC COMMENTS

## VI. PUBLIC HEARINGS

VI.a Resolution 2019-3538, A Resolution recommending that Yamhill County approve a proposed partition at 28800 NE Bell Road, Yamhill County tax lot no. 3209-1001.
RCA_Bell_Rd_Partition rev.pdf
PPT Res 2019-3538 Bell Rd PAR Recommendation GEN19-0001.pdf

## VII. NEW BUSINESS

VII.a Resolution 2019-3533, A Resolution allocating start-up funds for Visit Newberg in the amount of $250,000
RCA Reso 3533 Final.doc
Attachment 1 - Visit Newberg Start-up Costs 1-31-19.pdf
Attachment 2 - Visit Newberg Start-up Costs 2-19-19.pdf

VII.b Resolution 2019-3534, A Resolution accepting the Yamhill County Transit Area Transit Development Plan (October 2018) as the City of Newberg Public Transit Plan and directing staff to initiate Comprehensive Plan and Development Code Amendments to implement the Yamhill County Transit Area Transit Development Plan and to evaluate any necessary updates to the Public Works Design and Construction Standards
RCA Resolution 3534.doc
Exhibit A - YCTA-TDP_Volume-I-FINAL-10-2018.pdf
Exhibit B - YCTA-TDP_Volume-I-Appendices-A-G-FINAL-10-2018.pdf
Exhibit C - YCTA TDP_Volume II Technical Memos & Meeting Notes FINAL 10-2018.pdf

VII.c 2018-2019 Notice of Funding Availability for the Newberg Affordable Housing

Trust Fund
RCA NOFA FY 18-19.doc
AHTF FY 18-19 Application form Council.pdf
NOFA FY 18-19 Graphic Council.pdf
NOFA FY 18-19 website Council.pdf

## VIII. ADJOURNMENT

## ADA STATEMENT

*Contact the City Recorder's Office for physical or language accommodations at least 2 business days before the meeting. Call (503) 537-1283 or email cityrecorder@newbergoregon.gov. For TTY services please dial 711.*

# *REQUEST FOR COUNCIL ACTION*

**DATE ACTION REQUESTED: February 19, 2019**

| Order No. | Ordinance No. | Resolution No. 2019-3538 | Motion | Information |
|---|---|---|---|---|
| ___ | ___ | XX | ___ | ___ |

| | |
|---|---|
| **SUBJECT: A Resolution recommending that Yamhill County approve a proposed partition at 28800 NE Bell Road, Yamhill County tax lot no. 3209-1001.** | **Contact Person (Preparer) for this Motion: Cheryl Caines, Senior Planner**<br>**Dept.: Community Development**<br>**File No.: GEN19-0001** |

**HEARING TYPE: LEGISLATIVE**

**RECOMMENDATION:** Adopt Resolution No. 2019-3538, recommending that Yamhill County approve the proposed partition at 28800 NE Bell Road (Yamhill County tax lot no. 3209-1001).

**EXECUTIVE SUMMARY:** On January 24, 2019 the City of Newberg received a copy of a partition application to divide a property (Yamhill County tax lot no. 3209-1001) at 28800 NE Bell Road into three parcels. The property is located outside the city limits, but inside the Newberg Urban Reserve Area. The current zoning is Yamhill County VLDR-1. There currently is no city comprehensive plan designation for the site since it is not within the Newberg urban growth boundary.

Yamhill County has jurisdiction over the site, and will make the final decision on the partition application. The Newberg Urban Area Growth Management Agreement states that the City Council shall make a recommendation to the County on land use applications, including partitions, within the urban growth boundary. The City has 60 days from the receipt of the application to make a recommendation.

The site is located at 28800 NE Bell Road, Yamhill County tax lot no. 3209-1001. It is approximately 11 acres and contains an existing single family home (proposed Parcel 2). The proposal is to divide the property into three parcels ranging from 2.5 to 5.2 acres in size. The existing home will remain Parcel 2 and new single family residences will be constructed on Parcels 1 and 3.

The City's intent in the Urban Area Growth Management Agreement is to recommend that the County only allow development in the Urban Reserve Area that is limited in scope and consistent with the future urban development of the property. The site is in the Urban Reserve Area, so at some point in the future it is anticipated that the property may be annexed into the city. The proposed partition would not preclude the future urbanization and development of the rest of the property. The applicant's future development plan shows an example of how the site, along with the adjacent site (Yamhill County tax lot no. 3209-1000) could be developed if someday annexed into the city. An exact lot layout is not proposed but a street network showing how access could be provided to smaller blocks is shown along with locations of the single-family homes proposed on the partitioned parcels. The applicant is not bound by this future development plan; however, it shows one way the site could be developed to city development standards in the future.

Staff recommends that the City Council approve Resolution 2019-3538, which recommends that Yamhill County approve the requested partition.

**FISCAL IMPACT:** There is no fiscal impact to the City from the partition.

**STRATEGIC ASSESSMENT (RELATE TO COUNCIL PRIORITIES FROM SEPTEMBER 2017):**
Not applicable.

ATTACHMENTS:
Resolution No. 2019-3538 with
Exhibit A: Partition & future development plan
Exhibit B: Location Map with Comprehensive Plan
Exhibit C: Findings
1. Yamhill County Partition Application

# *RESOLUTION NO. 2019-3538*

**A RESOLUTION RECOMMENDING THAT YAMHILL COUNTY APPROVE A PROPOSED PARTITION AT 28800 NE BELL ROAD, YAMHILL COUNTY TAX LOT NO. 3209-1001.**

## RECITALS:

1. On January 24, 2019 the City of Newberg received a copy of a partition application to divide a property at 28800 NE Bell Road into three parcels. The property is located outside the city limits, but inside the Newberg Urban Reserve Area. The current zoning is Yamhill County VLDR-1. There is currently no city comprehensive plan designation on the property.

2. Yamhill County will make the final decision on the partition application. Under the terms of the Newberg Urban Area Growth Management Agreement, the City Council shall hold a legislative hearing and make a recommendation to the County within 60 days of receiving a copy of the application.

3. The site is located at 28800 NE Bell Road, Yamhill County tax lot no. 3209-1001. It is approximately 11 acres and contains an existing single family home. The proposal is to divide the property into three parcels ranging in size from 2.5 to 5.2 acre. An existing single family home will remain on Parcel 2; new single family homes will be constructed on Parcels 1 and 3. The future development plan shows how the site could potentially be developed to city development standards if it was annexed into the city.

4. Notice of the hearing was posted in the *Newberg Graphic* and in four public places on February 6, 2019.

5. The Newberg City Council held a hearing on February 19, 2019 to consider the partition proposal. The City Council finds that the proposal is limited in scope, and consistent with the future urban development of the property.

## THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The City Council finds that the proposed partition, as shown in Exhibit A, meets the criteria for development within the Newberg Urban Reserve Area and adopts the findings, which are attached hereto as Exhibit C. Exhibits A, B and C are hereby adopted and by this reference incorporated.

2. The City Council recommends that Yamhill County approve the proposed partition at 28800 NE Bell Road, Yamhill County tax lot 3209-1001.

- **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: February 20, 2019.

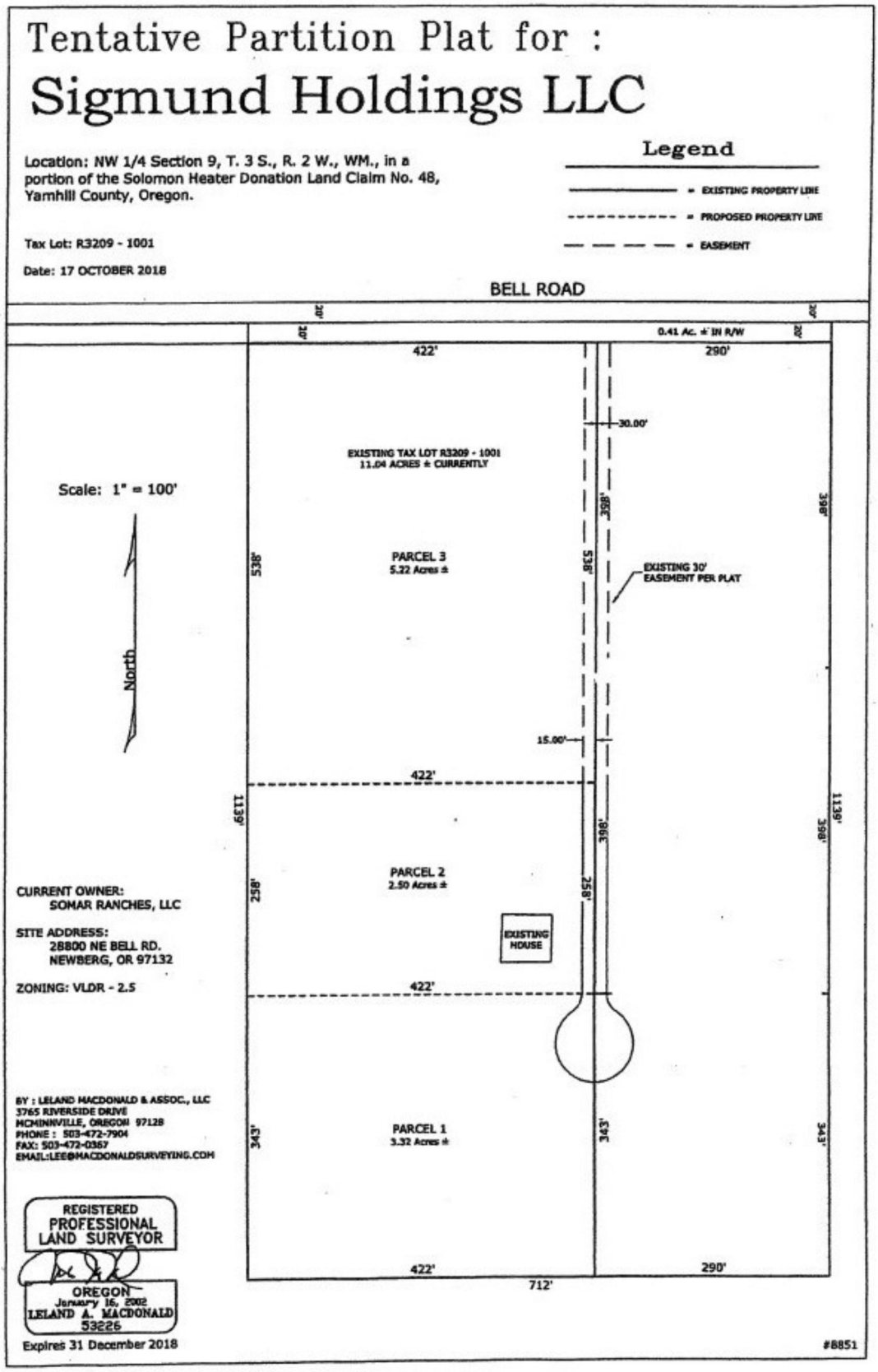
**ADOPTED** by the City Council of the City of Newberg, Oregon, this 19th day of February, 2019.

Sue Ryan, City Recorder

**ATTEST** by the Mayor this 21st day of February, 2019.

Rick Rogers, Mayor

## EXHIBIT A: PARTITION & FUTURE DEVELOPMENT PLANS



# Future Development Concept Plan for:

# Ellis Estates

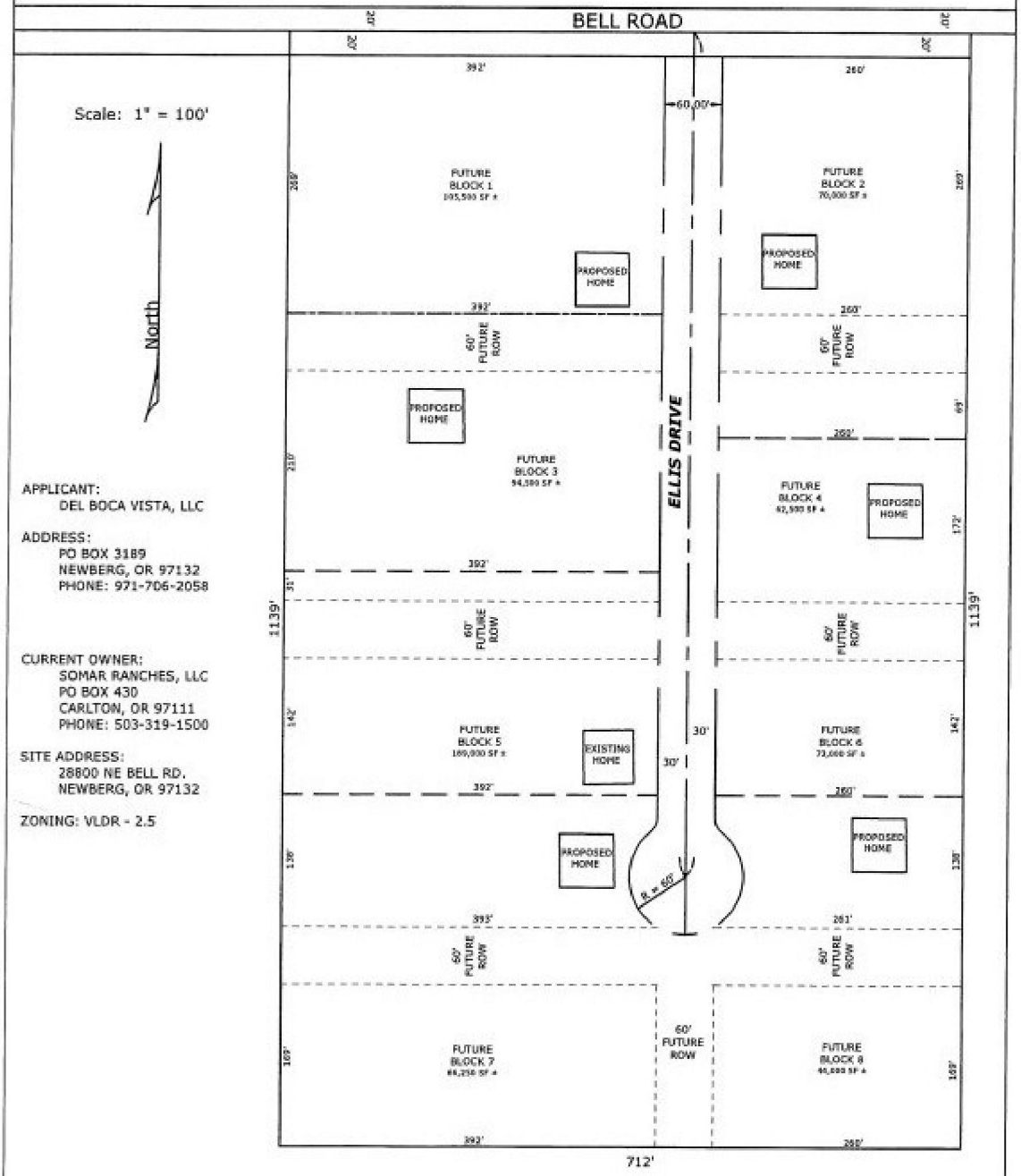
Location: NW 1/4 Section 9, T. 3 S., R. 2 W., WM., in a portion of the Solomon Heater Donation Land Claim No. 48, Yamhill County, Oregon.

Tax Lot: R3209 - 1000, 1001

Date: 16 JANUARY 2019

**Legend**

- = EXISTING PROPERTY LINE
- = PROPOSED RIGHT OF WAY LINE
- = PROPOSED PROPERTY LINE
- = FUTURE ROW LINE




APPLICANT:
DEL BOCA VISTA, LLC

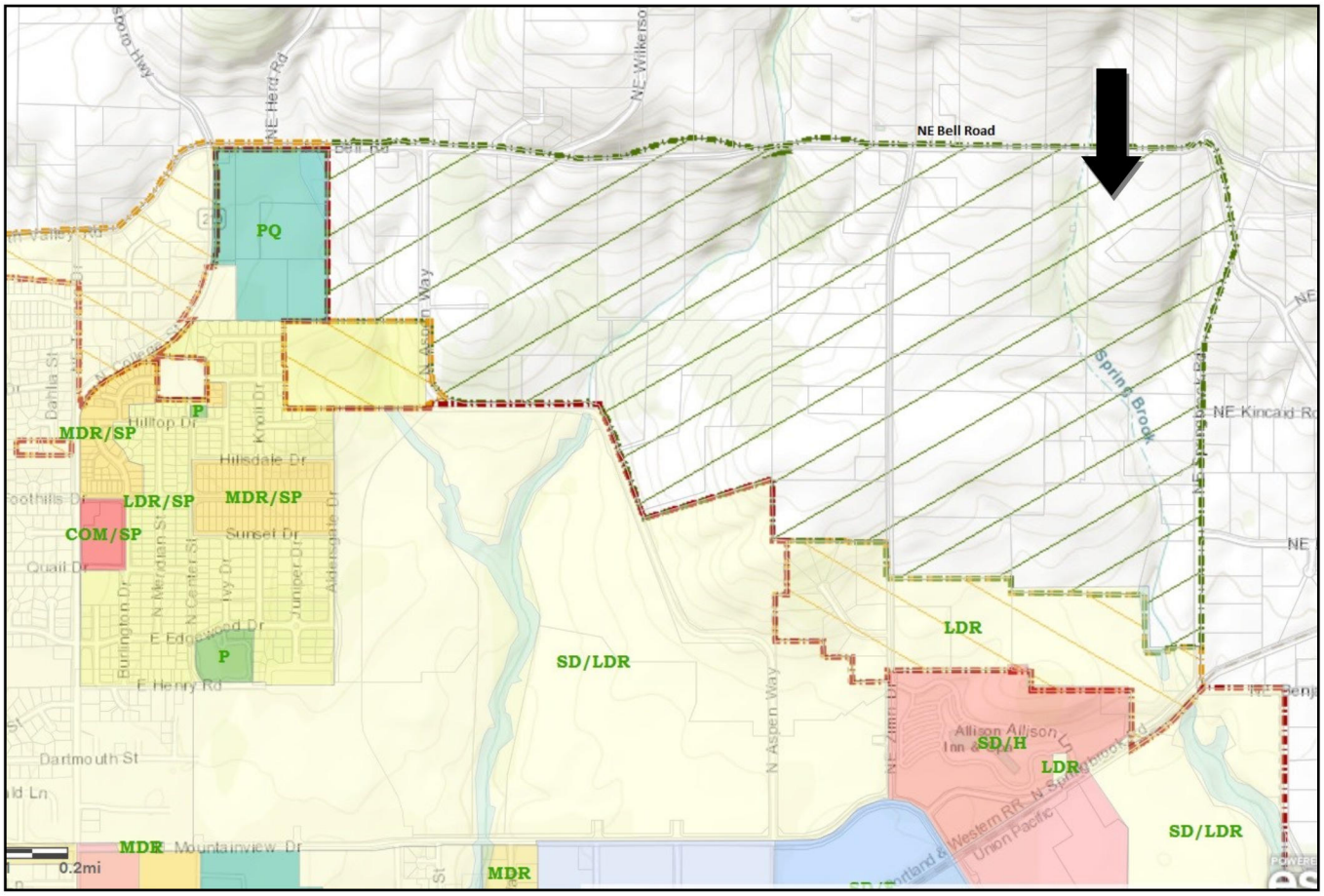
ADDRESS:
PO BOX 3189
NEWBERG, OR 97132
PHONE: 971-706-2058

CURRENT OWNER:
SOMAR RANCHES, LLC
PO BOX 430
CARLTON, OR 97111
PHONE: 503-319-1500

SITE ADDRESS:
28800 NE BELL RD.
NEWBERG, OR 97132

ZONING: VLDR - 2.5

**EXHIBIT B: COMPREHENSIVE PLAN MAP –NE Bell Road**
**The city limits boundary is in red, urban growth boundary line is in yellow, and the urban reserve boundary line is in green.**
**The property does not have a Newberg comprehensive plan designation.**



## EXHIBIT C: FINDINGS

The applicable Newberg Urban Area Growth Management Agreement criteria are:

> The City recommends that that the County only allow development in the Urban Reserve Area *"that **is limited in scope and that is consistent with the future urban development of the property**."*
>
> *1. Future Development Plan: The City Council shall recommend approval, recommend approval with conditions, or recommend against the future development plan in accordance with the following criteria:*
>
> *(a) The current development shall not cause more than 10 percent of the property to be used for site improvements including buildings, parking areas, improved recreation areas, and storage areas, unless the City agrees the development intensity will not prohibit future urban development.*
>
> *(b) The future development plan shall allow for the efficient future urban development of the remainder of the property. It shall allow for construction of future urban streets and utilities, and shall allow for required setbacks to current and future property lines.*
>
> *(c) The plan is consistent with adopted plans and policies for the area, such as street or utility plans and policies in this agreement.*
>
> *B. Submittal Requirements*
>
> *1. A future development plan shall be required for any development in the Urban Reserve Area requiring a Yamhill County Type B or Type C review, excluding any development that involves a change in use to existing buildings only. The future development plan shall be used solely to evaluate the current proposal's compatibility with potential future urban development. It does not bind or commit the applicants, property owners, review bodies, or governing bodies to approve or carry out the proposed future development.*
>
> *2. The future development plan shall show how the property could be fully developed when incorporated into the city. The plan shall be drawn to scale and shall include the following:*
>
> *(a) The location of potential future streets within and surrounding the site.*
>
> *(b) The location of potential future sewer, water and storm drainage facilities within and surrounding the site.*
>
> *(c) The location and approximate dimensions of potential future lot lines.*
>
> *(d) Setback lines for proposed structures from current and proposed property lines.*

**Findings:** The site is located at 28800 NE Bell Road (Yamhill County tax lot No. 3209-1001). It is approximately 11 acres, and contains an existing single-family residential house, with its own septic system. The property is outside of the Newberg city limits and urban growth boundary but within the Urban Reserve Area. The site has County VLDR-1 zoning but no City LDR Comprehensive Plan designation. The applicant is applying to Yamhill County for approval to partition the property into three parcels ranging from 2.5 to 5.2 acres in size. Proposed Parcel 2 will include the existing single family home. The applicant plans to eventually construct new single family homes on the Parcels 1 and 3. Private wells and septic systems will service the homes.

The development intensity will not prohibit future urban development. The future development plan shows how a new network of 60 foot wide streets could be extended through the site to provide access to future homes and adjacent properties. The proposed development is setback more than 5 feet from any potential future property lines. The city's Transportation System Plan shows that NE Bell Road will eventually be

improved to major collector status; this development is setback far from NE Bell Road and is consistent with the future widening and improvement of NE Bell Road.

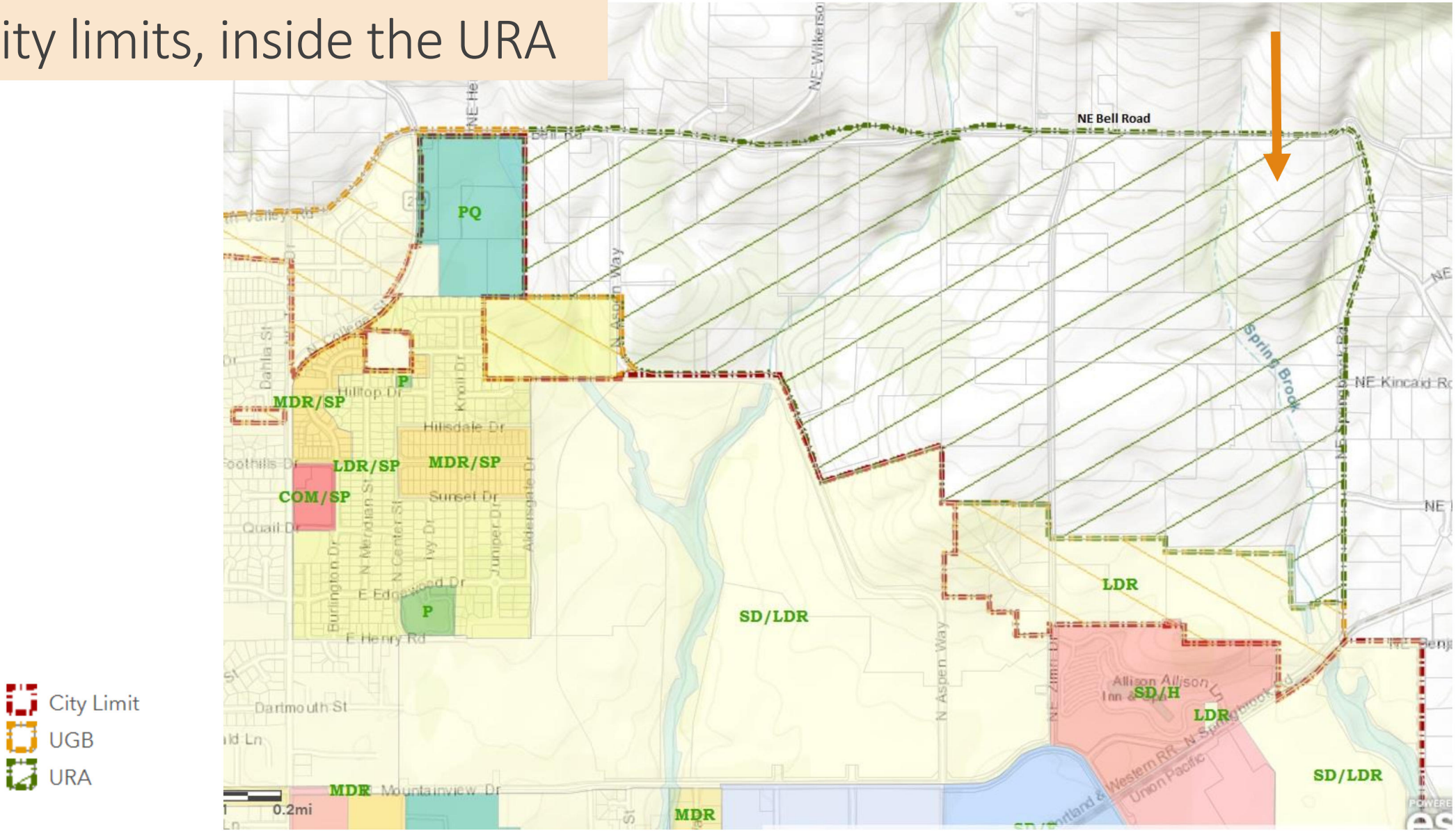
The City's intent under the Urban Area Growth Management Agreement is to recommend that the County only allow development in the Urban Reserve Area that is limited in scope and consistent with the future urban development of the property. The proposed partition is limited in scope, and consistent with the future urbanization of the property.

# Bell Road partition application
# 28800 NE Bell Road (outside city limits)
# Recommendation to Yamhill County

NEWBERG CITY COUNCIL

FEBRUARY 19, 2019

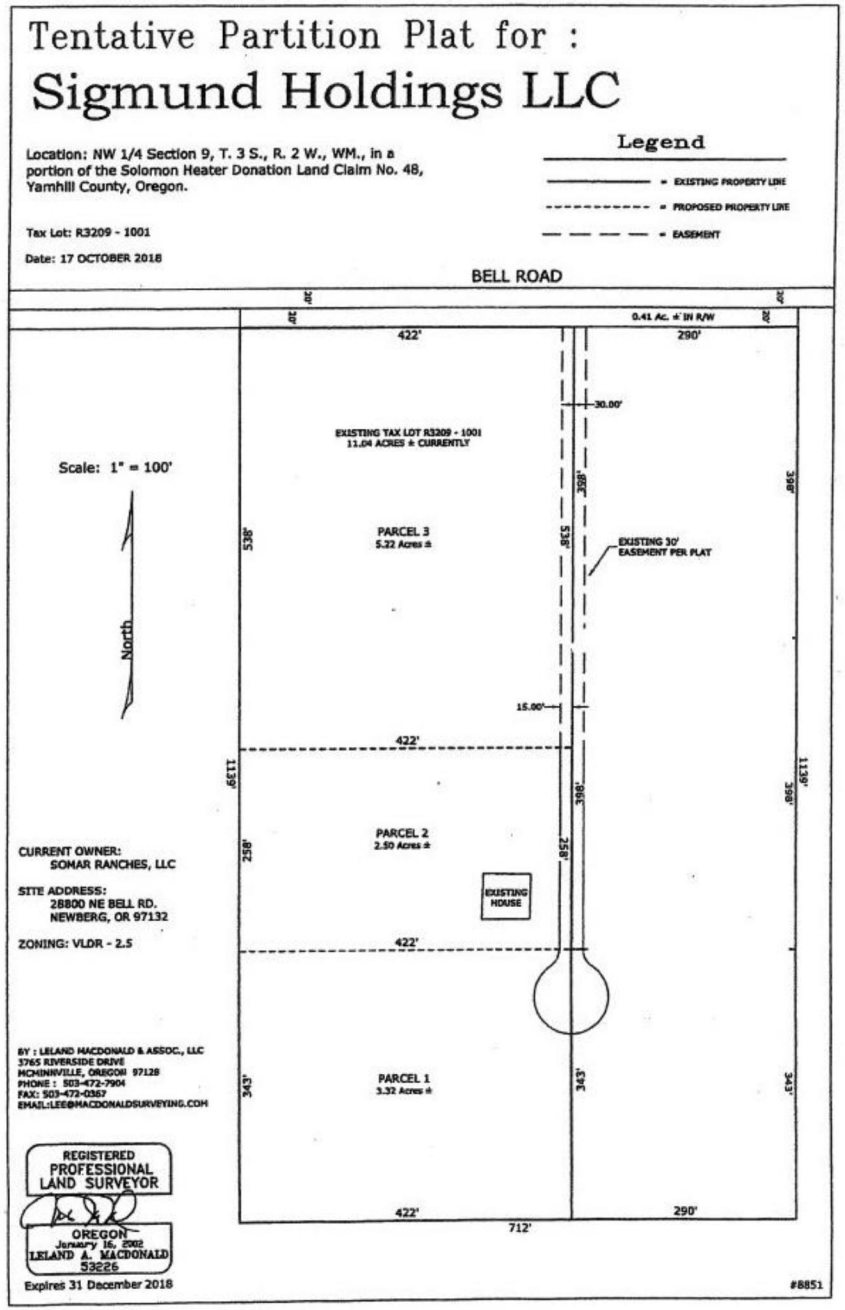
# Location: 28800 NE Bell Road
# Outside city limits, inside the URA



# Tentative Partition Plat

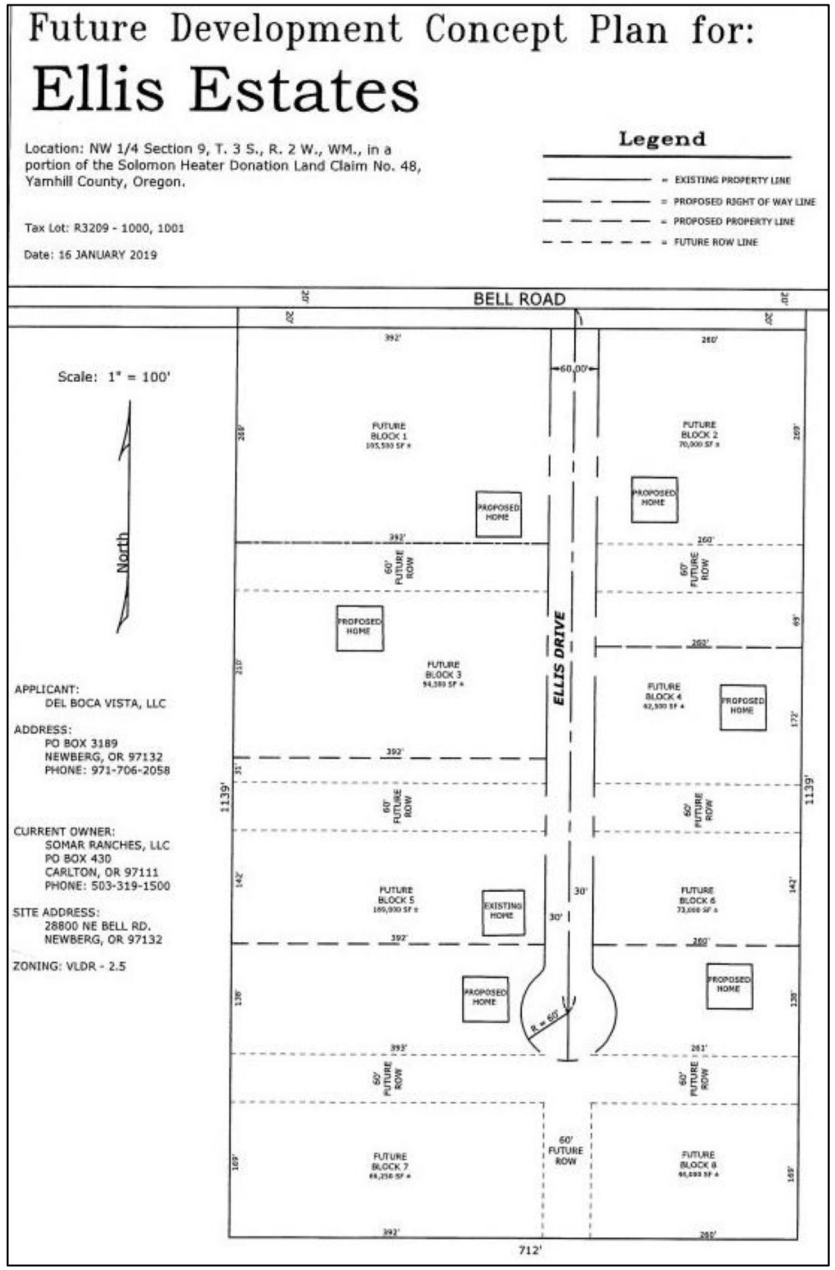
Proposal: Divide an 11 acre lot into 3 lots. Build a new house on Parcels 1 and 3. An existing single-family residence will remain on Parcel 2.

Services: private septic and wells.



# Future Development Plan

Future development plan: Shows how site could potentially be divided in future if annexed into city. Partition does not preclude the future urban development of the property.



# Recommendation

Approve Resolution 2019-3538, which recommends that Yamhill County approve the requested partition at 28800 NE Bell Road.

# *REQUEST FOR COUNCIL ACTION*

| DATE ACTION REQUESTED: February 19, 2019 | | | | |
|---|---|---|---|---|
| **Order No.** __ | **Ordinance No.** __ | **Resolution No.** XX **No. 2019-3533** | **Motion** __ | **Information** ___ |
| **SUBJECT: A Resolution allocating start-up funds for Visit Newberg in the amount of $250,000** | | | **Contact Person (Preparer) for this Motion: Doug Rux, Director<br>Dept.: Community Development<br>File No.: G-16-008** | |

**RECOMMENDATION:**

Adopt Resolution No. 2019-3533.

**EXECUTIVE SUMMARY:**

On December 17, 2018 the City Council held an administrative public hearing as the Contract Review Board for an Agreement with Visit Newberg for tourism promotion activities. The City Council had a variety of questions related to the Agreement and tabled a decision on proposed Resolution No. 2018-3519 to January 22, 2019. On January 22, 2019 the City Council tabled the decision on the Agreement to May 20, 2019 and direct the TLT Ad Hoc Committee to return on February 19, 2019 with a proposal to provide a funding allocation for start-up costs for Visit Newberg.

The TLT Ad Hoc Marketing Subcommittee met on January 28, 2019 and discussed and developed a proposal (Attachment 1) for start-up costs for Visit Newberg. On January 30, 2019 Visit Newberg held its organizational meeting, elected its Board of Directors and elected executive officers. Articles of Incorporation with the State of Oregon have been filed for Visit Newberg.

With formation of Visit Newberg the TLT Ad Hoc Committee activities have been terminated effective January, 2019.

Transient Lodging Tax (TLT) Ad Hoc Marketing Subcommittee Recommendation

The TLT Ad Hoc Marketing Subcommittee recommended allocating $150,000 to Visit Newberg to form the organization, hire an Executive Director and to prepare a Business Plan and Budget.

Visit Newberg

The City Council and Visit Newberg held a work session on February 4, 2019 to discuss the Transit Lodging Tax Program. AS part of the discussion Visit Newberg suggested adjusting the start-up costs allocating additional funds to the Executive Director compensation to cover a 12 month period rather that a 4 month period as discussed by the Marketing Subcommittee in order to attract qualified candidates. Additionally, it was discussed adjusting the funding allocation for professional fees and contingency. City Council was amenable to make adjustments and staff has incorporated those adjustments into the start-up cost proposal (Attachment 2).

**FISCAL IMPACT:**

Fund 19 Transient Lodging Tax Fund is where revenue and expenses for a Tourism Marketing Organization

would be received and expended. Beginning in FY 2019/2020 the amount is estimated at $323,751. By FY 2021/2022 the projections estimate approximately $348,121 would be available.

There is approximately $499,000 estimated in Fund 19 by the end for FY 2018/2019 that could be used, in an amount to be determined, for the start-up allocation for Visit Newberg.

Staff will bring back a separate RCA at a future date to amend the City/Chamber contract that will remove the marketing requirements and adjust the annual funding amount to operate the Visitor Center.

**STRATEGIC ASSESSMENT (RELATE TO COUNCIL PRIORITIES FROM SEPTEMBER 2017):**

Goal 11: Implement Newberg Economic Development Strategy. This discussion furthers the Tourism & Hospitality pillar and the goal to "Make Newberg/Chehalem Valley a regional, national & international tourist destination." The specific strategies are 4.1 Increase Tourist/Visitor Counts in Newberg and 4.3 Transient Lodging Tax Program.

Attachments: 1. Marketing Subcommittee Visit Newberg Start-up Costs
2. Revised Visit Newberg Start-up Costs form 2-4-19 Council Work Session

# *RESOLUTION NO. 2019-3533*

**A RESOLUTION ALLOCATING START-UP FUNDS FOR VISIT NEWBERG IN THE AMOUNT OF $250,000**

## RECITALS:

1. On December 17, 2018 the City Council held an administrative public hearing as the Contract Review Board for an Agreement with Visit Newberg for tourism promotion activities. The City Council had a variety of questions related to the Agreement and tabled a decision on proposed Resolution No. 2018-3519 to January 22, 2019.

2. On January 22, 2019 the City Council tabled the decision on the Agreement to May 20, 2019 and direct the TLT Ad Hoc Committee to return on February 19, 2019 with a proposal to provide a funding allocation for start-up costs for Visit Newberg.

3. The TLT Ad Hoc Marketing Subcommittee met on January 28, 2019 and discussed and developed a proposal for start-up costs for Visit Newberg.

4. On January 30, 2019 Visit Newberg held its organizational meeting, elected its Board of Directors and elected executive officers. Articles of Incorporation with the State of Oregon have been filed for Visit Newberg.

5. On February 4, 2019 the City Council and Visit Newberg held a Work Session on the Transient Lodging Tax program.

## THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The City Council authorizes allocating $250,000 in start-up funds to Visit Newberg to be used to form the organization, hire an Executive Director and to prepare a Business Plan and Budget, substantially in alignment with the proposed budget in Exhibit "A".

2. Expenditure of the funds shall comply with ORS 320.300.

3. City Manager is authorized to prepare and enter into an agreement with Visit Newberg to ensure compliance with ORS 320.300.

- **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: February 20, 2019.

**ADOPTED** by the City Council of the City of Newberg, Oregon, this 19th day of February, 2019.

_____

Sue Ryan, City Recorder

**ATTEST** by the Mayor this 21st day of February, 2019.

_____
Rick Rogers, Mayor

Visit Newberg Start-up Costs

Exhibit "A"

2/19/19

| | | Start-up Estimate/4 months (March - June) | Notes | 8/1/2018 Low/YR | 8/1/2018 High/YR |
|---|---|---|---|---|---|
| Recruitment Services | $ | 10,000.00 | | | |
| subtotal | $ | 10,000.00 | | | |
| *General Administration* | | | | | |
| Start-up costs | | | | $ 6,000.00 | $ 8,000.00 |
| Executive Director Salary | $ | 75,000.00 | 2-4-19 Council Work Session full 12 months | $ 60,000.00 | $ 75,000.00 |
| Executive Director Benefits | $ | 20,000.00 | 2-4-19 Council Work Session full 12 months | $ 15,000.00 | $ 20,000.00 |
| Payroll Taxes | | | | | |
| CVCC Staff Support | $ | 8,000.00 | ($24,000/12) x 4; Visit Newberg Estimate 8/1/18 | | |
| Business Cards | $ | 120.00 | TLT Marketing Subcommittee | | |
| Office Space Lease | $ | 8,000.00 | CVCC Overhead ($24,000/12) x 4; Visit Newberg Estimate 8/1/18;includes office space, payroll services, insurance, copier, phone, kitchen, conference room, supplies, etc. | | |
| Computer set up with Chamber network | $ | 2,100.00 | Data from CVCC | | |
| Office Phone purchase | $ | 95.00 | Data from CVCC | | |
| Desk | | | | | |
| Chair | | | | | |
| Office Supplies | | | | | |
| File Cabinet | | | | | |
| Laptop | $ | 3,000.00 | TLT Marketing Subcommittee | | |
| Cell Phone | $ | 900.00 | TLT Marketing Subcommittee | | |
| Cell Phone Monthly Service | $ | 400.00 | $100 month x 4; TLT Marketing Subcommittee | | |
| Travel Expenses/Mileage/Hotel | $ | 2,500.00 | ($7,500/12) x 4; Data from CVCC | | $ 8,000.00 |
| Bank Services | $ | 120.00 | $30 month x 4; TLT Marketing Subcommittee | | |
| Organization Memberships | $ | 3,000.00 | TLT Marketing Subcommittee | | |
| Training/Conferences | $ | 1,500.00 | ($5,000/12) x 4; Data from CVCC | | |
| Professional Fees (Legal/Accounting/Insurance) | $ | 20,000.00 | 2-4-19 Council Work Session | | |
| Entertainment/Meals | $ | 1,933.33 | ($800/12) x 4; Data from CVCC | | |
| Dues & Subscriptions | $ | 666.67 | ($2,000/12) x4; Data from CVCC | | |
| Contingency | $ | 40,000.00 | 2-4-19 Council Work Session | | |
| subtotal | $ | 187,335.00 | | | |
| *Marketing Expenses* | $ | 50,000.00 | | | |
| Total | $ | 247,335.00 | | | |
| Rounded Total | $ | 250,000.00 | | | |

| | | Start-up Estimate/4 months (March - June) | Notes | 8/1/2018 Low/YR | 8/1/2018 High/YR |
|---|---|---|---|---|---|
| Recruitment Services | $ | 10,000.00 | | | |
| subtotal | $ | 10,000.00 | | | |
| *General Administration* | | | | | |
| Start-up costs | | | | $ 6,000.00 | $ 8,000.00 |
| Executive Director Salary | $ | 25,000.00 | ($75,000/12) x 4; Visit Newberg Estimate 8/1/18 | $ 60,000.00 | $ 75,000.00 |
| Executive Director Benefits | $ | 6,666.67 | ($20,000/12) x 4; Visit Newberg Estimate 8/1/18 | $ 15,000.00 | $ 20,000.00 |
| Payroll Taxes | | | | | |
| CVCC Staff Support | $ | 8,000.00 | ($24,000/12) x 4; Visit Newberg Estimate 8/1/18 | | |
| Business Cards | $ | 120.00 | TLT Marketing Subcommittee | | |
| Office Space Lease | $ | 8,000.00 | CVCC Overhead ($24,000/12) x 4; Visit Newberg Estimate 8/1/18;includes office space, payroll services, insurance, copier, phone, kitchen, conference room, supplies, etc. | | |
| Computer set up with Chamber network | $ | 2,100.00 | Data from CVCC | | |
| Office Phone purchase | $ | 95.00 | Data from CVCC | | |
| Desk | | | | | |
| Chair | | | | | |
| Office Supplies | | | | | |
| File Cabinet | | | | | |
| Laptop | $ | 3,000.00 | TLT Marketing Subcommittee | | |
| Cell Phone | $ | 900.00 | TLT Marketing Subcommittee | | |
| Cell Phone Monthly Service | $ | 400.00 | $100 month x 4; TLT Marketing Subcommittee | | |
| Travel Expenses/Mileage/Hotel | $ | 2,500.00 | ($7,500/12) x 4; Data from CVCC | | $ 8,000.00 |
| Bank Services | $ | 120.00 | $30 month x 4; TLT Marketing Subcommittee | | |
| Organization Memberships | $ | 3,000.00 | TLT Marketing Subcommittee | | |
| Training/Conferences | $ | 1,500.00 | ($5,000/12) x 4; Data from CVCC | | |
| Professional Fees (Legal/Accounting/Insurance) | $ | 15,000.00 | TLT Marketing Subcommittee | | |
| Entertainment/Meals | $ | 1,933.33 | (5800/12) x 4; Data from CVCC | | |
| Dues & Subscriptions | $ | 666.67 | ($2,000/12) x4; Data from CVCC | | |
| Contingency | $ | 10,000.00 | TLT Marketing Subcommittee | | |
| subtotal | $ | 89,001.67 | | | |
| *Marketing Expenses* | $ | 50,000.00 | | | |
| Total | $ | 149,001.67 | | | |
| Rounded Total | $ | 150,000.00 | | | |

| | | Start-up Estimate/4 months (March - June) | Notes | 8/1/2018 Low/YR | 8/1/2018 High/YR |
|---|---|---|---|---|---|
| Recruitment Services | $ | 10,000.00 | | | |
| subtotal | $ | 10,000.00 | | | |
| *General Administration* | | | | | |
| Start-up costs | | | | $ 6,000.00 | $ 8,000.00 |
| Executive Director Salary | $ | 75,000.00 | 2-4-19 Council Work Session full 12 months | $ 60,000.00 | $ 75,000.00 |
| Executive Director Benefits | $ | 20,000.00 | 2-4-19 Council Work Session full 12 months | $ 15,000.00 | $ 20,000.00 |
| Payroll Taxes | | | | | |
| CVCC Staff Support | $ | 8,000.00 | ($24,000/12) x 4; Visit Newberg Estimate 8/1/18 | | |
| Business Cards | $ | 120.00 | TLT Marketing Subcommittee | | |
| Office Space Lease | $ | 8,000.00 | CVCC Overhead ($24,000/12) x 4; Visit Newberg Estimate 8/1/18;includes office space, payroll services, insurance, copier, phone, kitchen, conference room, supplies, etc. | | |
| Computer set up with Chamber network | $ | 2,100.00 | Data from CVCC | | |
| Office Phone purchase | $ | 95.00 | Data from CVCC | | |
| Desk | | | | | |
| Chair | | | | | |
| Office Supplies | | | | | |
| File Cabinet | | | | | |
| Laptop | $ | 3,000.00 | TLT Marketing Subcommittee | | |
| Cell Phone | $ | 900.00 | TLT Marketing Subcommittee | | |
| Cell Phone Monthly Service | $ | 400.00 | $100 month x 4; TLT Marketing Subcommittee | | |
| Travel Expenses/Mileage/Hotel | $ | 2,500.00 | ($7,500/12) x 4; Data from CVCC | | $ 8,000.00 |
| Bank Services | $ | 120.00 | $30 month x 4; TLT Marketing Subcommittee | | |
| Organization Memberships | $ | 3,000.00 | TLT Marketing Subcommittee | | |
| Training/Conferences | $ | 1,500.00 | ($5,000/12) x 4; Data from CVCC | | |
| Professional Fees (Legal/Accounting/Insurance) | $ | 20,000.00 | 2-4-19 Council Work Session | | |
| Entertainment/Meals | $ | 1,933.33 | (5800/12) x 4; Data from CVCC | | |
| Dues & Subscriptions | $ | 666.67 | ($2,000/12) x4; Data from CVCC | | |
| Contingency | $ | 40,000.00 | 2-4-19 Council Work Session | | |
| subtotal | $ | 187,335.00 | | | |
| *Marketing Expenses* | $ | 50,000.00 | | | |
| Total | $ | 247,335.00 | | | |
| Rounded Total | $ | 250,000.00 | | | |

# *REQUEST FOR COUNCIL ACTION*

| **DATE ACTION REQUESTED: February 19, 2019** | | | | |
|---|---|---|---|---|
| **Order No. __** | **Ordinance No. __** | **Resolution No. XX 2019-3534** | **Motion __** | **Information ___** |
| **SUBJECT: A Resolution accepting the Yamhill County Transit Area Transit Development Plan (October 2018) as the City of Newberg Public Transit Plan and directing staff to initiate Comprehensive Plan and Development Code Amendments to implement the Yamhill County Transit Area Transit Development Plan and to evaluate any necessary updates to the Public Works Design and Construction Standards** | | | **Contact Person (Preparer) for this Motion: Doug Rux, Director<br>Dept.: Community Development<br>File No.: GEN19-0002; CPTA19-0001, DCA19-0001** | |

**RECOMMENDATION:**

Adopt Resolution No. 2019-3534.

**EXECUTIVE SUMMARY:**

In brief for 2019 the City of Newberg will:

1. Work with Yamhill County Transit Area implementing new routes in Newberg.
2. Work with Yamhill County Transit Area on a downtown transit center location.
3. Coordinate with Yamhill County Transit Area to jointly install transit shelters and new transit signs.
4. Initiate Comprehensive Plan and Development Code changes to implement the transit plan.

Background

Yamhill County began developing the transit plan in February 2017. The City of Newberg participated in development of the plan through the Yamhill County Transit Area Project Advisory Committee (YCTAP/PAC) with City Councilors Scott Essin and Patrick Johnson, and City Manager Joe Hannan. The Project Advisory Committee met from May 2017 through July 2018 with 5 meetings. Public outreach activities were also undertaken by the project.

Additional project meetings occurred through the YCTA Board of Directors / Yamhill County Board of Commissioners Meeting – September 18, 2018, YCTA Advisory Committee Meeting – October 2, 2018, YCTA Transit Advisory Committee (STIF Committee) Meeting – October 17, 2018, and YCTA Board of Directors / Yamhill County Board of Commissioners Meeting – October 18, 2018.

The YCTA/PAC approved and recommended approval of the Transit Development Plan (TDP) by the YCTA Board of Directors and the Board of Commissioners on July 26, 2018 and the YCTA Advisory Committee approved and recommended approval of the TDP by the YCTA Board of Directors and the Board of Commissioners on Oct 2, 2018.

The Yamhill County Board of Commissioners approved the Transit Development Plan on October 18, 2018.

The Yamhill County Transit Area Transit Development Plan has the following Goals and Objectives listed in Section 5 of the document.

**Goal 1: Mobility – provide convenient, reliable public transportation serving a range of customer needs.**
Objective 1. Achieve high route productivity by serving key ridership markets.
Objective 2. Serve key activity centers with convenient hours and days of service that meet the travel needs of workers and residents.
Objective 3. Provide direct and reliable service that supports reliable transfers to intra- and intercounty regional connections.
Objective 4. Identify areas that will support additional or improved transit services using data-driven and customer focused methods, and coordinate improvements to the coverage, reliability, and frequency of services.

**Goal 2: Accessibility – provide public transportation services that are equitable and address the needs of all users.**
Objective 1. Coordinate with local agencies to guide transit-supportive land use policies and practices.
Objective 2. Provide access to public transportation services that meets applicable County, State and Americans with Disabilities Act (ADA) standards.
Objective 3. Provide local connectivity within and between the various communities in the County.
Objective 4. Provide a mix of public transportation services to meet the needs of different rider markets, such as fixed routes, deviated fixed routes, commuter routes, dial-a-ride, community shuttles and rideshare services.
Objective 5. Distribute the benefits and impacts of services fairly and address the transportation needs and safety of all users, including the young, older adults, people with disabilities, and people of all races, ethnicities, and income levels.
Objective 6. Coordinate with human services agencies serving adults, seniors, and people with disabilities and veterans to identify specific resources, training and needs for these markets.
Objective 7. Provide easy to understand, affordable fare polices, products and payment systems.

**Goal 3: Passenger experience – make public transportation a convenient, attractive and welcoming way to travel.**
Objective 1. Deliver transportation information to riders and the community at large across multiple print, online, and mobile platforms.
Objective 2. Enhance marketing, education, and promotion efforts.
Objective 3. Translate all printed and online materials into priority languages identified in the YCTA Limited English Proficiency plan (e.g. translate into Spanish and employ Spanish-speaking customer service staff).
Objective 4. Invest in technologies that enhance customer service, service reliability and access to information.
Objective 5. Achieve high customer satisfaction by supporting employee training and outreach.
Objective 6. Provide system legibility by installing marked signs at bus stop locations.

**Goal 4: Safety and security – ensure transit riders and drivers have safe and secure vehicles and facilities.**
Objective 1. Provide for high-quality driver and dispatcher training to ensure passenger and driver safety and security.
Objective 2. Provide high-quality transit facilities by including bus stop shelters, seating and other amenities

that support customer comfort and convenience.
Objective 3. Maintain vehicles in a state of good repair and replace in accordance with the Transit Asset Management Plan15 to ensure a reliable, safe and attractive public transportation system.
Objective 4. Coordinate with County and local emergency managers to support robust emergency response and resiliency to natural and human disasters.
Objective 5. Coordinate with local jurisdictions and Oregon Department of Transportation (where relevant) to provide safe ways to cross streets at or near major bus stops.

**Goal 5: Livability and economy – integrate public transit in the transportation system to support a prosperous, healthy community.**
Objective 1. Enhance access to major activity centers (e.g., major residential, employment, industrial, and institutional locations) and emerging or underserved activity centers (e.g., agricultural employment) as resources warrant.
Objective 2. Maintain and explore innovative partnerships with employers and institutions to serve rider markets and supplement public transportation funding.
Objective 3. Support a multimodal transportation network by inviting access to transit via bicycling, walking.

**Goal 6: Efficiency and financial accountability – manage the transit system in a fiscally responsible way to maximize return on investment.**
Objective 1. Advocate for increased funding and seek out new and innovative funding opportunities.
Objective 2. Improve system productivity and reliability to ensure efficient resource utilization.
Objective 3. Coordinate with other transportation partners to ensure shared long range sustainability of public transportation services.

The Yamhill County Transit Area Transit Development Plan, Volume I, Section 10 Supporting Transit with Local Land Use Policies contained recommended comprehensive plan policies that support transit.

The Yamhill County Transit Area Transit Development Plan, Volume I Appendices, Appendix G Detailed Land Use Policy Assessment identifies recommended Development Code language changes.

Staff will need to evaluate the recommended comprehensive plan and land use regulations against the Newberg Comprehensive Plan, Transportation System Plan and Title 15 Development Code for necessary updates to implement the Yamhill County Transit Area Transit Development Plan. Staff will also need to evaluate any necessary updates to the Public Works Design and Construction Standards.

The City Council is not asked to make a decision on these proposed Newberg Comprehensive Plan, Transportation System Plan and Title 15 Development Code changes at this time; only to initiate the amendment so that these proposed changes can be studied through the public hearing process. If the Council initiates the amendment then Staff will research possible design standards, timelines and proposed processes. Staff will then schedule the item for a Planning Commission public hearing to develop a recommendation. The Planning Commission recommendation would then be brought to the City Council for a public hearing and final decision.

**FISCAL IMPACT:**

The financial impact is not known at this time.

**STRATEGIC ASSESSMENT (RELATE TO COUNCIL PRIORITIES FROM SEPTEMBER 2017):**

GOAL 13: Improve the Transit System in and out of Newberg.

Adoption of the Transit Development Plan as the public transit plan for Newberg is the first step for the City to make the necessary modifications to the Newberg Comprehensive Plan, Newberg Development Code and Newberg Public Works Construction and Design Standards to coordinate implementation of the plan over time.

# *RESOLUTION NO. 2019-3534*

**A RESOLUTION ACCEPTING THE YAMHILL COUNTY TRANSIT AREA TRANSIT DEVELOPMENT PLAN (OCTOBER 2018) AS THE CITY OF NEWBERG PUBLIC TRANSIT PLAN AND DIRECTING STAFF TO INITIATE COMPREHENSIVE PLAN AND DEVELOPMENT CODE AMENDMENTS TO IMPLEMENT THE YAMHILL COUNTY TRANSIT AREA TRANSIT DEVELOPMENT PLAN AND TO EVALUATE ANY NECESSARY UPDATES TO THE PUBLIC WORKS DESIGN AND CONSTRUCTION STANDARDS**

## RECITALS:

1. Yamhill County began developing the transit plan in February 2017.

2. The City of Newberg participated in development of the plan through the Yamhill County Transit Area Project Advisory Committee (YCTA/PAC).

3. The YCTA/PAC approved and recommended approval of the Transit Development Plan (TDP) by the YCTA Board of Directors and the Board of Commissioners on July 26, 2018.

4. The YCTA Advisory Committee approved and recommended approval of the TDP by the YCTA Board of Directors and the Board of Commissioners on Oct 2, 2018.

5. The Yamhill County Board of Commissioners approved the Transit Development Plan on October 18, 2018.

## THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The City Council accepts the Yamhill County Transit Area Transit Development Plan (October 2018), Exhibits "A', "B" and "C", as the City of Newberg Public Transit Plan.

2. The City Council initiates an amendment to the Newberg Comprehensive Plan and Newberg Municipal Code, Title 15 Development Code to implement the Yamhill County Transit Area Transit Development Plan and to evaluate any necessary updates to the Public Works Design and Construction Standards.

3. By initiating these amendments, the City Council does not commit to taking any specific action on the proposal. It only wishes to give the amendment full consideration by the Planning Commission and City Council in public hearings.

- **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: February 20, 2019.

**ADOPTED** by the City Council of the City of Newberg, Oregon, this 19th day of February, 2019.

_____
Sue Ryan, City Recorder

**ATTEST** by the Mayor this 21st day of February, 2019.

_____
Rick Rogers, Mayor




Image: Doug Kerr

# Yamhill County Transit Area Transit Development Plan

## Volume I

**October 2018**

Yamhill County Transit Area



Adopted October 18, 2018

# ACKNOWLEDGEMENTS

This Project is partially funded by a grant from the Transportation and Growth Management (TGM) Program, a joint program of the Oregon Department of Transportation (ODOT) and the Oregon Department of Land Conservation and Development. This TGM grant is financed, in part, by the federal Moving Ahead for Progress in the 21st Century Act (MAP-21), local government, and State of Oregon funds. The contents of this document do not necessarily reflect views or policies of the State of Oregon.

This project was made possible by the energy and time dedicated by the project advisory committee, ODOT representatives, the Yamhill County Board of Commissioners, and members of the public who provided input at focus groups and other meetings, surveys, and events, including the Friends of the Bus.

## YCTA Project Advisory Committee

Josh Simonson, City of Amity
Andrew (Andy) Eldien, City of Carlton
Scott Pingel, City of Dayton
Tim Weaver, City of Dundee
David Sword, City of Lafayette
Kellie Menke, City of McMinnville
Heather Richards, City of McMinnville - Planning Director
Scott Essin, City of Newberg - City Councilor
Pat Johnson, City of Newberg - City Councilor
Joe Hannan, City of Newberg - City Manager
Brad Allen, City of Newberg - Assistant City Planner
Paula Necas, City of Sheridan
Frank Sheridan, City of Sheridan
Kenna West, City of Willamina – City Manager
Craig Johnson, City of Willamina
Bob Sivick, City of Willamina, Past City Manager
Ken Moore, City of Yamhill
Chris Mercier, Grand Ronde
Kristi Long, NW Senior and Disabled Services
Gregorio Benavides, Unidos (affiliate)
Stan Primozich, YCTA Board of Directors - Transit Liaison
Rick Olson, YCTA Board of Directors – Past Transit Liaison
Paul Patridge, Yamhill County, Program Mgr DD & Veterans Services

## Oregon Department of Transportation Representatives

| Transportation Growth Management Program (TGM) | Rail and Public Transit Division |
|---|---|
| Adam Argo, Principal Planner – Grant Manager<br>Naomi Zwerdling, Program and Policy Lead - Past Grant Manager<br>Michael Duncan – Sr. Planner/TGM Project Manager, Region 2 | Arla Miller, Regional Transit Coordinator |

## YCTA Board of Commissioners

Mary Starrett, Chair
Richard L. "Rick" Olson, Vice-Chair - Past Transit Liaison
Stan Primozich, Commissioner - Transit Liaison

## YCTA Project Team

| YCTA | First Transit |
|---|---|
| Cynthia Thompson, YCTA Transit Manager | Renee Guerrero, First Transit General Manager |
| Shana Reid, YCTA Transit Assistant | Michael Barr, Service Supervisor |
| | First Transit bus drivers, dispatchers, and other staff provided valuable input and observations to the project team |

## Consultant Team

| DKS & Associates | Nelson\Nygaard Consulting Associates | Angelo Planning Group |
|---|---|---|
| Bob Schulte, Project Lead | Oren Eshel, Project Manager | Darci Rudzinski |
| Edith Victoria, Emily Guise, Maggie Lin, and Alexis Biddle | Stephanie Wright, Jamey Dempster, Dan Sommerville, and Bryan Blanc | Shayna Rehberg |

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# 1 INTRODUCTION

Yamhill County residents, employees, and visitors have at their fingertips an extensive transit network linking communities within the county and across the region. The Yamhill County Transit Area (YCTA) operates bus service in 10 cities across Yamhill County and connects riders to regional destinations including Grand Ronde, Hillsboro, Tigard, and Salem. YCTA carries 300,000 trips per year on a combination of fixed-route, intercity, and demand-response service.

Stakeholders and the public generally agree that YCTA routes do a good job of serving existing population and job centers and travel patterns. Yet there are several areas where the existing system falls short, including:

- **Frequency**: There are long gaps in service on some of the intercity routes connecting Yamhill County cities.
- **Reliability**: Some routes do not have enough time in their schedules to account for traffic congestion and frequent stops to pick up passengers, including service along OR 99W and local routes in McMinnville and Newberg. This results in buses that run significantly behind schedule or miss timed transfers.
- **Comfort**: A number of vehicles in YCTA's bus fleet are beyond the end of their useful life and need to be replaced.
- **Branding**: Buses and other transit infrastructure lack a consistent brand (or look) to identify them as part of YCTA service.
- **Legibility**: It is hard for people, especially potential new riders, to understand how the system works or where transit runs given the lack of marked bus stops in McMinnville and Newberg
- **Service diversity**: YCTA's intercity routes stop at a few places in smaller cities like Sheridan and Yamhill, but Yamhill County's smaller cities would benefit from more flexible and accessible transit services.

Ridership on most YCTA routes is reasonably strong relative to the amount of service provided, but these issues are keeping the system from attracting more riders and raising its profile within the community.

YCTA developed this Transit Development Plan (TDP) to provide strategic guidance over a 20-year planning period for a sustainable and innovative transit system to serve urban and rural areas in Yamhill County. The TDP will also serve as the basis for the transit element of local transportation system plans (TSPs) adopted by jurisdictions within the YCTA service area.

The overall desired outcome for the TDP is to provide a convenient system that offers seamless travel options for residents, employees, and out-of-area visitors. Other outcomes for the TDP are to:

- Meet needs expected from future regional growth and tourism
- Optimize and/or reorganize existing service
- Enhance physical transit infrastructure
- Provide revenue-neutral and increased funding scenarios
- Promote a full range of transportation options
- Identify transit-supportive land use policies and provide guidance for local jurisdictions

- Improve integration and coordination of urban and rural services, including with the Northwest Oregon Transit Alliance (NW Connector) and other YCTA partners
- Preserve function of state highways by expanding regional transit and reducing single-occupant vehicle travel

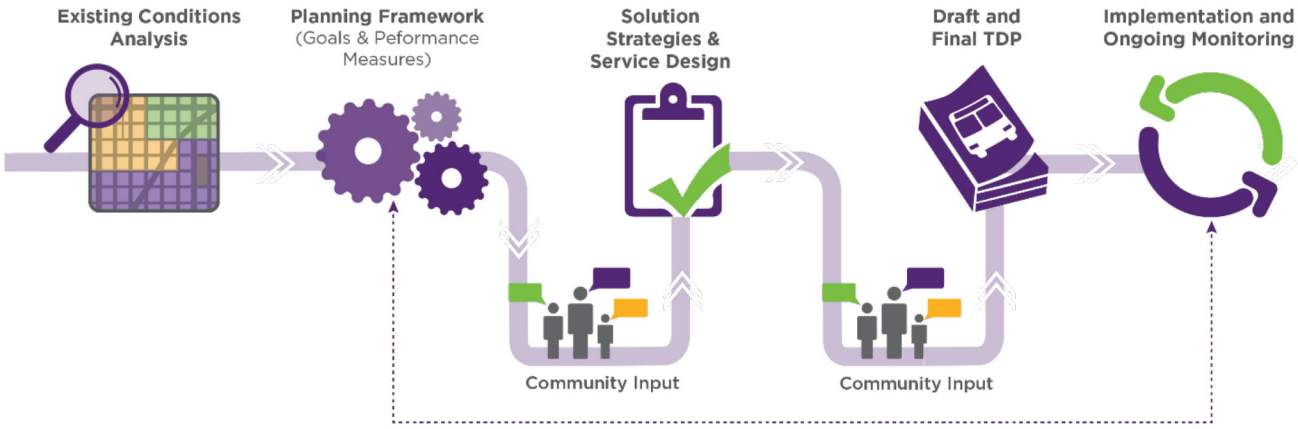
Creation of this TDP comes at an exciting time for public transportation in Oregon. The State Legislature enacted a statewide transportation funding package in 2017 (Statewide Transportation Improvement Fund, or STIF) that is expected provide YCTA with more than $1.0 million in new annual revenues starting in 2020. While this new funding source is not sufficient to address all of the enhancements identified in the TDP planning process, the STIF will provide YCTA with an opportunity to address many of its most critical infrastructure and service needs. The TDP includes cost-neutral or low-cost changes that can happen in the next 1-2 years and short-, medium-, and long-term changes to make transit in Yamhill County more convenient, reliable, and connected.

## PLANNING PROCESS

Creating an implementable TDP required both technical analysis as well as continual input from the community and stakeholders. Figure 1-1 illustrates how the various phases of the project fit together. The process included:

- Assessing **existing conditions** related to usage of the current transit system, community demographics and travel patterns, and future transportation needs.
- Creating a **planning framework** with goals and objectives used to assess service strategies.
- Gathering **community input** at multiple points in the process, which provided insights into existing issues and feedback on service opportunities.
- **Developing service strategies** that meet the transportation needs identified through existing conditions analysis and community input. These strategies were refined and turned into a service plan covering all aspects of the system from routing and schedules to fleet, technology, system management, and fares.
- Distilling findings into a **TDP document**, reflecting the preferred vision for transit in Yamhill County and providing a phased approach for implementing the vision.
- Establishing a **performance monitoring program** based on peer analysis and industry standards to set performance measure benchmarks for YCTA to use in regularly assessing system and route-level progress.

Figure 1-1 TDP Process



## TDP OUTLINE

The TDP includes 11 chapters and seven appendices. Technical memorandums produced throughout the project include additional detail and are included in TDP Volume II for reference.

| TDP Volume I Chapter | TDP Volume I Appendices | TDP Volume II |
|---|---|---|
| 1. Introduction | | |
| 2. Yamhill County Characteristics and Trends | | Section 2 - TM #2: Existing Conditions<br>Section 3 - TM #3: Planning Framework |
| 3. Existing Transit Service | Appendix A: Fleet Inventory<br>Appendix B: Public Transportation Providers | Section 2 - TM #2: Existing Conditions |
| 4. Community Input and Needs Assessment | | Section 2 - TM #2: Existing Conditions |
| 5. Transit Goals and Objectives | | Section 1 - TM #1: Goals and Objectives |
| 6. Service Plan | Appendix C: Bus Stop Design Guidelines<br>Appendix D: Service Design Details | Section 4 - TM #4: Solution Strategies<br>Section 5 - TM #5: Service Design |
| 7. Capital Plan | | Section 5 - TM #5: Service Design |
| 8. Financial Plan | Appendix E: Public Transportation Funding Sources | Section 5 - TM #5: Service Design |
| 9. Supporting Programs and Technology | Appendix F: Supporting Programs Details | Section 4 - TM #4: Solution Strategies |
| 10. Supporting Public Transit with Local Land Use Policies | Appendix G: Detailed Land Use Policy Assessment and Sample Code Language | |
| 11. Performance Standards | | Section 2 - TM #2: Existing Conditions |
| | | Section 6 – Advisory Committee Meeting Notes |

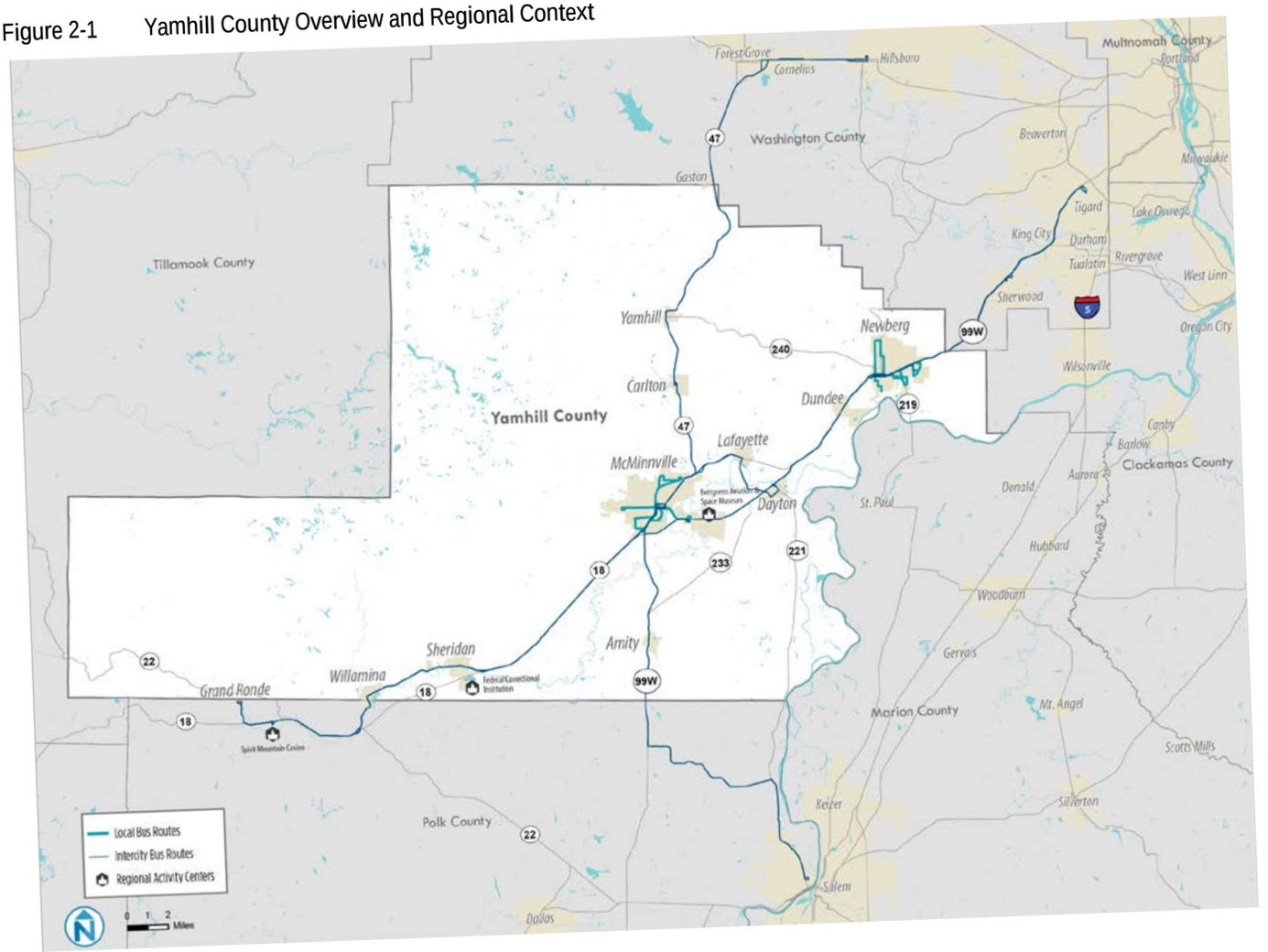
# 2 YAMHILL COUNTY CHARACTERISTICS AND TRENDS

## YAMHILL COUNTY OVERVIEW

Yamhill County is located in the Willamette Valley in northwestern Oregon. It is bordered by Tillamook County to the west, Washington County to the north, Clackamas and Marion Counties to the east, and Polk County to the south. Yamhill County's eastern border with Marion County is shaped by the Willamette River. McMinnville, the county seat, and Newberg are the largest cities in the county. There are eight additional incorporated cities, all in the eastern portion of the county. The Grand Ronde Community reservation is located in the southwestern part of the county, and the Siuslaw National Forest covers approximately 39 square miles in the far southwestern portion of Yamhill County.

The county measures 718 square miles, and is home to approximately 104,990 residents. The county has an average population density of 146 people per square mile.

Figure 2-1 Yamhill County Overview and Regional Context



# TRANSPORTATION SYSTEM OVERVIEW

## Roadways

Yamhill County's existing roadway network includes 117 miles of state highways and 210 miles of county roadways classified as minor collector or above. Outside of cities, the majority of highways in Yamhill County are two-lane roads, with additional through lanes at some locations along OR 99W and OR 18.

The main routes connecting Yamhill County communities and providing connections outside Yamhill County include:

- **OR 99W** connecting I-5 in Portland with Tualatin, Tigard, Sherwood, Newberg, McMinnville, and Corvallis. OR 99W serves as a business route through Newberg and McMinnville.
- **OR 18** connecting OR 99W near Dayton with McMinnville, Sheridan, Willamina, Grand Ronde, and US 101 north of Lincoln City. OR 18 serves as a bypass route south of McMinnville. A business loop serves Willamina and Sheridan. OR 18 overlaps with OR 22 between Valley Junction (east of Grand Ronde) and Willamina.
- **OR 22** connecting Salem, Grand Ronde, and US 101.
- **OR 47** connecting OR 99W in McMinnville with Carlton, Yamhill, Cove Orchard, Gaston, Forest Grove, and Hillsboro.

There is significant commute traffic between the incorporated areas of the County, including McMinnville and Newberg, and the Portland and Salem areas. The primary commute routes are OR 99W, OR 47, OR 221 (connecting Dayton and Salem), and OR 18. For recreational travel, OR 99W and OR 18 are one of the primary connections between the Portland metropolitan area and the Oregon coast.[1]

In general, non-seasonal congestion is not a problem on most state highways and county roads in Yamhill County. A few locations, however, do not meet ODOT's mobility targets reflecting the maximum congestion that should occur on county roads and state highways. These congested locations include:[2]

- OR 99W between Newberg and Dundee and between Dundee and OR 18, which affects YCTA Routes 44, 45x, and 46s (McMinnville – Tigard). Traffic conditions on OR 99W in Newberg in 2017 reflected construction activity for the the nearly 4-mile Dundee Bypass, opened in late 2017. The bypass connects the eastern end of Newberg (Springbrook Road) and the western end of Dundee and is accessed via Springbrook Road between OR 99W and OR 219. Based on traffic data from the first half of 2018 after the bypass opened, it has reduced delay on OR 99W through Newberg.

Most intersections operate with acceptable levels of delay. Two exceptions applicable to YCTA are:[3]

- OR 18/OR 154 (Lafayette Highway), used by YCTA Route 44 between Lafayette and Dayton
- OR 99W/OR 47, used by YCTA Route 33 between McMinnville and Hillsboro

According to the 2015 Yamhill County Transportation System Plan (TSP), future traffic volumes on state highways are expected to increase approximately 1.9% per year, and by approximately 0.6% per year on county roads. The highest volumes of future traffic are expected to be on OR 99W and OR 18, and the highest growth rates are anticipated to be on OR 219 and OR 18. Portions of these roadways, which are used by YCTA intercity transit routes, are expected to exceed mobility targets.

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[1] Yamhill County Transportation System Plan, 2015

[2] Yamhill County Transportation System Plan, 2015

[3] Yamhill County Transportation System Plan, 2015

# Transit Network

YCTA operates four intercity routes on set schedules and alignments connecting Yamhill County cities along OR 99W, OR 18, and OR 47 and providing connections to Tigard, Salem, Grand Ronde, and Hillsboro. Connections to other locations in the Portland region are available in Tigard and Hillsboro with a transfer to TriMet bus and rail services. YCTA routes run on weekdays only, with the exception of two routes serving the OR 18 and OR 99W corridors connecting Grand Ronde, McMinnville, Newberg, and Tigard, which also run on Saturdays. YCTA intercity routes make limited stops within cities. Local fixed-route service provides circulation within McMinnville and Newberg, along with demand-response service that provides shared rides with advance reservations during the same days and hours as local fixed-route service. There is limited local service in the smaller cities in Yamhill County. Chapter 3 provides additional detail on transit service.

# Bicycle Network

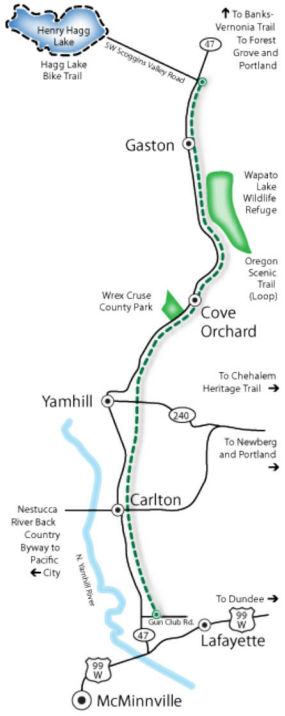
The majority of dedicated bicycle lanes in Yamhill County are located within McMinnville and Newberg.

McMinnville's bicycle network includes a combination of bike lanes and shoulder lanes. Shoulder lanes are available on many streets throughout the central business district and connect to bike lanes extending out of downtown on OR 99W, Lafayette Avenue, Riverside Drive, a section of Three Mile Lane's west end, OR 18, 2nd Street, Cypress Street, and Baker Creek Road. In addition, some shared use pathways connect north and south of 2nd Street on the west side of McMinnville.[4]

Newberg's bicycle network includes bike lanes on many city streets, including bike lanes along OR 99W through most of the city. Overall, bike lanes are concentrated near newer commercial and residential developments. In addition, there are several local and minor collector streets with bicycle route designations. These include signed shared roadways in the neighborhood just south of downtown, a bike boulevard (including pavement markings and/or bike route signage, and wayfinding signage) from Springbrook/Haworth to Ewing Young Park, and on Meridian to Joan Austin Elementary (using Crestview and Center).[5]

Nearly all bicycle facilities in rural areas of Yamhill County are either shoulder bikeways or shared roadways. OR 99W provides a paved shoulder lane for most of its route between Newberg and Sherwood.[6] On lower-speed roadways, bikes and cars share a travel lane. There are no shared-use paths in the rural areas of the county at this time.

Proposed Yamhelas Westsider Trail




Source: http://yamhelaswestsidertrail.com

## Significant Planned/Proposed Bicycle Facilities

The 17-mile Yamhelas Westsider Trail, which would link the cities of Gaston, Yamhill and Carlton, is a project in the Yamhill County TSP. The planned trail would run parallel to OR 47 from OR 99W to Gaston, and tie into the Banks-Vernonia trail, connecting to Forest Grove and Hagg Lake. There are potential connections to YCTA Route 33, which runs along OR 47 with stops is Gaston, Yamhill, and Carlton, or Route 44 in Lafayette.

[4] McMinnville Transportation System Plan, 2010

[5] Newberg Transportation System Plan, 2016

[6] Google Maps Bicycling, Yamhill County, OR. https://goo.gl/maps/hUyu9DDpgvN2

# MARKET ANALYSIS

## Current Population and Trends

Current and future population and employment trends in communities across Yamhill County indicate where the greatest transit demand is likely to be today and in the future. Figure 2-2 provides current population (2017) and growth forecasts through 2035 for cities in Yamhill County and the resulting population densities. A total of 108,144 people live in Yamhill County (2017), with the highest population density located along the OR 99W / OR 18 corridor. Yamhill County is forecasted to grow by approximately 27% by 2035—an increase of over 28,000 new residents. Just over three-quarters of the population lives within urban growth boundaries (UGBs) today and this share is projected to increase, with 87% of growth projected to occur within UGBs.

McMinnville and Newberg, the county's two most populous cities, contain 54% of the county population; each city is forecasted to gain more than 9,000 new residents over the 18-year period, nearly 70% of the total growth that is forecasted for the County. This represents an increase of 30% for McMinnville and 40% for Newberg. The population density in is expected to reach 6 persons per acre in McMinnville and 8 persons per acre in Newberg.

Among smaller cities, Lafayette, and Dundee are projected to grow by about 40% and Carlton is projected to grow by 35%. Lafayette has the highest average population density today, with over 7 persons per acre today, and is projected to increase to 10 people per acre by 2035.

Figure 2-2 Future Population Forecasts (within Urban Growth Boundaries), 2017-2035

| Jurisdiction (UGBs) | Population, 2017 | Population, 2035 | Change in Population, 2017-2035 | % Change, 2017-2035 | Share of Growth, 2035 | Density, 2017 (Pop/Acre) | Density, 2035 (Pop/Acre) |
|---|---|---|---|---|---|---|---|
| Yamhill County Service Area [B,C] | 108,144 | 136,836 | 28,692 | 27% | 100% | 0.24 | 0.30 |
| Within UGBs | 82,976 | 107,955 | 24,979 | 30% | 87% | 4.6 | 6.0 |
| McMinnville UGB | 34,293 | 44,122 | 9,829 | 29% | 34% | 4.6 | 5.9 |
| Newberg UGB [A] | 24,296 | 34,021 [A] | 9,725 | 40% | 34% | 5.4 | 7.6 |
| Sheridan UGB [B] | 6,340 | 6,893 | 553 | 9% | 2% | 4.0 | 4.4 |
| Lafayette UGB | 4,083 | 5,717 | 1,634 | 40% | 6% | 7.4 | 10.3 |
| Dundee UGB | 3,243 | 4,570 | 1,327 | 41% | 5% | 4.2 | 6.0 |
| Dayton UGB | 2,837 | 3,200 | 363 | 13% | 1% | 3.4 | 3.8 |
| Carlton UGB | 2,229 | 3,013 | 784 | 35% | 3% | 4.0 | 5.3 |
| Willamina UGB [C] | 2,125 [B] | 2,321 [B] | 196 [B] | 9% | 1% | 2.9 | 3.2 |
| Amity UGB | 1,642 | 1,910 | 268 | 16% | 1% | 3.9 | 4.6 |
| Yamhill UGB | 1,077 | 1,338 | 261 | 24% | 1% | 3.6 | 4.5 |
| Gaston UGB [D] | 811 [C] | 850 [C] | 39 [C] | 5% | 0% | 2.5 | 2.6 |
| Outside UGBs | 25,123 | 28,880 | 3,757 | 15% | 13% | 0.06 | 0.07 |

Notes: (A) The 2016 Newberg Comprehensive Plan population forecast data for 2015-2035 are higher than PSU Population Research Center (PRC) forecasts. City of Newberg planning staff communicated that the City intends to adjust its forecast consistent with the recent PRC projections. (B) Sheridan population includes the Federal Correctional Institution population of approximately 2,000. (C) The Willamina UGB includes residents in both Yamhill and Polk counties. City and "Service Area" population reflect the UGB. (D) The Gaston UGB includes residents in both Yamhill and Washington counties. City and "Service Area" population reflect the UGB.

Source: Portland State University Population Research Center (PRC), Coordinated Population Forecasts for Yamhill County, 2017. (TM #3, Figure 3-3)

## Current Demographics and Trends

Transportation is often a primary barrier cited by individuals who are unable to access employment, medical services, and educational opportunities (among other key public services). In relatively rural areas like Yamhill County, transit service often carries a large share of persons who are "transit-dependent." Transit provides people who do not have access to a vehicle or are unable to drive with a crucial lifeline to jobs, services, family and friends, and medical providers.

Presidential Executive Order 12898, issued in 1994, directed federal agencies to "make achieving environmental justice part of (their) mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies and activities on minority and low-income populations." The order builds on Title VI of the Civil Rights Act of 1964 which prohibits discrimination on the basis of race, color, or national origin.

There are three fundamental principles of environmental justice:

- To avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority and low-income populations.
- To ensure the full and fair participation by all potentially affected communities in the transportation decision making process.
- To prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

While not specifically identified by Title VI or the Executive Order, the analysis presented in this section also considers persons age 65 and older, persons with disabilities, and persons with limited English proficiency. Understanding where these demographic groups are located helps YCTA identify where potential transit customers live and better serve population groups that have unique transportation needs.

Figure 2-3 summarizes transit-dependent populations by city. Several key takeaways include:

- The greatest densities of older adults (age 65 or older) are concentrated in and near McMinnville, Newberg, and Sheridan. Unincorporated areas, where it may be more difficult to access public transportation, have a high share of older adults – 21% of residents, compared to 15% countywide. Population forecasts indicate that the share of older adults in Yamhill County is projected to continue to increase, from approximately 15% of the population currently to 20% by 2035. This demographic trend creates additional demand for public transportation.
- Willamina has a high percentage of both low-income households and people with disabilities compared to the rest of the county. Some types of disabilities may prevent people from driving. Access to transportation is an important factor in allowing persons with disabilities to access services and live independently.
- McMinnville, Newberg, Dayton, and Willamina have the highest percentages of people with low incomes, defined here as earning an annual income less than the federal poverty level ($12,060 in 2017 for an individual), which is the income-eligibility criteria for various social service programs in Oregon and around the country.
- Lafayette and Dayton have the highest percentage of people who report limited-English speaking proficiency, defined here as people who identify as speaking English "less than well."
- Dayton, Sheridan, and Amity have the highest share of population that identifies as non-white. Understanding where different racial or ethnic groups are located in the County can help YCTA reach out to and involve different communities in its decision-making.

TDP Volume II, Section 2: TM #2, Chapter 2 provides additional detail on transit-dependent populations.

Figure 2-3 Demographic Information for Yamhill County Communities, 2015

| Jurisdiction | Population [1] | Jurisdiction % of County Population | Older Adults [2] | Limited-English Speaking Population [3] | Race – Non-White Population [4] | Civilian Non-Institutionalized Population [5] | People With Disabilities [5] | Population for Whom Poverty Status is Determined [6] | Low-Income Population [6] | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | 100% of poverty | 200% of poverty |
| State of Oregon | 3,939,233 | - | 15% | 3% | 15% | 3,900,771 | 14% | 3,862,756 | 16% | 36% |
| Yamhill County | 101,119 | 100% | 15% | 3% | 12% | 98,985 | 15% | 95,796 | 17% | 36% |
| Incorporated Communities | 77,716 | 77% | 13% | 4% | 14% | 74,450 | 16% | 71,490 | 19% | 40% |
| McMinnville | 33,185 | 33% | 16% | 5% | 13% | 32,869 | 17% | 31,558 | 21% | 43% |
| Newberg | 22,566 | 22% | 12% | 3% | 14% | 22,462 | 12% | 21,009 | 19% | 36% |
| Sheridan | 6,048 | 6% | 10% | 2% | 20% | 4,334 | 21% | 4,322 | 19% | 57% |
| Lafayette | 3,824 | 4% | 8% | 7% | 9% | 3,824 | 13% | 3,735 | 15% | 41% |
| Dundee | 3,184 | 3% | 11% | 1% | 13% | 3,184 | 15% | 3,169 | 8% | 28% |
| Dayton | 2,539 | 3% | 12% | 7% | 24% | 2,539 | 15% | 2,539 | 20% | 39% |
| Willamina | 1,811 | 2% | 13% | 1% | 12% | 1,811 | 23% | 1,796 | 23% | 43% |
| Carlton | 1,869 | 2% | 9% | 1% | 7% | 1,869 | 13% | 1,846 | 5% | 30% |
| Amity | 1,558 | 2% | 13% | 0% | 18% | 1,558 | 19% | 1,516 | 17% | 28% |
| Yamhill | 1,132 | 1% | 9% | 0% | 3% | 1,132 | 14% | 1,079 | 8% | 19% |
| Unincorporated Areas | 23,403 | 23% | 21% | 1% | 6% | 24,535 | 14% | 24,306 | 8% | 22% |

Notes/Sources: ACS 2011-2015 estimate. [1] Table B01003. [2] Table B01001. Older adults as a percentage of the total population. [3] Table B16004. Population that speaks English less than "well." [4] Table B02001. Individuals identifying as any other race or combination of races other than "White alone," as a percentage of the total population. [5] Table B18101. Disability population as a percentage of the civilian noninstitutionalized population. Disability population in Sheridan is 29% less than the total, primarily due to the Federal Correctional Institution. [6] Table S1701. Percentage of the population for whom poverty status is determined, which excludes institutionalized people (e.g., prisons), people in military group quarters, people in college dormitories, and unrelated individuals under 15 years old. Poverty population in Sheridan is 28% less than the total, primarily due to the Federal Correctional Institution.

# Current Economy and Trends

## Job Sectors

According to the Oregon Employment Department (OED), Yamhill County's top employment sectors include manufacturing; health care and social assistance; and education services, comprising over 40% of all jobs (Figure 2-4). The retail sector accounts for approximately 10% of jobs. Although not represented among the largest individual employers, wineries and wine-related tourism are major industries in the county. Agriculture – grouped with forestry, fishing, and hunting as an employment sector – is the fifth largest employment sector in the county (9.4% of jobs). Yamhill County has the most vineyards, planted acreage, harvested acreage, yield per harvest acre, and production of any county in the state (see map in TDP Volume II, Section 2: TM #2 Chapter 2). As of 2006, 227 vineyards were in operation in Yamhill County, representing approximately 30% of all Oregon vineyards.[7] A related sector, food services and accommodation, represents 8.8% of jobs.

Mismatches between transit service and employment include later evening shifts at large retailers and food service establishments that existing transit service does not run late enough to accommodate. And agricultural work sites are often located beyond easy access to transit stops on main highways.

Figure 2-4 Employment by Sector, 2016

| Employment Sector | # Jobs | % of Total |
|---|---|---|
| Manufacturing | 6,258 | 18.1% |
| Health care and social assistance | 5,065 | 14.7% |
| Educational services | 3,547 | 10.3% |
| Retail trade | 3,514 | 10.2% |
| Agriculture, forestry, fishing & hunting | 3,253 | 9.4% |
| Accommodation and food services | 3,036 | 8.8% |
| Construction | 1,789 | 5.2% |
| Public administration | 1,495 | 4.3% |
| Other services, ex. public admin | 1,416 | 4.1% |

| Employment Sector | # Jobs | % of Total |
|---|---|---|
| Professional and technical services | 774 | 2.2% |
| Transportation, warehousing & utilities | 726 | 2.1% |
| Finance and insurance | 696 | 2.0% |
| Wholesale trade | 688 | 2.0% |
| Arts, entertainment, and recreation | 568 | 1.6% |
| Real estate and rental and leasing | 273 | 0.8% |
| Information | 251 | 0.7% |
| Management of companies and enterprises | 144 | 0.4% |
| Mining | 77 | 0.2% |
| Total for All Sectors | 34,523 | 100% |

Source: Oregon Employment Department

[7] OED, Growing a Vintage: Oregon's Wine & Grape Industry, 2007. https://tinyurl.com/yag273tg

## Major Employers

Yamhill County's ten largest employers (listed in Figure 2-5) represent a range of industries, including medical services, higher education, manufacturing, and security facilities. All but one – the Federal Correctional Institution in Sheridan – operate in McMinnville or Newberg. The county's two largest employers by number of employees are in Newberg – A-dec and George Fox University. While major concentrations of employment in the county are generally located in proximity to transit, five of Yamhill County's top ten employers, including A-dec, do not have a transit stop within a half-mile of their location.

Figure 2-5 Top Ten Yamhill County Employers, 2012

| Employer | Employment | City | Product | Transit Routes |
|---|---|---|---|---|
| A-dec | 978 | Newberg | Dental equipment | |
| George Fox University | 560 | Newberg | Private college | 5 |
| Cascade Steel Rolling Mill | 431 | McMinnville | Steel products | |
| Linfield College | 430 | McMinnville | Private college | 2, 3, 11, 22, 24s, 45x |
| Willamette Valley Medical Center | 420 | McMinnville | Full service hospital | 2 |
| Federal Correctional Institute Sheridan | 380 | Sheridan | Security facility | |
| Evergreen Aviation Museum | 361 [a] | McMinnville | Aviation museum | |
| Meggitt Polymers & Composites | 283 | McMinnville | Aerospace products | 33, 44 |
| Providence Newberg Medical Center | 255 | Newberg | Full service hospital | 7, 44, 45x |
| Betty Lou's Inc. | 180 | McMinnville | Food Manufacturer and Co-packer | 7 |

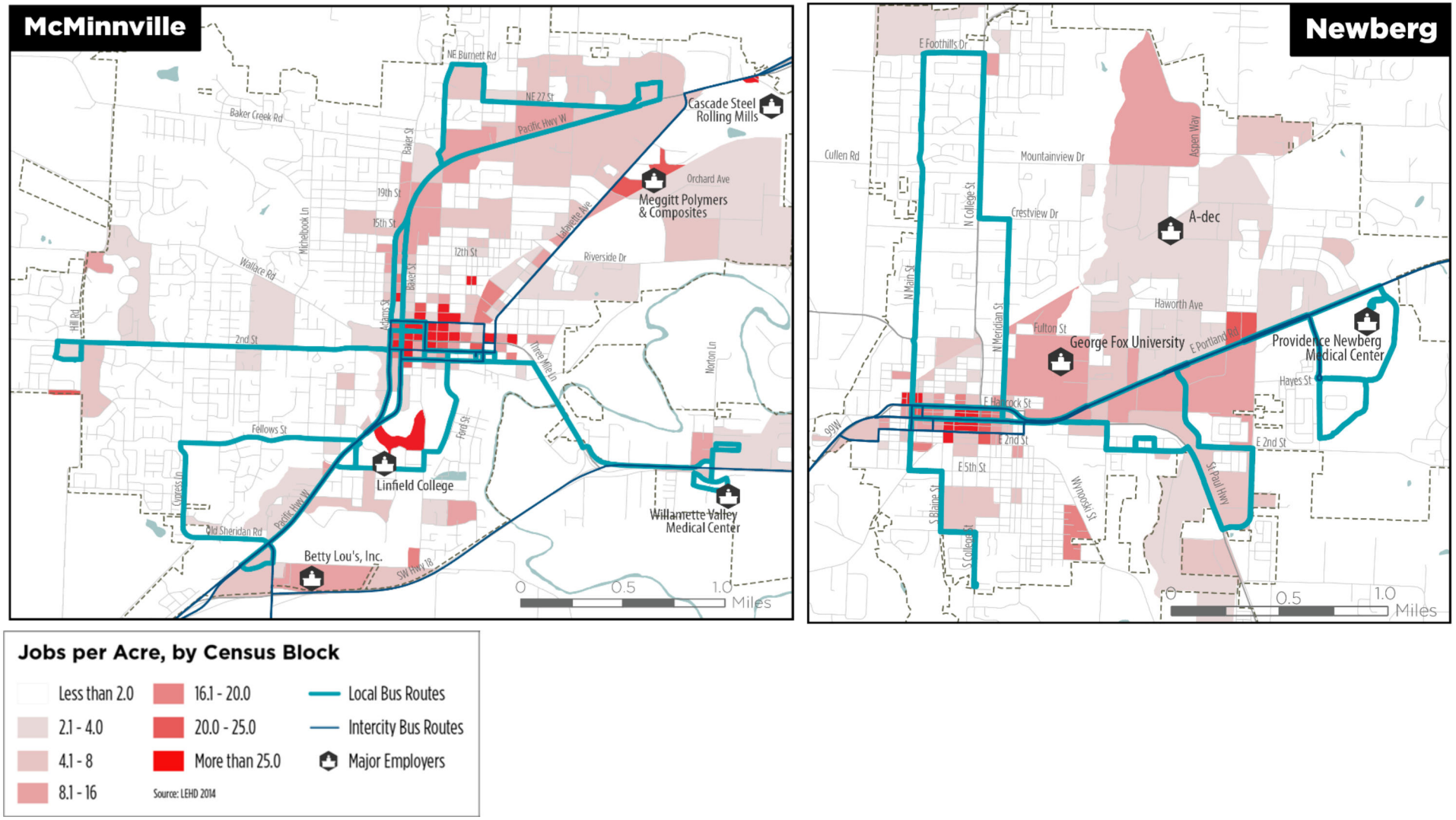
Note: [a] Total includes Evergreen International Airlines, which went out of business on December 31, 2013

Source: Grow Yamhill County Report, 2013

## Employment Density

Figure 2-6 illustrates employment density in McMinnville and Newberg, the county's two largest employment centers. Average employment density in the rest of the county is less than two jobs per acre. Businesses throughout both McMinnville and Newberg are generally located in and around the OR 99W and OR 18 corridors, or within the central business districts.

Figure 2-6 McMinnville and Newberg Employment Density, 2014




Source: TM #2, Fig 2-13 and 2-13

## Future Employment

Yamhill County employment is projected to increase from approximately 33,000 to nearly 43,000 jobs by 2035, an increase of 29%. Figure 3-4 lists existing and forecasted employment for cities in Yamhill County, and the resulting employment densities. Based on the high-level assumptions applied from the regional forecasts, over 6,000 new jobs would be added in McMinnville and Newberg between 2014 and 2035. Growth rates for the top three employment sectors in Yamhill County—accounting for 45% of all employment—are listed below along with major employers represented among these sectors.

- **Manufacturing: 9%**. Includes A-dec and Cascade Steel Rolling Mill.
- **Health Care and Social Assistance: 18%**. Includes Willamette Valley Medical Center and Providence Newberg Medical Center.
- **Educational Services: 15%**. Includes George Fox University and Linfield College.

Unincorporated areas account for over 20% of all jobs in the county. However, these areas have the lowest employment density and are among the most challenging to serve by transit. Agriculture, forestry, fishing and hunting is among the fastest growing employment sectors in the county, and accounts for most of the land use in unincorporated areas. Along with construction, this sector is forecasted to experience the highest percentage of total annual growth—19% between 2014 and 2024. Wineries and wine-related tourism are an important part of the agricultural sector in Yamhill County, contributing to job growth near Dundee, McMinnville, and Newberg, and rural communities north of OR-99W and east of OR-47. Employees in this sector may benefit from transportation services, though the job locations are often located off the major highways and may require alternative public transportation service models/types.

Figure 2-7 Future Employment Forecasts, 2014-2035

| Jurisdiction | Area (Acres) | Jobs 2014 | Jobs 2035 | Change in Jobs, 2014-2035 | % of County Jobs, 2035 | Job Density, 2014 (Jobs/Acre) | Job Density, 2035 (Jobs/Acre) |
|---|---|---|---|---|---|---|---|
| Yamhill County [A] | 459,671 | 33,073 | 42,707 | 9,634 | 100.0% | 0.07 | 0.09 |
| Incorporated Cities [B] | 15,613 | 25,109 | 32,423 | 7,314 | 75.9% | 1.61 | 2.08 |
| McMinnville | 6,745 | 13,927 | 17,984 | 4,057 | 42.1% | 2.06 | 2.67 |
| Newberg | 3,724 | 7,920 | 10,227 | 2,307 | 23.9% | 2.13 | 2.75 |
| Sheridan | 1,250 | 1,123 | 1,450 | 327 | 3.4% | 0.90 | 1.16 |
| Dundee | 884 | 485 | 626 | 141 | 1.5% | 0.55 | 0.71 |
| Carlton | 567 | 348 | 449 | 101 | 1.1% | 0.61 | 0.79 |
| Willamina | 606 | 289 | 373 | 84 | 0.9% | 0.48 | 0.62 |
| Dayton | 532 | 282 | 364 | 82 | 0.9% | 0.53 | 0.68 |
| Yamhill | 346 | 272 | 351 | 79 | 0.8% | 0.79 | 1.02 |
| Amity | 399 | 259 | 334 | 75 | 0.8% | 0.65 | 0.84 |
| Lafayette | 559 | 204 | 263 | 59 | 0.6% | 0.36 | 0.47 |
| Unincorporated Areas | 444,058 | 7,964 | 10,284 | 2,320 | 24.1% | 0.02 | 0.02 |

Notes: For TDP analysis purposes. A. Yamhill County growth extrapolated to 2035 based on 2014-2024 sector growth rates from the Mid-Willamette Valley Region. B. Overall 2035 Yamhill County jobs allocated to cities based on the city's 2014 share of Yamhill County jobs.

Source: Oregon Employment Department, Mid-Valley 2014-2024 Employment Forecast.

For additional details see TDP Volume II, Section 3: TM #3 Chapter 3 and Appendix A. This appendix provides sector-by-sector growth forecasts from OED for the Mid-Willamette Valley region that were the basis for the TDP analysis.

## Commute Patterns

In addition to understanding where employment is concentrated, commute patterns were analyzed to understand how transit service can best connect employees' home and work locations (Figure 2-8). Findings from analysis of US Census Bureau Longitudinal Employer-Household Dynamics (LEHD) data for 2014 are:

- Nearly **41,000** Yamhill County residents are employed.
- Over **32,000** people work in Yamhill County.
- Nearly **18,000** people both live and work within the county (this represents 44% of Yamhill County residents who are employed and 55% of people who work in Yamhill County).
- The top panel of Figure 2-8 shows the top commute patterns among the nearly 23,000 (approximately 56%) employed residents who travel outside the county for work.
  - Over **12,000** Yamhill County residents (30% of employed residents) commute to locations around the Portland Metro area, including nearly **1,800** to Hillsboro.
  - Over **2,600** residents commute to the Salem area (6%); the largest share (over 760 in 2014 and over 800 in 2015) is from McMinnville.
- The bottom panel of Figure 2-8 shows the top commute patterns into Yamhill County.
  - Over **5,000** workers commute into Yamhill County from locations around the Portland Metro area (16% of all Yamhill County employees).
  - Over **1,600** workers commute from the Salem area; the largest share (over 530 in 2014 and over 600 in 2015) is to McMinnville.
- **McMinnville**: Over 5,000 (38%) of employed McMinnville residents live and work in the city. Nearly 7% of residents work in the city of Portland, with an additional 8% in other Portland metro area cities within the top 10 locations. Nearly 6% of residents work in Salem and 4% work in Newberg. The individual cities with the highest share of commuters to McMinnville are Salem, Portland, Newberg, and Sheridan.
- **Newberg**: Less than 2,000 (21%) of employed Newberg residents also work in Newberg. Compared to McMinnville, more residents work in the Portland Metro area (both as a percentage and in absolute numbers). Approximately 4% work in McMinnville. Approximately 4% of residents work in Salem, a smaller share and number than McMinnville, and 300 residents work in Wilsonville. The individual cities with the highest share of commuters to Newberg are McMinnville, Portland, Lafayette, Sherwood, Tigard, and Dundee.

Overall findings include:

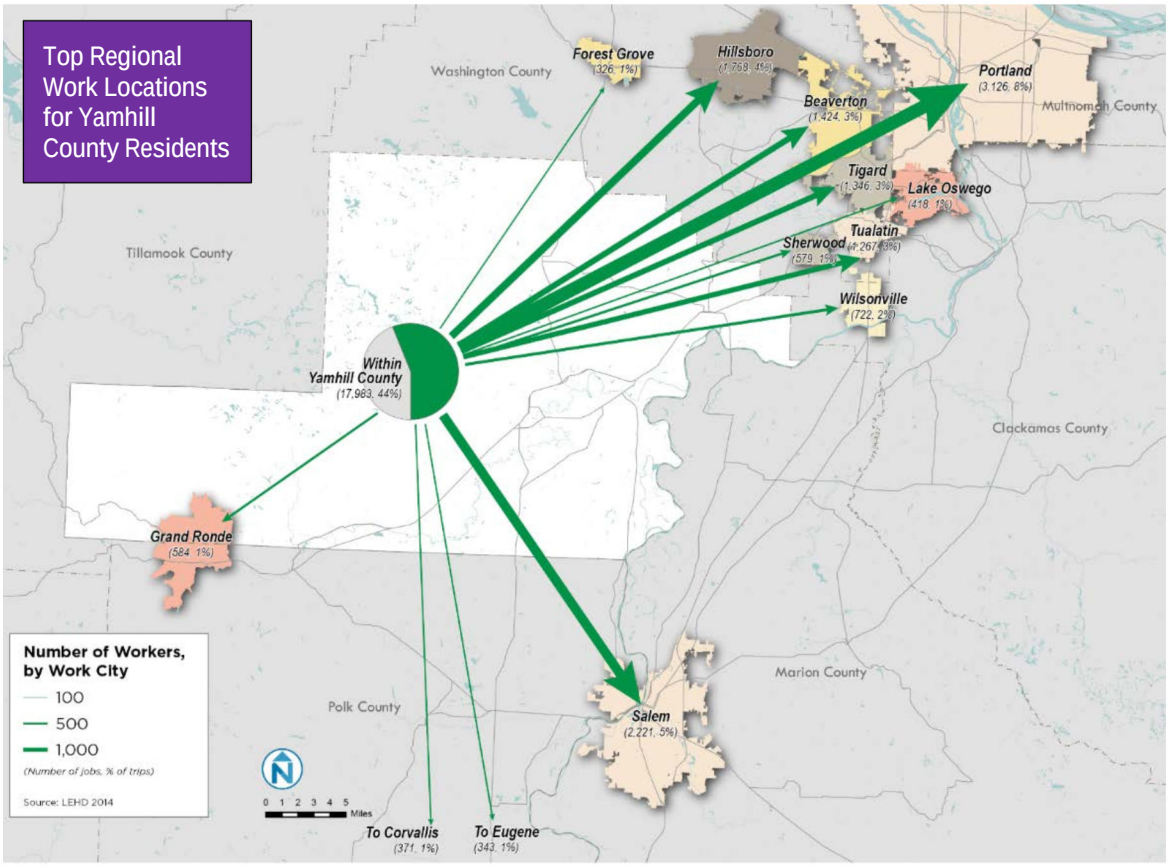
- People who live and work in Yamhill County are an only slightly larger market than the combined out-of-county commute and in-commute.
- Out-of-county work commutes are a larger market than in-commuting to Yamhill County, but the in-commute (about 40% of the out-of-county commute) is still a significant potential market.
- McMinnville is the strongest work commute market to/from Salem.

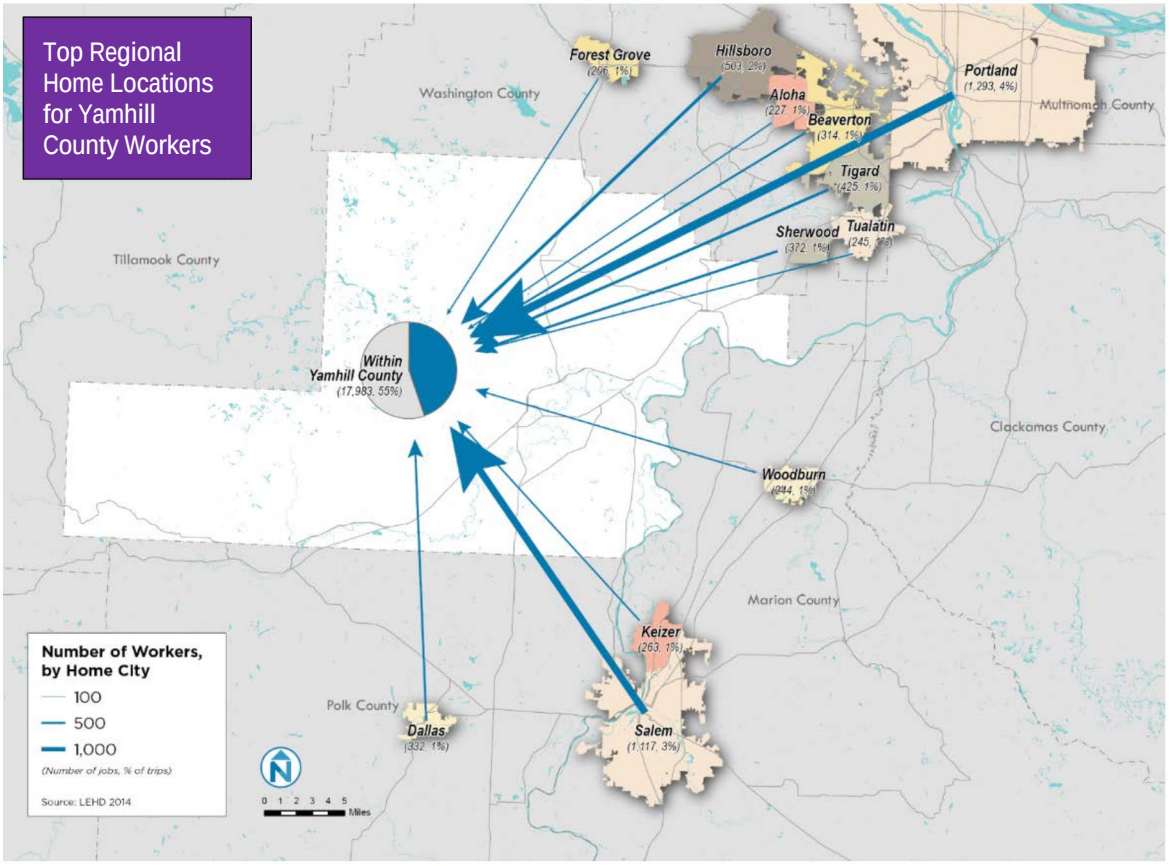
For additional details see TDP Volume II, Section 2: TM #2 Chapter 2 (Commute Patterns).

### Commute Mode Share

Approximately **1%** of Yamhill County residents primarily commute to work on transit, compared to 4% statewide, based on American Community Survey data for 2011-2015. More people carpool (13%) and walk (6%) than the statewide averages (10% and 4%, respectively). Approximately 7% of Newberg residents and 9% of McMinnville residents walk to work.

Figure 2-8 Top Regional Commute Flows from and to Yamhill County, 2014



# EXISTING AND PLANNED LAND USE

Land use and development in Oregon counties and cities is guided by their adopted Comprehensive Plans, which are implemented primarily by the local development code. Development code and zoning districts define characteristics such as allowed land uses and intensity of development. These districts include several types of residential zones (low-, medium-, and high-density), non-residential zones such as commercial or industrial, and mixed-use zones that allow both residential and non-residential uses to be combined on a site.

The map in Figure 2-9 illustrates existing zoning designations in Yamhill County. Nearly all of the county's industrial and commercial zones are located in incorporated cities; these areas, along with institutional and community facility zoned areas, account for many of the county's largest employers. Farm use, forestry, and agricultural zones comprise most of the county's unincorporated areas, and contain over 20% of jobs in Yamhill County. Southwest Yamhill County is also home to northern sections of the Siuslaw National Forest and Grand Ronde Community tribal lands.

## Summary of Existing Land Use by Corridor and City

Medium- to high-density residential areas and concentrations of commercial/industrial uses have the highest potential for transit and are generally located in incorporated areas. The following overview of land use within Yamhill County cities highlights such opportunities. These opportunities were identified through zoning codes and maps, information on proposed developments, and public/stakeholder input.

**McMinnville**. The majority of land area is zoned for residential use. High-density residential zones are mostly concentrated in the OR 99W corridor, central business district, and around the Linfield College campus; some exceptions are along Hill Road on the city's west side, in the northeast part of the city, and in the Three Mile Lane corridor. McMinnville's R-3 residential zoning district allows nearly 12 units per acre and the R-4 residential district allows for higher-density developments (over 20 units per acre), which could support transit service that is more frequent than today; however, current residential density in the city is relatively low, even in areas currently zoned for medium- or higher-density housing. Some areas of the city have moderate population density, comparable to parts of the city that have transit coverage, but are beyond ¼-mile access to existing transit routes. ½-mile

Commercial uses are concentrated in the OR 99W corridor, Lafayette Avenue corridor, and the downtown central business district. There are also several commercial parcels scattered along Three Mile Lane, and on the west side of the city along 2nd Street.

Industrial parcels are generally east of OR 99W, especially in the Lafayette Avenue, Three Mile Lane, and Booth Bend Road corridors. Land zoned for open space lines the South Yamhill River and Cozine Creek.

**Newberg**. Much of the land area is zoned for low- and medium-density residential use. Newberg's R-2 residential zoning district allows nearly nine units per acre and the R-3 residential district allows for higher density developments (over 20 units per acre), which could support transit service that is more frequent than today; however, current residential density in the city is relatively low, even in areas currently zoned for medium- or higher-density housing. Some areas in the northeast and southwest parts of the city have moderate residential density comparable to other parts of Newberg, but are not served by transit.

Commercial and central business district zoning is concentrated along the OR 99W corridor. Significant areas of institutional lands owned by George Fox University and Providence Health & Services are located in central and eastern Newberg, respectively. Land zoned for industrial uses is concentrated along the Portland & Western Railroad corridor.

**OR 18 Corridor west of McMinnville:**

**Sheridan**. Most development is within a ¼- to ½-mile distance of OR 18 Business, with commercial and mixed-use residential zones (including those allowing multi-family housing) located in close proximity to the OR 18 Business route through the city. Most industrial zoned land is located on the west side of the city north of the highway, including the McFarland Cascade Mill. Yamhill County Head Start is also on the west side of the city south of the highway. Some parcels zoned for industrial or institutional uses are located on the east side of the city south of the Yamhill River, including Sheridan High School; Bridge Street is the only river crossing within the city. A Federal Correctional Institution is located south of OR 18.

**Willamina**. Most development is within a ¼- to ½-mile distance of OR 18 Business, with pockets of land zoned for multi-family residential uses located near the highway. An area of multi-family residential uses is located in the far southwest part of the city. The Boise-Cascade Mill is located just outside the eastern edge of the city and the Hampton Lumber Mill is just outside the western edge.

**OR 18 / OR 99W Corridors between McMinnville and Newberg:**

**Dayton**. Residential uses are generally lower-density, but within approximately a ½-mile of the existing YCTA stops serving the city.

**Lafayette**. Commercial uses are located primarily along OR 99W, with most development primarily north of the highway, up to a ½ to ¾ mile distance from the highway, including medium-density residential in the far northeast part of the city. Lafayette has the highest population density among Yamhill County cities (7.3 and 10.3 persons per acre in 2017 and 2035 respectively). The highest densities are clustered north of OR-99W, while transit service runs through the far southwest part of the city.

**Dundee**. Land zoned for commercial and medium-density residential uses is located on either side of OR 99W, along the highway or within approximately ½-mile.

**OR 47 Corridor:**

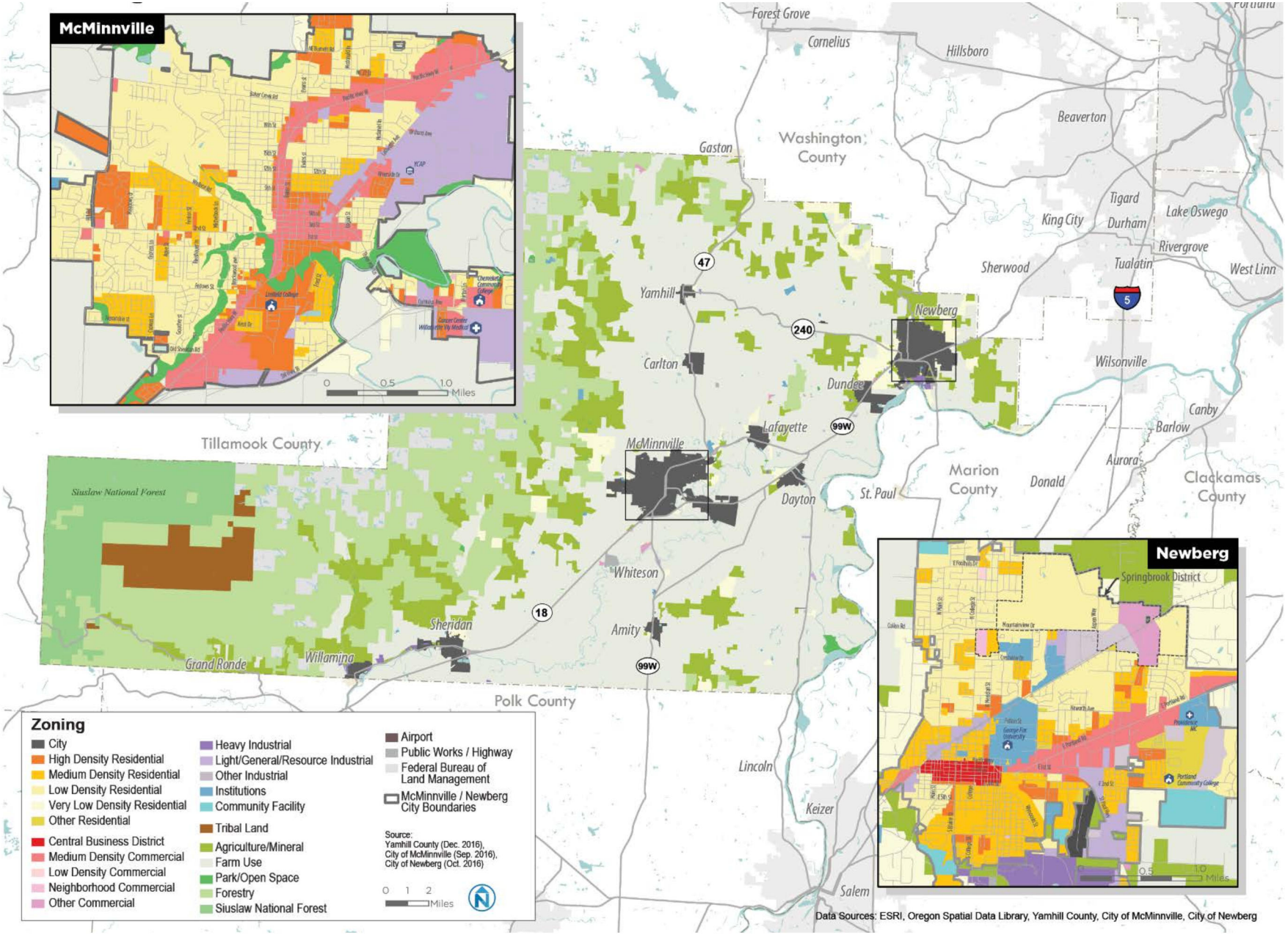
**Carlton**. Medium- to high-density residential zones are generally clustered around the center of the city, and most development is within a ½-mile distance of the city center.

**Yamhill**. Most uses are within a ½ to ¾ mile distance from the OR 47, where YCTA service can currently be accessed. Multi-family residential zoning and a small mixed-use residential zone is located just east of OR 47's route through the city. A light industrial zone located on the far east side of the city, about a ¾ mile distance from the city center along OR 240 (Yamhill-Newberg Highway), appears to be largely undeveloped but includes Fruithill, a produce wholesaler.

**OR 99W Corridor between McMinnville and Salem:**

**Amity**. Commercial and light industrial zones are along OR 99W, with adjacent medium-density residential zones on either side. The highest-density residential zoning is at the north end of the city.

Figure 2-9 Yamhill County Existing Land Use (Zoning)




Source: Local Zoning Codes. Reproduced from TM #3, Fig. 3-7

## Proposed Development and Future Potential Service Areas

Major planned developments and growth patterns could affect future travel patterns and demand for public transportation. Figure 2-10 illustrates areas within urban growth boundaries where future transit-supportive growth could occur. The information is based on input from the TDP Project Advisory Committee and other stakeholders, City planning documents, and media reports. Notable plans include the Northeast Gateway Plan (2012) and the Transit Feasibility Study (1997) in McMinnville and the Riverfront Master Plan (2002), Springbrook Master Plan (2008), and South Industrial Master Plan (2009) in Newberg.

Figure 2-11 illustrates existing transit service along with potential future service areas identified through the TDP analysis.

The planned developments and other growth areas include:

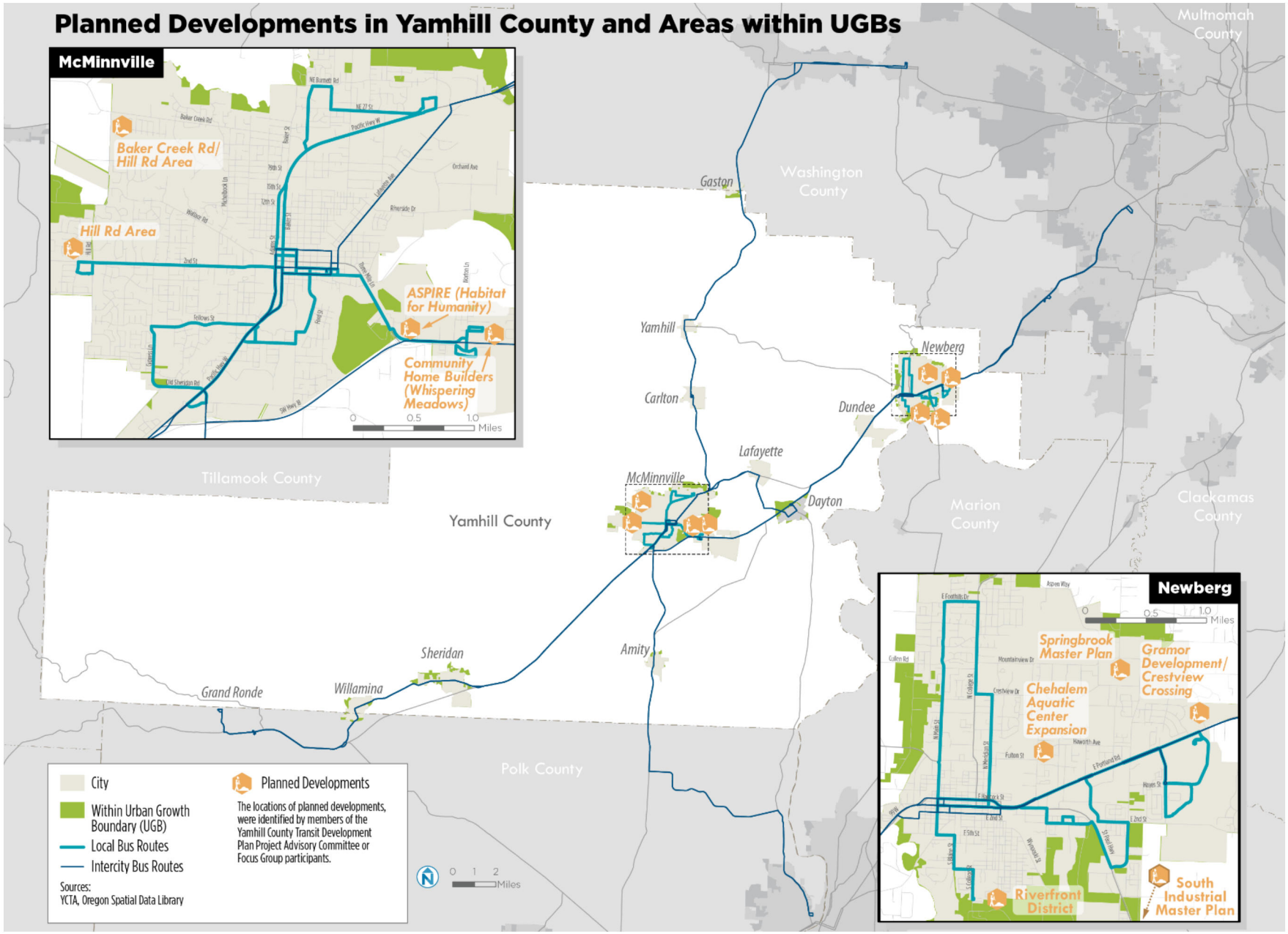
**In McMinnville**, areas west of Hill Road and in the Hill Road/Baker Creek Road areas in the west part of the city, including a major development with proposed workforce housing, and along Three Mile Lane and Norton Drive in the east part of the city.

The McMinnville Transit Feasibility Study depicts growth areas both inside and outside the UGB at the time the study was developed (see TDP Volume II, Section 3: TM #3, Figure 3-10), and the city continues to use conceptual bus routes identified in the study as a guide for where transit will be available in the future. The growth areas outside the UGB – primarily to the northwest and southwest – reflect a proposed UGB expansion that was ultimately not approved by the State. Growth areas identified along Hill Road in the west and an area in the northern part of the city, both of which are within the UGB, correspond to developments and potential service areas identified in Figure 2-10 and Figure 2-11.

A Planned Development Overlay was adopted for the Three Mile Lane area in McMinnville in 1981 and was amended in 1994. The area is the subject of an ODOT Transportation Growth Management planning grant that has been awarded to the city; work on an area plan is due to begin in July 2018. As the grant application states, large property owners in the area are poised to make substantial investments. “Areas of interest” in the Three Mile Lane planning area represent a range of residential, employment, and commercial development opportunities.

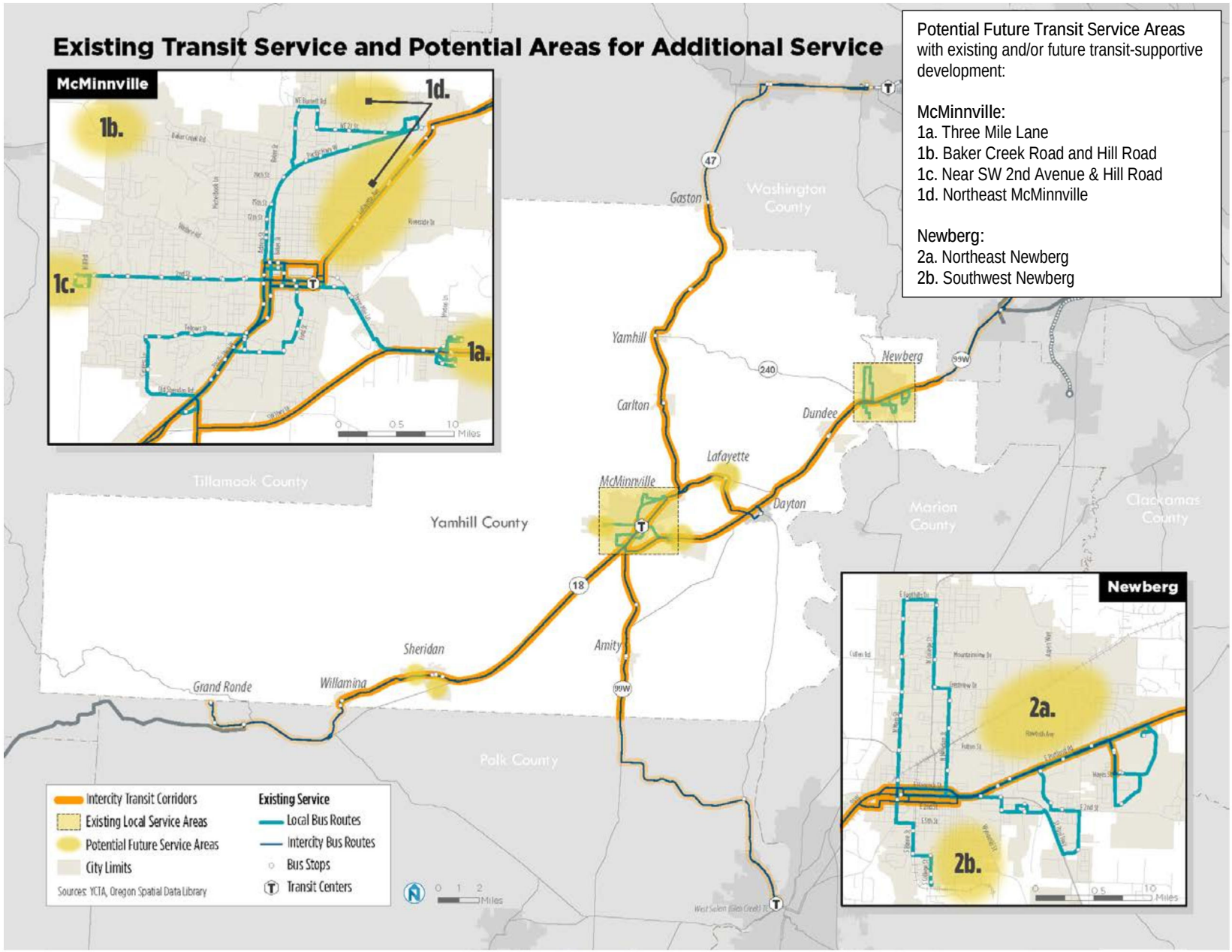
**In Newberg**, future growth areas include the Gramor/Crestview Crossing development north of OR 99W, which is also associated with a planned extension of Crestview Drive, and the Springbrook Master Plan in the northeast part of the city. In the southwest part of the city, the Riverfront Master Plan area includes medium-density housing and mixed-use areas. Anecdotally, there is significant ongoing development permitting activity.

Figure 2-10 Planned Developments




Note: Green shaded areas are outside of city limits but within the UGB. Source: Reproduced from TM #3, Fig 3-8

Figure 2-11 Potential Future Transit Service Areas




Source: TM #3, Fig 3-12 (Minor Updates)

# 3 EXISTING TRANSIT SERVICE

## YCTA ORGANIZATIONAL STRUCTURE

Yamhill County Transit Area was established in March 2007 by the Yamhill County Board of Commissioners as a County Service District under Oregon Revised Statutes (ORS) 451: County Service Facilities.[8] A resolution from all Yamhill County cities approved establishment of the District and it is organized appropriately, based on YCTA's consultation with Yamhill County legal counsel and the Special Service District of Oregon.

The County Board of Commissioners acts as the YCTA Board of Directors and is responsible for all YCTA operations and management. The YCTA Board reviews and authorizes the YCTA budget process, executes contracts and intergovernmental agreements, and assigns staff and other resources to YCTA tasks or projects. The commissioners rotate duties as Board Chair and Vice Chair. The YCTA office is in McMinnville.

Until September 2018, YCTA had the following two advisory groups:

- The **YCTA Advisory Committee** serves as the primary advisory body to the YCTA board on general public transportation-related issues affecting the county. The committee consists of 11 members – one for each of the ten incorporated cities in Yamhill County, and one for the Confederated Tribes of the Grand Ronde.
- The County Board of Commissioners established the **Special Transportation Fund Advisory Committee** (STFAC) in 2009. Its purpose is to advise the County in how to prioritize and allocate Oregon Special Transportation Fund (STF) resources, as required by state law.[9] The STFAC has nine members appointed by the Board and meets quarterly. The STFAC roster changes regularly, and must include at least five community members, representing four key constituencies defined in Oregon Administrative Rules.[10]

On September 20, 2018, YCTA replaced these advisory groups with a restructured, 11-member committee called the **Yamhill County Transit Advisory Committee (YCTAC)**. This committee meets YCTA District, STF, and Statewide Transportation Improvement Fund (STIF) requirements. The STIF was established by Oregon House Bill 2017 (HB 2017); the Oregon Transportation Commission approved the STIF administrative rules effective July 1, 2018.[11]

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[8] *Yamhill County Transit Area Advisory Committee By-Laws, 2003.* https://tinyurl.com/y77frdth

[9] *Special Transportation Fund Advisory Committee of Yamhill County Bylaws*, 2009. https://tinyurl.com/ycalsqqo

[10] See OAR 732 Special Transportation Fund for the Elderly and Handicapped, Division 5 General Information (732-005).

[11] The STIF Advisory Committee for a transportation district or county must include a minimum of five members, including at least one person that is a member of or represents each of the following groups: (1) low-income individuals, (2) individuals age 65 or older or people with disabilities, and (3) public transportation service providers or non-profit entities which provide public transportation services. See OAR 732-040-0030: Advisory Committees. https://tinyurl.com/y928h4ay

# EXISTING YCTA SERVICES

## System Overview

YCTA offers the following types of service:

**Intercity routes** on four corridors; these routes operate on a set schedule and alignment, but focus on connecting cities and make limited stops within cities.

**Local fixed routes** that provide circulation within McMinnville and Newberg.

**Demand-response service** in Yamhill County provides shared rides without a set route or schedule and includes:

- **ADA Paratransit** *door-to-door* service in Newberg and McMinnville. ADA Paratransit is provided between origins and destinations located within ¾ of a mile of local fixed route transit service (i.e., routes 2, 3, 5, and 7), as required under the federal Americans with Disabilities Act (ADA) of 1991. Service is limited to ADA-eligible customers—those who have a disability that prevents them from riding fixed-route service.
- **General Public Dial-a-Ride** *curb to curb* service within Yamhill County. Dial-a-ride primarily serves trips in McMinnville and Newberg due to limited capacity.

Figure 3-1 summarizes the characteristics of each type of service. Each type of service is described in more detail below.

Figure 3-1 Comparison of YCTA Service Types

| Characteristics | Intercity Routes | Local Fixed-Route | ADA Paratransit | General Public Dial-A-Ride |
|---|---|---|---|---|
| YCTA Coverage | 4 routes: 11, 22, 33, 44<br>24s and 46s are weekend variants of 22 and 44, respectively<br>45x is an express variant of 44 | 2 routes in McMinnville: 2, 3<br>2 routes in Newberg: 5, 7 | ¾ mile distance around fixed-route service<br>The origin and destination must both be within a ¾ mile distance of a fixed-route bus stop<br>Limited eligibility | Generally serves trips in McMinnville and Newberg due to capacity limitations.<br>Some trips extend to the greater McMinnville and Newberg areas |
| YCTA Service Hours | Varies by route | 7:00/7:30 PM to 6:00/6:30 PM | Same days, hours, and times as fixed-route service | 8 AM – 4:30 PM |
| Subscription Trips | N/A | N/A | Limited to 50% of available trips at a given time of day; may exceed the ceiling if there is excess capacity to provide additional trips (discretionary). | Allowed, no restriction |
| Access | Fixed stops | Fixed and flag stops | Door-to-door | Curb-to-curb |

## Fixed-Route Service

**Local fixed routes** provide local circulation within Newberg and McMinnville city limits.

- Routes 2 and 3 serve McMinnville
- Routes 5 and 7 serve Newberg

All four local routes run on weekdays only. Along these routes, YCTA operates as a flag system. This means that YCTA has designated stop locations, but between stops riders may stand on the curb and flag

down the buses or request that the driver let them off at a particular point along the route. Drivers will stop if it is safe to do so.

**Intercity routes** serve longer-distance travel needs between Yamhill County cities, and connections outside of the county. Figure 3-2 provides a summary of each route's service area, service days, headways (or frequency), and span of service. Along these routes, YCTA has set stops; flag stops are not permitted on intercity routes, including within McMinnville and Newberg.

The intercity routes include:

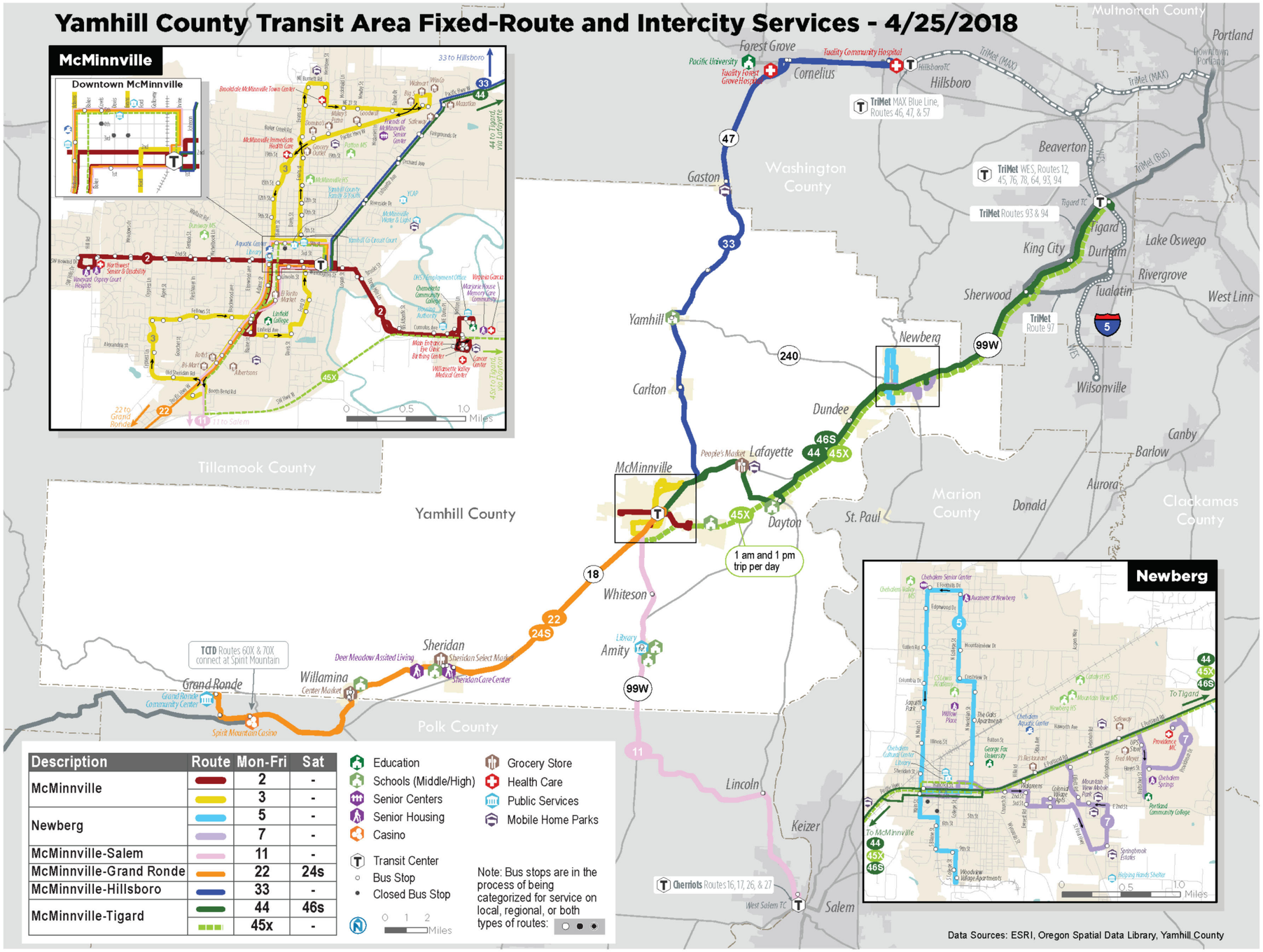
- Route 11 connects McMinnville, Amity, and Salem
- Route 22 (weekday) and 24s (Saturday) connect McMinnville, Sheridan, Willamina, and Grand Ronde
- Route 33 connects McMinnville, Yamhill, Carlton, Gaston, and Hillsboro
- Route 44 (weekday), 45x (weekday express), and 46s (Saturday) connect McMinnville, Lafayette, Dayton, Dundee, Newberg, and Tigard

Since local routes 2, 3, 5, and 7 operate on weekdays only, routes 24s and 46s are the only options for local circulation within McMinnville and Newberg on Saturdays; within McMinnville, Route 46s operates a modified route along OR 99W instead of Lafayette Avenue on Saturdays.

Figure 3-2 Yamhill County Transit Area Route Summaries

| # | Route Name | Type | Headways or Departure Times | Span of Service |
|---|---|---|---|---|
| Weekday Service | | | | |
| 2 | McMinnville East-West Express | Local | Every 60 minutes (east and west routes every 30 minutes) | 7 AM- 6 PM |
| 3 | McMinnville City Loop | Local | Every 60 minutes (north and south routes every 30 minutes) | 8 AM-6 PM |
| 5 | Newberg Foothills Drive | Local | Every 60 minutes (interlined with Route 7) | 7:30 AM-6 PM |
| 7 | Newberg Providence | Local | Every 60 minutes (interlined with Route 5) | 7 AM-6:30 PM |
| 11 | McMinnville to West Salem | Intercity | To Salem: 6:00, 7:30 AM; 12:00, 4:00, 5:30 PM<br>To McMinnville: 6:00, 7:30 AM; 12:00, 4:00, 5:30 PM<br>Approximate one-way travel time: 40 minutes | 6 AM-7 PM |
| 22 | McMinnville to Grand Ronde | Intercity | To Grand Ronde: 6:25, 8:15; 10:40 AM; 12:30, 2:30, 4:45, 6:35 PM<br>To McMinnville: 5:30, 7:20, 9:35, 11:35 AM; 1:25, 3:15, 5:40 PM<br>Approximate one-way travel time: 48 minutes | 5:30 AM-7:30 PM |
| 33 | McMinnville to Hillsboro | Intercity | To Hillsboro: 6:00, 10:30 AM; 12:30, 3:30, 5:30 PM<br>To McMinnville: 7:00, 11:30 AM; 1:30, 4:30, 6:30 PM<br>Approximate one-way travel time: 50 minutes | 6:00 AM-7:30 PM |
| 44 | McMinnville to Tigard | Intercity | To Tigard: 5:10, 6:25, 7:25, 10:35 AM; 12:15, 1:15, 3:20, 5:40, 6:12 PM<br>To McMinnville: 7:48, 8:48, 11:58 AM; 1:38, 2:38, 4:47, 6:16, 7:01, 7:39 PM<br>Approximate one-way travel time: 1h 12m – 1h 34m | 5 AM-9 PM |
| 45x | McMinnville to Tigard | Intercity | One morning trip from Tigard to McMinnville and one afternoon trip from McMinnville to Tigard. Approx. one-way travel time: 1h | 6:42 AM-7:50 AM<br>5:05 PM-6:06 PM |
| Saturday Service | | | | |
| 24s | McMinnville to Grand Ronde | Intercity | Approximately every 2 hours with a 1-hour midday gap | 9:35 AM-4:50 PM |
| 46s | McMinnville to Tigard | Intercity | Approximately every 3 hours | 8 AM-7:30 PM |

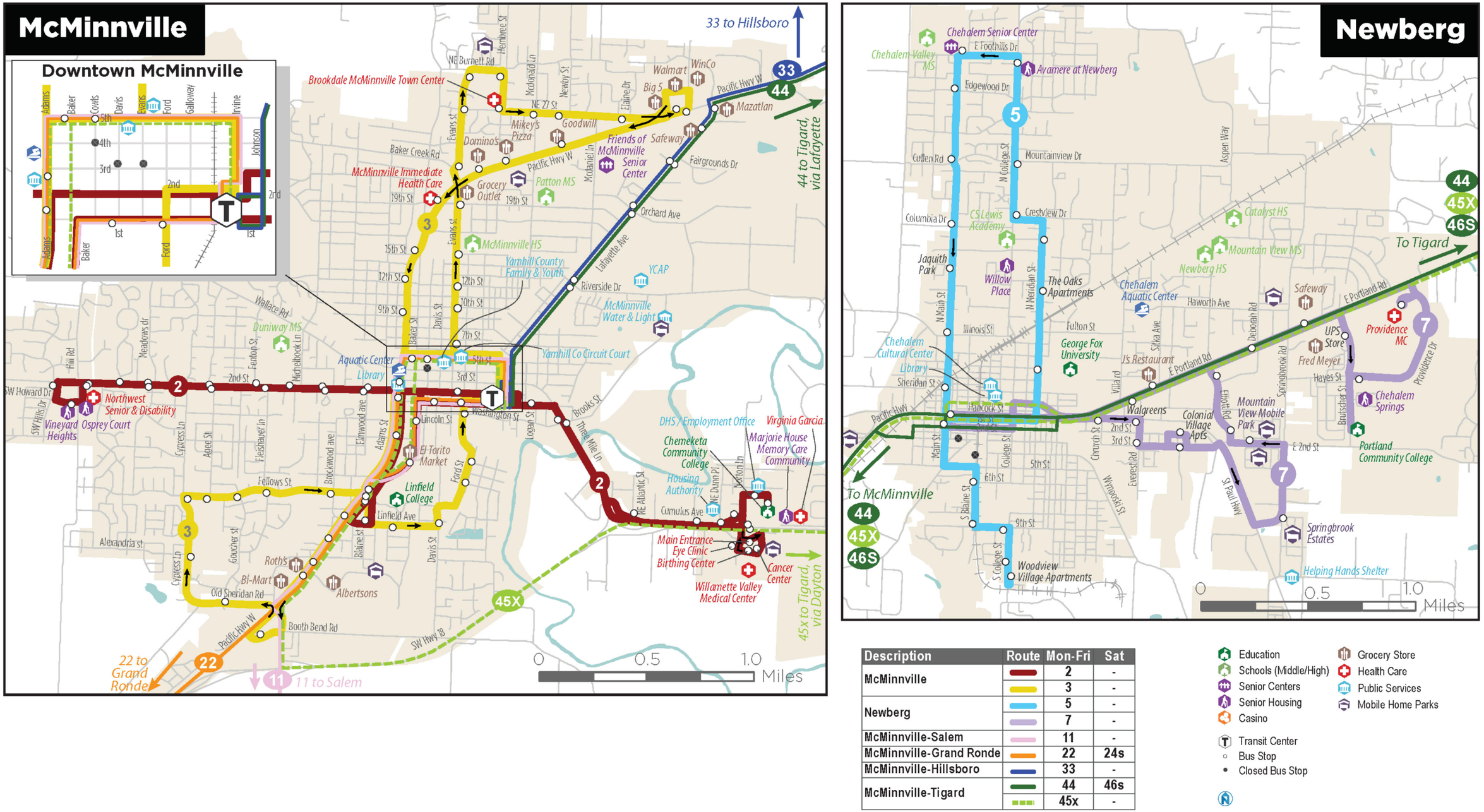
Figure 3-3 YCTA System Map, with McMinnville and Newberg Insets, 2018 Existing




| Description | Route | Mon-Fri | Sat |
|---|---|---|---|
| McMinnville | | 2 | - |
| | | 3 | - |
| Newberg | | 5 | - |
| | | 7 | - |
| McMinnville-Salem | | 11 | - |
| McMinnville-Grand Ronde | | 22 | 24s |
| McMinnville-Hillsboro | | 33 | - |
| McMinnville-Tigard | | 44 | 46s |
| | | 45x | - |

Education
Schools (Middle/High)
Senior Centers
Senior Housing
Casino
Transit Center
Bus Stop
Closed Bus Stop
Grocery Store
Health Care
Public Services
Mobile Home Parks
Note: Bus stops are in the process of being categorized for service on local, regional, or both types of routes:

Figure 3-4 YCTA McMinnville and Newberg Local Service, 2018 Existing




| Description | Route | Mon-Fri | Sat |
|---|---|---|---|
| McMinnville | | 2 | - |
| | | 3 | - |
| Newberg | | 5 | - |
| | | 7 | - |
| McMinnville-Salem | | 11 | - |
| McMinnville-Grand Ronde | | 22 | 24s |
| McMinnville-Hillsboro | | 33 | - |
| McMinnville-Tigard | | 44 | 46s |
| | | 45x | - |

- Education
- Schools (Middle/High)
- Senior Centers
- Senior Housing
- Casino
- Grocery Store
- Health Care
- Public Services
- Mobile Home Parks
- Transit Center
- Bus Stop
- Closed Bus Stop

# Demand-Responsive Service

Demand-response service in Yamhill County provides shared rides and includes both general public Dial-a-Ride and ADA paratransit.

## ADA Paratransit Overview

YCTA ADA Paratransit is federally-required door-to-door service offered to people with physical or cognitive disabilities who are unable to access or use local fixed-route service. Passenger origins and destinations must be within a ¾-mile buffer of local fixed-route service in McMinnville and Newberg. YCTA paratransit service is offered during the same hours and days as fixed-route service: from 7 AM – 6 PM on weekdays in McMinnville, and 7 AM – 6:30 PM on weekdays in Newberg. YCTA paratransit riders are guaranteed a ride within a two-hour window of their requested trip time.

YCTA paratransit service is not available along Routes 11, 22, 24s, 33, 44, 45x, and 46s, which are intercity routes classified as commuter bus service, and are therefore exempt from the requirement to provide complementary ADA paratransit service.

Reservations for YCTA paratransit can be made between one and 14 days in advance. YCTA accepts paratransit reservations by phone on weekdays between 7:00 AM and 6:30 PM. Individuals calling to make a trip reservation outside these times can leave a message for a trip to be logged when staff are next on duty. Before a person can make a reservation for a paratransit trip, he/she must complete YCTA's ADA Paratransit Application, and be approved by YCTA's ADA Eligibility Committee, based on federal ADA requirements. Subscription paratransit trips are available for work and medical appointments only. YCTA is required to limit subscription trips to no more than 50% of available capacity at any given time of day per federal requirements. Fares for a one-way trip are $2.50 (fares are not allowed to be more than double the cost of a comparable trip on fixed-route service).

## Dial-a-Ride Overview

General public Dial-a-Ride provides curb-to-curb service to the general public to and from locations in Yamhill County. There is no application process required to reserve a Dial-a-Ride trip. YCTA Dial-a-Ride operates on weekdays from 8 AM to 4:30 PM. All YCTA Dial-a-Ride vehicles are ADA accessible, and service animals are allowed. YCTA Dial-a-Ride trips must be scheduled at least 24 hours in advance. A reservation is contingent on capacity, and schedulers may suggest a different time to accommodate customer needs. Dial-a-Ride phone reservations are taken on weekdays between 6:30 AM and 6:30 PM. Trip reservation calls made outside these hours can be left as a voicemail, to be logged when staff are next on duty. Dial-a-Ride riders can make subscription reservations for recurring trips. YCTA allows an unrestricted number of subscription trips in the Dial-a-Ride system. Fares are $1.75 each way and $40.00 for a monthly pass.

## Major Activity Centers

Major transit trip generators are shown in Figure 3-3 and Figure 3-4 (above) relative to existing YCTA fixed routes and stops. Activity centers are clustered in and around McMinnville and Newberg, along the OR 99W / OR 18 corridor that runs through the eastern part of the county. Additional activity centers—including grocery stores, middle and high schools, senior housing communities, and libraries—are located near Sheridan, Lafayette, Amity, and Willamina. Spirit Mountain Casino is a notable major trip generator a mile south of the county border, in Grand Ronde.

Examples of activity centers that are not directly served by public transportation include:

- Sheridan: Deer Meadow Assisted Living—Route 22 goes past it but does not stop; large buses are not able to pull into the facility parking lot and there are not safe crossings or pull-outs.
- McMinnville:
  - Senior Center—service runs on OR 99W but does not directly serve the center.
  - Yamhill Community Action Partnership (YCAP) and McMinnville Water and Light—Intercity routes 33 and 44 run along Lafayette Avenue but do not serve the area east of Riverside Drive.
  - Virginia Garcia Memorial Health Center and Marjorie House Memory Care Community—Route 2 serves Chemeketa Community College less than 0.1 mile to the west, but there is no direct roadway access to allow a bus to travel between the two facilities
- Newberg: There is no service in the northeast part of the city, including to city schools, a large employer (Adec), and the Chehalem Aquatic Center.

In both McMinnville and Newberg, bus stops serve retail areas along OR 99W, but large parking lots often separate store entrances from the roadway and some stops lack nearby pedestrian crossings between stops in each direction.

## Fare Structure

Figure 3-5 lists YCTA's existing fares, which range from $1.25 for a one-way ride on fixed-route service (both local and intercity routes) to $1.75 on Dial-a-Ride and $2.50 on ADA Paratransit. Day passes (both individually and as a set of 10) and monthly passes are available but there are currently no discounted fares available. Children six years of age or under can ride for free.

Fares can be purchased in the following ways:

- **During a trip:** Single One-Way fares and Single All-Day Passes can be purchased from drivers while boarding the vehicle with exact change only.
- **Prior to a trip:** Fares can be purchased in-person from the Yamhill County Board of Commissioners office with exact change only or at the McMinnville Transit Center with cash or check only. Riders can also print and fill in an order form from the YCTA website and send it to YCTA by mail with a check or money order.

Figure 3-5 YCTA Fares, 2018

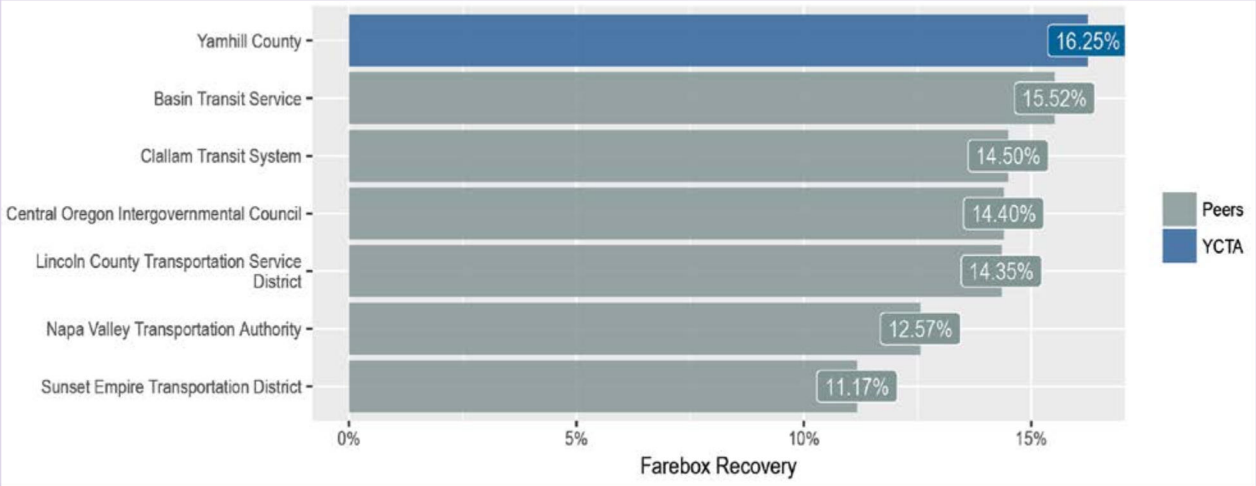
| Fare | Fixed-Route | Dial-a-Ride | ADA Paratransit | Notes |
|---|---|---|---|---|
| Single One-Way Trip | $1.25 | $1.75 | $2.50 | |
| Single Day Pass | $2.50 | | | Twice cost of a one-way fare |
| Book of 10 Day-Passes | $18.00 | | | Savings of $7 over 10 individual day passes |
| Unlimited Monthly Pass | $35.00 | $40.00 | | Breaks even after 28 one-way fixed route trips, 14 day passes, 19 day passes when purchased in a book of 10, or 23 Dial-a-Ride trips |

Fare policy recommendations are provided in Chapter 9: Supporting Programs and Technology

## Peer Comparison: Farebox Recovery

Figure 3-6 shows that YCTA's farebox recovery is slightly higher than a set of six peer agencies, with a rate of more than 16% in 2015 (shown in the chart) and 15% in 2016. A 10% farebox recovery is generally considered to be a minimum standard for transit agencies. The recovery ratio is a function of fare policies (i.e., the price of a ticket or pass), ridership, and total operating costs. YCTA's moderate ridership and low operating costs support a strong farebox recovery ratio.

Figure 3-6 YCTA Farebox Recovery Ratio – Peer Comparison




For peer review details see TDP Volume II, Section 2: TM #2, Chapter 3 and Appendix C

Source: National Transit Database 2015; US Census Bureau American Community Survey 5-year estimate.

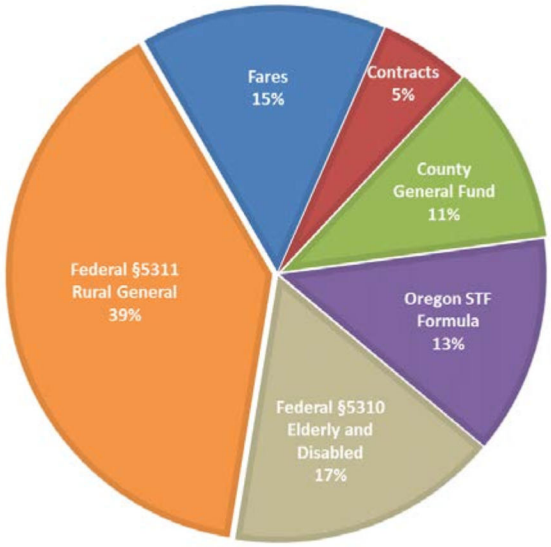
# Operating and Capital Costs

## Operating Costs

YCTA's operating budget of approximately $2.1 million has remained fairly steady through 2017. YCTA's key expenditures are contracts for service delivery and fuel, totaling over 80% of the existing operating budget (70% and 12%, respectively). Approximately 70% of YCTA's operating revenue is from federal and state funds, while the remaining 30% is from local sources including fares. As shown in Figure 3-7, YCTA's annual operating revenue sources are comprised of:

- **Federal and State funds** (70%) provided by the Oregon Department of Transportation (ODOT), which manages Federal Transit Administration (FTA) and state public transportation funds available to rural and small urban public transportation providers, and providers of public transit for seniors and people with disabilities
- **Farebox revenue** (15%)
- **Local service contracts** (5%) with the Confederated Tribes of the Grand Ronde Community (supporting Route 22; $56,000) and the cities of McMinnville and Newberg (supporting local service; approximately $20,000 each annually in recent years)
- **Yamhill County General Fund** (11%)

Figure 3-7 Yamhill County Transit Area Operating Sources – FY 2012-2016 Average

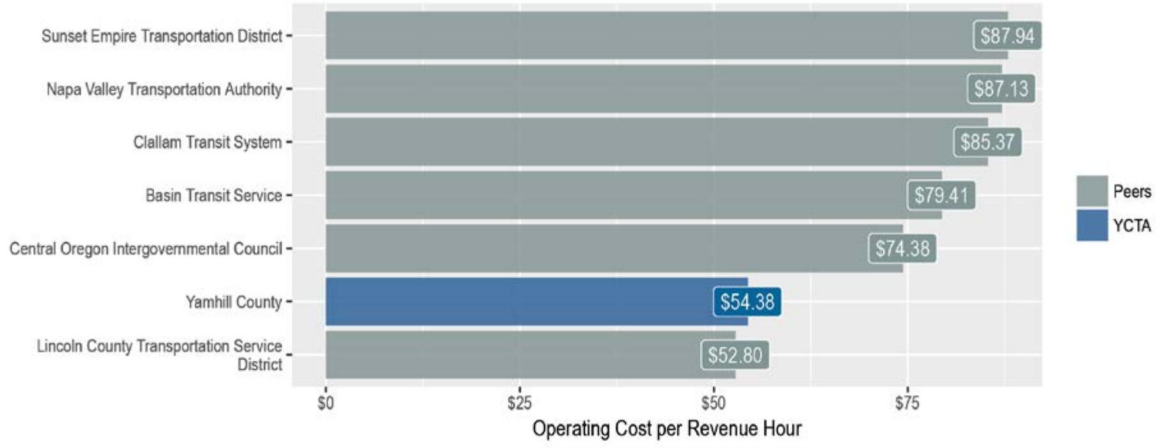



Sources: Yamhill County Transit Area, Oregon Department of Transportation, Federal Transit Administration

## Peer Comparison: Financial Efficiency

Financial efficiency reflects YCTA's cost to provide each "revenue hour," or each hour that a bus is on the road. YCTA's cost per revenue hour ($54.38) is the second lowest among the peer group.

Figure 3-8 System-Wide Peer Comparison: Financial Efficiency (Cost/Revenue Hour)




For peer review details see TDP Volume II, Section 2: TM #2, Chapter 3 and Appendix C

Source: National Transit Database 2015; US Census Bureau American Community Survey 5-year estimate.

### Capital Costs

Capital budgets depend on relatively expensive one-time purchases, ranging from buses, shelters and bus stop amenities, and technology (e.g., radios and dispatch software) to major investments such as the McMinnville Transit Center. YCTA's capital needs have ranged from less than $100,000 to over $1 million in recent years. Grants are available to assist with capital needs and YCTA received three significant awards from discretionary funding programs in 2015 for the 2017-2018 fiscal year. The STF Discretionary program funded communications and scheduling technology as well as the local match for two vehicles funded through the FTA Section 5339 program. ODOT also awarded YCTA funding for four buses through the STIP Enhance program.

Additional detail on public transportation funding sources is provided in Chapter 8: Financial Plan.

More information on YCTA current and historical operating and capital costs can be found in TDP Volume II, Section 2: TM 2, Chapter 3 (see pages 3-3 to 3-6).

## Transit Vehicle Fleet

YCTA owns a bus fleet of approximately 35 vehicles serving demand-response and fixed-route services, including several new vehicles purchased in 2018, 6 vehicles that are in fair to poor condition, and 4 vehicles that are at the end of their useful life; Appendix A provides a complete fleet inventory. Figure 3-9 summarizes the vehicles, grouped by vehicle type and condition. As of July 2018, only 40% of the vehicles were in "Excellent" or "Good" condition, pointing to a need to replace vehicles that are in poor condition and are expensive to maintain. With new vehicles received as of October 2018, 60% of YCTA vehicles are in "Excellent" or "Good" condition and seven end-of-life vehicles have been replaced. YCTA has secured grants to replace additional vehicles over the next one to two years.

First Transit, the current private contractor for YCTA operations and maintenance functions, provides maintenance for the YCTA fleet at its facility located east of Lafayette Avenue in McMinnville; capacity of this facility to clean, store, and maintain the YCTA fleet is limited.

The Yamhill County Fleet Department maintains small transit vehicles on behalf of non-profit transportation partners, including MV Advancements, Abacus (Yamhill County), and the Yamhill-Carlton Volunteer Program. The maintenance costs are valued at approximately $5,000 to $15,000 per year.

Figure 3-9 YCTA Existing Fleet Summary, October 2018

| Vehicle Class | Vehicles in Daily Operation* | Vehicle Condition | | | | Total Fleet |
|---|---|---|---|---|---|---|
| | | Excellent or Good | Adequate | Fair, Marginal, or Poor | End-of-Life | |
| Medium-size (30-foot) Bus, Heavy-Duty | 7 | 7 | 2 | 2 | 2 | 13 |
| Large Cutaway, Medium-Duty | 3 | 3 | 0 | 3 | 1 | 7 |
| Small Cutaway, Light-Duty | 5 | 11 | 0 | 0 | 0 | 11 |
| Van | 2 | 0 | 2 | 1 | 1 | 4 |
| Total | 17 | 21 | 4 | 6 | 4 | 35 |
| % of Total | - | 60% | 11% | 17% | 11% | 100% |

Note: * Not including spares. Based on limited fleet availability, YCTA may interchange the types of vehicles used on different services.

# YCTA RIDERSHIP AND SYSTEM PERFORMANCE

## System-wide Ridership and Performance

Figure 3-10 shows a five-year trend for YCTA performance. Highlights include:

- **Local fixed-route ridership increased by approximately 10% in both 2015 and 2016**. This followed service cuts between 2012 and 2013 that led to declines in ridership, after the transition from non-profit operation to service contracted by YCTA, due to a shortfall in operating funding. Local fixed-route service in McMinnville has the highest productivity (see sidebar on the next page for definition) due to the higher development densities and shorter distances over which the services operate.
- **Ridership is highest on intercity routes and increased 14% in 2016.** Service hours on intercity routes are approximately double the number of hours operated on local service from 2013 onward. Intercity routes carry passengers over a long distance, but with less trips per day or less hours than local routes, and productivity is slightly lower than local routes in McMinnville.
- **Dial-a-Ride ridership declined as well but it was steady in 2015 and 2016.** Dial-a-Ride has generally reached its maximum capacity based on fixed resources available. It carries around three rides per revenue hour, which is common for similar demand-response systems.

Figure 3-10 YCTA Ridership, Revenue Hours, and Productivity by Service Type, 2012-2016

| Service Type | | 2012 | 2013 | 2014 | 2015 | 2016 | 2012-2016 |
|---|---|---|---|---|---|---|---|
| Ridership | | | | | | | |
| Local Fixed-Route | # | 183,437 | 117,096 | 83,771 | 90,848 | 100,139 | -83,298 |
| | % Change[1] | - | -36% | -28% | 8% | 10% | -45% |
| Intercity | # | 155,522 | 213,213 | 169,812 | 155,057 | 177,216 | 21,694 |
| | % Change[1] | - | 37% | -20% | -9% | 14% | 14% |
| Dial-a-Ride | # | 59,816 | 45,230 | 47,729 | 43,366 | 41,439 | -18,377 |
| | % Change[1] | - | -24% | 6% | -9% | -4% | -31% |
| Total | # | 398,775 | 375,539 | 301,312 | 289,271 | 318,794 | -79,981 |
| | % Change[1] | - | -6% | -20% | -4% | 10% | -20% |
| Revenue Hours | | | | | | | |
| Local Fixed-Route | # | 17,040 | 8,820 | 8,147 | 8,156 | 8,498 | -8,542 |
| | % Change[1] | - | -48% | -8% | 0% | 4% | -50% |
| Intercity | # | 16,580 | 16,413 | 16,059 | 16,096 | 15,862 | -718 |
| | % Change[1] | - | -1% | -2% | 0% | -1% | -4% |
| Dial-a-Ride | # | 12,435 | 13,165 | 13,317 | 13,439 | 12,706 | 271 |
| | % Change[1] | - | 6% | 1% | 1% | -5% | 2% |
| Total | # | 46,055 | 38,398 | 37,523 | 37,691 | 37,066 | -8,989 |
| | % Change[1] | - | -17% | -2% | 0% | -2% | -20% |
| Productivity | | | | | | | |
| Local Fixed-Route | # | 10.8 | 13.3 | 10.3 | 11.1 | 11.8 | 1.0 |
| Intercity | # | 9.4 | 13 | 10.6 | 9.6 | 11.2 | 1.8 |
| Dial-a-Ride | # | 4.8 | 3.4 | 3.6 | 3.2 | 3.3 | -1.5 |
| Total | # | 8.7 | 9.8 | 8 | 7.7 | 8.6 | -0.1 |

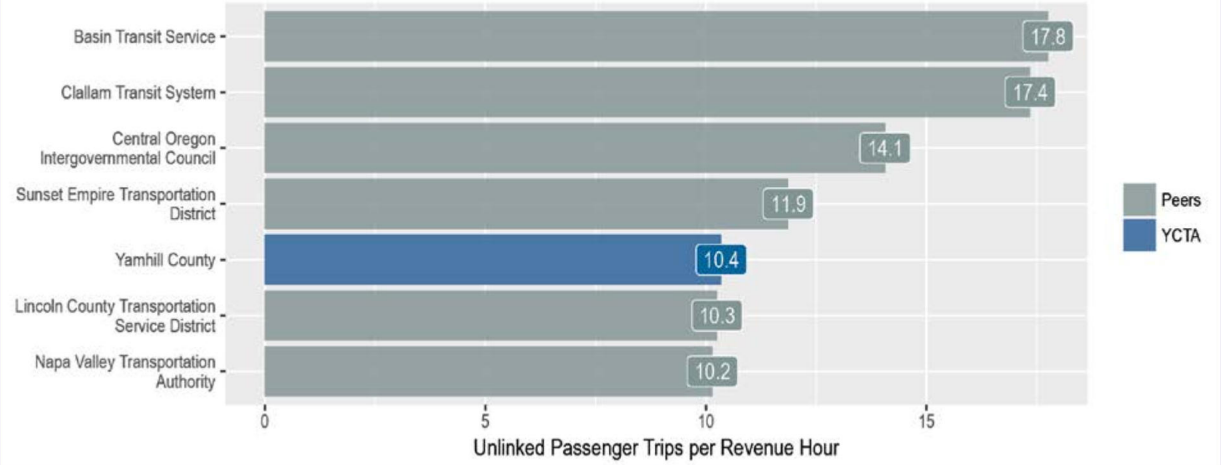
Note: % change is year-to-year, except for 2012-2016 which is % change between 2012 and 2016.

Source: 2012-2014 from National Transit Database. 2015 and 2016 from YCTA.

## Peer Comparison: Fixed-Route Service Effectiveness

Service effectiveness measures "productivity" in terms of the number of passenger trips served per vehicle revenue hour of service provided. YCTA provides moderately productive service relative to the amount of service it provides and exceeds ten trips per revenue hour, which is generally considered an acceptable level for a large area like Yamhill County.

Figure 3-11 Fixed-Route Peer Comparison: Trips per Revenue Hour, 2015




For peer review details see TDP Volume II, Section 2: TM #2, Chapter 3 and Appendix C

Source: National Transit Database 2015; US Census Bureau American Community Survey 5-year estimate.

## Fixed-Route Ridership and Performance

Detailed route profiles can be found in TDP Volume II, Section 2: TM #2, Chapter 2 and Appendix A

Figure 3-12 summarizes fixed route performance statistics and ridership by route, based on data collected for each trip over a three-week period from April 24 - May 10, 2017. Highlights include:

- There were 811 daily boardings on weekdays and 147 boardings on Saturdays.
- Most local ridership was in McMinnville. The highest intercity ridership was on Route 44/45x between McMinnville, Newberg, and Tigard.
- Route 3 in McMinnville had the lowest on-time performance among local routes; 41% of trips were late (five minutes or more behind schedule). This is in part due to high ridership demand and a large number of individual stops, including flag stops.
- Routes 5 and 7 in Newberg had very low productivity.
- Route 44/45x had the lowest on-time performance among intercity routes; nearly 50% of trips were late. This is in part due to heavy traffic congestion on the OR 99W corridor, due in part to the Dundee Bypass construction in 2017. On-time performance on YCTA's other local routes was also relatively low (64% to 71%) indicating that schedules need to be re-timed.

Figure 3-12 Route Summary Table based on Ridecheck, May 2017, Daily

| Route | | Boardings | Alightings | Service Hours | Productivity | On Time | Early | Late | Max Load | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| Weekday | | | | | | | | | | |
| 2 | East-West Express | 108 | 108 | 8.2 | 13.1 | 83% | 17% | 1% | 8 | NE Tanger Dr & NE Norton Ln (DHS) |
| 3 | City Loop | 121 | 119 | 7.7 | 15.8 | 58% | 1% | 41% | 9 | Town Center / Dutch Bros. |
| 5 | Foothills Drive | 8 | 5 | 4.6 | 1.7 | 82% | 4% | 14% | 2 | Nap's Thriftway (Newberg) |
| 7 | Providence | 11 | 12 | 6 | 1.8 | 91% | 6% | 3% | 2 | Newberg (Radio Shack) |
| 11 | West Salem | 56 | 53 | 6.6 | 8.5 | 64% | 11% | 25% | 12 | Amity Hwy 99 @ Chevron |
| 22 | Grand Ronde | 124 | 104 | 11.1 | 8.8 | 67% | 6% | 27% | 13 | Spirit Mountain East Entrance |
| 33 | Hillsboro | 85 | 61 | 8.5 | 10 | 71% | 2% | 28% | 24 | Carlton - N Pine St. Bus Shelter |
| 44 | Tigard | 275 | 270 | 22.9 | 11.2 | 47% | 6% | 47% | 25 | Sherwood Shari's |
| 45x | Tigard Express | 22 | 22 | 2.2 | 10.2 | 44% | 6% | 50% | 13 | Sherwood Shari's |
| Total / Average | | 810 | 754 | 77.8 | 9 | 67% | 7% | 26% | 12 | |
| Saturday | | | | | | | | | | |
| 24s | Grand Ronde | 41 | 34 | 6.3 | 6.5 | 76% | 1% | 23% | 6 | Spirit Mountain East Entrance |
| 46s | Tigard | 107 | 113 | 9.3 | 11.5 | 41% | 3% | 56% | 17 | Sherwood Shari's |
| Total / Average | | 148 | 147 | 15.6 | 9 | 58% | 2% | 40% | 11.5 | |

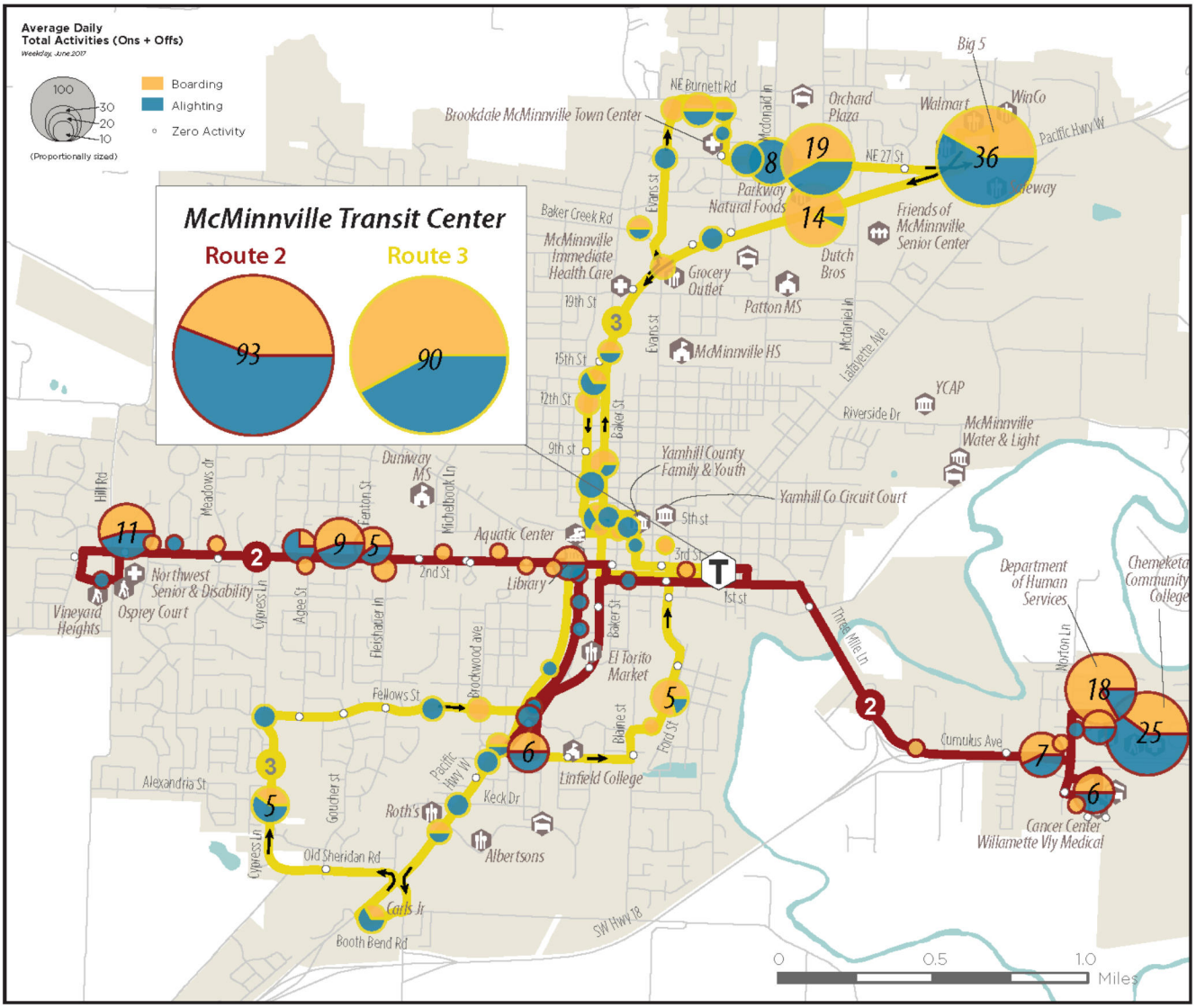
## McMinnville

Figure 3-13 shows daily ridership on the local bus routes serving McMinnville:

- Route 2 travels east-west through McMinnville between Chemeketa Community College (CCC), Willamette Valley Medical Center, and senior and social services.
- Route 3 travels north-south through McMinnville, serving destinations including WinCo, Walmart, and Safeway in the northeast and Walgreens, BiMart, Roth's, and Linfield College to the south.

Both routes have strong ridership, particularly the north portion of Route 3 and the east portion of Route 2. As noted above, on-time performance is a significant operational challenge on the north portion of Route 3.

Figure 3-13 McMinnville Routes Daily Ridership, Spring 2017



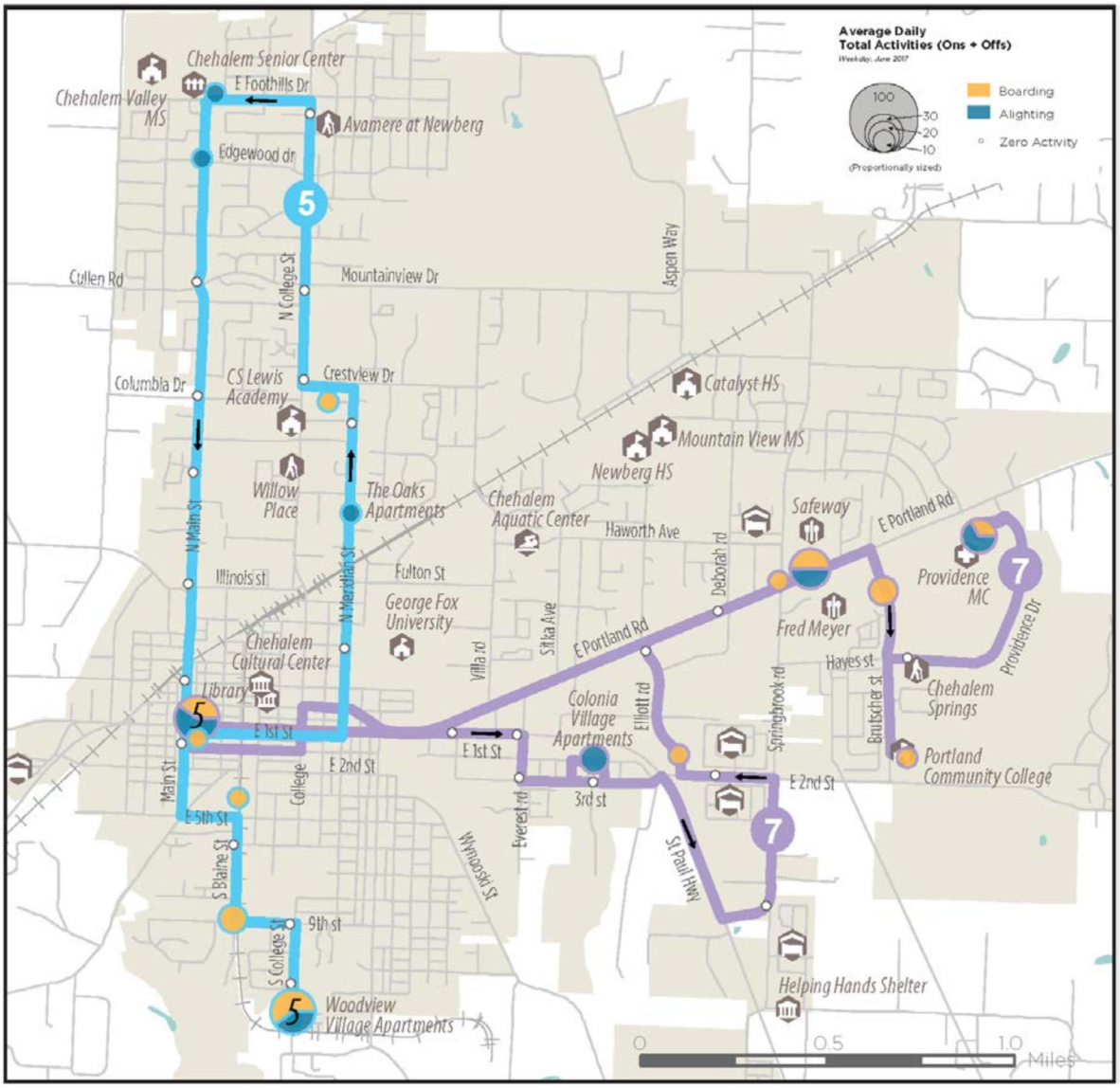
## Newberg

Figure 3-14 shows daily ridership on the local bus routes serving Newberg:

- Route 5 travels a loop around the northwest Newberg, serving George Fox University and several senior facilities, with a "there-and-back" line south of downtown connecting to Woodview Village Apartments.
- Route 7 travels east-west through Newberg, connecting Providence Medical Center, Portland Community College, and grocery stores to downtown Newberg. Bus stops along OR 99W may be 300 to 600 feet from the front door of retail stores, through parking lots that typically lack pedestrian accessways.

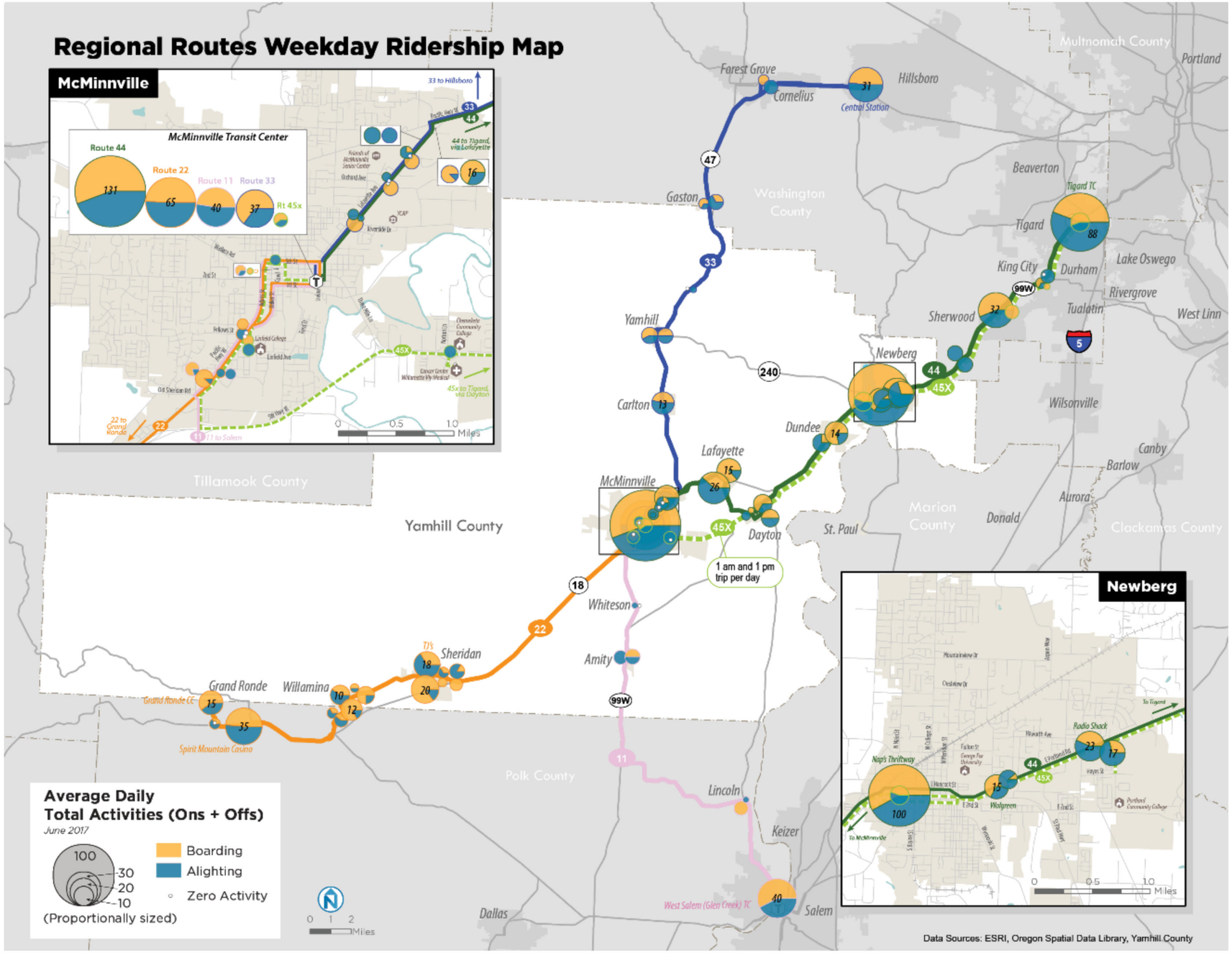
Ridership and productivity (ridership per service hour) was extremely low on local routes in Newberg during the survey period. George Fox University was no longer in session when the survey was conducted; however, a separate survey while George Fox was still in session (week of April 17) did not show ridership activity at the Route 5 stop serving the University.

Figure 3-14 Newberg Routes Daily Ridership, Spring 2017



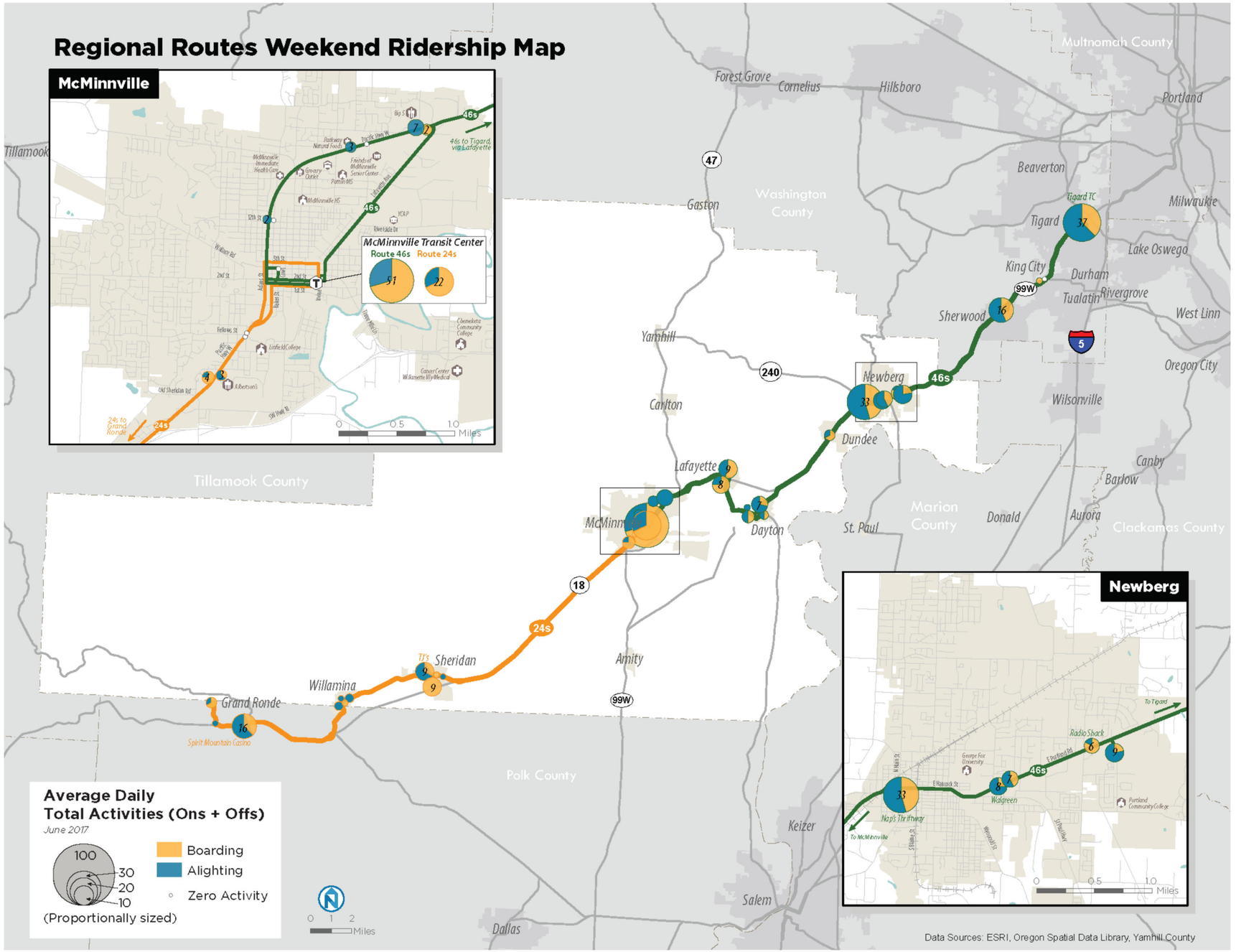
- **Route 11 (McMinnville-West Salem Transit Center):** Ridership to McMinnville Transit Center is highest in the morning, and ridership to West Salem Transit Center is highest in the afternoon. Most boarding activity occurs in McMinnville and West Salem.
- **Route 22 (McMinnville-Grand Ronde Community Center):** Ridership is relatively balanced in each direction; the Grand Ronde direction has both a morning and afternoon peak while the McMinnville direction is relatively steady across all trips in the morning and afternoon with a late afternoon peak. Boarding activity is also relatively balanced along the route.
- **Route 33 (McMinnville-Hillsboro Central Station):** Ridership for the route is relatively steady across all trips but is highest on the northbound 10:30 AM trip to Hillsboro Transit Center. Boarding activity is strongest in McMinnville and Hillsboro but also moderately strong in Yamhill and Carlton.
- **Route 44 (McMinnville-Tigard Transit Center)**: Ridership is steady throughout the day, highest on the late morning trips in both directions and lowest on the early evening trips. Ridership is highest at McMinnville Transit Center, Nap's Thriftway in Newberg, and Tigard Transit Center, but is also relatively steady across the route including along Hwy 99 in Newberg.
- **Route 45x (McMinnville-Tigard Transit Center Express)**: This route currently makes one trip to McMinnville in the morning and one trip to Tigard in the afternoon. Ridership activity is highest at Tigard TC, Nap's Thriftway, Linfield College, and Willamette Valley Medical Center in McMinnville.

Figure 3-15 Regional Routes Weekday Ridership Map



- **Route 24s (McMinnville-Grand Ronde Community Center):** Ridership is relatively balanced across all four weekend trips (midday and late afternoon trips in the McMinnville direction have the highest ridership) and is also relatively balanced across stops.
- **Route 46s (McMinnville-Tigard Transit Center)**: Ridership is relatively balanced across all four weekend trips (midday and late afternoon trips have the highest ridership) and is also relatively balanced across stops. Route 46s provides local service on Hwy 99 in McMinnville since the local fixed-routes do not operate on Saturdays.

Figure 3-16 Regional Routes Weekend Ridership Map



## Dial-A- Ride Ridership and Performance

YCTA's demand-response service includes general public Dial-a-Ride and ADA paratransit (serving person who are unable to use fixed-route service due to a disability, within a ¾ mile distance of fixed-route service in McMinnville and Newberg). Both types of trips are scheduled on the same vehicles. In 2016, demand-response service carried 31,264 riders in the McMinnville area and 10,701 in the Newburg area. On an average month in 2016, the demand-response services transported 3,497 boardings using 1,059 revenue hours—an average of 3.3 passengers per hour. Figure 3-18 shows demand-response travel patterns over a two-week period in April 2017.

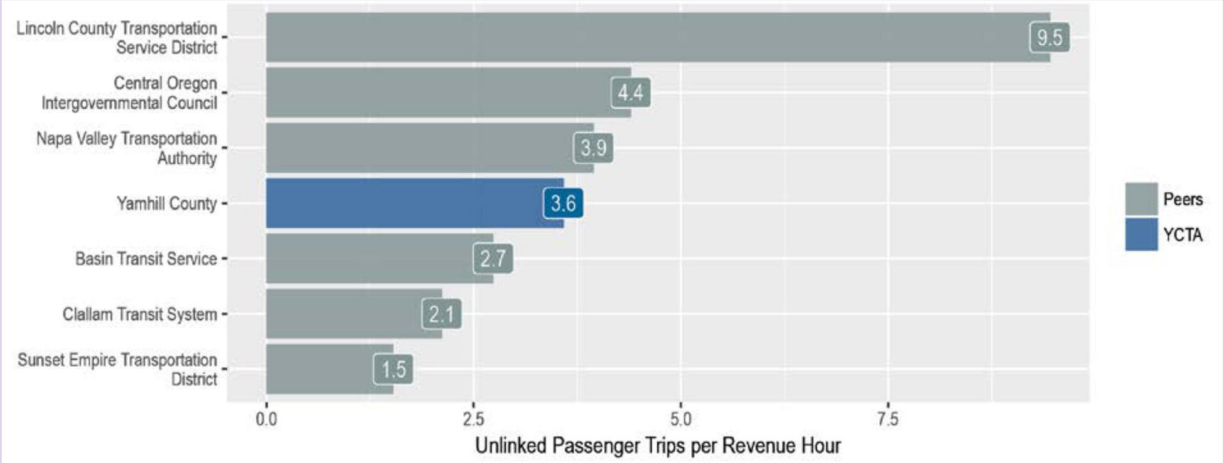
Dial-A-Ride ridership and performance highlights include:

- Approximately 90% of the trips analyzed either started or ended in McMinnville (60%) or Newberg (30%), with some rides serving Amity and Dundee (see Figure 3-18). This is due in part to limited capacity and resources to provide broader coverage in the county.
- The vast majority of demand-responsive trips are general public Dial-A-Ride; during the analysis time period, only 18 of 1,848 demand-response trips were classified as ADA trips.
- Demand is spread generally across the day, with peaks occurring at 8 AM, 11 AM, and 1 PM. This pattern generally remains consistent on all days of the week, with slightly above average ridership on Monday, Wednesday, and Friday, which could indicate part-time work schedules or other regularly scheduled activities.
- Of the 1,417 trips in April 2017 with a recorded booking purpose, 80% were work trips. As shown in Figure 3-18, top destinations include employment locations such as A-dec and Meggit Silicone; other locations are residential care or supportive housing facilities facilitating work placement and training.

### Peer Comparison: Demand-Response Service Effectiveness

Service effectiveness measures the productivity of demand-response service, in terms of the number of passenger trips served per hour of service provided. YCTA demand-response trips per revenue hour rank in the middle of the selected peers, and within industry standards for demand-response service.

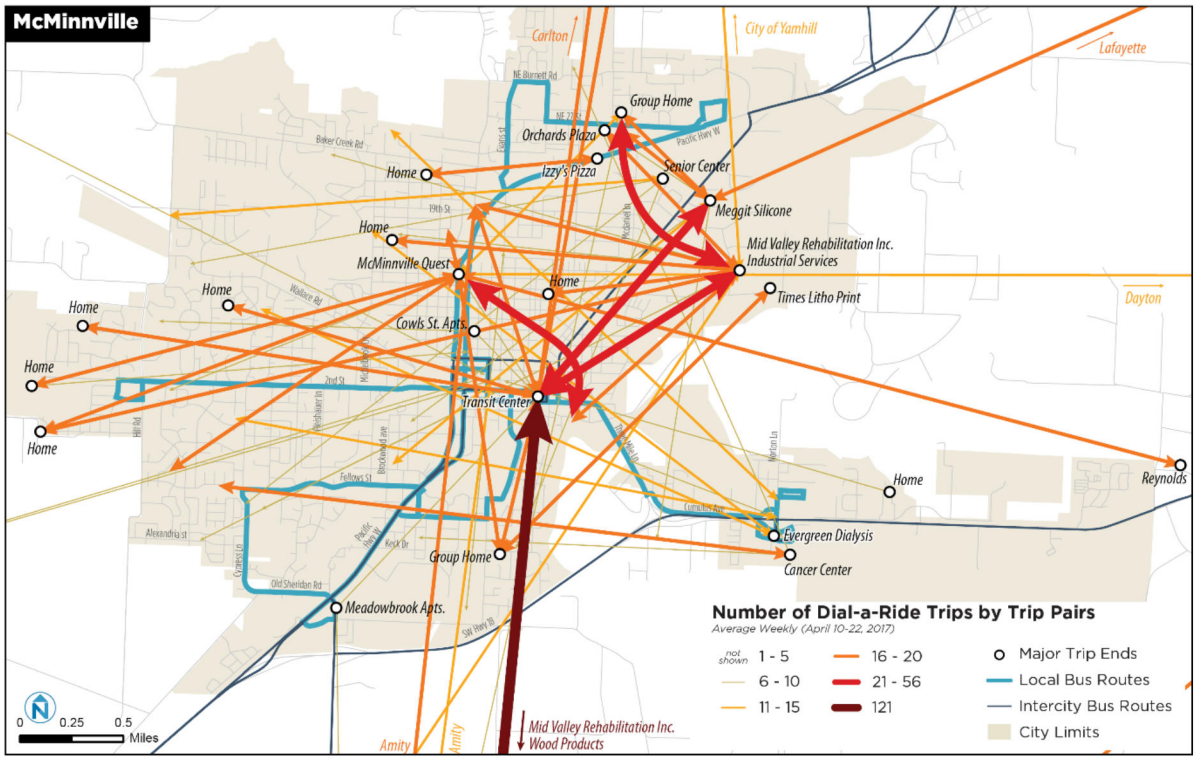
Figure 3-17 Demand Response Peer Comparison: Trips per Revenue Hour, 2016

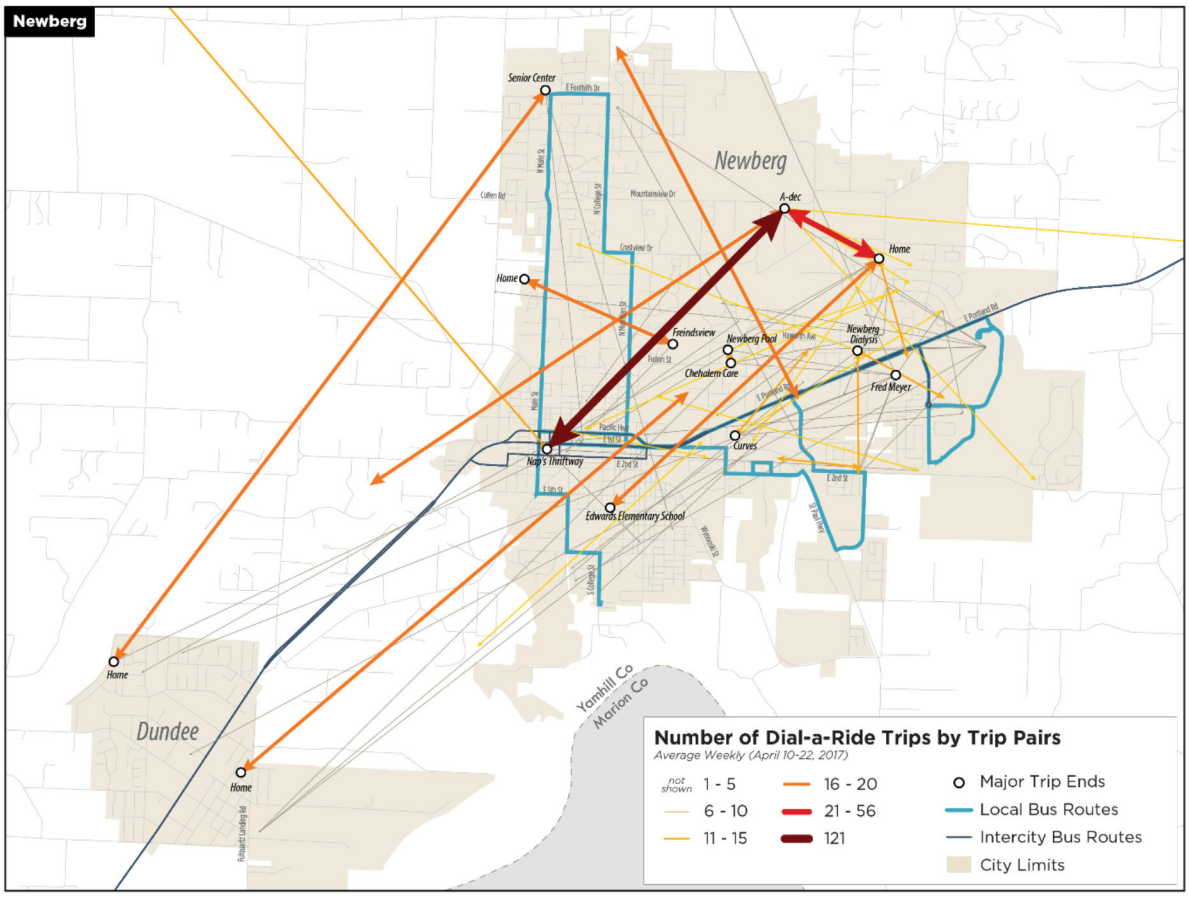



For or peer review details see TDP Volume II, Section 2: TM #2, Chapter 3 and Appendix C

Source: National Transit Database 2015; US Census Bureau American Community Survey 5-year estimate.

Figure 3-18 Dial-A-Ride Origin Destination Patterns, McMinnville and Newberg



# OTHER TRANSPORTATION SERVICES

Appendix B provides an inventory of other public transportation services. Additional detail on other transportation services can be found in TDP Volume II, Section 2: TM #2, Chapter 3 (see pages 3-41 to 3-47). See Chapter 9 for recommendations on improving regional coordination.

## Regional Transit Providers

YCTA's intercity routes connect passengers to neighboring transit systems outside the county. These neighboring systems include:

**Tri-County Metropolitan Transportation District of Oregon (TriMet)** operates transit service in the Portland metropolitan area, serving communities in Clackamas, Multnomah, and Washington counties. TriMet operates several modes of fixed-route service, including five light rail (MAX) lines, one commuter rail line (WES), and 79 bus lines. Service runs between 4:30 AM and 2:30 AM; however, WES runs during weekday commute hours only. TriMet also operates the Portland Streetcar. LIFT is TriMet's complementary ADA paratransit service, operating within a ¾-mile buffer of TriMet fixed routes. YCTA connects to TriMet in Hillsboro and Tigard. TriMet plans to build a MAX light rail extension to Tigard Transit Center, opening in 2025 or later.



YCTA Route 33 at the Hillsboro Central MAX Station/Transit Center. There is no designated bay or signage for YCTA, but YCTA is working with the City of Hillsboro to install a stop pole and seat.

**Cherriots** provides public transit service in the Salem metropolitan area. Cherriots services run weekdays from approximately 6 AM to 9 PM. CherryLift is Cherriots' ADA paratransit service, available within a ¾-mile buffer of Cherriots fixed route service. Cherriots Regional service connects to communities in Marion and Polk Counties, including Woodburn and Dallas, as well as Wilsonville.

**Tillamook County Transportation District** (TCTD) operates a Coastal Connector route (60X) that links Lincoln City, Chinook Winds Casino, Rose Lodge, Grand Ronde, and downtown Salem seven days a week. TCTD also operates the Grand Ronde Express (70X) between Grand Ronde and downtown Salem on weekdays only. TCTD is one of five member agencies of the Northwest Connector (NW Connector). Member agencies' routes have a unified website and branding to improve connectivity between communities across northwestern Oregon.

**Ride Connection** is a non-profit organization made up of a network of agencies who partner together to serve older adults, people with disabilities, low-income individuals, and the general public. Ride Connection serves the three counties in the TriMet District (Clackamas, Multnomah, and Washington). Ride Connection's Community Connector deviated fixed-route services based in Hillsboro and Forest Grove connect with YCTA. The Forest Grove GroveLink service operates from 6 a.m. to 7 p.m. with peak service in the morning and evening commute times. It features two loops – an east and a west loop – as well as an employment service providing a dedicated route to TTM Technologies in eastern Forest Grove. The Washington County Community Bus operates a morning (approximately 7 AM to 9 AM) and evening (approximately 4:30 PM to 7 PM) commuter bus between Forest Grove, Hillsboro, Banks, and North Plains.

**South Metro Area Transit (SMART)** operates transit in Wilsonville. SMART adopted a transit master plan in 2017 that calls for SMART to realign its 2X commuter route between Wilsonville and Southwest Portland to serve Tigard TC, filling in gaps when TriMet WES service does not operate.

Figure 3-19 highlights the primary connection points between regional providers and YCTA service.

Figure 3-19 Summary of Regional Transit Connections

| Community | Location | Provider | Routes |
|---|---|---|---|
| Tigard | Tigard Transit Center (8960 SW Commercial, Tigard); https://trimet.org/transitcenters/ | TriMet | WES commuter rail(weekday peak only); Routes 12, 45, 64, 76, 78, 93 |
| | | YCTA | Routes 44, 45x (weekday); 46s (Saturday) |
| Hillsboro | Central MAX Station/Transit Center (333 SE Washington St); https://trimet.org/transitcenters/ | TriMet | MAX Blue Line; Routes 46, 47, 48, 57 |
| | | Ride Connection | Washington County Community Bus (weekday only) |
| | | YCTA | Route 33 (weekday only) |
| Forest Grove | Tualatin Valley Hwy and OR 47 | TriMet | Route 57 |
| | | Ride Connection | GroveLink (weekday only) |
| | | YCTA | Route 33 (weekday only) |
| West Salem | West Salem Transit Center (Glen Creek Rd NW & Cornucopia St NW); https://www.cherriots.org/en/baymaps | Cherriots | Routes 16, 17, 26, 27 (all weekday only, although Saturday service is planned for some routes) |
| | | YCTA | Route 11 (weekday only) |
| Grand Ronde | Spirit Mountain Casino or Grand Ronde Community Center | TCTD | Coastal Connector (60X) and Grand Ronde Express (70X, weekday only) |
| | | YCTA | Route 22 (weekday); 24s (Saturday) |

# Additional Transportation Services

## Human Services / Medical Transportation

Social service transportation providers in Yamhill County include a mix of schools, churches, nonprofits and human service agencies. Many of these providers operate a single van or passenger vehicle. As of 2016, nine social service agencies are actively involved or interested in providing transportation service in Yamhill County. Eight agencies are based in McMinnville, and two are based in Salem. See Appendix B for a description of the transportation services these agencies are involved with, and for whom they are available.

## Vanpool/Carpool

Cherriots Rideshare is a public ridesharing service operated in Marion, Polk, and Yamhill counties. It is a part of Cherriots' Trip Choice program, which connects commuters with carpool and vanpool partners through Drive Less Connect, a demand-management program operated by the State of Oregon.

## Volunteer Service

Yamhill-Carlton Volunteer Transit is a volunteer demand-response service, intended for first/last-mile trips connecting with YCTA fixed-route bus services. Volunteer drivers, operating a Yamhill-Carlton Volunteer Transit van, drive passengers between their trip origin in Carlton (often their home) and the nearest YCTA bus stop. Trips must be reserved at least 24 hours in advance, and the fare is $2. The fare includes a YCTA fixed-route day pass. Yamhill County oversees this program and provides funding from the County General Fund. The program has one vehicle, which is owned by the County and maintained by the County maintenance shop.

## Airport Transportation

HUT Airport Shuttle operates a shuttle service to Portland International Airport seven days per week. The service is based in Albany, and has stop locations south and east of Yamhill County in Corvallis, Salem, and Woodburn. As an example of fares, a one-way adult rate for service from Corvallis to the airport is $49.

## Taxi Service

According to Yamhill County's 2016 Coordinated Public Transit – Human Services Transportation Plan,[12] four taxicab companies operate in Yamhill County. These include Super Cab and Rick Shaw Taxi in McMinnville, Advanced Taxi Service in Newberg, and Yellow Cab in Beaverton.

## Ride-Hailing Services or Transportation Network Companies (e.g., Lyft and Uber)

Although Yamhill County is mostly outside of the official Lyft and Uber service areas, trips on these services can be scheduled for parts of Yamhill County. The ability to schedule a trip appears to be somewhat limited based on availability of drivers to serve the trip, particularly outside of the OR 99W and OR-18 corridors, such as a trip in the OR 47 corridor that originates outside of the service areas.

## Tourist-Oriented Services

Spirit Mountain Casino operates shuttle bus routes between the Portland and Salem Metro Areas and the casino.[13] One of the routes serves Newberg and leaves from BiMart at 590 Haworth Ave in Newberg every Monday and Wednesday at 9 AM and leaves the casino at 3:15 PM. The shuttle is free, but requires a free Coyote Club membership. The casino operates the service with five over-the-road coaches. There must be 10 passengers or more for the shuttle to operate.

Several private shuttle services specialize in wine tours throughout the Willamette Valley, including Yamhill County. These private shuttles range from standard transportation to and from regional wineries, to tours that include additional wine-related programming. A list of shuttle services is provided in Appendix B.

See Appendix B for an inventory of public transportation providers. Chapter 9 provides additional discussion of Ride-Hailing Services.

[12] Yamhill County Coordinated Public Transit – Human Services Transportation Plan, 11/2016. https://tinyurl.com/y6vj2ang

[13] https://www.spiritmountain.com/shuttle

# 4 COMMUNITY INPUT AND NEEDS ASSESSMENT

This chapter summarizes public input gathered in the Existing Conditions phase of the YCTA TDP study, and provides an overall assessment of transit needs based on both community input and the analysis of existing conditions.

## SUMMARY OF COMMUNITY INPUT

Input was gathered from current riders, the general public, and a variety of stakeholders. Each outreach element is listed in Figure 4-1. The first phase of TDP outreach in Spring/Summer 2017 focused on helping develop goals for YCTA and understanding current conditions and needs. This section summarizes the results; additional details can be found in the documents indicated in the table. Additional public outreach focused on solution strategies and service design was conducted in March 2018 and is summarized in Chapter 6.

Figure 4-1 Summary of TDP Community Input

| Time Frame | Project Tasks | Outreach Tools | Detailed Results |
|---|---|---|---|
| Spring / Summer 2017 | Goals | ▪ Outreach events | ▪ Volume II, Section 1: TM #1 |
| | Existing Conditions | ▪ On-board rider survey | ▪ Volume II, Section 2: TM #2, Chapter 4 and Appendix D |
| | | ▪ Community survey | ▪ Volume II, Section 2: TM #2, Chapter 4 and Appendix E |
| | | ▪ Stakeholder meetings and focus groups | ▪ Volume II, Section 2: TM #2, Chapter 4 and Appendix F |
| | | ▪ Bus operator interviews | ▪ Volume II, Section 2: TM #2, Chapter 4 and Appendix G |
| March 2018 | Solution Strategies Service Design | ▪ Outreach events<br>▪ Community survey | ▪ TDP Chapter 6 and Volume II, Section 4: TM #4, Chapter 6 and Appendix A |




The project team held outreach events in McMinnville (Transit Center and Community Center) and in Newberg (Nap's Thriftway and Chehalem Cultural Center) on March 2 and 7, 2018 to obtain input on draft solutions from riders and the public.

# Rider (On-Board) Survey

YCTA conducted a survey of current riders on-board buses in April 2017, covering all trips on at least one weekday and weekend day. A total of 306 surveys was collected, including 10 in Spanish.

On-board survey highlights include:

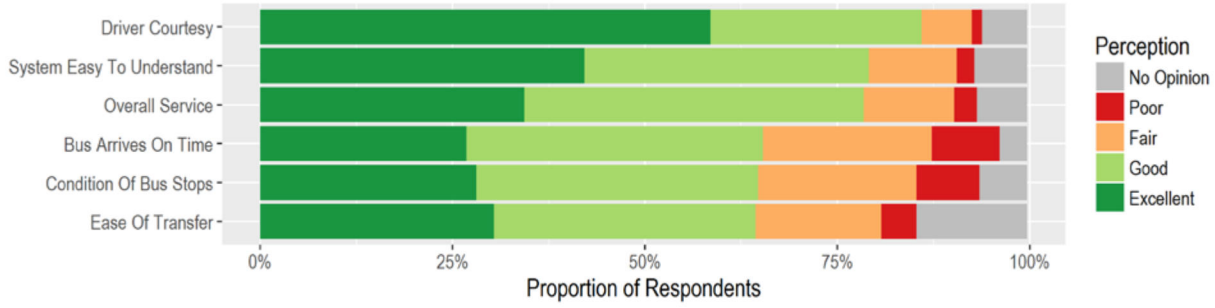
- **Age:** Mostly riders are between age 18 and 64. Approximately 4% of riders are 17 or under and 6% are 65 or over.
- **Labor Market Status:** Two-thirds of riders surveyed are employed—43% work full-time and 24% work part-time. Nearly 20% are students.
- **Income:** Over 70% of YCTA riders have a household income of less than $30,000 annually, including 43% who earn less than $15,000 per year.
- **Trip Purpose:** Most people (47%) used YCTA for travel to/from work, with other purposes evenly split between personal business, recreation/social, college/school, medical, and shopping. Linfield College and Chemeketa Community College were the most common school destinations.
- **Transfer Activity:** Approximately 29% of survey respondents connected to/from another YCTA route and/or another provider on at least one end of their transit trip.
- **Access to Transit:** More than 60% of respondents indicated they walk to and from the bus stop and the walk takes 10 minutes or less for most riders.
- **Frequency of use:** The vast majority of riders (81%) are frequent riders—who use YCTA service two or more days per week.
- **Transit Reliance:** Nearly a third of respondents indicated they would have been unable to make the trip if the bus services were not available.
- **Out-of-County Origins and Destinations:** Passengers traveling outside of Yamhill County using Route 33 (Forest Grove and Hillsboro) and Route 44 (Sherwood, Tualatin, and Tigard) connect to/from TriMet service for travel to locations in Beaverton, Hillsboro, Tigard, and around the Portland area. Route 11 passengers travel to/from other parts of the Salem area using Cherriots service (YCTA service ends at West Salem Transit Center).

## Customer Satisfaction

Over three-quarters of respondents rated their overall satisfaction with service as “good” or “excellent.”

- The vast majority of respondents (86%) rated driver courtesy as “good” or “excellent.”
- Most respondents (over three-quarters) indicated the system is easy to understand, although most respondents are frequent riders who are already familiar with the system.
- Satisfaction was lowest for on-time arrivals, the condition of bus stops, and ease of transfers.

Figure 4-2 Satisfaction with Transit Service




Q10: Please rate your perception of YCTA service (N=306)

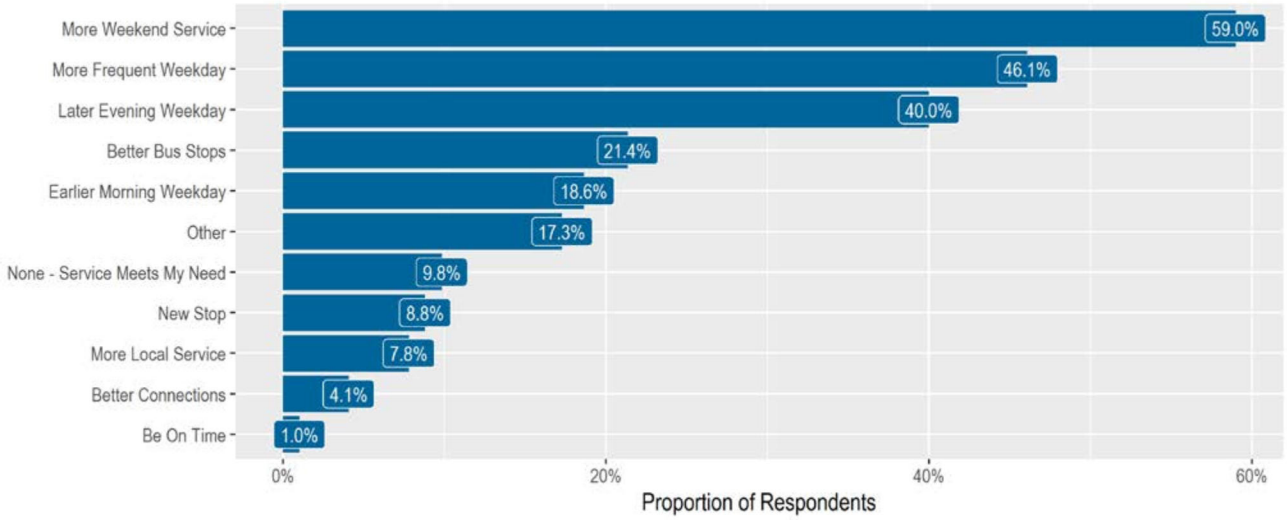
## Improvement Priorities

The top priorities among existing riders for improving service are:

- More service on weekends (nearly 60%)—also the single most important improvement (over 28%)
- Increased frequency on weekdays (46%)
- Later evening weekday service (40%). Most of these respondents service wanted service to run until 8 PM or 9 PM. (Respondents who identified earlier morning service as an improvement wanted service to start at 6 AM or earlier.)

Smaller shares of respondents identified better bus stops and earlier morning service within the "Top 3" improvements. Nearly 10% of passengers indicated that service as it operates today meets their needs.

Figure 4-3 Top Service Improvements Requested by Respondents




Q11: Please select up to THREE improvements that would help you choose to ride the bus more often (n=296)

For details on the On-Board Survey see TDP Volume II, Section 2: TM #2, Chapter 4 and Appendix D

## Community Survey

YCTA conducted a survey of the overall community to help understand travel patterns, opinions about transit, and likelihood of taking transit among the general public. The survey was available from late June 2017 through August 22, 2017. The survey was available online in English, and a paper version of the survey was available in both English and Spanish. A total of 405 surveys was collected—329 online and 76 hard-copy responses. Approximately a third of people who took the survey live in McMinnville, a third live in Newberg, and a quarter reside elsewhere in Yamhill County. The remaining responses came from people who live outside of Yamhill County.

Highlights from the Community Survey include:

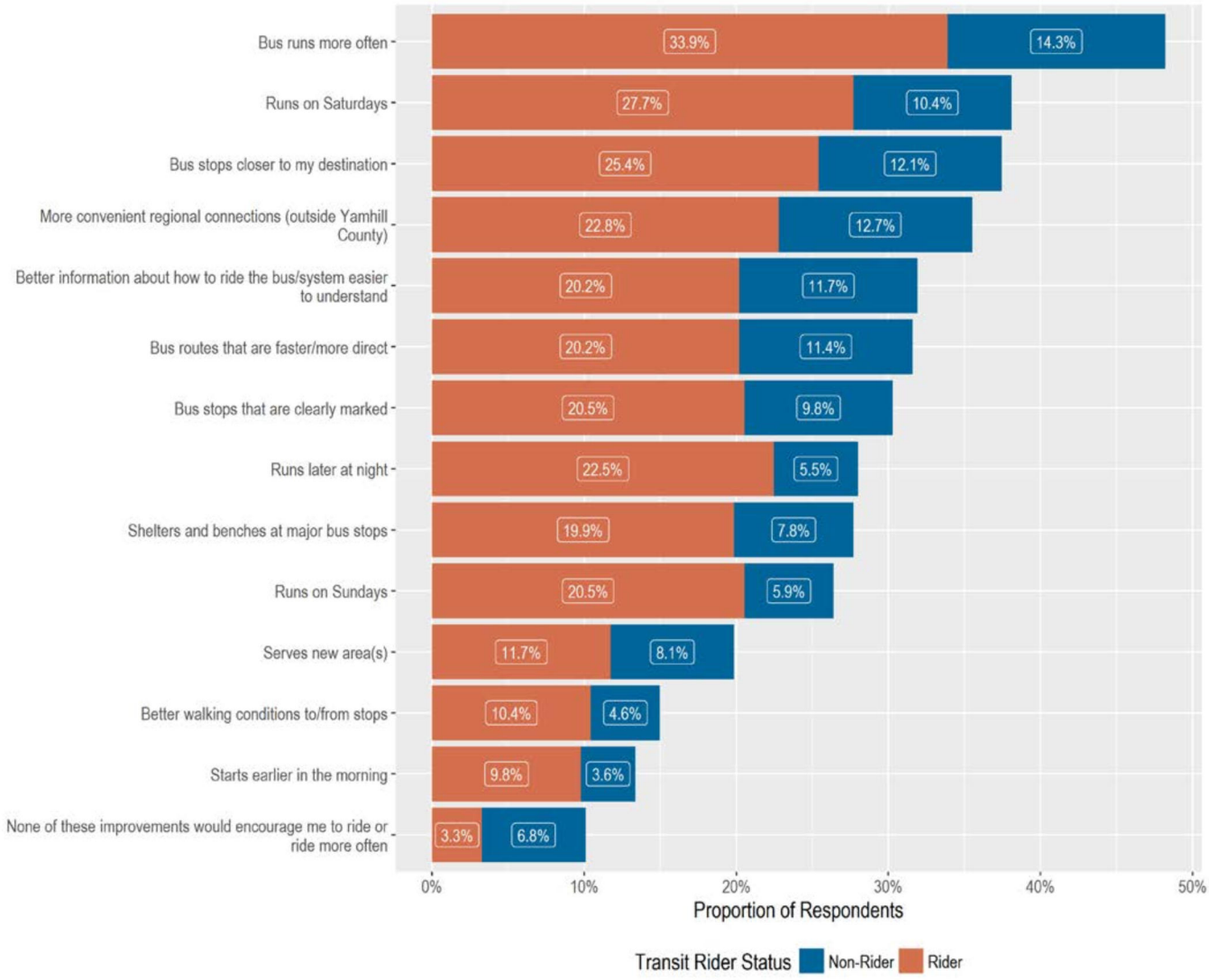
- The top destinations people would like to access by transit include major retailers (Fred Meyer, Winco, Safeway, Walmart, Albertson's, etc.) and major institutions (George Fox University, Providence Newberg Medical Center, etc.). McMinnville and Newberg were identified as key destinations from other Yamhill County cities, as were regional connections to the Portland and Salem areas.
- Over 75% of people who took the survey have access to a vehicle and would be considered "choice" riders. Approximately 60% indicated that they and/or a member of their household used public transportation within the past year, most of whom (60%) were occasional riders.
- Among people who took the survey and did not use transit in the past year, nearly half simply prefer to drive. Reasons other people did not use transit include that it is not available near their home (41%), takes too long (37%) or does not run when (34%) or where (28%) they need it to go. A relatively small share (22%) felt uncomfortable riding transit or was concerned that it is unsafe. Approximately 71% of people who did not use transit still identified a moderate or high benefit to the community from public transit service.

### Preferences for Transit Improvements

The top improvement that would encourage people to ride transit or to ride it more often is more frequent service. Figure 4-4 identifies a variety of other potential improvements. There did not appear to be a significant difference in priorities between people who had used public transportation in the past year and people who had not used transit.

Nearly 29% of respondents prioritized later evening hours. Several people commented that expanding the hours of service are an important factor in making transit work for people who don't get off work until 6 p.m. or 7 p.m., work later evening shifts, or attend college classes that run at night. Most of these respondents (70%) suggested that service end between 8:00 p.m. and 10:00 p.m. Of the 14% of respondents who said earlier service would encourage them to use the service, most wanted a start time before 6:00 a.m.

Figure 4-4 Support for Potential Improvements (up to 5 Priorities)




Q20 (Q8) What types of improvements to bus service would help you ride Yamhill County Transit or ride more often? Please rank your top five choices. (n=307)

## Relative Preferences for Potential Transit Funding Options

People were asked to identify their *relative* preference for different potential local options for funding public transportation improvements in Yamhill County. By a wide margin, people preferred a countywide product-specific tax (such as lodging, cigarettes, or alcohol)—77% of the top three ranked choices. A new vehicle fee and a business payroll tax were the next most favorably ranked local funding options—66% and 52% of the top three choices, respectively.

Q22 (Online Only): Today, the County General Fund makes up about 10% of the YCTA operating budget (about $2 million annually). State and Federal funding may not keep pace with the cost of YCTA's current service levels. Please rank the following local funding options for public transportation improvements in order of preference. 1 is most preferred, 7 is least preferred. (n=202)

For details on the Community Survey see TDP Volume II, Section 2: TM #2, Chapter 4 and Appendix E. Figure 4-12 in TM #2 provides a chart showing support for various options.

## Focus Groups

The project team conducted a series of meetings to gather input from the public and stakeholders in a small group setting, including over 40 participants at four meetings facilitated as part of the TDP study process. Figure 4-5 summarizes the issues discussed, input and ideas from focus group participants, and key opportunities.

Figure 4-5 Focus Group Summary

| Issue / Topic | Description/Comments | Opportunities |
|---|---|---|
| **Discussion of awareness and importance of transit in the community** | | |
| Awareness of YCTA service | ▪ People in the community are not aware of current service | ▪ Bus stop signs and shelters, travel training, and transit ambassadors could raise awareness |
| Importance of transit in the community | ▪ Transit is important for: Older and younger people who can't drive, Kids (major roadways and crossings are not safe), Environmental reasons | ▪ Coordinate with the business community |
| **How YCTA could better serve current and new markets** | | |
| Agricultural Workers | ▪ Agricultural work starts early in the morning (5:30 – 7:00 AM until mid-afternoon) | ▪ Vans could meet workers at points along the highway; consider vanpools through Cherriots<br>▪ Seasonal hours to accommodate agricultural work |
| Special Events | ▪ Transit could improve access and reduce congestion during special events | ▪ Events like Dayton Friday Nights, Newberg Old Fashioned Festival, local sporting events (weekends) |
| Students | ▪ George Fox University students primarily live on campus; small commute market but students who live on campus might use transit to get around | ▪ Partner with Linfield College around later evening service |
| **Barriers to using existing services** | | |
| Lack of signage and fixed stops | ▪ Stops should have signs (or at minimum, some sort of painted marking), benches, and shelters<br>▪ Flag stops not ideal, but should be better advertised | ▪ Graphical communication of how to use flag stops<br>▪ Improve legibility of readerboards for visually-impaired, especially stops served by multiple routes |
| Safety of stops and ability to access to destinations | ▪ Major roadways and crossings are not safe for kids<br>▪ Safety of stops along OR 99W<br>▪ Dfficult to navigate to front door of stores through parking lots | ▪ Provide "shopper shuttle" to improve access<br>▪ Work with Willamette Medical Center to Hospital to change from two-way to one-way operation<br>▪ Improve access to McMinnville Senior Center, Winco/Walmart, Roth's, Walgreen's, Safeway, etc. |
| Dial-A-Ride/ ADA Paratransit | ▪ Limited awareness of ADA service<br>▪ Dial-A-Ride is inconvenient – need to reserve in advance – but is appealing to some people –get picked up closer to home than fixed-route service | ▪ Participants are open to alternative service models, e.g., feeder service to fixed-routes, central connection points, point deviation, shopper shuttles, deviated fixed-routes, etc. |
| Buses | ▪ Need to upgrade vehicles and make them more passenger-friendly | ▪ YCTA is currently in the process of purchasing new vehicles |
| Fares | ▪ Generally perceived as reasonable, but pass costs are high for some populations and fares can be high for large families<br>▪ A modest increase in exchange for more service would be OK | ▪ Consider 12 and under, student, and low-income discounts, and bulk pass program<br>▪ Expand locations where passes can be purchased (e.g., Newberg) |

| Issue / Topic | Description/Comments | Opportunities |
|---|---|---|
| Communications | ▪ Use a variety of communication mechanisms (email, phone, etc.)<br>▪ Baker/Evans change not communicated well<br>▪ Challenging due to driver turnover<br>▪ Language barrier – drivers and dispatchers; people may not be awareness of the translation service that is available<br>▪ Send service alerts through Facebook and Twitter and post on website | ▪ Ensure policies allow/facilitate communications and coordination between drivers<br>▪ YCTA should communicate detour routes to riders (e.g., parades, construction)<br>▪ Worksource training grants are available and could help to increase diversity (and ability to speak multiple languages) among drivers<br>▪ Explore possible partnership with High School computer lab (around website/service alerts) |
| Information | ▪ Difficult to obtain printed materials in the past<br>▪ Website and online are both important<br>▪ An online trip planner would be useful – website and hone | ▪ Place printed materials at key locations in the community<br>▪ YCTA technology grant will help enhance capabilities |
| Safety | ▪ Perceived as safe by people who use the system – not considered a barrier. But new riders may not know that (related to awareness). | ▪ See items under "Awareness of YCTA Service" |
| Discussion of where routes run and provide service today; areas that should be served (including growth areas) | | |
| McMinnville | ▪ No service beyond Hill Road in McMinnville (many apartments in growing area)<br>▪ Apartments near 27th & Hembree near Goodwill (south of Hembree, north of 27th); Burnett Road<br>▪ Housing at Baker Creek & Hill Road<br>▪ North American Plants (east of McMinnville) | |
| Newberg | ▪ Cultural Center/Library<br>▪ NE Newberg – High School, Aquatic Center, Springbrook north of Fred Meyer (lower-income housing)<br>▪ Could reduce service frequency in order to increase coverage (more routes that run less often) | |
| Other Communities | ▪ No service in Sheridan to Deer Meadows. Bus goes past but does not stop | |
| Service between communities | ▪ Yamhill-Newberg requires transferring in McMinnville.<br>▪ Newberg-McMinnville travel patterns are mostly for access to services | |
| How could YCTA attract more riders and what are the priorities? | | |
| Service Hours ("Span") | ▪ Earlier and later hours are needed for work and school, including arriving at work at 8 AM or 9 AM considering both intercity and local routes | ▪ Consider alternative models for late night service; partner with Linfield College<br>▪ Seasonal hours (e.g., agricultural workers) |
| Days of Service | ▪ Weekend service is seen as a priority, particularly Saturday but also to Church on Sundays. | ▪ Fares could be higher for Sunday service |
| Frequency | ▪ Mixed opinions on importance of convenience (short walk) and frequency/speed | |
| Local vs. Regional Service | ▪ Regional connections are useful, but local service is as or more important and needs improvement | |
| Improve Transfers | ▪ Need well-timed transfers between local and intercity services | ▪ Bring back connection from Route 44 to Oregon Mutual Insurance (OMI) |
| Other Discussion Items | | |
| Transit Center | ▪ Restroom lock and cleanliness issues | ▪ Explore transit center in Newberg |
| Coordination | ▪ The many community organizations in the county can help raise awareness of transit | ▪ Various groups that YCTA should coordinate with (see TM #2) |

| Issue / Topic | Description/Comments | Opportunities |
|---|---|---|
| Park-and-Ride | ▪ Informal carpooling already occurs | ▪ Explore agreements with churches, etc., to support ride share, park-and-ride access |
| Land Use / Street Infrastructure / Pedestrian Access | ▪ Consider Newberg ADA/Pedestrian/Bike Route Improvement Plan | ▪ Cities should include the transit agency in development process and consider street infrastructure and the ability to accommodate transit related to new development applications |

Note: Condensed from TM #2, Figure 4-14 (See TDP Volume II, Section 2)

For details on the Focus Groups see TDP Volume II, Section 2: TM #2, Chapter 4 and Appendix F

## OPERATOR INPUT AND FIELD OBSERVATIONS

The consultant team met with bus operators and dispatchers either one-on-one or in small groups to obtain their input, and also rode most bus routes to observe how the system works and had additional informal conversations with drivers while riding the bus routes. Drivers generally communicated that they enjoy their job and appreciate that everyone works as a team to help out (e.g., Dial-A-Ride drivers pick up portions of Routes 3 and 7 when these routes get behind). They feel that they are doing their best but that the current design and timing of some routes is challenging, and the lack or quality of infrastructure reflects badly upon them.

For a detailed synthesis of operator input and the consultant team's field observations, see TDP Volume II, Section 2: TM #2, Chapter 4 (Figure 4-6) and Appendix G

## SUMMARY OF ISSUES AND OPPORTUNITIES

The table below lists key issues and opportunities identified from both community input and analysis during the TDP study Existing Conditions phase.

Figure 4-6 Issues and Opportunities

| Topic Area | Issue | Opportunity |
|---|---|---|
| Transportation System | Congestion on OR 99 results in transit delays for Routes 44, 45x, and 46s. | The Newberg-Dundee Bypass was completed midway through TDP development; along with the end of construction detours, its completion appears to have alleviated transit delays on OR 99W. |
| Land Use | The bulk of land uses in the rural portions of the county are within a ½-mile of YCTA routes. | Better promotion of service, including fixed bus stops to identify the presence of transit and where to catch the bus, may help those who can walk to access existing routes. |
| | Newberg's residential uses are primarily low and medium density. | The land uses and development patterns in Newberg may be better served by a different type of service than the fixed-routes that are provided today. |
| | In general, transit routes travel through and between all of Yamhill County's population centers. | Route alignment is generally good, but changes to service times, frequencies, or better marketing are needed to get people onto buses. |

| Topic Area | Issue | Opportunity |
|---|---|---|
| Market Analysis | Unincorporated areas of the county make up 23% of the population but accounted for 43% of the population growth from 2010-2016. | Opportunities may be limited; unincorporated areas are typically low-density and difficult to serve with fixed-route transit. |
| | The population growth rates of Carlton, Lafayette, and Newberg were the highest in the county from 2010-2016. | These communities may need additional transit service. Service in Newberg, which has two routes today, may need to be modified to tap into the city's rider market. |
| | Willamina has high percentages of both low-income residents and people with disabilities. | Many members of this community may be unable to walk to the existing Route 22 McMinnville-Grand Ronde service. |
| Economy | Vineyards are a major player in the local economy. Locations are spread out throughout the county. | Multiple private companies offer visitor transportation, but there may be an opportunity for YCTA to help transport employees, especially along the OR 99W corridor. |
| | Four of the county's top 10 employers have no transit service available. | Potentially reroute services to attract employees and coordinate with Cherriots Trip Choice on employer outreach. |
| Existing Services | YCTA does not serve several major activity centers in McMinnville, including YCAP, Virginia Garcia clinic and senior housing between the clinic and Evergreen Aviation Museum. The Virginia Garcia clinic along Cumulus Avenue in eastern McMinnville is a frequent destination; however, the road linking the Chemeketa Community College campus and Virginia Garcia is only open for emergency vehicles. | Consider revising route alignments. Route 2 could serve Virginia Garcia if the emergency roadway were open for transit vehicles (the TDP identifies funding for an automated access gate).  |
| | Service was requested at Deer Meadow Assisted Living outside Sheridan. Route 22 McMinnville-Grand Ronde passes Deer Meadow, but does not stop. There is no safe place to pull over. | While it is not possible to serve Deer Meadow given lack of roadway pull-outs and the parking lot configuration, the TDP includes alternative service models that can address this need. |
| | Passengers are not aware of where it is safe for buses to stop or how to signal drivers, and become frustrated when buses pass them by. | Consider educating the public about the flag system and transition to set stops once bus stops have been marked/signed. |
| | Shopping areas and other destinations are challenging for older adults, people with disabilities, and others to access from stops along major roadways (OR 99W). | Explore alternative service models, such as shopper shuttles (and/or other types of shuttles), to provide near front-door access to retail store, senior centers, medical centers, and other locations. |
| System Performance | Newberg routes 5 and 7 have very low ridership and productivity. | Determine if route alignment changes are needed, or if a different type of service would better fit Newberg. |
| | On-time performance is generally poor. Route 44 McMinnville-Tigard, which has the highest ridership, is on time less than 50% of the time. On-time performance is poor for McMinnville Route 3; factors are frequent flag stops and the length of the route. | Retime routes with traffic and adjust schedules to show actual running times. Evaluate whether routes are too long for predicted run time. Evaluate use of additional and well-marked fixed stops to mitigate performance issues. |

| Topic Area | Issue | Opportunity |
|---|---|---|
| Regional Coordination | Numerous agencies connect with YCTA, giving passengers the ability to traverse a large area, but it can be challenging for potential new riders to plan a multi-agency trip. | Show regional connections on a system map. Coordinate with agencies to improve signage and information at transfer locations outside of Yamhill County, and identify other potential opportunities such as coordinating schedules or making fares easy to pay and more affordable. |
| Transit Capital | Certain major stops such as Big 5 do not have a shelter or sign. | YCTA has a contract to relocate and/or install shelters and benches. As part of the TDP, create standards for when to add shelters, such as based on ridership. |
| | Few bus stop signs exist across the system. | Install signs at scheduled and/or other high-ridership stops with information about schedule and route alignment. |
| Technology) | Radios cut out in rural portions of the county. | YCTA replaced radios in 2018 using a technology grant. |
| | Deficiencies in scheduling software capabilities inhibits system performance. | Software is needed that allows dispatchers to efficiently group Dial-a-Ride trips and schedule same-day trips. This is also being addressed through YCTA's technology grant and should be in place sometime in 2018. |
| | YCTA's GTFS data is slightly different from the actual route alignments, making information online maps or trip planner information inaccurate. | GTFS data will be updated at the conclusion of the TDP. |
| Information | Individual brochures show each route map and schedule. Some routing is not consistent with printed and online materials. | Create a system map. Update printed and online materials. |
| | Riders prioritized obtaining information on the YCTA website, followed by a mobile phone app and printed materials. | YCTA has a technology grant that can be used to improve its online capabilities.<br>Using the YCTA website and mobile phones to communicate delays in real-time is a key priority. |
| | Lack of marketing for transit services. | Use new YCTA funds to ramp up communications and marketing efforts. |
| Improvement Priorities | Existing riders were least satisfied with on-time performance, condition of bus stops, and ease of transfers. | Refine schedules to more accurately reflect travel times and improve transfers, and install markings at fixed bus stops. |
| | Top improvement priorities identified by YCTA riders in the on-board survey were service on weekends, more frequent weekday service, and later evening service, followed by better stops and earlier morning service.<br>More frequent and weekend service were also top priorities in the community survey, although later service was a lower priority. Bus stops closer to respondents' destinations, better information, and faster/more direct service were higher priorities. | Priorities suggested by both riders and the community overall will inform the TDP analysis of solution strategies. |

Note: Condensed from TM #2, Figure 5-1 (See TDP Volume II, Section 2)

## OVERALL NEEDS ASSESSMENT

Overall findings from the Existing Conditions phase of the TDP include that the YCTA route alignment is generally good and useful to customers who depend on it, but that potential improvements could include::

- Schedule adjustments are needed on a variety of routes, including better timing of local and intercity route connections and to help service run on-time given actual traffic conditions.
- Some local routes need to be redesigned, particularly Route 3 in McMinnville (serving the north part of the city) which is over capacity and runs behind schedule. Routes in Newberg have very low ridership, particularly Route 5, and also need to be redesigned.
- Most transit stops lack signage or markings, making it difficult for people to know where the bus stops. Marking stops and transitioning from flag to fixed stops will improve travel times and make people more aware of transit.
- High-quality and consistent branding of vehicles and online and printed information will also raise awareness of where transit runs in the community and help people understand the system.
- Small cities in the County are served only by intercity services that make limited stops. Major shopping destinations are set-back from highways in McMinnville and Newberg, making it challenging to reach storefronts through parking lots. There are opportunities for locally-focused shopper shuttles and flexible routes to improve access to destinations.

Figure 4-7 provides a qualitative assessment of priority for various potential enhancements, based on the input from riders, the general public, focus groups, and the project advisory committee.

Figure 4-7 Needs Assessment Summary

| Potential Public Transportation Enhancement | Overall Assessment (Community Input and Existing Conditions Analysis) | Surveys | | Focus Groups | Project Advisory Committee |
|---|---|---|---|---|---|
| | | Riders | General Public | | |
| More weekend service – Saturday | High | High | High | High | Intercity: Medium<br>Local: High |
| More frequent weekday service | Medium-High (particularly intercity connections | High | High | Medium | Intercity: High<br>Local: Low |
| Later evening weekday service - until 8 PM | Medium-High | High | Medium | High | Medium |
| Better bus stops / shelters | Medium-High | Medium | Medium | High | Medium-High |
| Better information, easier to understand | Medium | N/A | Medium | High | Medium |
| Better regional connections | Low-High | Low | High | High | Low-High |
| New bus stops / closer to destination | Low-High | Low | High | High | Low-High |
| More weekend service – Sunday | Low-Medium | High | Medium | Low-Medium | Intercity: Medium<br>Local: Low |
| Expand coverage (new areas) | Low- Medium | Low | Low | High | Low-High |
| Faster, more direct service | Low-Medium | N/A | Medium | Medium | Low-Medium |
| Later evening weekday service - until 10 PM | Low-Medium | High | Medium | Medium | Low-Medium |
| Earlier morning weekday service | Low-Medium | Medium | Low | Medium | Low-Medium |

See TDP Volume II, Section 2: TM #2, Chapter 5 (Figure 5-2) for a quantitative assessment of existing service.

# 5 TRANSIT GOALS AND OBJECTIVES

The TDP goals and objectives reflect the public transportation priorities for the Yamhill County Transit Area. The goals are coordinated with goals and policies developed in other Yamhill County plans and by key partners such as jurisdictions within and affecting Yamhill County, the state of Oregon, and the Federal Transit Administration (FTA). The goals provide a framework to identify and prioritize Transit Development Plan strategies and policies to support the values and key issues in Yamhill County.

## DEFINITIONS

Goals and objectives are defined as follows:

- **Goals** establish Yamhill County's overall policy direction and organizational philosophy. These are typically value statements.
- **Objectives** offer a means to meeting a goal. They are typically action-oriented strategy statements and should be understandable, specific, attainable, and measurable. Objectives can be met through a variety of actions. For example, an objective to reduce transit travel time can be achieved by eliminating route deviations, providing more direct service, traveling on higher-speed roads, investing in traffic congestion relief solutions, and/or giving transit priority at congested intersections.
- **Performance measures** quantify characteristics of existing transit operations. Some performance measures are used as **evaluation criteria** to select and prioritize strategies as part of the TDP planning framework. A measure is a basis for comparison – to a desired goal, to peer systems, or to past performance. The most useful measures for transit planning and operations are typically ratios of product provided (e.g., transit trips) to resources expended (e.g., "revenue" hours of bus driver time). Productivity (ridership per revenue hour), for example, is a nearly universal measure in the transit industry. A good set of performance measures should rely on readily available data, and focus on key aspects of operations.
- **Performance standards** are target values for specific performance measures. They set the expectations for acceptable levels of performance. Using the productivity example, a standard of 10 to 15 boardings per revenue hour may be the threshold at which routes performing below this standard merit attention. A single performance measure may have multiple standards based on the service type, operating period, or geographic zone being evaluated. When setting performance standards, YCTA needs to balance industry norms, its goals and objectives, and any requirements from funding or other sources. For example, farebox recovery standards may be set below those of peer systems if local policy-makers agree to higher subsidies to address affordability concerns. Alternatively, operating funding requirements may not allow lowering the farebox recovery standard.

# PLANNING CONTEXT

Public transportation goals and objectives can best serve the county when coordinated with and related to relevant planning documents from state, regional, and local organizations. The project team evaluated over 20 planning documents guiding transportation and land use decisions in Yamhill County. Figure 5-1 provides a brief assessment of the key issues or "takeaways" for public transportation that were identified from the plan review. One of the key local documents guiding the YCTA goals and objectives is the Yamhill County Transportation System Plan (TSP), updated in 2015.

Along with input from YCTA and Yamhill County staff and elected officials, the Project Advisory Committee (PAC), other stakeholders, and the public, this information provided the groundwork to understand key needs and opportunities for Yamhill County's public transportation system. YCTA's goals and objectives stem directly from—and are intended to reflect—this understanding.

For additional on the Plan Review, see TDP Volume II, TM #1 and TM #1 Appendix A

Figure 5-1 Transportation / Land Use Plans and Key Issues for the Yamhill County Transit Development Plan

| Document | Key Issues and "Takeaways" |
|---|---|
| **STATEWIDE PLANS** | |
| Oregon Transportation Plan | ▪ Overarching transportation policy plan guiding transportation investments statewide.<br>▪ Goal to ensure the transit system is **easy-to-use, reliable, cost-effective, and accessible.**<br>▪ Encourages governments to consider new facilities and connections that support an **efficient transportation system** and meet the needs of the growing community.<br>▪ **Transit-supportive policies** include Mobility 1.1 (efficient multimodal system), Mobility 1.2 (multiple travel choices), Economic Vitality 3.2 (mobility options for work and recreation), Energy Supply 4.2 (alternative fuels), Creating Communities 4.3 (sidewalk networks and transit supportive development), and Coordination 7.1 (remove jurisdiction barriers). |
| Oregon Public Transportation Plan | ▪ State modal policy plan guiding investments and programs for public transportation.<br>▪ 10 goals address **user experience, connectivity, livability, equity, health, safety and security, environment, land use, efficient investments, and coordination**.<br>▪ Currently being drafted, this Plan may identify public transportation **priorities, programs and performance measures** presenting opportunities for local agencies. |
| Oregon Safety Action Plan | ▪ Statewide plan providing policy direction across all modes.<br>▪ Encourages state and local agencies to develop a transit system that **prioritizes safety and limits roadway conflicts** to support Oregon's long-term vision of zero deaths and life-changing injuries on the State system. |
| Oregon Transportation Options Plan | ▪ State modal policy plan guiding investments for transportation options (i.e., transportation demand management).<br>▪ Policies encouraging transit systems that support **multimodal connections.**<br>▪ Encourages local agencies, businesses, and educational institutions to offer **travel options programs that support transit use** (e.g., transit subsidies, Guaranteed Ride Home programs, etc.).<br>▪ Transit-supportive policies include Safety 1.1 (safe for all modes), Access 3.1 (access for all modes), and Economy 5.1 (household transportation spending) |
| Oregon Bicycle and Pedestrian Plan | ▪ State modal policy plan guiding investments for bicycle and pedestrian facilities and programs.<br>▪ Presents policies to **coordinate within and between state agencies and local jurisdictions** to ensure transit facility design integrates pedestrian and bicycle projects.<br>▪ Transit-supportive policies include Safety 1.1 (safe design), Accessibility 2.4 (multimodal connections), and Strategic Investment 8.2 (high need locations) and 8.4 (leverage funding). |

| Document | Key Issues and "Takeaways" |
|---|---|
| **YAMHILL COUNTY PLANS** | |
| Yamhill County Transportation System Plan (TSP)<br>Yamhill County Comprehensive Land Use Plan | ▪ **Public transportation is an important part of the County's long-term multimodal transportation goals** and strategies.<br>▪ It is important to **coordinate public transportation** with local and countywide transportation initiatives and land use regulations.<br>▪ **Public transportation infrastructure projects** should be included in the County TSP to ensure State law compliance. |
| YCTA Coordinated Human Services Transportation Plan | ▪ Transportation needs for customers **accessing human services** are wide ranging and best met by flexible, varied transportation solutions.<br>▪ Human services and medical needs **extend beyond Yamhill County**, which stretch limited local resources if not carefully prioritized and managed. |
| Yamhill County Agribusiness Economic Development Plan | ▪ Focuses on the County's agriculture and tourism industries, to ensure the industry can thrive, operate profitably, grow, and contribute to community livability.<br>▪ Plan stakeholders identified transportation – including public and private transit options – as a need to **support agri-tourism**.<br>▪ Transit opportunities include **local bus systems, private transportation,** and central wine tasting **"hubs"** in local communities that would support shared mobility. |
| YCTA Title VI and Limited English Proficiency Plan | ▪ **Federal Transit Administration (FTA) and Oregon Department of Transportation (ODOT) requirement** for public transportation providers to document the agency's responsibility to **assess, minimize, and mitigate negative effects on specific demographic and socioeconomic populations;** also documents the County's public notices barring discrimination and providing clear discrimination related complaint processes. |
| **LOCAL JURISDICTION PLANS** | |
| Newberg Downtown Improvement Plan<br>Newberg Comprehensive Plan<br>Newberg TSP<br>McMinnville Comprehensive Plan<br>McMinnville TSP<br>Amity TSP<br>Carlton TSP<br>Dayton TSP<br>Dundee TSP<br>Lafayette TSP<br>Sheridan TSP<br>Willamina TSP<br>Yamhill (City) TSP | ▪ Local community transportation system plans (and other local plans) detail specific roadway, sidewalk, and cycling improvements that can complement the public transportation system.<br>▪ The Yamhill County TDP will present an opportunity to align **transit capital improvements** (e.g., bus stops) with prioritized local projects and investments.<br>▪ Local land use plans describe policies and programs that encourage medium residential and employment density. The plans address land use policies and codes that direct developers to provide roadway, sidewalk, or transit facility improvements.<br>▪ The Yamhill County TDP will present an opportunity to understand and inform communities interested in implementing **transit-supportive land use** regulations and decision-making processes. |

# GOALS AND OBJECTIVES

Each goal for YCTA is presented individually, followed by objectives to support implementation of the goals. The goals and objectives were used to evaluate existing public transportation conditions and to develop and prioritize public transportation strategies presented in the Transit Development Plan.

Chapter 11 (Monitoring Implementation) provides performance measures that will allow YCTA to measure organizational progress and monitor implementation of the TDP against the goals and objectives.

**Goal 1: Mobility – provide convenient, reliable public transportation serving a range of customer needs.**

Objective 1. Achieve high route productivity by serving key ridership markets

Objective 2. Serve key activity centers with convenient hours and days of service that meet the travel needs of workers and residents *†

Objective 3. Provide direct and reliable service that supports reliable transfers to intra- and inter-county regional connections *†

Objective 4. Identify areas that will support additional or improved transit services using data-driven and customer focused methods, and coordinate improvements to the coverage, reliability, and frequency of services *

**Goal 2: Accessibility – provide public transportation services that are equitable and address the needs of all users.**

Objective 1. Coordinate with local agencies to guide transit-supportive land use policies and practices

Objective 2. Provide access to public transportation services that meets applicable County, State and Americans with Disabilities Act (ADA) standards *

Objective 3. Provide local connectivity within and between the various communities in the County *

Objective 4. Provide a mix of public transportation services to meet the needs of different rider markets, such as fixed routes, deviated fixed routes, commuter routes, dial-a-ride, community shuttles and rideshare services

Objective 5. Distribute the benefits and impacts of services fairly and address the transportation needs and safety of all users, including the young, older adults, people with disabilities, and people of all races, ethnicities, and income levels*[14]

Objective 6. Coordinate with human services agencies serving adults, seniors, and people with disabilities and veterans to identify specific resources, training and needs for these markets †

Objective 7. Provide easy to understand, affordable fare polices, products and payment systems

**Goal 3: Passenger experience – make public transportation a convenient, attractive and welcoming way to travel.**

Objective 1. Deliver transportation information to riders and the community at-large across multiple print, online, and mobile platforms †

[14] YCTA defines low-income households or people based on total income not exceeding 200% of the poverty guidelines updated periodically in the Federal Register by the U.S. Department of Health and Human Services under the authority of 42 U.S.C. 9902(2) for the 48 Contiguous States and the District of Columbia.

Objective 2. Enhance marketing, education, and promotion efforts

Objective 3. Translate all printed and online materials into priority languages identified in the YCTA Limited English Proficiency plan (e.g. translate into Spanish and employ Spanish-speaking customer service staff)

Objective 4. Invest in technologies that enhance customer service, service reliability and access to information

Objective 5. Achieve high customer satisfaction by supporting employee training and outreach.

Objective 6. Provide system legibility by installing marked signs at bus stop locations

**Goal 4: Safety and security – ensure transit riders and drivers have safe and secure vehicles and facilities.**

Objective 1. Provide for high-quality driver and dispatcher training to ensure passenger and driver safety and security

Objective 2. Provide high-quality transit facilities by including bus stop shelters, seating and other amenities that support customer comfort and convenience.

Objective 3. Maintain vehicles in a state of good repair and replace in accordance with the Transit Asset Management Plan[15] to ensure a reliable, safe and attractive public transportation system

Objective 4. Coordinate with County and local emergency managers to support robust emergency response and resiliency to natural and human disasters

Objective 5. Coordinate with local jurisdictions and Oregon Department of Transportation (where relevant) to provide safe ways to cross streets at or near major bus stops

**Goal 5: Livability and economy – integrate public transit in the transportation system to support a prosperous, healthy community**

Objective 1. Enhance access to major activity centers (e.g., major residential, employment, industrial, and institutional locations) and emerging or underserved activity centers (e.g., agricultural employment) as resources warrant *

Objective 2. Maintain and explore innovative partnerships with employers and institutions to serve rider markets and supplement public transportation funding

Objective 3. Support a multimodal transportation network by inviting access to transit via bicycling, walking

**Goal 6: Efficiency and financial accountability – manage the transit system in a fiscally responsible way to maximize return on investment.**

Objective 1. Advocate for increased funding and seek out new and innovative funding opportunities †

Objective 2. Improve system productivity and reliability to ensure efficient resource utilization

Objective 3. Coordinate with other transportation partners to ensure shared long range sustainability of public transportation services

Notes: * Denotes objectives adapted from the Yamhill County Transportation System Plan. † Denotes objectives adapted from the 2017 YCTA Coordinated Public Transit Human Services Transportation Plan.

[15] The Transit Asset Management Plan is a federally-required document in which YCTA inventories vehicles and other assets, estimates replacement timeframes, and specifies maintenance activities and schedules to ensure assets meet or exceed useful life expectations.

# 6 SERVICE PLAN

This chapter presents the long-term vision for transit in Yamhill County, including the types of services and how service will be structured. The vision was developed based on the analysis of current and future transit markets and existing YCTA services, community input and needs assessment, and the YCTA goals described in the previous chapters. It includes service design principles and a phased plan to help YCTA incrementally implement the long-term vision.

## LONG-TERM YCTA VISION

Figure 6-1 illustrates existing YCTA service and transit connections. Figure 6-2 describes the long-term vision for public transit in Yamhill County.

As described in Chapters 3 and 4, challenges for existing transit in Yamhill County include:

- **Local service runs on weekdays only** in McMinnville and Newberg.
- **Intercity services** to Hillsboro, Salem, and Tigard **have several long gaps in service** during the day.
- **Route 11 only runs to West Salem,** while most demand is for travel to downtown Salem.
- **Service within small cities** is limited, particularly for people or destinations that are not directly served by existing intercity routes and bus stops.
- **Bus stops are not marked** and **buses** lack consistent branding and some are unreliable.

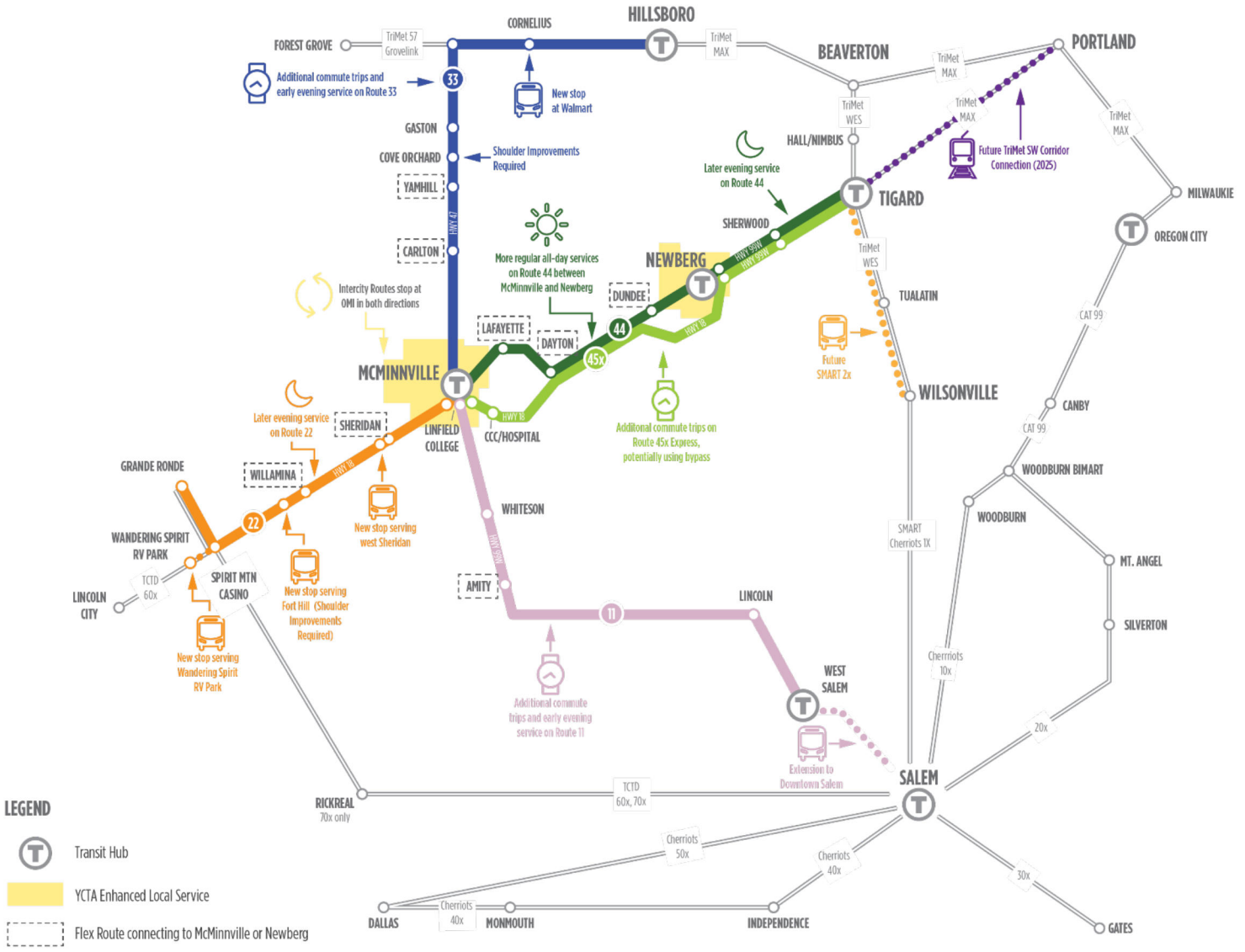
Figure 6-1 Existing Transit Service



The long-term vision for transit in Yamhill County includes:

- **Enhanced local service** in McMinnville and Newberg, including on **Saturdays.**
- **Regular all-day service on OR 99W** (Route 44) connecting McMinnville, Lafayette, Dayton, Dundee, and Newberg, with some trips continuing to Sherwood and Tigard.
- **Express service** (Route 45x) between McMinnville (via Linfield College and hospital area), Newberg, and Tigard.
- **More morning and afternoon peak period and early evening service** on intercity routes.
- **Route 11 extended** to downtown Salem.
- **Flex-route service connecting small cities** to key destinations in McMinnville and/or Newberg.
- **Marked bus stops, more shelters, better customer information, and new buses** with a consistent look.
- **Sunday service** is a lower priority, but may be possible on some routes in the long-term.

Figure 6-2 Long-Term Transit Vision



## How we got to the Vision: Service Alternatives

Providing transit service requires evaluating how to allocate limited resources between local services, inter-community connections within Yamhill County, and regional linkages. YCTA's current resource allocation is roughly balanced between locally-focused and regionally-focused service. To understand whether this service model should change, the project team developed two long-range scenarios to contrast distinct approaches to allocating public transportation resources.

- **Scenario 1: Locally-focused.** YCTA prioritizes resources for local service and connections within Yamhill County, while either reducing slightly or maintaining at current levels the resources allocated to connections outside of Yamhill County.
- **Scenario 2: Regionally-focused.** YCTA enhances regional connections to be more attractive to commuters, with more modest improvements to local service and connections within Yamhill County.

The project team then developed specific operational strategies for each scenario and screened each strategy against the YCTA goals and objectives (Chapter 5), providing a cost-benefit analysis with order-of-magnitude costs and an assessment of how each strategy helps YCTA achieve its goals. The Project Advisory Committee worked to prioritize strategies at its meeting on January 25, 2018, to help inform development of the TDP vision.

TDP Volume II, Section 4: TM #4 and the minutes for Project Advisory Committee meeting #3 summarize the results of the scenario analysis.

Figure 6-3 Selected Scenario Performance Evaluation Measures (Adapted from TM #1 and #3 Planning Framework Measures)

| Goal | Objective (numbering refers to full Goals & Objectives framework) | Performance Measure | Existing | Scenario 1: Locally Focused | Scenario 2: Regionally Focused | TDP Vision | |
|---|---|---|---|---|---|---|---|
| | | | | | | Mid-Term, 2027 | Long-Term, 2028+ |
| Service Hours | | | 35,000 | 70,100 | 59,400 | 50,340 | 70,845 |
| Estimated Operating Cost (not including capital costs, e.g., buses) | | | $2.6 million | $5.3 million | $4.6 million | $4.2 million | $5.9 million |
| Estimated Number of Vehicles in Maximum Service | | | 8 fixed-route buses<br>4 Dial-A-Ride buses | 13 fixed-route buses<br>11 Dial-A-Ride buses or vans | 13 fixed-route buses<br>7 Dial-A-Ride buses or vans | 12 fixed-route buses<br>7 Dial-A-Ride buses/vans<br>3 flex-route buses | 18 fixed-route buses<br>9 Dial-A-Ride buses/vans<br>5 flex-route buses |
| Goal #1: Mobility | 2. Serve key activity centers with convenient hours and days of service that meet the travel needs of workers and residents | Service span: hours of service (qualitative) | Local: 7 AM - 7 PM<br>Intercity: 6 am-7 PM or 6 AM-9 PM (varies by route) | Local: 6 AM - 9 PM | Local: 7 AM - 7 PM | Local: 7 AM - 7 PM | Local: 6 AM - 9 PM |
| | | | | Intercity: 6 AM - 7 PM or 6 AM - 9 PM (varies) | Intercity: 6 AM-9 PM | Intercity: 7 AM-9 PM | Intercity: 6 AM-9 PM |
| | 3. Provide direct and reliable service that supports reliable transfers to intra- and inter-county regional connections | Schedule alignment with connecting providers | N/A | More direct service but reduced midday connections | Increased frequency and service to downtown Salem | Maintain and enhance regional connections, including service to downtown Salem | |

| Goal | Objective (numbering refers to full Goals & Objectives framework) | Performance Measure | Existing | Scenario 1: Locally Focused | Scenario 2: Regionally Focused | TDP Vision | |
|---|---|---|---|---|---|---|---|
| | | | | | | Mid-Term, 2027 | Long-Term, 2028+ |
| Goal 2: Accessibility | 3. Provide local connectivity within and between Yamhill County communities | Revenue hours dedicated to connections between Yamhill County communities | 16,900 (48%) | 19,600 (27%) | 30,400 (56%) | 20,200 40% | 24,900 35% |
| | 4. Provide a mix of public transportation services to meet the needs of different rider markets | Service hours per capita<br>Peer median of 0.73, range of 0.28 to 1.24 | 0.32 (Overall Yamhill County, 2017) | 0.65 (UGB Population Forecast, 2035) | 0.55 (UGB Population Forecast, 2035) | 0.44 (Population Forecast, 2023) | 0.57 (Population Forecast, 2028) |
| | 5. Distribute the benefits and impacts of services fairly and address the transportation needs and safety of all users | low-income residents within ¼-mile of a transit stop (100% and 200% of poverty) | 100%:15,800<br>200%: 26,900 | Not Evaluated | Not Evaluated | 100%: 17,500<br>200%: 29,700 | 100%: 18,700<br>200%: 29,800 |
| Goal 5: Livability and economy | 1. Enhance access to major activity centers (e.g., major residential, employment, industrial, and institutional locations) and emerging or underserved activity centers (e.g., agricultural employment) as resources warrant | employees within ¼-mile of a transit stop | 16,700 | 19,400 | 22,900 | 22,300 | 25,000 |
| | | residents within ¼-mile of a transit stop | 35,000 (fixed-route) | 41,800 (fixed-route only)<br>(not including flex-routes in small cities) | 39,950 | 39,400 (fixed-route)<br>(not including flex-routes in small cities) | 43,000 (fixed-route)<br>(not including flex-routes in small cities) |
| Goal 6: Efficiency and financial accountability | 1. Advocate for increased funding and seek out new and innovative funding opportunities | Transit operating funding per capita, relative to peers<br>Peer median of $59.19, range of $19.52 to $105.58 | $24.14 (Overall Yamhill County, 2017) | $39 (Overall Yamhill County Forecast, 2035) | $33 (Overall Yamhill County Forecast, 2035) | $33 (Population Forecast, 2023) | $48 (Population Forecast, 2028) |

Notes: Population, jobs, and low-income access to transit calculated using Remix, LEHD 2014 and American Community Survey 2015 at the block group level, i.e., based on current levels not future projections.

## Summary of Community Input on Solutions Strategies

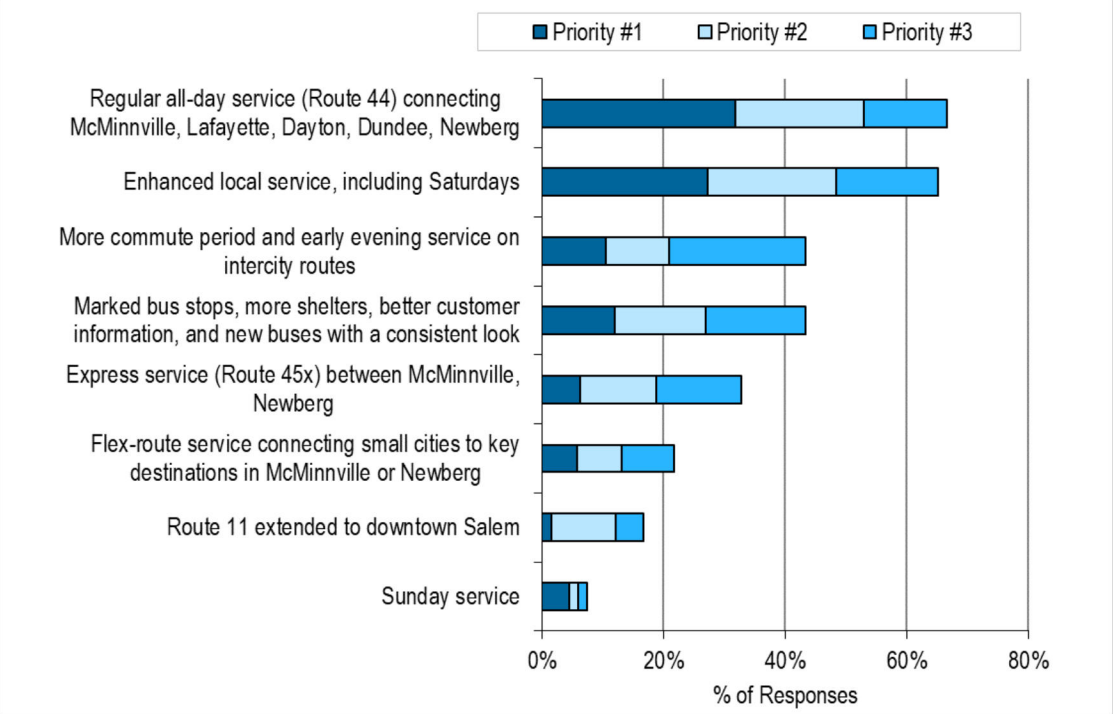
Input on proposed solutions was gathered from current riders and the general public to inform development of the vision and phasing plan. Four public events (Transit Center and Community Center in McMinnville; Nap's Thriftway and Chehalem Cultural Center in Newberg) and an online survey were conducted in March 2018, reaching or engaging approximately 125 people. This sidebar summarizes the results.

***Overall Priorities***

The overall top service priorities among people who responded to the online survey are:

- **Enhanced local service in McMinnville and Newberg** including on Saturdays—top priority for **32%** and among top 3 priorities for **67%**.
- **Regular all-day service on OR 99W (Route 44)** connecting McMinnville, Lafayette, Dayton, Dundee, and Newberg—top priority for **25%** and among top 3 priorities for **65%**.
- **Improvements to bus stops, vehicles, and customer information**—among top 3 priorities for **43%**.
- **Add commute period and early evening service on intercity routes**—among top 3 priorities for **43%**.

Figure 6-4 Overall Ranking of Proposed Enhancements

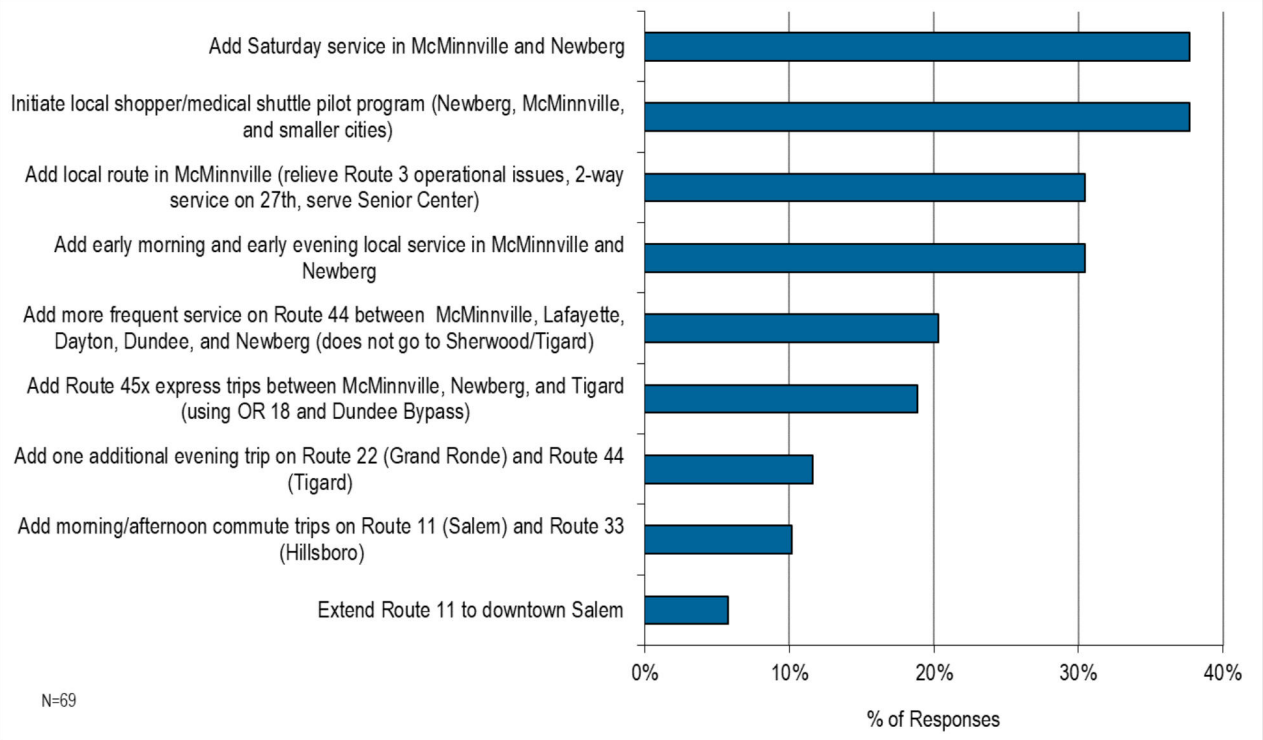



***Near-Term Priorities***

The project team asked people responding to the online survey to prioritize the two most important improvements that could be implemented first (see Figure 6-5):

- The highest priorities (both 38%) were to **add Saturday service in McMinnville and Newberg**, and **initiate a local shopper/medical shuttle pilot program** (Newberg, McMinnville, and smaller cities).
- The next highest priorities (both 30%) were to **add a local route in McMinnville** and **run McMinnville and Newberg local bus routes earlier in the morning and in the early evening.**
- A third tier of near-term priorities (approximately 20% each) was to **provide more frequent service (Route 44) between McMinnville and Newberg** (including Lafayette, Dayton, and Dundee) and **more express service (Route 45x)** between McMinnville, Newberg, and Tigard.

Figure 6-5 Enhancements to Implement First




While most people supported the proposed improvements, several **key concerns** are:

- **Dundee residents are concerned about losing service** if Route 45x (express) uses the Dundee Bypass.
- **Some people were concerned about eliminating flag stops,** particularly if the distance between assigned stops is too long on some routes.
- **Bus ridership in Newberg may not increase** in response to service improvements

Additional outreach findings include:

- **Key schedule gaps** are on Route 44 (mid-morning and mid-afternoon) and Route 33 (mid-morning).
- **Timing of connections** is important between intercity routes and between intercity and local routes.
- **Later evening hours** aligned with class/shift times are important for students and workers.
- **Rural flex route service for small cities received the strongest support,** but there was also support for starting with shopper/medical shuttles (including in McMinnville and Newberg) to experiment with the service and conducting a community-driven process to design the service in each city.
- **Marking bus stops, adding shelters, improving customer information, and improving the appearance/cleanliness of vehicles** is **a high priority**—within top 3 for **43%** of respondents.
- **Intercity routes need to have higher-capacity buses.** Smaller-capacity buses are acceptable for local routes, but **cutaways do not provide a comfortable ride.**
- Bus **schedules need to be clear and consistent,** both in print and online forms.
- **Communicating information** about delays and route changes/closures is essential.
- Programs that provide **travel training/education** would be valuable

For additional details on community input on proposed solutions see TDP Volume II, Section 4: TM #4 Chapter 6 and Section 5: TM #5 Chapter 3.

# IMPLEMENTING THE VISION

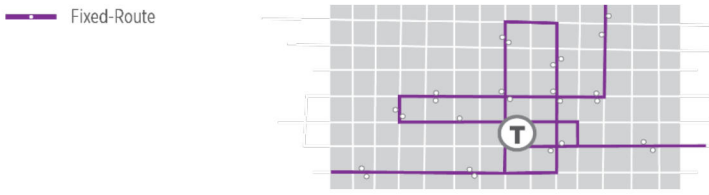
## YCTA Service Types

YCTA provides intercity (including express), local fixed-route, and demand-response service. The TDP includes two new service types—a shopper shuttle and rural flex routes. Some services are a hybrid of these service types. For example, Route 44 provides local connections in some parts of McMinnville and Newberg although it is primarily the intercity route serving OR 99W between the two cities.

**Intercity routes** operate along major arterials and state highways connecting Yamhill County cities. Intercity service includes Routes 11, 22, 33, and 44, and weekend Routes 24s and 46s. Intercity routes make limited stops in cities. **Express** intercity routes provide more direct service and/or limited stops. Route 45x provides a more direct connection between McMinnville-Newberg, including direct service to Willamette Medical Center and Linfield College. Route 44 provides connections to Dayton and Lafayette.



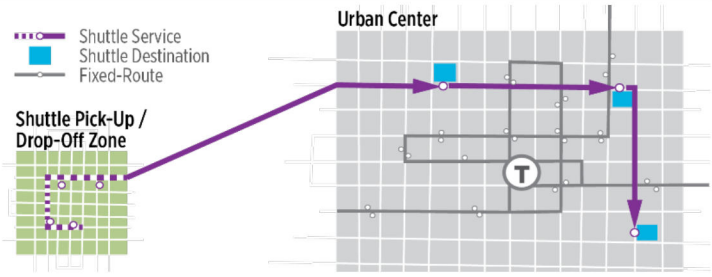

**Local routes** serve major destinations and run along both arterial and local streets. Local routes often act as feeders, bringing people to hubs where they can transfer to Intercity routes. Local service includes Routes 2 and 3 in McMinnville and Routes 5 and 7 in Newberg.



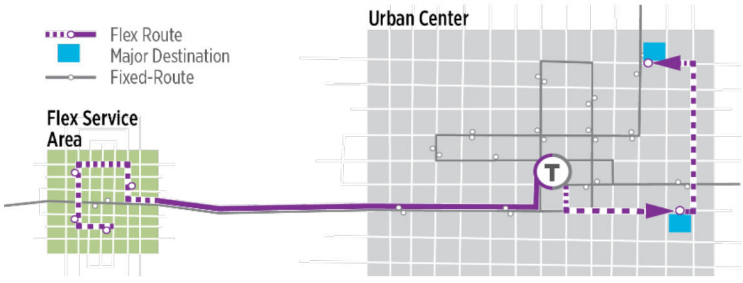

**Demand-response service** requires advance reservations. **Dial-a-Ride** for the general public provides curb-to-curb service within a geographically limited area (primarily McMinnville and Newberg). **ADA Paratransit** provides door-to-door service for ADA-eligible customers (who have a disability that prevents them from riding fixed-route service) within a ¾ mile distance of local fixed-route service in McMinnville and Newberg.




A **shopper/medical shuttle** provides door-to-door service between residential areas in McMinnville, Newberg, and small cities to selected major shopping and medical destinations in McMinnville or Newberg, on limited days and hours of service. Trips run at scheduled days and times, but advance reservations are required for door-to-door pickups and drop-offs.




A **rural flex route** makes both scheduled stops and provides curb-to-curb service (with advance reservations) in small cities, directly serving transit centers and selected major shopping and medical destinations in McMinnville and Newberg. Complementary ADA Paratransit is not required for a route deviation service like a flex route as long as deviations are provided to all riders (not just those with disabilities).



## Service Design Principles

Service design principles are broad transit service concepts that were used to develop the TDP, and provide guidance for YCTA to use in future service design decisions as it implements the Plan.

Service should be simple and direct. Routes that are direct are easier for customers to understand and remember. Direct routes are often shorter and more efficient for passengers and YCTA.




Minimize route deviations. Avoiding out-of-direction travel and keeping directional changes to a minimum make routes easier to understand and reduce overall travel time. Deviations off of the most direct route may be appropriate to avoid a bottleneck or to provide service to major shopping centers, employment sites, schools, etc. In these cases, the benefits of the deviation must be weighed against the inconvenience caused to passengers already on board. Rules of thumb for implementing route deviations include:

- The deviation will result in an increase in overall route productivity.
- The number of new passengers that would be served is equal to or greater than 25% of the number of passengers who would be inconvenienced by the additional travel time on any particular deviated trip.

In most cases, route deviations should be provided all day. Exceptions are during times when the sites that the route deviations serve have no activity—for example, schools and shopping centers.




Operate symmetrical routes. Keeping routes on one roadway in both directions provides clear, consistent service and information. Exceptions can be made where such operation is not possible due to one-way streets or turn restrictions. In those cases, routes should be designed so that the opposite directions parallel each other as closely as possible. The coverage benefits of loop or circular routes should be balanced against route efficiency and productivity.



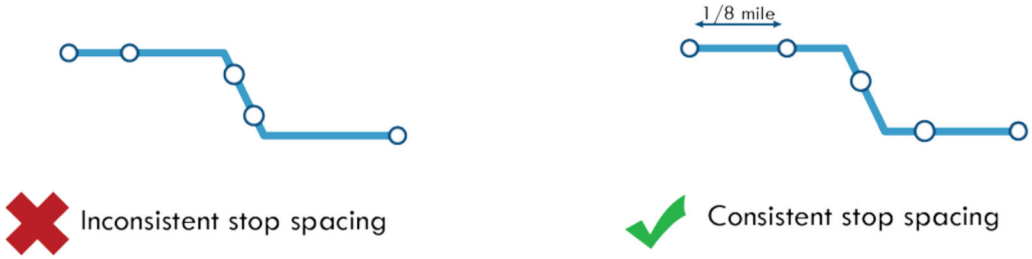
Serve well-defined markets. Match service to demand by serving destinations that typically rely upon transit. Activity centers may change over time; evaluate service periodically to ensure that routes continue to serve the highest demand areas.




Coordinate public transportation services. Provide timed transfers between local and intercity routes. Where possible, connect with frequent services to reduce the need to coordinate schedules. Transfers should be within line-of-sight or have clear wayfinding signage.




Space stops appropriately. Stop spacing directly affects bus travel times, schedule reliability, and customer access. Closely spaced stops, or stops with inconsistent spacing, increase travel time and reduce predictability. On local routes, 1/8 to ¼-mile spacing is generally appropriate, while allowing for . Intercity routes should have longer spacing between stops (e.g., ½-mile or more) within cities, depending on land use context. Fewer stops encourage people




Match vehicles to passenger demand and access needs. The highest capacity vehicles are needed on intercity services, particularly between McMinnville, Newberg, and Tigard. In cities, vehicles need to balance high passenger demand on some routes with the needed to navigate tight turns and parking lots. Flex service and demand response vehicles are general the smallest and most flexible.



## Planning Time Frames

The TDP is structured into several phases to help YCTA incrementally implement the long-term transit vision. Implementation of the plan will be contingent on future funding levels—both sustaining existing funding sources and funding from new sources. The primary new funding source is the Statewide Transportation Improvement Fund, which will provide YCTA with new revenues starting in 2019. However, STIF revenues alone will not be sufficient to implement all desired system enhancements. Other potential local revenue sources are described in the TDP Financial Plan (see Chapter 8).

Figure 6-6 provides an overview of the planning time frames and assumed funding levels.

- The **Immediate** time frame assumes cost-neutral funding, while the remaining time frames assume increased revenues.
- The **Near-Term** and **Short-Term** enhancements can be implemented with the funding level anticipated to be available for YCTA, including new revenue from the Statewide Transportation Improvement Fund starting in 2019.
- YCTA lacks funding to implement all of the **Mid-Term** and **Long-Term** enhancements. A subcommittee of the YCTA Public Advisory Committee is developing a local funding plan to determine whether additional enhancements identified for these time frames are viable.
- The **Long-Term** time frames are not constrained to funding and include additional options that could be implemented in the future.

Figure 6-6 Planning Time Frames

| Time Frame | Years* | Funding Level |
|---|---|---|
| Immediate | 0 years: FY 2018 (Summer/Fall 2018) | Cost-Neutral/Near Cost Neutral operational changes that YCTA will implement prior to plan adoption |
| Near-Term | 1 years: FY 2019 (2018-2019) | Low-cost changes assuming partial STIF funds available in FY 2019 (up to $500,000 in new revenue) |
| Short-Term | 2-3 years: FY 2020 to FY 2022 (2020 – 2022) | Phased expansion based on approximately $1.1 M in STIF funds available starting in FY 2020. Assume incremental service expansion while prioritizing significant share of new resources to address capital needs (bus stops, fleet, etc.) in early stages of the plan. |
| Mid-Term | 4-9 Years: FY 2023 to FY 2027 (2023 – 2027) | Continued service expansion is possible using STIF funding with many of YCTA's basic capital needs addressed, but additional local funding revenues would be needed to implement additional desired enhancements that are currently assumed in the long-term time frame. |
| Long-Term | 10-20 Years: FY 2028 to FY 2037 (2028-2037) | Flexible service plan (not financially constrained) |
| Long-Term (Vision) | Beyond 20 Years | Additional service options |

Note: *2018 refers to FY 2018-2019, etc. STIF = Statewide Transportation Improvement Fund

# SERVICE PLAN OVERVIEW

This section provides the detailed YCTA service plan. To be eligible for STIF funds, YCTA will need to submit a STIF Plan. Consistent with recent ODOT guidance, individual strategies are grouped into a "Project." A project can include several activities, referred to as "Tasks." Tasks correspond to different project elements, such as operations (service) and buses (capital). For example, a project to provide flex-route service in small cities could include a "operations" task for each service area and a "buses" task to purchase vehicles. YCTA will need to submit measures such as cost, service hours, service miles, and estimated ridership for each task. The TDP will provide STIF Plan information for the near-term projects that can be submitted to ODOT as early as Fall 2018.

TDP Volume II, Section 4: TM #5 Chapter 6 summarizes community input on high-level solution strategies. Appendix D and TDP Volume II, Section 5: TM #5 Chapter 3 provide additional detail on service design.

## Existing/Immediate

This section identifies a number of cost-neutral service enhancements, focused on operational improvements to the Yamhill County transit system. YCTA plans to implement these changes over the first year of the plan, starting in Summer 2018 (see Figure 6-8). Highlights include:

- **McMinnville local service adjustments** (SI1 and SI2), including interlining routes to help Route 3 run on schedule and implementing a stop closer to the Winco/Walmart front doors (see Figure 3-4).
- **Schedule and minor route/stop adjustments on intercity routes** (SI4, SI5, SI6, and SI7), including stops at OMI for Route 33 (and potentially other routes).
- **Adding a stop on Route 22 at Wandering Spirit RV Park** west of OR 18 and Grand Ronde Road (SI5).
- **Converting on-call Route 44 and/or 45x stops at Providence Hospital in Newberg and Dayton RV park to regular stops** (SI7).

Figure 6-7 Stops near Winco/Walmart (Immediate or Near-Term/Short-Term)

- Stop in Winco parking lot on existing Route 3
- Existing sidewalk can be used
- Contingent on obtaining store approval
- Feasibility of right-turn from OR 99W into parking lot needs to be tested, given concrete median and channelized right-turn island
- Appendix D (and TDP Volume II, Section 5: TM #5 Chapter 3) includes an illustration of later phase routing that can also serve a stop closer to the Safeway front door

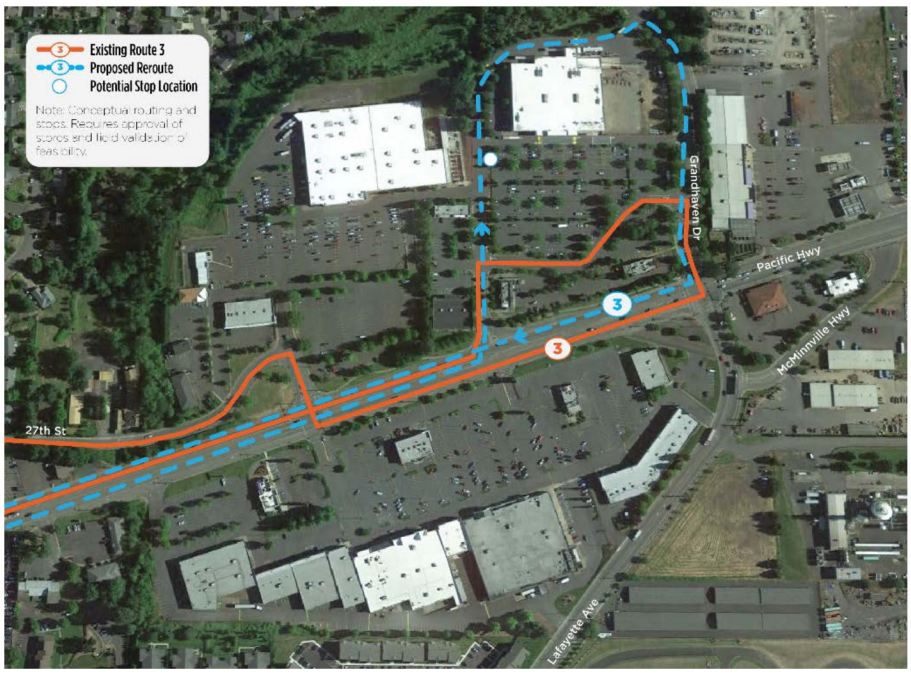


Figure 6-8 Immediate Time Cost-Neutral Service Adjustments

| Project | Task | Project Name | Project/Task Description | Routes |
|---|---|---|---|---|
| SI1 | 1 | McMinnville Local Service Adjustments | Interline McMinnville local routes and adjust schedules, to help address capacity and schedule issues on Route 3:<br>▪ One bus serves 2 East and 3 South<br>▪ One bus serves 2 West and 3 North<br>*It is recommended that these changes be made along with route renumbering to minimize passenger confusion.* | 2, 3 |
| SI1 | 2 | McMinnville Local Service Adjustments | Stop and minor routing adjustments:<br>▪ Revise Route 3 South routing at Booth Bend Rd<br>▪ Revise Route 2 East to use Dunn Pl; new Housing Authority bus stop<br>▪ Various other minor stop adjustments | All |
| SI2 | 1 | McMinnville bus stops closer to store front doors | ▪ Local buses serve stops for WinCo/Walmart near store front doors, subject to identifying suitable locations and reaching agreements with stores. (Safeway could be a later phase, contingent on Route 3 redesign) | 3 |
| SI3 | 1 | Newberg Local Service Adjustments | ▪ Schedule adjustments for Routes 5 and 7 | 5, 7 |
| SI4 | 1 | Salem Intercity Schedule, Stop, and Routing Adjustments | ▪ Schedule adjustments for Route 11 | 11 |
| SI4 | 2 | Salem Intercity Schedule, Stop, and Routing Adjustments | ▪ Add a Route 11 stop at OMI (5th & Cowls) in both directions | 11 |
| SI5 | 1 | Grand Ronde Intercity Schedule, Stop, and Routing Adjustments | ▪ Schedule adjustments for Route 22 including better timing with other intercity routes | 22/24s |
| SI5 | 2 | Grand Ronde Intercity Schedule, Stop, and Routing Adjustments | ▪ Add a stop at OMI (5th & Cowls) in both directions<br>▪ Add a stop at Wandering Spirit RV Park (west of Grand Ronde Road)<br>▪ Add a stop at Oldsville Road | 22/24s |
| SI6 | 1 | Hillsboro Intercity Schedule, Stop, and Routing Adjustments | ▪ Schedule adjustments for Route 33, including adjusting schedules of the current 10:30 AM and 12:30 PM trips from McMinnville to reduce the current 4h 30 min gap between the 6 AM and 10:30 AM trips.<br>▪ Add a stop at OMI (5th & Cowls) in both directions | 33 |
| SI7 | 1 | Tigard Intercity Schedule, Stop, and Routing Adjustments | ▪ Schedule adjustments for Routes 44 and 45x | 44/45x |
| SI7 | 2 | Tigard Intercity Schedule, Stop, and Routing Adjustments | ▪ Modify southbound stop at Langer Pkwy in Sherwood to run in the opposite direction, saving several minutes of time in the southbound direction | 44/45x |
| SI7 | 3 | Tigard Intercity Schedule, Stop, and Routing Adjustments | ▪ Convert on-call stop at Providence Hospital to a regular stop. Stops on OR 99W. YCTA will need to coordinate pedestrian access improvements with ODOT & City of Newberg. | 44/45x |
| SI7 | 4 | Tigard Intercity Schedule, Stop, and Routing Adjustments | ▪ Convert on-call stop at Dayton RV Park to a regular stop. Stops on OR-18. YCTA will need to coordinate shoulder improvements with ODOT. | 44 |

| Project | Task | Project Name | Project/Task Description | Routes |
|---|---|---|---|---|
| SI7 | 5 | Tigard Intercity Schedule, Stop, and Routing Adjustments | ▪ Modify Route 45x to serve Linfield College stops on OR 99W at Fellows St | 45x |

## Near-Term

As described below and illustrated in Figure 6-18 (System), Figure 6-19 (McMinnville), and Figure 6-20 (Newberg) where applicable, in the near-term (2019-2020) YCTA would:

- **Implement local service changes in McMinnville** (Project SN1) as shown in Figure 6-19:
  - Renumber routes to make service easier to understand. Routes 2 and 3 each consist of two segments that take approximately 30 minutes to complete and serve the transit center twice. This change would provide a unique number for each portion of the route. See Figure 6-10 (table) and Figure 6-19 (map) for a description of the new route numbers.
  - Redesign Route 3 to improve reliability and capacity, including service to the Senior Center (along McDaniel) and two-way service on 27th Avenue and Evans Street. This would improve service to McMinnville High School and multifamily housing and apartments in northeast McMinnville. The routing incorporates a near-term change to serve the Winco/Walmart parking lot.
  - Extend Route 4 (existing Route 2 West) along 2nd Street west of Hill Road and south on Adams and Baker Streets to Booth Bend Road.
  - Extend service hours for Routes 2 and 4 (existing Route 2 West and East) to start at 7 AM (same as Routes 1 and 3).
- **Implement local service changes in Newberg** (SN2) as shown in Figure 6-20. This cost-neutral change would add an additional bus to fixed-route service and provide four routes, each operating generally in each quadrant of the city. Each route would take approximately 30 minutes to complete and return to the downtown transit center. Particularly for Route 5 (northwest) and 6 (southwest) there may be time to accommodate deviation requests. This project would serve Northeast Newberg, including Newberg Schools, Head Start, and A-dec.
- **Add trips on Route 44 between McMinnville and Newberg** (SN3 – Phase 1), to provide more frequent, consistent service between McMinnville, Lafayette, Dayton, Dundee, and Newberg. This project reduces waiting times and long schedule gaps on YCTA's highest-ridership route. Added trips would not continue to Sherwood/Tigard.
- **Modify Route 44 to run along OR 99W in McMinnville** (SN4) as shown in Figure 6-19. This cost-neutral project improves legibility (ease-of-understanding), provides access to destinations along OR 99W and in downtown McMinnville, and allows Route 44 to serve the same route and stops on weekdays and Saturdays. This change would be concurrent with SN1, which would modify Route 3 North to provide service to most existing stops on Lafayette Avenue.
- **Modify Route 33 to relocate the westbound Forest Grove stop and add eastbound and westbound stops at Walmart in Cornelius** (SN5).
- **Implement a pilot shopper/medical shuttle** (SN6) serving Sheridan/Willamina/Amity, Carlton/Yamhill, Dayton/Lafayette, Newberg/Dundee, and McMinnville. This would incorporate a community-driven process to develop the specific initial and longer-term design for each set of cities, and evolve into more frequent local service in the cities/markets where it is well-utilized. The service would utilize small vans, which would allow it to serve destinations that are inaccessible in a larger intercity bus, such as Deer Meadows Assisted Living in Sheridan. The

service would incorporate on-demand technology to allow it to be used in a more real-time manner, as opposed to traditional demand-response service that requires advance reservations.

- **Mark and sign all bus stops and install amenities** (capital project). All bus stops would be marked or have signs installed, and shelters would be installed at high-demand stops. Over time YCTA would transition away from flag stops for its local routes, which will make service faster and help routes stay on schedule.

Maps are provided in Figure 6-18 (System Map with McMinnville and Newberg insets), Figure 6-19 (McMinnville), and Figure 6-20 (Newberg). See Figure 6-21 for individual project details.

## Short-Term

As described below and illustrated in Figure 6-18 (System), Figure 6-19 (McMinnville), and Figure 6-20 (Newberg) where applicable, in the short-term (2020-2022) YCTA would:

- **Extend Route 2 (East) in McMinnville to serve NE Cumulus Avenue** (SS1) including the Virginia Garcia Clinic and other housing; this project requires modifications to an access roadway connecting NE Cumulus Avenue to the Chemeketa Community College parking lot. The TDP provides a capital funding allowance for this improvement.
- **Extend local evening service hours in McMinnville and Newberg to 7 PM** (SS2 and SS3) for fixed-route and Dial-A-Ride service.
- **Transition away from flag stops on local fixed-routes in McMinnville and Newberg** (SS4), once all stops have been marked or signed. This will include outreach to ensure stops are located in the right places. Once implemented the change will help routes run on schedule.
- **Add trips on Route 44 between McMinnville and Newberg** (SS5 – Phase 2), filling remaining schedule gaps.
- **Extend Route 11 to the downtown Salem Transit Center** (SS6). Route 11 currently connects to Cherriots service at West Salem Transit Center. The route would likely be renamed to avoid confusion with Cherriots Route 11 and could continue to stop on Wallace Road near the West Salem Transit Center.
- **Add an additional early evening trip on Route 22 between McMinnville and Grand Ronde** (SS7), coordinated with shift times at the Spirit Mountain Casino and with TCTD Route 60X to Lincoln City.
- **Expand the Shopper Shuttle pilot projects to flex-route service in two geographic areas** (3 days per week, 10 hours per day) – SS8. Yamhill/Carlton and Sheridan/Willamina/Amity are recommended since they have the least existing service; the McMinnville-Newberg Connector (SN3 and SS5) will increase service to Dayton and Lafayette. An existing volunteer program serving Yamhill/Carlton could be transitioned to this service. Sheridan/Willamina have a high need and potential market size based on population and geography. YCTA should monitor existing intercity routes to see if there are changes in ridership that could allow some low-demand trips to be discontinued.

Maps are provided in Figure 6-18 (System Map with McMinnville and Newberg insets), Figure 6-19 (McMinnville), and Figure 6-20 (Newberg); Figure 6-21 provides individual project details.

## Mid-Term

As described below and illustrated in Figure 6-18 (System), Figure 6-19 (McMinnville), and Figure 6-20 (Newberg) where applicable, in the mid-term (2023-2027) YCTA would:

- **Implement local service on Saturdays in McMinnville** (SM1).

The mid-term also includes two contingencies for service in Newberg:

- **Modify service in Newberg coordinated with a potential new transit center** (on- or off-street) in downtown Newberg (could also be short-term, depending on timing).
- **Add Dial-A-Ride and ADA Paratransit capacity in Newberg**, if warranted based on demand, since one Dial-A-Ride vehicle is being shifted to fixed-route service in the near-term (SM2).

Maps are provided in Figure 6-18 (System Map with McMinnville and Newberg insets), Figure 6-19 (McMinnville), and Figure 6-20 (Newberg), Figure 6-21 provides individual project details.

## Long-Term

The long-term time frame is not fiscally-constrained and includes additional options supported by TDP community input and analysis that YCTA could implement based on available resources.

As described below and illustrated in Figure 6-18 (System), Figure 6-19 (McMinnville), and Figure 6-20 (Newberg) where applicable, in the long-term (2028-2037) YCTA would:

- **Enhance intercity service to be better meet work and school trip needs** by adding a later evening trip to Tigard and early evening trips to Salem and Hillsboro (SL1), and adding additional morning and/or afternoon trips to Salem and Hillsboro (SL2). Depending on YCTA's financial and capital resources, and future productivity of these routes, these projects could be blended with SV1 (Long-Term Vision) which would require at least one additional vehicle but would increase frequency during morning and afternoon peak periods making the service significantly more convenient.
- **Add additional express trips between McMinnville, Newberg, and Tigard** in the morning and afternoon commute periods (SL3). Depending on future traffic conditions, YCTA can evaluate the tradeoffs of routing express trips using the Dundee Bypass. (Performance data can be obtained from ODOT.)
- **Expand Saturday service on intercity routes between McMinnville and Salem, and between McMinnville and Yamhill/Carlton** (SL4). Extending Saturday service between Yamhill and Hillsboro is not included in this project, but could be considered depending on demand and available funding (see SV2).
- **Expand small city flex-routes to three days per week in a third geographic area (Dayton/Lafayette is assumed) and expand the Sheridan/Willamina flex-route to operate five days per week** (SL5).
- **Expand shopper shuttles serving Dundee/Newberg and/or McMinnville to five day per week operation** (SL6).
- **Implement earlier (starting at 6 AM) and later (until 9 PM) local service hours in McMinnville and/or Newberg** (SL7).
- **Develop a pilot flex-route serving the area east of Lafayette Avenue in McMinnville** (SL8), including YCAP, McMinnville Power & Light, Dental Clinic, and employment areas, e.g., Cascade Steel, North American Plants, etc.). YCTA may be able secure grant funds for emerging mobility pilot projects or STIF discretionary funds to implement this service sooner.

- **Implement a new route serving the Hill Road and Baker Creek Road area in northwest McMinnville** (see Figure 6-19); this route would serve Lafayette Avenue and allow modifications of Route 3 (SL9). The feasibility of this route is dependent on development density and activity centers along the route.

Maps are provided in Figure 6-18 (System Map with McMinnville and Newberg insets), Figure 6-19 (McMinnville), and Figure 6-20 (Newberg), Figure 6-21 provides individual project details.

## Long-Term "Vision"

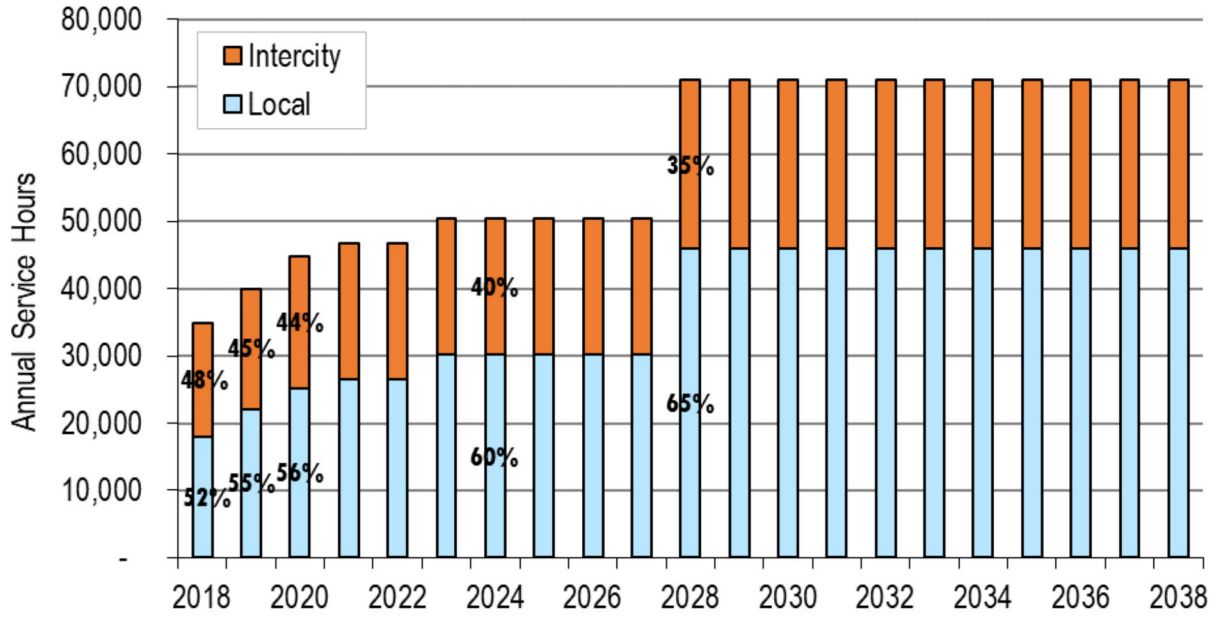
The Long-Term "Vision" time frame includes additional long-term enhancements that YCTA could implement based on the results of near-, short-, and mid-term enhancements (e.g., ridership), future land use conditions, and future funding levels. These potential projects include:

- **Increase peak period frequency to Salem and Hillsboro** (SV1). Current service runs as often as every 90 minutes (Salem) to two hours (Hillsboro) with a single bus serving each route. More frequent service during peak hours would require adding an additional bus during peak hours. This project would depend on ridership demand on existing service.
- **Expand Saturday service** (SV2). This project includes enhancing Saturday frequency on Route 44 between McMinnville and Tigard, extending Route 33 to Yamhill, increasing Saturday Dial-A-Ride capacity in McMinnville, and providing Saturday service in Newberg.
- **Implement Sunday service** (SV3). Based on TDP outreach, Sunday service is generally seen as a low to medium priority, but was identified as a "Medium" priority for YCTA's Grand Ronde and Tigard routes by 66% of people who provided input on those service areas in an online survey in March 2018 (see TDP Volume II, Section 4: TM #4, Chapter 6). Routes 22 (24s) and 44 (46s) would therefore be the highest priorities for Sunday service, along with some level of local service. TDP focus group participants suggested that less frequent service and/or a higher fare would be acceptable on Sundays.
- **Expand local service** (SV4). Additional local frequency and/or Dial-A-Ride capacity could be added in McMinnville and Newberg, as warranted by YCTA service standards (e.g., productivity, passenger loading, etc.)

## Service Hours by Service Type

Figure 6-9 provides a breakdown of service hours by local and intercity service. Existing YCTA service is nearly evenly split between local and intercity services (the latter includes both connections between Yamhill County cities and out-of-county service). Based on input from the community and the Project Advisory Committee, the TDP prioritized enhancements to local service. The proposed plan increases the share of local service to 60% of service hours by the mid-term time frame, and to 65% in the long-term.

Figure 6-9 Existing and Planning Service Hours by Local and Intercity Service Type



## Route Number Changes

Figure 6-10 summarizes recommended changes to YCTA route numbering, to improve legibility of routes by separating different routes patterns into separate route numbers; this also allows YCTA to more easily interline local routes in order to maintain on-time performance or for other operational reasons. Shifting Newberg routes to the 10-19 range allows future expansion in McMinnville while keeping route numbers in the same range (1-9).

Figure 6-10 Existing and Recommended Route Numbering

| Service Area | Existing Route Number | | New Route Number | Notes |
|---|---|---|---|---|
| | Weekday | Weekend | | |
| McMinnville | 3 South | - | 1 | Split two parts of route into individual routes |
| | 2 East | - | 2 | No change to route number |
| | 3 North | - | 3 | No change to route number |
| | 2 West | - | 4 | Split two parts of route into individual routes |
| | - | - | 5-9 | Reserved for future |
| Newberg | 5 | - | 15 | Split Route 5 into two individual routes; modify to avoid conflict with future McMinnville routes |
| | | - | 16 | |
| | 7 | - | 17 | Change |
| | - | - | 18 | Change |
| | - | - | 10-14,19 | Reserved for future |
| McMinnville-Salem | 11 | - | 80x | Change to avoid conflict with Cherriots Route 11 with extension to downtown Salem |
| McMinnville-Grand Ronde | 22 | 24s | 22 | Same weekday and weekend route number |
| McMinnville-Hillsboro | - | - | 33 | No change |
| McMinnville-Newberg-Tigard | 44 | 46s | 44 | Same weekday and weekend route number |
| | 45x | - | 45x | No change |

## System Maps

**Immediate** time frame maps are provided in Figure 6-16 (System) and Figure 6-17 (McMinnville/Newberg), including changes that YCTA will implement starting in Summer 2018.

**Near-Term, Short-Term, and Mid-Term** changes that YCTA will implement starting in 2019 are shown in Figure 6-18 (System), Figure 6-19 (McMinnville), and Figure 6-20 (Newberg). Where applicable these maps also indicate long-term changes.

## System Operating Plan

Figure 6-11 and Figure 6-12 summarize the TDP operating plan (hours of service or the number of trips) on YCTA routes on weekdays and Saturdays, respectively. Figure 6-14 provides a summary for small city flex-route services (including shopper/medical appointment shuttles in McMinnville and Newberg/Dundee).

Figure 6-14 (weekday) and Figure 6-15 (weekend) provide a detailed listing of the YCTA service span (hours of operation) and frequency for each route in each plan time frame.

Figure 6-11 Summary of Changes to Weekday Service Span or Number of Intercity Trips

| Route | Existing | Near-Term to Mid-Term | Longer-Term |
|---|---|---|---|
| McMinnville Local Service | 7 or 8 AM – 6 PM | 7 AM – 7 PM | 6 AM – 9 PM* |
| Newberg Local Service | 7 AM – 6:30 PM | 7 AM – 7 PM | 6 AM – 9 PM |
| McMinnville-Salem | 5 | Extended to downtown Salem | +3 trips (AM / PM / early evening*) |
| McMinnville-Grand Ronde | 7 | +1 evening trip | No change |
| McMinnville-Hillsboro | 5 | No change | +3 trips (AM / PM / early evening*) |
| McMinnville-Tigard | 9 | No change | +1 late evening trip* |
| McMinnville-Newberg | - | +4 round trips | No change |
| McMinnville-Tigard Express | 1 AM / 1 PM | No change | Up to 4 additional one-way trips* |

Figure 6-12 Summary of Changes to Saturday Service Span or Number of Intercity Trips

| Route | Existing | Near-Term to Mid-Term | Longer-Term |
|---|---|---|---|
| McMinnville Local Service | - | 8 AM – 6 PM | 8 AM – 6 PM |
| Newberg Local Service | - | - | 8 AM – 6 PM |
| McMinnville-Salem | - | No change | 4 trips |
| McMinnville-Grand Ronde | 4 | No change | No change |
| McMinnville-Hillsboro | - | No change | 4 trips (initially to Yamhill-Carlton only) |
| McMinnville-Tigard | 4 | No change | No change |

Figure 6-13 Summary of Small City Flex-Route Service Days and Hours

| Near-Term | Short-Term | Mid-Term | Long-Term |
|---|---|---|---|
| 1 to 3 days/wk, 4 hours/day | 3 days/wk, 10 hours/day | | 5 days/wk, 10 hours/day |
| McMinnville | | | McMinnville (4 hrs) |
| Newberg-Dundee | | | Newberg-Dundee (4 hrs) |
| Yamhill / Carlton | Yamhill / Carlton | | |
| Sheridan / Willamina / Amity | Sheridan / Willamina / Amity | | Sheridan / Willamina / Amity (10 hrs) |
| Dayton / Lafayette | | Dayton / Lafayette* | |

Figure 6-14 Long-Term System Operating Plan – Weekday, Service Span and Frequency or # of Trips

| Service Area | | | Existing / Immediate | | Near/Short/Mid-Term | | Long-Term | | Long-Term (Vision) | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Route | Description | Service Span | Frequency | Service Span | Frequency | Service Span | Frequency | Service Span | Frequency |
| McMinnville | 1 | South | 7 AM- 6 PM | 60 min | 7 AM – 7 PM | 60 min | 6 AM – 9 PM | 60 min | 6 AM – 9 PM | 30-60 min |
| | 2 | West | 8 AM-6 PM | 60 min | 7 AM – 7 PM | 60 min | 6 AM – 9 PM | 60 min | 6 AM – 9 PM | 30-60 min |
| | 3 | North | 7 AM- 6 PM | 60 min | 7 AM – 7 PM | 30 min | 6 AM – 9 PM | 30 min | 6 AM – 9 PM | 30-60 min |
| | 4 | East | 8 AM-6 PM | 60 min | 7 AM – 7 PM | 60 min | 6 AM – 9 PM | 60 min | 6 AM – 9 PM | 30-60 min |
| | New | Lafayette Ave / Baker Creek Rd | N/A | N/A | N/A | N/A | 6 AM – 9 PM | 60 min | 6 AM – 9 PM | 60 min |
| | New | East of Lafayette Ave On-Demand | N/A | N/A | N/A | N/A | 7 AM – 6 PM | Varies | 7 AM – 6 PM | Varies |
| | DAR | Dial-A-Ride | 7 AM-6 PM | N/A | 7 AM – 7 PM | N/A | 6 AM – 9 PM | N/A | 6 AM – 9 PM | N/A |
| Newberg | 5 | Northwest | 7 AM – 6:30 PM | 60 min | 7 AM – 7 PM | 60 min | 7 AM – 7 PM | 60 min | 6 AM – 9 PM | 60 min |
| | 6 | Southwest | 7 AM – 6:30 PM | 60 min | 7 AM – 7 PM | 60 min | 7 AM – 7 PM | 60 min | 6 AM – 9 PM | 30-60 min |
| | 7 | Southeast | 7 AM – 6:30 PM | 60 min | 7 AM – 7 PM | 60 min | 7 AM – 7 PM | 60 min | 6 AM – 9 PM | 30-60 min |
| | 8 | Northeast | N/A | N/A | 7 AM – 7 PM | 60 min | 7 AM – 7 PM | 60 min | 6 AM – 9 PM | 30-60 min |
| | DAR | Dial-A-Ride | 7 AM-6:30 PM | N/A | 7 AM – 7 PM | N/A | 6 AM – 9 PM | N/A | 6 AM – 9 PM | N/A |
| Intercity | 11 | McMinnville-Salem | First Trip: 6 AM<br>Last Trip: 5:30 PM | 5 round trips | No Change | No Change | First Trip: 6 AM<br>Last Trip: 7:30 PM | 8 round trips | First Trip: 6 AM<br>Last Trip: 7:30 PM | 8 round trips |
| | 22 | McMinnville to Grand Ronde | First Trip: 5:30 AM<br>Last Trip: 6:35 PM | 7 round trips | First Trip: 5:30 AM<br>Last Trip: 7:30 PM | 8 round trips | First Trip: 5:30 AM<br>Last Trip: 7:30 PM | 8 round trips | First Trip: 5:30 AM<br>Last Trip: 7:30 PM | 8 round trips |
| | 33 | McMinnville to Hillsboro | First Trip: 6:00 AM<br>Last Trip: 6:30 PM | 5 round trips | No Change | No Change | First Trip: 6:00 AM<br>Last Trip: 7:30 PM | 7 round trips | First Trip: 6:00 AM<br>Last Trip: 7:30 PM | 7 round trips |
| | 44 | McMinnville to Tigard | First Trip: 5 AM<br>Last Trip: 7:40 PM | 9 round trips | No Change | No Change | First Trip: 5 AM<br>Last Trip: 9 PM | 10 round trips | First Trip: 5 AM<br>Last Trip: 9 PM | 10 round trips |
| | New | McMinnville to Newberg | N/A | N/A | 8 AM – 5 PM | 4 round trips | 8 AM – 5 PM | 4 round trips | 8 AM – 5 PM | 4 round trips |
| | 45x | McMinnville to Tigard | First Trip: 6:42 AM<br>Last Trip: 5:05 PM | 2 one-way trips | No Change | No Change | No Change | No Change | Approx. 6 – 8 AM and 4 – 7 PM | Up to 6 one-way trips |

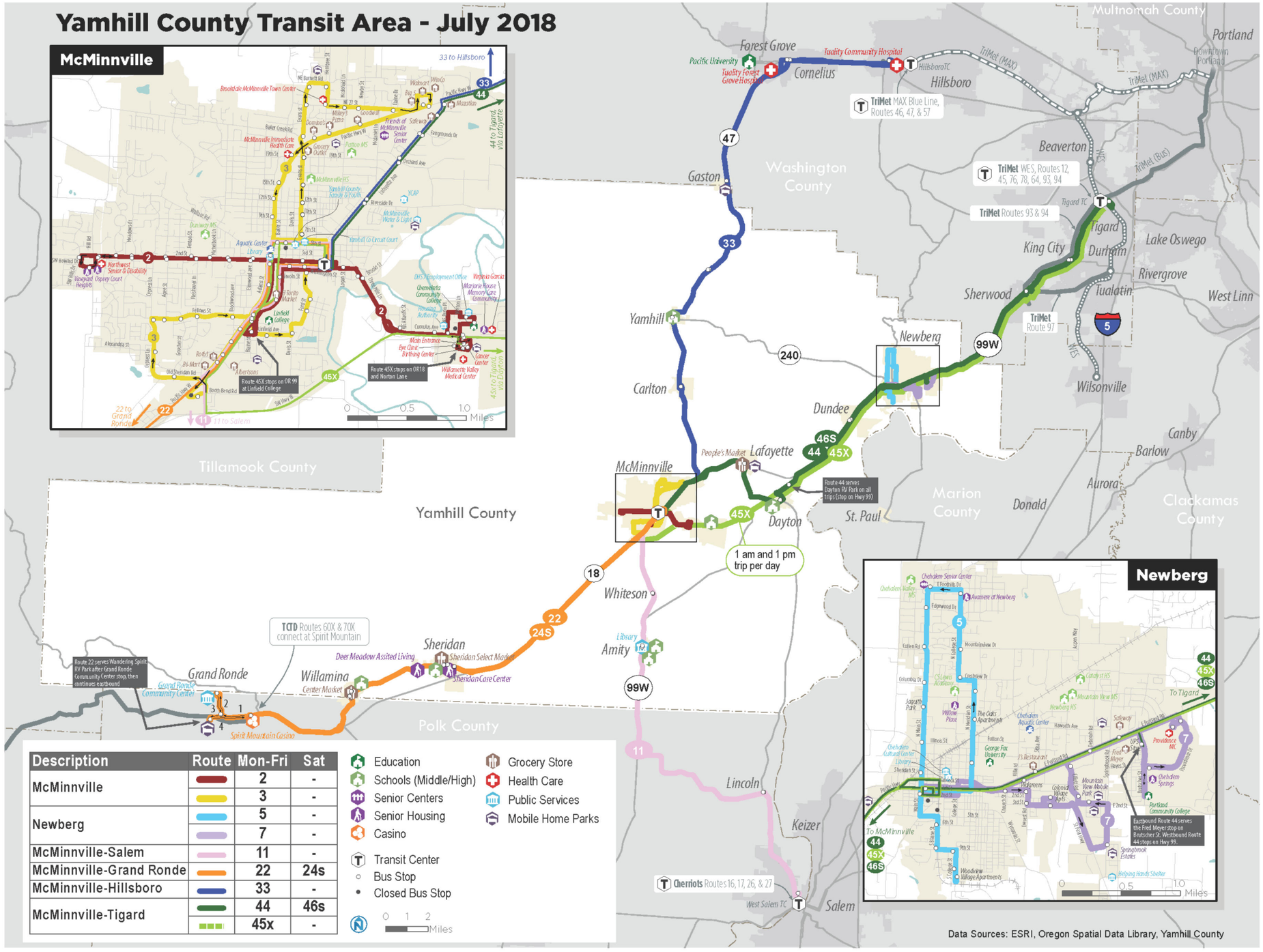
| Service Area | Route | Description | Existing / Immediate | | Near/Short/Mid-Term | | Long-Term | | Long-Term (Vision) | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | Service Span | Frequency | Service Span | Frequency | Service Span | Frequency | Service Span | Frequency |
| Shopper Shuttles and Small City Flex Routes | Sheridan / Willamina / Amity | | N/A | | Near-Term: 4 hours, 1-3 days/week<br>Short-Term: 8 to 10 hours, 3 days/week | | 8 to 10 hours, 5 days/week | | 8 to 10 hours, 5 days/week | |
| | Yamhill/Carlton | | N/A | | Near-Term: 4 hours, 1-3 days/week<br>Short-Term: 8 to 10 hours, 3 days/week | | 8 to 10 hours, 3 days/week | | 8 to 10 hours, 3 days/week | |
| | Dayton/Lafayette/Amity | | N/A | | Near-Term: 4 hours, 1 day/week | | 8 to 10 hours, 3 days/week | | 8 to 10 hours, 3 days/week | |
| | Dundee/Newberg | | N/A | | Near-Term: 4 hours, 1 day/week | | 4 hours, 5 days/week | | 4 hours, 5 days/week | |
| | McMinnville | | N/A | | Near-Term: 4 hours, 1 day/week | | 4 hours, 5 days/week | | 4 hours, 5 days/week | |

Figure 6-15 Long-Term System Operating Plan – Weekend, Service Span and Frequency or # of Trips

| Service Area | Route(s) | Description | Existing / Immediate | | Near/Short/Mid-Term | | Long-Term | | Long-Term (Vision) | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | Saturday | Sunday | Saturday | Sunday | Saturday | Sunday | Saturday | Sunday |
| McMinnville | All | Fixed-Routes | | | 60-120 min<br>8 AM – 6 PM | None | 60-120 min<br>8 AM – 6 PM | None | 60-120 min<br>8 AM – 6 PM | 60-120 min<br>8 AM – 6 PM |
| | New | East of Lafayette Ave On-Demand | N/A | N/A | N/A | N/A | None | None | None | None |
| | DAR | Dial-A-Ride | None | None | 8 AM – 6 PM | | 8 AM – 6 PM | | 8 AM – 6 PM | 8 AM – 6 PM |
| Newberg | All | Fixed-Routes | None | None | None | None | None | None | 60-120 min<br>8 AM – 6 PM | 60-120 min<br>8 AM – 6 PM |
| | DAR | Dial-A-Ride | None | None | None | None | None | None | 8 AM – 6 PM | 8 AM – 6 PM |
| Intercity | 11 | McMinnville-Salem | None | None | None | None | 4 round trips | None | 4 round trips | 4 round trips |
| | 22 (24s) | McMinnville to Grand Ronde | 4 trips, First: 9:00 AM, Last: 4:00 PM | None | No Change | None | No Change | None | No Change | 4 round trips |
| | 33 | McMinnville to Hillsboro | None | None | None | None | 4 trips to/from Yamhill/Carlton | None | 4 trips to/from Hillsboro | 4 round trips |
| | 44 (46s) | McMinnville to Tigard | 4 trips, First: 8:00 AM, Last: 6:18 PM | None | No Change | None | No Change | None | No Change | 4 round trips |
| | New | McMinnville to Newberg | N/A | N/A | None | None | None | None | 4 round trips | 4 round trips |

Figure 6-16 shows the YCTA system including planned cost-neutral changes that YCTA plans to implement starting in Summer 2018.

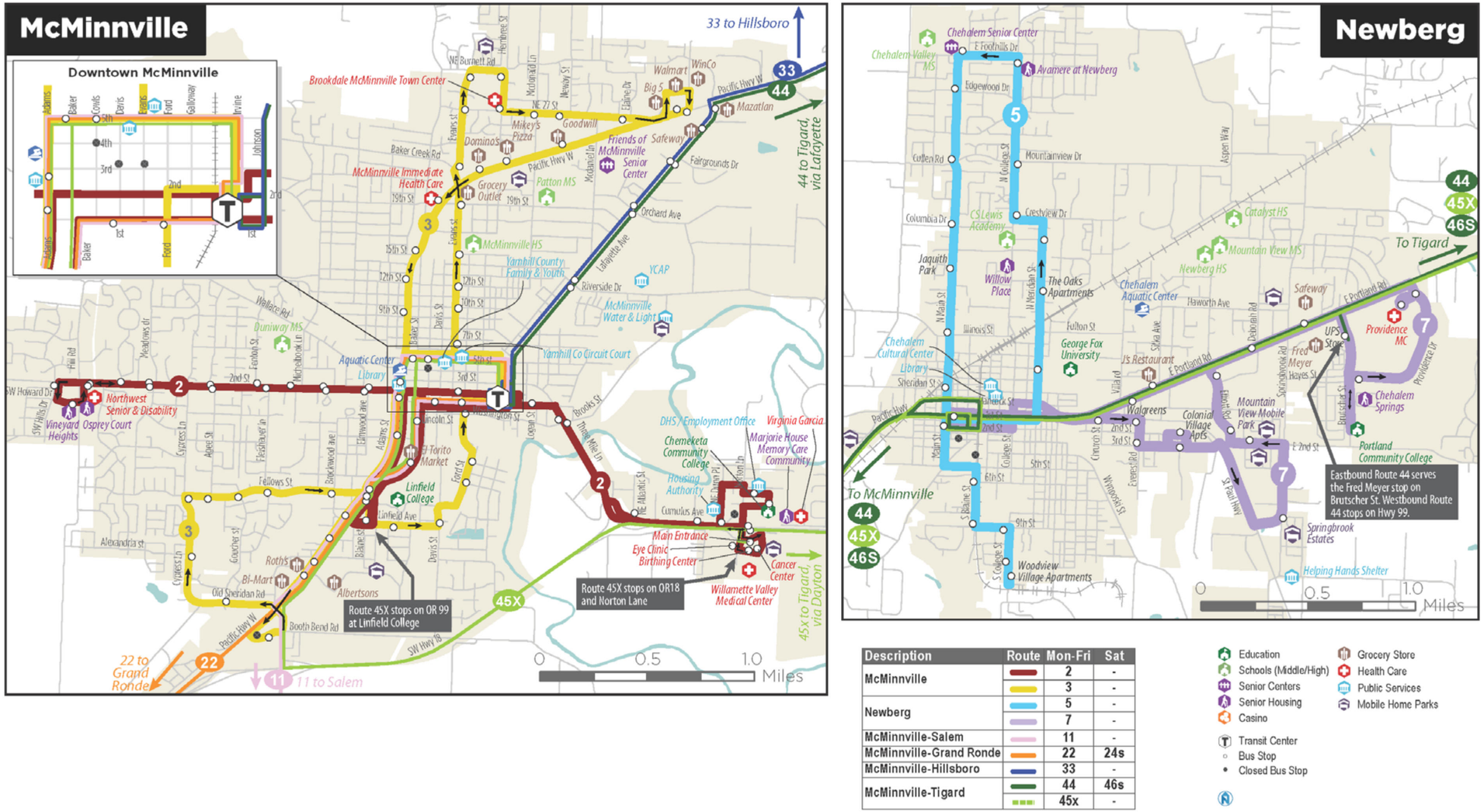
Figure 6-16 YCTA System Map, with McMinnville and Newberg Insets – Including Summer 2018 Immediate Changes




| Description | Route | Mon-Fri | Sat |
|---|---|---|---|
| McMinnville | | 2 | - |
| | | 3 | - |
| Newberg | | 5 | - |
| | | 7 | - |
| McMinnville-Salem | | 11 | - |
| McMinnville-Grand Ronde | | 22 | 24s |
| McMinnville-Hillsboro | | 33 | - |
| McMinnville-Tigard | | 44 | 46s |
| | | 45x | - |

Education
Schools (Middle/High)
Senior Centers
Senior Housing
Casino
Transit Center
Bus Stop
Closed Bus Stop
Grocery Store
Health Care
Public Services
Mobile Home Parks

Figure 6-17 YCTA McMinnville and Newberg Local Service – Including Summer 2018 Immediate Changes




| Description | Route | Mon-Fri | Sat |
|---|---|---|---|
| McMinnville | | 2 | - |
| | | 3 | - |
| Newberg | | 5 | - |
| | | 7 | - |
| McMinnville-Salem | | 11 | - |
| McMinnville-Grand Ronde | | 22 | 24s |
| McMinnville-Hillsboro | | 33 | - |
| McMinnville-Tigard | | 44 | 46s |
| | | 45x | - |

Education
Schools (Middle/High)
Senior Centers
Senior Housing
Casino
Transit Center
Bus Stop
Closed Bus Stop
Grocery Store
Health Care
Public Services
Mobile Home Parks

Figure 6-18 (System), Figure 6-19 (McMinnville), and Figure 6-20 (Newberg) illustrate routing changes in the near-term, short-term, and mid-term (and also note some longer-term enhancements).

Figure 6-18 (right) includes the following changes:

- Local route changes in McMinnville, including route number changes (see Figure 6-19 for a larger map)
- All intercity routes serve downtown McMinnville along 5th Street with a stop near OMI
- Route 11 is extended to downtown Salem
- Route 22 serves the Wandering Spirit RV Park in one direction
- Routes 33 and 44 run along OR 99W in McMinnville
- Local route changes in Newberg (see Figure 6-20 for a larger map)

Figure 6-18 System Map with Near-Term, Short-Term and Mid-Term Changes

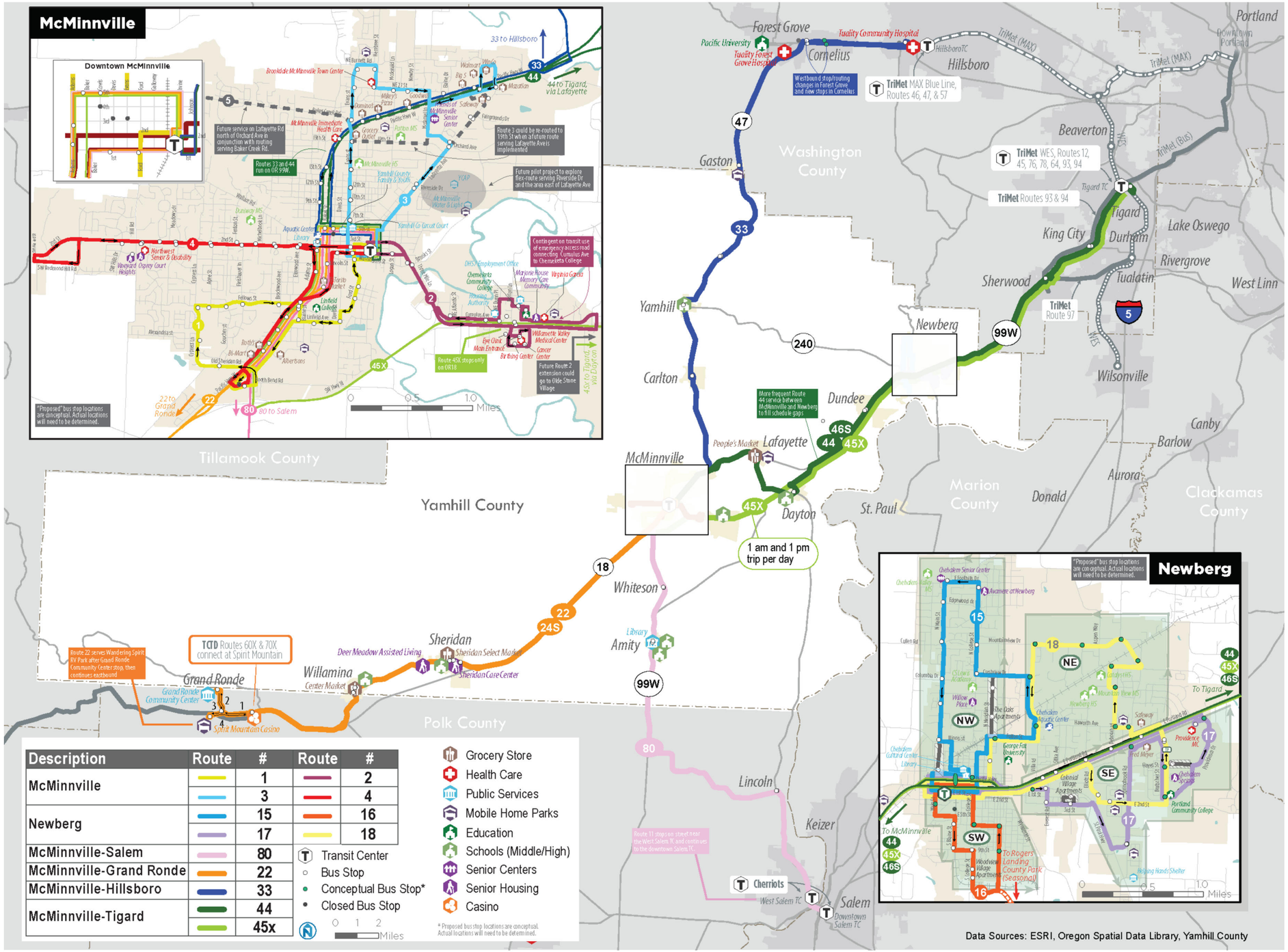


Figure 6-19 shows local route changes in McMinnville starting in the near-term.

Figure 6-19 McMinnville Map with Near-Term, Short-Term, and Mid-Term Changes

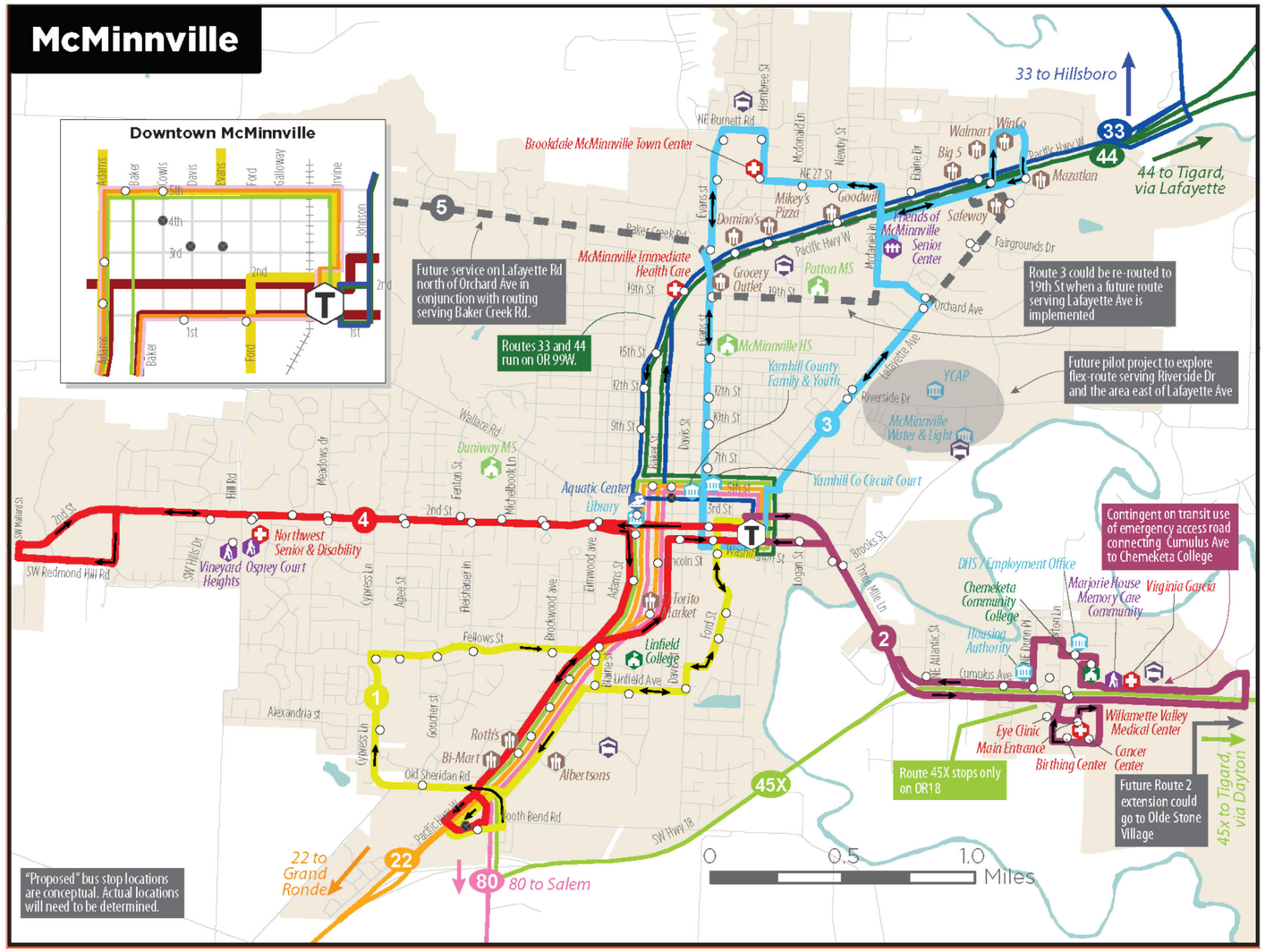
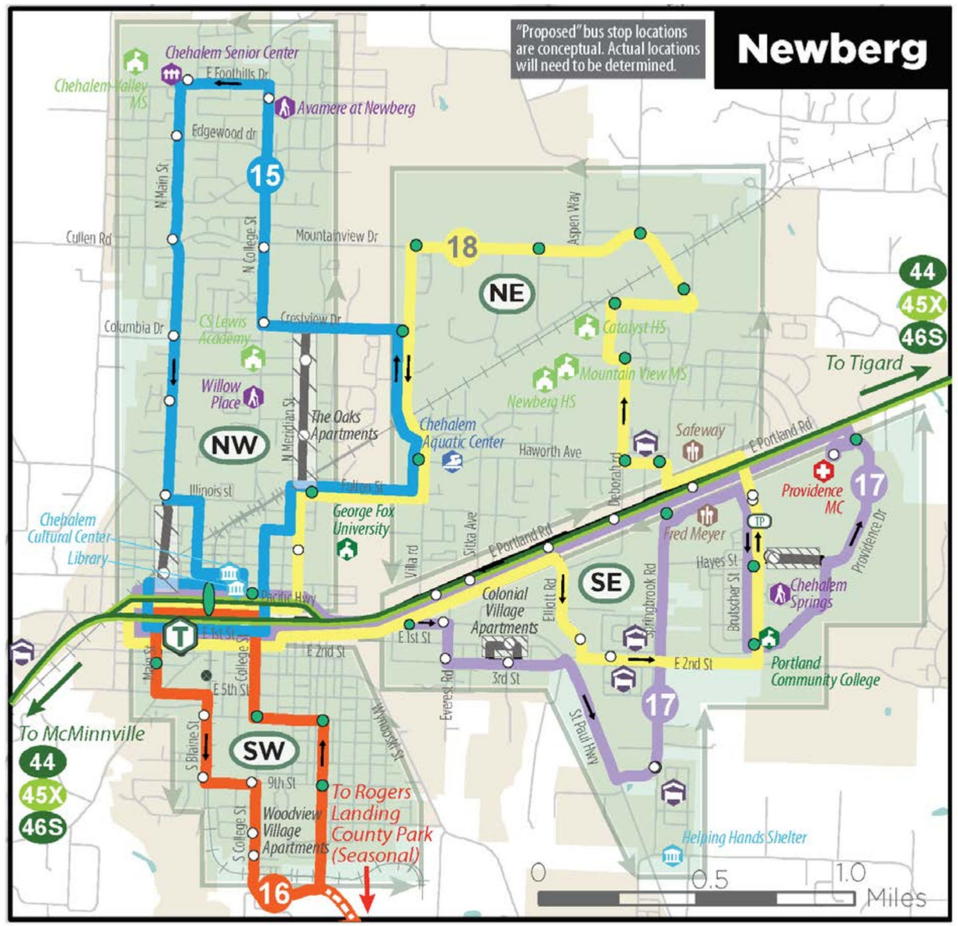



Figure 6-20 shows local route changes in Newberg starting in the near-term.

Figure 6-20 Newberg Map with Near-Term, Short-Term, and Mid-Term Changes




A Westbound transit stop on Hancock St.
B Northbound bus stop on Brutscher St.
C Bus stop in Fred Meyer parking lot (subject to identifying suitable location)
D Future downtown transit center (location to be determined)

## Individual Project and Task Details

Figure 6-21 provides details about each project and task, including descriptions, additional annual service hours and operating costs, and new capital requirements (in addition to the existing fleet).

Figure 6-21 Service Plan Implementation Details by Time Frame

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| Near-Term | | | | | | | | | | |
| SN1 | 1 | 1 | McMinnville Local Service Capacity, Coverage, and Service Hours | McMinnville | Fixed-Route | Renumber McMinnville local routes:<br>▪ Renumber Route 3 South to Route 1<br>▪ No change to Route 2 East - remains Route 2<br>▪ No change to Route 3 North - remains Route 3<br>▪ Renumber Route 2 West to Route 4 | See Figure 6-10 and Figure 6-19 | - | - | - |
| SN1 | 2 | 2 | McMinnville Local Service Capacity, Coverage, and Service Hours | McMinnville | Fixed-Route | Modify Route 1 (formerly Route 3 South) to provide bidirectional service on Ford St south of downtown. This would provide a faster connection between the Transit Center and Linfield College. Route 1 would no longer serve 2nd St or Adams St, which would still be served by Route 4 (formerly Route 2 West). | Figure 6-19; see Appendix D for details | - | - | - |
| SN1 | 3 | 1 | McMinnville Local Service Capacity, Coverage, and Service Hours | McMinnville | Fixed-Route | Modify Route 3 to provide more service to Winco/Walmart area, two-way service on Evans and 27th St, and service on McDaniel Ln (Senior Center). Requires additional half bus. | Figure 6-19; see Appendix D for details | 1,430 | $107,000 | 1 large cutaway |
| SN1 | 4 | 2 | McMinnville Local Service Capacity, Coverage, and Service Hours | McMinnville | Fixed-Route | Modify Route 4 (current 2 West) to extend along 2nd St west of Hill Rd, providing service for additional residents, and south to Booth Bend Rd to provide direct access to Roths, Bi-Mart, and Albertsons. Accomplished using the remaining half bus from the Route 3 modification. | Figure 6-19; see Appendix D for details | 1,430 | $107,000 | |
| SN1 | 5 | 2 | McMinnville Local Service Capacity, Coverage, and Service Hours | McMinnville | Fixed-Route | 1 additional hour for Route 2 and 4 (start at 7:00 AM) | N/A | 260 | $20,000 | - |
| SN2 | 1 | 1 | Newberg Local Service Redesign | Newberg | Fixed-Route | ▪ Four approximately 30-minute routes, each running every hour (2 buses; 1 bus converted from Dial-A-Ride).<br>▪ Routes operate counter-clockwise and generally serve each quadrant of Newberg.<br>▪ Shorter western routes interlined with longer eastern routes, e.g., NW-SE (5-7) and SW-NE (6-8).<br>▪ Renumber routes to 15, 16, 17, and 18; see Figure 6-10 (above)<br>▪ Coordinated transfers with intercity services in downtown (Route 44).<br>▪ Provide a westbound stop on Hancock St for all local and intercity routes. The eastbound stop at Nap's Thriftway only serves eastbound routes. (This could transition later to a downtown transit center)<br>▪ Consider stops near selected store front door for local routes, subject to identifying suitable locations and reaching agreements with stores. Locations TBD, e.g., Fred Meyer and Safeway. | Figure 6-20; see Appendix D for details | - | - | 1 large cutaway |
| SN3 | 1 | 1 | McMinnville-Newberg Connector | McMinnville-Tigard | Fixed-Route | Add trips on Route 44 to provide more frequent, consistent service between McMinnville and Newberg. Added trips would not continue to Sherwood/Tigard. Uses existing buses serving Routes 44/45x. | N/A | 1,040 | $78,000 | - |
| SN4 | 1 | 2 | Route 44 serves OR 99W in McMinnville | McMinnville-Tigard | Fixed-Route | Route 44 runs on OR 99W instead of Lafayette Ave in McMinnville, and stops at OMI (5th & Cowls) in both directions; assumes concurrent introduction of local service on Lafayette Ave in McMinnville. | Figure 6-19 | - | - | - |
| SN5 | 1 | 2 | Route 33 bus stop and routing changes | McMinnville-Hillsboro | Fixed-Route | ▪ Relocate westbound Route 33 stop in Forest Grove. Eliminate westbound stop at McMenamins Grand Lodge (west of Hwy 47). Add new westbound stop at the TriMet bus stop 1/4 mile east of Hwy 47. Modify westbound routing to save travel time.<br>▪ Add eastbound and westbound stops at Walmart (4th Ave) in Cornelius. | Figure 6-18; see Appendix D for details | - | - | - |
| SN5 | 2 | 3 | Route 33 bus stop and routing changes | McMinnville-Hillsboro | Fixed-Route | Coordinate with ODOT on shoulder and other improvements to enhance safety of the Cove Orchard stop.<br>Partner with Gaston and Washington County to provide stop or park-and-ride amenities. | N/A | - | - | TBD |

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| SN6 | 1 | 2 | Shopper Shuttle | McMinnville, Newberg, Small Cities | Flex Route | Implement shopper shuttle pilot projects in McMinnville, Newberg / Dundee, Yamhill / Carlton, Amity / Sheridan / Willamina, and Dayton / Lafayette (4 hours per day, 1 day per service area; 5 days per week, with up to two additional days in Yamhill/Carlton and Sheridan/Willamina to support medical trip needs such as dialysis where patients may have three appointments per week. Total of 9 days.). | N/A | 1,040 | $60,000 + $48,000 ($108,000 total) | 1 van (+ 1 existing van) |
| Short-Term | | | | | | | | | | |
| SS1 | 1 | 1 | McMinnville Local Service East Extension | McMinnville | Fixed-Route | ▪ Redesign Route 2 (East) to serve NE Cumulus St (e.g., Virginia Garcia Clinic, Fircrest Senior Living, etc.). Contingent on capital improvement to access road/gate.<br>▪ Coordinate with Evergreen Museum to explore possibility of a walking path from a bus stop located at the intersection of Cumulus Ave and NE Cumulus Ave (southwest of the museum). | Figure 6-19; see Appendix D for details<br>Capital project | - | - | Modifications to access roadway and gate |
| SS2 | 1 | 1 | Early Evening Service | McMinnville | Fixed-Route | Extend McMinnville local fixed-route service hours by one hour to 7 PM (last trips leave transit center at 6:00 or 6:30 PM). Assumes 3 fixed-route buses. | N/A | 780 | $60,000 | - |
| SS2 | 2 | 1 | Early Evening Service | McMinnville | Demand-Response | Extend McMinnville demand-response service hours by one hour to 7 PM; assumes 2 Dial-a-Ride vehicles. | N/A | 520 | $30,000 | - |
| SS3 | 1 | 2 | Early Evening Service | Newberg | Fixed-Route | Extend Newberg local fixed-route service hours by a half-hour to 7 PM (last trips leave transit center at 6:00 or 6:30 PM). Assumes 2 fixed-route buses. | N/A | 260 | $20,000 | - |
| SS3 | 2 | 2 | Early Evening Service | Newberg | Demand-Response | Extend Newberg demand-response service hours by a half-hour to 7 PM; assumes 1 Dial-a-Ride vehicle. | N/A | 130 | $8,000 | - |
| SS4 | 1 | 2 | Phase out flag stops | McMinnville/Newberg | Fixed-Route | After stops are marked or signed, transition away from flag stops in McMinnville and Newberg. This will help service run faster and stay on schedule. | N/A | - | - | Mark or sign all bus stops |
| SS5 | 1 | 1 | McMinnville-Newberg Connector | McMinnville-Tigard | Fixed-Route | Phase 2 of near-term project to add trips on Route 44 to provide more frequent, consistent service between McMinnville and Newberg. Added trips would not continue to Sherwood/Tigard. Uses existing buses serving Routes 44/45x. | N/A | 1,040 | $78,000 | - |
| SS6 | 1 | 2 | Extension to Downtown Salem | McMinnville-Salem | Fixed-Route | ▪ Extend Route 11 to Downtown Salem Transit Center. Route 11 would still stop along Wallace Rd in West Salem<br>▪ In conjunction with this change, rename Route 11 (e.g., to 80X) to avoid confusion with Cherriots Route 11; see Figure 6-10 | Figure 6-18 | 758 | $57,000 | - |
| SS7 | 1 | 1 | Additional Grand Ronde evening trip | McMinnville-Grand Ronde | Fixed-Route | Add an additional evening trip, timed to serve work shifts at the Spirit Mountain Casino and improve connections to/from TCTD 60X Coastal Connector route serving Lincoln City (at Spirit Mountain Casino or Grand Ronde Community Center). Timing should be determined in consultation with TCTD and Spirit Mountain. Improves regional coordination and job access. | N/A | 503 | $38,000 | - |
| SS8 | 1 | 1 | Implement Local Flex Route | Yamhill/Carlton | Flex-Route | Expand shopper shuttle pilot to three days per week, 8 to 10 hour per day operation. Either Yamhill/Carlton or Sheridan/Willamina/Amity are recommended for the short-term. One area could be implemented in the first year of the short-term and the second could be implemented in the second or third year based on available resources in Year 1. | N/A | 1,352 | $78,000 | 1 van |
| SS8 | 2 | 2 | Implement Local Flex Route | Sheridan/Willamina | Flex-Route | | N/A | 1,352 | $78,000 | 1 van |
| Mid-Term | | | | | | | | | | |
| SM1 | 1 | 1 | McMinnville Saturday Service | McMinnville | Fixed-Route | Add local service on Saturdays. Assumes 2 fixed-route vehicles for 10 hours, e.g., 8 AM-6PM. | N/A | 1,040 | $78,000 | - |
| SM1 | 2 | 1 | McMinnville Saturday Service | McMinnville | Demand-Response | Add local service on Saturdays. Assumes 1 Dial-a-Ride vehicle for 10 hours, e.g., 8 AM-6PM. | N/A | 520 | $30,000 | - |
| SM2 | 1 | 3 | Newberg Dial-A-Ride Capacity | Newberg | Demand-Response | Contingency project to restore Newberg Dial-a-Ride to two vehicles, assuming that fixed-route ridership meets standards and additional paratransit capacity is required based on service standards. | N/A | 2,080 | $121,000 | - |
| Long-Term | | | | | | | | | | |
| SL1 | 1 | 1 | Additional intercity later evening service | McMinnville-Tigard | Fixed-Route | Add 1 additional evening trip | N/A | 780 | $59,000 | - |
| SL1 | 2 | 1 | Additional intercity later evening service | McMinnville-Salem | Fixed-Route | Add 1 additional early evening trip | N/A | 403 | $30,000 | - |

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| SL1 | 3 | 1 | Additional intercity later evening service | McMinnville-Hillsboro | Fixed-Route | Add 1 additional early evening trip | N/A | 520 | $39,000 | - |
| SL2 | 1 | 1 | Additional intercity morning and/or afternoon trips | McMinnville-Salem | Fixed-Route | Add 1 additional morning and 1 additional afternoon trip; no additional vehicles required; depending on YCTA's financial and capital resources, and future productivity of these routes, consider adding an additional vehicle to increase frequency during morning and afternoon peak periods (see SV1 - Long-Term Vision). | N/A | 806 | $60,000 | - |
| SL2 | 2 | 1 | Additional intercity morning and/or afternoon trips | McMinnville-Hillsboro | Fixed-Route | Add 1 additional morning trip; no additional vehicles required; depending on YCTA's financial and capital resources, and future productivity of these routes, consider adding an additional vehicle to increase frequency during morning and afternoon peak periods (see SV1 - Long-Term Vision). | N/A | 520 | $39,000 | - |
| SL3 | 1 | 1 | Additional express service | McMinnville-Tigard | Fixed-Route | ▪ Add up to four total express trips on Route 45x in morning and afternoon commute hours<br>▪ Express could potentially using bypass if traffic conditions warrant it in the future. Using bypass means express trips would not serve Dundee and downtown Newberg. There would be a timed transfer with local service in eastern Newberg (e.g., Fred Meyer). Route 44 would continue to serve Dundee and downtown Newberg.<br>▪ Express service provides direct access to Willamette Medical Center and other activity centers on the OR 18 Bypass, and reduces travel times between the County's largest population centers. | N/A | 1,213 | $91,000 | - |
| SL4 | 1 | 2 | Saturday Service Expansion | McMinnville-Salem | Fixed-Route | Add Saturday service between McMinnville and downtown Salem. Assumes 4 round trips. | N/A | 322 | $24,000 | - |
| SL4 | 2 | 2 | Saturday Service Expansion | McMinnville-Hillsboro | Fixed-Route | Add Saturday service between McMinnville and Yamhill/Carlton. Assumes 4 round trips. Phase 1 of Saturday service to Hillsboro. | N/A | 159 | $12,000 | - |
| SL5 | 1 | 1 | Implement/Expand Local Flex Routes | Dayton/Lafayette | Flex-Route | Expand shopper shuttle pilot to three days per week, 10 hours per day operation in a third geographic area (Dayton/Layafette assumed). Amity could be included in Dayton/Lafayette service area and/or Sheridan/Willamina service area. | N/A | 1,352 | $78,000 | 1 van |
| SL5 | 2 | 1 | Implement/Expand Local Flex Routes | Sheridan/Willamina | Flex-Route | Expand local flex-route to operate 5 days per week in Sheridan/Willamina. | N/A | 1,040 | $60,000 | |
| SL6 | 1 | 1 | Expand Shopper Shuttle Days of Operation | Newberg/Dundee | Flex-Route | Expand shopper shuttle to a 5 day per week service. Assumes 4 hours per day. | N/A | 832 | $48,000 | 0.5 van |
| SL6 | 2 | 2 | Expand Shopper Shuttle Days of Operation | McMinnville | Flex-Route | Expand shopper shuttle to a 5 day per week flex-route service. Assumes 4 hours per day. | N/A | 832 | $48,000 | 0.5 van |
| SL7 | 1 | 1 | Early Morning and Later Evening Service | McMinnville | Fixed-Route | Start McMinnville local fixed-route service at 6 AM. Assumes 3 buses. | N/A | 780 | $60,000 | - |
| SL7 | 2 | 1 | Early Morning and Later Evening Service | McMinnville | Demand-Response | Start McMinnville demand-response service hours at 6 AM. Assumes 1 Dial-a-Ride vehicle. | N/A | 260 | $15,000 | - |
| SL7 | 3 | 2 | Early Morning and Later Evening Service | McMinnville | Fixed-Route | Extend McMinnville local fixed-route service hours to 9 PM (last trips leave transit center at 8:00 or 8:30 PM). Assumes 2 buses (reduced coverage or lower frequency than daytime operation). | N/A | 1,040 | $78,000 | - |
| SL7 | 4 | 2 | Early Morning and Later Evening Service | McMinnville | Demand-Response | Extend McMinnville demand-response service hours to 9 PM; assumes 1 Dial-a-Ride vehicle. | N/A | 520 | $30,000 | - |
| SL7 | 5 | 1 | Early Morning and Later Evening Service | Newberg | Fixed-Route | Start Newberg local fixed-route service at 6 AM. Assumes 2 buses. | N/A | 520 | $40,000 | - |
| SL7 | 6 | 1 | Early Morning and Later Evening Service | Newberg | Demand-Response | Start Newberg demand-response service hours at 6 AM. Assumes 1 Dial-a-Ride vehicle. | N/A | 260 | $15,000 | - |
| SL7 | 7 | 2 | Early Morning and Later Evening Service | Newberg | Fixed-Route | Extend Newberg local fixed-route service hours to 9 PM (last trips leave transit center at 8:00 or 8:30 PM). Assumes 2 buses. | N/A | 1,040 | $78,000 | - |
| SL7 | 8 | 2 | Early Morning and Later Evening Service | Newberg | Demand-Response | Extend Newberg demand-response service hours to 9 PM; assumes 1 Dial-a-Ride vehicle. | N/A | 520 | $30,000 | - |

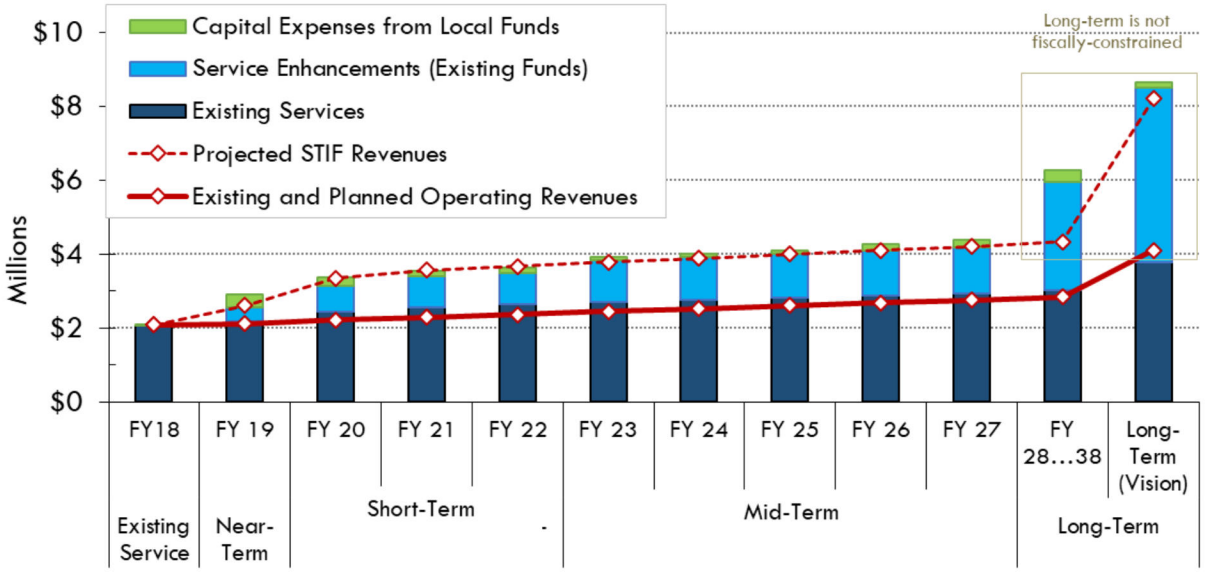
| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| SL8 | 1 | 1 | McMinnville Lafayette Ave On-Demand Flex-Route Pilot | McMinnville | Flex-Route | ▪ Develop a pilot flex-route serving the area east of Lafayette Ave (e.g., YCAP, McMinnville Power & Light, Dental Clinic, Pet Stop Inn, etc.), with some fixed stops and on-demand dispatch software that enables ride requests within a 2-hour window or on a subscription basis.<br>▪ Could be designed to serve employment areas at key shift times.<br>▪ Cost assumes 7 AM – 6 PM operation, but could be implemented in two phases (peak hours and midday).<br>▪ YCTA should seek grant funding for emerging mobility projects to provide funding for this service. | Figure 6-19 | 2,860 | $165,000 | 1 van |
| SL9 | 1 | 2 | New Route or Extension Serving Hill Rd / Baker Creek Rd Area | McMinnville | Fixed-Route | ▪ Extend service to the Hill Rd and Baker Creek Rd area. Cost assumes a new route along Baker Creek Rd that would connect to the WinCo/Walmart/Safeway area via NE 27th St and to the transit center via Lafayette Ave.<br>▪ This new route would also allow Route 3 to be modified to operate a shorter route, including service on 19th St. and improving access to McMinnville High School. | Figure 6-19 | 3,900 | $293,000 | 1 large cutaway |
| Long-Term (Vision) | | | | | | | | | | |
| SV1 | 1 | 2 | Increase peak period frequency to Salem and Hillsboro | McMinnville-Salem | Fixed-Route | Add trips on Route 11 during morning and afternoon commute hours; this would increase frequency. Requires an additional bus on the route. | N/A | 806 | $60,000 | 1 medium bus |
| SV1 | 2 | 2 | Increase peak period frequency to Salem and Hillsboro | McMinnville-Hillsboro | Fixed-Route | Add trips on Route 33 during morning and afternoon commute hours; this would increase frequency. Requires an additional bus on the route. Improve coordination with Grovelink employment area trips. | N/A | 1,040 | $78,000 | 1 medium bus |
| SV2 | 1 | 1 | Expand Saturday service | McMinnville-Newberg | Fixed-Route | Add frequency on Route 44 between McMinnville and Newberg on Saturdays | N/A | 416 | $31,000 | - |
| SV2 | 2 | 3 | Expand Saturday service | McMinnville-Hillsboro | Fixed-Route | Extend Route 33 to Hillsboro on Saturdays. Hours/cost in addition to Phase 1 (SL4, McMinnville-Yamhill only). | N/A | 257 | $19,000 | - |
| SV2 | 3 | 3 | Expand Saturday service | McMinnville | Demand-Response | Add a second Dial-A-Ride bus in McMinnville on Saturdays | N/A | 520 | $30,000 | - |
| SV2 | 4 | 1 | Expand Saturday service | Newberg | Fixed-Route | Add local service on Saturdays. Assumes 2 fixed-route vehicles for 10 hours, e.g., 8 AM-6PM. | N/A | 1,040 | $78,000 | - |
| SV2 | 5 | 1 | Expand Saturday service | Newberg | Demand-Response | Add local service on Saturdays. Assumes 1 Dial-a-Ride vehicle for 10 hours, e.g., 8 AM-6PM. | N/A | 520 | $30,000 | - |
| SV3 | 1 | 2 | Implement Sunday Service | McMinnville-Tigard | Fixed-Route | Operate Route 44 on Sundays (McMinnville-Tigard). Assumes 4 round trips. This would be the highest priority for Sunday service on intercity routes. | N/A | 624 | $47,000 | - |
| SV3 | 2 | 3 | Implement Sunday Service | McMinnville-Newberg | Fixed-Route | Add frequency on Route 44 between McMinnville and Newberg on Sundays | N/A | 416 | $31,000 | - |
| SV3 | 3 | 2 | Implement Sunday Service | McMinnville-Grand Ronde | Fixed-Route | Operate Route 22 between McMinnville and Grand Ronde on Sundays. This would be the second highest priority for Sunday service on intercity routes. | N/A | 624 | $47,000 | - |
| SV3 | 4 | 2 | Implement Sunday Service | McMinnville-Salem | Fixed-Route | Operate Route 11 on Sundays. Assumes 4 round trips. | N/A | 322 | $24,000 | - |
| SV3 | 5 | 3 | Implement Sunday Service | McMinnville-Hillsboro | Fixed-Route | Operate Route 33 on Sundays. Assumes 4 round trips. | N/A | 451 | $34,000 | - |
| SV3 | 6 | 3 | Implement Sunday Service | McMinnville | Fixed-Route | Add local service on Sundays. Assumes 2 fixed-route vehicles for 10 hours, e.g., 8 AM-6 PM. | N/A | 1,040 | $78,000 | - |
| SV3 | 7 | 3 | Implement Sunday Service | McMinnville | Demand-Response | Add local service on Sundays. Assumes 1 Dial-a-Ride vehicle for 10 hours, e.g., 8 AM-6 PM. | N/A | 520 | $30,000 | - |
| SV3 | 8 | 3 | Implement Sunday Service | Newberg | Fixed-Route | Add local service on Sundays. Assumes 2 fixed-route vehicles for 10 hours, e.g., 10 AM-6PM. | N/A | 1,040 | $78,000 | - |
| SV3 | 9 | 3 | Implement Sunday Service | Newberg | Demand-Response | Add local service on Sundays. Assumes 1 Dial-a-Ride vehicle for 10 hours, e.g., 10 AM-6PM. | N/A | 520 | $30,000 | - |
| SV4 | 1 | 3 | Local Service Expansion | McMinnville | Fixed-Route | Add one additional bus in McMinnville to provide additional frequency and capacity, if and where needed based on service standards, e.g., Routes 2 and 4 (existing 2 East and West). Assumes 12 service hours per day, but could also be implemented during peak hours only for multiple routes. | N/A | 3,120 | $234,000 | 1 Large Cutaway |
| SV4 | 2 | 3 | Local Service Expansion | Newberg | Fixed-Route | Add one additional bus in Newberg to provide additional frequency and capacity, if and where needed based on service standards. Assumes 12 service hours per day. | N/A | 3,120 | $234,000 | 1 Large Cutaway |
| SV4 | 3 | 3 | Local Service Expansion | Newberg | Demand Response | Add additional Dial-a-Ride capacity in Newberg, if needed based on service standards (assumes 1 additional van and 1 additional cutaway in service, each for 8 service hours per day) | N/A | 4,160 | $241,000 | 1 Van, 1 Small Cutaway |

Notes: [1] Priority tier is a TDP recommendation, which should be confirmed by the YCTA advisory committee for submission in YCTA's STIF Plan. The STIF Plan requires that projects be ranked and allows projects to be submitted at 100% and 130% of projected funding, in order to help prioritize depending on actual funds available. [2] Costs in this table reflect an average cost per hour of $75 for fixed-route, $58 for Dial-a-Ride, and $56 for flex-routes, which is the assumed cost for FY 2020. The TDP financial plan assumes costs that are escalated to the projected implementation year.

## Cost Overview

A summary of annual transit operating costs relative to anticipated funding levels is provided in Figure 6-22. The chart shows the costs of operating existing services and the estimated costs of enhancements. In the early near-term and short-term, a larger share of YCTA revenues is required for capital enhancements like marking bus stops and upgrading the bus fleet (see Chapter 7). Costs are described in more detail in the TDP financial plan (see Chapter 8).

Figure 6-22 Projected Annual Operating Costs, Existing Funding Sources




### Additional Funding Scenario

If additional resources are available, YCTA could implement projects that are currently not assumed until the long-term time frame, which is intended as a flexible service plan and is not financially-constrained.

- **Expand local flex-route service to a third service area, assumed to be Dayton and Lafayette** (SL5) starting in the mid-term.
- **In McMinnville and/or Newberg, provide earlier morning service** (starting at 6 AM) in the short-term and **later evening service** (until 9 PM) in the mid-term (SL7).
- **Add additional early evening trips on intercity routes** (SL1) starting in the short-term.
- **Add additional express trips between McMinnville and Newberg** (SL3) starting in the short-term.
- **Initiate a pilot of on-demand service east of Lafayette Avenue in McMinnville** (SL8) starting in the mid-term. Initially, the pilot could run during peak hours, e.g., 7-10 AM and 3-6 PM, which would reduce its cost.

Chapter 8: Financial Plan provides additional discussion of funding options.

# 7 CAPITAL PLAN

The capital elements of a transit system include vehicles, bus stop amenities (e.g., signs, seating, shelters, bike racks, etc.), and major capital facilities (transit centers and facilities to maintain and store buses). Buses are typically purchased on a rolling basis to replace old equipment and support expansion of operations, while major facilities require advance planning to secure land and funding. This chapter identifies investments and priorities for each plan time frame.

### Emerging Mobility Tools and Technologies

Emerging mobility tools and technologies can help YCTA enhance travel and accessibility for Yamhill County residents, employees, and visitors. The TDP addresses emerging mobility in several parts of the plan:

- **Autonomous vehicle (AV) technology** for shuttles or other vehicles – Chapter 7: Vehicles
- **Integration of shared mobility services** (cars, bikes, scooters, etc.) – Chapter 7: Facilities
- **Ride-hailing services** such as Uber and Lyft (also known as Transportation Network Companies or TNCs) – Chapter 9: Regional Coordination and Partnerships
- **On-demand dispatch technology** to enable transit vehicles to serve requests for pickups in near real-time; this is sometimes referred to as **microtransit**—a publicly or privately operated bus route/system using vans or small buses – Chapter 9: Advanced Public Transportation Technology

## VEHICLES

Figure 7-1 summarizes actions related to vehicles and the YCTA fleet. The following sections provide additional detail.

Figure 7-1 Summary of Vehicle-Related Capital Actions

| Category | Action | Cost | Partners | Time Frame |
|---|---|---|---|---|
| Vehicle Replacement and Expansion | Replace end-of-life vehicles with low-floor vehicles branded for and matched to each service type, and maintain an adequate spare ratio. | $5.4 M (through mid-term), including existing grants YCTA has been awarded; see Figure 7-4 for details. | N/A | Near-term and ongoing |
| Vehicle Maintenance Facility | YCTA will need an expanded facility to support existing and future vehicle maintenance needs. | See Figure 7-6 | Yamhill County, Cities of McMinnville and/or Newberg | Mid-term to long-term |
| Alternative Fuel Vehicle Options | Evaluate alternative fuel vehicle options, including lifecycle costs, and obtain grants to fund pilot projects. | Not determined – higher fleet and upfront costs and potentially lower fuel/maintenance costs | N/A | Short-term and ongoing |
| Autonomous Transit Vehicle Technology | YCTA can incorporate autonomous vehicle technology elements as they mature and conduct pilot or demonstration projects, including for first and last-mile access including for low-demand, low-density employment areas. | Unknown | TBD | Mid- to long-term |

## Vehicle Types and Characteristics

As described in Chapter 3, YCTA's bus fleet is made up of a variety of vehicles that lack a consistent look (or brand), and are aging and increasingly unreliable. This section describes costs and strategies to provide comfortable, reliable vehicles that are matched to each YCTA service type and support expansion in each TDP time frame.

Figure 7-2 identifies the vehicle types and costs assumed in the plan. Different types of vehicles would be matched to each type of YCTA service based on access and capacity requirements, and uniquely branded. This will require having sufficient vehicles of each type and will limit the ability to interline vehicles across services, although operators could still switch vehicles. YCTA will need to balance the benefits of branding with having too many service types and limiting its flexibility.

YCTA is soliciting input on a distinctive image that would be included in a second phase of bus wraps. The image would evoke something of local significance for Yamhill County or each city, such as agriculture (vineyards, hazelnuts, lumber, etc.), universities, etc.

Vehicle amenities could include:

- **Low-floor** vehicles to make it faster and easier for passengers using wheelchairs and mobility devices to board and alight.
- Intercity routes could include **charging ports** to make services more attractive to commuters and others traveling long distances.
- Local routes could include **community-oriented features** that help riders feel a sense of ownership and be considerate of the bus and other passengers.

Figure 7-2 YCTA Vehicle Types

| Category | Representative Image [3] | Typical YCTA Services | Typical Size / Capacity | Cost [1] | Assumed Model | Vehicle Class | Minimum Useful Life |
|---|---|---|---|---|---|---|---|
| Bus – Large [2] | Not planned until long-term | Intercity Routes (highest demand) | 35-foot multiple doors 35-40+ pass. | $450,000 | Gillig 35'. Low, Low-Floor | A | 12 Years or 500,000 miles |
| Bus - Medium |  | Intercity and Local Routes | 30-foot multiple doors 25-35 pass. | $340,000 | El Dorado EZ Rider II 30', Low-Floor | A | 12 Years or 500,000 miles |
| Cutaway - Large |  | Intercity and Local Routes | 16+ pass. 2 W/C | $140,000 | Champion, Low-Floor | C | 7 Years or 350,000 miles |
| Cutaway - Small |  | Local Routes (lowest demand),Dial-A-Ride, Small City Flex Routes | 12 pass. 2 W/C | $85,000 | Arboc Spirit of Independence Low-Floor | D | 5 Years or 150,000 miles |
| Van |  | Small City Flex Routes, Dial-A-Ride | 5 pass. 1-2 W/C | $50,000 | Accessible van | E | 4 Years or 100,000 miles |

Notes: [1] Costs in 2018 dollars, including add-on items. Based on recent YCTA procurements or the Oregon DOT State Price Agreement Vehicle Contract Crosswalk, June 2017. [2] "Bus – Large" vehicle type not assumed until later plan years (long-term). [3] Draft bus wrap images as of July 2018.

## Alternative Fuel Vehicles

Transit agencies in North America are increasingly adopting alternative fuel vehicles. As of 2015 approximately half of all transit buses in the U.S. were propelled by a fuel source other than traditional diesel fuel. There are a number of alternative fuel vehicle options on the market, including:

- Compressed natural gas (CNG).
- Hybrid diesel-electric (hybrid-electric).
- Electric vehicles (EV) (battery-electric). As of 2018, there are at least 13 models available deployed at more than 70 transit agencies in the United States[16]
- Hydrogen fuel cell.

Most alternative fuel vehicles have higher upfront capital costs than standard diesel-fuel buses, and there are other upfront costs related to installing or upgrading facilities for fueling and maintenance. The First Transit maintenance facility that currently maintains YCTA's fleet does not capacity for these facilities, which may limit near-term options to hybrid-electric vehicles. Options with lower upfront costs are to purchase refurbished battery-electric vehicles (cost of $200,000 per vehicle currently) or leasing several buses as a pilot project. However, alternative fuel vehicles may be less costly over the life of the vehicle due to lower fuel and/or ongoing maintenance costs.

YCTA could evaluate implementation of alternative fuel vehicles, including pilot projects, considering upfront capital and life cycle operating and maintenance costs of vehicles and facilities.

[16] TCRP Synthesis 130: Battery Electric Buses State of the Practice, 2018. https://tinyurl.com/y7c8uqvy

## Autonomous Transit Vehicles

Autonomous vehicles, or technology-assisted driving, is an evolving technology that can grouped into five categories:

- Levels 1 to 3 (driver assistance to conditional automation) rely on a driver to pilot the vehicle with varying levels of automated functions.
- Levels 4 and 5 (high to full automation) allow driverless operations. Applications range from personal mobility (individual vehicle owners and users) to shared mobility (subscription-based and bundled transportation services).

Research and development activity around autonomous vehicle technology continues to progress, with pilot services in a number of cities across the United States and internationally. Once driverless vehicles are available for widespread consumer use, they are expected to steadily gain market share. However, the adoption timeline is uncertain given unknowns about the technology itself and the regulatory efforts that will shape it. Autonomous vehicle technology is likely to be adapted by vehicle manufacturers and transit agencies in stages. Likely implications for transit include:

- Lower levels of automation could improve safety and comfort, e.g., improved collision avoidance, smoother acceleration/deceleration, precision curb alignment, automated parking, etc.
- Full (Level 5) automation is likely a decade or more away,[17] but could lead to significant shifts in the way transit services operate by:
  - Shifting the role of the operator to focus on customer service and assisting passengers. Labor represents a major portion of transit operating costs, but the continued need for an attendant (especially in paratransit applications) would likely offset potential labor cost savings.
  - Making it more cost-effective to provide automated circulators or shuttles that can provide access to "line-haul" routes. Current automated shuttles typically operate with a low level of autonomy on pre-defined, fixed routes in controlled environments, minimizing operational challenges and enabling the vehicles to operate with minimal human intervention.
- Converging with ride-hailing and microtransit, some shuttle providers are exploring offering on-demand services where passengers would either press a button at stop locations to board the shuttle or hail a ride through their smartphone, and press a button to request to alight at the next stop.
- The need for maintenance and repair may increase as more, smaller vehicles run more frequently. Advanced training requirements are likely to grow as technology evolves and the transit fleet incorporates autonomous technology.

YCTA can incorporate autonomous vehicle technology into future pilot or demonstration projects.

[17] FTA: Strategic Transit Automation Research Plan, January 2018. https://tinyurl.com/ybkv9rxh

# Fleet Plan

See Appendix A for detailed vehicle type assumptions (Figure A-2) and a replacement schedule (Figure A-3).

Figure 7-3 summarizes vehicle requirements by the type and number of vehicles required in each plan time frame. The plan assumes transitioning away from cutaways in favor of medium-size buses for local fixed-routes and heavy-duty buses for the intercity routes, particularly on routes with the highest demand. These buses have more seating capacity and features like multiple doors to help board/alight passenger efficiently.

## Maximum Vehicles in Service

The number of vehicles operated in maximum service (VOMS) that would be in service each day increases from 17 currently to 19 in the near-term and 22 in the short-term. Figure 7-3 provides a summary. See Figure A-2 in Appendix A for detailed assumptions by route.

The five additional vehicles would be used to provide:

- **Near-Term:** An additional bus for McMinnville local service and a van to initiate the shopper shuttle and small city service pilots. One of the two existing Dial-A-Ride vehicles in Newberg is shifted to fixed-route service.
- **Short-Term:** Additional vehicles for small city services and a vehicle added back to Newberg Dial-A-Ride service (depending on demand).
- **Mid-Term:** An additional vehicle for small city services
- **Long-term**: This time frame provides a set of flexible options for future conditions and is not fiscally-constrained. YCTA could operate up to 30 vehicles if all options are implemented, including additional Dial-A-Ride capacity and additional routes or increased frequency in McMinnville and Newberg, and additional vehicles for small city services. It also assumes that the highest-demand services (Route 3 in McMinnville and Route 44 McMinnville-Tigard) would move to larger buses.

## Spare Vehicles

For systems with 50 or more vehicles, the Federal Transit Administration (FTA) recommends maintaining a ratio of approximately 20% spare vehicles to ensure that transit service is not impacted by planned or unplanned vehicle maintenance. There is no corresponding recommendation for a spare ratio for smaller systems like YCTA. In order to match vehicles to each service type, the plan assumes a relatively high spare ratio; YCTA can adjust this based on operational experience with the future vehicle fleet.

Figure 7-3 Capital Plan Summary – Maximum Number of Vehicles in Service by Type and Time Frame

| TDP Time Frame | Existing Service | Near-Term | Short-Term | Mid-Term | Long-Term |
|---|---|---|---|---|---|
| Vehicle Type Year | 2018 | 2019 | 2020-2022 | 2023-2027 | 2028-2038 |
| Bus - Large | 0 | 0 | 0 | 0 | 4 |
| Bus - Medium | 7 | 7 | 7 | 7 | 6 |
| Cutaway - Large | 3 | 5 | 5 | 5 | 7 |
| Cutaway - Small | 5 | 6 | 7 | 7 | 11 |
| Van | 2 | 2 | 3 | 3 | 4 |
| Total Maximum Vehicles in Service | 17 | 20 | 22 | 22 | 32 |
| Total Vehicles with Spares | 22 | 27 | 31 | 32 | 43 |
| Overall Spare Ratio | 29% | 35% | 41% | 45% | 34% |

## Vehicle Capital Cost Summary

Figure 7-4 summarizes vehicle capital costs including replacing end-of-life vehicles in the early years of the plan, and ongoing vehicle replacements over the first 10 years of the plan (based on the typical useful life listed in Figure 7-2 above). Figure 7-5 illustrates costs over this time period.

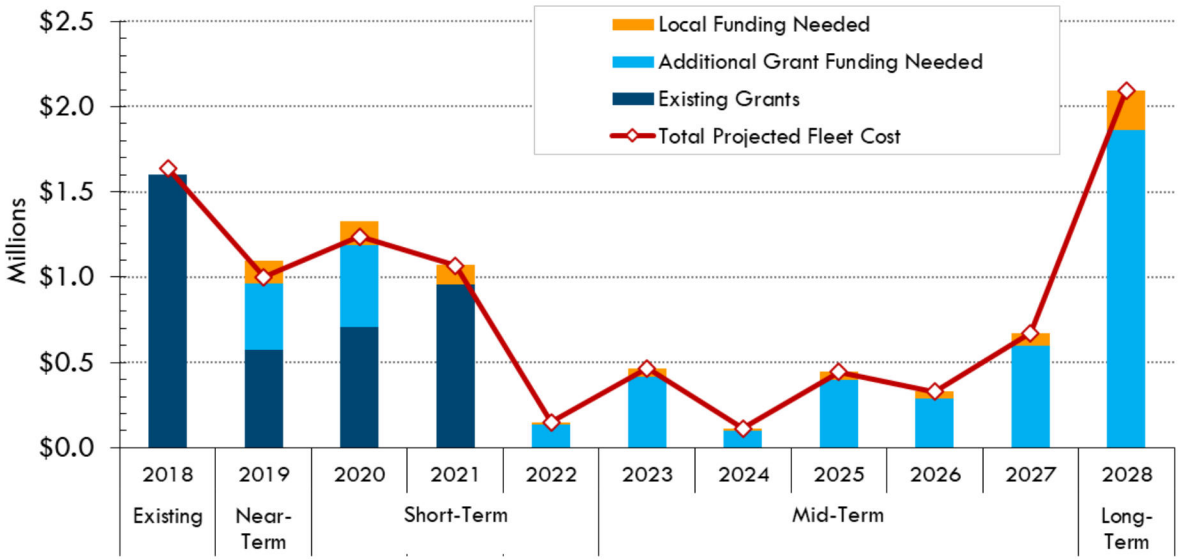
YCTA has existing grants to purchase new vehicles in 2018 and 2019, but will need to seek additional grant funding sources to replace end-of-life vehicles and support planned expansion. The plan assumes that YCTA will need to cover local matching costs, typically 10.27% to 20% depending on the grant, but also creates a capital reserve to cover the gap between grants and funding needs, including replacing the new vehicles YCTA is currently acquiring in the long-term time frame. See Figures A-1 and A-3 in Appendix A for details on fleet expansion and replacement.

Figure 7-4 Capital Plan Summary – Vehicle Capital Costs by Type and Time Frame (Total and Assumed Local Costs)

| TDP Time Frame | Existing | Near-Term | Short-Term | Mid-Term | Long-Term |
|---|---|---|---|---|---|
| Year | 2018 | 2019 | 2020-2022 | 2023-2027 | 2028 (1st Year) |
| Bus - Large | $0 | $0 | $0 | $0 | $1,104,000 |
| Bus - Medium | $1,360,000 | $0 | $2,112,000 | $0 | $0 |
| Cutaway - Large | $280,000 | $560,000 | $293,000 | $1,000,000 | $516,000 |
| Cutaway - Small | $0 | $340,000 | $0 | $853,000 | $416,000 |
| Van | $0 | $100,000 | $51,000 | $169,000 | $61,000 |
| Total Cost | $1,640,000 | $1,000,000 | $2,456,000 | $2,022,000 | $2,097,000 |
| Existing Grants | $1,603,346 | $571,770 | $1,667,072 | $0 | $0 |
| Additional Grants Needed | $0 | $391,000 | $614,000 | $1,796,000 | $1,865,000 |
| Total Local Funding Needed | $0 | $132,175 | $269,042 | $226,000 | $232,000 |
| # of Years in Time Frame | 1 | 1 | 3 | 5 | 1 |
| Avg Total Cost per Year | $1,640,000 | $1,000,000 | $818,667 | $404,400 | $2,097,000 |
| Avg Local Cost per Year [1] | $0 | $132,175 | $89,681 | $45,200 | $232,000 |

Notes: Based on bus unit costs in 2018 dollars, adjusted for inflation. [1] Local costs assume an average local share of approximately 11%.

Figure 7-5 Projected Fleet Capital Costs by Assumed Funding Source and Time Frame



# MAJOR FACILITIES

Figure 7-6 summarizes facility recommendations and costs. The following sections discuss each major type of facility.

Figure 7-6 Capital Facility Actions and Planning-Level Costs

| Action/Improvement | Benefits | Estimated Cost* | Partners | Time Frame |
|---|---|---|---|---|
| Sign and Mark Bus Stops | Communicates where vehicles stop and presence of transit | $100,000 | Local Jurisdictions | Near- to Short-Term |
| Stop improvement program (benches, shelters, pads, and other amenities) | Provides comfortable, dignified places for passengers to catch the bus | $25,000 - $50,000 (annual) | Local Jurisdictions | Near-Term and Ongoing |
| Improvements at Chemeketa Community College – McMinnville. Gate access and roadway improvements. | Enables service to Virginia Garcia clinic and other housing east of Norton Lane. | $15,000 - $25,000 | City of McMinnville, Chemeketa College | Short-Term |
| Willamette Valley Medical Center | Explore one-way circulation options to improve safety. | TBD | Medical Center | Short-Term |
| Newberg Downtown Transit Center (On-Street to Off-Street) | Provides visibility for transit and a restroom for drivers and passengers. | $250,000 to $1.0 M | City of Newberg | Short- to Long-Term |
| McMinnville Bus Maintenance & Storage Facility | Provides space for future expansion and flexibility for future service contracting. | $5.0 - $6.0 M | Yamhill County, McMinnville and/or Newberg | Mid- to Long-Term |
| Plan for expansion of McMinnville Transit Center | Provides space for future expansion | $1.0 – 1.5 M | City of McMinnville, Yamhill County | Mid- to Long-Term |
| Park-and-rides | Identify park-and-ride locations through partnership agreements | - | To be determined (e.g., local churches) | Ongoing |

* Order-of-magnitude, planning-level costs, 2018 dollars

## Secondary Transit Hubs

Secondary transit hubs are major stops that have a higher level of amenities and passenger capacity to support convenient transfers between routes outside of the downtown transit centers. The plan recommends:

- **Plan for secondary transit hubs in McMinnville** by acquiring land/easements or securing use of public right-of-way as opportunities arise. Locations could include the northeast (vicinity of OR 99W and Lafayette Avenue), and/or west, east and south parts of McMinnville.
- **Establish a secondary transit hub in eastern Newberg** (in the vicinity of Fred Meyer) to support coordinated transfers between Routes 44/45x (including possible future re-routing of Route 45x to use the Dundee Bypass) and Newberg local routes. This would require an enhanced or protected pedestrian crossing.

Figure 7-7 Brutscher Street Shelter, Newberg



Brutscher Street adjacent to Fred Meyer in Newberg is a potential secondary transit hub location. Amenities could include higher capacity shelters and a protected pedestrian crossing.

- **Consider establishing a transit hub at Spirit Mountain Casino**, which is served by YCTA Route 22 as well as TCTD services. The Grand Ronde Tribe, which is completing its own transit plan in 2018, may be a potential funding partner.

## Transit Centers

Transit centers are the primary locations where bus routes converge and buses can layover between trips. The McMinnville Transit Center provides facilities for customers and operations staff (e.g., First Transit). Key actions include:

- **Plan for expansion of the downtown McMinnville transit center** by acquiring land as opportunities arise.
- **Establish a downtown transit center in Newberg** with coordinated schedules between Route 44 and local service. While it is appropriate for YCTA and Newberg to take initial steps to plan for a transit center now, the recommended mid-term implementation time frame is intended to allow existing routes to demonstrate increased ridership from proposed near-term service changes and modest stop improvements (including signage/markings at all stops), before making a significant capital investment. The City of Newberg has also proposed providing public right-of-way for an on-street transit center, which could be implemented at lower cost and in an earlier plan time frame.

## Park & Ride Lots

Park-and-ride lots are public parking lots that allow people to park their cars and access transit or ridesharing. There are cu rrently no official park-and-ride lots in Yamhill County.[18] YCTA can secure park-and-ride locations through partnership agreements with institutions such as churches that do not utilize their available parking on weekdays. Transit riders would be allowed to park at certain times. Small context-appropriate park & ride lots and drop-off spaces for taxis and ride-hailing services (e.g., Lyft and Uber; see Chapter 9) could also be incorporated into future transit centers, if land is available.










Top: YCTA owns and maintains the McMinnville Transit Center, built in 2013 and funded through the Oregon Department of Transportation's ConnectOregon IV program supplemented with FTA, Yamhill County, and other ODOT funds.
2nd from Top: Tillamook Transit Center includes bus stops along Second Street near City Hall.
2nd from Bottom: Hawthorne Station in Bend includes bus stops along both sides of Hawthorne Ave.
Bottom: SETD took advantage of a vacant retail space to open a Transit Kiosk in Seaside.

[18] Oregon Department of Transportation. *Park & Ride Lots*. https: //www.tripcheck.com/Pages/RLPark-ride.asp

## Maintenance Facilities

YCTA buses are maintained by First Transit under its contract with YCTA. The maintenance shop is located on Lafayette Avenue in McMinnville, but has limited capacity. Key actions include:

- **Identify and acquire or partner to secure a long-term location for maintaining and storing buses.** Having its own facilities will provide YCTA with future flexibility in contracting for service and incorporating fueling and maintenance facilities for alternative fuel buses.
- YCTA could also consider identifying locations where buses can be stored or maintained in other communities as needs and opportunities arise. This can avoid deadheading (when a bus travels without carrying passengers to reach the start of a route or return to the maintenance base, such as Route 22 currently does), but can create other operational or logistical challenges.

# BUS STOPS AND PASSENGER AMENITIES

## Bus Stop Amenity Standards

Bus stops are the basic type of transit facility and serve as the front door of the transit system. The presence of bus stops lets people know where buses run and their appearance and condition often define people's impressions of transit. A key near-term improvement is to sign and/or mark all YCTA bus stops; funds are identified starting in the first year of the plan. YCTA should also set aside funds for a program to make ongoing investments in bus stops. Figure 7-9 identifies existing bus stops and amenities, focused on stops outside of McMinnville, as well as current improvement plans.

Stop improvements, and improving pedestrian and bicycle access to bus stops is an area where local jurisdictions play an important role in making improvements and setting standards to ensure that appropriate facilities are built when land is developed or redeveloped (see Chapter 10).

Future facility policies and plans should accommodate ride-hailing services (e.g., drop-off zones for Lyft, Uber, Taxis, etc.), future shared mobility services (e.g., future bike or scooter charging stations), and other first last-mile services.

### Solar-Powered Lighting and Beacons

It can be challenging for bus operators to see passengers waiting at shelters, particularly on intercity routes and at night or in low-visibility conditions. YCTA can equip selected stops shelters with a solar-powered beacon that provides lighting at the stop and allow drivers to more easily see when passengers are waiting. Examples are shown at right. Costs range from approximately $1,000 to $1,400 for beacons and from $1,500 - $2,000 for shelter lighting.




Source: Urbansolar / PV-Stop

Figure 7-8 Bus Stop Amenity Standards and Unit Costs

| Photo Example | Stop Amenity Category | Ridership and Land Use Context Guidelines | Required/Preferred Elements | Optional Elements | Unit Cost |
|---|---|---|---|---|---|
|  Wilsonville (Source: Simme Seat) | Minimal marking or pole | None | ▪ YCTA route sign or other marking | ▪ Well-maintained pull-out location (e.g., highways) | $30 - $150 |
| | Basic with no or existing pad | Low = <10 Daily Boardings | ▪ Meets ADA requirements<br>▪ Continuous pedestrian access<br>▪ Posted route and schedule information | ▪ Above plus lighting | $1,000 |
| | Basic with pad and Simme Seat | Low = <10 Daily Boardings<br>Moderate-use activity center | ▪ Above plus Simme seat<br>▪ Pad | ▪ Above plus bicycle parking | $3,500 |
|  Grand Ronde Community Center | Basic with pad and bench | Low = <10 Daily Boardings<br>Moderate-use activity center | ▪ Above with expanded pad and bench | ▪ Above plus bicycle parking | $4,500 |
|   Peer example with pullout, shelter, and beacon (Island Transit, WA) | Stop with Shelter | Medium = 10-25 Daily Boardings<br>High-use stops and activity centers, intercity stops, transfer points | ▪ Above with shelter | Above plus:<br>▪ Enhanced information (system map)<br>▪ Solar-powered beacon light (intercity stop with limited visibility for bus drivers)<br>▪ Lighting | $12,500 |
|  Peer Example (Bend) | Enhanced Stop | High = >25 Daily Boardings | ▪ Above plus…<br>▪ Printed information<br>▪ Bicycle parking<br>▪ High-capacity shelter(s)<br>▪ Real-time information display | Above plus:<br>▪ Secure bicycle parking<br>▪ Trash can<br>▪ Placemaking / art<br>▪ Solar shelters and lighting<br>▪ Designated park and ride or drop-off spaces | $25,000 or more |

Sources: Oregon DOT Transit in Small Cities, 2013; ODOT Transit Division price agreement; industry standards; and estimates for other recent plans. Costs adjusted for inflation to 2018 $

## Stop Improvement Locations

Every transit trip involves waiting at the stop for a certain amount of time. Passenger amenities make waiting feel as safe and comfortable as possible, given limited resources. Standards based on ridership levels help YCTA prioritize requests and justify decisions about where to install amenities. General thresholds for high, medium, and lower ridership stops are included for each tier of bus stop, based on the Spring 2017 ridecheck (see Figure 7-8). YCTA already has some seats and shelters available to install once the TDP is adopted and routes and bus stop locations are finalized.



Bus shelter in Willamina

Figure 7-9 Potential Locations for Stop Improvements or Shelters

| Location | Route(s) | Improvements | Partners |
|---|---|---|---|
| Tigard | 44, 45x | ▪ Shelter with schedule and system map (adjacent to Transit Center)<br>▪ Improved wayfinding<br>▪ Longer-term, coordinate with TriMet to secure a bay in a new, future Transit Center when the Southwest Corridor MAX line opens. | ▪ City of Tigard<br>▪ TriMet |
| Hillsboro | 33 | ▪ Stop sign with Simme Seat (adjacent to Transit Center); City of Hillsboro is working on intergovernmental agreement<br>▪ Schedule<br>▪ Improved wayfinding; TriMet added YCTA to TC map<br>▪ The City of Hillsboro is working to provide two-way access into Central Station as part of the Regional Enhanced Transit Corridor initiative, using the City-owned parking area where YCTA currently stops. Coordinate with the City of Hillsboro and TriMet to secure a bay in the expanded space available when this change occurs. | ▪ City of Hillsboro<br>▪ TriMet |
| Salem | 80x (11) | ▪ Shelter with system map and schedule at West Salem Transit Center; Cherriots planned to install in Winter/Spring 2018 | ▪ Cherriots |
| Grand Ronde | 22 | ▪ System map and schedule in Community Center; existing bench and nearby awnings | ▪ Grand Ronde Tribe |
| Amity | 80x (11) | ▪ Shelters in both directions (current plans to install southbound) | ▪ City of Amity |
| Dundee | 44 | ▪ Have shelter in one direction; needed in other direction | ▪ City of Dundee |
| Dayton | 44 | ▪ Have shelter in one direction; plan to install Simme seat in the southbound direction | ▪ City of Dayton |
| Lafayette | 44 | ▪ Have shelter in one direction; shelter needed in the other direction | ▪ City of Lafayette |
| Carlton | 33 | ▪ Have shelter in one direction; shelter needed in the other direction<br>▪ Explore alternative shelter locations, possibly for both directions, to avoid deviations and minimize travel time. | ▪ City of Carlton |
| Yamhill | 33 | ▪ Have shelter in one direction; shelter needed in the other direction | ▪ City of Yamhill |
| Sheridan | 22 | ▪ Multiple existing shelters; one is needed eastbound | ▪ City of Sheridan |
| Willamina | 22 | ▪ Have shelter in one direction; shelter needed in the other direction | ▪ City of Willamina |
| McMinnville | Local / Intercity | ▪ Marked stops, shelters (multiple locations) | ▪ City of McMinnville |
| Newberg | Local / 44 / 45x | ▪ Marked stops, shelters (multiple locations) | ▪ City of Newberg |

# SHORT-TERM CAPITAL PLAN SUMMARY

Figure 7-10 summarizes capital projects for the first three years of the plan.

Figure 7-10 Capital Project Summary, FY 2019 to FY 2021 and Ongoing

| TDP Project ID | TDP Task | STIF Project ID & Task | Time Frame | Project Name | Project/Task Description | FY 2019 | FY 2020 | FY 2021 | Subsequent Years |
|---|---|---|---|---|---|---|---|---|---|
| CN1 | Multiple | 1 | Near-Term | Bus Local Match | Replace end-of-life vehicles with low-floor vehicles branded for and matched to each service type; Acquire new vehicles to support SN1.3, SN 1.4, and SN 6.1. | $128,451 | $136,699 | $110,115 | Local Match as Required |
| CN2 | 1 | 3.1 | Near-Term and Ongoing | Bus Stop Improvements | Sign and Mark Bus Stops; communicates where vehicles stop and the presence of transit in the community. Stop improvement program (benches, shelters, pads, and other amenities) provides comfortable, dignified places for passengers to catch the bus.<br>▪ Task 1: Planning<br>▪ Task 2: Signing/Marking<br>▪ Task 3: Shelters | $10,000 | | | |
| CN2 | 2 | 3.2 | Near-Term and Ongoing | Bus Stop Improvements | | $20,000 | $10,000 | $10,000 | |
| CN2 | 3 | 3.3 | Near-Term and Ongoing | Bus Stop Improvements | | | $25,000 | $25,000 | $25,000 annually (ongoing) |
| CN3 | 1 | - | Near-Term | Technology Enhancements | Automated Vehicle Location/Real-Time Information. Funded by YCTA Technology Grant. | $191,474 | | | |
| CN3 | 2 | 4.1 | Near-Term | Technology Enhancements | (1) Mobile surveillance solution for reliable, real time tracking for 33 buses to increase efficiency and camera coverage inside & out to promote passenger safety. (2) Automated Stop Announcements. | $100,000 | | | |
| CN3 | | 4.1 | Short-Term | Technology Enhancements | To be determined; could include pilots of dispatching or fare payment technology. | | $50,000 | | |
| CN4 | | 8.1 | Near-Term | CCC Access Gate | Gate access and roadway improvements at Chemeketa Community College in McMinnville. Enables service to Virginia Garcia clinic and other housing east of Norton Lane. | $15,000 | | | |
| CN5 | | 9.1 | Near-Term | Marketing | Support vehicle and other branding and marketing. | $50,000 | | | |
| CS1 | | 19.1 | Short-Term | Capital Reserve | Establish and contribute to a capital reserve fund (e.g., to be used for local matching funds for vehicle grants in the future) | | | $50,000 | $50,000 to $100,000 annually |

# 8 FINANCIAL PLAN

This chapter provides funding and investment scenarios to guide YCTA services over the next 10 years and beyond. It describes:

- Transit operating cost assumptions
- Revenue trends and assumptions including federal and state funding programs, Yamhill County funds, local agency partners, and fares
- Potential additional revenue sources
- Financial scenarios for YCTA, including projected expenses based on the Service Plan (Chapter 6) and Capital Plan (Chapter 7)

## TRANSIT OPERATING COST ASSUMPTIONS

YCTA's average cost per service hour of $55 in 2014 and $59 in 2018 is assumed to be lower than will be sustainable in the future; for example, YCTA needs to pay a higher, more competitive wage to attract and retain drivers and has minimal administrative staffing that will need to increase in the future (see Service Delivery and Organizational Capacity in Chapter 9). YCTA will be issuing a new RFP for its service contract in 2019, which may have a higher cost than the current contract. In addition, YCTA will need to pay a larger cost of administrative functions provided through Yamhill County, such as legal counsel and human resources. YCTA projects that an average cost of $70 to $75 is an appropriate baseline cost; this is below the median of the peer operating cost range.

The TDP financial plan transitions to this cost by 2020. Thereafter, the TDP assumes annual inflation of 2.3% based on the US Bureau of Economic Analysis Consumer Price Index.

Figure 8-1 Transit Operating Cost Assumptions

| Service Type | 2018 | 2019 | 2020 | 2023 | 2028 |
|---|---|---|---|---|---|
| | Existing | Near-Term | Short-Term | Mid-Term | Long-Term |
| Overall Average | $59 | $63 | $70 | $78 | $84 |
| Fixed-Route | $65 | $67 | $75 | $82 | $90 |
| Dial-A-Ride | $42 | $50 | $58 | $71 | $77 |
| Flex-Route / Shuttle | N/A | $55 | $56 | $62 | $67 |

# EXISTING AND POTENTIAL FUNDING SOURCES AND TRENDS

YCTA's funding sources are described in more detail below.

## Formula Funds

YCTA's federal and state funding sources fall into two categories: formula-based or discretionary. Formula funds are allocated from ODOT every two years based on formulas developed by ODOT staff and approved by local stakeholders through the public transportation advisory committee. The formula programs are described below.

- **Oregon Special Transportation Fund (STF).** Formula funding for transportation services to older adults and persons with disabilities. ODOT allocates these funds to YCTA, and YCTA works with local transit providers and the STF Advisory Committee to distribute funds locally. STF funds can be counted as local match for federal funding, since STF is entirely locally generated.
- **FTA Section 5310 Enhanced Mobility for Seniors and People with Disabilities.** Formula funding for capital costs for serving older adults and persons with disabilities. Approximately 70% of the program consists of other federal funds that ODOT transfers into the program. ODOT allocates these funds to YCTA, and YCTA works with local stakeholders to allocate the funds locally. YCTA typically uses the funds for service delivery contracts in addition to traditional capital costs such as vehicles. The local match rate is 20%.
- **FTA Section 5311 Formula Grants for Other than Urbanized Areas.** Formula funding for operations and capital costs for rural transit services. YCTA typically uses these funds for its operating contract. The local match rate is 50% for operations (including contracts with third-party contractors) and 20% for capital.
- **State Transportation Improvement Fund (STIF).** The State Legislature passed a transportation funding package (House Bill 2017) that includes over $100 million dollars annually for public transportation providers statewide, starting in fiscal year 2019. The funding is from a statewide employee payroll tax and can be used for operations, capital, planning, and other purposes. STIF funds can be used to match federal and other grant funding sources.

## Discretionary Funds

The FTA and ODOT offer discretionary funding programs (grants) on varying schedules. Discretionary transit funding programs typically fund capital investments such as vehicles, equipment, and bus stops. These funds may also support pilot projects, such as alternative fuel vehicles and new service models, and major capital projects (e.g., transit center construction or expansion). Some of these programs are specific to public transportation, while others fund transportation improvements statewide and have more limited project eligibility requirements. For example, the Connect Oregon IV program provided over $1.1 million in funding for the McMinnville Transit Center in 2013-2014; however, the HB 2017 legislation limited the eligibility of transit projects for future Connect Oregon funding solicitations.

- **ODOT Special Transportation Fund (STF) Discretionary.** This program funds transportation services for older adults and persons with disabilities. Solicitations identify specific prioritization criteria. There is no local match rate requirement. In 2017, the STF Discretionary program provided YCTA with $456,000 in funding for communications and scheduling technology as well as the local match for two vehicles funded through the FTA Section 5339 program.

- **FTA Section 5339 Bus and Bus Facilities.** This program is used to replace, rehabilitate and purchase buses, equipment and bus-related facilities. Vehicle replacements must meet age and mile requirements. The local match rate is 20%.
- **Oregon State Transportation Improvement Program (STIP) –Enhance.** ODOT solicits every two to four years statewide for transportation projects that enhance, expand, or improve the transportation system. The program's public transportation funding is typically limited to vehicles and equipment supporting services that improve the state transportation system. The local match rate is 20%. ODOT awarded YCTA $942,000 for buses in the 2015-2018 STIP and $707,000 for buses in the 2018-2021 STIP.
- **ODOT State Transportation Improvement Fund (STIF) Discretionary**. The STIF program allocates a total of 9% of available funds for two discretionary funding programs. The Discretionary Fund can be used for all types of projects except ongoing operations. The Intercommunity Discretionary Fund is for improving connections between communities and other key destinations, emphasizing statewide transit network connectivity. Eligible projects include capital (vehicles, facilities, equipment and technology), mobility management, planning, research and operations; however, ongoing operations projects are not guaranteed funding in future grant solicitations. The local match is generally 20% of the total cost, but may be reduced to 10% for projects that predominantly serve or provide access to rural communities (50,000 population or less and outside of urban areas).

## Local Funds

YCTA maintains intergovernmental agreements or contracts with local agencies to support public transportation to their areas. These funds are important to YCTA by supplementing local funds with flexible funding that can be used to match federal and state grants. The local funding agreements also direct resources to areas with high transit demand and provide a clear and sustainable service relationship. These contracts include:

- **Confederated Tribes of the Grand Ronde Community**: The city of Grand Ronde is located just outside Yamhill County in Polk County. Grand Ronde contracts with YCTA for about $58,500 (2018-2019) annually to support Route 22 (an increase from $42,000 in previous years); this may change in the future based on the hourly rate YCTA pays its service provider.
- **McMinnville and Newberg**: Yamhill County's largest cities have provided local funds through intergovernmental agreements to support local fixed route operations in their cities. The City Councils decide annually how much to contribute—approximately $20,000 each in recent years.

Figure 8-2 provides the estimated annual local contribution for Yamhill County and cities. The table compares these contributions to population and service hours attributed to each jurisdiction.

- Yamhill County provides 14% of total funding, which is $2.68 annually per total person in the County and $8.18 per service hour.
- McMinnville and Newberg contribute 1% of total funding, which is less than $1 per person annually and approximately $2 per local service hour in each city.
- Grand Ronde contributes 3% of total funding, which is $33 per person and $14 per service hour.

By comparison, the sidebar below (see Figure 8-3) shows that local jurisdictions in Central Oregon contribute between $3 and $13 per person annually.

Figure 8-2 Existing Local Transit Service Contribution per Person and Service Hour

| Jurisdiction | Existing Contribution (2018 Budget) | % of Total [1] | Population (2017) [2] | Existing Annual Contribution per Person | Annual Service Hours [3] | Existing Annual Contribution per Service Hour |
|---|---|---|---|---|---|---|
| Yamhill County | $284,758 | 14% | 106,300 | $2.68 | 16,865 | $8.18 |
| Amity | | | 1,640 | | 2,015 | |
| Carlton | | | 2,205 | | 2,600 | |
| Dayton | | | 2,670 | | 8,316 | |
| Dundee | | | 3,225 | | 8,316 | |
| Lafayette | | | 4,095 | | 8,316 | |
| McMinnville | $20,000 | 1% | 33,665 | $0.59 | 10,400 | $1.92 |
| Newberg | $20,000 | 1% | 23,480 | $0.85 | 7,540 | $2.65 |
| Sheridan | | | 6,185 | | 3,935 | |
| Willamina (Yamhill/Polk) | | | 2,110 | | 3,935 | |
| Yamhill | | | 1,075 | | 2,600 | |
| Unincorporated | | | 26,820 | | | |
| Grand Ronde | $56,000 | 3% | 1,661 | $33.71 | 3,935 | $14.23 |
| Total | $380,000 | 19% | | | | |

Notes/Sources: [1] Based on YCTA 2018 operating budget of approximately $2,050,000. [2] Portland State University, Population Research Center (PRC). Grand Ronde population is for the Census Designated Place, 2010 US Census. [3] Based on the intercity route serving each small city, local fixed-route and Dial-A-Ride service hours for McMinnville and Newberg, and the total intercity service hours for Yamhill County.

## Peer Comparison: Cascades East Transit Local Funding

The table below shows that local jurisdictions contribute 28% of operating costs for Cascades East Transit, which serves Crook, Deschutes, and Jefferson Counties, including the cities of Bend, Culver, La Pine, Madras, Metolius, Prineville, and Redmond, along with the Confederated Tribes of Warm Springs. Local contributions range from $3 to $13 per person.

Figure 8-3 Peer Comparison: Cascades East Transit Local Transit Service Contribution per Person

| Jurisdiction | Contribution | Population | Contribution / Person | % of Total |
|---|---|---|---|---|
| Deschutes County | $515,313 | 170,740 | $3.02 | 6% |
| Jefferson County | $103,000 | 22,445 | $4.59 | 1% |
| Crook County | $203,122 | 21,085 | $9.63 | 2% |
| City of Bend | $1,082,040 | 81,310 | $13.31 | 13% |
| Other Local Gov't | $414,479 | 48,830 | $8.49 | 5% |
| Total Local Gov't | $2,317,954 | 214,270 | $10.82 | 28% |
| Fares | $653,337 | | | 8% |
| Social Services | $58,392 | | | 1% |
| Total CET | $8,415,938 | | | |

Source: COIC 2014-2015 Proposed Budget, https://newcoic.files.wordpress.com/2012/08/14-15-updated-binder.pdf

## Funding Trend Assumptions

YCTA can expect to receive formula funding revenues as long as it maintains compliance with FTA and ODOT rules, and meets planning and management requirements. YCTA will also continue to have access to capital funding programs that can offer large if infrequent infusion of funds for vehicles and equipment (such as the FTA 5339 Buses and Bus Facilities Grants Program and the discretionary component of the STIF program), although financing large capital facilities may be a challenge if Connect Oregon continues to limit eligibility for public transportation projects.

The TDP assumes that revenue and operating expense trends will continue and that there will be no major changes in local, state, and federal transit grant programs. Starting with the fiscal year 2018 budget, revenues and expenses were projected using the assumptions described below.

- **The State Transportation Improvement Fund (STIF) provides approximately $500,000 in FY 2019, $1.12 million annually starting in FY 2020, and $1.27 million in FY 2021.** STIF funds are projected to increase by 2.3% annually. The STIF funding allocation is lower than a preliminary projection used in early TDP work—$1.7 million in fiscal year 2021. Actual STIF revenues may be higher or lower than projected. While STIF resources are available to other public transportation providers in Yamhill County, the TDP assumes that YCTA will receive nearly all available funds.
- **Expenses, federal revenue, and state revenue increase at a 2.3% annual inflation rate.** The inflation rate is based on the US Bureau of Labor Statistics Consumer Price Index data between years 1996 and 2016, and is consistent with generally low inflation rates in recent years.
- **Fare revenues increase based on a fare increase of 25 cents in early years of the plan (after initial improvements are implemented) followed by an average fare increase of 5 cents per year.** The fare increase could be for intercity (particularly out-of-county services, which are lower than many other providers, as described in Chapter 9. YCTA can also introduce fare programs to mitigate the increase on low-income persons, youth, and seniors, etc. Increasing fare revenues assume ridership increases at half the rate of service hours. Fare revenue is assumed at 90% of the projection. These trends should maintain YCTA's farebox recovery ratio in the 10% to 15% range.
- **Local service agreement revenues grow rapidly with increased coordination.** The County expects to grow operations contracts and agreements with local institutional partners, doubling today's revenues by the year 2025 (or a 13% annual growth rate). The growth rate is then assumed to be 5%.
- **Yamhill County General Fund revenues increase with inflation, then slow over the long term.** YCTA expects General Fund revenues to increase to $250,000 by the year 2020 (13%), increase with inflation at 2.3% annually until 2025, then taper to 1.0% annual growth over the following 10 years.

## Potential for Additional Revenue Sources

As described in Chapter 6, to continue to expand services, by the mid-term time frame YCTA may need to generate additional local revenues in addition to the recently enacted STIF funding source. Appendix E provides a detailed summary of existing and potential funding sources that could be used to fund public transportation service and capital needs, including federal programs, state funds, local option taxes, and local partnerships. These sources are used by peer agencies in Oregon and around the U.S. Where possible, the summary table includes an order-of-magnitude estimate of revenues that could be generated from various local funding options, as well as an assessment of feasibility and applicability for YCTA. Figure 8-4 below identifies several examples. Respondents to a community survey conducted at outset of

the TDP identified a product-specific tax, such as on lodging, as their preference for a potential transit funding source among a range of potential options.

Figure 8-4 Examples of Potential Revenue Sources

| Funding Sources | Example Level | High-Level Revenue Estimate |
|---|---|---|
| Product-specific tax (lodging, etc.) | 9% (Ashland)<br>Existing state lodging tax of 1% | Not estimated |
| Motor vehicle registration fee | Per $8 annual | $400,000 |
| Payroll tax | 1/10 of a percent | $400,000 |
| Utility fee | $1-$1.50 per 34,000 households | $400-600k |
| Local option property tax | 5 cents per $1,000 | $400,000 (subject to compression) |
| Gasoline tax | 1 cent | $400,000 (declining based on fuel efficiency and alternative-fuel vehicles) |

## Corvallis Transit Operation (Utility) Fee

The Transit Operation Fee (TOF) is a monthly charge to City of Corvallis utility customers to generate revenue for the exclusive purpose of funding Corvallis Transit System (CTS) operations. This revenue source was established in 2010 to replace property tax funds that previously supported transit operations and transit fare revenues.

Single-family residential customers are charged $2.75 per month and multi-family residential customers are charged $1.90 per housing unit per month. Fees for commercial and industrial customers are based on the type of business. The fee is indexed to gasoline prices. The City Council can decide to increase the fee to fund new or expanded public transportation services.

The fee has been a stable source for about one-third of the CTS budget with annual revenue of approximately $1.2 million in FY 2013–14 and FY 2014–15. This approach provides significantly more revenue than the property tax revenue, which previously provided about $400,000 in annual revenues.

Source: City of Corvallis. Transportation Operations Fee. January 2016. https://tinyurl.com/y6wlvttn

Appendix E summarizes potential funding options that could be used to support public transportation in Yamhill County. There is additional discussion of potential funding options in TDP Volume II, Section 3: TM #3.

# RECOMMENDED FINANCIAL SCENARIOS

This section provides two TDP funding scenarios:

- **Current Trends with STIF.** This scenario identifies the enhancements that can be implemented in the Near-Term, Short-Term, and Mid-Term, constrained to anticipated funding including new revenues from the STIF.
- **Additional Funding.** This scenario identifies additional enhancements, currently identified in the Long-Term time frame, that could be implemented with additional local funding.

Key assumptions include:

- **Existing.** Based on an average operating cost of $59 per service hour.
- **Near-Term to Short-Term.** Assumes a phased increase to an average cost of $70 per service hour by 2020. In the near-time, with only a partial STIF revenue allocation, a relatively large share of new funding from the STIF is assumed to go towards stop improvements (signs/markings) and new buses, leaving a shortfall in the near-term time period.
- **Mid-Term.** There is small shortfall; additional projected STIF funding would not cover all programmed improvements.
- **Long-Term.** The long-term time frame is not fiscally-constrained, but is intended to provide a flexible service plan that YCTA can adapt based on actual conditions. Improvements in this category could be implemented sooner if additional funding sources can be identified.
- **Long-Term (Vision).** Includes additional service options that YCTA could implement based on future needs and conditions.

## Current Trends with STIF Funding Scenario

### Operating Cost Summary by Time Frame

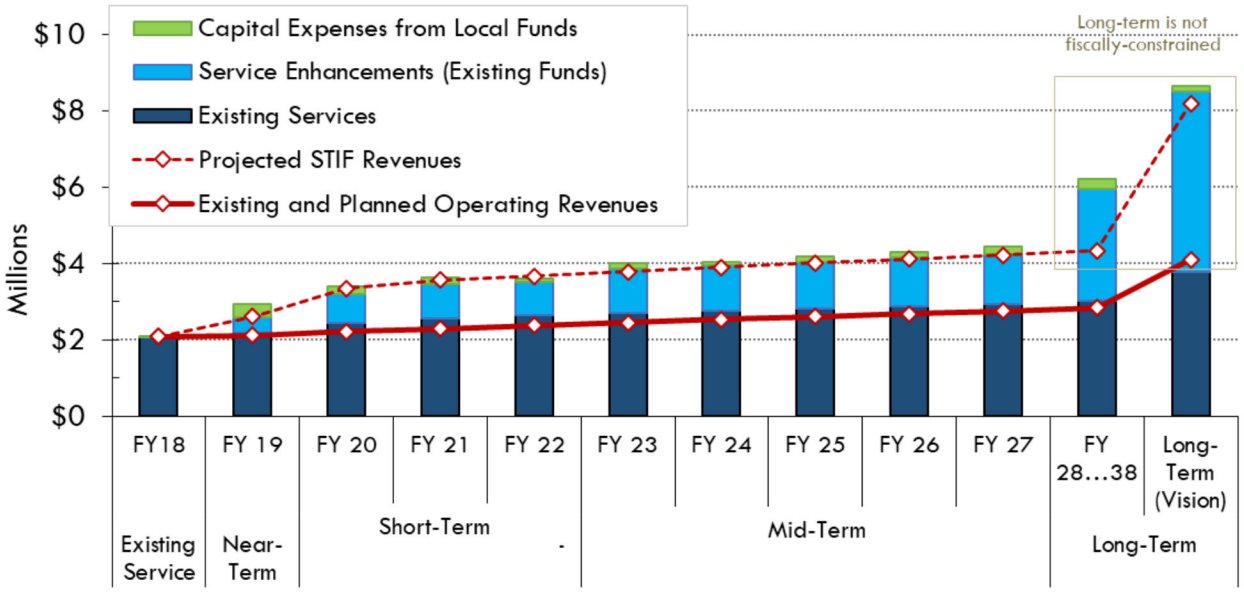
Figure 8-5 summarizes plan operating costs by time period. Some of YCTA's available local operating funds are programmed for capital improvements identified in Chapter 7, such as local match for buses, and are subtracted from the amount available for operations. Although there are relatively small deficits in the near-term, short-term, and long-term, STIF revenues in excess of projections or additional local funds may be able to support the identified level of enhancements.

Figure 8-5 Incremental Plan Operating Costs, Based on First Year of Each Time Period

| Time Period | Fiscal Years | Annual Operating Revenues | Annual Operating Costs of Existing Services | New Annual Operating Costs in Time Period | Cumulative New Annual Operating Costs | YCTA Funds used for Capital Elements | Total Annual Operating Cost | Operating Funds Remaining |
|---|---|---|---|---|---|---|---|---|
| Existing | 2018 | $2,606,000 | $2,167,000 | $415,000 | $415,000 | $348,000 | $2,930,000 | -$323,000 |
| Near-Term | 2018-2019 | $3,344,000 | $2,451,000 | $322,000 | $737,000 | $217,000 | $3,405,000 | -$60,000 |
| Short-Term | 2019-2022 | $3,781,000 | $2,690,000 | $441,000 | $1,178,000 | $127,000 | $3,995,000 | -$214,000 |
| Mid-Term | 2023-2027 | $4,336,000 | $3,013,000 | $1,763,000 | $2,941,000 | $257,000 | $6,211,000 | -$1,874,000 |
| Long-Term | 2028-2038 | $6,014,000 | $3,783,000 | $1,795,000 | $4,736,000 | $126,000 | $8,645,000 | -$2,629,000 |
| Long-Term (Vision) | N/A | $2,606,000 | $2,167,000 | $415,000 | $415,000 | $348,000 | $2,930,000 | -$323,000 |

Figure 8-6 illustrates operating costs in each plan year for existing services and enhancements, relative to revenues from existing sources and project revenues from the STIF.

Figure 8-6 Projected Annual Operating Costs, Existing Funding Sources




For comparison, Figure 8-7 and Figure 8-8 show that service hours and operating spending per capita over the life of the plan are within the ranges of YCTA's peer agencies (identified in Chapter 3). Service hours per capita increase significantly, though they remain below the peer median. YCTA's operating spending would be lower than the peer median until the long-term time horizon—including all of the Long-Term (Vision) enhancements.

Figure 8-7 Service Hours per Capita (adjusted for population growth)

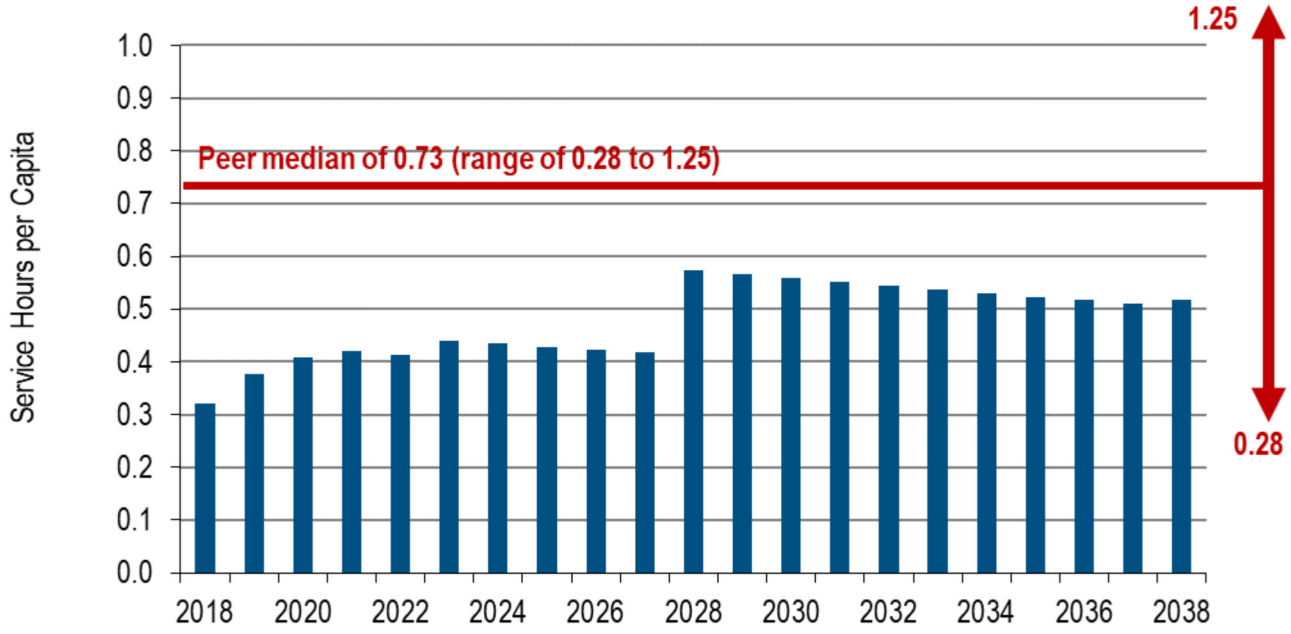
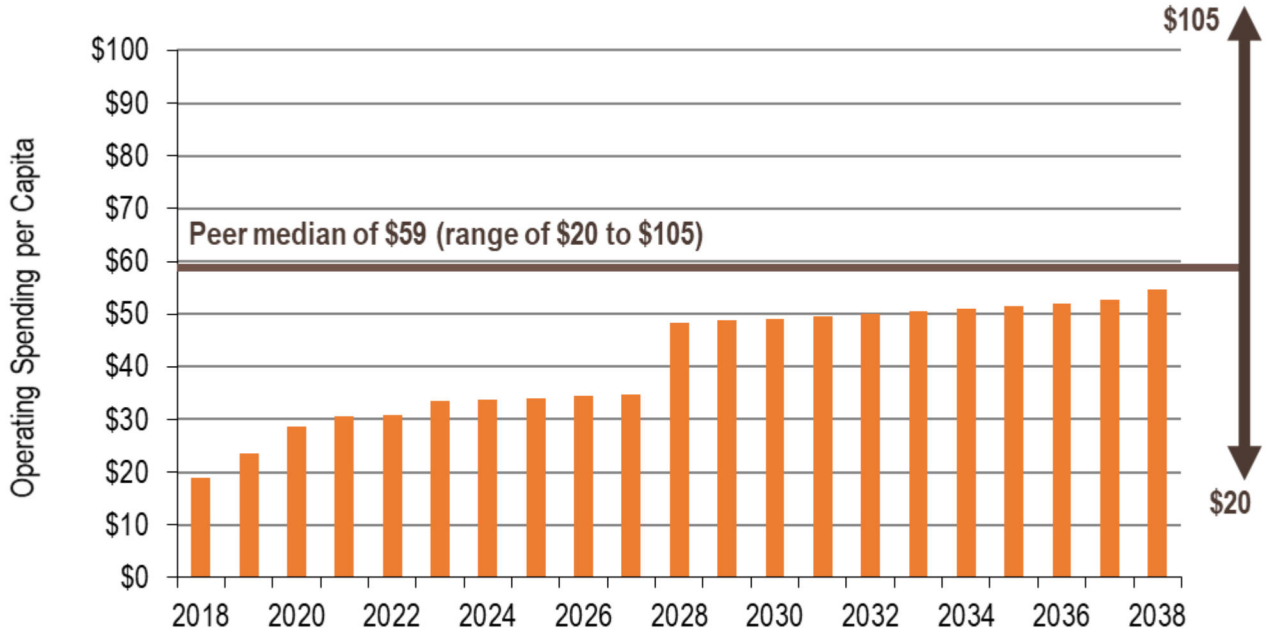


Figure 8-8 Operating Cost per Capita (adjusted for population growth)




## Additional Funding Scenario

A sub-group of the YCTA Advisory Committee has been discussing options for additional local funding.

If YCTA is able to identify additional local funds, or if the STIF generates more revenue than is projected, YCTA could implement additional long-term enhancements sooner. The dashed orange line in Figure 8-10 illustrates a scenario where YCTA has additional operating revenues to fund particular enhancements. The orange bars represent the cost of implementing these projects in the short-term or mid-term (they are currently all assumed in the long-term). Figure 8-9 describes a conceptual scenario where local jurisdictions agree to contribute to YCTA services on a per-capita basis (or other formula, such as number of service hours or assessed property values). Since local jurisdictions may have limited general funds to contribute to transit, this may require identifying a new local revenue source. Based on initial discussion of the YCTA Advisory Committee Funding Sub-Committee, such a source would ideally be linked to transit or transportation and could be pursue in the later short-term to early mid-term time frame, once YCTA has implemented short-term enhancements that elevate the image of transit and increase awareness of transit in the county.

See Figure 8-2 and Figure 8-3 earlier in this chapter for existing local contributions in Yamhill County, and a comparison of local contributions elsewhere.

Figure 8-9 Conceptual Revenue Scenario by Jurisdiction (for Illustrative Purposes)

| Service Area Type | Annual Local Funding per Person (Conceptual for Illustrative Purposes) | Notes |
|---|---|---|
| Large City (e.g., McMinnville) | $12 | |
| Medium City (e.g., Newberg) | $8 | Based on ratio of medium to large city population |
| Small City | $5 | |
| County | $4 | |

Figure 8-10 Projected Annual Operating Costs, with Potential Additional Funding Sources

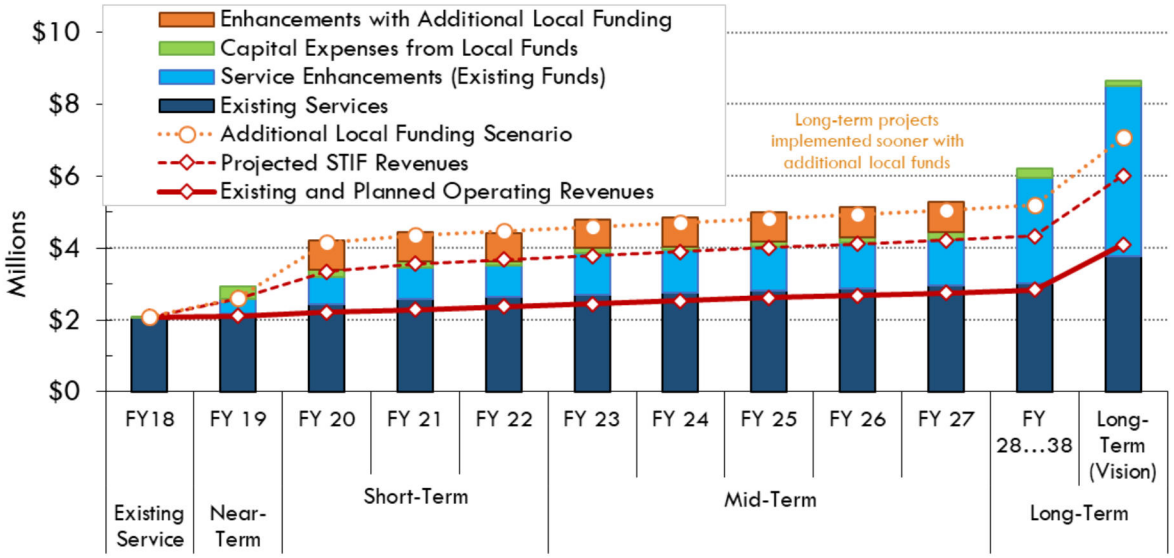
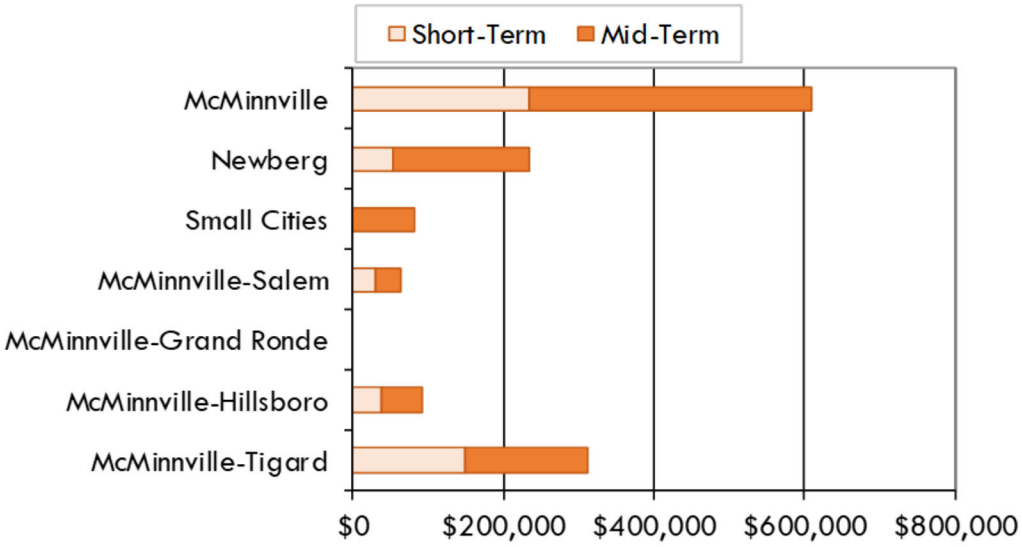



Figure 8-11 provides a breakdown of the potential enhancement costs by service area.

Figure 8-11 Potential Funding Scenario Costs by Service Area



# 9 SUPPORTING PROGRAMS, TECHNOLOGY, AND PARTNERSHIPS

Transit-supportive programs leverage investments in YCTA transit service and capital facilities. This chapter addresses improvements that can be made to enhance existing services through programs, advanced public transportation technology, and partnerships.

Figure 9-1 summarizes TDP recommendations for YCTA programmatic actions; the following sections discuss these actions in more detail.

Figure 9-1 Summary of YCTA Programmatic Actions

| Category | Action | Cost | Partners | Time Frame |
|---|---|---|---|---|
| System Access (Pedestrian and Bicycle) | Develop a Safe Routes to Transit program to prioritize and fund (with partners) safe and comfortable access routes to transit stops. | Staff Time[1] and variable capital costs | Local Jurisdictions | Short-term and ongoing |
| System Access (Park-and-Ride) | Identify cost-effective park-and-ride locations through partnerships with churches and other institutions. | Staff Time[1] | Churches and other institutions | Short-term and ongoing |
| TDM | Coordinate with Cherriots to promote Emergency Ride Home, Ride Sharing, and Vanpool Programs. | Staff Time[1] | Cherriots | Near-term and ongoing |
| TDM | Coordinate with major employers to provide transit and supporting program information and understand employee needs. | Staff Time[1] | Cherriots, Spirit Mountain Casino, agricultural and other employers | Near-term and ongoing |
| TDM, Fare Policies and Programs | Develop employer and other transit group pass programs. | Staff Time[1], Electronic Fare System | - | Short-term and ongoing |
| TDM | Provide staff time to support TDM and other programs; Cherriots has some budgetary funds that be used for a shared, part-time resource. | Staff Time [1] | Cherriots | Short-term and ongoing |
| Fare Policies and Programs | Explore electronic fare payment technology, to enable group and low-income/honored citizen passes, integration with adjacent agencies, and increase customer convenience. Mobile payment could be an initial option with minimal upfront investment, with a more full-featured system as a later phase. | Capital costs ranging from none to $50,000 to $75,000 | - | Near-term or short-term |
| Customer Information | Update route brochures and other printed and online information, including in Spanish. | Staff Time[1] Graphic Design | - | Immediate and ongoing |

| Category | Action | Cost | Partners | Time Frame |
|---|---|---|---|---|
| Customer Information | Identify key locations to make printed transit information available and periodically refresh available materials. Various suggestions provided in TDP focus group notes, including Housing Office, Colleges, Libraries, etc. | Staff Time [1]<br>Printing Costs | Human and Social Service Providers and other institutions | Near-term and ongoing |
| Education, Promotion, and Travel Training | Develop programs to make information on transit and other transportation options more widely available, and facilitate better understanding of how to use the transit system. Suggestions from TDP focus groups are included in TDP Volume II, Section 2: TM #2. | Staff Time [1] | Human and Social Service Providers, Chambers of Commerce, and other institutions | Near-term and ongoing |
| Advanced Public Transportation Technology | Implement technology to support real-time information and system alerts. | $120,000 to $150,000 | ODOT | Near-term |
| Advanced Public Transportation Technology | Evaluate software solutions to more easily implement service change and efficiently schedule fixed-route buses and drivers, and explore joint funding partnerships or obtaining a tool through YCTA's service contract. | $10,000 - $12,000 annually | ODOT, Other Providers / NW Oregon Transit Alliance | Short-term |
| Regional Transit Coordination | Coordinate with transit providers and/or local jurisdictions to improve amenities, wayfinding, and stop facilities (see Figure 9-9 for specific opportunities). | Cost-neutral to low-cost | TriMet, Cherriots, TCTD, SMART, RideConnection, and local jurisdictions | Near-term and ongoing |
| Regional Transit Coordination | Explore feasibility and potential benefits of joining the Northwest Connector (nwconnector) alliance of transit agencies. | Staff Time[1], annual NWOTA contribution (TBD) | NW Oregon Transit Alliance (NWOTA), ODOT | Later short-term to mid-term and ongoing<br>Feasibility can be explored in near-term or short-term |
| Service Delivery and Organizational Capacity | Increase YCTA staffing to improve contract oversight and ability to perform other transit agency functions (including above actions). | Staff Time[1] (from existing 2.5 FTE to 6.0 FTE) | Yamhill County | Near-term and ongoing |

Notes: [1] Included in overall recommended increase in YCTA staff (see Service Delivery and Organizational Capacity)

## SYSTEM ACCESS

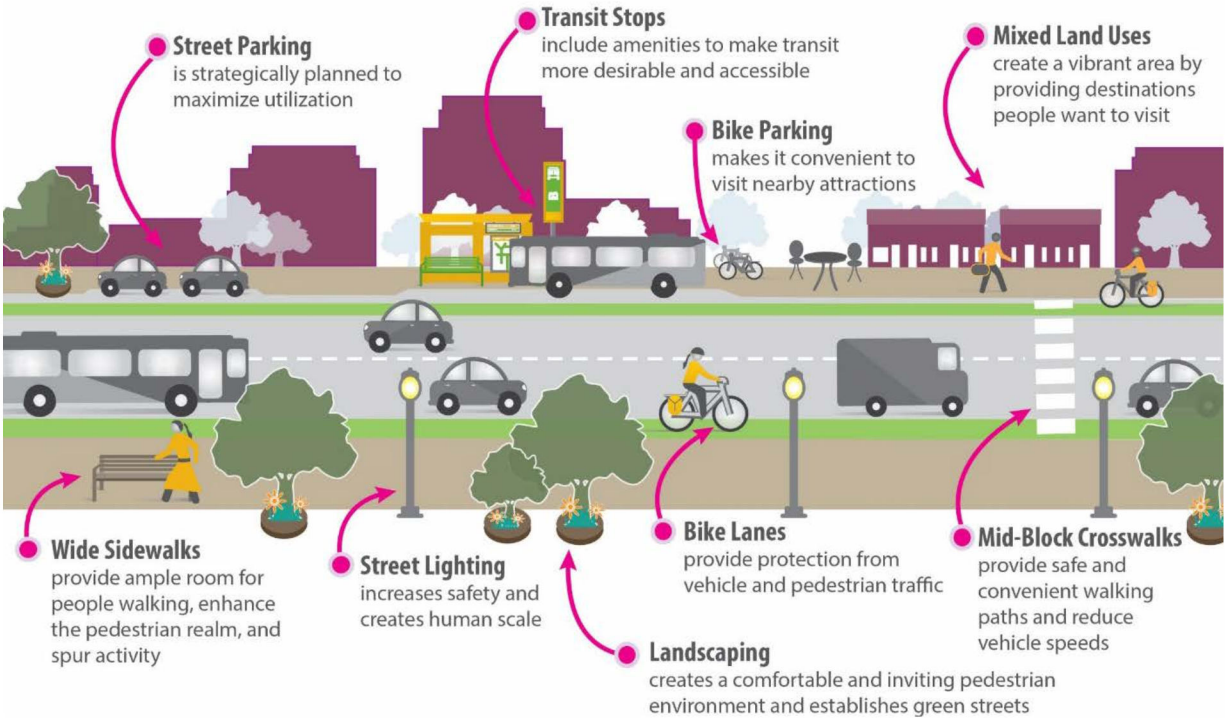
**Access to transit** refers to the various ways transit riders get to/from a transit stop and their trip origin and destination. This section identifies programmatic actions for YCTA to enhance the ability for potential riders to access its service, in collaboration with local jurisdictions and other partners. Appendix C (Bus Stop Design Guidelines) provides additional guidance and resources.

**Safe and accessible pedestrian facilities** allow people to access transit stops and key destinations—every transit rider is a pedestrian at some point in their trip. The pedestrian network includes sidewalks that are sufficiently wide and well-lit, with curb ramps that provide a transition between sidewalks and the street; well-marked, convenient, and adequately spaced street crossings; and wayfinding that helps direct passengers to transit and destinations. Street trees, landscaping, and a mix of uses create comfortable, attractive streets where people want to walk.

**Designing for Disability** (also known as inclusive design) refers to designing streets and transit facilities for use by all people regardless of ability. This means ensuring that sidewalks are not impeded by bus stops, utility poles, or other elements; reducing driveway cross-slopes; providing tactile treatments on curb ramps, stop platforms, and other conflict points; and providing information in audio, visual, and tactile formats, considering cultural and language differences as well as people with restricted mobility, visual, and/or audible ability (e.g., signage, audible stop announcements, real-time information, etc.).

**Safe and convenient bicycle access routes** to transit stops and both short-term and secure, long-term **bicycle parking** expand the distance people can travel to access transit.

Figure 9-2 Best Practices for Transit-Supportive Street Design




Source: Nelson\Nygaard

**Park-and-ride facilities** provide all-day parking for transit riders who need to travel by car for a portion of their trip. The TDP does not identify specific locations, but recommends incorporating context-appropriate parking into new YCTA transit center facilities (see Chapter 7) and identifying park-and-ride locations through partnerships with churches and other institutions whose parking is not fully utilized during times of peak transit demand.

## TRANSPORTATION DEMAND MANAGEMENT

Transportation Demand Management (TDM) is a general term for strategies that increase overall transportation system efficiency by encouraging people to shift from single-occupant vehicle (SOV) trips to non-SOV modes, or by shifting auto trips out of peak periods. These strategies are often very cost-effective.

**Emergency ride home, ride sharing (carpool), and vanpool programs** are available to Yamhill County employees and/or residents through the Cherriots' Trip Choice program:

- The **Emergency Ride Home Program** is available to all employees who live in Yamhill County and use any option other than driving alone to work (e.g., carpool, vanpool, transit). The program provides participants with a voucher for a free ride home in the event of an emergency.
- **Carpools and vanpools** serving destinations not directly connected by YCTA service can be facilitated through Drive Less Connect, Oregon's online ride-matching tool. Valley Vanpool lists existing vanpools serving Yamhill County, provided by Enterprise. Current vanpools serve Sheridan (Federal Correctional Institution) from Salem and Sherwood. Cherriots can subsidize 50% of the vanpool lease cost for vanpools serving the Salem area, although McMinnville-Salem is not viable (distance is too short).

**Coordinate schedules with major employers.** Ensuring that large organizations have access to information about YCTA service and supporting programs can help them best meet their employee needs and increase ridership. Cherriots' Employer Services program works with Yamhill County employers. As noted in Figure 9-1, Cherriots may be able to provide partial funding for a staff resource.

## FARE POLICIES AND PROGRAMS

This section provides recommendations for YCTA fare policies. The existing fare structure is covered in Chapter 3, and the sidebar below (see Figure 9-4) provides a comparison of YCTA fares to several peer agencies. Key findings include:

- YCTA local fares ($1.25) are in the middle of the peer range. Some providers have lower fares ($1.00) while others are slightly higher ($1.50 to $1.60). Based on TDP outreach, YCTA fares are generally perceived as affordable.
- YCTA currently does not offer any discounted fares for seniors, person with disabilities, veterans, or youth. Based on TDP outreach, fares can be expensive for families (due to lack of a youth fare) and there was general support for making fares more affordable for families, veterans, seniors, and low-income people.
- Other providers charge more than YCTA for longer-distance trips, particularly outside of their service area.

TDP fare policy and program recommendations include:

**Sell fares in-person at additional locations.** YCTA currently sells fares on buses, via mail, and in-person at two locations in McMinnville. There is no location to purchase passes in Newberg; YCTA and the City of Newberg could explore future opportunities, such as with a potential future transit center in Newberg or in partnership with a local retailer(s). An electronic fare system (see below) could provide additional flexibility for purchasing passes and other fares outside of McMinnville.

**Raise fares in the future**. Once YCTA has installed signage at all bus stops, upgraded its vehicle fleet, and addressed key operational and on-time performance issues through changes to route design, service levels, and schedules (by the end of the near-term or early short-term time frame), it could consider increasing the adult one-way fare by up to 25 cents or increasing fares on its longer-distance, intercity

services (particularly for trips outside of Yamhill County). YCTA could also consider increasing its average fares by an average of 5 cents per year going forward. This will allow it to keep up with increasing costs (due to inflation) and maintain the share of costs that is covered through fares.

**Implement reduced fares and passes for honored citizens (seniors and veterans), students/youth, and low-income persons.** Offering discounted fares will mitigate the impact of increasing the regular fare. Providing discounted fares could improve access to transit for these groups of people, who are more likely to depend on transit for their mobility needs. Improving affordability for low-income persons and students is also a STIF goal.

**Develop fare pass programs.** Fare pass programs can improve access to transit by making it more convenient and affordable. Programs are typically available to employees, students, and people with low incomes. Major employers, institutions, and social/human service providers may be interested in group pass programs. George Fox University and Linfield College may be interested in a student pass program. A fare pass program for low-income individuals could improve access to transit for the 16% of Yamhill County residents that have an annual income below the federal poverty level (FPL) of $12,060.[19,20] An electronic fare system may make it easier for YCTA to implement and administer pass programs.

**Explore fare reciprocity between connecting providers.** Fare reciprocity between transit agencies can simplify rider connections between transit systems and improve the user experience. Some of the transit agencies that are part of the Northwest Oregon Transit Alliance (NWOTA) offer fare reciprocity. Sunset Empire Transit District (SETD) and Columbia County Rider offer fare reciprocity where their services connect. SETD and Tillamook County Transportation District (TCTD) honor each other's monthly passes. YCTA could explore fare reciprocity agreements with other connecting agencies, such as Cherriots. Electronic fare systems may make these types of arrangements more feasible.

**Explore electronic fare media and mobile ticketing.** Electronic fare media and mobile ticketing provide transit riders with more convenient and flexible options to pay for their ride while on the go, and also enable easier administration of fare pass programs, discounted fares, and fare reciprocity agreements, and potentially reduce YCTA costs for processing cash fares. Electronic fare media options can be categorized into RFID Smart Cards and Mobile Ticketing options.

TriMet implemented the Hop Fastpass electronic fare media system in 2017, which includes physical card readers at transit stations and on vehicles as well as mobile ticketing options. ODOT studied the cost of expanding the Hop Fastpass system to smaller providers; the study estimated extremely high capital and ongoing operating costs that would be prohibitive for small to medium-sized agencies (see Figure 9-3). ODOT also evaluated a similar alternative solution called Touchpass (Delerrok). A preliminary cost estimate for the TDP indicates implementation costs could range from $50,00o to $75,000 (high-end assuming one-time system integration costs, which may or may not be required) with ongoing costs of $16,000 to $23,000. On an annualized basis, operating and capital costs range from $25,000 to $34,000 per year (average of 11 cents per passenger including the high-end of the capital cost estimate—between 6 to 8% of the average fare).

A mobile ticketing option (no physical card) would provide similar capabilities but would require customers to have a mobile phone; based on an estimate for one vendor (Hopthru), there are no upfront costs. Annual transaction costs would range from approximately $17,000 to $29,000 over the first five

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[19] ACS 2011-2015 estimate. Table B17021. Percentage of the population for whom poverty status is determined, which excludes institutionalized people, people in military group quarters, people in college dormitories, and unrelated individuals under 15 years old.

[20] The United States Department of Health and Human Services (HHS) issues an income measure known as the Federal Poverty Level (FPL) each year; government agencies use the FPL to assess eligibility for a variety of programs and benefits. https://www.healthcare.gov/glossary/federal-poverty-level-FPL/

years (average cost of 15 to 18 cents per transaction assuming adoption by 40 to 50% of passengers—between 12 to 13% of the average fare). Figure 9-3 provides a summary of some electronic fare media options that are used in the Pacific Northwest, including a preliminary cost analysis of smart card/mobile payment system costs (e.g., Delerrok Touchpass) and mobile ticketing costs (e.g., Hopthru). Additional details are provided in Appendix F.

A mobile payment system could be an initial option with minimal upfront investment and risk for YCTA, with a more full-featured system as a later phase.

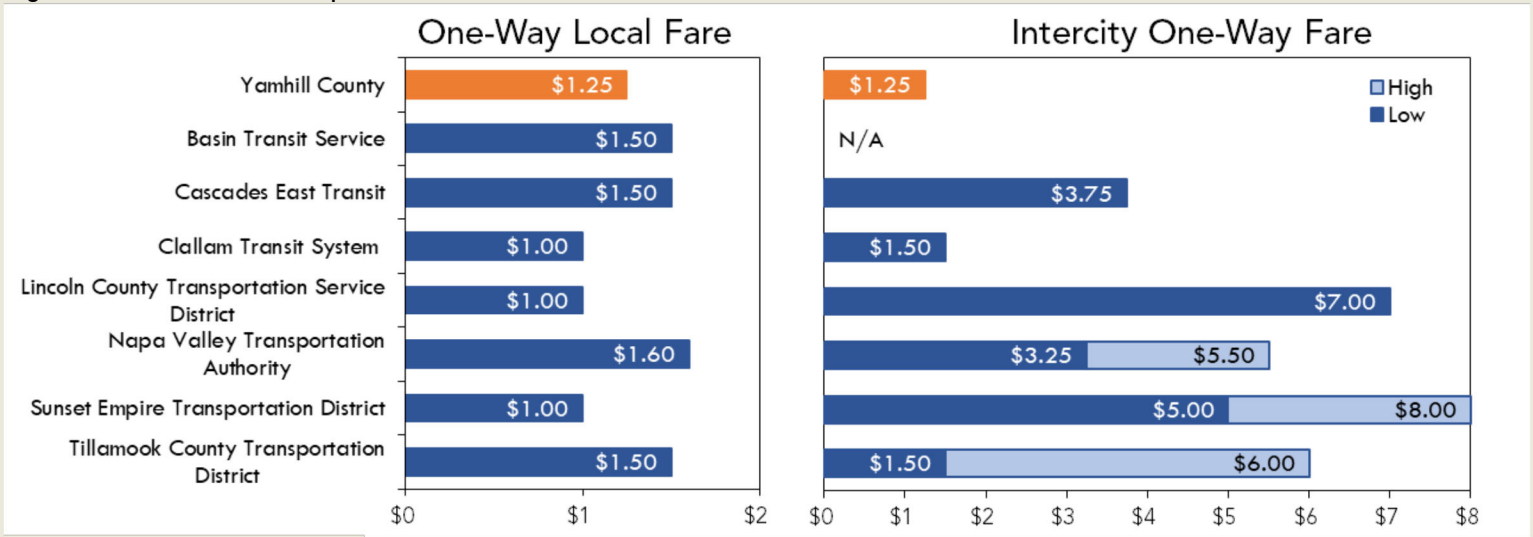
Figure 9-3 Electronic Fare Media Options

| Format | Name | Currently Used By | Preliminary Cost Estimates for YCTA[1] | Other Potential Vendors |
|---|---|---|---|---|
| Physical card, mobile application, or pre-printed one-time use paper tokens | Hop Fastpass | ▪ TriMet (Portland, OR)<br>▪ Portland Streetcar (Portland, OR)<br>▪ C-Tran (Vancouver, WA and Portland, OR) | ▪ Implementation: $450,000 to $660,000 [1]<br>▪ Annual operating costs: Over $100,000 [1] | N/A |
| | Touchpass (Delerrok) | ▪ Rouge Valley Transit District (Medford, OR)<br>▪ Cascades East Transit (Bend, OR) | ▪ Implementation: $55,000 to $85,000 (high-end includes a $30,000 contingency for one-time integration costs, if required) [2,3]<br>▪ Annual operating costs: $9,000 - $18,000 [2,3]<br>▪ Annualized operating and capital cost: $23,000 - $25,000 (years 1-5) and up to $30,000 in year 10 [2] | - |
| Mobile application | Hopthru | ▪ CAT (Hood River, OR)<br>▪ Pierce Transit (Tacoma, WA)<br>▪ Seattle Monorail (Seattle, WA)<br>▪ Sonoma County Transit (Sonoma, CA)<br>▪ Vine Transit (Napa, CA) | ▪ Implementation: None<br>▪ Annual transaction costs: $20,000 – $25,000 (years 1-5), and up to $46,000 in year 10 [4] | Moovel<br>Masabi |

[1] Cost estimates for Hop Fastpass provided by: ODOT and CH2M, "eFare – Hop Program, ODOT Regions 1 and 2 Gap Analysis – Hop Fastpass Feasibility", August 31, 2017. [2] TDP analysis in consultation with Delerrok. Annualized capital cost-estimate assumed a five-year equipment lifetime based on the warranty period. [3] The ODOT/CH2M analysis (see note #1) identified Touchpass implementation costs of $270,000 to $760,000 and annual operating costs: $36,000 to $42,000. Based on discussions with Delerrok, the TDP analysis is a more appropriate preliminary estimate for YCTA. [4] TDP analysis, in consultation with Hopthru.

## Peer Comparison: Fares

Figure 9-4 Peer Fare Comparison




| Agency | Local Fixed-Route | | | Discounted Fare | | Intercity Service | | | ADA / Dial-A-Ride | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Single Ride | Day Pass | Monthly | Single Ride | Monthly | Single Ride | Day Pass | Monthly | Single Ride | Monthly |
| Yamhill County (YCTA)[1] | $1.25 | $2.50 | $35 | - | - | $1.25 | $2.50 | $35.00 | $1.75 | $40 |
| Basin Transit Service [2] | $1.50 | $3.00 | $54 | $0.75 | $27 | - | - | - | $3.00 | - |
| Cascades East Transit (CET) [3] | $1.50 | $2.50 | $30 | $0.75 | $15 | $3.75 | $6.25 | $100 | $2.50 | - |
| Clallam Transit System [4] | $1.00 | $3.00 | $36 | $0.50 | $18 | $1.50 | $3.00 | $54.00 | $2.00 | |
| Lincoln County Transp. Service District [5] | $1.00 | - | - | - | - | $7.00 | - | - | $1.00 | - |
| Napa Valley Transp. Authority [6] | $1.60 | $6.50 | $53.00 | $0.80 | $14 | $3.25 - $5.50 | $6.50 | $65 - $120 | $3.20 - $6.40 | - |
| Sunset Empire Transp. District (SETD) [7] | $1.00 | $3.00 | $30 | $1.00 | $20 | $5.00 - $8.00 | - | - | $2.00 | |
| Tillamook County Transp. District (TCTD) [8] | $1.50 | $1.50 | $40 | - | $30 | $1.50 - $6.00 | - | - | $3.00 | - |

Notes: [1] YCTA, see Chapter 3. [2] Basin Transit, http://www.basintransit.com/routesrates.shtml. [3] CET, http://cascadeseasttransit.com/fares. Multi-zone system for intercity fares. [4] Clallam Transit, http://www.clallamtransit.com/Fares-Passes. $3.75 per mile for Dial-A-Ride trips beyond a ¾-mile distance from fixed-route service. [5] Lincoln County, $1 per zone for intercity routes, with 9 zones. http://www.co.lincoln.or.us/transit/page/fare-schedule. [6] Napa Valley, http://www.ridethevine.com/fares-passes. [7] SETD, http://www.nworegontransit.org/wp-content/uploads/2018/06/Fare-Policy-Outreach.pdf. SETD revised fares on 7/1/2018, lowering local day passes from $5.00 to $3.00 and monthly passes from $45 to $30. General public Dial-A-Ride one-way fare is $8.00 for 0-10 miles and $12.00 for 11-20 miles. [8] TCTD, https://www.nworegontransit.org/passes-tctd/. TCTD charges $15 for a one-way trip to Portland, and $20 for a round trip.

# CUSTOMER INFORMATION, MARKETING, AND BRANDING

Transit information makes using the transit system more intuitive, particularly for infrequent riders. The following strategies will help existing riders and bus operators navigate the system, and make transit more accessible to a broader audience. YCTA has enhanced its branding and information in 2018 using ODOT grant funds for information technology, communications and marketing services; as of August 2018, these enhancements are in the process of being rolled out.

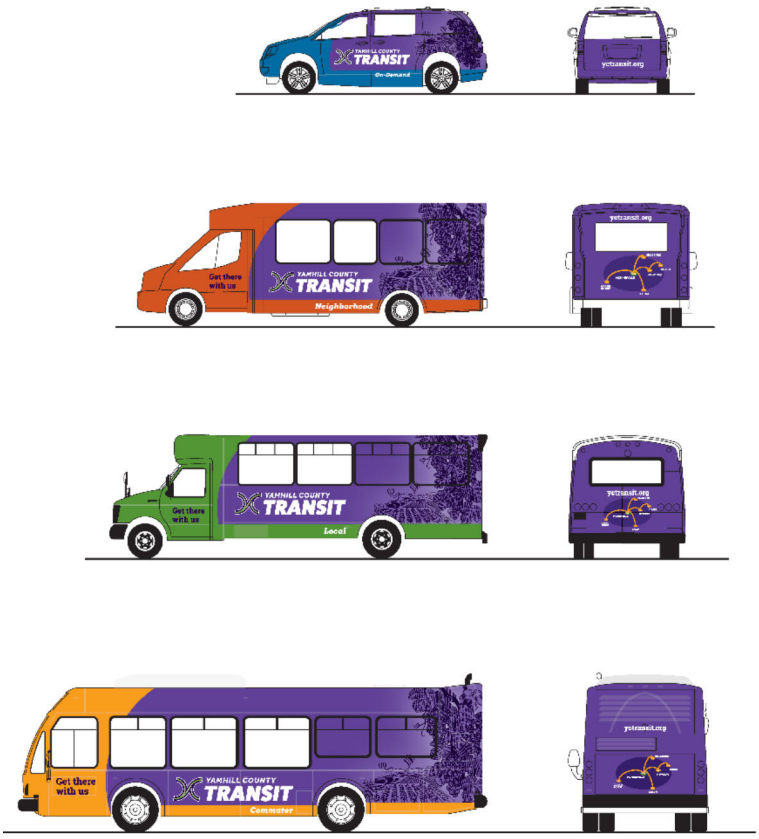
## System Branding




YCTA bus stop signs, vehicles, and customer information should all have a consistent YCTA logo and branding that builds an awareness of local and regional transit service. YCTA developed a new logo and other marketing materials in 2018 (example shown at right) along with a bus branding scheme (shown below). Action items include:

- Mark or sign all bus stops (near-term action). Develop YCTA stickers (preferably service-specific) for placement on TriMet bus stops (see Appendix F for specifications and coordination information).
- Include the NW Connector logo at all stops shared with NW Connector routes (e.g., Spirit Mountain Casino and Grand Ronde Community Center).
- Wrap all buses with the new YCTA branding (see Figure 9-5 for the service-specific branding developed by YCTA).

Figure 9-5 YCTA Vehicle Branding (Draft)



## Website

An increasing number of people obtain transit information online—including over 50% of YCTA riders (see TDP Volume II, Section 2: TM #2, Chapter 4, Figure 4-8). TDP outreach, including to members of the Latino community, indicated that many people who do not have computers are able to access information via a smartphone. YCTA has been enhancing its website, which already includes links to route and system maps, route schedule brochures, announcements, rider alerts, and information on Dial-A-Ride and ADA Paratransit service. The following enhancements are recommended:

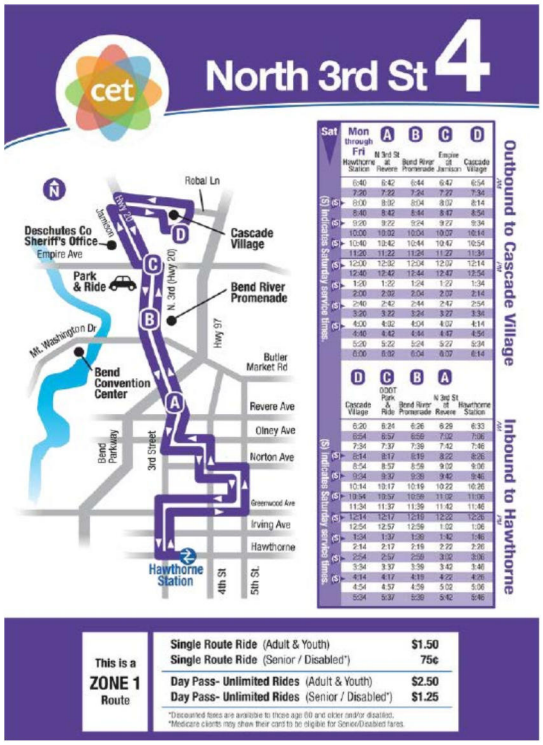
- Integrate real-time bus arrival and status information into the website (see Technology section below).
- Update online mapping to ensure that online trip planners provide accurate information.
- The website includes a translation capability, but other materials need to be translated into Spanish (or other common languages as identified in the YCTA's outreach plans).

## System & Route Maps

YCTA has a system map on its website and plans to post system maps at major transit stops and shelters. The current route map and schedule brochures are color-coded and include some major activity centers, but need to be updated. The TDP recommends that YCTA update and enhance its route brochures including:

- Show the direction of the bus on route maps and include additional activity centers and the local street network so riders can more easily find stops. This is particularly helpful when routes loop and cross multiple times.
- Add stop numbers or letters for major timepoints to route maps and schedules to allow riders to easily find these stops on the map.
- Reduce the number of stops on schedules. Currently the schedules have too many stops listed in some cases; this is true for both local and intercity routes. In many cases, it should be sufficient to just list major timepoints.
- Ensure that brochures are translated into Spanish, at a minimum.

Figure 9-6 Route Map and Schedule Example




Color-coded individual route map and schedule. Stops labeled with numbers corresponding to the schedule help passengers understand how a route travels.

Source: Cascades East Transit

## Wayfinding

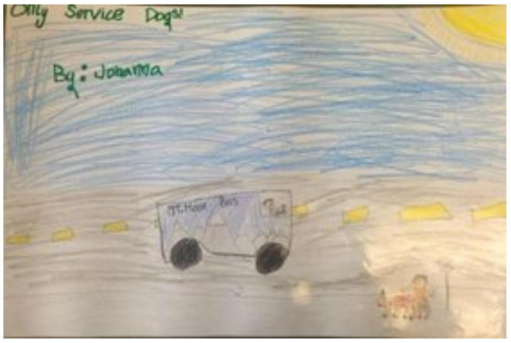
In places where there is not line-of-sight visibility between bus stops in each direction, wayfinding signage with directional arrows or a map helps passengers navigate to the appropriate stop. Locations where wayfinding signage should be considered include where:

- Routes operate on a couplet (or pair of one-way streets), such as OR 99W in McMinnville (Adams and Baker Streets) and downtown Newberg (Hancock and 1st Streets)
- YCTA stops are located adjacent to a transit center, such as at Tigard Transit Center

# EDUCATION, PROMOTION, AND TRAVEL TRAINING

**Outreach and education programs** improve awareness of existing services and programs, and promote understanding of how to use the transit system. A lack of knowledge and understanding are often the greatest barriers to transit use. Potential programs that YCTA could develop to promote awareness of transit include:

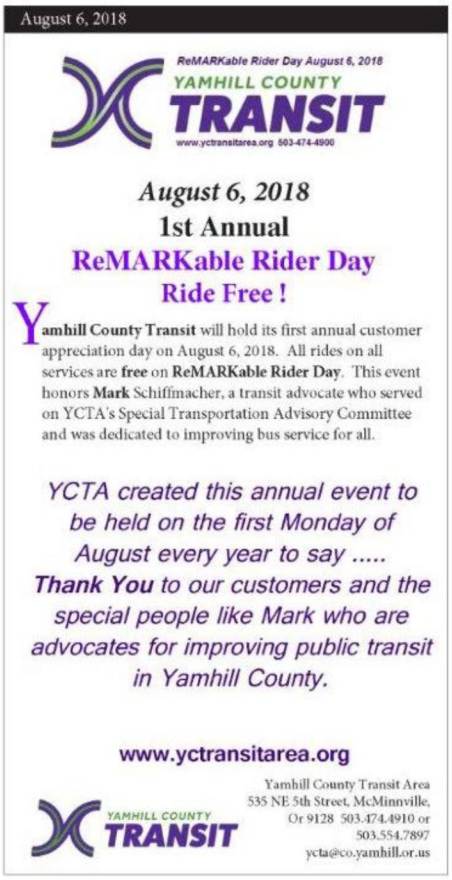
- Public information campaigns to provide information, education, and resources on transit and other transportation option for residents, employees, and visitors
- Bring a friend/rider rewards program.
- Customer appreciation events. In 2018, YCTA held its first annual customer appreciation day (to be held each year on the first Monday in August). This even honored the memory of Mark Schiffmacher, a transit advocate who served on YCTA's Special Transportation Committee.




Sandy 2nd and 3rd graders helped Sandy Transit illustrate etiquette rules as part of a public information campaign.
Source: City of Sandy, https://tinyurl.com/ydewzv3s






The 1st Annual Yamhill County Transit Customer Appreciation Day honored a longtime rider advocate and showcased one of YCTA's new vehicles.

# ADVANCED PUBLIC TRANSPORTATION SYSTEM TECHNOLOGIES

YCTA secured a technology grant that it began to implement in 2018 to upgrade its technology infrastructure to increase access, convenience, and efficiency. The TDP budgets additional funds (near- and short-term) to continue investing in technology initiatives.

Key public transportation technologies include:

- Two-way radios for driver communications, upgraded in 2018.
- Vehicle information system with automatic vehicle location (AVL) reporting through a global positioning system (GPS), automatic passenger counters (APCs), and automatic bus stop announcements on the bus.
- Real-time bus arrival information and system alerts, enabled by the AVL system, let people know when the bus will arrive, which is particularly important given congestion along OR 99W that can delay service. YCTA currently provides alerts using Facebook and the YCTA website, but could improve and expand its capability to "push" alerts to riders for specific routes.
- On-demand dispatching software to facilitate dynamic on-demand services and help formalize YCTA's volunteer driver program (currently only in Yamhill/Carlton).
- Security cameras.
- Electronic fare collection (see Fare Policies and Programs).
- Scheduling software to optimize how YCTA fixed-route trips are assigned to buses and driver shifts, allowing service changes to be implemented more easily. Economies of scale could potentially be found in partnership with other transit providers (including other northwest Oregon transit agencies), ODOT, or the YCTA service contractor.



SETD (Clatsop County) and TCTD (Tillamook County) recently launched real-time information access

Figure 9-7 summarizes the status of YCTA technology initiatives.

Figure 9-7 Summary of YCTA Existing, Planned, and Future Technology Initiatives

| Category | Existing | YCTA Initiatives / Funding | Notes | Potential Vendors (Partial List) | Implementation Time Frame |
|---|---|---|---|---|---|
| Radios | | ▪ Technology Grant | | Silky | Installed Winter 2018 |
| Website/Customer Information | | ▪ Technology Grant | | | Implementation in progress in 2018 |
| Paratransit Dispatch | First Transit Proprietary | ▪ Technology Grant | Vendor selected | CTS | Implementation starting Fall 2018 |
| AVL, Real-Time Information, Audible Announcements | None | ▪ Technology Grant | About $120-$150k available in technology grant funds | Connectionz<br>ETA<br>TransitApp<br>Trillium/Swiftly (partnership) | Hanover LED Destination Signs are on new buses<br>Mobile Data Terminals (MDTs) are on order<br>RFP issued for real-time information in Fall 2018 |
| On-Demand/Flex Services/Volunteers | None | ▪ Future STIF or other funds | $50-$60k to pilot TAP Ride for Yamhill/Carlton volunteer program | Doublemap / TapRide | |
| Electronic Fares (e-fares) | None | ▪ Future STIF or other funds | | Touchpass, Hopthru, Moovel, Masabi | |
| Camera System | DriveCam LYTX | ▪ STIF Funds (2019) | $85k to replace | 3-4 vendors under consideration (Safety Vision, Lytx, Schetky NW, Angel Trax, Seon, Apollo) | YCTA to go to bid in FY 2018-2019 |
| Scheduling Software | None | ▪ Future STIF or other funds | Potentially $10-$12k in partnership with other providers, or through service contractor | Remix scheduling software or other vendors | To be determined |

# REGIONAL COORDINATION AND PARTNERSHIPS

## Regional Transit Providers

Travel data shows that Yamhill County residents travel beyond county borders for work, shopping, and other trips. Improving YCTA connections to transit providers in Marion, Polk, Washington, and Clackamas Counties services adds regional mobility for Yamhill County workers, residents, and visitors, often without requiring a wealth of additional YCTA resources. These connections include:

- **TriMet** bus routes in Tigard and Sherwood (e.g., Routes 12 and 93) and WES commuter rail, and MAX light rail and Route 57 in Hillsboro.
- **Cherriots** routes in west Salem (e.g., Route 17), and additional local routes, **Cherriots Regional** routes, and Greyhound/Amtrak service in downtown Salem.
- **Tillamook County Transportation District (TCTD)** Coastal Connector and Grand Ronde Express routes. TCTD is a member of the Northwest Connector (see map and description on the next page), which includes four other transit agencies in Northwest Oregon.

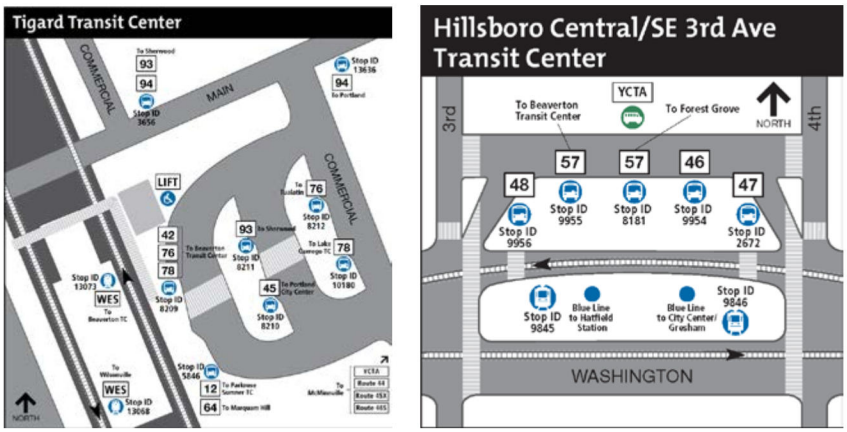
Typically, coordination efforts entail shifting schedules slightly to improve transfers and enhancing wayfinding, amenities, and customer information. Overarching coordination recommendations include:

**Align schedules and service changes.** YCTA can coordinate schedules with the primary routes at major regional transit hubs, in terms of both service span and specific arrival and departure times. Since YCTA's regional services are relatively infrequent, connecting to frequent services (every 15 minutes or better) operated by other providers helps minimize waiting time for transfers and provides YCTA with flexibility in changing its schedules. YCTA needs to maintain ongoing, periodic contacts with other agencies to ensure coordination on schedules and service changes.

**Maintain or add bus stop amenities at transfer points.** Comfortable, covered waiting facilities and prominent signage are needed at transfer points with regional providers. YCTA can partner with other transportation agencies, local jurisdictions, businesses, or other organizations to implement improvements cost-effectively. See Chapter 7 (Bus Stop Improvement Locations).

**Improve transit information and wayfinding.** Transit information includes online, printed, and real-time media. Online trip planning and website information lets potential passengers find out about YCTA service and understand how to use it. YCTA can include information about regional connections on its website and work with its partners to maintain the information. YCTA should have printed information at each regional transit center, expand its technology infrastructure to provide real-time information, and provide wayfinding at stops that are adjacent to a major transit center (e.g., Tigard, Hillsboro, and Salem). Figure 9-8 shows Hillsboro and Tigard transit center maps.

Figure 9-8 Station Maps at Shared TriMet Transit Centers

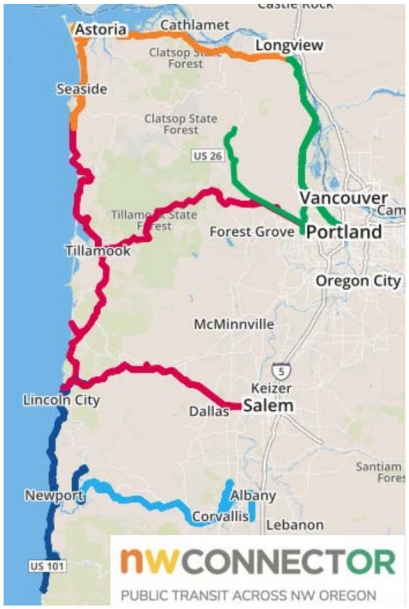



TriMet station maps for Tigard and Hillsboro Central Transit Centers

Source: https://trimet.org/transitcenters/

**Explore viability of joining the NW Oregon Transit Alliance (NWOTA).** The Northwest Connector is an alliance of five transit agencies that coordinate to improve regional connections between the Willamette Valley and the Oregon Coast and between northwest Oregon communities. The alliance recently launched a common website (https://www.nworegontransit.org/) integrating information for all participating agencies. YCTA was not included in the alliance, but the TDP recommends that YCTA explore feasibility and potential benefits of joining the alliance, such as integrated customer information; joint promotion opportunities including a visitor pass and marketing through TravelOregon and other media; and potential coordination around stop improvements and other capital purchases.

At a minimum, there would be financial, administrative, and reporting requirements for YCTA to join the alliance. For example, YCTA would need to make a financial contribution in the vicinity of $25,000 annually, attend monthly meetings of the NWOTA Coordinating Committee, and provide additional reporting. The YCTA staffing level (see Service Delivery section in this chapter) and financial resources to support joining NWOTA would likely be available to YCTA no earlier than the short-term plan time frame.



Source: http://www.nworegontransit.org/interactive-map/

Figure 9-9 identifies specific opportunities for each YCTA intercity route or travel market.

Figure 9-9 Summary of Coordination Opportunities

| Provider or Partner | Category | Specific Opportunities and Actions | Additional Partners |
|---|---|---|---|
| Cherriots | Schedules/General Service Changes | ▪ Align YCTA Route 11 schedules with Cherriots Route 17 service in West Salem (frequent service route).<br>▪ After extending service to downtown Salem, consider serving intercity rail and bus connections (Amtrak and Greyhound), possibly only at specific times where connections are available.<br>▪ Cherriots is supportive of YCTA coming into downtown Salem and also stopping on-street in West Salem near the West Salem transit center.<br>▪ Rename YCTA Route 11 to avoid confusion with Cherriots Route 11, e.g., to 80x.<br>▪ Coordinate with Cherriots to ensure online and printed materials reflect upcoming and future service changes. | |
| | Facilities/Infrastructure | ▪ Cherriots is planning to install a shelter for the bay currently utilized by YCTA in West Salem in 2018, including a schedule/map. | |
| | Transit Information and Wayfinding | ▪ YCTA could be integrated in electronic displays and provide printed schedules for placement at the downtown transit center. | |
| | E-Fares/Fare Reciprocity | ▪ YCTA and Cherriots can explore coordination of fare reciprocity and other opportunities, likely in conjunction with electronic fare technology. | |

| Provider or Partner | Category | Specific Opportunities and Actions | Additional Partners |
|---|---|---|---|
| | Programs | ▪ Share information on Yamhill County employers/contacts with Cherriots, identify Yamhill County staff who could assist in outreach with guidance from Cherriots, explore the potential for Cherriots to contribute to a part-time staff person in the future, identify potential locations where information on commute options/emergency ride home program could be placed in Yamhill County. | Spirit Mountain Casino |
| Grand Ronde Tribe | Schedules/General Service Changes | ▪ Identify opportunities to align Route 22 schedule with needs of Grand Ronde residents.<br>▪ Work with Grand Ronde Casino to better coordinate Route 22 schedules with Casino work shifts, particularly in the later evening.<br>▪ See also Coastal Connector and the Grand Ronde Express | TCTD |
| | Transit Information and Wayfinding | ▪ Improve and maintain transit information at the Grand Ronde Community Center and Casino stops.<br>▪ Consider developing a transit hub at the Spirit Mountain Casino. | TCTD |
| SMART | Schedules/General Service Changes | ▪ Connections to Wilsonville can currently be made using WES (in Tigard) or the 1X service co-operated by SMART and Cherriots (in Salem), during commute hours only. This should be included in YCTA's regional transit information.<br>▪ In the future SMART plans to operate its 2X service between Wilsonville, Tualatin, and Tigard TC, which would provide a single-transfer connection between Yamhill County and Wilsonville outside of peak commute hours. | |
| | E-Fares/Fare Reciprocity | ▪ No immediate opportunities, but possible future coordination in shared e-fare system initiatives. | |
| Tillamook County Transportation District (TCTD) | Schedules/General Service Changes | ▪ Coordinate schedules with Coastal Connector (60X Lincoln City – Salem) and Grand Ronde Express (70X Grand Ronde - Salem) routes in Grand Ronde or at Spirit Mountain Casino, and ensure these connections are reflected in printed and online materials. | Grand Ronde Tribe<br>Spirit Mountain Casino |
| | Transit Information and Wayfinding | ▪ Update printed and online materials to reflect new 60X and 70X services. | |
| | Other | ▪ Possible future coordination on long-distance non-emergency medical trips. | |
| TriMet | Facilities/Infrastructure | ▪ TriMet can include YCTA route stickers at shared stops, e.g., OR 99W in Sherwood/Tigard and TV Hwy in Forest Grove (see Appendix F).<br>▪ Explore integrating YCTA into a future Tigard Transit Center when Southwest Corridor service (MAX line to Portland) opens. | |

| Provider or Partner | Category | Specific Opportunities and Actions | Additional Partners |
|---|---|---|---|
| | | ▪ Explore integrating YCTA into Hillsboro Central Station; Central Station is currently at capacity but TriMet could incorporate YCTA when considering future needs.<br>▪ The City of Hillsboro is also working to provide two-way access into Central Station as part of the Regional Enhanced Transit Corridor initiative, using the City-owned parking area where YCTA currently stops. Coordinate with the City of Hillsboro and TriMet to secure a bay in the expanded space available when this change occurs. | City of Hillsboro |
| | Schedules/General Service Changes | ▪ Expanded evening service is a priority for the City of Gaston. Coordinate with Gaston and Washington County for possible funding support of Route 33 enhancements. | Washington County<br>City of Gaston |
| | Transit Information and Wayfinding | ▪ Coordinate on improving wayfinding to YCTA service in Tigard (adjacent to Tigard TC) and work to add a shelter at the YCTA stop in Tigard. | City of Tigard |

## Emerging Mobility Services

This section identifies strategies that YCTA can use to integrate emerging mobility services with the transit system and develop strategic partnerships with service providers. These services provide opportunities to incorporate cost-effective and innovative approaches to meeting transportation needs.

- **Ride-hailing services** are point-to-point transportation services that are most often scheduled and paid for using an online application or platform, such as smart phone apps (but are similar to traditional taxis in some respects). On-demand service providers including Lyft and Uber (also known as transportation network companies or TNCs) are starting to become available outside of major urban areas, including in Yamhill County. These providers also offer shared ride services that match passengers requesting trips along similar routes (e.g., UberPool and LyftLine).
- **Car sharing services** are typically programs that allow members to reserve and drive a vehicle themselves, and pay on an hourly or daily basis; as of 2018, these services are not currently available in Yamhill County. The vehicles are located in accessible locations and keyless entry is provided with a smart card or smart phone app. Early station-based car sharing programs (e.g., Zipcar) required the car be returned to the same location. More recent programs (e.g., Car2Go and ReachNow) allow a vehicle to be returned to any location within the service area, facilitating one-way trip use along with public transportation. Transit agency partnerships include offering parking spaces for car sharing vehicles in or adjacent to transit facilities.
- **Bike and scooter sharing** serves short-distance point-to-point trips. Initial bike share systems required that bikes be picked up and returned at any of the dock stations in the service area. Recent trends are for dockless bike share (e.g., Jump and Lime) as well as scooters (e.g., Bird, Skip, and others), allows people to pick-up and drop-off bikes anywhere in the service area. People use a smart phone app to find, unlock, and ride the bikes. Bike share complements transit by enabling passengers to complete the first or last mile of a transit trip beyond a convenient walk from transit.

YCTA (and/or local jurisdictions) can take the following actions to coordinate with these services and ensure they are implemented consistent with YCTA and other local goals:

- **Develop pilot programs and/or partnerships with private or non-profit transportation providers**, including ride-hailing companies and taxis, to fill in spatial and

temporal gaps in transit service, such as later evenings or transit access in small cities. Potential markets include first-last mile connections generally, shift workers, and college students with late evening classes. YCTA would need to conduct a competitive procurement process (e.g., RFP) to solicit vendors. An initial RFQ/RFI (Request for Qualificiations/Information) process could be used to gauge interest and have a more collaborative discussion around accessibility, mobile device and payment alternatives, and other considerations described below. A formal agreement would need to address any potential YCTA liability.

- **Develop policies around the use of any YCTA subsidies for trips on private providers, such as:**
  - Encourage providing shared rides where feasible.
  - Use "geo-fencing" and electronic fare payment media to ensure that subsidized trips are limited to transit trips (such as to/from a YCTA transit center, secondary transit hub, or intercity bus stop.
  - Determining the subsidy mechanism, which could be on a percentage of trip cost up to a maximum amount and/or there could be a flat subsidy with a maximum overall credit per month with a cap per trip. Lyft has a $4 minimum; the fare structure is $.45 base charge, $.95 per mile and $.11 per minute. Consider whether some types of subsidies should be means-tested, e.g., limited based on income.
  - Encourage availability of accessible vehicles and ensure an equivalent service for people with disabilities; the FTA issued a "Dear Colleague" letter in 2016 that made it clear that ADA requirements must be met regardless of receiving federal assistance. This means that TNCs must either offer wheelchair accessible trips when in contract with an agency, or provide an equivalent service through a third-party.
  - Provide an alternative to reserving trips using a smart phone app; this will require working out implementation of restrictions on subsidies.
  - Provide a method of booking and payment that does not require a cell phone or credit card; the FTA issued a "Dear Colleague" letter in 2016 stating that projects that use federal assistance must meet Federal requirements, such as Title VI. A YCTA fare payment card may be a possible approach.
  - Ensure that mobile device applications support multiple languages.
- **Integrate microtransit-type technology to increase the convenience and effectiveness of YCTA services.** A proposed flex-route serving the low-density, primarily employment and light-industrial areas east of Lafayette Avenue in McMinnville is an example of a service that would benefit from dynamic vehicle routing based on rider requests.
- **Include space for emerging mobility service providers** when designing new or expanded transit centers or secondary transit hubs (see Chapter 7). Design elements include pick-up and drop-off areas, mobility device parking and electric charging stations, and trip planning kiosks.

**Develop policies to manage shared mobility providers' use of the public right-of-way, including streets and sidewalks.**

The National Associate of City Transportation Officials (NACTO) has developed guidelines to help cities manage shared mobility devices including dockless bikes and scooters. NACTO plans to update the guidelines based on experience in this rapidly evolving landscape. https://nacto.org/home/shared-active-transportation-guidelines/

## Partnerships

Local and regional partnerships will be critical to implementing the TDP, and include:

- **Cities in Yamhill County, and adjacent counties and cities** served by YCTA intercity routes, to facilitate permitting, installation, and maintenance of stops and amenities (e.g., shelters), and possibly to contribute funding to help expand service in their community.
- **Confederated Tribes of the Grand Ronde** to enhance service the McMinnville-Grand Ronde corridor, and partner to facilitate implementation of the Grand Ronde Transit Plan (expected completion in 2018).
- **Educational institutions and major employers** including Linfield College, George Fox University, and Chemeketa Community College, Willamette Valley Medical Center, Providence Newberg Medical Center, Grand Ronde Casino and others, around opportunities to promote transit and other travel options, coordinate schedules with work shifts, and develop group pass programs.
- **Northwest Oregon Connector Alliance (NWOTA)** to improve integration between YCTA and other transit providers in northwest Oregon.
- **Travel Oregon**, to help promote transit as an option for visitors.
- **Human and Social Service Agencies** to provide transit information and develop convenient and affordable fare payment options for their clients.
- **Chambers of Commerce** to support employee and customer access to local businesses, special events, and leverage transit for economic development.
- **Churches** to designate park-and-rides to facilitate transit access and support informal carpooling.
- **Emerging mobility service providers** to accommodate these services at transit facilities, cost-effectively meet demand at low-demand times, and increase access to transit.

# SERVICE DELIVERY AND ORGANIZATIONAL CAPACITY

## Service Delivery Approach

YCTA contracts with a third-party transit provider (currently First Transit) to operate service in the county. YCTA is planning to conduct a formalized procurement process (e.g., Request for Proposals) to solicit bids to operate and maintain the system, by June 30, 2019. Such a process allows the agency to confirm that it is receiving the best value from a customer perspective, and should recognize that the lowest bid is not always the best at meeting an agency's goals.

## Roles, Responsibilities, and Staffing

Contracting for service delivery still requires significant YCTA administrative staff time and resources to oversee the contractor and perform other transit functions that are not be part of the contract. Figure 9-10 summarizes typical transit functions by category, identifies who is responsible—service contractor staff, YCTA staff, or other Yamhill County staff—and provides the current and projected staffing level. The TDP Financial Plan (Chapter 8) assumes an average cost per service hour consistent with these staffing levels. Additional staffing will help YCTA improve oversight for its transit operations and maintenance contract(s) to ensure accurate reporting, communication, and corrective actions to deliver high quality service and facilities. Adequate staffing is also necessary to accomplish the transit-supportive programs identified in the TDP.

Figure 9-10 Transit Agency Functions and Estimated FTE

| Category | Typical Functions | Who Performs? | Typical Positions / Roles | Current / Projected Staffing | | |
|---|---|---|---|---|---|---|
| | | | | Existing | Near-Term | Short- to Mid-Term |
| Vehicle operations | Transportation administration and support, safety and training, resolve customer complaints, ADA eligibility | Service Contractor | ▪ Operations Manager<br>▪ Safety/Training<br>▪ Field Supervisors | 3 FTE | 4 FTE | 6 FTE |
| | Route planning and service design; technology operations (website, real-time information, automated passenger counting and vehicle location systems) | | ▪ Transit Planner[3]<br>▪ Operations Specialist | - | 1 FTE | 1 FTE |
| | Vehicle operations, monitoring, dispatch, scheduling, etc.<br>Fare collection | | ▪ Operators<br>▪ Scheduler/Dispatcher | 24 FT / 4 PT<br>3 FTE | 26 FT / 6 PT<br>4 FTE | 26-28 FT, 6-8 PT<br>4 FTE |
| Vehicle maintenance | Administration, record-keeping, work procedures, training<br>Inspection and maintenance<br>Servicing (cleaning, fueling, etc.) vehicles | | ▪ Maintenance Supervisor<br>▪ Mechanics<br>▪ Bus Washer | 3.0 FTE | 3.5 FTE | 3.5 – 5.0 FTE |
| Non-vehicle maintenance | Administration, maintenance, repair of facilities and operational equipment | YCTA | ▪ Bus, Bus Facilities, Shelter Cleaning Tech | 1.0 FTE | 1.0 FTE | 1.0 FTE |
| General administration | Strategic Planning<br>Customer Relations/Outreach<br>Advisory Committee Support<br>Board Support<br>Marketing/Promotion/Customer Information<br>Service and Capital Planning<br>Regulatory Compliance, including ADA<br>Procurement<br>Contract Procurement/Oversight<br>Finance/Budgeting/Accounting[1]<br>Grants Administration[1]<br>Human Resources Oversight[1] | | ▪ Transit Manager<br>▪ Administrative Assistant<br>▪ Program Coordinator[2]<br>▪ Grants[1, 2]<br>▪ Service Planning[2,3]<br>▪ Intern[2] | 1.5 FTE | 2.5 FTE | 2.5 to 5.0 FTE |
| | Grant Support<br>Finance/Accounting Support<br>Human Resources Support<br>Legal Services | Yamhill County | Grant Specialist<br>Accountant<br>HR Specialist<br>Legal Counsel | Varies | Varies | Varies |

Notes: FTE: Full-time Employee Equivalent. [1] Yamhill County staff can provide support in these areas. [2] Position does not exist today. [3] Planning function could be wholly or in part performed by the YCTA service contractor and/or by a YCTA staff position.

Source: Adapted from National Transit Database (NTD), Uniform System of Accounts (USOA), and YCTA Staffing Projections.

## YCTA Board Oversight Structure

The YCTA Transit Manger is responsible for day-to-day operations. The Yamhill County Board of Commissioners, which serves as the YCTA Board, has a Transit Liaison who attends YCTA Advisory Committee meetings, provides regular oversight of YCTA performance, and assists the Transit Manager with other issues as required. The YCTA Board reviews YCTA performance at regular meetings and makes major policy decisions, including approving the annual transit budget. Figure 9-11 provides an overview of typical roles and responsibilities.

Figure 9-11 Transit Manager and Oversight Board Roles and Responsibilities

| Area | Transit Manager | Board Transit Liaison | YCTA Board |
|---|---|---|---|
| Executive | ▪ Runs all day-to-day operations<br>▪ Informs Board to help shape policy and mission | ▪ Makes hiring and governance recommendations to full board<br>▪ When requested, offers input to assist the Transit Manager in day-to-day decisions | ▪ Makes major governance and policy decisions with input from Transit Manager |
| Finance/ Audit | ▪ Manages day-to-day finances<br>▪ Proposes budget<br>▪ Reports spending against budget | ▪ Reviews budget in detail<br>▪ Oversees audit and aids Transit Manager in ensuring appropriate financial controls are in place | ▪ Discusses and approves budget<br>▪ Reviews financial and other performance indicators (at each meeting) |
| Public Relations | ▪ Manages day-to-day public relations activities<br>▪ Plans for ongoing public relations activities and requests assistance on specific tasks from the Board Transit Liaison | ▪ Helps Transit Manager plan for public relations needs and carries out specific requests for assistance | ▪ Approves and supports public relations activities as required |
| Personnel/ Human Resources | ▪ Manages everyday personnel activities and makes staff hiring/firing decisions<br>▪ Suggests personnel policies and procedures | ▪ Ensures appropriate personnel policies and procedures are in place | ▪ Approves personnel policies and procedures as required |

Source: Adapted from Transportation Research Board, TCRP Report 85, Public Transit Board Governance Guidebook, 2002, Figure 8

# 10 SUPPORTING PUBLIC TRANSIT WITH LOCAL LAND USE POLICIES

Coordinated land use and development policies can strengthen YCTA's voice in local land use changes, as well as the maintenance of bus stops and the space around them. Providing input on local zoning and development reviews, and coordinating with local business alliances can be effective in encouraging transit-supportive land uses and drawing businesses to active transit corridors. This chapter addresses transit-supportive land use policies and development code language. It identifies policy and development code elements related to transit-supportive land use and provides "model" or recommended code language that is consistent with TDP recommendations and is suitable for adoption by local jurisdictions with some modifications. Based on this model language, the project team evaluated existing comprehensive plans and development codes of jurisdictions in the YCTA service area in order to gauge what changes may be needed in order to most effectively implement the TDP.

## TRANSIT-SUPPORTIVE POLICY AND CODE LANGUAGE

The vision, strategies, and solutions developed during the TDP process are implemented in a number of ways, including through local land use policies, procedures, and development requirements. Given that the local jurisdictions within the YCTA service area have land use planning and development authority, the TDP should recommend local land use policy and procedures that support transit and are consistent with the recommendations from this planning process.

Comprehensive plan policies provide long-range land use and transportation planning direction. Specific policies are recommended to provide consistency with the TDP as well as a solid foundation for transit-supportive land use and transportation implementation going forward.

Development requirements support the implementation of transit-supportive improvements in several ways, including locally adopted provisions required by the Oregon Transportation Planning Rule (TPR) for communities with existing or planned transit service.[21] Adopting transit-supportive development requirements may entail replacing or otherwise modifying existing local development requirements, adding to existing requirements, or some combination thereof.

### Recommended Comprehensive Plan Policies

The recommended policies below draw from a number of references and resources and reflect the TDP project scope, TDP recommendations, and TPR requirements. Model policies also provide a basis for recommended development code amendments, discussed in the next sub-section. Recommended policy language addresses the following overarching topic areas:

- Planning for transit-dependent populations
- Establishing the YCTA TDP as a guidance document
- Coordinating with YCTA
- Implementing transit-supportive improvements

[21] Oregon Administrative Rules (OAR) 660-012-0045(4)

The full suite of recommended policies is not necessarily appropriate in the smallest communities in the YCTA service area, where transit service may be limited and it is sufficient to more broadly address the topic areas represented by the recommended policies. All policies can be modified to fit local plan format and better reflect specific local conditions and interests.

Figure 10-1 Recommended Comprehensive Plan Policies

| Planning for Transit-Dependent Populations |
|---|
| 1. The [City/County] will facilitate transit service for its community members, with special attention to the needs of members who may be classified as "transit dependent" due to factors such age, income, and/or disabilities. |
| **Establishing the YCTA TDP as a Guidance Document** |
| 2. The Yamhill County Transit Area Transit Development Plan provides the policy and implementation direction for [City/County] transit planning, which includes route development, financing, and physical improvements necessary to maintain and improve public transit service for [City/County] residents, businesses, and visitors. |
| 3. Transit improvements within the [city/county] shall be guided by the findings and recommendations of the Yamhill County Transit Area Transit Development Plan. |
| 4. The [City/County] will seek to implement, through capital improvement projects and private development requirements, improvements that encourage increased transit use and are consistent with and supportive of the Yamhill County Transit Area Transit Development Plan recommendations. |
| 5. The [City/County] will support higher-density and mixed-use land use around transit stops and in transit corridors to make transit service more feasible and effective. |
| 6. In lower-density areas, the [City/County] will support park-and-ride/rideshare facilities, demand-responsive and flexible transit services, and other facilities and services that are appropriate where it is less feasible to serve the area with fixed-route transit. |
| **Coordinating with YCTA** |
| 7. The [City/County] will invite transit service providers to participate in long-range and comprehensive land use planning projects in order to optimally coordinate land use and transit service. |
| 8. The [City/County] will invite transit service providers to participate in the review of land use applications that may have implications for transit service or impacts to transit facilities. |
| 9. In planning for and implementing capital projects, the [City/County] will coordinate with Yamhill County Transit Area, Oregon Department of Transportation (ODOT), and other road authorities if applicable to preserve or improve existing and planned transit stop amenities and connections (e.g., sidewalks). |
| 10. The [City/County] will work with Yamhill County Transit Area to site and implement needed transit stops and park-and-ride lots within the [city/county] in support of the district-wide public transit system, with an emphasis on sites that are safe and convenient for riders. |
| 11. The [City/County] will participate in Yamhill County Transit Area's efforts to promote and implement rideshare and other transportation demand management programs for reducing motor vehicle travel demand on State highways. |
| **Implementing Transit-Supportive Improvements** |
| 12. The [City/County] will prioritize the improvement of pedestrian and bicycle network gaps and substandard facilities along and adjacent to transit corridors in its long-range transportation planning and capital improvement programming. |
| 13. The [City/County] will support improvements such as pedestrian and bicycle connections, shelters, easements for shelters and/or landing pads, and lighting to complement transit service and encourage increased transit use. Transit stop improvements shall be coordinated with the transit service provider. |
| 14. The [City/County] will work to improve safety for transit riders through the local planning and development review process, helping to ensure safe locations of transit stops and safe connections to transit stops, including roadway crossings. |
| 15. The [City/County] will prioritize improvements to the [City's/County's] pedestrian environment that increase safe and attractive access to transit, including lighting, landscaping, public art, marked and protected crossings, and curb ramps. |
| 16. The [City/County] will establish and implement development requirements that provide preferential parking for ridesharing and allow parking areas to be used for park-and-ride, rideshare, and transit-related facilities. |

### Summary of Local Policy Assessment

Existing transportation policies (Comprehensive Plans and Transportation System Plans or TSPs) were reviewed for consistency with recommended policies. Key findings are provided below; Appendix G provides the overall assessment (Figure G-1).

Overall, the evaluation found that all the jurisdictions should adopt more specific transit-supportive polices into their comprehensive plan policies, particularly related to establishing transit plans as guiding documents and instituting planning and permitting coordination between local jurisdictions and transit agencies. The following is an overview of evaluation findings by policy category and by jurisdiction size:

- **Planning for transit-dependent populations.** This policy area showed the most consistency between existing and recommended policy. Many jurisdictions make supportive policy statements about low-income, disabled, and senior populations in their communities, although not always explicitly in relation to transit service.
- **Establishing the YCTA TDP as a guidance document.** Existing policies were partially to minimally consistent in this category; typically, while policy may commit to improving and promoting transit, transit plans are not identified as a basis for these actions.
- **Coordinating with YCTA.** The highest levels of inconsistency were found in this category, where coordination with transit service providers is generally not addressed, whether for land use planning and development, transit-supportive improvements, or transit-supportive programs.
- **Implementing transit-supportive improvements.** Jurisdictions varied widely (from minimally to mostly consistent) in how their policies committed to transit-supportive requirements, including transit stop improvements, safe crossings, pedestrian environment improvements, prioritization of improved pedestrian and bicycle connections to transit, park-and-ride facilities, and TDM/ridesharing programs.
  - McMinnville provides the strongest transit-supportive policy basis of the larger jurisdictions. However, as discussed in the development code review (see Appendix G), its development code does not appear to have been updated recently and it does not robustly reflect these policies.
  - Of the smaller jurisdictions, Carlton's and Willamina's policies are among the most consistently transit-supportive. Their policies commit to serve the transportation-disadvantaged, ensure transportation improvements are consistent with transportation plans, coordinate with transit service providers in addressing transit service needs, and implement transit-supportive improvements.

Local policies, even those found to be largely consistent with recommended policies, should be strengthened using recommended transit-supportive language when amendment opportunities arise (e.g., a TSP update). These opportunities are further discussed in the Best Practices section below.

See Appendix G for detailed policy language recommendations and the assessment of local policies (Figure G-1).

## Recommended Development Code Language

This section identifies areas of the development code that relate to transit (see Figure 10-2); Appendix G provides sample code language that reflects the TDP objectives and the recommendations, is supported by the Comprehensive Plan policies recommended above, and is consistent with the TPR. The recommended development code language is intended to be a reference for code updates in all of the jurisdictions in the YCTA service area.

Figure 10-2 Recommended Development Code Language

| Coordination with Transit Agencies |
|---|
| 1. Pre-Application Conference |
| 2. Application Review |
| 3. Hearing Notice |
| **Access to Transit and Transit-Supportive Improvements** |
| **Site Access** |
| 4. Access between the Site and the Street |
| 5. Access to the Transit Stop and Supportive Improvements |
| **Area Access** |
| 6. Off-Site Access to Transit Stops |
| **Other Transit-Related Development Requirements** |
| **Vehicle Parking** |
| 7. Transit-Related Uses/Facilities in Parking Areas |
| 8. Carpool/Vanpool Parking |
| 9. Maximum Parking Requirements |
| 10. Reduced Parking Requirements |
| 11. Parking Area Landscaping |
| **Bicycle Parking** |
| 12. Minimum Bicycle Parking Requirements |
| **Urban Form** |
| 13. Maximum Building Setbacks |

See Appendix G for detailed recommended development code language.

## Summary of Local Development Code Assessment

An evaluation of existing development code language in YCTA service area jurisdictions revealed the need for strengthened language related to transit. This section provides key findings; Appendix G (Figure G-2) provides the detailed evaluation.

As established in Technical Memo #3 (Planning Framework) and summarized in TDP Chapter 2, the largest amount of development is expected to occur in Newberg and McMinnville. These two cities are a focus of service improvements proposed in the TDP; consequently, the evaluation of existing development code also focused on these cities. The evaluation, provided in Appendix G (Figure G-2), shows varying levels of consistency between recommended transit-supportive development code language and existing Newberg and McMinnville development code language. Even though McMinnville is the larger of the two jurisdictions, it appears that Newberg's development code has been updated more recently and has sets of transit-specific development requirements that McMinnville's does not. However, both of the cities can improve the transit orientation of their communities by adopting recommended development code language into code sections found to be less than consistent, either as new code sections or as modifications to existing code sections.

The evaluation indicates several opportunities for McMinnville and Newberg to improve existing development code provisions, particularly regarding application review coordination and requirements for transit stop improvements and other transit-related improvements. The following is an overview of evaluation findings by development code category:

- **Coordination with transit agencies.** Newberg and McMinnville may have a practice of consulting with YCTA about land use applications, but this practice is not formalized in their development codes. In addition, code requirements that address coordination and notification do not clearly differentiate notice of application review from notice of public hearing, which are potentially two separate opportunities in which to engage transit agencies.
- **Access to transit and supportive improvements**. While both Newberg and McMinnville require pedestrian access from development sites to the street, only Newberg has requirements specific to transit access and transit stop improvements. McMinnville more strongly supports off-site access to transit in terms of smaller required block sizes and clearer language about pedestrian and bicycle access ways.
- **Other transit-supportive requirements:**
  - **Vehicle parking.** Only Newberg has code provisions allowing transit-related uses in parking areas and requiring preferential parking for carpools and vanpools. Neither jurisdiction establishes maximum off-street parking requirements. However, the cities have adopted other effective forms of parking management (e.g., no parking requirements and large reductions in requirements in the densest parts of the cities).[22] Both cities require some level of parking lot landscaping; these requirements could be enhanced to provide even better pedestrian environments.
  - **Bicycle parking.** Existing development code requirements in Newberg address bicycle parking for transit transfer stations, but not regular transit stops. McMinnville's code requires bicycle parking for uses only in commercial zones and does not address transit uses in any zone.
  - **Urban form.** Newberg requires minimum setbacks and relatively large maximum setbacks in commercial zones; McMinnville establishes maximum setbacks in the central commercial zone only in downtown. Both cities should review existing setback requirements and consider setbacks for development on OR 99W that will enhance the pedestrian environment and promote transit.

Incorporating more transit-supportive language into each city's development code could be dovetailed with a legislative amendment process such as a TSP update. This is discussed in more detail in the Best Practices section.

See Appendix G for detailed development code language recommendations and the assessment of local development codes (Figure G-2).

[22] While existing development code language in Newberg and Dundee does not include maximum off-street parking requirements, there are cases where the cities do not require off-street parking, which is an even more robust measure for managing parking and encouraging transit, or they allow drastically reduced parking requirements. (See the evaluation summarized in Figure G-2 for more details.) It is recognized that these parking strategies are most appropriate and effective in the densest, most urbanized parts of the YCTA service area.

# BEST PRACTICES FOR TRANSIT-SUPPORTIVE LAND USE

Best practices to strengthen the connection between transit and land use generally fall into two arenas: increased collaboration between transit agencies and local jurisdictions during long-range transit and land use planning and transit agency participation in land use (development) permitting.

## Long-Range Planning

Both transit agencies and local jurisdictions engage in long-range planning processes, and transit and land use can become more integrated through coordination between agencies during their respective long-range planning activities. Transit agencies can engage a variety of local jurisdiction staff, in addition to other community stakeholders, in their long-range planning processes. Local jurisdiction staff can include departments such as planning and community development, public works and engineering, and business and finance. In some unique cases, cities and counties have staff dedicated to transit services and coordination. Cities and counties conduct multiple long-range, comprehensive planning processes that can have a bearing on transit. Including transit agencies on advisory committees is particularly important for the development of concept or area plans and TSPs. Concept and area plans are prepared for new urban growth areas. TSPs, pursuant to the TPR, must include a transit element. Therefore, both of these planning processes present prime opportunities to create more transit-oriented land use and transportation plans.

### Transit-Supportive Policy and Code

Long-range transit and land use planning processes should involve the development and adoption of transit-supportive policy and code language. These plans are typically adopted through a legislative process that involves public hearings, which is also the level of review needed for changes to city and county comprehensive plan policies and development code language.

While the TDP policy and code language constitutes a strong base of model language to draw from, the language is built on best practices to-date. Model language should continue to be strengthened, and one example of this is related to development code thresholds for requiring developers to make or plan for transit stop improvements. Conversations with transit and transportation planners have suggested that the threshold be not just sites that are adjacent to existing or planned transit stops (and more particularly stops with frequent service), but sites where a minimum number of employees are projected. Additionally, the thresholds could include comprehensive plan and zoning changes that increase density.

As found in the reviews of policy and development code consistency (previous section), all jurisdictions in the YCTA service area could benefit from integrating recommended transit-supportive policy language and development requirements into their comprehensive plan policies and development codes. A TSP update process provides a natural opportunity to address implementation measures, including new transit-supportive policies and code. However, if a jurisdiction has been through a TSP update process in the last few years, another update is not likely in the near term. For these jurisdictions, adoption of recommended policy and code language could potentially be folded in with other legislative amendment procedures (e.g., other comprehensive plan and development code updates).

## Development Permitting

Development permitting presents numerous opportunities for collaboration between transit agencies and local jurisdictions. As indicated in the recommended transit-supportive development requirements, there are multiple points in the development permitting process during which transit service providers could participate—at the pre-application stage where the development proposal is first vetted with the local jurisdiction; after the development proposal is submitted and the jurisdiction's review of the proposal begins; and shortly before and during the public hearing and permitting decision stage, when the local jurisdiction's staff report is being completed and testimony regarding the proposal is collected. Involvement at these points in the process can translate into needed transit improvements being identified early and, thus, included in the development proposal and/or transit improvements being required as a condition of development approval.

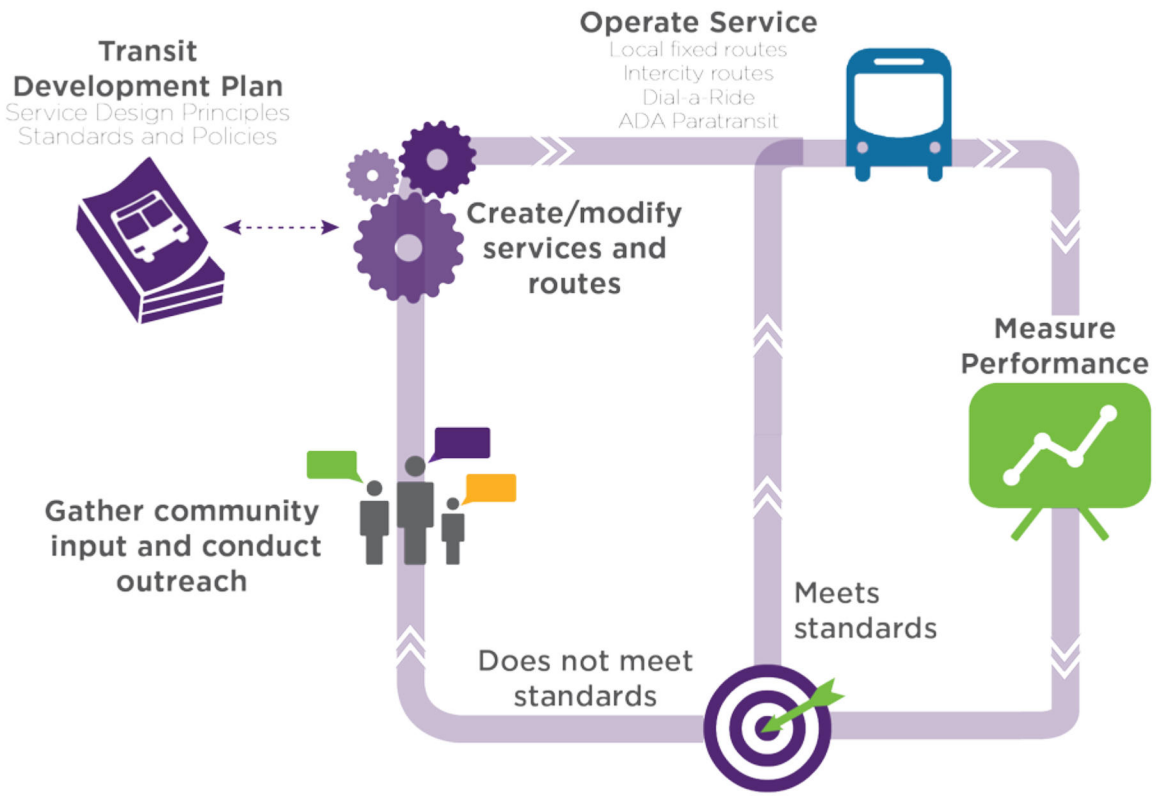
In some transit districts, local jurisdiction planning staff already have a practice of informing transit service providers about development applications, or transit service providers routinely inquire about new development applications, whether through informal contact with planning staff or through relationships with developers. In this way, transit service providers can be involved in the development process and advocate for transit improvements that are generally or specifically called for in a transit plan. In some cases, notice and involvement is required by the development code and in some cases, it is not. Similarly, in some instances, transit-supportive improvements are required in code (e.g., transit stop access and improvements) and the transit agencies ensure that the requirement is fulfilled consistent with their own transit planning. When the improvements are not required in code, it is still possible that they will be implemented if planning staff or the transit service provider are present at key points in the development review process to identify improvements called for in the agency's transit plan. These cases underline that, while transit-supportive coordination and improvements may occur without codification, their implementation will be stronger and more consistent if codified.

# 11 MONITORING IMPLEMENTATION OF THE TDP

System goals, objectives, performance measures, public input, and actual operation of service are all part of an ongoing process to continually evaluate and improve service (see Figure 11-1). YCTA will need to determine an appropriate but level and frequency of service evaluation that is meaningful without being burdensome to staff. Major service changes, including implementation of projects identified in the TDP, should include public outreach to obtain input on routing and schedule details. Minor adjustments based on input from the public, drivers, and other staff as well as performance monitoring should be implemented periodically to ensure that routes are running as expected. Changes should ideally be implemented only every 4 to 6 months to avoid overly frequent changes for riders. All major and minor service changes should be clearly communicated to riders.

This section incorporates the existing conditions analysis, peer evaluation, and industry standards into performance measures and standards that YCTA can use to regularly assess system and route-level performance and progress towards TDP implementation.

Figure 11-1 Process for Ongoing Monitoring




More information on benchmarks including a peer review of YCTA performance compared to comparable providers can be found in Chapter 3 of the TDP and TDP Volume II, Section 2: TM #2, Chapters 3 and 5 and Appendix C.

# SERVICE STANDARDS

Performance measures and standards are defined as follows:

- **Performance measures quantify transit operating characteristics and provide a basis for comparison** – to a desired goal, to peer systems, or to past performance. The most useful measures are typically ratios of product provided (e.g., transit trips) to resources expended (e.g., "revenue" hours of bus driver time). Productivity (ridership per revenue hour), for example, is a nearly universal measure in the transit industry. A good set of performance measures should rely on readily available data and focus on key aspects of operations.
- **Performance standards (also known as targets or benchmarks) are quantifiable values for specific performance measures.** They set the expectations for acceptable levels of performance. Using the productivity example, routes performing below a standard of 10 to 15 boardings per revenue hour may merit attention. A single performance measure may have multiple standards based on the service type, operating period, or geographic zone being evaluated. YCTA performance standards need to balance industry norms, YCTA's own goals and objectives, and any requirements from funding or other sources. For example, farebox recovery standards may be set below those of peer systems if local policy-makers agree to higher subsidies to address affordability concerns. Alternatively, YCTA needs to balance affordability with the requirement to generate revenue to cover its operating costs.

The tables below display performance measures for several categories of performance measures, including a brief definition, where to collect the data, how YCTA currently performs on the measures, comparisons to peers (where applicable), and guidance on metrics for each service type. In some cases benchmarks are the same for each service type, while in other cases the performance measure is the same but the metrics are different.

## Service Design Standards

The design standards in Figure 11-2 help ensure service that is convenient and well-matched to passenger needs. A route's hours of operation and frequency, along with other service level characteristics, play a major role in attracting riders. Passengers value convenience and reliability. Service every three hours or service that ends at 6 PM does not provide a convenient option. Service hours and frequencies have a major impact on cost; however, too little investment in service levels or service in areas with insufficient density of people or jobs results in empty buses.

Figure 11-2 Service Design Standards

| Performance Measure | Goal and/or Objective | Definition | Data Source | Existing | Performance Standards[1] | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | Intercity Fixed-Route | Local Fixed-Route | Flex Route / Shuttle | DAR or ADA Paratransit |
| Service area land use density | 1.4, 2.1 | Concentration of people and jobs in area served; higher densities support higher levels of transit. | Census[5,6] | Routes serve population centers with overall density of 2-8 people and up to 2 jobs per acre | Serves major corridors and urban clusters; 8-12 people or jobs per acre within ¼-mile of stops | 6-8 people or jobs per acre within ¼-mile of route (stops) | 4+ people or jobs per acre within ¼-mile of route (stops) | >0.5 people or jobs per acre |
| Minimum span of service – Weekday | 1.2 | Service start and end times | Service schedules | Local: 7 AM - 7 PM<br>Intercity: 6 AM-7 PM or 6 AM-9 PM (varies by route) | 6 AM - 8 PM or 8 AM - 10 PM | 6 AM - 8 PM | 8 AM – 5 PM | Same as local fixed route |
| Minimum span of service – Weekend | 1.2 | Service start and end times | Service schedules | Local: None<br>Intercity:<br>8 AM – 7 PM (46s)<br>9:30 AM – 4 PM (24s) | 8 AM - 6 PM | 8 AM - 6 PM | 8 AM – 5 PM | Same as local fixed route |
| Service frequencies – Weekday[2] | 1.3, 1.4 | How often a bus arrives in each direction | Service schedules | Local: 60 min<br>Intercity: 60 min – 4.5 hours (varies by route) | 60-120 minutes | 60-120 minutes | Varies | Same as local fixed route |
| Service frequencies – Weekend[2] | 1.3, 1.4 | How often a bus arrives in each direction | Service schedules | Local: None<br>Intercity: 2h 50m (varies) | 60-120 minutes | 60-120 minutes | | Same as local fixed route |
| Vehicle loading[2] | - | What percent of seated capacity is utilized (having a seat is more important on longer intercity routes) | Ridecheck (in future, APC data) | Local: Generally <100%<br>Intercity: 12-25 (some trips may exceed 100%) | 100% | 120% | 100% | 100% |

| Performance Measure | Goal and/or Objective | Definition | Data Source | Existing | Performance Standards[1] | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | Intercity Fixed-Route | Local Fixed-Route | Flex Route / Shuttle | DAR or ADA Paratransit |
| Vehicle type (see Chapter 7) | 2.2 | Match vehicle to service type and route context | N/A | Varies | Large cutaway or 30-foot bus | Large cutaway or 30-foot bus | Small cutaway | Van or small cutaway |
| Stop spacing | - | Close stops provide more access (shorter walking distance) but increase travel times; a balance is needed | YCTA Stop Inventory; GTFS and GIS Data | Not tracked | > ½ - 1 mile within communities | > 1/8 mile | Varies based context | N/A |
| Travel time ratio (bus to auto) | 1.3 | Ratio of bus to auto travel time for a particular route or trip; if the bus travel time far outweighs driving time, those with a choice are likely to drive | Schedules and Google maps | N/A | 1.3 | 1.5-2.5 | 1.5 - 3 | 2-3 |

Note: These metrics can be applied when designing or redesigning services, with the exception of passenger loading which can be evaluated monthly or quarterly once passenger counts are automated.

## Cost Efficiency and Cost Effectiveness Standards

Cost efficiency and cost-effectiveness standards evaluate YCTA's level of output (service hours and miles) against the cost to operate service.

Figure 11-3 Cost Efficiency and Cost Effectiveness Standards

| Performance Measure | Goal and/or Objective | Definition | Data Source | Existing YCTA Performance | Existing Performance Compared to Peers (2015 NTD) | Performance Standards[1] | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Intercity Fixed-Route | Local Fixed-Route | Flex Route / Shuttle | DAR, ADA Paratransit |
| Operating cost per revenue hour | 6.2 | Cost of providing service, divided by the number of hours each bus is in service | NTD[7], YCTA Reporting[8] | $55<br>Fixed-Route: $65<br>Dial-A-Ride: $42 | 68% of peer median ($79) | $75 (2018, adjusted for inflation) | | $65 (2018, adjusted for inflation) | $65 (2018, adjusted for inflation) |
| Operating cost per trip | 6.2 | Cost of providing service, divided by the number of passenger trips provided | NTD[7], YCTA Reporting[8] | $6.85<br>Fixed-Route: $6<br>Dial-A-Ride: $10 | 94% of peer median ($7.27) | $5-7 (2018, adjusted for inflation) | | $7-10 (2018, adjusted for inflation) | $10-25 (2018, adjusted for inflation) |

Note: These metrics can be tracked annually, with peer comparisons updated at least every 5 years.

## Service Efficiency Standards

Transit services utilize public dollars and are responsible to operate in an efficient manner; service efficiency standards measure efficient use of resources.

Figure 11-4 Service Efficiency Standards

| Performance Measure | Goal and/or Objective | Definition | Data Source | Existing YCTA Performance | Existing Performance Compared to Peers (2015 NTD) | Performance Standards[1] | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Intercity Fixed-Route | Local Fixed-Route | Flex Route / Shuttle | DAR or ADA Paratransit |
| Passengers per revenue hour | 1.1 | Average number of passengers a bus carries for each hour it is in service | NTD[7], YCTA Reporting[8] | 7.9<br>Intercity and Local Fixed Route: 11.8<br>Dial-A-Ride: 3.2 | 79% of peer median (10.1) | 8-12 | 8-16 | 4-10 | 2-4 |
| Passengers per revenue mile | 1.1 | Average number of passengers a bus carries for each mile it travels | NTD[7], YCTA Reporting[8] | 0.4<br>Intercity: 0.4<br>Local: 0.9<br>Dial-A-Ride: 0.3 | 83% of peer median (0.5) | 0.3 - 0.5 | 1 | 0.4 – 0.8 | 0.3 |
| Farebox recovery ratio | 2.7, 6.1 | Percent of operating expenses covered by passenger fares | NTD[7], YCTA Reporting[8] | 15% (System-Wide) | 107% of peer median (11%) | 10-15% | | | |

Note: These metrics can be tracked monthly or quarterly, with peer comparisons updated at least every 5 years.

## Passenger Comfort/Safety Standards

This set of benchmarks tracks customer satisfaction.

Figure 11-5 Passenger Comfort and Safety Standards

| Performance Measure | Goal and/or Objective | Definition | Data Source | Existing YCTA Performance | Performance Standards[1] | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | Intercity Fixed-Route | Local Fixed-Route | Flex Route / Shuttle | DAR or ADA Paratransit |
| On-time performance | 6.2 | How often a vehicle leaves early or late. Typically no more than 1 minute early or 5 minutes late counts as "on time." | Ridecheck, YCTA Reporting | Local: 58-83%<br>Intercity: 44-71%<br>Dial-A-Ride: 89.9% | 80-95% | 85-95% | 85% | 90-95% |
| Customer information | 3.1, 3.3 | Online and printed materials (e.g., website, brochures, mobile apps etc.) translated into other languages as determined in YCTA Title VI and LEP plan, or translation available through a spoken or electronic translation service. | Review of YCTA Online and Printed Materials and Applications | Spoken language translation available | 100% | | | |
| Passenger complaints | 3.5 | Number of customer complaints received (indicator of customer satisfaction) | YCTA Reporting | 19 driver or system complaints per 100,000 boardings | No more than 25 legitimate complaints per 100,000 boardings | | | |
| Safety | 4.1 | Bus accidents disrupt service and indicate operator training needs or street design problems | YCTA Reporting | 0.51 Safety Issues or Incident Reports per 100,000 revenue miles | No more than: 1 preventable accident per 100,000 miles; 2 accidents per 100,000 revenue miles; 2 major accidents per 1,000,000 revenue miles | | | |
| Road calls / maintenance | 4.3 | Number of times a vehicle must be taken out of service. | YCTA Reporting | 4 road calls per 100,000 revenue miles | No more than 10 per 100,000 revenue miles. | | | |
| No show / late cancellation rate | - | Percent of scheduled trips where the passenger is a no-show or failed to provide adequate notice to cancel a trip (indicates unproductive vehicle time) | YCTA Reporting | 5.24% for ADA, DAR | N/A | | < 5% | < 5% |
| Trip denials | 2.2 | ADA trips where YCTA was unable to provide a request ride within 1 hour of the time requested by the passenger (no ADA trips should be denied) | YCTA Reporting | 0% for ADA | N/A | | | No patterns of denied service allowed per ADA |

Note: These metrics can be tracked monthly or quarterly.

## Other Measures: Transit Access and Service Provided/Consumed

This set of measures tracks access to transit (share of population and jobs that live within ¼-mile of a bus stop) and the amount of service provided (service hours) and consumed (ridership) relative to Yamhill County's population within urban growth boundaries (UGBs).

Figure 11-6 Transit Access and Utilization Measures

| Performance Measure | Goal and/or Objective | Definition | Data Source | Existing YCTA Performance | Existing Performance Compared to Peers (2015 NTD) | Performance Standards[1] | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Intercity Fixed-Route | Local Fixed-Route | Flex-Route / Shuttle | DAR or ADA Paratransit |
| Service hours per capita | 2.4 | Annual service hours divided by population with UGBs (how much service is provided) | Census, PSU, and/or NTD [7,8,9] | 0.42 (based on UGB population) | 58% of peer median (0.73)<br>Range: 0.28 to 1.24 | Increasing trend and comparison to peer median | | | |
| Ridership per capita | 2.4 | Annual riders divided by population within UGBs (how much service is used) | Census, PSU, and/or NTD [7,8,9] | 2.9 | 30% of peer median (9.9)<br>Range: 2.9 to 16.8 | Increasing trend and comparison to peer median | | | |
| Service Availability[2,3] | 2.5, 5.1 | What percent of the population lives within a ¼- and ½ mile of a transit stop | Census [4,5] | 70% of employees within ¼-mile of a transit stop (2014 US Census LEHD)<br>60% of residents in cities within ¼-mile of a transit stop (2010 US Census)<br>Approximately 60% low-income population (200% of federal poverty level) within ¼-mile of a transit stop. | N/A | Increasing trend as TDP is implemented. A standard of 75% of employees, 70% of residents, and 70% of low-income population is recommended within ¼-mile access and 90% or more within ½-mile access. (FTA does not require a certain standard, but does require tracking progress. Standards can be defined locally.) | | | N/A |
| Transit mode share | - | The percent of trips taken via transit shows transit's role in achieving Transportation Planning Rule goals of reducing VMT | American Community Survey ACS 5-Year Estimates (Table S0801) [5] | Yamhill County: 1%<br>Incorporated Communities: 1%<br>(2011-2015 average) | Statewide average: 4% | Increasing trend and comparison to peers | | | |

Notes for Figure 11-2 to Figure 11-6:

[1] Standards are preliminary thresholds of acceptable performance based on peer systems and industry norms.

[2] Represents a Title VI required measure (system-wide service standard per FTA Circular 4702.1B). FTA does not prescribe the benchmark itself, but the tracking of such metrics.

[3] Measure for STIF program

[4] US Census, 2010 (updated every decade); this data has finer geographic units than American Community Survey data, which is a sample of the population and has large boundaries in parts of the YCTA service area.)

[5] American Community Survey, 2011-2015 5-Year Estimate (rolling 5-Year estimates on an annual basis).

[6] US Census Bureau, Longitudinal Household Employer Dynamics (LEHD), 2014 (updated annually)

[7] National Transit Database (NTD), 2015

[8] YCTA Reporting, 2016

[9] PSU Population Research Center (PRC), 2017

.

# APPENDICES




Image: Doug Kerr

# Yamhill County Transit Area Transit Development Plan

# Volume I Appendices

**October 2018**

Yamhill County Transit Area



Adopted October 18, 2018

This Project is partially funded by a grant from the Transportation and Growth Management (TGM) Program, a joint program of the Oregon Department of Transportation (ODOT) and the Oregon Department of Land Conservation and Development. This TGM grant is financed, in part, by the federal Moving Ahead for Progress in the 21st Century Act (MAP-21), local government, and State of Oregon funds. The contents of this document do not necessarily reflect views or policies of the State of Oregon.

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# APPENDIX A

## YCTA Fleet Inventory

# APPENDIX A YCTA FLEET INVENTORY, VEHICLE TYPE ASSUMPTIONS, AND REPLACEMENT SCHEDULE

Figure A-1 YCTA Vehicle Fleet Inventory and Replacement Schedule

| Delivery Year | Agency Vehicle # | Make and Model | Odometer Mileage | Assumed Source | Assumed Year for New Grants | Grant Notes | Type | Vehicle Class | Seating Capacity [1] | Status | Condition | Est. Repl. Year [2] |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EXISTING FLEET (As of 10/2018) | | | | | | | | | | | | |
| 2001 | 592 | Gillig Phantom | 458,205 | Existing | | N/A | Bus - Medium | A | 30+ | spare | Fair / Marginal / Poor | 2014 |
| 2001 | 524 | BlueBird | 0 | Existing | | N/A | Bus - Medium | A | 35 | spare | Good / Excellent | 2014 |
| 2002 | 400 | ElDorado Escort | 339,755 | Existing | | N/A | Bus - Medium | A | 21 / 2 | end-of-life | Fair / Marginal / Poor | 2015 |
| 2002 | 203 | Ford E450 Starcraft Allstar | 337,597 | Existing | | N/A | Cutaway - Small | D | 0 | active | Good / Excellent | 2008 |
| 2004 | 305 | Ford E450 ElDorado Aerotech | 384,863 | Existing | | 21950 | Cutaway - Large | C | 16 / 3 | end-of-life | Fair / Marginal / Poor | 2012 |
| 2005 | 201 | Chervrolet Venture | 139,530 | Existing | | N/A | Van | E | 5/1 | end-of-life | Adequate | 2010 |
| 2006 | 102-s | Ford Freestar Liberty | 201,400 | Existing | | FTA | Van | E | 5 | spare | Fair / Marginal / Poor | 2011 |
| 2006 | 601 | Freightliner Champion CTE | 30,182 | Existing | | N/A | Bus - Medium | A | 0 | spare | Good / Excellent | 2019 |
| 2006 | 602 | Freightliner Champion CTE | 7,380 | Existing | | N/A | Bus - Medium | A | 0 | spare | Good / Excellent | 2019 |
| 2006 | 603 | Ford E450 ElDorado Aerotech | 234,862 | Existing | | N/A | Cutaway - Large | C | 16 | spare | Fair / Marginal / Poor | 2014 |
| 2007 | 102 | Chevrolet Uplander | 127,035 | Existing | | FTA-OR-03 | Van | E | 5/2 | active | Adequate | 2012 |
| 2008 | 114 | Ford E450 ElDorado | 306,199 | Existing | | N/A | Cutaway - Large | C | 16/2 | spare | Fair / Marginal / Poor | 2016 |
| 2008 | 116-v | Chevrolet Uplander | 118,468 | Existing | | FTA-OR-04 | Van | E | 5/1 | spare | Adequate | 2013 |
| 2009 | 404 | Chevy 5500 ElDorado | 599,701 | Existing | | 24283 | Bus - Medium | A | 21 / 2 | active | Fair / Marginal / Poor | 2022 |
| 2010 | 300 | Ford E450 ElDorado Aerotech | 319,863 | Existing | | ARRA 25650-2 | Cutaway - Large | C | 16 / 2 | spare | Fair / Marginal / Poor | 2018 |
| 2010 | 401 | Eldorado Easy rider | 497,910 | Existing | | 25650 | Bus - Medium | A | 31 / 2 | active | Adequate | 2023 |
| 2010 | 402 | Eldorado Easy rider | 526,979 | Existing | | 25650 | Bus - Medium | A | 31 / 2 | active | Adequate | 2023 |
| 2010 | 405 | Eldorado Easy rider | 439,502 | Existing | | 25650 | Bus - Medium | A | 31 / 2 | end-of-life | Adequate | 2018 |
| 2013 | 1301 | Ford E450 ElDorado Aerotech | 179,181 | Existing | | 28542 | Cutaway - Small | D | 14/2 | active | Good / Excellent | 2019 |
| 2013 | 1302 | Ford E450 ElDorado Aerotech | 178,731 | Existing | | 28542 | Cutaway - Small | D | 14/2 | active | Good / Excellent | 2019 |
| 2013 | 1303 | Ford E450 ElDorado Aerotech | 177,792 | Existing | | 28542 | Cutaway - Small | D | 14/2 | active | Good / Excellent | 2019 |
| 2013 | 1304 | Ford E450 ElDorado Aerotech | 165,300 | Existing | | 28542 | Cutaway - Small | D | 14/2 | active | Good / Excellent | 2019 |
| 2013 | 1305 | Ford E450 ElDorado Aerotech | 192,048 | Existing | | 28542 | Cutaway - Small | D | 14/2 | active | Good / Excellent | 2019 |

| Delivery Year | Agency Vehicle # | Make and Model | Odometer Mileage | Assumed Source | Assumed Year for New Grants | Grant Notes | Type | Vehicle Class | Seating Capacity [1] | Status | Condition | Est. Repl. Year [2] |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2013 | 1306 | Ford E450 ElDorado Aerotech | 189,970 | Existing | | 28542 | Cutaway - Small | D | 14/2 | active | Good / Excellent | 2019 |
| 2014 | 1307 | Chevrolet Champion | 88,407 | Existing | | FTA OR 04-0022 | Cutaway - Large | C | 17/2 | active | Good / Excellent | 2022 |
| 2017 | 1701D | Ford Transit 350HD Arboc SOI | 2,035 | County Purchase | | N/A | Cutaway - Small | D | 10 / 2 | active | Good / Excellent | 2023 |
| 2017 | 1702D | Ford Transit 350HD Arboc SOI | 4,725 | County Purchase | | N/A | Cutaway - Small | D | 10 / 2 | active | Good / Excellent | 2023 |
| 2017 | 1703D | Ford Transit 350HD Arboc SOI | 4,199 | County Purchase | | N/A | Cutaway - Small | D | 10 / 2 | active | Good / Excellent | 2023 |
| 2017 | 1704D | Ford Transit 350HD Arboc SOI | 2,518 | County Purchase | | N/A | Cutaway - Small | D | 10 / 2 | active | Good / Excellent | 2023 |
| 2018 | 1805C | Ford E450 Champion LF Transport | 2,745 | Existing | 2018 | 31460-5339 | Cutaway - Large | C | 17 / 2 | active | Good / Excellent | 2026 |
| 2018 | 1806C | Ford E450 Champion LF Transport | 2,550 | Existing | 2018 | 31460-5339 | Cutaway - Large | C | 17 / 2 | active | Good / Excellent | 2026 |
| 2018 | 1807C | Eldorado EZ Rider | 1,255 | Existing | 2018 | N/A | Bus - Medium | A | 23 / 2 | active | Good / Excellent | 2031 |
| 2018 | 1808C | Eldorado EZ Rider | 1,121 | Existing | 2018 | N/A | Bus - Medium | A | 23 / 2 | active | Good / Excellent | 2031 |
| 2018 | 1809C | Eldorado EZ Rider | 1,148 | Existing | 2018 | N/A | Bus - Medium | A | 23 / 2 | active | Good / Excellent | 2031 |
| 2018 | 1810C | Eldorado EZ Rider | 1,081 | Existing | 2018 | N/A | Bus - Medium | A | 23 / 2 | active | Good / Excellent | 2031 |
| GRANTS SECURED (As of 10/2018) | | | | | | | | | | | | |
| 2019 | | Champion LF, Low-Floor | | Grant - Secured | 2018 | 32845-5339 | Cutaway - Large | C | 17 / 2 | active | N/A | 2027 |
| 2019 | | Champion LF, Low-Floor | | Grant - Secured | 2018 | 32845-5339 | Cutaway - Large | C | 17 / 2 | active | N/A | 2027 |
| 2019 | | Champion LF, Low-Floor | | Grant - Secured | 2018 | 32856-STP | Cutaway - Large | C | 17 / 2 | active | N/A | 2027 |
| 2019 | | Champion LF, Low-Floor | | Grant - Secured | 2018 | 32856-STP | Cutaway - Large | C | 17 / 2 | active | N/A | 2027 |
| 2019 | | TBD Van, Accessible | | Grant - Secured | 2019 | 32845-5339 | Van | E | 5 / 2 | active | N/A | 2024 |
| 2019 | | TBD Van, Accessible | | Grant - Secured | 2019 | 32845-5339 | Van | E | 5 / 2 | active | N/A | 2024 |
| 2020 | | El Dorado EZ Rider II, Low-Floor | | Grant - Secured | 2017 | STIP Enhance, 2018-2021 | Bus - Medium | A | 23 / 2 | active | N/A | 2033 |
| 2020 | | El Dorado EZ Rider II, Low-Floor | | Grant - Secured | 2017 | STIP Enhance, 2018-2021 | Bus - Medium | A | 23 / 2 | active | N/A | 2033 |
| 2021 | | El Dorado EZ Rider II, Low-Floor | | Grant - Secured | 2018 | 2019 TBD-5339 | Bus - Medium | A | 23 / 2 | active | N/A | 2034 |
| 2021 | | El Dorado EZ Rider II, Low-Floor | | Grant - Secured | 2018 | 2019 TBD-5339 | Bus - Medium | A | 23 / 2 | active | N/A | 2034 |
| 2021 | | El Dorado EZ Rider II, Low-Floor | | Grant - Secured | 2018 | 2019 TBD-5339 | Bus - Medium | A | 23 / 2 | active | N/A | 2034 |
| ADDITIONAL FLEET (Assumed) | | | | | | | | | | | | |
| 2019 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2019 | | Cutaway - Small | D | 10 / 2 | active | N/A | 2025 |
| 2019 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2019 | | Cutaway - Small | D | 10 / 2 | active | N/A | 2025 |
| 2019 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2019 | | Cutaway - Small | D | 10 / 2 | active | N/A | 2025 |
| 2019 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2019 | | Cutaway - Small | D | 10 / 2 | active | N/A | 2025 |
| 2020 | | El Dorado EZ Rider II, Low-Floor | | Grant - Unsecured | 2020 | | Bus - Medium | A | 23 / 2 | active | N/A | 2033 |
| 2020 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2020 | | Cutaway - Small | D | 10 / 2 | active | N/A | 2026 |
| 2020 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2020 | | Cutaway - Small | D | 10 / 2 | active | N/A | 2026 |
| 2020 | | TBD Van, Accessible | | Grant - Unsecured | 2020 | | Van | E | 5 / 2 | active | N/A | 2025 |
| 2023 | | Champion LF, Low-Floor | | Grant - Unsecured | 2022 | | Cutaway - Large | C | 17 / 2 | active | N/A | 2031 |
| 2024 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2023 | | Cutaway - Small | D | 10 / 2 | active | N/A | 2030 |
| 2025 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2024 | | Cutaway - Small | D | 10 / 2 | active | N/A | 2031 |

| Delivery Year | Agency Vehicle # | Make and Model | Odometer Mileage | Assumed Source | Assumed Year for New Grants | Grant Notes | Type | Vehicle Class | Seating Capacity [1] | Status | Condition | Est. Repl. Year [2] |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2025 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2024 | | Cutaway - Small | D | 10 / 2 | active | N/A | 2031 |
| 2025 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2024 | | Cutaway - Small | D | 10 / 2 | active | N/A | 2031 |
| 2026 | | TBD Van, Accessible | | Grant - Unsecured | 2025 | | Van | E | 5 / 2 | active | N/A | 2031 |
| 2026 | | TBD Van, Accessible | | Grant - Unsecured | 2025 | | Van | E | 5 / 2 | active | N/A | 2031 |
| 2027 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2026 | | Cutaway - Small | D | 10 / 2 | active | N/A | 2033 |
| 2027 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2026 | | Cutaway - Small | D | 10 / 2 | active | N/A | 2033 |
| 2027 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2026 | | Cutaway - Small | D | 10 / 2 | future | N/A | 2033 |
| 2027 | | TBD Van, Accessible | | Grant - Unsecured | 2026 | | Van | E | 5 / 2 | future | N/A | 2032 |
| 2028 | | Champion LF, Low-Floor | | Grant - Unsecured | 2027 | | Cutaway - Large | C | 17 / 2 | future | N/A | 2036 |
| 2028 | | Champion LF, Low-Floor | | Grant - Unsecured | 2027 | | Cutaway - Large | C | 17 / 2 | future | N/A | 2036 |
| 2028 | | Champion LF, Low-Floor | | Grant - Unsecured | 2027 | | Cutaway - Large | C | 17 / 2 | future | N/A | 2036 |
| 2028 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2027 | | Cutaway - Small | D | 10 / 2 | future | N/A | 2034 |
| 2028 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2027 | | Cutaway - Small | D | 10 / 2 | future | N/A | 2034 |
| 2029 | | Gillig 35-foot bus | | Grant - Unsecured | 2028 | | Bus - Large | A | 32 / 2 | future | N/A | 2042 |
| 2029 | | Gillig 35-foot bus | | Grant - Unsecured | 2028 | | Bus - Large | A | 32 / 2 | future | N/A | 2042 |
| 2029 | | Champion LF, Low-Floor | | Grant - Unsecured | 2028 | | Cutaway - Large | C | 17 / 2 | future | N/A | 2037 |
| 2029 | | Champion LF, Low-Floor | | Grant - Unsecured | 2028 | | Cutaway - Large | C | 17 / 2 | future | N/A | 2037 |
| 2029 | | Champion LF, Low-Floor | | Grant - Unsecured | 2028 | | Cutaway - Large | C | 17 / 2 | future | N/A | 2037 |
| 2029 | | Champion LF, Low-Floor | | Grant - Unsecured | 2028 | | Cutaway - Large | C | 17 / 2 | future | N/A | 2037 |
| 2029 | | Champion LF, Low-Floor | | Grant - Unsecured | 2028 | | Cutaway - Large | C | 17 / 2 | future | N/A | 2037 |
| 2029 | | Champion LF, Low-Floor | | Grant - Unsecured | 2028 | | Cutaway - Large | C | 17 / 2 | future | N/A | 2037 |
| 2029 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2028 | | Cutaway - Small | D | 10 / 2 | future | N/A | 2035 |
| 2029 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2028 | | Cutaway - Small | D | 10 / 2 | future | N/A | 2035 |
| 2029 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2028 | | Cutaway - Small | D | 10 / 2 | future | N/A | 2035 |
| 2029 | | Arboc Spirit of Independence, Low-Floor | | Grant - Unsecured | 2028 | | Cutaway - Small | D | 10 / 2 | future | N/A | 2035 |
| 2029 | | TBD Van, Accessible | | Grant - Unsecured | 2028 | | Van | E | 5 / 2 | future | N/A | 2034 |

Notes: [1] Seated / Wheelchairs. [2] End-of-life based on FTA mileage or age criteria.

Source: YCTA Fleet Inventory, Updated October 2018, and TDP Fleet Schedule

Figure A-2 Detailed Vehicle Type Assumptions by Time Frame: Vehicles Operated in Maximum Service

| | EXISTING | | | | NEAR-TERM | | | | SHORT-TERM | | | | MID-TERM | | | | | LONG-TERM | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ROUTE | Van | Cutaway - Small | Cutaway - Large | Bus - Medium | Van | Cutaway - Small | Cutaway - Large | Bus - Medium | Van | Cutaway - Small | Cutaway - Large | Bus - Medium | Van | Cutaway - Small | Cutaway - Large | Bus - Medium | Bus - Large | Van | Cutaway - Small | Cutaway - Large | Bus - Medium | Bus - Large |
| McMinnville - 2W (2) | | | 0.5 | | | | 0.5 | | | | 0.5 | | | | 0.5 | | | | | 1 | | |
| McMinnville - 2E (4) | | | 0.5 | | | | 1 | | | | 1 | | | | 1 | | | | | 1 | | |
| McMinnville - 3N (3) | | | 0.5 | | | | 1 | | | | 1 | | | | 1 | | | | | | 1 | |
| McMinnville - 3S (1) | | | 0.5 | | | | 0.5 | | | | 0.5 | | | | 0.5 | | | | | 1 | | |
| McMinnville – New (5) (Lafayette Ave/Baker Creek/Hill Rd) | | | | | | | | | | | | | | | | | | | | 1 | | |
| McMinnville – New (E. of Lafayette Ave) | | | | | | | | | | | | | | | | | | | 1 | | | |
| Newberg - 5/6 (15/16) | | | 0.5 | | | | 1 | | | | 1 | | | | 1 | | | | | 1 | | |
| Newberg - 7/8 (17/18) | | | 0.5 | | | | 1 | | | | 1 | | | | 1 | | | | | 2 | | |
| Intercity – 11 (80x) | | | | 1 | | | | 1 | | | | 1 | | | | 1 | | | | | 2 | |
| Intercity - 22 | | | | 1 | | | | 1 | | | | 1 | | | | 1 | | | | | 1 | |
| Intercity - 33 | | | | 1 | | | | 1 | | | | 1 | | | | 1 | | | | | 2 | |
| Intercity – 44/45x | | | | 4 | | | | 4 | | | | 4 | | | | 4 | | | | | | 4 |
| McMinnville DAR | 2 | 3 | | | 2 | 3 | | | 2 | 3 | | | 2 | 3 | | | | 2 | 3 | | | |
| Newberg DAR | | 2 | | | | 1 | | | 1 | 1 | | | 1 | 1 | | | | 2 | 2 | | | |
| Small City Flex / Shopper Shuttles | | | | | | 2 | | | | 3 | | | | 3 | | | | | 5 | | | |
| Vehicles in Service | 2 | 5 | 3 | 7 | 2 | 6 | 5 | 7 | 3 | 7 | 5 | 7 | 3 | 7 | 5 | 7 | 0 | 4 | 11 | 7 | 6 | 4 |
| Spares - Minimum | 0 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 2 | 3 | 3 | 1 | 3 | 3 | 3 | 0 | 1 | 3 | 3 | 2 | 2 |
| Total with Spares | 2 | 7 | 4 | 9 | 3 | 8 | 7 | 9 | 4 | 9 | 8 | 10 | 4 | 10 | 8 | 10 | 0 | 5 | 14 | 10 | 8 | 6 |
| Spare Ratio | 0% | 40% | 33% | 29% | 50% | 33% | 40% | 29% | 33% | 29% | 60% | 43% | 33% | 43% | 60% | 43% | 0% | 25% | 27% | 43% | 33% | 50% |

Figure A-3 Detailed Fleet Expansion and Replacement Plan, 2018 - 2028

| Year and Time Frame | Additional Required Fleet | Required Fleet in Service | Active Fleet [1] | Minus End of Life Vehicles | Plus Vehicles from Existing Grants | Total Fleet Available | Fleet Required with Spares | Net Fleet Req't | Additional Vehicles to be Purchased | Funded by Existing Grants | | | Funded by New Grants | | | Total Existing and New Grants | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | Cost of Vehicles [2] | Grant Amount | Local Match | Cost of Vehicles [2] | Total Grant Funding Requirement | Assumed Local Match | Total # of Vehicles | Total Vehicle Costs | Total Grants | Total Local Match |
| 2018 - Existing | | | | | | | | | | | | | | | | | | | |
| Bus - Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | $0 | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Bus - Medium | 0 | 7 | 7 | 0 | 0 | 7 | 9 | 2 | | $1,360,000 | $1,323,346 | | $0 | $0 | $0 | 0 | $1,360,000 | $1,323,346 | $0 |
| Cutaway - Large | 0 | 3 | 3 | 0 | 0 | 3 | 4 | 1 | | $280,000 | $280,000 | | $0 | $0 | $0 | 0 | $280,000 | $280,000 | $0 |
| Cutaway - Small | 0 | 5 | 11 | 0 | 0 | 11 | 7 | 0 | | $0 | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Van | 0 | 2 | 1 | 0 | 0 | 1 | 2 | 1 | | $0 | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| TOTAL | 0 | 17 | 22 | 0 | 0 | 22 | 22 | 4 | 0 | $1,640,000 | $1,603,346 | $0 | $0 | $0 | $0 | 0 | $1,640,000 | $1,603,346 | $0 |
| 2019 - Near-Term | | | | | | | | | | | | | | | | | | | |
| Bus - Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | $0 | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Bus - Medium | 0 | 7 | 7 | 0 | 0 | 7 | 9 | 2 | | $0 | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Cutaway - Large | 2 | 5 | 3 | 0 | 4 | 7 | 7 | 0 | | $560,000 | $486,317 | $68,628 | $0 | $0 | $0 | 4 | $560,000 | $486,317 | $68,628 |
| Cutaway - Small | 1 | 6 | 11 | 6 | 0 | 5 | 8 | 3 | 4 | $0 | | | $340,000 | $302,000 | $38,000 | 4 | $340,000 | $302,000 | $38,000 |
| Van | 0 | 2 | 1 | 0 | 2 | 3 | 3 | 0 | | $100,000 | $85,453 | $14,547 | $0 | $0 | $0 | 2 | $100,000 | $85,453 | $14,547 |
| TOTAL | 3 | 20 | 22 | 6 | 6 | 22 | 27 | 5 | 4 | $660,000 | $571,770 | $83,175 | $340,000 | $302,000 | $38,000 | 10 | $1,000,000 | $873,770 | $121,175 |
| 2020 - Short-Term | | | | | | | | | | | | | | | | | | | |
| Bus - Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | $0 | $0 | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Bus - Medium | 0 | 7 | 7 | 0 | 2 | 9 | 10 | 1 | 1 | $696,000 | $707,072 | $80,928 | $348,000 | $309,000 | $39,000 | 3 | $1,044,000 | $1,016,072 | $119,928 |
| Cutaway - Large | 0 | 5 | 7 | 0 | 0 | 7 | 8 | 1 | 1 | $0 | $0 | | $143,000 | $127,000 | $16,000 | 1 | $143,000 | $127,000 | $16,000 |
| Cutaway - Small | 1 | 7 | 9 | 0 | 0 | 9 | 9 | 0 | | $0 | $0 | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Van | 1 | 3 | 3 | 0 | 0 | 3 | 4 | 1 | 1 | $0 | $0 | | $51,000 | $45,000 | $6,000 | 1 | $51,000 | $45,000 | $6,000 |
| TOTAL | 2 | 22 | 26 | 0 | 2 | 28 | 31 | 3 | 3 | $696,000 | $707,072 | $80,928 | $542,000 | $481,000 | $61,000 | 5 | $1,238,000 | $1,188,072 | $141,928 |
| 2021 - Short-Term | | | | | | | | | | | | | | | | | | | |
| Bus - Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | $0 | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Bus - Medium | 0 | 7 | 10 | 0 | 3 | 13 | 10 | 0 | | $1,068,000 | $960,000 | $110,115 | $0 | $0 | $0 | 3 | $1,068,000 | $960,000 | $110,115 |
| Cutaway - Large | 0 | 5 | 8 | 0 | 0 | 8 | 8 | 0 | | $0 | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Cutaway - Small | 0 | 7 | 9 | 0 | 0 | 9 | 9 | 0 | | $0 | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Van | 0 | 3 | 4 | 0 | 0 | 4 | 4 | 0 | | $0 | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| TOTAL | 0 | 22 | 31 | 0 | 3 | 34 | 31 | 0 | 0 | $1,068,000 | $960,000 | $110,115 | $0 | $0 | $0 | 3 | $1,068,000 | $960,000 | $110,115 |
| 2022 - Short-Term | | | | | | | | | | | | | | | | | | | |
| Bus - Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Bus - Medium | 0 | 7 | 13 | 1 | 0 | 12 | 10 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Cutaway - Large | 0 | 5 | 8 | 1 | 0 | 7 | 8 | 1 | 1 | | | | $150,000 | $133,000 | $17,000 | 1 | $150,000 | $133,000 | $17,000 |
| Cutaway - Small | 0 | 7 | 9 | 0 | 0 | 9 | 9 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Van | 0 | 3 | 4 | 0 | 0 | 4 | 4 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| TOTAL | 0 | 22 | 34 | 2 | 0 | 32 | 31 | 1 | 1 | $0 | $0 | $0 | $150,000 | $133,000 | $17,000 | 1 | $150,000 | $133,000 | $17,000 |

| Year and Time Frame | Additional Required Fleet | Required Fleet in Service | Active Fleet [1] | Minus End of Life Vehicles | Plus Vehicles from Existing Grants | Total Fleet Available | Fleet Required with Spares | Net Fleet Req't | Additional Vehicles to be Purchased | Funded by Existing Grants | | | Funded by New Grants | | | Total Existing and New Grants | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | Cost of Vehicles [2] | Grant Amount | Local Match | Cost of Vehicles [2] | Total Grant Funding Requirement | Assumed Local Match | Total # of Vehicles | Total Vehicle Costs | Total Grants | Total Local Match |
| 2023 - Mid-Term | | | | | | | | | | | | | | | | | | | |
| Bus - Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Bus - Medium | 0 | 7 | 12 | 2 | 0 | 10 | 10 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Cutaway - Large | 0 | 5 | 8 | 0 | 0 | 8 | 8 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Cutaway - Small | 0 | 7 | 9 | 4 | 0 | 5 | 10 | 5 | 5 | | | | $465,000 | $413,000 | $52,000 | 5 | $465,000 | $413,000 | $52,000 |
| Van | 0 | 3 | 4 | 0 | 0 | 4 | 4 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| TOTAL | 0 | 22 | 33 | 6 | 0 | 27 | 32 | 5 | 5 | $0 | $0 | $0 | $465,000 | $413,000 | $52,000 | 5 | $465,000 | $413,000 | $52,000 |
| 2024 - Mid-Term | | | | | | | | | | | | | | | | | | | |
| Bus - Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Bus - Medium | 0 | 7 | 10 | 0 | 0 | 10 | 10 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Cutaway - Large | 0 | 5 | 8 | 0 | 0 | 8 | 8 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Cutaway - Small | 0 | 7 | 10 | 0 | 0 | 10 | 10 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Van | 0 | 3 | 4 | 2 | 0 | 2 | 4 | 2 | 2 | | | | $112,000 | $99,000 | $13,000 | 2 | $112,000 | $99,000 | $13,000 |
| TOTAL | 0 | 22 | 32 | 2 | 0 | 30 | 32 | 2 | 2 | $0 | $0 | $0 | $112,000 | $99,000 | $13,000 | 2 | $112,000 | $99,000 | $13,000 |
| 2025 - Mid-Term | | | | | | | | | | | | | | | | | | | |
| Bus - Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Bus - Medium | 0 | 7 | 10 | 0 | 0 | 10 | 10 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Cutaway - Large | 0 | 5 | 8 | 0 | 0 | 8 | 8 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Cutaway - Small | 0 | 7 | 10 | 4 | 0 | 6 | 10 | 4 | 4 | | | | $388,000 | $345,000 | $43,000 | 4 | $388,000 | $345,000 | $43,000 |
| Van | 0 | 3 | 4 | 1 | 0 | 3 | 4 | 1 | 1 | | | | $57,000 | $50,000 | $7,000 | 1 | $57,000 | $50,000 | $7,000 |
| TOTAL | 0 | 22 | 32 | 5 | 0 | 27 | 32 | 5 | 5 | $0 | $0 | $0 | $445,000 | $395,000 | $50,000 | 5 | $445,000 | $395,000 | $50,000 |
| 2026 - Mid-Term | | | | | | | | | | | | | | | | | | | |
| Bus - Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Bus - Medium | 0 | 7 | 10 | 0 | 0 | 10 | 10 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Cutaway - Large | 0 | 5 | 8 | 2 | 0 | 6 | 8 | 2 | 2 | | | | $328,000 | $291,000 | $37,000 | 2 | $328,000 | $291,000 | $37,000 |
| Cutaway - Small | 0 | 7 | 10 | 0 | 0 | 10 | 10 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Van | 0 | 3 | 4 | 0 | 0 | 4 | 4 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| TOTAL | 0 | 22 | 32 | 2 | 0 | 30 | 32 | 2 | 2 | $0 | $0 | $0 | $328,000 | $291,000 | $37,000 | 2 | $328,000 | $291,000 | $37,000 |
| 2027 - Mid-Term | | | | | | | | | | | | | | | | | | | |
| Bus - Large | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Bus - Medium | 0 | 7 | 10 | 0 | 0 | 10 | 10 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Cutaway - Large | 0 | 5 | 8 | 4 | 0 | 4 | 8 | 4 | 4 | | | | $672,000 | $598,000 | $74,000 | 4 | $672,000 | $598,000 | $74,000 |
| Cutaway - Small | 0 | 7 | 10 | 0 | 0 | 10 | 10 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Van | 0 | 3 | 4 | 0 | 0 | 4 | 4 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| TOTAL | 0 | 22 | 32 | 4 | 0 | 28 | 32 | 4 | 4 | $0 | $0 | $0 | $672,000 | $598,000 | $74,000 | 4 | $672,000 | $598,000 | $74,000 |

| Year and Time Frame | Additional Required Fleet | Required Fleet in Service | Active Fleet [1] | Minus End of Life Vehicles | Plus Vehicles from Existing Grants | Total Fleet Available | Fleet Required with Spares | Net Fleet Req't | Additional Vehicles to be Purchased | Funded by Existing Grants | | | Funded by New Grants | | | Total Existing and New Grants | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | Cost of Vehicles [2] | Grant Amount | Local Match | Cost of Vehicles [2] | Total Grant Funding Requirement | Assumed Local Match | Total # of Vehicles | Total Vehicle Costs | Total Grants | Total Local Match |
| 2028 - Long-Term | | | | | | | | | | | | | | | | | | | |
| Bus - Large | 4 | 4 | 0 | 0 | 0 | 0 | 6 | 6 | 2 | | | | $1,104,000 | $982,000 | $122,000 | 2 | $1,104,000 | $982,000 | $122,000 |
| Bus - Medium | -1 | 6 | 10 | 0 | 0 | 10 | 8 | 0 | | | | | $0 | $0 | $0 | 0 | $0 | $0 | $0 |
| Cutaway - Large | 2 | 7 | 8 | 1 | 0 | 7 | 10 | 3 | 3 | | | | $516,000 | $459,000 | $57,000 | 3 | $516,000 | $459,000 | $57,000 |
| Cutaway - Small | 4 | 11 | 10 | 0 | 0 | 10 | 14 | 4 | 4 | | | | $416,000 | $370,000 | $46,000 | 4 | $416,000 | $370,000 | $46,000 |
| Van | 1 | 4 | 4 | 0 | 0 | 4 | 5 | 1 | 1 | | | | $61,000 | $54,000 | $7,000 | 1 | $61,000 | $54,000 | $7,000 |
| TOTAL | 10 | 32 | 32 | 1 | 0 | 31 | 43 | 14 | 10 | $0 | $0 | $0 | $2,097,000 | $1,865,000 | $232,000 | 10 | $2,097,000 | $1,865,000 | $232,000 |

Notes: [1] Active fleet includes existing purchases (funded by existing grants in 2018). [2] Based on unit costs and quantities.

# APPENDIX B

## Additional Transportation Service Provider Information and Transportation Project Details

# APPENDIX B ADDITIONAL TRANSPORTATION SERVICE PROVIDER INFORMATION

Figure B-1 Yamhill County Social Service Agencies Involved in Transportation Services

| Organization | Transportation Services | People Services Are Available For |
|---|---|---|
| McMinnville | | |
| Yamhill County Health and Human Services - Abacus Program | 5 vans/cars in operation for medical treatment and employment | People with disabilities |
| Yamhill County Health and Human Services – Developmental Disability Service | Not a current provider of transportation services, but may become one if necessary grants can be obtained to fund it | People with disabilities |
| Yamhill Community Action Partnership | Bus passes provided | Older adults, people with low-income, people with disabilities |
| Head Start of Yamhill County | Provides bus for students to/from school, as well as bus passes | Children of families with low-income |
| Yamhill County Special Olympics | Transportation to/from athletic events, provided by rental vehicles | People with disabilities |
| Yamhill Community Care Organization | Medical and wellness trips provided to members by First Transit, who operates 15 wheelchair accessible vans | Oregon Health Plan (OHP) members |
| Oregon Mennonite Residential Services (OMRS) | 11 vans used for transportation of residents of OMRS group homes | People with disabilities |
| MV Advancements | Many MV clients use YCTA for transportation. MV also operates 25 vans/min-buses for work crews, community activities, and some medical appointments | People with disabilities |
| Salem | | |
| Willamette Valley Transport (WVT) | 5 wheelchair-accessible vans for general purpose demand response services | People with physical injuries or disabilities preventing them from transporting themselves |
| United Way of the Mid-Willamette Valley | Bus passes | General public, with specified interest programs |

Source: YCTA TDP, TM #2, Figure 3-33 and Yamhill County Coordinated Public Transit – Human Services Transportation Plan, 2016

Figure B-2 Wine Tour Shuttle Services

| Wine Tour Service | City / Cities Service is Based In |
|---|---|
| Yamhill County Based Services | |
| A Nose for Wine Tours | Hillsboro |
| A Vineyard Wine Tour | McMinnville |
| Aspen Limo Tours | Dundee, McMinnville, Newberg, Portland |
| Backcountry Wine Tours | McMinnville, Newberg, Portland |
| Beautiful Willamette Tours | Portland, Salem, Vancouver |
| Black Tie Tours | Newberg |
| Cellar Door Wine Tours | Lafayette |
| Embrace Oregon | McMinnville |
| Insiders Wine Tour | McMinnville |
| Oregon Select Wine Tours | Newberg |
| Summit Wine Tours | Newberg |
| Triangle Wine Country Tours | McMinnville, Newberg, Portland |
| Wine Country Car Service | Newberg |
| Multnomah County Based Services | |
| Evergreen Escapes | Portland |
| First Nature Treks & Tours | Portland |
| Grape Escape | Portland |
| Lucky Limousine & Town Car Service | Portland |
| My Chauffeur Wine Tours | Portland |
| Oregon Wine Guides | Portland |
| Sea to Summit Tours & Adventures | Portland |
| Tesla Custom Winery Tours | Portland |
| Uncorked Northwest Wine Tours | Portland |
| Winemaker Tours | Portland |
| Washington County Based Services | |
| Prestige Wine Tours LLC | Beaverton |
| Vino Ventures | Beaverton |
| Services Based Out of State | |
| Main Street Designated Drivers & Wine Tours | New York, NY |

Source: Willamette Valley Wineries Association

# APPENDIX C

## Bus Stop Design Guidelines

# APPENDIX C BUS STOP DESIGN GUIDELINES

## BUS STOP DESIGN PRINCIPLES

The following principles identify key characteristics of good bus stop design and locations. Bus stops should:

- **Be placed in convenient, comfortable, and safe locations:** Bus stops should ideally be located where passengers will feel comfortable and safe waiting for transit service. Stop locations should be well lit and offset from fast-moving traffic when possible. Transit customers often view stops that are conveniently located near major activity centers (e.g., shopping areas, schools, or and workplaces) as the most attractive and safe.
- **Be visible and easily identifiable:** Bus stops should be located in places where passengers can easily find them. Passengers waiting for the bus should also be easily visible to bus drivers. Bus stops should present a strong brand identity, through signage and other amenities, which assists customers in identifying stop locations and available services. Riders should feel familiar with the elements present at each transit stop, even if the exact amenities vary somewhat between locations.
- **Provide information on available services:** All bus riders and potential riders need basic information in order to use a transit service: Can I get to where I want to go from this stop? Is the route running at this time of day? When will the next bus arrive? While much of this information can now be accessed using a smart phone, transit riders continue to value basic route and schedule information at each bus stop. Such information helps reduce confusion about transit service and can act as low-cost advertising to potential new transit customers. Advanced information systems, such as real-time passenger information, can further enhance the transit experience and increase customer satisfaction.
- **Be easily accessible by people walking, bicycling, and rolling:** Nearly all transit riders are pedestrians or bicyclists at some point in their journey. Therefore, it is important that each bus stop have a safe and defined pathway to and from local destinations that is accessible to riders of all abilities. Most stops should have accessible and safe sidewalk access and be located near a crosswalk. Ideally, this pedestrian infrastructure should extend far beyond the stop location, ensuring that riders can safely travel to their destination. It is also important to consider how bicyclists will access each bus stop, and add infrastructure such as bike lanes and storage racks where appropriate.
- **Be well-integrated with their surroundings:** Bus stops are most effective when actively integrated with surrounding development. Well-placed stops can enhance the transit experience and attract new riders, while poorly placed stops can hinder bus operations and decrease customer safety. Developers and planners should consider bus stop location early in the design process of a new project, rather than placing stops at later stages of construction. Similarly,

planners should consider how road and sidewalk reconstruction and new bicycle infrastructure could affect stop quality and transit operations.

- **Provide amenities to make the wait comfortable:** Providing amenities at or very near stops makes using transit more convenient and comfortable. Well-designed bus stops can actually decrease the amount of time customers perceive they have been waiting for the bus. Chapter 7 of the TDP outlines a wide-range of potential bus stop amenities and the sections below provide additional guidelines for placing these amenities based on stop ridership and location.

# BUS STOP LOCATION CONSIDERATIONS

## Location Relative to Intersection (Far-Side, Near-Side, Mid-Block)

Bus stop placement directly impacts the convenience and accessibility of the transit system. Determining the proper location of bus stops involves choosing between near-side, far-side, and mid-block stops. While many other factors should be considered when choosing a bus stop location, including adjacent land use, space availability, and pedestrian access, the location of the stop relative to the intersection is an important consideration. If all other factors are equal, far-side stops are preferable.

Figure C-1 illustrates near-side-, far-side, and mid-block stop placement. Key considerations are summarized below, with additional details in Figure C-2

- **Near-side** bus stops are located before an intersection, allowing passengers to load and unload while the vehicle is stopped at a red light or stop sign. Near-side bus stops can minimize interference when traffic is heavy on the far-side of an intersection. At traffic signal-controlled locations, near-side stops eliminate “double stopping” (before and after the traffic signal) as passengers can board the bus while it is stopped. However, buses at near-side stops may create conflicts with right-turning vehicles and restrict sight distances for vehicles and crossing pedestrians. Passengers may also cross the street in front of the bus, increasing bus travel time.
- **Far-side** bus stops are located after an intersection, allowing the bus to travel through the intersection before stopping to load and unload passengers. When the bus pulls away from the stop at an intersection controlled by a traffic signal, the signal generates gaps in traffic allowing buses to more easily re-enter the traffic lane. Far-side stops also encourage pedestrians to cross behind the bus and take up the least amount of curbside space. Although transit signal priority (TSP) is not currently used in Yamhill County, far-side bus stops are preferred in conjunction with TSP. Additionally, far-side stops avoid conflicts between buses and right-turning vehicles. Far-side stops are generally the preferred stop location, if the traffic signal and roadway configuration is favorable.

  **Mid-block** bus stops are located between intersections. Mid-block stops minimize sight distance problems for vehicles and pedestrians. Additionally passenger waiting areas located mid-block often experience less pedestrian congestion. However, mid-block stops require both deceleration and acceleration areas, requiring additional distances for no parking restrictions or increased turnout construction costs. Mid-block stops also increase walking distances for patrons crossing at intersections, or result in patrons crossing the street mid-block away from a designated crossing. Mid-block stops should generally be used under special circumstances, such as where large destinations justify high-volume access or when the distance between adjacent intersections exceeds stop spacing recommendations.

Figure C-1 Near-Side, Far-Side, and Mid-Block Examples

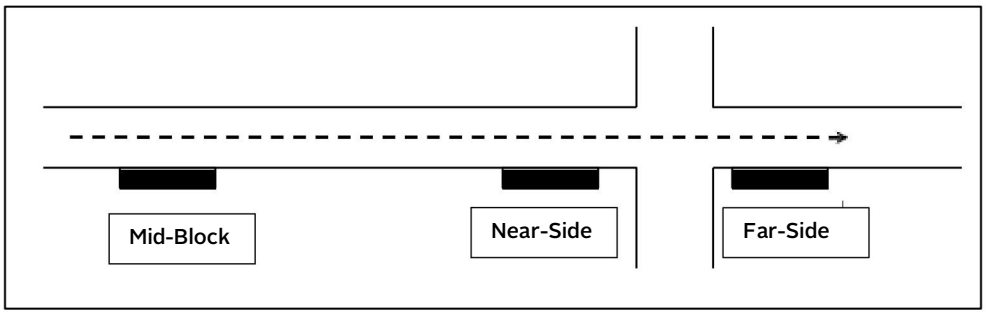



Figure C-2 Near-Side, Far-Side, and Mid-Block Bus Stop Tradeoffs

| | Advantages | Disadvantages | Where Recommended |
|---|---|---|---|
| Near-Side Stop | ▪ Minimizes interference when traffic is heavy on far side of intersection<br>▪ Allows bus boarding closest to crosswalk. Pedestrians waiting to cross do so while the bus is stopped and not moving into the stop.<br>▪ Width of the intersection is available for the bus to pull away from curb and merge with traffic<br>▪ Allows customers to board/alight while the bus is stopped at a red light | ▪ Increases sight line problems for crossing pedestrians<br>▪ Increases conflicts with right-turning vehicles passing and turning in front of the bus<br>▪ May result in stopped buses obscuring curbside traffic control devices and crossing pedestrians<br>▪ May block the through lane during peak periods with queuing buses<br>▪ May obscure sight lines for vehicles approaching from the side street to the right of the bus | ▪ Traffic is heavier on the far-side of the intersection<br>▪ Pedestrian conditions and movements are better than on the far-side<br>▪ Bus route continues straight through the intersection or the stop is set back a reasonable distance to enable right-turn<br>▪ Curb extension prevents vehicles from turning right directly in front of a bus<br>▪ Multiple concurrent buses at a far-side stop could spill over into the intersection |
| Far-Side Stop | ▪ Minimizes conflicts with turning vehicles<br>▪ Provides additional right-turn capacity by making curb lane available for traffic<br>▪ Encourages pedestrians to cross behind the bus, instead of in front of the bus (improved sightlines for approaching vehicles)<br>▪ Creates shorter deceleration distances for buses and minimizes area needed for curbside bus zone<br>▪ Buses can take advantage of the gaps in traffic flow created at signalized intersections behind the stop | ▪ May result in traffic queued into intersection when a bus is stopped in travel lane (near-side stop preferred at non-signalized intersections where bus would block a single travel lane)<br>▪ May obscure/increase sight distance at the far-side crosswalk and for side streets<br>▪ Pedestrians stepping off the curb to cross the street as the bus approaches the bus stop (applies to unsignalized intersections)<br>▪ Vehicles occupying right-turn only lanes and deciding to proceed straight instead of turning, and cutting off bus<br>▪ Can result in the bus stopping twice; at a red light and then at the far-side stop | ▪ Traffic is heavier on the near-side of an intersection<br>▪ At heavy right-turns on major approach, or heavy left and through movements from side street<br>▪ Pedestrian conditions are better than the near-side<br>▪ Intersections with priority treatments including queue jump lanes and transit signal priority (TSP), e.g., extending green time at a signal to allow a bus to make it through the intersection (not currently used in Yamhill County)<br>▪ Removes buses from conflicts at complex intersections with multi-phase signals or dual turn lanes |
| Mid-Block Stop | ▪ Minimizes sight line obstructions for vehicles and pedestrians<br>▪ Conflicts with intersection traffic minimized | ▪ Encourages unsafe pedestrian crossing unless a crosswalk or other crossing opportunity is provided<br>▪ Increases walking distance to intersection crossing<br>▪ Requires greatest amount of curb space and potential parking restrictions | ▪ Traffic or street/sidewalk conditions at the intersection are not conducive to a near or far-side stop<br>▪ Customer traffic generators are located mid-block and/or adjacent intersections are too far apart |

# Bus Pullouts

Bus pullouts provide an area for buses to pull out of the traffic flow to stop. Bus pullouts have both advantages and disadvantages in that they can be helpful for overall roadway operations, but can cause delays for transit passengers because the bus must exit and re-enter the traffic stream. To balance the advantages and disadvantages, bus pullouts are most often used on higher-speed roadways (urban arterials and rural highways with speeds of 40 mph or more and/or traffic volumes of 250 or more vehicles per hour) and at stops with higher passenger volumes. Key locations include:

- Stops located at the intersection of major urban arterials (such as near OR-99W and Lafayette Avenue in McMinnville or OR-99W and Springbrook Road in Newberg)
- Stops located along major urban arterial and collector roads at or near a major activity center
- Rural bus stops along state highways

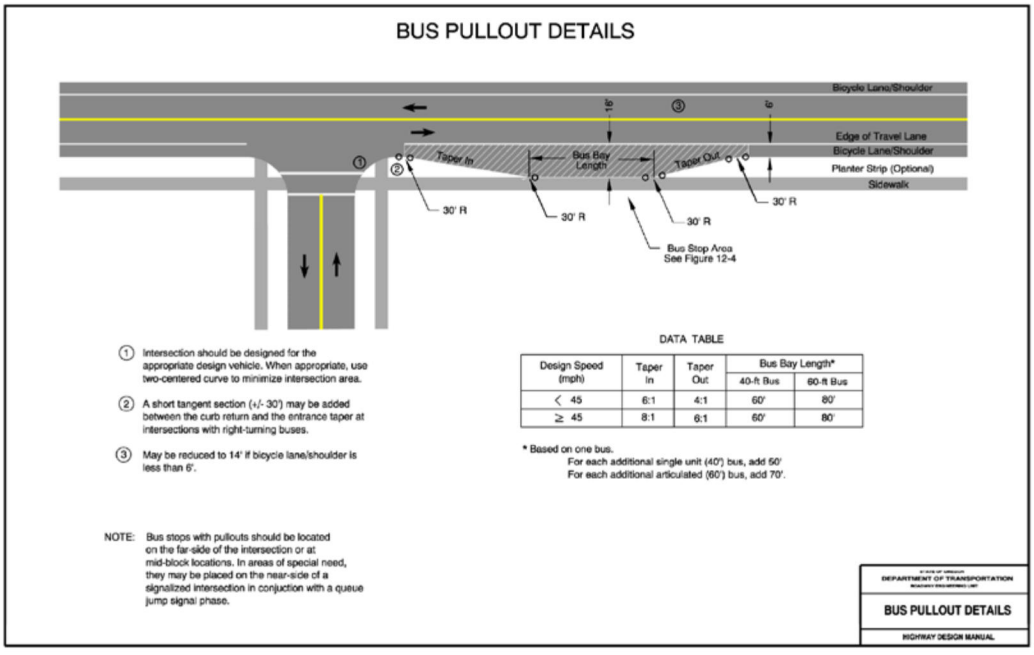
To avoid delays to right-turning traffic, bus pullouts should be developed at the far side of intersections. Where possible, they should also be located within existing auxiliary lanes (for example, a right-turn lane into a shopping center) or merge lanes.

Figure C-3 Bus Pullout Examples




Source: Left – Google Maps, Island Transit, Whidbey Island, WA. Right – OR 99W & SW Langer Drive, Sherwood

Figure C-4 ODOT Bus Pullout Sample Drawing

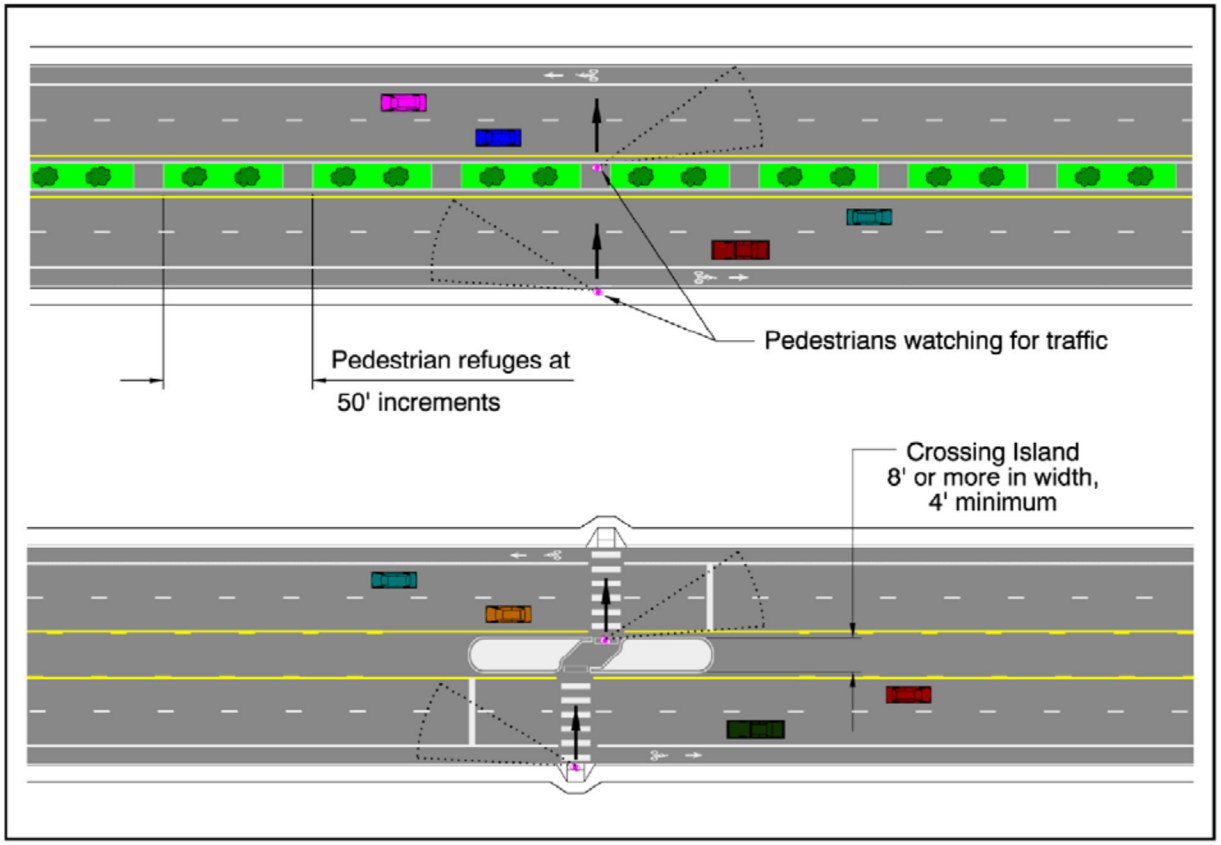


Source: ODOT, Highway Design Manual, Figure 12-1: Minimum Bus Pullout Details. https://tinyurl.com/yawlrujx

## Pedestrian Crossings away from Intersections

On major arterials, bus stops should be located at signalized intersections (preferably the far-side as discussed above) to make it easy for transit passengers to cross the street. At locations where there are no nearby signalized or stop sign-controlled intersections (such as along many parts of OR 99W in McMinnville and Newberg), crossings with pedestrian refuge islands should be provided (see Figure C-3 for an example). Stops on the far-side of the crosswalk are preferred to maximize visibility of/for crossing pedestrians. Appropriate pedestrian signal treatments should be considered based on roadway travel speeds and lane configurations.

Figure C-5 Mid-Block Crossing and Refuge Island Example




Source: ODOT, Highway Design Manual, Figure 13-4. https://tinyurl.com/ya3khqfg

## New Roadway Construction

Where new roadways are constructed, if it is likely that transit will be provided along that roadway at some point in the future, the design of the roadway should provide adequate right-of-way for the subsequent development of bus stop facilities and bus pullouts.

# BUS STOP ACCESSIBILITY GUIDANCE

Accessibility requirements come from multiple overlapping sources that include both general guidelines and specific guidance when introducing or altering bus stops. Several national sources authoritatively

dictate the rules and standards on accessibility; however, there is little in the way of direct, clear guidance on the requirements, with many open to interpretation. Sources include:

The **ADA Accessibility Guidelines for Transportation Facilities (ADAAG)** is the primary source for federal guidance on accessibility issues, and the US Department of Transportation (DOT) has adopted ADAAG as the standard for ADA compliance.[1] ADAAG requires that "bus boarding and alighting areas" be "connected to streets, sidewalks, or pedestrian paths by an accessible route" (ADAAG 810.2.3).

The **Federal Transit Administration (FTA)** also provides accessibility standards, which are the interpretation of the ADAAG standards, more specific for transportation facilities.[2] DOT requirements only apply to facilities and systems that are subject to the DOT ADA regulations.

General minimum ADAAG requirements include:

- **Section 810.2.1: Surface.** "Bus stop boarding and alighting areas shall have a firm, stable surface."
- **Section 810.2.2: Dimensions.** "Bus stop boarding and alighting areas shall provide a clear length of 96 inches [8 feet] minimum, measured perpendicular to the curb or vehicle roadway edge, and a clear width of 60 inches [5 feet], measured parallel to the vehicle roadway."
- **Section 810.2.3: Connection.** "Bus boarding and alighting areas shall be connected to streets, sidewalks, or pedestrian paths by an accessible route complying with 402 [Accessible Routes]."
- **Section 810.2.4: Slope.** "Parallel to the roadway, the slope of a bus stop boarding and alighting area shall be the same as the roadway, to the maximum extent practicable. Perpendicular to the roadway, the slope of the bus stop boarding and alighting area shall not be steeper than 1:48 [~2%]."
- **Section 810.3: Bus Shelters.** "Bus shelters shall provide a minimum clear floor or ground space complying with 305 [Clear Floor or Ground Space] entirely within the shelter. Bus shelters shall be connected by an accessible route complying with 402 [Accessible Routes] to a boarding and alighting area complying with 810.2."
- **Section 810.4: Bus Signs.** "Bus route identification signs shall comply with 703.5.1 through 703.5.4, and 703.5.7 and 703.5.8. In addition, to the maximum extent practicable, bus route identification signs shall comply with 703.5.5." The standards include finish, contrast, and legibility standards.

Another source for accessibility guidance is the concept of Designing for Disability, also known as universal or inclusive design. Universal design guidelines intended to create environments that are most usable by all people, including people with disabilities. Universal design provides a higher level of access for people with disabilities, and many municipalities strive to meet these accommodations. Universal design guidelines include:

- Bus stop areas should be clear of all obstacles, street furniture should maintain a maximum clear width of 48 inches and clear headroom of 80 inches from the pedestrian pathway to the stop.
- The sidewalk adjacent to stops should be wide enough to accommodate expected levels of pedestrian activity and for two wheelchair users to pass each other traveling in opposite directions.
- Door clearances for front and rear bus doors should be kept clear of trees, poles, hydrants, etc.

[1] ADA Accessibility Guidelines for Transportation Facilities (ADAAG); https://tinyurl.com/zupmy25

[2] USDOT Final Rule Adopting New Accessibility Standards (2006) http://www.fta.dot.gov/12325_5936.html

## Application of Accessibility Guidance

In 2015, the FTA issued Circular 4710.1 providing recipients of FTA financial assistance with guidance on implementing the ADA.[3] Along with the ADAAG, it helps clarify transit agency responsibilities in situations including:

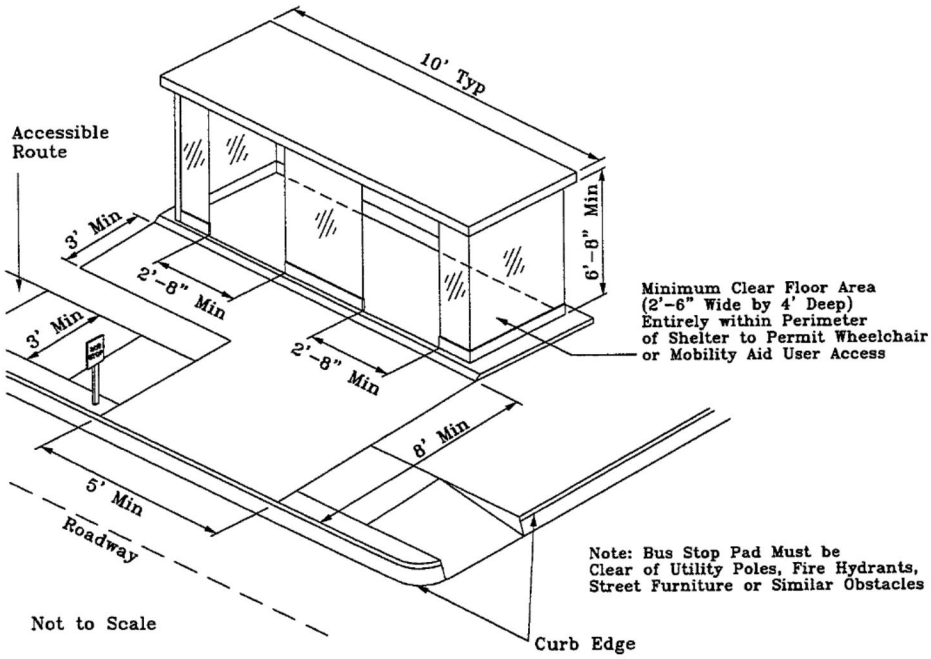
- **Adding amenities and modifying existing on-street bus stops**: Adding a sign, trash barrel, or bench to an existing stop likely does not trigger accessibility requirements, such as adding a sidewalk or path. Alterations are defined by changes to a facility that affects the usability of the facility. "Alterations include, but are not limited to, remodeling, renovation, rehabilitation, reconstruction, historic restoration, resurfacing of circulation paths or vehicular ways, changes or rearrangement of the structural parts or elements, and changes or rearrangement in the plan configuration of walls and full-height partitions. Normal maintenance, reroofing, painting or wallpapering, or changes to mechanical and electrical systems are not alterations unless they affect the usability of the building or facility." (ADAAG 106.5) The principle of Designing for Disability also suggests avoiding creating an obstruction within an existing pedestrian path when placing amenities and ensure that required minimum clear width is maintained.
- **Installing of shelters**: The ADA Circular considers that shelters are usually under a transit agency's control, therefore ADA-compliant shelters and an accessible route between the shelter and the boarding and alighting areas are required. Adding shelters likely qualifies as an alternation. If shelters are installed at existing bus stops, the boarding and alighting area itself should comply "to the maximum extent practicable" (ADAAG 209.2.3). ADAAG Section 810.3 specifies that:
  - The minimum clear floor or ground space must be entirely within the shelter to accommodate individuals using wheelchairs; Section 305 [Clear Floor or Ground Space] requires clear floor/ground space to be a minimum of 30 inches by 48 inches.
  - The bus boarding and alighting area must be connected to streets, sidewalks, or pedestrian paths by an accessible route; Section 402 [Accessible Routes] outlines specific requirements for walking surfaces, ramps, curb ramps, and slope.
  - The bus boarding and alighting areas must provide a clear length of 96 inches minimum, measured perpendicular to the curb or vehicle roadway edge, and a clear width of 60 inches minimum, measured parallel to the vehicle roadway (ADAAG 810.2.2).
- **Siting new bus stops**: The scope of the accessibility requirements for a new or relocated on-street bus stop requires that the stop comply with requirements in Section 810.2 for surface, dimensions, connection, and slope (ADAAG 810.2.1 – 810.2.4). The requirement to have an accessible boarding and alighting area is qualified as "to the maximum extent practicable" (ADAAG 209.2.3) and "to the extent the construction specifications are within their control" (ADAAG 810.2.2).
- **Connectivity**: Bus boarding and alighting areas must be connected to streets, sidewalks, or pedestrian paths by an accessible route (ADAAG 810.2.3). Existing sidewalks, whether ADA-compliant or non-compliant, that connect to bus boarding and alighting areas are not required by ADAAG to be brought into compliance unless an alteration is undertaken at the stop. However, the ADA Circular recognizes sidewalks and other pedestrian elements as "essential elements" even though they are often outside a transit agency's jurisdiction, and encourages agencies to inventory stop accessibility and "coordinate with owners of public rights-of-way (e.g., local municipalities) to help ensure connections to stops are as accessible as possible."

[3] FTA Circular 4710.1, 2015. https://tinyurl.com/z9gqo86

## Bus Stop and Shelter Placement Illustration

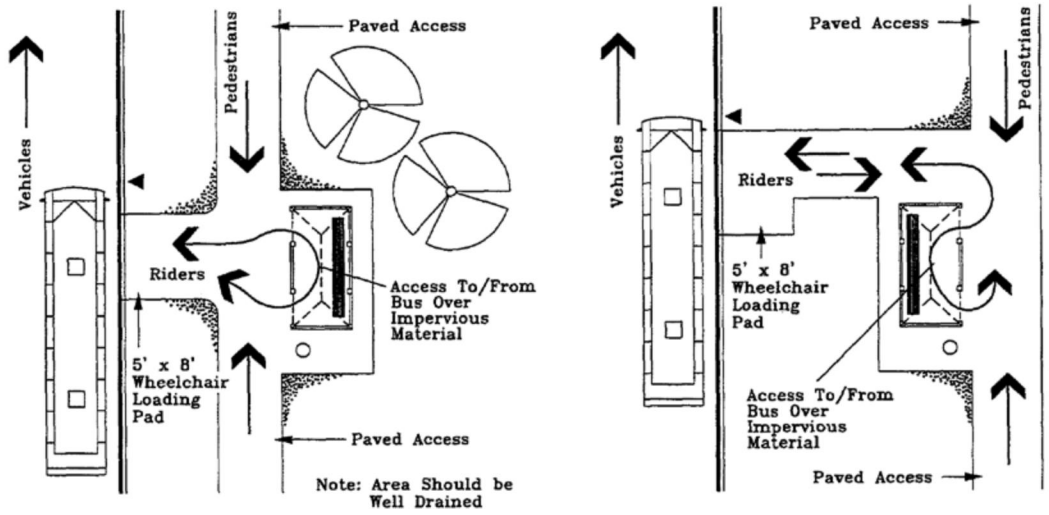
Figure C-6 illustrates the desired clearances around different bus stop elements, including a minimum loading pad of 5 feet by 8 feet to accommodate wheelchair loading and a minimum 30-inch by 48-inch clear zone within the shelter. Shelters may be placed front-facing or rear-facing, depending on conditions. Figure C-7 illustrates circulation from the shelter to the loading zone. A minimum 4-foot clear sidewalk zone is required either behind or in front of the shelter. The Oregon Bicycle and Pedestrian Design Guide recommends a 6-foot sidewalk clear zone and a continuous 8-foot wide sidewalk along the length of a bus stop. The maximum cross-slope is 2%, for at least a 4-foot wide area across driveways, curb ramps, and crosswalks.

Figure C-6 Minimum Bus Stop Pad and Shelter Dimensions




Source: TCRP Report 19, Guidelines for the Location and Design of Bus Stops, Figure 28. https://tinyurl.com/ycn9uwna

Figure C-7 Front and Rear-Facing Shelter Circulation




Source: TCRP Report 19, Guidelines for the Location and Design of Bus Stops, Figure 25. https://tinyurl.com/ycn9uwna

# ADDITIONAL RESOURCES

US Access Board, ADA Standards for Transportation Facilities. https://tinyurl.com/zupmy25. E.g., Section 810 Transportation Facilities.

FTA, ADA Circular 4710.1. https://tinyurl.com/z9gqo86

National Aging and Disability Transportation Center (NADTC), Toolkit for the Assessment of Bus Stops Accessibility and Safety, https://tinyurl.com/yc8q3so6

ODOT Highway Design Manual and Bicycle Pedestrian Design Guide:

- Chapter 12. Public Transportation. https://tinyurl.com/yawlrujx. E.g., Section 12.3 Transit Stops and 12.4 Transit Accessibility and Amenities.
- Chapter 13. Pedestrian and Bicycle. https://tinyurl.com/ya3khqfg. E.g., Section 13.5 Street Crossings.
- Appendix L. Oregon Bicycle and Pedestrian Design Guide. https://tinyurl.com/y7aq9l8q. E.g., Transit Stop Connections in Chapter 4.

Oregon Transportation and Growth Management Program, Transit in Small Cities: Primer for Planning, Siting, and Designing Transit Facilities in Oregon. https://tinyurl.com/ybwlgxbg

Transit Cooperative Research Program (TCRP), Report 19, Guidelines for the Location and Design of Bus Stops. https://tinyurl.com/ycn9uwna

TriMet, Bus Stop Design Guidelines, 2010. https://tinyurl.com/ycl8sao4

# APPENDIX D

## Service Design Details

# APPENDIX D SERVICE DESIGN DETAILS

This appendix provides service design details for service plan provided in Chapter 6 of the TDP. It is an update of information originally presented in TM #5. It is organized into the following sections, one for each city or corridor, and is intended to provide each jurisdiction with information for local plans:

- McMinnville Local Service
- Newberg Local Service
- Intercity Corridors
  - McMinnville-Newberg-Tigard
  - McMinnville-Salem
  - McMinnville-Grand Ronde
  - McMinnville-Hillsboro
- Service within/between Smaller Cities

## MCMINNVILLE LOCAL SERVICE

### Key Improvements

- Additional routes make service more reliable, more frequent, and cover more of the city
- Earlier and later weekday hours and Saturday service

### Key Outreach Ideas/Findings

- Addressing Route 3 issues and enhancing local service are among the top priorities among survey respondents.
- Service on Riverside Drive would be desirable sooner than the long-term.
- Some concerns about eliminating flag stops.
- Most people wanted buses to start running at 5:30 a.m. or by 6:00 a.m. (roughly split) and for the last bus to leave the transit center at 8 p.m. (although approximately 25% of people wanted it to run later).

*Additional community input is summarized in TDP Volume II, Section 4: TM #4, Chapter 6 and Appendix A.*

Figure D-1 summarizes local service improvements in McMinnville, by time frame.

Figure D-1 Summary of Service Actions: McMinnville Local Service – Table

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| Immediate | | | | | | | | | | |
| SI1 | 1 | - | McMinnville Local Service Adjustments | McMinnville | Fixed-Route | Interline McMinnville local routes and adjust schedules, to help address capacity and schedule issues on Route 3:<br>▪ One bus serves 2 East and 3 South<br>▪ One bus serves 2 West and 3 North | - | - | - | - |
| SI1 | 2 | - | McMinnville Local Service Adjustments | McMinnville | Fixed-Route | Stop and minor routing adjustments:<br>▪ Revise Route 3 South routing at Booth Bend Rd<br>▪ Revise Route 2 East to use Dunn Pl; new Housing Authority bus stop<br>▪ Various other minor stop adjustments | - | - | - | - |
| SI2 | 1 | - | McMinnville bus stops closer to store front doors | McMinnville | Fixed-Route | Local buses serve stops for WinCo/Walmart near store front doors, subject to identifying suitable locations and reaching agreements with stores. (Safeway could be a later phase, contingent on Route 3 redesign) | Figure D-2 | - | - | - |
| Near-Term | | | | | | | | | | |
| SN1 | 1 | 1 | McMinnville Local Service Capacity, Coverage, and Service Hours | McMinnville | Fixed-Route | Renumber McMinnville local routes:<br>▪ Renumber Route 3 South to Route 1<br>▪ No change to Route 2 East - remains Route 2<br>▪ No change to Route 3 North - remains Route 3<br>▪ Renumber Route 2 West to Route 4 | Figure 6-10 (TDP Vol. I) | - | - | - |
| SN1 | 2 | 2 | McMinnville Local Service Capacity, Coverage, and Service Hours | McMinnville | Fixed-Route | Modify Route 1 (formerly Route 3 South) to provide bidirectional service on Ford St south of downtown. This would provide a faster connection between the Transit Center and Linfield College. Route 1 would no longer serve 2nd St or Adams St, which would still be served by Route 4 (formerly Route 2 West). | Figure D-3 | - | - | - |

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| SN1 | 3 | 1 | McMinnville Local Service Capacity, Coverage, and Service Hours | McMinnville | Fixed-Route | Modify Route 3 to provide more service to Winco/Walmart area, two-way service on Evans and 27th St, and service on McDaniel Ln (Senior Center). Requires additional half bus. | Figure D-4 | 1,430 | $107,000 | 1 large cutaway |
| SN1 | 4 | 2 | McMinnville Local Service Capacity, Coverage, and Service Hours | McMinnville | Fixed-Route | Modify Route 4 (current 2 West) to extend along 2nd St west of Hill Rd, providing service for additional residents, and south to Booth Bend Rd to provide direct access to Roths, Bi-Mart, and Albertsons. Accomplished using the remaining half bus from the Route 3 modification. | Figure D-7 | 1,430 | $107,000 | |
| SN1 | 5 | 2 | McMinnville Local Service Capacity, Coverage, and Service Hours | McMinnville | Fixed-Route | 1 additional hour for Route 2 and 4 (start at 7:00 AM) | N/A | 260 | $20,000 | - |
| SN4 | 1 | 2 | Route 44 serves OR 99W in McMinnville | McMinnville -Tigard | Fixed-Route | Route 44 runs on OR 99W instead of Lafayette Ave in McMinnville, and stops at OMI (5th & Cowls) in both directions; assumes concurrent introduction of local service on Lafayette Ave in McMinnville. | See Figure 6-19 (TDP Vol. I) | - | - | - |
| SN6 | 1 | 2 | Shopper Shuttle | McMinnville, Newberg, Small Cities | Flex Route | Implement shopper shuttle pilot projects in McMinnville, Newberg / Dundee, Yamhill / Carlton, Amity / Sheridan / Willamina, and Dayton / Lafayette (4 hours per day, 1 day per service area; 5 days per week, with up to two additional days in Yamhill/Carlton and Sheridan/Willamina to support medical trip needs such as dialysis where patients may have three appointments per week. Total of 9 days.). | N/A | 1,040 | $60,000 + $48,000 ($108,000 total) | 1 van (+ 1 existing van) |

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| Short-Term | | | | | | | | | | |
| SS1 | 1 | 1 | McMinnville Local Service East Extension | McMinnville | Fixed-Route | ▪ Redesign Route 2 (East) to serve NE Cumulus St (e.g., Virginia Garcia Clinic, Fircrest Senior Living, etc.). Contingent on capital improvement to access road/gate.<br>▪ Coordinate with Evergreen Museum to explore possibility of a walking path from a bus stop located at the intersection of Cumulus Ave and NE Cumulus Ave (southwest of the museum). | Figure D-6<br>Capital project | - | - | Modifications to access roadway and gate |
| SS2 | 1 | 1 | Early Evening Service | McMinnville | Fixed-Route | Extend McMinnville local fixed-route service hours by one hour to 7 PM (last trips leave transit center at 6:00 or 6:30 PM). Assumes 3 fixed-route buses. | N/A | 780 | $60,000 | - |
| SS2 | 2 | 1 | Early Evening Service | McMinnville | Demand-Response | Extend McMinnville demand-response service hours by one hour to 7 PM; assumes 2 Dial-a-Ride vehicles. | N/A | 520 | $30,000 | - |
| SS4 | 1 | 2 | Phase out flag stops | McMinnville/ Newberg | Fixed-Route | After stops are marked or signed, transition away from flag stops in McMinnville and Newberg. This will help service run faster and stay on schedule. | N/A | - | - | Mark or sign all bus stops |
| Mid-Term | | | | | | | | | | |
| SM1 | 1 | 1 | McMinnville Saturday Service | McMinnville | Fixed-Route | Add local service on Saturdays. Assumes 2 fixed-route vehicles for 10 hours, e.g., 8 AM-6PM. | N/A | 1,040 | $78,000 | - |
| SM1 | 2 | 1 | McMinnville Saturday Service | McMinnville | Demand-Response | Add local service on Saturdays. Assumes 1 Dial-a-Ride vehicle for 10 hours, e.g., 8 AM-6PM. | N/A | 520 | $30,000 | - |
| Long-Term | | | | | | | | | | |
| SL6 | 2 | 2 | Expand Shopper Shuttle Days of Operation | McMinnville | Flex-Route | Expand shopper shuttle to a 5 day per week flex-route service. Assumes 4 hours per day. | N/A | 832 | $48,000 | 0.5 van |

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| SL7 | 1 | 1 | Early Morning and Later Evening Service | McMinnville | Fixed-Route | Start McMinnville local fixed-route service at 6 AM. Assumes 3 buses. | N/A | 780 | $60,000 | - |
| SL7 | 2 | 1 | Early Morning and Later Evening Service | McMinnville | Demand-Response | Start McMinnville demand-response service hours at 6 AM. Assumes 1 Dial-a-Ride vehicle. | N/A | 260 | $15,000 | - |
| SL7 | 3 | 2 | Early Morning and Later Evening Service | McMinnville | Fixed-Route | Extend McMinnville local fixed-route service hours to 9 PM (last trips leave transit center at 8:00 or 8:30 PM). Assumes 2 buses (reduced coverage or lower frequency than daytime operation). | N/A | 1,040 | $78,000 | - |
| SL7 | 4 | 2 | Early Morning and Later Evening Service | McMinnville | Demand-Response | Extend McMinnville demand-response service hours to 9 PM; assumes 1 Dial-a-Ride vehicle. | N/A | 520 | $30,000 | - |
| SL8 | 1 | 1 | McMinnville Lafayette Ave On-Demand Flex-Route Pilot | McMinnville | Flex-Route | ▪ Develop a pilot flex-route serving the area east of Lafayette Ave (e.g., YCAP, McMinnville Power & Light, Dental Clinic, Pet Stop Inn, etc.), with some fixed stops and on-demand dispatch software that enables ride requests within a 2-hour window or on a subscription basis.<br>▪ Could be designed to serve employment areas at key shift times.<br>▪ Cost assumes 7 AM – 6 PM operation, but could be implemented in two phases (peak hours and midday).<br>▪ YCTA should seek grant funding for emerging mobility projects to provide funding for this service. | See Figure 6-19 (TDP Vol. I) | 2,860 | $165,000 | 1 van |

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| SL9 | 1 | 2 | New Route or Extension Serving Hill Rd / Baker Creek Rd Area | McMinnville | Fixed-Route | ▪ Extend service to the Hill Rd and Baker Creek Rd area. Cost assumes a new route along Baker Creek Rd that would connect to the WinCo/Walmart/Safeway area via NE 27th St and to the transit center via Lafayette Ave.<br>▪ This new route would also allow Route 3 to be modified to operate a shorter route, including service on 19th St. and improving access to McMinnville High School. | Figure D-8<br>Figure D-5 | 3,900 | $293,000 | 1 large cutaway |
| Long-Term (Vision) | | | | | | | | | | |
| SV2 | 3 | 3 | Expand Saturday service | McMinnville | Demand-Response | Add a second Dial-A-Ride bus in McMinnville on Saturdays | N/A | 520 | $30,000 | |
| SV3 | 6 | 3 | Implement Sunday Service | McMinnville | Fixed-Route | Add local service on Sundays. Assumes 2 fixed-route vehicles for 10 hours, e.g., 8 AM-6 PM. | N/A | 1,040 | $78,000 | |
| SV3 | 7 | 3 | Implement Sunday Service | McMinnville | Demand-Response | Add local service on Sundays. Assumes 1 Dial-a-Ride vehicle for 10 hours, e.g., 8 AM-6 PM. | N/A | 520 | $30,000 | |
| SV4 | 1 | 3 | Local Service Expansion | McMinnville | Fixed-Route | Add one additional bus in McMinnville to provide additional frequency and capacity, if and where needed based on service standards, e.g., Routes 2 and 4 (existing 2 East and West). Assumes 12 service hours per day, but could also be implemented during peak hours only for multiple routes. | N/A | 3,120 | $234,000 | 1 Large Cutaway |

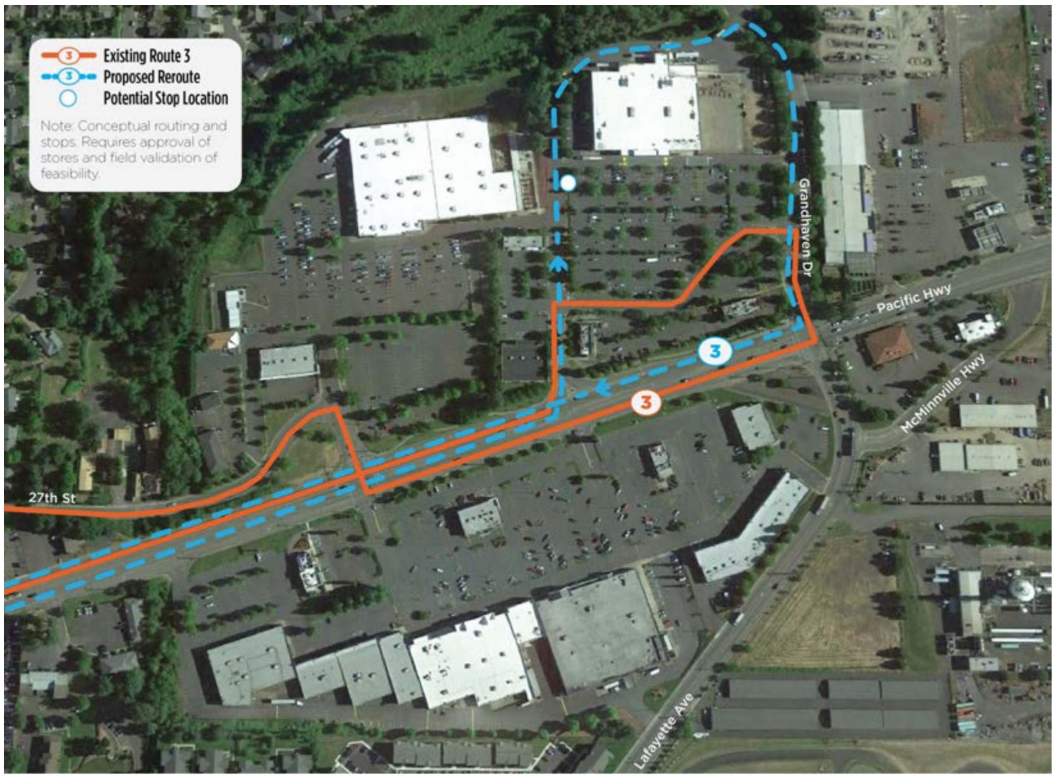
Notes: [1] Element required for STIF Plan. STIF Plan requires that projects be ranked and allows projects to be submitted at 100% and 130% of projected funding. Preliminary recommendation to be confirmed by YCTA Advisory Committee. [2] Costs in this table reflect an average cost per hour of $75 for fixed-route, $58 for Dial-a-Ride, and $56 for flex-routes, which is the assumed cost for FY 2020. The TDP financial plan assumes costs that are escalated to implementation year.

## Route Maps and Details

Figure D-2 Stops Near Winco/Walmart (Immediate or Near-Term/Short-Term)

Immediate or Near-Term:

- Stop in Winco parking lot on existing Route 3
- Existing sidewalk can be used
- Contingent on obtaining store approval
- Feasibility of right-turn from OR 99W into parking lot needs to be tested, given concrete median and channelized right-turn island




Short-Term:

- Add stop in Safeway parking lots on future Route 3
- Previous concept revised to avoid unprotected left turn onto Lafayette
- Contingent on identifying a suitable stop location, obtaining store approval, and having sufficient time in the route for the deviation

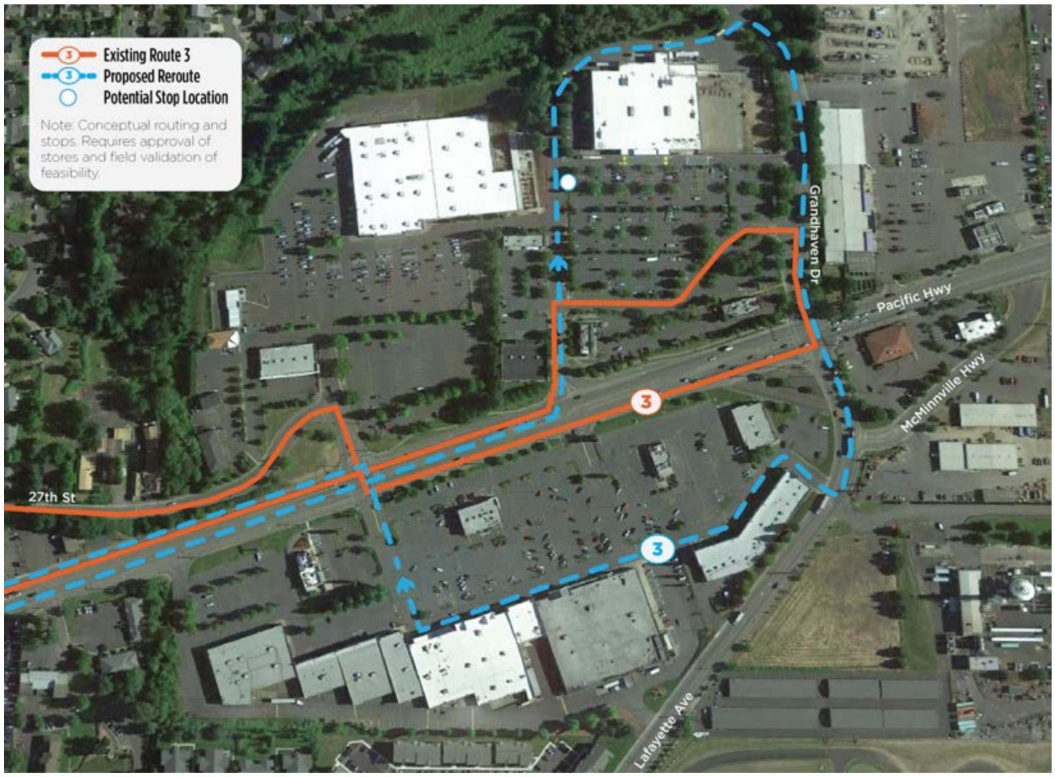
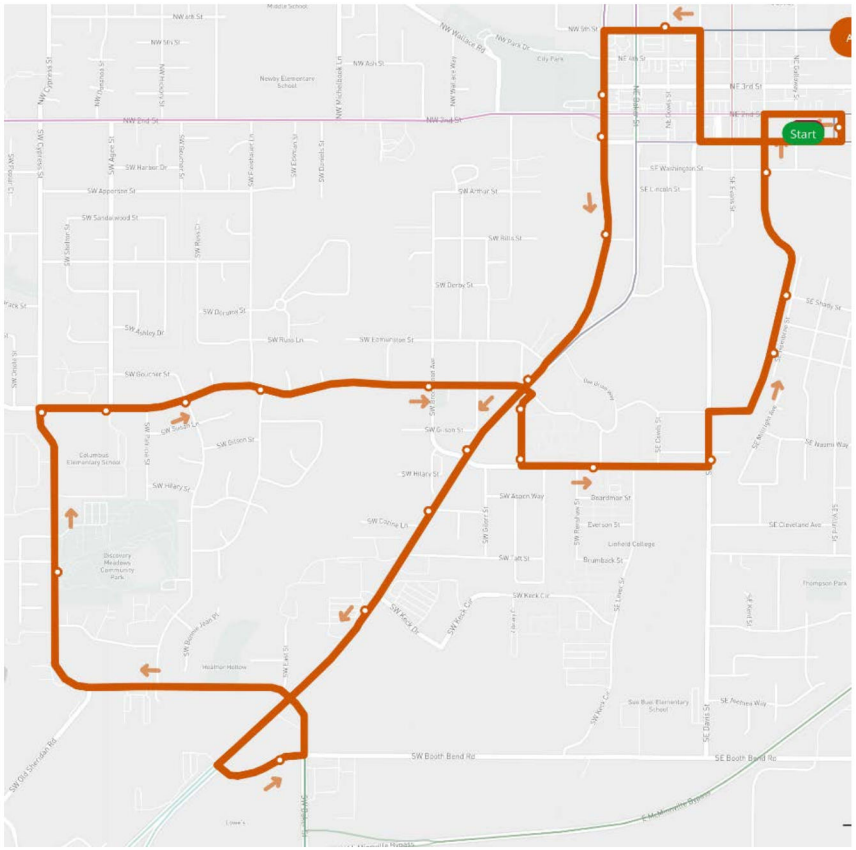


Figure D-3 Proposed Route 1 (3 South) (Near-Term)

- Route 3 South (left panel) currently runs in a "Figure 8" pattern. It duplicates service provided by Route 2 between McMinnville Transit Center and Linfield College (along SE Adams Street), in one directoon only. It serves SE Ford Street in only one direction.
- The only Immediate time frame modification to Route 3 South (included in the left panel) is to reverse the loop on SW Booth Bend Road and serve a new stop across the street from Carl's Jr.
- In the near-term (right panel), Route 3 South would be renamed to Route 1 and be modified to provide bidirectional service along SE Ford Street between McMinnville and Linfield College. This would make the route easier to understand, provide more direct service to Linfield College, and improve service to residents along SE Ford Street. This change should be coordinated with near-term modifications to Route 4 (2 West) that would extend it to SW Booth Bend Road.

Immediate Route 3 South




Near-Term Route 1

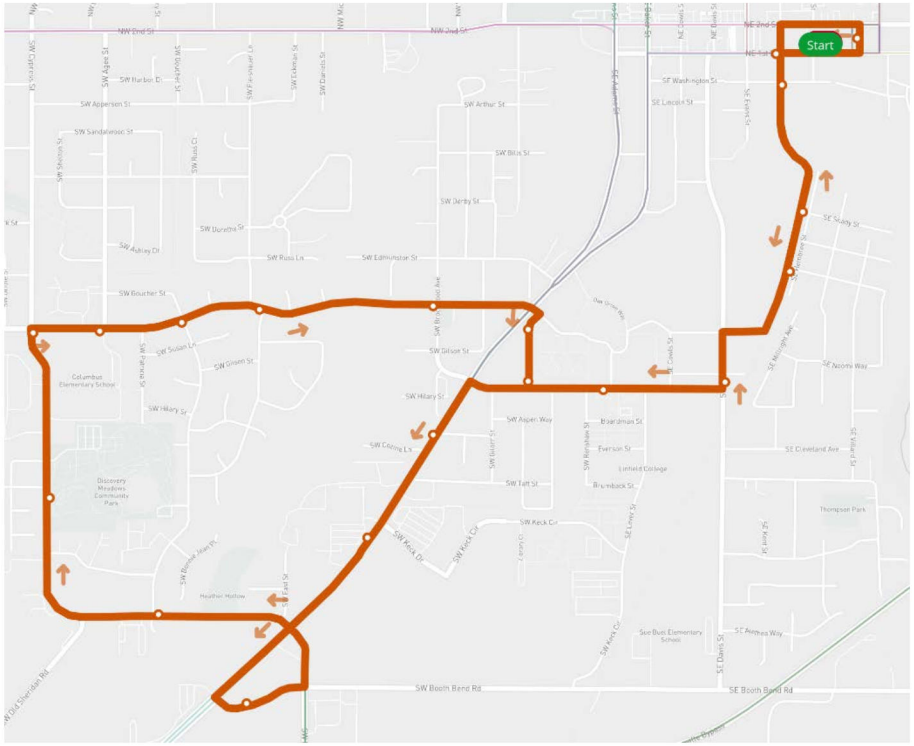
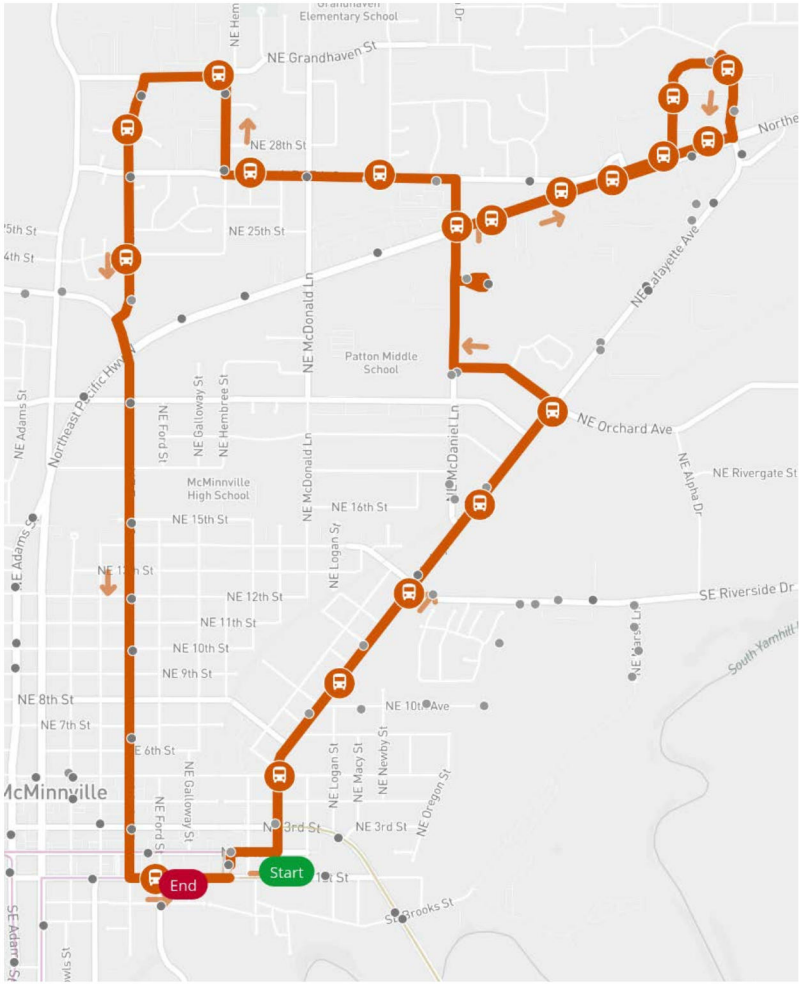


Figure D-4 Proposed Route 3 (North) (Near-Term)

- Routing on Evans assumes that Routes 33 and 44 have been moved to Lafayette Avenue; if not this routing could be modified to keep Route 3 southbound on Adams Street.
- Assumes service closer to the Winco/Walmart store entrances, as illustrated in Figure D-2.

Counter-Clockwise




Clockwise

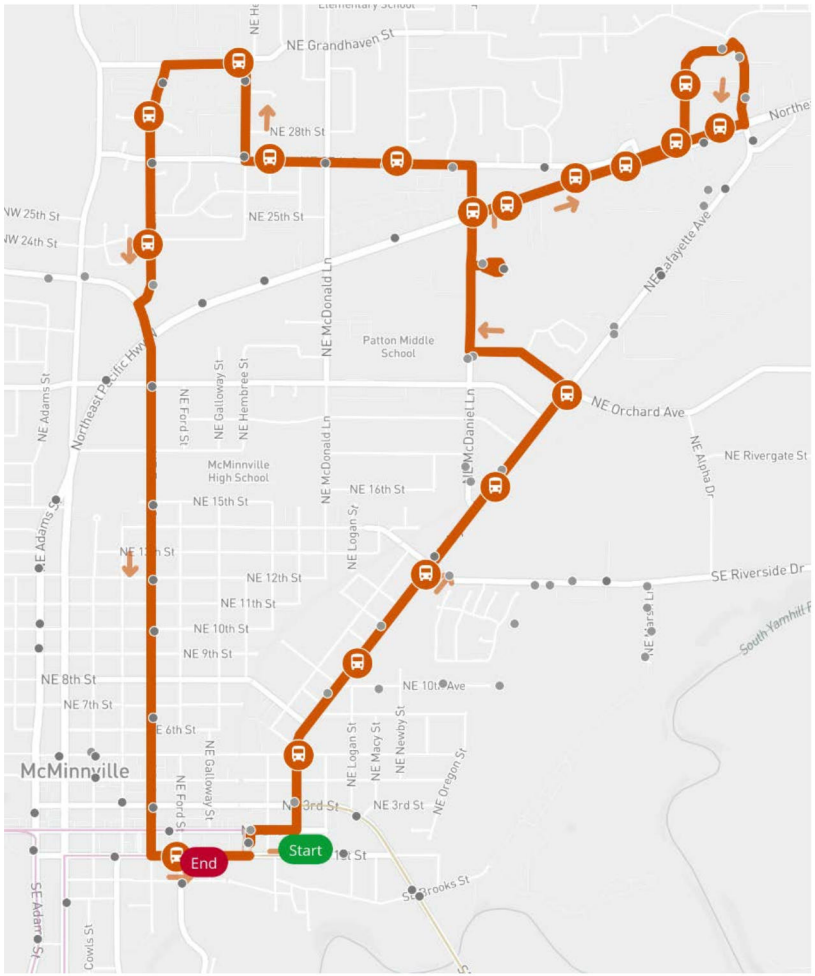
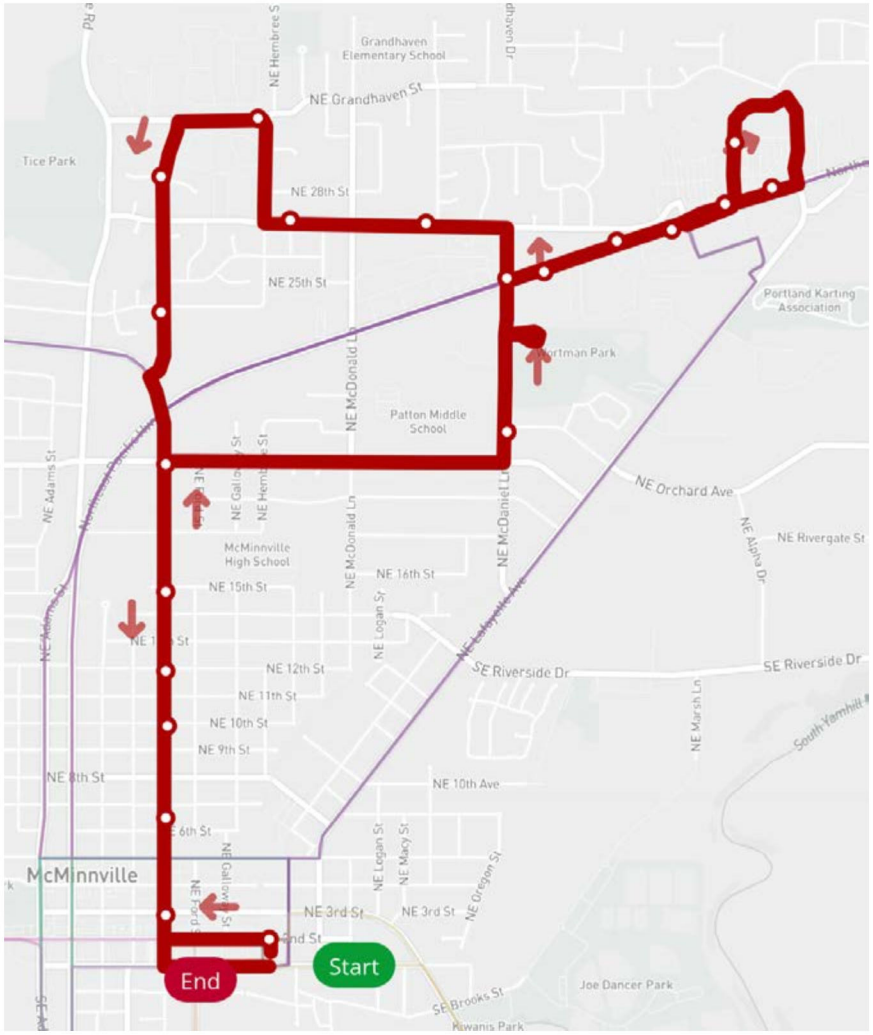


Figure D-5 Proposed Route 3 (North) (Long-Term)

- If a Lafayette Avenue/Baker Creek Road route is implemented (see Figure D-8), the Route 3 bidirectional loop could be shortened since the new route would serve Lafayette Avenue.
- Route 3 would continue to serve the Senior Center along McDaniel Lane, but could then serve NW 19th Street. This would improve service to McMinnville High School and residential areas between OR 99W and Lafayette Avenue.

Counter-Clockwise




Clockwise

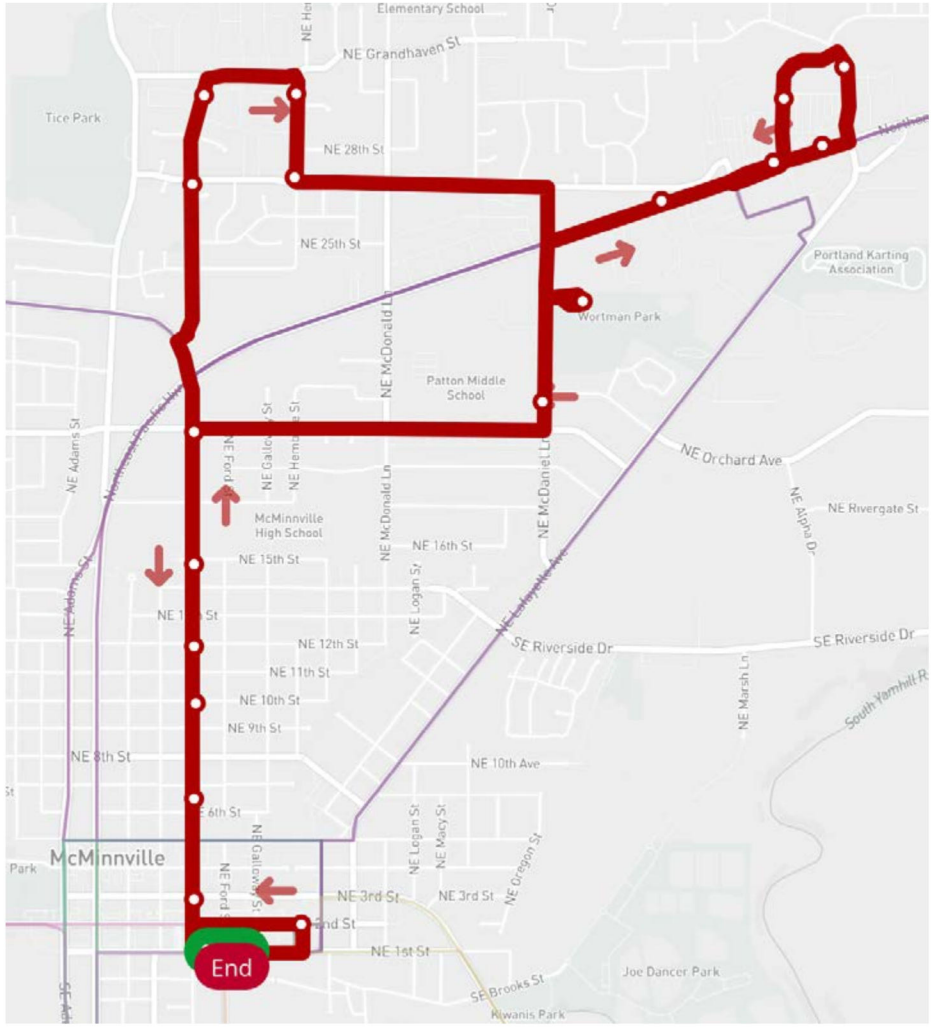
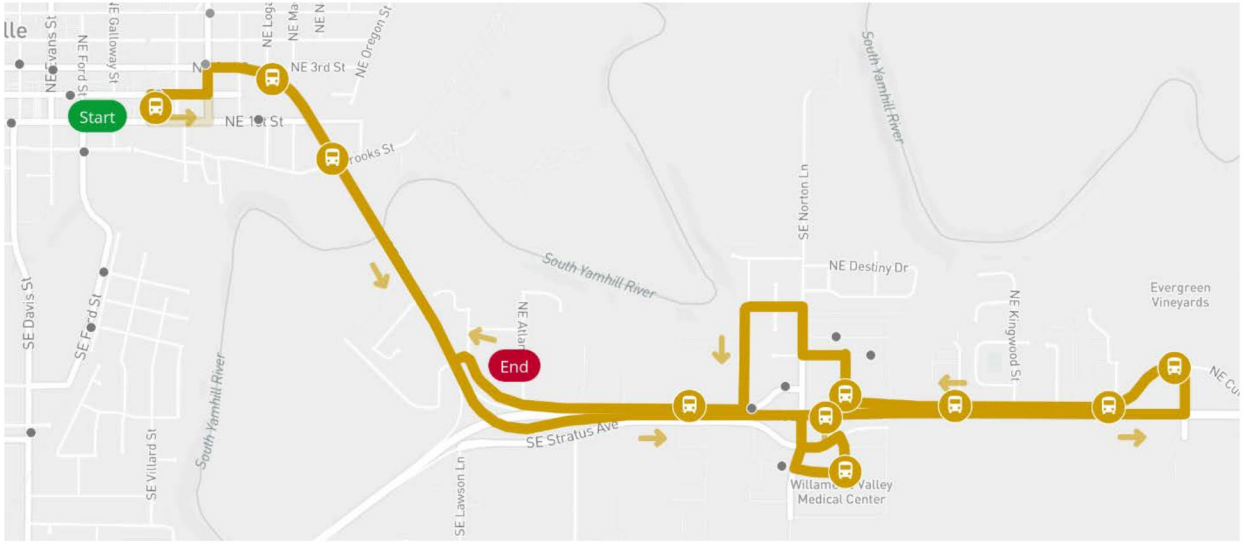


Figure D-6 Proposed Route 2 (East)

Short-Term

- Extension to NE Cumulus Ave east of Norton Lane, serving Virginia Garcia Clinic and housing
- Requires installing a controlled access gate to allow bus to access Chemeketa parking lot from NE Cumulus Ave.




Long-Term (Vision)

- Conceptual extension to Olde Stone Village and Evergreen Space Museum; would require access to museum through gate that is currently locked.

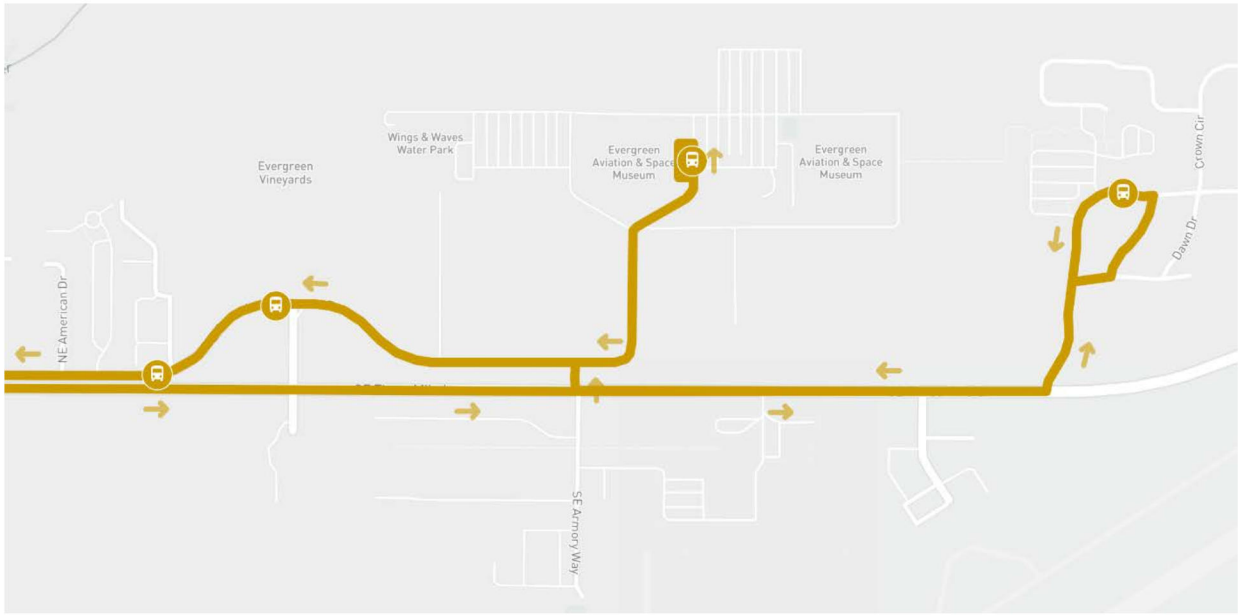
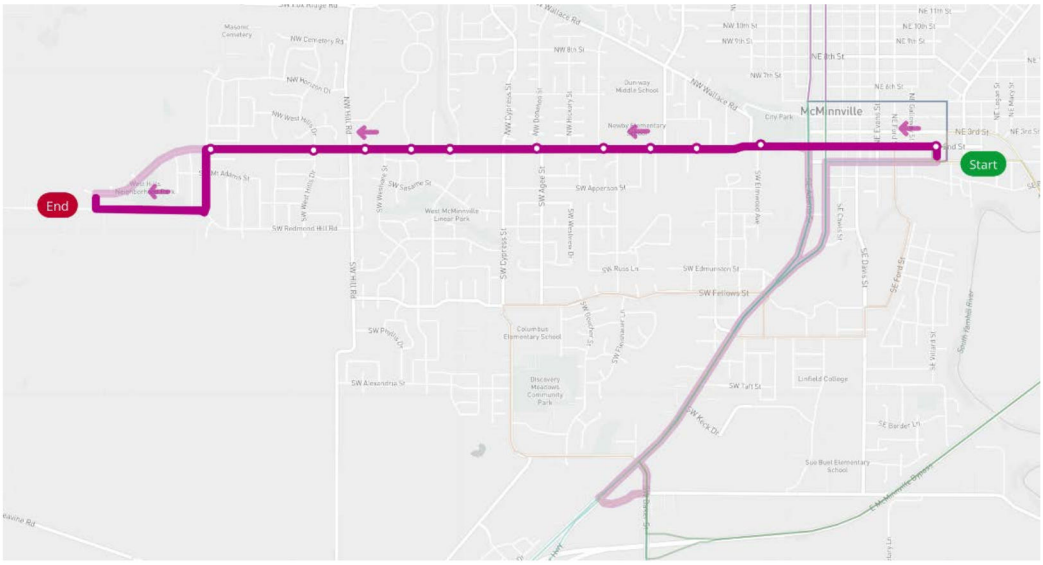


Figure D-7 Proposed Route 4 (Route 2 West)

Near-Term

- Extension of Route 4 east of Hill Road and south to the BiMart, Roths, and Albertsons area; a full vehicle will be required for this route which will be feasible when another bus is added to the system to serve Route 3

Outbound (To SW Redmond Hill Rd, SW Mallard Street, and 2nd Street)




Inbound (To Booth Bend Road and McMinnville Transit Center

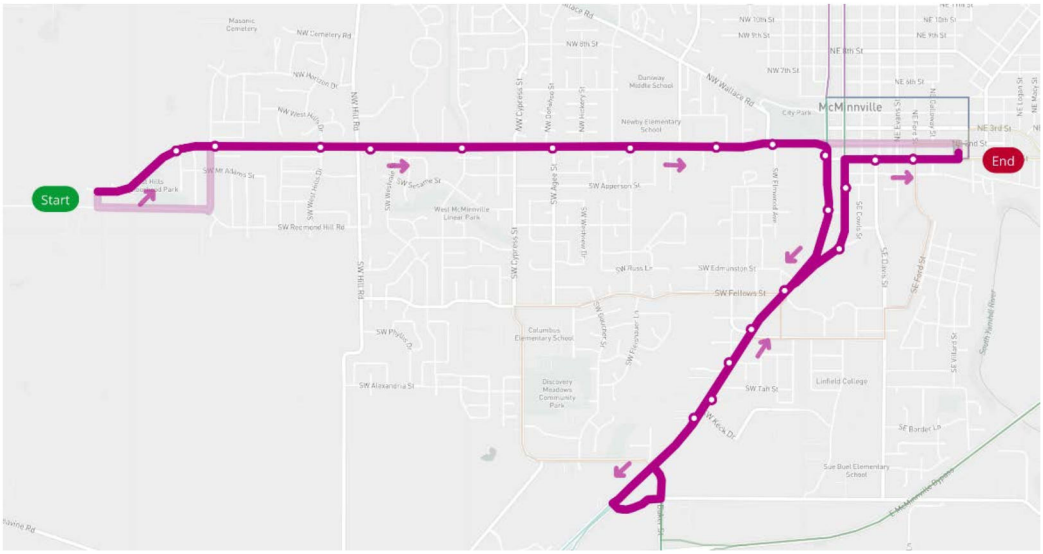
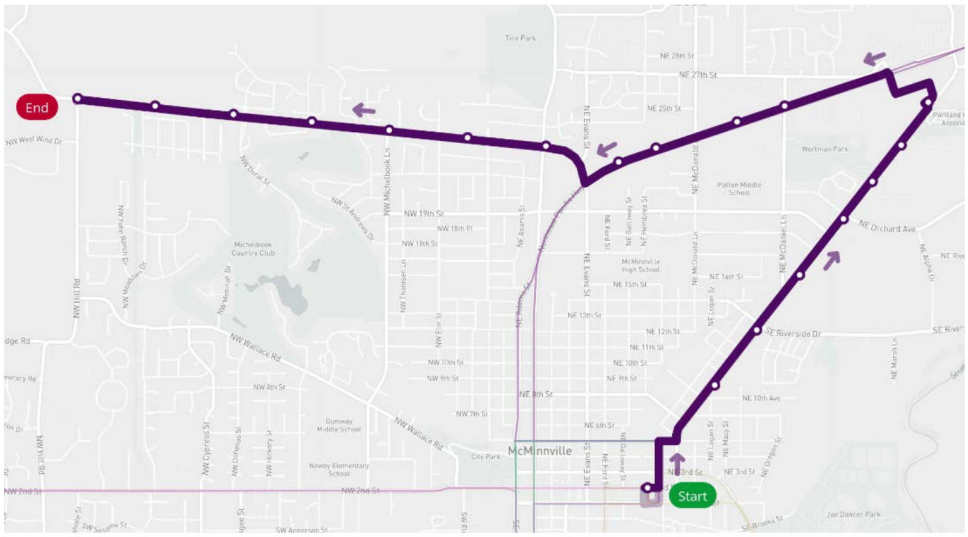


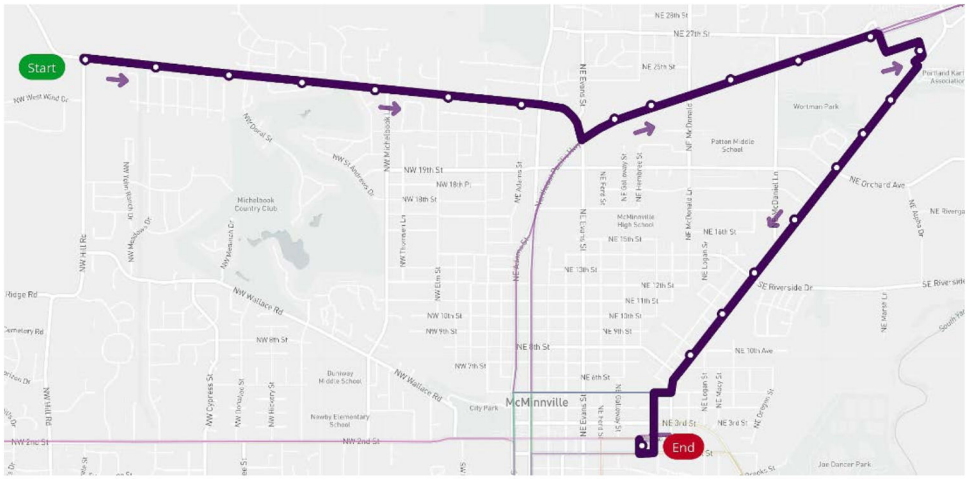
Figure D-8 Proposed Options to Serve Hill Road/Baker Creek Road Area (Long-Term)

- Long-term concept to serve the Hill Road / Baker Creek Road area, connecting to the Winco/Walmart/Safeway area and downtown McMinnville via Lafayette Avenue.
- The routing shown assumes a stop in the Safeway parking lot. Ability to also serve a stop in the Winco/Walmart parking lot depends on available time in the schedule.
- Route could complement or be an alternative to the Route 2W long-term option (Figure D-8), also shown in the background at right.
- Route 3 could be modified if this route is implemented.

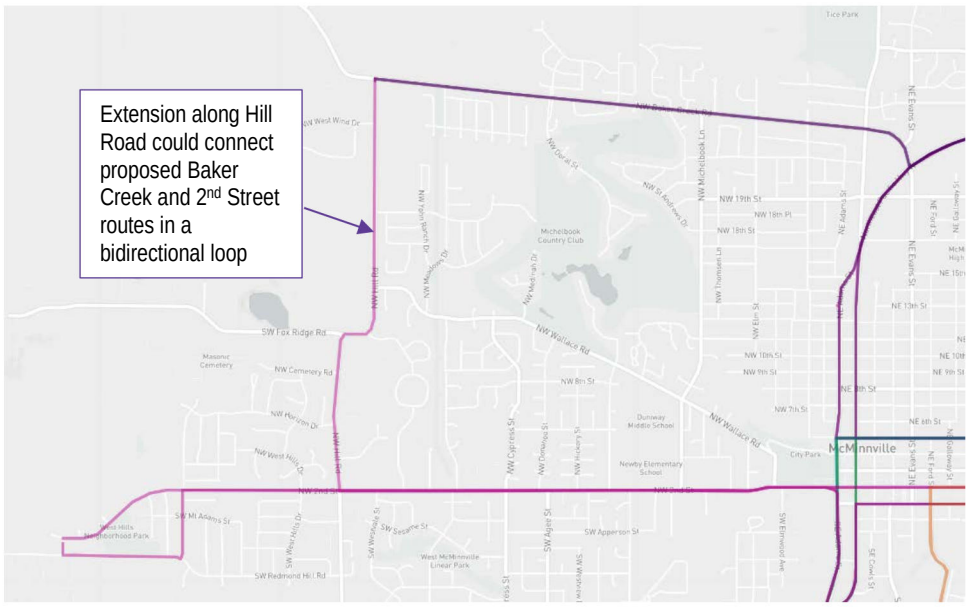
Outbound (To Baker Creek Road / Hill Road):




Inbound (To Downtown McMinnville Transit Center):




- An alternative / complementary option would be to connect this new route with Route 4 (current 2 West) along Hill Road, creating a bidirectional loop.



# NEWBERG LOCAL SERVICE

## Key Improvements

- Additional routes make service more reliable and cover more of the city, including northeast Newberg

## Key Outreach Ideas/Findings

- Overall support, but some concerns about maintaining service for seniors with moving a dial-a-ride bus to the fixed routes.
- Some concerns about eliminating flag stops.
- Comment about serving affordable housing on Haworth (addressed in change to proposed Route 8).

*Additional community input is summarized in TDP Volume II, Section 4: TM #4, Chapter 6 and Appendix A.*

Figure D-9 summarizes local service improvements in Newberg, by time frame.

Figure D-9 Service Changes: Newberg Local Service

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| Immediate | | | | | | | | | | |
| SI3 | 1 | | Newberg Local Service Adjustments | Newberg | Fixed-Route | Schedule adjustments for Routes 5 and 7 | - | - | - | - |
| Near-Term | | | | | | | | | | |
| SN2 | 1 | 1 | Newberg Local Service Redesign | Newberg | Fixed-Route | ▪ Four approximately 30-minute routes, each running every hour (2 buses; 1 bus converted from Dial-A-Ride).<br>▪ Routes operate counter-clockwise and generally serve each quadrant of Newberg.<br>▪ Shorter western routes interlined with longer eastern routes, e.g., NW-SE (5-7) and SW-NE (6-8).<br>▪ Renumber routes to 15, 16, 17, and 18; see Figure 6-20 (TDP Vol. I)<br>▪ Coordinated transfers with intercity services in downtown (Route 44).<br>▪ Provide a westbound stop on Hancock St for all local and intercity routes. The eastbound stop at Nap's Thriftway only serves eastbound routes. (This could transition later to a downtown transit center)<br>▪ Consider stops near selected store front door for local routes, subject to identifying suitable locations and reaching agreements with stores. Locations TBD, e.g., Fred Meyer and Safeway. | Figure D-10<br>Figure D-11<br>Figure D-12<br>Figure D-14 | - | - | 1 large cutaway |

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| SN6 | 1 | 2 | Shopper Shuttle | McMinnville, Newberg, Small Cities | Flex Route | Implement shopper shuttle pilot projects in McMinnville, Newberg / Dundee, Yamhill / Carlton, Amity / Sheridan / Willamina, and Dayton / Lafayette (4 hours per day, 1 day per service area; 5 days per week, with up to two additional days in Yamhill/Carlton and Sheridan/Willamina to support medical trip needs such as dialysis where patients may have three appointments per week. Total of 9 days.). | N/A | 1,040 | $60,000 + $48,000 ($108,000 total) | 1 van (+ 1 existing van) |
| Short-Term | | | | | | | | | | |
| SS3 | 1 | 2 | Early Evening Service | Newberg | Fixed-Route | Extend Newberg local fixed-route service hours by a half-hour to 7 PM (last trips leave transit center at 6:00 or 6:30 PM). Assumes 2 fixed-route buses. | N/A | 260 | $20,000 | - |
| SS3 | 2 | 2 | Early Evening Service | Newberg | Demand-Response | Extend Newberg demand-response service hours by a half-hour to 7 PM; assumes 1 Dial-a-Ride vehicle. | N/A | 130 | $8,000 | - |
| SS4 | 1 | 2 | Phase out flag stops | McMinnville/ Newberg | Fixed-Route | After stops are marked or signed, transition away from flag stops in McMinnville and Newberg. This will help service run faster and stay on schedule. | N/A | - | - | Mark or sign all bus stops |
| Mid-Term | | | | | | | | | | |
| SM2 | 1 | 3 | Newberg Dial-A-Ride Capacity | Newberg | Demand-Response | Contingency project to restore Newberg Dial-a-Ride to two vehicles, assuming that fixed-route ridership meets standards and additional paratransit capacity is required based on service standards. | N/A | 2,080 | $121,000 | - |

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| Long-Term | | | | | | | | | | |
| SL6 | 1 | 1 | Expand Shopper Shuttle Days of Operation | Newberg / Dundee | Flex-Route | Expand shopper shuttle to a 5 day per week service. Assumes 4 hours per day. | N/A | 832 | $48,000 | 0.5 van |
| SL7 | 5 | 1 | Early Morning and Later Evening Service | Newberg | Fixed-Route | Start Newberg local fixed-route service at 6 AM. Assumes 2 buses. | N/A | 520 | $40,000 | - |
| SL7 | 6 | 1 | Early Morning and Later Evening Service | Newberg | Demand-Response | Start Newberg demand-response service hours at 6 AM. Assumes 1 Dial-a-Ride vehicle. | N/A | 260 | $15,000 | - |
| SL7 | 7 | 2 | Early Morning and Later Evening Service | Newberg | Fixed-Route | Extend Newberg local fixed-route service hours to 9 PM (last trips leave transit center at 8:00 or 8:30 PM). Assumes 2 buses. | N/A | 1,040 | $78,000 | - |
| SL7 | 8 | 2 | Early Morning and Later Evening Service | Newberg | Demand-Response | Extend Newberg demand-response service hours to 9 PM; assumes 1 Dial-a-Ride vehicle. | N/A | 520 | $30,000 | - |
| Long-Term (Vision) | | | | | | | | | | |
| SV2 | 4 | 1 | Expand Saturday service | Newberg | Fixed-Route | Add local service on Saturdays. Assumes 2 fixed-route vehicles for 10 hours, e.g., 8 AM-6PM. | N/A | 1,040 | $78,000 | |
| SV2 | 5 | 1 | Expand Saturday service | Newberg | Demand-Response | Add local service on Saturdays. Assumes 1 Dial-a-Ride vehicle for 10 hours, e.g., 8 AM-6PM. | N/A | 520 | $30,000 | |
| SV3 | 8 | 3 | Implement Sunday Service | Newberg | Fixed-Route | Add local service on Sundays. Assumes 2 fixed-route vehicles for 10 hours, e.g., 10 AM-6PM. | N/A | 1,040 | $78,000 | |

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| SV3 | 9 | 3 | Implement Sunday Service | Newberg | Demand-Response | Add local service on Sundays. Assumes 1 Dial-a-Ride vehicle for 10 hours, e.g., 10 AM-6PM. | N/A | 520 | $30,000 | |
| SV4 | 2 | 3 | Local Service Expansion | Newberg | Fixed-Route | Add one additional bus in Newberg to provide additional frequency and capacity, if and where needed based on service standards. Assumes 12 service hours per day. | N/A | 3,120 | $234,000 | 1 Large Cutaway |
| SV4 | 3 | 3 | Local Service Expansion | Newberg | Demand Response | Add additional Dial-a-Ride capacity in Newberg, if needed based on service standards (assumes 1 additional van and 1 additional cutaway in service, each for 8 service hours per day) | N/A | 4,160 | $241,000 | |

Notes: [1] Element required for STIF Plan. STIF Plan requires that projects be ranked and allows projects to be submitted at 100% and 130% of projected funding. Preliminary recommendation to be confirmed by YCTA Advisory Committee. [2] Costs in this table reflect an average cost per hour of $75 for fixed-route, $58 for Dial-a-Ride, and $56 for flex-routes, which is the assumed cost for FY 2020. The TDP financial plan assumes costs that are escalated to implementation year.

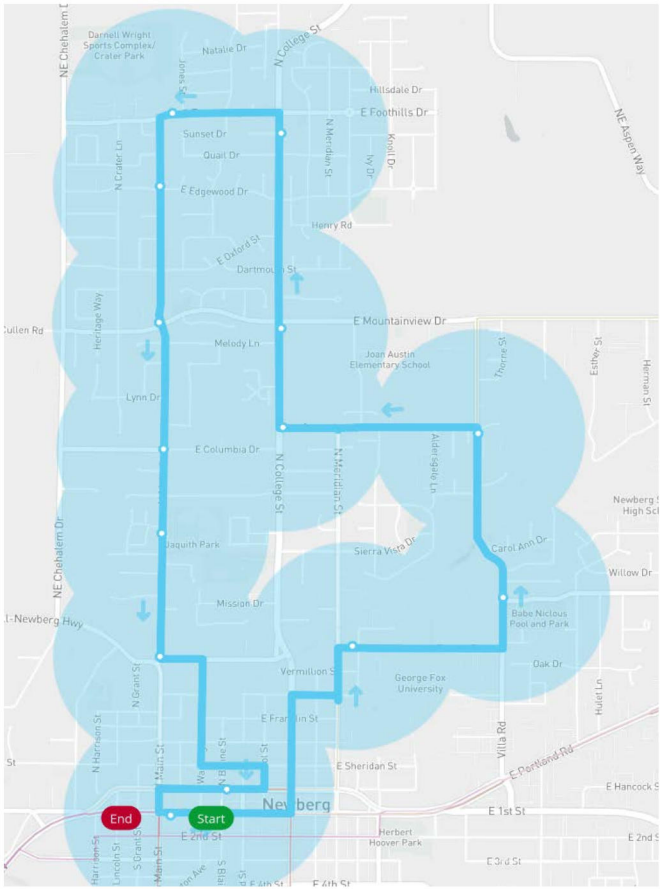
## Route Maps and Details

A counter-clockwise (CCW) pattern is recommended for proposed services in Newberg for several reasons: (1) Consistency across all routes (easier for people to remember). (2) It enables bidirectional travel on streets where routes run in both directions, such as along OR 99W. Each route is described in detail below.

### Northwest: Proposed Route 5

- Counter-clockwise loop, every 60 minutes
- Interlined with Route 7
- Deviations could be allowed
- Existing Route 5 would be modified to serve Fulton Street – Villa Road – Crestview Drive, providing access to the Chehalem Parks & Recreation District Aquatic and Fitness Center on Haworth Avenue. This would eliminate service on Meridian Road between Fulton and Crestview and two existing YCTA stops including Oaks Apartments. The eliminated service would be within a quarter-mile of the revised route.
- Existing Route 5 would also be modified to serve Sheridan Street and the Chehalem Cultural Center, using Illinois Street, Washington Street, and Sheridan Street. This would serve a key destination without significant impact to existing stops and reduce existing delay turning onto Main Street and approaching Hancock Street.

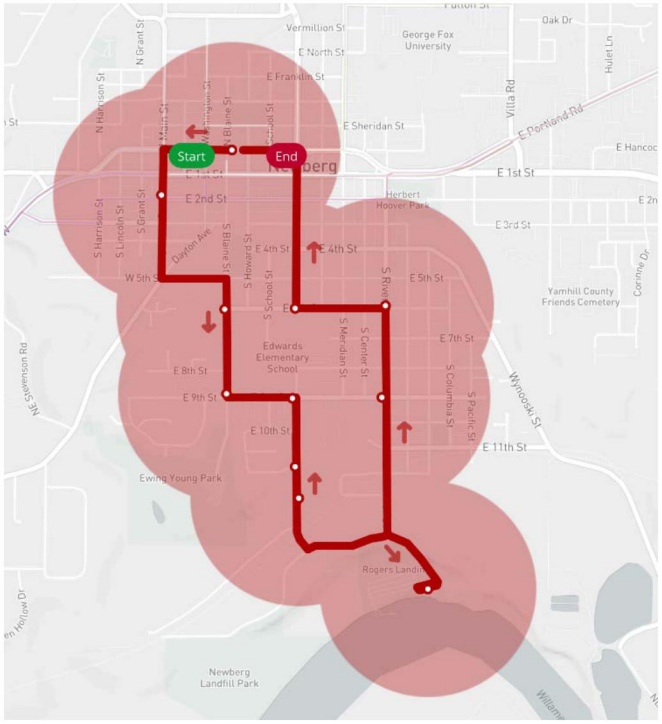
Figure D-10 Modified Route 5: Northwest Newberg



## Southwest: Proposed Route 6

- Counter-clockwise loop, every 60 minutes
- Interlined with Route 8
- Deviations could be allowed
- Route 6 would be split from existing Route 5 and provide additional coverage in southwest Newberg.
- The City of Newberg proposed serving Rogers Landing Park. Based on likely demand this could be served seasonally or on weekends (assuming future Saturday or Sunday service).
- There are also some operational concerns:
  - Seasonal parking enforcement would be needed to ensure the bus is able to turn around.
  - The hill leading into the park would need to be avoided in winter weather conditions (snow/ice).

Figure D-11 Proposed Route 6: Southwest Newberg



## Northeast: Proposed Route 8

- Counter-clockwise loop, every 60 minutes
- Interlined with Route 6
- Option #1 is recommended.
- South of OR 99W, the route serves Elliott Avenue (CPRD offices, FISH Emergency Services) and PCC, with a transfer to Route 7 on Brutscher near Fred Meyer (and/or Route 45x if it is re-routed to use the Bypass in the future).
- It could be possible to serve a stop in the Safeway parking lot with this route.
- North of OR 99W, the route serves multifamily housing on Haworth Avenue, Newberg Schools, Head Start, A-dec, Allison Inn, and the CPRD Aquatic and Fitness Center.

Figure D-12 Proposed Route 8: Northeast Newberg (Option #1) - Recommended

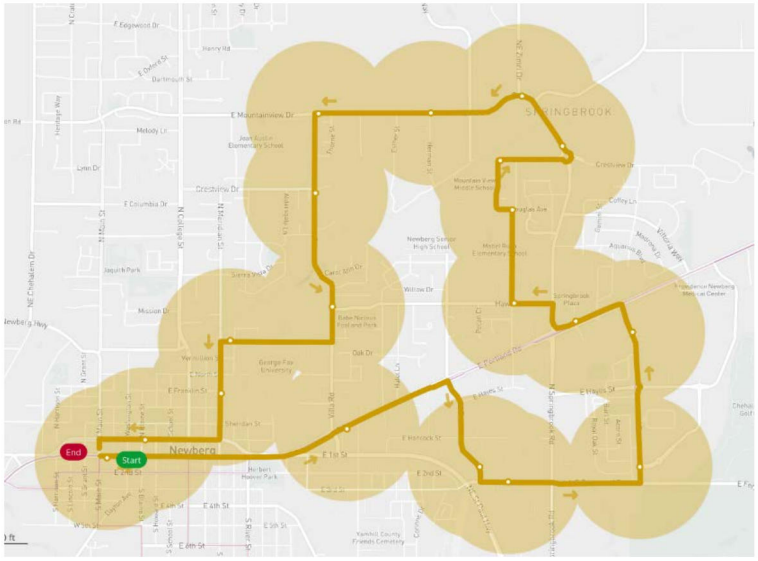
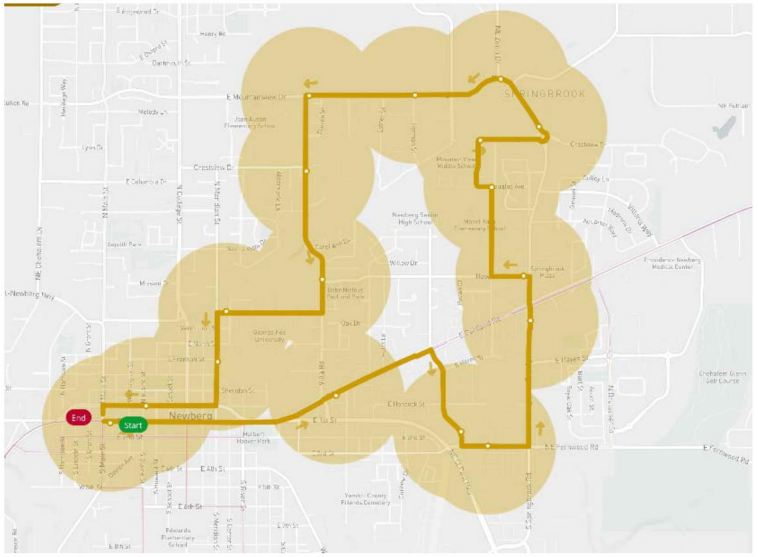



Figure D-13 Proposed Route 8: Northeast Newberg (Option #2)



## Southeast: Modified Route 7

- Counter-clockwise loop, every 60 minutes
- Interlined with Route 6
- Option #1 is recommended.
- The proposed concept attempt to make Route 7 more "legible" by having both proposed Routes 7 and 8 serve portions of Southeast Newberg
- The deviation from Third Street to Second Street to provide front door service at the Colonial Village Apts could potentially be eliminated to save time.
- Crossing St. Paul Hwy on Third/Second Street does not appear viable in the present roadway configuration (if that could be addressed, it would open up some other routing options).
- On south Springbrook Road, the route serves employment, housing, and the Helping Hands Rentry Outreach Center (Note: Ridership on this portion of existing Route 7 could not be surveyed in Spring 2017 due to construction).
- The route serves PCC, Fred Meyer, and Providence Hospital. The recommended routing option (#1) could be used to provide front door service at Fred Meyer. From Springbrook Road the route turns right into the Fred Meyer parking lot (assuming a viable location can be identified), right on Brutscher Street. After stopping at PCC, the route could continue to Providence Mdedical Center using Werth Blvd. Alternatively, the existing routing could be maintained (return to Hayes Street using the roundabout, and turn right).
- Route 7 returns to downtown along OR 99W (westbound).

Figure D-14 Modified Route 7: Southeast Newberg (Option #1) - Recommended

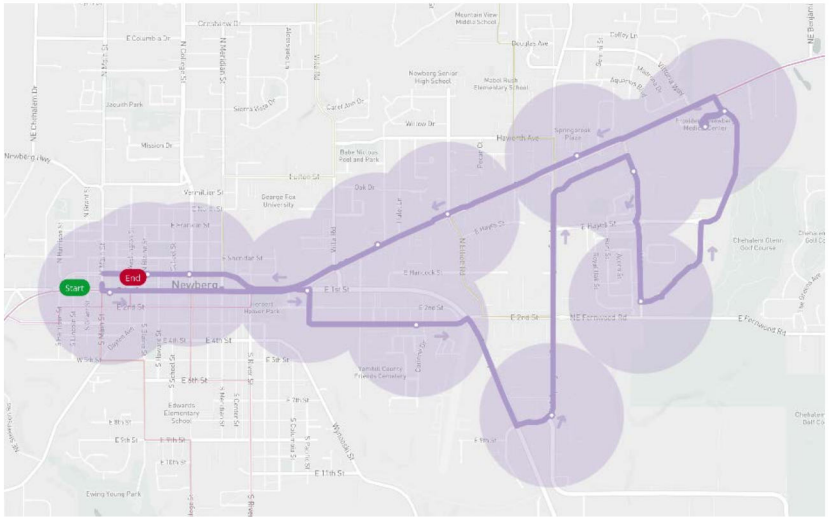
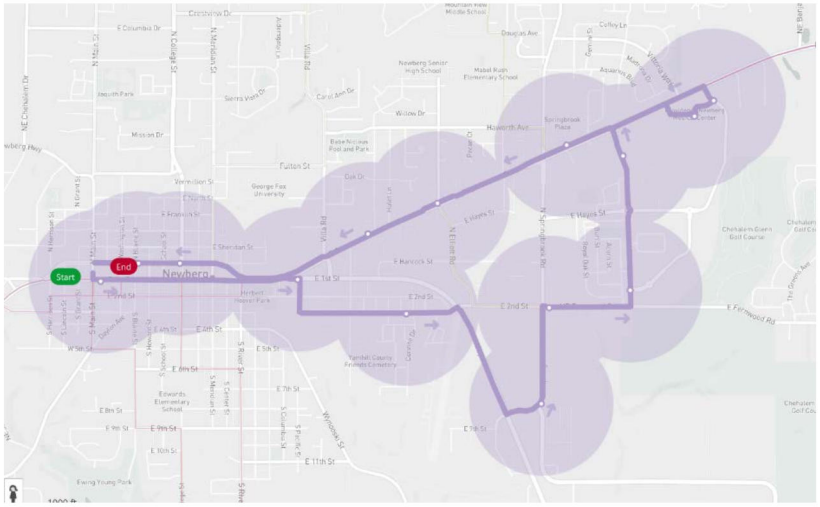



Figure D-15 Proposed Route 7: Southeast Newberg (Option #2)



# MCMINNVILLE-NEWBERG-TIGARD CORRIDOR INTERCITY SERVICE: ROUTES 44/45X/46S

## Key Improvements

- More frequent service between McMinnville and Newberg on Route 44, filling in existing long gaps in service
- Route 45x has additional morning and afternoon commute trips, potentially using Dundee Bypass
- One additional evening trip to/from Tigard on Route 44

## Key Outreach Ideas/Findings

- Filling mid-morning and mid-afternoon service gaps is seen as a priority.
- Concerns about bypassing Dundee with Route 45x service
- Design Route 45x schedules to accommodate needs of Linfield students, arriving before 8 a.m. classes
- Improve timing to McMinnville local routes
- Need alternate service on Lafayette Avenue, if Route 44 runs on OR 99W in McMinnville
- Among weekend service options, Sunday service in this corridor is a relatively high priority

*Additional community input is summarized in TDP Volume II, Section 4: TM #4, Chapter 6 and Appendix A.*

Figure D-16 summarizes intercity service improvements for the OR 99W corridor, between McMinnville, Dayton, Lafayette, Dundee, Newberg, and Tigard, by time frame, including local service improvements in Dayton, Lafayette, and Dundee.

Figure D-16 Service Changes: McMinnville-Newberg-Tigard Corridor Intercity Service (Routes 44/45x) - Table

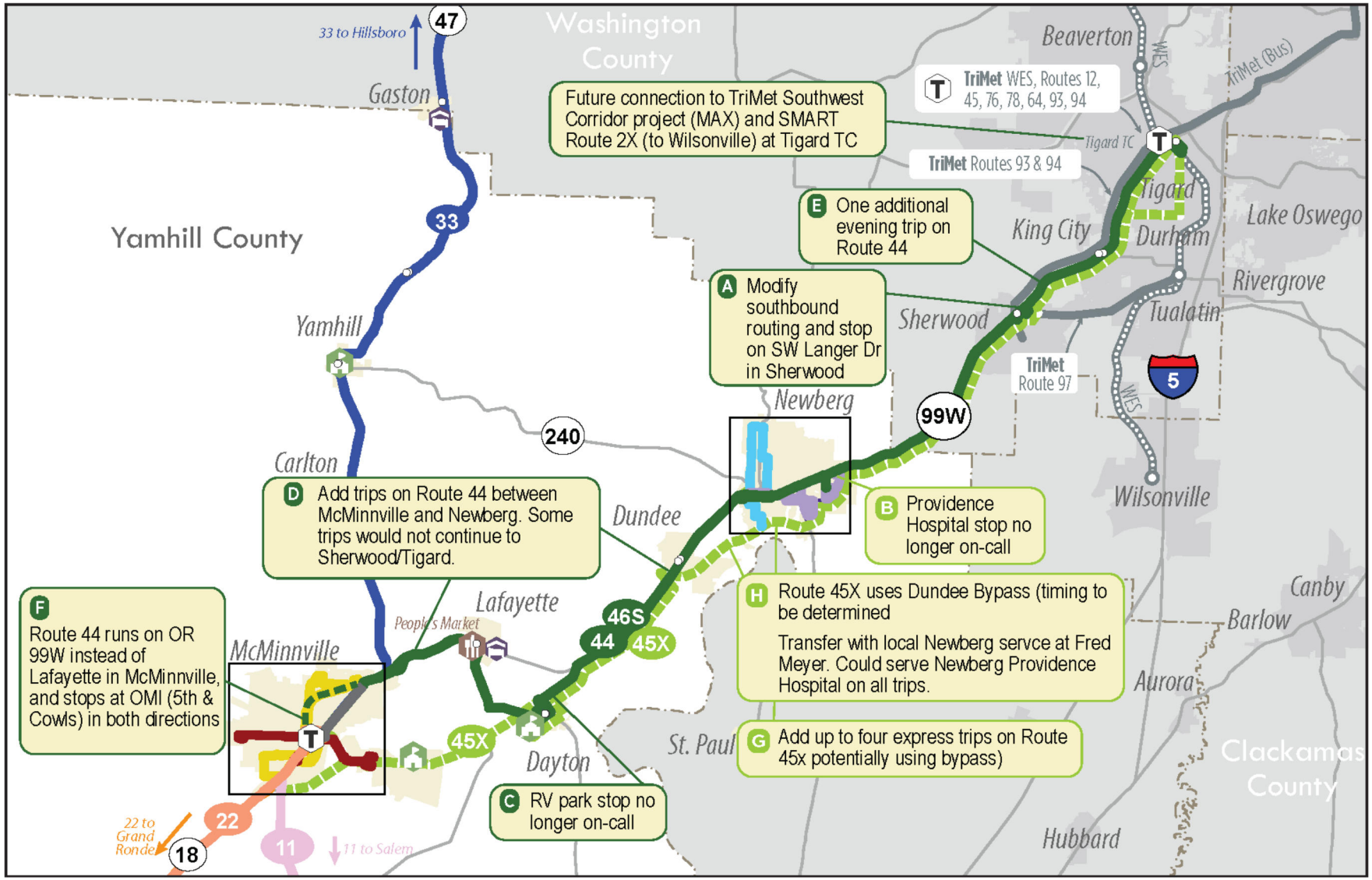
| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| Immediate | | | | | | | | | | |
| SI7 | 1 | | Tigard Intercity Schedule, Stop, and Routing Adjustments | McMinnville-Tigard | Fixed-Route | Schedule adjustments for Routes 44 and 45x | - | - | - | - |
| SI7 | 2 | | Tigard Intercity Schedule, Stop, and Routing Adjustments | McMinnville-Tigard | Fixed-Route | Modify southbound stop at Langer Pkwy in Sherwood to run in the opposite direction, saving several minutes of time in the southbound direction | - | - | - | Stop Improvements |
| SI7 | 3 | | Tigard Intercity Schedule, Stop, and Routing Adjustments | McMinnville-Tigard | Fixed-Route | Convert on-call stop at Providence Hospital to a regular stop. Stops on OR 99W. YCTA will need to coordinate pedestrian access improvements with ODOT & City of Newberg. | - | - | - | Stop Improvements |
| SI7 | 4 | | Tigard Intercity Schedule, Stop, and Routing Adjustments | McMinnville-Tigard | Fixed-Route | Convert on-call stop at Dayton RV Park to a regular stop. Stops on OR-18. YCTA will need to coordinate shoulder improvements with ODOT. | - | - | - | Stop Improvements |
| SI7 | 5 | | Tigard Intercity Schedule, Stop, and Routing Adjustments | McMinnville-Tigard | Fixed-Route | Modify Route 45x to serve Linfield College stops on OR 99W at Fellows St | - | - | - | Stop Improvements |
| Near-Term | | | | | | | | | | |
| SN3 | 1 | 1 | McMinnville-Newberg Connector | McMinnville-Tigard | Fixed-Route | Add trips on Route 44 to provide more frequent, consistent service between McMinnville and Newberg. Added trips would not continue to Sherwood/Tigard. Uses existing buses serving Routes 44/45x. | N/A | 1,040 | $78,000 | - |

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| SN4 | 1 | 2 | Route 44 serves OR 99W in McMinnville | McMinnville-Tigard | Fixed-Route | Route 44 runs on OR 99W instead of Lafayette Ave in McMinnville, and stops at OMI (5th & Cowls) in both directions; assumes concurrent introduction of local service on Lafayette Ave in McMinnville. | See Figure 6-19 (TDP Vol. I) | - | - | - |
| SN6 | 1 | 2 | Shopper Shuttle | McMinnville, Newberg, Small Cities | Flex Route | Implement shopper shuttle pilot projects in McMinnville, Newberg / Dundee, Yamhill / Carlton, Amity / Sheridan / Willamina, and Dayton / Lafayette (4 hours per day, 1 day per service area; 5 days per week, with up to two additional days in Yamhill/Carlton and Sheridan/Willamina to support medical trip needs such as dialysis where patients may have three appointments per week. Total of 9 days.). | N/A | 1,040 | $60,000 + $48,000 ($108,000 total) | 1 van (+ 1 existing van) |
| Short-Term | | | | | | | | | | |
| SS5 | 1 | 1 | McMinnville-Newberg Connector | McMinnville-Tigard | Fixed-Route | Phase 2 of near-term project to add trips on Route 44 to provide more frequent, consistent service between McMinnville and Newberg. Added trips would not continue to Sherwood/Tigard. Uses existing buses serving Routes 44/45x. | N/A | 1,040 | $78,000 | - |
| Mid-Term | | | | | | | | | | |
| N/A | | | | | | | | | | |
| Long-Term | | | | | | | | | | |
| SL1 | 1 | 1 | Additional intercity later evening service | McMinnville-Tigard | Fixed-Route | Add 1 additional evening trip | N/A | 780 | $59,000 | - |

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| SL3 | 1 | 1 | Additional express service | McMinnville -Tigard | Fixed-Route | ▪ Add up to four total express trips on Route 45x in morning and afternoon commute hours<br>▪ Express could potentially using bypass if traffic conditions warrant it in the future. Using bypass means express trips would not serve Dundee and downtown Newberg. There would be a timed transfer with local service in eastern Newberg (e.g., Fred Meyer). Route 44 would continue to serve Dundee and downtown Newberg.<br>▪ Express service provides direct access to Willamette Medical Center and other activity centers on the OR 18 Bypass, and reduces travel times between the County's largest population centers. | N/A | 1,213 | $91,000 | - |
| SL5 | 1 | 1 | Implement/Exp and Local Flex Routes | Dayton / Lafayette | Flex-Route | Expand shopper shuttle pilot to three days per week, 10 hours per day operation in a third geographic area (Dayton/Layafette assumed). Amity could be included in Dayton/Lafayette service area and/or Sheridan/Willamina service area. | N/A | 1,352 | $78,000 | 1 van |
| Long-Term (Vision) | | | | | | | | | | |
| SV2 | 1 | 1 | Expand Saturday service | McMinnville -Newberg | Fixed-Route | Add frequency on Route 44 between McMinnville and Newberg on Saturdays | N/A | 416 | $31,000 | - |
| SV3 | 1 | 2 | Implement Sunday Service | McMinnville -Tigard | Fixed-Route | Operate Route 44 on Sundays (McMinnville-Tigard). Assumes 4 round trips. This would be the highest priority for Sunday service on intercity routes. | N/A | 624 | $47,000 | - |
| SV3 | 2 | 3 | Implement Sunday Service | McMinnville -Newberg | Fixed-Route | Add frequency on Route 44 between McMinnville and Newberg on Sundays | N/A | 416 | $31,000 | - |

Notes: [1] Element required for STIF Plan. STIF Plan requires that projects be ranked and allows projects to be submitted at 100% and 130% of projected funding. Preliminary recommendation to be confirmed by YCTA Advisory Committee. [2] Costs in this table reflect an average cost per hour of $75 for fixed-route, $58 for Dial-a-Ride, and $56 for flex-routes, which is the assumed cost for FY 2020. The TDP financial plan assumes costs that are escalated to implementation year.

Figure D-17 Service Changes: McMinnville-Newberg-Tigard Corridor Intercity Service (Routes 44/45x) - Map



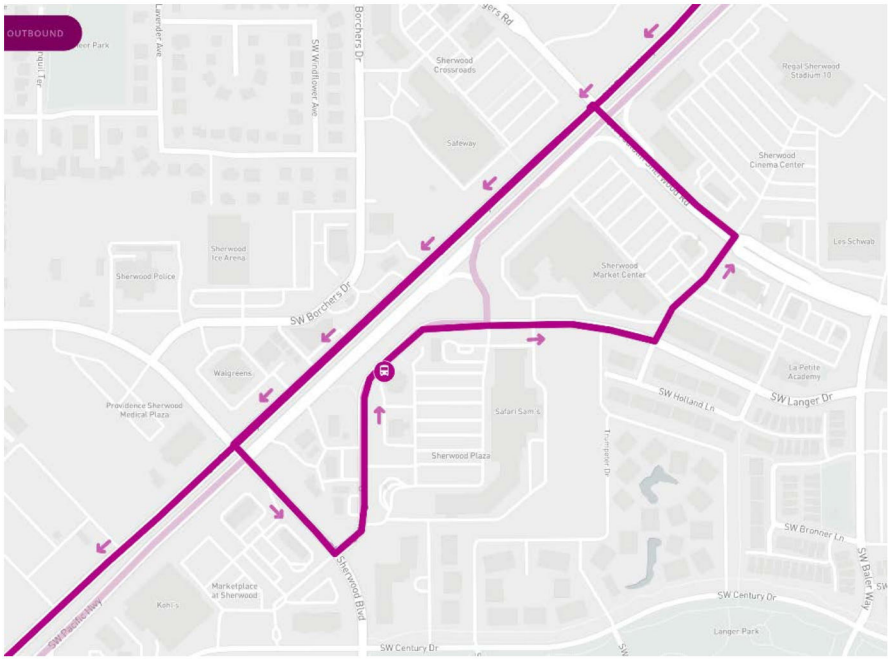
## Route Maps and Details

### Route 44 Southbound / Langer Drive

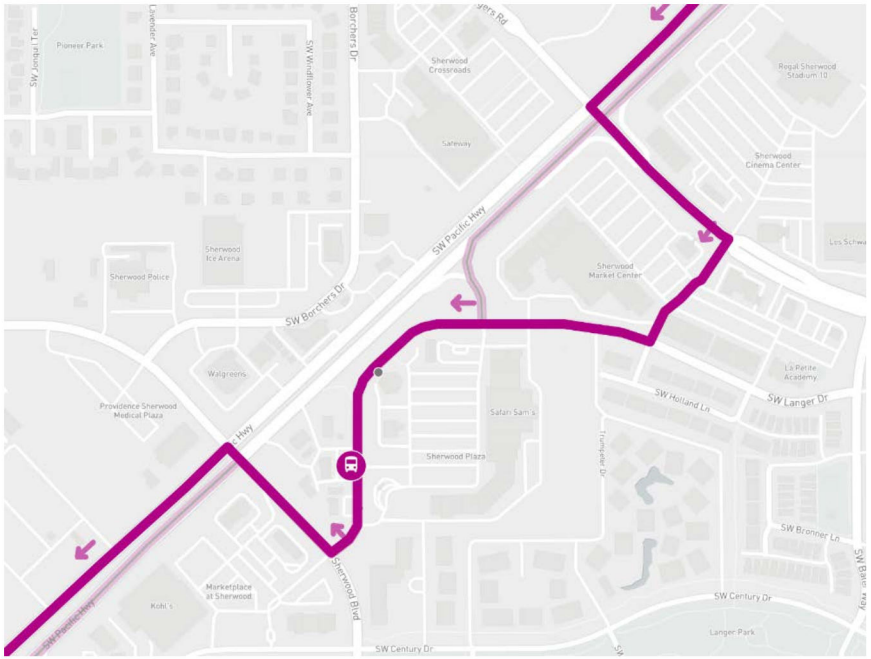
- Redesign the deviation to Sherwood Plaza (Shari's) on SW Langer Drive in Sherwood, which requires approximately three minutes northbound and five or more minutes southbound.
- This will require stopping on the opposite side of the street from the current stop. There is a TriMet bus zone, but no sidewalk. A TriMet stop located further south opposite Dutch Bros. can be used. This change would also need to be coordinated with TriMet.

Figure D-18 Existing and Proposed Route 44 Change at SW Langer Drive

Existing - Southbound




Proposed - Southbound



# MCMINNVILLE-SALEM INTERCITY SERVICE: ROUTE 80X (CURRENT 11)

## Key Improvements

- Extend Route 11 to Downtown Salem Transit Center
- Add trips during morning and afternoon commute hours, including early evening

## Key Outreach Ideas/Findings

- Request to fill mid-morning and mid-afternoon service gaps (no departures from McMinnville between 7:30 a.m. and noon, or between noon and 4:00 p.m.)
- Comments supporting extending to downtown Salem sooner, and potentially serving Greyhound/Amtrak
- Desire for service from Dayton to Salem (suggestion to use OR 221)
- Among weekend service options, Saturday service in this corridor is a relatively high priority

*Additional community input is summarized in TDP Volume II, Section 4: TM #4, Chapter 6 and Appendix A.*

Figure D-19 summarizes intercity service improvements between McMinnville and Salem, by time frame, including local service improvements in Amity.

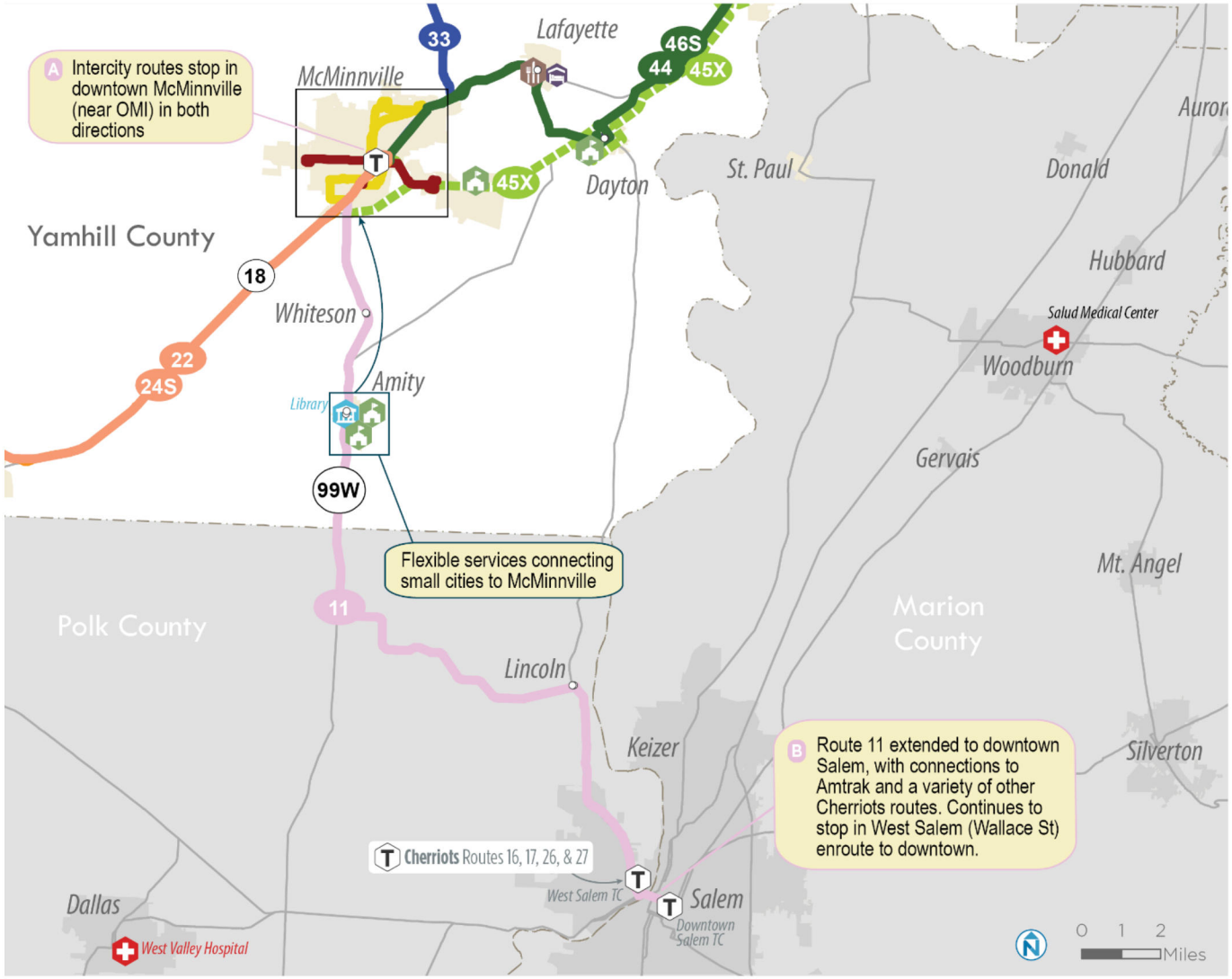
Figure D-19 Service Changes: McMinnville-Salem Corridor Intercity Service (Routes 11 / Future 80x) - Table

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| Immediate | | | | | | | | | | |
| SI4 | 1 | | Salem Intercity Schedule, Stop, and Routing Adjustments | McMinnville-Salem | Fixed-Route | Schedule adjustments for Route 11 | - | - | - | - |
| SI4 | 2 | | Salem Intercity Schedule, Stop, and Routing Adjustments | McMinnville-Salem | Fixed-Route | Add a Route 11 stop at OMI (5th & Cowls) in both directions | - | - | - | - |
| Near-Term | | | | | | | | | | |
| SN6 | 1 | 2 | Shopper Shuttle | McMinnville, Newberg, Small Cities | Flex Route | Implement shopper shuttle pilot projects in McMinnville, Newberg / Dundee, Yamhill / Carlton, Amity / Sheridan / Willamina, and Dayton / Lafayette (4 hours per day, 1 day per service area; 5 days per week, with up to two additional days in Yamhill/Carlton and Sheridan/Willamina to support medical trip needs such as dialysis where patients may have three appointments per week. Total of 9 days.). | N/A | 1,040 | $60,000 + $48,000 ($108,000 total) | 1 van (+ 1 existing van) |
| Short-Term | | | | | | | | | | |
| SS6 | 1 | 2 | Extension to Downtown Salem | McMinnville-Salem | Fixed-Route | ▪ Extend Route 11 to Downtown Salem Transit Center. Route 11 would still stop along Wallace Rd in West Salem.<br>▪ In conjunction with this change, rename Route 11 (e.g., to 80X) to avoid confusion with Cherriots Route 11. | Figure D-21<br>Figure D-22 | 758 | $57,000 | - |
| Mid-Term | | | | | | | | | | |
| N/A | | | | | | | | | | |

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| Long-Term | | | | | | | | | | |
| SL1 | 2 | 1 | Additional intercity later evening service | McMinnville -Salem | Fixed-Route | Add 1 additional early evening trip | N/A | 403 | $30,000 | - |
| SL2 | 1 | 1 | Additional intercity morning and/or afternoon trips | McMinnville -Salem | Fixed-Route | Add 1 additional morning and 1 additional afternoon trip; no additional vehicles required; depending on YCTA's financial and capital resources, and future productivity of these routes, consider adding an additional vehicle to increase frequency during morning and afternoon peak periods (see SV1 - Long-Term Vision). | N/A | 806 | $60,000 | - |
| SL4 | 1 | 2 | Saturday Service Expansion | McMinnville -Salem | Fixed-Route | Add Saturday service between McMinnville and downtown Salem. Assumes 4 round trips. | N/A | 322 | $24,000 | - |
| Long-Term (Vision) | | | | | | | | | | |
| SV1 | 1 | 2 | Increase peak period frequency to Salem and Hillsboro | McMinnville -Salem | Fixed-Route | Add trips on Route 11 during morning and afternoon commute hours; this would increase frequency. Requires an additional bus on the route. | N/A | 806 | $60,000 | 1 medium bus |
| SV3 | 4 | 2 | Implement Sunday Service | McMinnville -Salem | Fixed-Route | Operate Route 11 on Sundays. Assumes 4 round trips. | N/A | 322 | $24,000 | |

Notes: [1] Element required for STIF Plan. STIF Plan requires that projects be ranked and allows projects to be submitted at 100% and 130% of projected funding. Preliminary recommendation to be confirmed by YCTA Advisory Committee. [2] Costs in this table reflect an average cost per hour of $75 for fixed-route, $58 for Dial-a-Ride, and $56 for flex-routes, which is the assumed cost for FY 2020. The TDP financial plan assumes costs that are escalated to implementation year.

Figure D-20 Service Changes: McMinnville-Salem Corridor Intercity Service (Routes 11) - Map



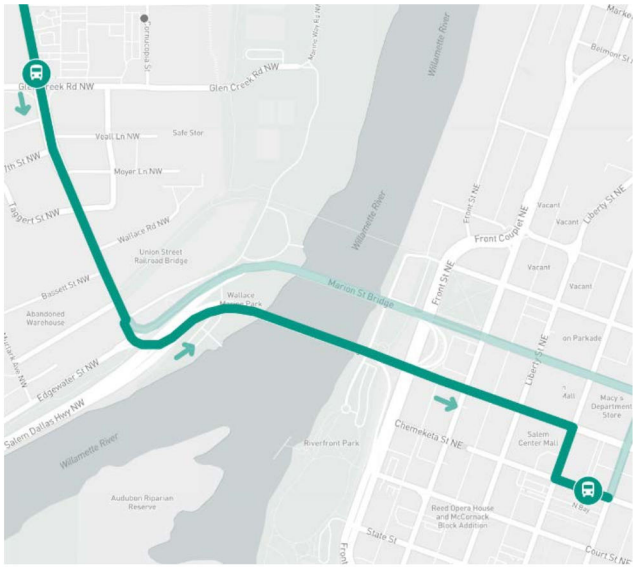
## Route Maps and Details

Figure D-21 illustrates the extension of current Route 11 to downtown Salem as Route 80. The route would stop on Wallace Road near Glen Creek Transit Center, and at the Downtown Salem Transit Center. The actual stop location at the Downtown Salem Transit Center would need to be determined in coordination with Cherriots.

The route could also serve the Salem Amtrak station at certain times of day, an addition of approximately 10 minutes each way. See Figure D-22.

Figure D-21 Route 80x (Current Route 11) Extension to Downtown Salem

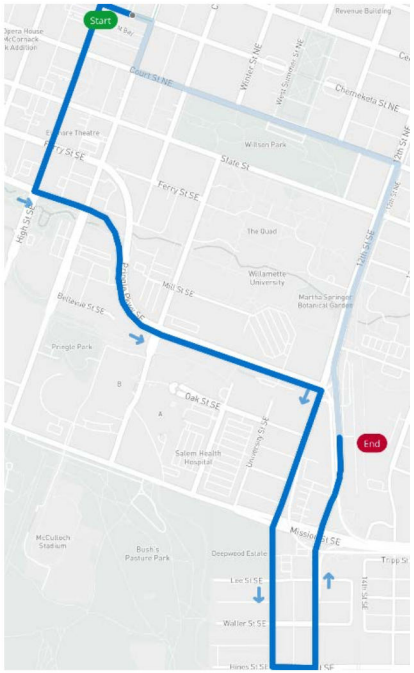
Glen Creek – Downtown Salem– Southbound




Glen Creek – Downtown Salem - Northbound




Figure D-22 Route 80x Potential Extension to Salem Amtrak Station



# MCMINNVILLE-GRAND RONDE INTERCITY SERVICE: ROUTE 22/24S

## Key Improvements

- Add stops serving west Sheridan and Wandering Spirit RV Park (others depend on shoulder improvements)
- Align schedule with YCTA Route 44/45x in McMinnville and Tillamook County Route 60x in Grand Ronde
- Add an additional evening trip serving Casino work shifts

## Key Outreach Ideas/Findings

- Desire for stops at Dairy Queen, High School, Deer Meadow Assisted Living, and Oldsville Road, and a shelter across from TJs in Sheridan

*Additional community input is summarized in TDP Volume II, Section 4: TM #4, Chapter 6 and Appendix A.*

Figure D-23 summarizes intercity service improvements between McMinnville and Grand Ronde, by time frame, including local service improvements in Sheridan, Willamina, and/or Amity.

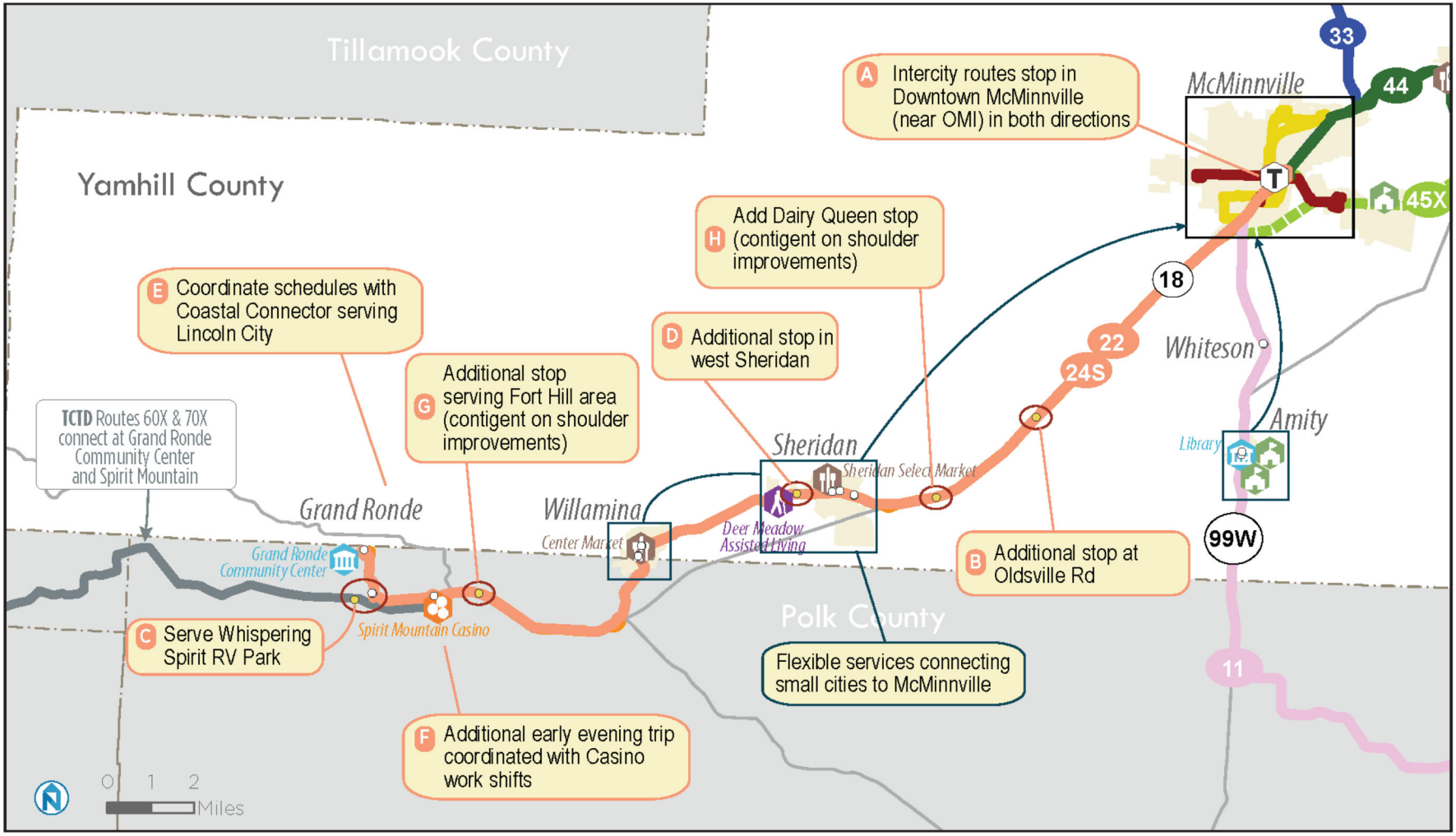
Figure D-23 Service Changes: McMinnville-Grand Ronde Corridor Intercity Service (Route 22) – Table

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| Immediate | | | | | | | | | | |
| SI5 | 1 | | Grand Ronde Intercity Schedule, Stop, and Routing Adjustments | Figure D-21 Figure D-22. | Fixed-Route | Schedule adjustments for Route 22 including better timing with other intercity routes | - | - | - | - |
| SI5 | 2 | | Grand Ronde Intercity Schedule, Stop, and Routing Adjustments | Figure D-21 Figure D-22. | Fixed-Route | ▪ Add a stop at OMI (5th & Cowls) in both directions<br>▪ Add a stop at Wandering Spirit RV Park (west of Grand Ronde Road)<br>▪ Add a stop at Oldsville Road | - | - | - | - |
| Near-Term | | | | | | | | | | |
| SN6 | 1 | 2 | Shopper Shuttle | McMinnville, Newberg, Small Cities | Flex Route | Implement shopper shuttle pilot projects in McMinnville, Newberg / Dundee, Yamhill / Carlton, Amity / Sheridan / Willamina, and Dayton / Lafayette (4 hours per day, 1 day per service area; 5 days per week, with up to two additional days in Yamhill/Carlton and Sheridan/Willamina to support medical trip needs such as dialysis where patients may have three appointments per week. Total of 9 days.). | N/A | 1,040 | $60,000 + $48,000 ($108,000 total) | 1 van (+ 1 existing van) |
| Short-Term | | | | | | | | | | |
| SS7 | 1 | 1 | Additional Grand Ronde evening trip | McMinnville -Grand Ronde | Fixed-Route | Add an additional evening trip, timed to serve work shifts at the Spirit Mountain Casino and improve connections to/from TCTD 60X Coastal Connector route serving Lincoln City (at Spirit Mountain Casino or Grand Ronde Community Center). Timing should be determined in consultation with TCTD and Spirit Mountain. Improves regional coordination and job access. | N/A | 503 | $38,000 | - |

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| SS8 | 2 | 2 | Implement Local Flex Route | Sheridan / Willamina | Flex-Route | Expand shopper shuttle pilot to three days per week, 8 to 10 hour per day operation. Either Yamhill/Carlton or Sheridan/Willamina/Amity are recommended for the short-term. One area could be implemented in the first year of the short-term and the second could be implemented in the second or third year based on available resources in Year 1. | N/A | 1,352 | $78,000 | 1 van |
| Mid-Term | | | | | | | | | | |
| N/A | | | | | | | | | | |
| Long-Term | | | | | | | | | | |
| SL5 | 2 | 1 | Implement/Expand Local Flex Routes | Sheridan / Willamina | Flex-Route | Expand local flex-route to operate 5 days per week in Sheridan/Willamina. | N/A | 1,040 | $60,000 | |
| Long-Term (Vision) | | | | | | | | | | |
| SV3 | 3 | 2 | Implement Sunday Service | McMinnville-Grand Ronde | Fixed-Route | Operate Route 22 between McMinnville and Grand Ronde on Sundays. This would be the second highest priority for Sunday service on intercity routes. | N/A | 624 | $47,000 | |

Notes: [1] Element required for STIF Plan. STIF Plan requires that projects be ranked and allows projects to be submitted at 100% and 130% of projected funding. Preliminary recommendation to be confirmed by YCTA Advisory Committee. [2] Costs in this table reflect an average cost per hour of $75 for fixed-route, $58 for Dial-a-Ride, and $56 for flex-routes, which is the assumed cost for FY 2020. The TDP financial plan assumes costs that are escalated to implementation year.

Figure D-24 Service Changes: McMinnville-Grand Ronde Corridor Intercity Service (Route 22) - Map



## Route Maps and Details

Figure D-25 Photos of Proposed Stop Locations on Route 22 that require shoulder improvements

| Map ID | Time Frame | Location | Photo |
|---|---|---|---|
| G | Contingent on shoulder improvements | Fort Hill Road area.<br>Shoulders are narrow and roadway is divided with a barrier in segments. | <br>Source: Google Street View |
| H | Contingent on shoulder improvements | Dairy Queen<br>North shoulder is narrow. | <br>Source: Google Street View |

# MCMINNVILLE-HILLSBORO INTERCITY SERVICE: ROUTE 33

## Key Improvements

- Improve facilities/signage at Hillsboro Transit Center
- Add trips during the morning and afternoon/early evening commute hours

## Key Outreach Ideas/Findings

- Time Route 33 to allow connections to Salem or Hillsboro in the morning (e.g., 9 am), and to Tigard route
- Desirable to connect Yamhill/Carlton to Newberg

*Additional community input is summarized in TDP Volume II, Section 4: TM #4, Chapter 6 and Appendix A.*

Figure D-26 summarizes intercity service improvements between McMinnville and Hillsboro, by time frame.

Washington County has communicated a desire from the City of Gaston for additional service (e.g., SL1.3), and may be able to contribute funding support. If additional partner funding can be identified; it may be possible to implement this project sooner. Washington County and Gaston also plan to explore submitting a discretionary application for a park & ride/stop enhancement in Gaston.

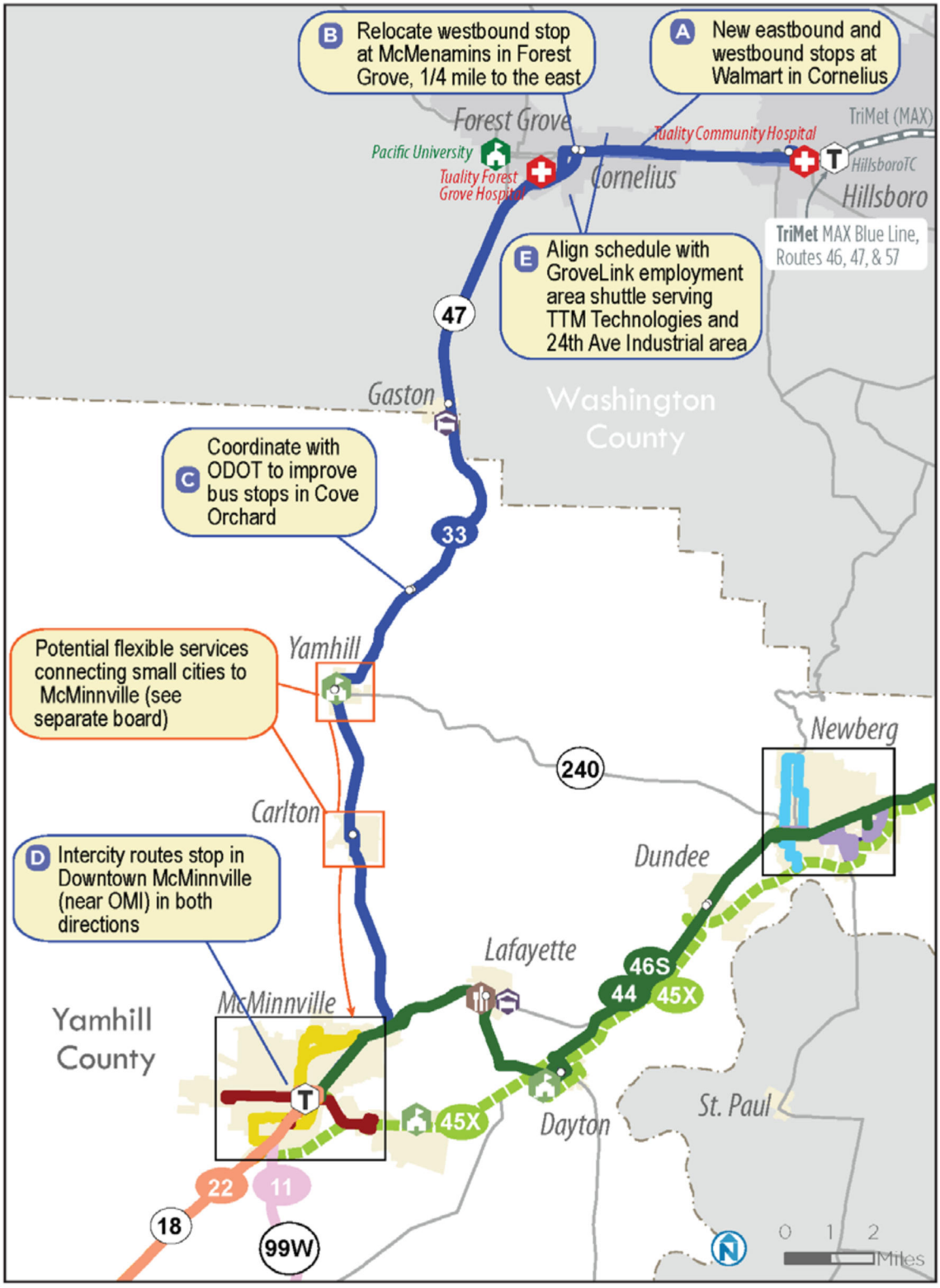
Figure D-26 Service Changes: McMinnville-Hillsboro Corridor Intercity Service (Route 33) – Table

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| Immediate | | | | | | | | | | |
| SI6 | 1 | - | Hillsboro Intercity Schedule, Stop, and Routing Adjustments | McMinnville-Hillsboro | Fixed-Route | ▪ Schedule adjustments for Route 33, including adjusting schedules of the current 10:30 am and 12:30 pm trips from McMinnville to reduce the current 4h 30 min gap between the 6 AM and 10:30 AM trips.<br>▪ Add a stop at OMI (5th & Cowls) in both directions | - | - | - | - |
| Near-Term | | | | | | | | | | |
| SN5 | 1 | 2 | Route 33 bus stop and routing changes | McMinnville-Hillsboro | Fixed-Route | ▪ Relocate westbound Route 33 stop in Forest Grove. Eliminate westbound stop at McMenamins Grand Lodge (west of Hwy 47). Add new westbound stop at the TriMet bus stop 1/4 mile east of Hwy 47. Modify westbound routing to save travel time.<br>▪ Add eastbound and westbound stops at Walmart (4th Ave) in Cornelius. | Figure D-28 | - | - | - |
| SN5 | 2 | 3 | | McMinnville-Hillsboro | Fixed-Route | Coordinate with ODOT on shoulder and other improvements to enhance safety of the Cove Orchard stop. | N/A | - | - | - |
| Short-Term | | | | | | | | | | |
| None | | | | | | | | | | |
| Mid-Term | | | | | | | | | | |
| None | | | | | | | | | | |
| Long-Term | | | | | | | | | | |
| SL1 | 3 | 1 | | McMinnville-Hillsboro | Fixed-Route | Add 1 additional early evening trip. This was initially a mid-term priority, but was deferred to the long-term given funding availability; | N/A | 520 | $39,000 | - |

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | however, Washington County and Gaston are able to provide approximately $20,000 towards the cost of adding this trip, which would serve Gaston High School and students returning from after school activities. This has been included in the Near-Term STIF plan (subject to YCTA STIF Advisory Committee approval). | | | | |
| SL2 | 2 | 1 | Additional intercity morning and/or afternoon trips | McMinnville-Hillsboro | Fixed-Route | Add 1 additional morning trip; no additional vehicles required; depending on YCTA's financial and capital resources, and future productivity of these routes, consider adding an additional vehicle to increase frequency during morning and afternoon peak periods (see SV1 - Long-Term Vision). | N/A | 520 | $39,000 | - |
| SL4 | 2 | 2 | Saturday Service Expansion | McMinnville-Hillsboro | Fixed-Route | Add Saturday service between McMinnville and Yamhill/Carlton. Assumes 4 round trips. Phase 1 of Saturday service to Hillsboro. | N/A | 159 | $12,000 | - |
| Long-Term (Vision) | | | | | | | | | | |
| SV1 | 2 | 2 | Increase peak period frequency to Salem and Hillsboro | McMinnville-Hillsboro | Fixed-Route | ▪ Add trips on Route 33 during morning and afternoon commute hours; this would increase frequency. Requires an additional bus on the route.<br>▪ Improve coordination with Grovelink employment area trips. | N/A | 1,040 | $78,000 | 1 medium bus |
| SV2 | 2 | 3 | Expand Saturday service | McMinnville-Hillsboro | Fixed-Route | Extend Route 33 to Hillsboro on Saturdays. Hours/cost in addition to Phase 1 (SL4, McMinnville-Yamhill only) | N/A | 257 | $19,000 | - |
| SV3 | 5 | 3 | Implement Sunday Service | McMinnville-Hillsboro | Fixed-Route | Operate Route 33 on Sundays. Assumes 4 round trips. | N/A | 451 | $34,000 | - |

Notes: [1] Element required for STIF Plan. STIF Plan requires that projects be ranked and allows projects to be submitted at 100% and 130% of projected funding. Preliminary recommendation to be confirmed by YCTA Advisory Committee. [2] Costs in this table reflect an average cost per hour of $75 for fixed-route, $58 for Dial-a-Ride, and $56 for flex-routes, which is the assumed cost for FY 2020. The TDP financial plan assumes costs that are escalated to implementation year.

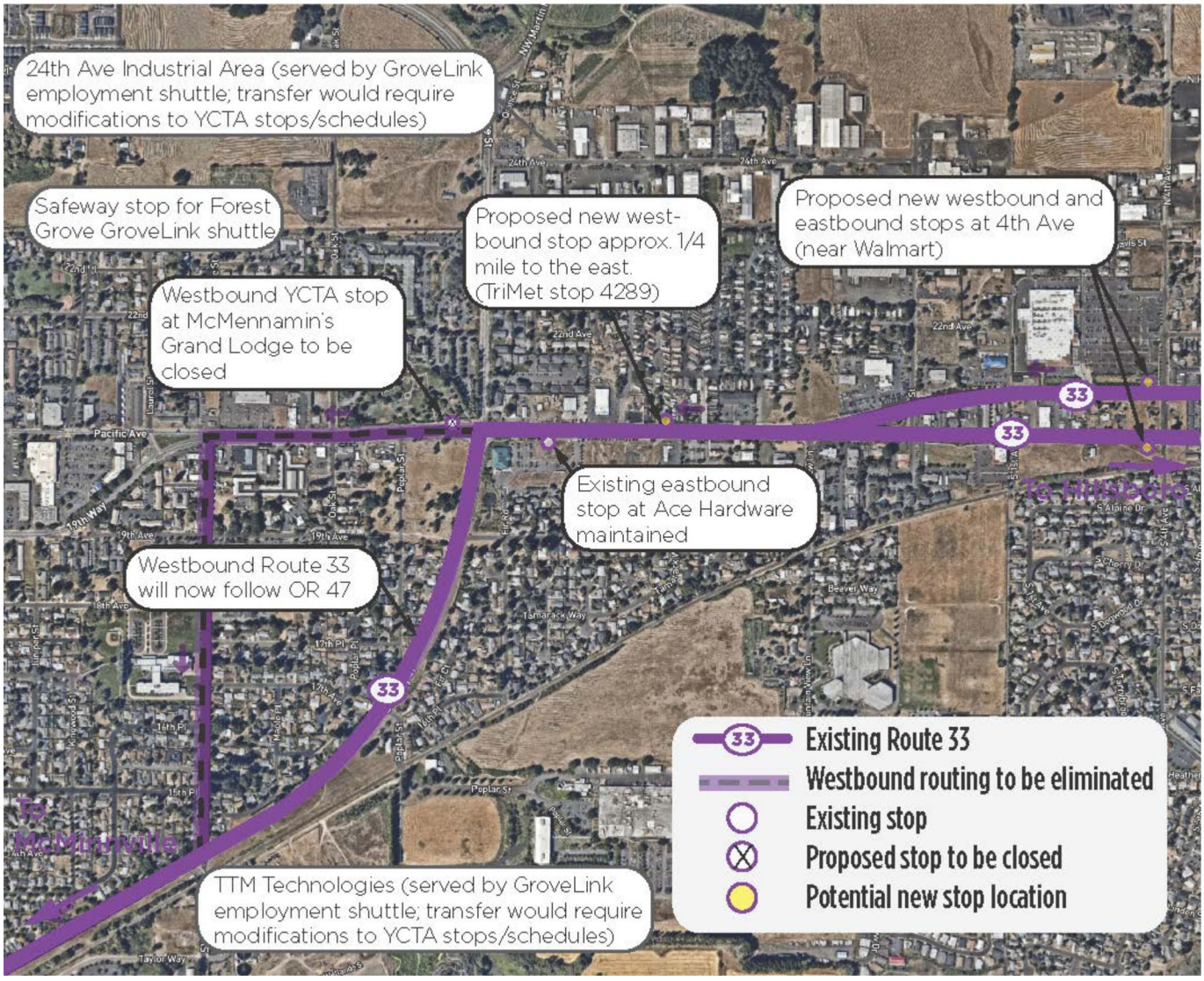
Figure D-27 Service Changes: McMinnville-Hillsboro Corridor Intercity Service (Route 33) - Map



## Route Maps and Details

### Route 33 Forest Grove and Cornelius Stop and Routing

Figure D-28 Proposed Changes to Route 33 in Forest Grove and Cornelius



# SERVICE WITHIN/BETWEEN SMALL CITIES

## Key Improvements

- Shopper shuttle pilot services and community-driven process to design services connecting small cities to intercity transit routes and/or key destinations/services in McMinnville and Newberg

## Key Outreach Ideas/Findings

- Over 60% of online survey respondents preferred a Rural Flex Route model, while 27% supported a rural shopper/medical shuttle

*Additional community input is summarized in TDP Volume II, Section 4: TM #4, Chapter 6 and Appendix A.*

Figure D-29 summarizes service improvements aiming at increasing connectivity within/between small cities and McMinnville/Newberg, by time frame.

Several service models were proposed in TM #4 and taken out to the community for their input in March 2018 (see Figure D-30). In general, there was a preference for the Rural Flex Route model, but based on public comments, some aspects of the other service models, e.g., serving as a feeder to intercity routes, also have appeal in smaller cities. There was general support for using a pilot shopper/medical shuttle to help develop the specific design for each service, which could incorporate a community-driven process (or set of communities). This could evolve into a service that operates more frequently over time in the communities and markets where it is well-utilized.

The service would utilize small vans, which would allow them to serve destinations that are inaccessible in a large bus, such as Deer Meadows Assisted Living in Sheridan.

The service would incorporate on-demand technology to allow them to be used in a more real-time manner, as opposed to traditional demand-response service where reservations are required the previous day.

Note: A shopper/medical shuttle pilot is also included in the McMinnville and Newberg local service sections; due to its proximity Dundee is included in the cost of the Newberg service.

Figure D-30 Small City Service Model Options

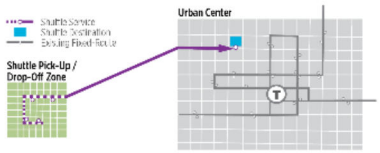
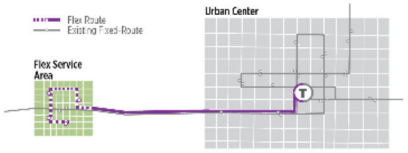
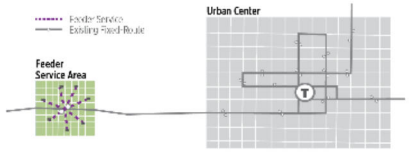
| SERVICE MODEL | RURAL SHOPPER/MEDICAL SHUTTLE | RURAL FLEX ROUTE | | RURAL FEEDER SERVICE | |
|---|---|---|---|---|---|
| Description | Door-to-door service in small cities, with advance reservations, to selected major shopping and medical destinations in McMinnville or Newberg | Scheduled stops in small cities (deviations and curb-to-curb service with advance reservations) directly serving McMinnville or Newberg Transit Centers and selected major shopping and medical destinations | | Curb-to-curb service within small cities, with advance reservations, making timed transfers with intercity buses in each city, and offering trips between points within each city | |
| Image |  |  | |  | |
| # Vehicles | 🚌 | 🚌🚌 | 🚌🚌🚌 | 🚌🚌 | 🚌🚌🚌 |
| Service Days/Hours | Limited days and hours of service: 1 day per week in each service area*, approx. 4 hours per day | Regular all-day service: 2-3 days per week in each service area, approx. 8-5 pm | Regular all-day service: 5 days per week in each service area, approx. 8-5 pm | Regular all-day service: 2-3 days per week in each service area, approx. 8-5 pm | Regular all-day service: 5 days per week in each service area, approx. 8-5 pm |
| Cost | $ | $$$$ ($$ per vehicle) | $$$$$$ ($$ per vehicle) | $$$$ ($$ per vehicle) | $$$$$$ ($$ per vehicle) |

Figure D-31 Service between Small Cities – Table

| Project ID | Task [1] | Priority Tier [1] | Project Name [1] | Service Area(s) | Service Type | Project/Task Description [1] | Map or Other Details | Additional Annual Hours [1] | Additional Annual Operating Cost [1, 2] | New Capital Requirements |
|---|---|---|---|---|---|---|---|---|---|---|
| Near-Term | | | | | | | | | | |
| SN6 | 1 | 2 | Shopper Shuttle | McMinnville, Newberg, Small Cities | Flex Route | Implement shopper shuttle pilot projects in McMinnville, Newberg / Dundee, Yamhill / Carlton, Amity / Sheridan / Willamina, and Dayton / Lafayette (4 hours per day, 1 day per service area; 5 days per week, with up to two additional days in Yamhill/Carlton and Sheridan/Willamina to support medical trip needs such as dialysis where patients may have three appointments per week. Total of 9 days.). | N/A | 1,040 | $60,000 + $48,000 ($108,000 total) | 1 van (+ 1 existing van) |
| Short-Term | | | | | | | | | | |
| SS8 | 1 | 1 | Implement Local Flex Route | Yamhill / Carlton | Flex-Route | Expand shopper shuttle pilot to three days per week, 8 to 10 hour per day operation. Either Yamhill/Carlton or Sheridan/Willamina/Amity are recommended for the short-term. One area could be implemented in the first year of the short-term and the second could be implemented in the second or third year based on available resources in Year 1. | N/A | 1,352 | $78,000 | 1 van |
| SS8 | 2 | 2 | Implement Local Flex Route | Sheridan / Willamina | Flex-Route | | N/A | 1,352 | $78,000 | 1 van |
| Mid-Term | | | | | | | | | | |
| N/A | | | | | | | | | | |
| Long-Term | | | | | | | | | | |
| SL5 | 2 | 1 | Implement/Exp and Local Flex Routes | Sheridan / Willamina | Flex-Route | Expand local flex-route to operate 5 days per week in Sheridan/Willamina. | N/A | 1,040 | $60,000 | - |

Notes: [1] Element required for STIF Plan. STIF Plan requires that projects be ranked and allows projects to be submitted at 100% and 130% of projected funding. Preliminary recommendation to be confirmed by YCTA Advisory Committee. [2] Costs in this table reflect an average cost per hour of $75 for fixed-route, $58 for Dial-a-Ride, and $56 for flex-routes, which is the assumed cost for FY 2020. The TDP financial plan assumes costs that are escalated to implementation year.

# FY 2019-2021 STIF PLAN INFORMATION

## Recommended Definition of a High-Percentage of Low-Income Households

The Statewide Transportation Investment Fund (STIF) guidance[4] and STIF Advisory Committee Bylaws template[5] define a low-income household as:

> *A household the total income of which does not exceed 200% of the poverty guidelines updated periodically in the Federal Register by the U.S. Department of Health and Human Services under the authority of 42 U.S.C. 9902(2) for the 48 Contiguous States and the District of Columbia.*

The STIF guidance provides local discretion for defining a "high-percentage" of low-income households, which is among the criteria used to evaluate STIF projects submitted for funding. The definition must be provided in section 4.3 of the STIF funding plan. The TDP recommends the following methodology for determining a high-percentage of low-income households, or population; the recommended language refers to both population and households based on data availability and to provide YCTA and the YCTA STIF Advisory Committee with more flexibility.[6]

> *A community with a high percentage of low-income households (or population) is defined as having an equal or higher low-income percentage than the county-wide percentage of low-income households (or population). Within a city comprised of multiple Census tracts (i.e., McMinnville and Newberg), an area with a high percentage of low-income households (or population) is defined as a Census tract with an equal or higher percentage of low-income households (or population) than the city-wide percentage of low-income households (or population).*

Figure 2-3 of the TDP (Chapter 2) provides demographic information for Yamhill County. Based on low-income population (see footnote below), communities with an equal or higher low-income (200% of poverty) percentage than the county-wide percentage (36%) are: McMinnville (43%), Newberg (36%), Sheridan (57%), Lafayette (41%), Dayton (39%), and Willamina (43%). Communities with a lower percentage are: Carlton (30%), Dundee (28%), Amity (28%), and Yamhill (19%). (It would be possible for the YCTA STIF Advisory Committee to use a different method or standard to make this determination.) In

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[4] ODOT, STIF Application Guidance. https://www.oregon.gov/ODOT/RPTD/RPTD%20Committee%20Meeting%20Documents/STIF-Application-Guidance.pdf

[5] ODOT, Model STIF Advisory Committee Bylaws Template. https://tinyurl.com/ydgs9w45

[6] The STIF regulations enacted by the Oregon Legislature in HB 2017 refer to low-income households. The American Community Survey (ACS) provides poverty information for households, families, and individuals; however, a breakdown of 200% of the federal poverty level (the STIF definition of low-income) is only available for families (Table S1702) and population (Table S1701). Households include all person who occupy a housing unit including a single family, one person living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements. Population data is for the population for whom poverty status is determined, which excludes institutionalized people (e.g., prisons), people in military group quarters, people in college dormitories, and unrelated individuals under 15 years old. In addition, based on the same data availability limitations, the Remix software calculates the share of the *population* within a ½-mile of transit stops. It is possible to convert from population to households based on average household size (calculated as people in occupied housing units [96,886] divided by total housing units [35,002], from 2016 ACS 5-Year Estimate, Table DP04, equal to 2.8 people per household, rounded to nearest 0.1).

addition, within McMinnville and Newberg it is possible to use Census Tract data to identify different areas in these larger cities that have a high-percentage of low-income households; the recommended comparison is to the city-wide percentage of low-income population.

## FY 2019-2021 STIF Plan Summary

STIF Plans (applications) must be received by ODOT no later than November 1, 2018 for the first round of funding opportunity or May 1, 2019 for the second round of funding opportunity. The template requires that projects submitted in the STIF Plan identify which of the following STIF Criteria and Oregon Public Transportation Plan (OPTP) goals (and policies; not listed) are met. The table below lists the preliminary STIF revenue projections for YCTA in the current funding cycle, and 130% of the projected funding level (recipients are encouraged to submit a "130%" list in case revenues exceed projections, and the request can exceed 130% if desired).

Figure D-32 STIF Revenue Projections for Yamhill County

| Year | TDP Time Frame | Preliminary Revenue Projection | 130% of Projection |
|---|---|---|---|
| FY 2019 | Near-Term | $496,000 | $645,000 |
| FY 2020 | Short-Term | $1,127,000 | $1,465,000 |
| FY 2021 | Short-Term | $1,275,000 | $1,658,000 |

Figure D-33 summarizes funding requested through STIF. Actual funding is constrained by revenue received.

Figure D-33 STIF Plan Project Summary

| Category | Fiscal Year | | |
|---|---|---|---|
| | 2019 | 2020 | 2021 |
| 100% List | $640,161 | $1,100,699 | $1,173,115 |
| 100% with Planning/Administration | $43,300 | $26,800 | $12,900 |
| **Total 100% List** | **$683,461** | **$1,127,499** | **$1,186,015** |
| 130% List | $35,000 | $365,000 | $425,000 |
| 130% List with Planning/Administration | $0 | $0 | $19,100 |
| **Total 130% List** | **$35,000** | **$365,000** | **$444,100** |
| **Overall Total** | **$718,461** | **$1,492,499** | **$1,630,115** |
| Preliminary Revenue Projection | $496,000 | $1,127,000 | $1,275,000 |
| 130% of Projection | $645,000 | $1,465,000 | $1,658,000 |

YCTA needs to rate the projects based on STIF criteria established in the legislation. Figure D-34 summarizes the allocations. A minimum of 1% of funding needs to serve students in Grades 9-12 and the YCTA STIF Plan should exceed that threshold. Not all project types are allocated to STIF criteria, so the amounts are less than the total STIF plan requested funding amount.

Figure D-34 STIF Criteria and YCTA STIF Plan Draft Allocations

| STIF Criteria | | FY 2019 | FY 2020 | FY 2021 | Total | % of Total |
|---|---|---|---|---|---|---|
| Criterion 1 | Increased frequency of bus service to areas with a high percentage of Low-Income Households. | $334,750 | $619,750 | $603,600 | $1,558,100 | 47% |
| Criterion 2 | Expansion of bus routes and bus services to serve areas with a high percentage of Low-Income Households. | $148,500 | $511,500 | $607,000 | $1,267,000 | 38% |
| Criterion 3 | Fund the implementation of programs to reduce fares for public transportation in communities with a high percentage of Low-Income Households. | $0 | $0 | $0 | $0 | 0% |
| Criterion 4 | Procurement of low or no emission buses for use in areas with 200,000 or more. | $0 | $0 | $0 | $0 | 0% |
| Criterion 5 | The improvement in the frequency and reliability of service between communities inside and outside of the Qualified Entity's service area. | $26,250 | $57,750 | $70,700 | $154,700 | 5% |
| Criterion 6 | Coordination between Public Transportation Service Providers to reduce fragmentation in the provision of transportation services. | $0 | $28,500 | $40,700 | $69,200 | 2% |
| Criterion 7 | Implementation of programs to provide student transit service for students in grades 9-12. | $32,500 | $111,500 | $116,000 | $260,000 | 8% |
| Total | | $542,000 | $1,329,000 | $1,438,000 | $3,309,000 | 100% |

Each project also needs to be evaluated based on meeting one or more of the following Oregon Public Transportation Plan (OPTP) Goals. Draft ratings are provided, but are omitted from the draft STIF input tables below due to space limitations.

**Goal 1 Mobility: Public Transportation User Experience** -- People of all ages, abilities, and income levels move reliably and conveniently between destinations using an affordable, well-coordinated public transportation system. People in Oregon routinely use public transportation to meet their daily needs.

**Goal 2: Accessibility and Connectivity** -- Riders experience user-friendly and convenient public transportation connections to and between services and travel modes in urban, suburban, rural, regional, and interstate areas.

G**oal 3: Community Livability and Economic Vitality** -- Public transportation promotes community livability and economic vitality by efficiently and effectively moving people of all ages to and from homes, jobs, businesses, schools and colleges, and other destinations in urban, suburban, and rural areas.

**Goal 4: Equity** -- Public transportation provides affordable, safe, efficient, and equitable transportation to jobs, services, and key destinations, improving quality of life for all Oregonians.

**Goal 5: Health** -- Public transportation fosters improved health of Oregonians by promoting clean air, enhancing connections between people, enabling access to services such as health care and goods such as groceries, and by giving people opportunities to integrate physical activity into everyday life through walking and bicycling to and from public transportation.

**Goal 6: Safety and Security** -- Public transportation trips are safe; riders feel safe and secure during their travel. Public transportation contributes to the resilience of Oregon communities.

**Goal 7: Environmental Sustainability** -- Public transportation contributes to a healthy environment and climate by moving more people with efficient, low-emission vehicles, reducing greenhouse gases and other pollutants.

**Goal 8: Land Use** -- Public transportation is a tool that supports Oregon's state and local land use goals and policies. Agencies collaborate to ensure public transportation helps shape great Oregon communities providing efficient and effective travel options in urban, suburban, and rural areas.

**Goal 9: Funding and Strategic Investment** -- Strategic investment in public transportation supports the overall transportation system, the economy, and Oregonians' quality of life. Sustainable and reliable funding enables public transportation services and infrastructure to meet public needs.

**Goal 10: Communication, Collaboration, and Coordination** -- Public and private transportation providers and all levels of government within the state and across state boundaries work collaboratively and foster partnerships that make public transportation seamless regardless of jurisdiction.

## FY 2019-2021 STIF Plan Inputs

Figure D-35 provides information for YCTA to use in completing the ODOT STIF formula funds application template.[7] The table is spread across four pages (two across); some columns are not included below due to space limitations. Figure D-36 provides additional detail for rolling stock (bus) projects. The final submission may vary from these values.

[7] ODOT, STIF Application Template. https://www.cognitoforms.com/ODOT2/STIFPlanTemplate

Figure D-35 FY 2019-2021 STIF Application Template Information, Near-Term/Short-Term Projects: Page 1/4

| TDP Project ID | TDP Task | TDP Time Frame | Initial Impl. Year | Project Name | Service Area(s) | Project/Task Description | Plan Page # | STIF Plan Project & Task | 100% or 130% List [2] | Committee Rank (10/18/18) | Project Rank within 100% or 130% List [2] | One-Time Planning/ Admin Cost (10%) [4] | Hold for Future STIF Plan Period | Share to Improve/ Expand Service | Service Type | STIF % of Funding | # of Years | Total Revenue Hours (STIF Plan Period) | Total Revenue Miles (STIF Plan Period) | Total Rides (STIF Plan Period) [3] | Population with Access to Transit [4] | Low-Income House-Holds Access to Transit [4] | New Shared Stops with Other Providers (#) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CN1 | - | Near-Term to Short-Term | 2019 | Bus Local Match | System-wide | Replace end-of-life vehicles with low-floor vehicles branded for and matched to each service type; Acquire new vehicles to support SN1.3, SN 1.4, and SN 6.1. [See STIF Bus Task Detail for task-level inputs] | 7-5, 7-12 | 1 | 100% | 1 | 1 | - | No | 100% | N/A | 100% | 3 | N/A | N/A | N/A | N/A | N/A | N/A |
| SN1 | 3 | Near-Term | 2019 | McMinnville Local Service Capacity, Coverage, and Service Hours | McMinnville | Modify Route 3 to provide more service to Winco/Walmart area, two-way service on Evans and 27th St, and service on McDaniel Ln (Senior Center). Requires additional half bus. | 6-28, D-9, D-10 | 2.1 | 100% | 2 | 2.1 | Yes | No | 100% | Fixed-Route | 100% | 3 | 4,290 | 101,244 | 67,800 | 9,207 | 1,828 | No |
| SN1 | 4 | Near-Term | 2019 | McMinnville Local Service Capacity, Coverage, and Service Hours | McMinnville | Modify Route 4 (current 2 West) to extend along 2nd St west of Hill Rd, providing service for additional residents, and south to Booth Bend Rd to provide direct access to Roths, Bi-Mart, and Albertsons. Accomplished using the remaining half bus from the Route 3 modification. | 6-28, D-12 | 2.2 | 100% | 2 | 2.2 | Yes | No | 100% | Fixed-Route | 100% | 3 | 4,290 | 49,764 | 56,100 | 3,294 | 738 | No |
| SN1 | 5 | Near-Term | 2019 | McMinnville Local Service Capacity, Coverage, and Service Hours | McMinnville | Morning Service: 1 additional hour for Route 2 and 4 (start at 7:00 AM). | 6-28 | 2.3 | 100% | 2 | 2.3 | - | No | 100% | Fixed-Route | 100% | 3 | 780 | 4,524 | 10,200 | 3,294 | 738 | No |
| CN2 | 1 | Near-Term to Short-Term | 2019 | Bus Stop Improvements | System-wide | Sign and Mark Bus Stops; communicates where vehicles stop and the presence of transit in the community. Stop improvement program (benches, shelters, pads, and other amenities) provides comfortable, dignified places for passengers to catch the bus. Planning. | 7-7, 7-12 | 3.1 | 100% | 3 | 3 | Yes | No | 100% | N/A | 100% | 1 | N/A | N/A | N/A | N/A | N/A | N/A |
| CN2 | 2 | Near-Term to Short-Term | 2019 | Bus Stop Improvements | System-wide | Sign and Mark Bus Stops; communicates where vehicles stop and the presence of transit in the community. Stop improvement program (benches, shelters, pads, and other amenities) provides comfortable, dignified places for passengers to catch the bus. Signing/Marking. | 7-7, 7-12 | 3.2 | 100% | 3 | 3 | No | No | 100% | N/A | 100% | 3 | N/A | N/A | N/A | N/A | N/A | N/A |
| CN2 | 3 | Near-Term to Short-Term | 2019 | Bus Stop Improvements | System-wide | Sign and Mark Bus Stops; communicates where vehicles stop and the presence of transit in the community. Stop improvement program (benches, shelters, pads, and other amenities) provides comfortable, dignified places for passengers to catch the bus. Shelters and other stop improvements. | 7-7, 7-12 | 3.3 | 100% | 3 | 3 | No | No | 100% | N/A | 100% | 2 | N/A | N/A | N/A | N/A | N/A | N/A |
| CN3 | 1 | Near-Term to Short-Term | 2019 | Technology Enhancements | System-wide | Technology Enhancements (1) Mobile surveillance solution for reliable, real time tracking for 33 buses to increase efficiency and camera coverage inside & out to promote passenger safety. (2) Automated Stop Announcements. | 9-11 to 9-12 | 4.1 | 100% | 4 | 4 | No | No | 100% | N/A | 100% | 2 | N/A | N/A | N/A | N/A | N/A | N/A |
| SN3 | 1 | Near-Term | 2019 | McMinnville-Newberg Connector | McMinnville-Tigard | Phase 1 of project to add trips on Route 44 to provide more frequent, consistent service between McMinnville and Newberg. Added trips would not continue to Sherwood/Tigard. Uses existing buses serving Routes 44/45x. | 6-28, D-24 | 5.1 | 100% | 5 | 5 | Yes | No | 100% | Fixed-Route | 100% | 3 | 3,120 | 51,174 | 34,800 | 27,426 | 4,222 | No |
| SN6 | 1 | Near-Term | 2019 | Implement Shopper Shuttles/Local Flex Routes | McMinnville, Newberg, Small Cities | Implement shopper shuttle pilot projects in McMinnville, Newberg / Dundee, Yamhill / Carlton, Amity / Sheridan / Willamina, and Dayton / Lafayette (4 hours per day, 1 day per service area; 5 days per week, with up to two additional days in Yamhill/Carlton and Sheridan/Willamina to support medical trip needs such as dialysis where patients may have three appointments per week. Total of 9 days.) | 6-29, D-45 | 6.1 | 100% | 6 | 6 | Yes | No | 100% | Demand-Response | 100% | 3 | 5,616 | 64,099 | 23,400 | 77,716 | 10,388 | No |
| SM1 | 1 | Mid-Term | 2020 | McMinnville Saturday Service | McMinnville | Add local service on Saturdays. Assumes 2 fixed-route vehicles for 10 hours, e.g., 8 AM-6PM. | 6-29 | 7.1 | 100% | 7 | 7 | Yes | No | 100% | Fixed-Route | 100% | 2 | 2,080 | 18,304 | 30,000 | 12,501 | 2,566 | No |
| SM1 | 2 | Mid-Term | 2020 | McMinnville Saturday Service | McMinnville | Add local service on Saturdays. Assumes 1 Demand-Response vehicles for 10 hours, e.g., 8 AM-6PM. | 6-29 | 7.2 | 100% | 8 | 8 | Yes | No | 100% | Demand-Response | 100% | 2 | 1,040 | 11,870 | 3,200 | 33,185 | 4,835 | No |
| CN4 | 4 | Near-Term | 2019 | CCC Access Gate | McMinnville | Gate access and roadway improvements at Chemeketa Community College in McMinnville. Enables service to Virginia Garcia clinic and other housing east of Norton Lane. | 7-7, 7-12 | 8.1 | 100% | 9 | 9 | Yes | No | 100% | N/A | 100% | 1 | N/A | N/A | N/A | N/A | N/A | N/A |
| CN5 | 3 | Near-Term | 2019 | Marketing | System-wide | Support vehicle and other branding and marketing. | 7-12, 9-8 | 9.1 | 100% | 10 | 10 | Yes | No | 100% | N/A | 100% | 0 | N/A | N/A | N/A | N/A | N/A | N/A |
| SS7 | 1 | Short-Term | 2021 | Additional Grand Ronde evening trip | McMinnville-Grand Ronde | Add an additional evening trip, timed to serve work shifts at the Spirit Mountain Casino and improve connections to/from TCTD 60X Coastal Connector route serving Lincoln City (at Spirit Mountain Casino or Grand Ronde Community Center). Timing should be determined in consultation with TCTD and Spirit Mountain. Improves regional coordination and job access. | 6-29 | 10.1 | 100% | 11 | 11 | Yes | No | 100% | Fixed-Route | 100% | 1 | 503 | 7,410 | 4,400 | 11,512 | 2,261 | No |
| SS2 | 1 | Short-Term | 2020 | McMinnville Evening Service | McMinnville | Early Evening Service. Add 1 additional hour of service in the evening (last trip leaves at 6:00 or 6:30 pm). Assumes 3 buses (all routes). | 6-29 | 11.1 | 100% | 12 | 12.1 | - | No | 100% | Fixed-Route | 100% | 2 | 1,560 | 11,960 | 22,600 | 25,686 | 5,037 | N/A |

Figure D-35 FY 2019-2021 STIF Application Template Information, Near-Term/Short-Term Projects: Page 2/4

| TDP Project ID | TDP Task | TDP Time Frame | Initial Impl. Year | Project Name | Service Area(s) | Project/Task Description | Plan Page # | STIF Plan Project & Task | 100% or 130% List [2] | Committee Rank (10/18/18) | Project Rank within 100% or 130% List [2] | One-Time Planning/ Admin Cost (10%) [4] | Hold for Future STIF Plan Period | Share to Improve/ Expand Service | Service Type | STIF % of Funding | | | # of Years | Total Revenue Hours (STIF Plan Period) | Total Revenue Miles (STIF Plan Period) | Total Rides (STIF Plan Period) [3] | Population with Access to Transit [4] | Low-Income House-Holds Access to Transit [4] | New Shared Stops with Other Providers (#) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SS2 | 2 | Short-Term | 2020 | McMinnville Evening Service | McMinnville | Early Evening Service: Add 1 additional hour of service in the evening (last trip leaves at 6:00 or 6:30 pm). Assumes 3 buses (all routes). | 6-29 | 11.2 | 100% | 12 | 12.2 | - | No | 100% | Demand-Response | 100% | | | 2 | 1,040 | 5,935 | 3,200 | 33,185 | 4,835 | N/A |
| SS5 | 1 | Short-Term | 2020 | McMinnville-Newberg Connector | McMinnville-Tigard | Phase 2 of near-term project to add trips on Route 44 to provide more frequent, consistent service between McMinnville and Newberg. Added trips would not continue to Sherwood/Tigard. Uses existing buses serving Routes 44/45x. | 6-29, D-24 | 12.1 | 100% | 13 | 13 | - | No | 100% | Fixed-Route | 100% | | | 2 | 2,080 | 34,116 | 23,200 | 27,426 | 4,222 | N/A |
| SS3 | 1 | Short-Term | 2020 | Newberg Early Evening Service | Newberg | Add 1/2 hour of service in the evening (last trip leaves at 6:00 or 6:30 pm). Assumes 2 buses (all routes). | 6-29 | 13.1 | 100% | 14 | 14.1 | - | No | 100% | Fixed-Route | 100% | | | 2 | 520 | 2,340 | 3,200 | 19,571 | 2,695 | N/A |
| SS3 | 2 | Short-Term | 2020 | Newberg Early Evening Service | Newberg | Add 1/2 hour of demand-response service in the evening; this includes complementary ADA Paratransit. Assumes 1 vehicles. | 6-29 | 13.2 | 100% | 14 | 14.2 | - | No | 100% | Demand-Response | 100% | | | 2 | 260 | 2,968 | 800 | 22,566 | 2,744 | N/A |
| SS8 | 1 | Short-Term | 2020 | Implement Shopper Shuttles/Local Flex Routes | Yamhill / Carlton | Expand shopper shuttle pilot to three days per week, 8 to 10 hour per day operation. Either Yamhill/Carlton or Sheridan/Willamina/Amity are recommended for the short-term. One area could be implemented in the first year of the short-term and the second could be implemented in the second or third year based on available resources in Year 1. | 6-29, D-45 | 14.1 | 100% | 15 | 15 | Yes | No | 100% | Demand-Response | 100% | | | 2 | 1,040 | 59,351 | 12,400 | 3,001 | 271 | No |
| SS8 | 2 | Short-Term | 2021 | Implement Shopper Shuttles/Local Flex Routes | Sheridan / Willamina | Expand shopper shuttle pilot to three days per week, 8 to 10 hour per day operation. Either Yamhill/Carlton or Sheridan/Willamina/Amity are recommended for the short-term. One area could be implemented in the first year of the short-term and the second could be implemented in the second or third year based on available resources in Year 1. | 6-29, D-45 | 15.1 | 100% | 16 | 16 | Yes | No | 100% | Demand-Response | 100% | | | 1 | 1,352 | 20,179 | 6,200 | 9,417 | 1,316 | No |
| SS6 | 1 | Short-Term | 2020 | Extension to Downtown Salem | McMinnville-Salem | Extend Route 11 to Downtown Salem Transit Center. Route 11 would still stop along Wallace Rd in West Salem. In conjunction with this change, rename Route 11 (e.g., to 80x) to avoid confusion with Cherriots Route 11. | 6-29, D-31 | 16.1 | 100% | 17 | 17 | Yes | No | 100% | Fixed-Route | 100% | | | 2 | 1,517 | 69,403 | 12,800 | 13,784 | 2,782 | Yes (1) |
| SL1 | 3 | Long-Term | 2019 | Additional intercity later evening service | McMinnville-Hillsboro | Add 1 additional early evening trip. This was deferred to the long-term given funding availability; however, Washington County and Gaston are able to contribute towards the cost of adding this trip, which would serve Gaston High School and students returning from after school activities. Cost represents the total cost to YCTA (before Washington County/Gaston contributions. | 6-30, D-41 | 17.1 | 130% | *18* | *1* | - | No | 100% | Fixed-Route | 100% | | | 3 | 1,560 | 24,860 | 15,600 | 18,751 | 3,602 | No |
| CS1 | 1 | Short-Term | 2021 | Capital Reserve | System-wide | Establish and contribute to a capital reserve fund (e.g., to be used for local matching funds for vehicle grants) | 7-7, 7-12 | 19.1 | 130% | | 2 | No | Yes | 100% | N/A | | | | 2 | N/A | | | | | |
| SM3 | 1 | Mid-Term | 2021 | Newberg Demand-Response Capacity | Newberg | Restore Newberg Dial-a-Ride to two vehicles, assuming that fixed-route ridership meets standards and additional paratransit capacity is required based on service standards. | 6-29, D-16 | 18.1 | 130% | 19 | 3 | No | No | 100% | Demand-Response | 100% | | | 2 | 4,160 | 47,481 | 12,400 | 22,566 | 2,744 | No |
| SL7 | 1 | Long-Term | 2021 | McMinnville Early Morning Service | McMinnville | Start McMinnville local fixed-route service at 6 AM. Assumes 3 buses. | 6-30 | 20.1 | 130% | | 4 | Yes | No | 100% | Fixed-Route | 100% | | | 2 | 1,560 | 0 | 22,600 | 25,686 | 5,037 | No |
| SL7 | 2 | Long-Term | 2021 | McMinnville Early Morning Service | McMinnville | Start McMinnville demand-response service hours at 6 AM. Assumes 1 Dial-a-Ride vehicle. | 6-30 | 20.2 | 130% | | 5 | Yes | No | 100% | Demand-Response | 100% | | | 2 | 520 | 5,935 | 1,600 | 33,185 | 4,835 | No |
| SL7 | 3 | Long-Term | 2021 | McMinnville Evening Service | McMinnville | Extend McMinnville local fixed-route service hours to 9 PM (last trips leave transit center at 8:00 or 8:30 PM). Assumes 2 buses (reduced coverage or lower frequency than daytime operation). | 6-30 | 21.1 | 130% | | 6 | Yes | No | 100% | Fixed-Route | 100% | | | 2 | 2,080 | 0 | 28,600 | 16,479 | 3,209 | No |
| SL7 | 4 | Long-Term | 2021 | McMinnville Evening Service | McMinnville | Extend McMinnville demand-response service hours to 9 PM; assumes 1 Dial-a-Ride vehicle. | 6-30 | 21.2 | 130% | | 7 | Yes | No | 100% | Demand-Response | 100% | | | 2 | 1,040 | 11,870 | 3,200 | 33,185 | 4,835 | No |

Notes
[1] Priority tier is a TDP recommendation, which should be confirmed by the YCTA advisory committee for submission in YCTA's STIF Plan (see "Rank within 100% or 130% list).
[2] The STIF Plan requires that projects be ranked and allows projects to be submitted at 100% and 130% of projected funding, in order to help prioritize depending on actual funds available. The list and ranking is a YCTA STIF Advisory Committee decision.
[3] Assumes productivity based on the ridecheck conducted in April/May 2017; ranges from 13.1 to 15.8 riders per hour on McMinnville local routes and 8.5 to 11.2 riders per hour on intercity routes. Productivity was assumed to be 3 riders per hour for Dial-A-Ride, 4 riders per hour for flex-route/shuttles, and 6 riders per hour for Newberg local routes.
[4] Transit access within 1/2 mile of fixed-route stops, or within the service area (typically city or cities) for demand-response or flex-route services.
[5] 10% allowance for administration and planning are included where needed to implement the project.

Figure D-35 FY 2019-2021 STIF Application Template Information, Near-Term/Short-Term Projects: Page 3/4

| TDP Project ID | TDP Task | TDP Time Frame | Initial Impl. Year | Project Name | Service Area(s) | Project/Task Description | Plan Page # | STIF Plan Project & Task | Supports Grade 9-12 Student Transp. | # Students Served | Category | Category Description (Lookup) | Activity Type | Activity Type Description (Lookup) | Activity Detail | Activity Detail Description (Lookup) | Annual Operating or One-Time Capital Cost (Escalated to year-of-expenditure dollars) | | | Planning & Admin (10% one-time)[3] |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | | | | FY 2019 | FY 2020 | FY 2021 | |
| CN1 | - | Near-Term to Short-Term | 2019 | Bus Local Match | System-wide | Replace end-of-life vehicles with low-floor vehicles branded for and matched to each service type; Acquire new vehicles to support SN1.3, SN 1.4, and SN 6.1. [See STIF Bus Task Detail for task-level inputs] | 7-5, 7-12 | 1 | N/A | - | 111-00 | Bus Rolling Stock | See STIF Bus Task Detail | #N/A | See STIF Bus Task Detail | #N/A | $128,451 | $136,699 | $110,115 | $0 |
| SN1 | 3 | Near-Term | 2019 | McMinnville Local Service Capacity, Coverage, and Service Hours | McMinnville | Modify Route 3 to provide more service to Winco/Walmart area, two-way service on Evans and 27th St, and service on McDaniel Ln (Senior Center). Requires additional half bus. | 6-28, D-9, D-10 | 2.1 | Yes | 2,176 | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $95,000 | $107,000 | $110,000 | $11,000 |
| SN1 | 4 | Near-Term | 2019 | McMinnville Local Service Capacity, Coverage, and Service Hours | McMinnville | Modify Route 4 (current 2 West) to extend along 2nd St west of Hill Rd, providing service for additional residents, and south to Booth Bend Rd to provide direct access to Roths, Bi-Mart, and Albertsons. Accomplished using the remaining half bus from the Route 3 modification. | 6-28, D-12 | 2.2 | No | - | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $95,000 | $107,000 | $110,000 | $11,000 |
| SN1 | 5 | Near-Term | 2019 | McMinnville Local Service Capacity, Coverage, and Service Hours | McMinnville | Morning Service: 1 additional hour for Route 2 and 4 (start at 7:00 AM). | 6-28 | 2.3 | Yes | 2,176 | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $17,000 | $20,000 | $20,000 | $0 |
| CN2 | 1 | Near-Term to Short-Term | 2019 | Bus Stop Improvements | System-wide | Sign and Mark Bus Stops; communicates where vehicles stop and the presence of transit in the community. Stop improvement program (benches, shelters, pads, and other amenities) provides comfortable, dignified places for passengers to catch the bus. Planning. | 7-7, 7-12 | 3.1 | N/A | - | 442-00 | Planning | 44.22 | Planning | 44.22.00 | Planning | $10,000 | $0 | $0 | $1,000 |
| CN2 | 2 | Near-Term to Short-Term | 2019 | Bus Stop Improvements | System-wide | Sign and Mark Bus Stops; communicates where vehicles stop and the presence of transit in the community. Stop improvement program (benches, shelters, pads, and other amenities) provides comfortable, dignified places for passengers to catch the bus. Signing/Marking. | 7-7, 7-12 | 3.2 | N/A | - | 113-00 | Bus Stations/Stops/Terminals | 11.33 | Construction of Bus Stations / Terminal | 11.33.09 | Bus Route Signing | $20,000 | $10,000 | $10,000 | $0 |
| CN2 | 3 | Near-Term to Short-Term | 2019 | Bus Stop Improvements | System-wide | Sign and Mark Bus Stops; communicates where vehicles stop and the presence of transit in the community. Stop improvement program (benches, shelters, pads, and other amenities) provides comfortable, dignified places for passengers to catch the bus. Shelters and other stop improvements. | 7-7, 7-12 | 3.3 | N/A | - | 113-00 | Bus Stations/Stops/Terminals | 11.33 | Construction of Bus Stations / Terminal | 11.33.10 | Bus Passenger Shelters | $0 | $25,000 | $25,000 | $0 |
| CN3 | 1 | Near-Term to Short-Term | 2019 | Technology Enhancements | System-wide | Technology Enhancements (1) Mobile surveillance solution for reliable, real time tracking for 33 buses to increase efficiency and camera coverage inside & out to promote passenger safety. (2) Automated Stop Announcements. | 9-11 to 9-12 | 4.1 | N/A | - | 113-00 | Bus Stations/Stops/Terminals | 11.42 | Acquisition | 11.42.09 | Surveillance / Security (Bus) | $100,000 | $50,000 | $0 | $0 |
| SN3 | 1 | Near-Term | 2019 | McMinnville-Newberg Connector | McMinnville-Tigard | Phase 1 of project to add trips on Route 44 to provide more frequent, consistent service between McMinnville and Newberg. Added trips would not continue to Sherwood/Tigard. Uses existing buses serving Routes 44/45x. | 6-28, D-24 | 5.1 | Yes | 330 | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $69,000 | $78,000 | $80,000 | $8,000 |
| SN6 | 1 | Near-Term | 2019 | Implement Shopper Shuttles/Local Flex Routes | McMinnville, Newberg, Small Cities | Implement shopper shuttle pilot projects in McMinnville, Newberg / Dundee, Yamhill / Carlton, Amity / Sheridan / Willamina, and Dayton / Lafayette (4 hours per day, 1 day per service area; 5 days per week, with up to two additional days in Yamhill/Carlton and Sheridan/Willamina to support medical trip needs such as dialysis where patients may have three appointments per week. Total of 9 days.). | 6-29, D-45 | 6.1 | No | - | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $101,000 | $106,000 | $108,000 | $10,800 |
| SM1 | 1 | Mid-Term | 2020 | McMinnville Saturday Service | McMinnville | Add local service on Saturdays. Assumes 2 fixed-route vehicles for 10 hours, e.g., 8 AM-6PM. | 6-29 | 7.1 | No | - | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $0 | $84,000 | $84,000 | $8,400 |
| SM1 | 2 | Mid-Term | 2020 | McMinnville Saturday Service | McMinnville | Add local service on Saturdays. Assumes 1 Demand-Response vehicles for 10 hours, e.g., 8 AM-6PM. | 6-29 | 7.2 | No | - | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $0 | $36,000 | $36,000 | $3,600 |
| CN4 | 4 | Near-Term | 2019 | CCC Access Gate | McMinnville | Gate access and roadway improvements at Chemeketa Community College in McMinnville. Enables service to Virginia Garcia clinic and other housing east of Norton Lane. | 7-7, 7-12 | 8.1 | N/A | - | 113-00 | Bus Stations/Stops/Terminals | 11.33 | Construction of Bus Stations / Terminal | 11.33.07 | Surveillance / Security Equipment | $15,000 | $0 | $0 | $1,500 |
| CN5 | 3 | Near-Term | 2019 | Marketing | System-wide | Support vehicle and other branding and marketing. | 7-12, 9-8 | 9.1 | N/A | - | 300-00 | Operations | 30.09 | Operating Assistance | 44.26.14 | Communicatons | $0 | $0 | $0 | $0 |
| SS7 | 1 | Short-Term | 2021 | Additional Grand Ronde evening trip | McMinnville-Grand Ronde | Add an additional evening trip, timed to serve work shifts at the Spirit Mountain Casino and improve connections to/from TCTD 60X Coastal Connector route serving Lincoln City (at Spirit Mountain Casino or Grand Ronde Community Center). Timing should be determined in consultation with TCTD and Spirit Mountain. Improves regional coordination and job access. | 6-29 | 10.1 | No | - | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $0 | $0 | $39,000 | $3,900 |
| SS2 | 1 | Short-Term | 2020 | McMinnville Evening Service | McMinnville | Early Evening Service: Add 1 additional hour of service in the evening (last trip leaves at 6:00 or 6:30 pm). Assumes 3 buses (all routes). | 6-29 | 11.1 | Yes | 2,176 | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $0 | $60,000 | $60,000 | $0 |

Figure D-35 FY 2019-2021 STIF Application Template Information, Near-Term/Short-Term Projects: Page 4/4

| TDP Project ID | TDP Task | TDP Time Frame | Initial Impl. Year | Project Name | Service Area(s) | Project/Task Description | Plan Page # | STIF Plan Project & Task | Supports Grade 9-12 Student Transp. | # Students Served | Category | Category Description (Lookup) | Activity Type | Activity Type Description (Lookup) | Activity Detail | Activity Detail Description (Lookup) | Annual Operating or One-Time Capital Cost (Escalated to year-of-expenditure dollars) | | | Planning & Admin (10% one-time)[5] |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | | | | FY 2019 | FY 2020 | FY 2021 | |
| SS2 | 2 | Short-Term | 2020 | McMinnville Evening Service | McMinnville | Early Evening Service: Add 1 additional hour of service in the evening (last trip leaves at 6:00 or 6:30 pm). Assumes 3 buses (all routes). | 6-29 | 11.2 | Yes | 2,176 | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $0 | $30,000 | $34,000 | $0 |
| SS5 | 1 | Short-Term | 2020 | McMinnville-Newberg Connector | McMinnville-Tigard | Phase 2 of near-term project to add trips on Route 44 to provide more frequent, consistent service between McMinnville and Newberg. Added trips would not continue to Sherwood/Tigard. Uses existing buses serving Routes 44/45x. | 6-29, D-24 | 12.1 | Yes | 330 | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $0 | $78,000 | $80,000 | $0 |
| SS3 | 1 | Short-Term | 2020 | Newberg Early Evening Service | Newberg | Add 1/2 hour of service in the evening (last trip leaves at 6:00 or 6:30 pm). Assumes 2 buses (all routes). | 6-29 | 13.1 | Yes | 1,619 | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $0 | $20,000 | $20,000 | $0 |
| SS3 | 2 | Short-Term | 2020 | Newberg Early Evening Service | Newberg | Add 1/2 hour of demand-response service in the evening; this includes complementary ADA Paratransit. Assumes 1 vehicles. | 6-29 | 13.2 | Yes | 1,619 | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $0 | $8,000 | $9,000 | $0 |
| SS8 | 1 | Short-Term | 2020 | Implement Shopper Shuttles/Local Flex Routes | Yamhill / Carlton | Expand shopper shuttle pilot to three days per week. 8 to 10 hour per day operation. Either Yamhill/Carlton or Sheridan/Willamina/Amity are recommended for the short-term. One area could be implemented in the first year of the short-term and the second could be implemented in the second or third year based on available resources in Year 1. | 6-29, D-45 | 14.1 | No | - | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $0 | $88,000 | $90,000 | $9,000 |
| SS8 | 2 | Short-Term | 2021 | Implement Shopper Shuttles/Local Flex Routes | Sheridan / Willamina | Expand shopper shuttle pilot to three days per week. 8 to 10 hour per day operation. Either Yamhill/Carlton or Sheridan/Willamina/Amity are recommended for the short-term. One area could be implemented in the first year of the short-term and the second could be implemented in the second or third year based on available resources in Year 1. | 6-29, D-45 | 15.1 | No | - | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $0 | $0 | $90,000 | $9,000 |
| SS6 | 1 | Short-Term | 2020 | Extension to Downtown Salem | McMinnville-Salem | Extend Route 11 to Downtown Salem Transit Center. Route 11 would still stop along Wallace Rd in West Salem. In conjunction with this change, rename Route 11 (e.g., to 80x) to avoid confusion with Cherriots Route 11. | 6-29, D-31 | 16.1 | No | - | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $0 | $57,000 | $58,000 | $5,800 |
| SL1 | 3 | Long-Term | 2019 | Additional intercity later evening service | McMinnville-Hillsboro | Add 1 additional early evening trip. This was deferred to the long-term given funding availability; however, Washington County and Gaston are able to contribute towards the cost of adding this trip, which would serve Gaston High School and students returning from after school activities. Cost represents the total cost to YCTA (before Washington County/Gaston contributions. | 6-30, D-41 | 17.1 | Yes | 1,171 | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $35,000 | $39,000 | $40,000 | $0 |
| CS1 | 1 | Short-Term | 2021 | Capital Reserve | System-wide | Establish and contribute to a capital reserve fund (e.g., to be used for local matching funds for vehicle grants) | 7-7, 7-12 | 19.1 | | - | 111-00 | Bus Rolling Stock | N/A | #N/A | N/A | #N/A | $0 | $0 | $50,000 | $0 |
| SM3 | 1 | Mid-Term | 2021 | Newberg Demand-Response Capacity | Newberg | Restore Newberg Dial-a-Ride to two vehicles, assuming that fixed-route ridership meets standards and additional paratransit capacity is required based on service standards. | 6-29, D-16 | 18.1 | No | - | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $0 | $144,000 | $144,000 | $0 |
| SL7 | 1 | Long-Term | 2021 | McMinnville Early Morning Service | McMinnville | Start McMinnville local fixed-route service at 6 AM. Assumes 3 buses. | 6-30 | 20.1 | Yes | 2,176 | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $0 | $59,000 | $60,000 | $6,000 |
| SL7 | 2 | Long-Term | 2021 | McMinnville Early Morning Service | McMinnville | Start McMinnville demand-response service hours at 6 AM. Assumes 1 Dial-a-Ride vehicle. | 6-30 | 20.2 | Yes | 2,176 | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $0 | $15,000 | $17,000 | $1,700 |
| SL7 | 3 | Long-Term | 2021 | McMinnville Evening Service | McMinnville | Extend McMinnville local fixed-route service hours to 9 PM (last trips leave transit center at 8:00 or 8:30 PM). Assumes 2 buses (reduced coverage or lower frequency than daytime operation). | 6-30 | 21.1 | Yes | 2,176 | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $0 | $78,000 | $80,000 | $8,000 |
| SL7 | 4 | Long-Term | 2021 | McMinnville Evening Service | McMinnville | Extend McMinnville demand-response service hours to 9 PM; assumes 1 Dial-a-Ride vehicle. | 6-30 | 21.2 | Yes | 2,176 | 300-00 | Operations | 30.09 | Operating Assistance | 30.09.01 | Operating Assistance | $0 | $30,000 | $34,000 | $3,400 |

Notes
[1] Priority tier is a TDP recommendation, which should be confirmed by the YCTA advisory committee for submission in YCTA's STIF Plan (see "Rank within 100% or 130% list).
[2] The STIF Plan requires that projects be ranked and allows projects to be submitted at 100% and 130% of projected funding, in order to help prioritize depending on actual funds available. The list and ra
[3] Assumes productivity based on the ridecheck conducted in April/May 2017; ranges from 13.1 to 15.8 riders per hour on McMinnville local routes and 8.5 to 11.2 riders per hour on intercity routes. Produ
[4] Transit access within 1/2 mile of fixed-route stops, or within the service area (typically city or cities) for demand-response or flex-route services.
[5] 10% allowance for administration and planning are included where needed to implement the project.

Figure D-36 FY 2019-2021 STIF Application Template Information, Bus Detail

| STIF Plan Project & Task | Category | Category Description (Lookup) | Activity Type | Activity Type Description (Lookup) | Activity Detail | Activity Detail Description (Lookup) | Quantity | STIF Funds | | | Federal Funds (Secured Grants Only) | | | Other Funds | | | Total (Check) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | 2019 | 2020 | 2021 | 2019 | 2020 | 2021 | 2019 | 2020 | 2021 | |
| 1.1 | 111-00 | Bus Rolling Stock | 11.12 | Buy Replacements - Capital Bus | 11.12.03 | Bus 30 FT | 5 | $0 | $80,928 | $110,115 | $0 | $707,072 | $960,000 | $0 | $0 | $0 | $1,858,114 |
| 1.2 | 111-00 | Bus Rolling Stock | 11.13 | Buy Expansion - Capital Bus | 11.12.03 | Bus 30 FT | 1 | $0 | $35,809 | $0 | $0 | $0 | $0 | $0 | $312,191 | $0 | $35,809 |
| 1.3 | 111-00 | Bus Rolling Stock | 11.12 | Buy Replacements - Capital Bus | 11.12.04 | Bus < 30 FT | 5 | $68,628 | $14,715 | $0 | $486,317 | $0 | $0 | $0 | $128,285 | $0 | $569,660 |
| 1.4 | 111-00 | Bus Rolling Stock | 11.12 | Buy Replacements - Capital Bus | 11.12.04 | Bus < 30 FT | 2 | $17,493 | $0 | $0 | $0 | $0 | $0 | $152,507 | $0 | $0 | $17,493 |
| 1.5 | 111-00 | Bus Rolling Stock | 11.13 | Buy Expansion - Capital Bus | 11.12.04 | Bus < 30 FT | 2 | $17,493 | $0 | $0 | $0 | $0 | $0 | $152,507 | $0 | $0 | $17,493 |
| 1.6 | 111-00 | Bus Rolling Stock | 11.12 | Buy Replacements - Capital Bus | 11.12.15 | Vans | 3 | $14,547 | $5,248 | $0 | $85,453 | $0 | $0 | $0 | $45,752 | $0 | $105,248 |
| Total | | | | | | | 18 | $118,161 | $136,699 | $110,115 | $571,770 | $707,072 | $960,000 | $305,014 | $486,228 | $0 | |
| | | | | | | | | $364,975 | | | $2,238,842 | | | $791,242 | | | |
| | | | | | | | | $3,395,059 | | | | | | | | | |

Rolling Stock Make and Model Detail

| STIF Plan Project & Task | Activity Detail | Activity Detail Description (Lookup) | Activity Type | Activity Type Description (Lookup) | TDP Bus Category | Quantity | Make | Model | Length | Seats | Total ADA | Fuel Type |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1.1 | 11.12.03 | Bus 30 FT | 11.12 | Buy Replacements - Capital Bus | Bus - Medium | 5 | El Dorado | EZ Rider II, Low-Floor | 30 | 23 | 2 | Diesel |
| 1.2 | 11.12.03 | Bus 30 FT | 11.13 | Buy Expansion - Capital Bus | Bus - Medium | 1 | El Dorado | EZ Rider II, Low-Floor | 30 | 23 | 2 | Diesel |
| 1.3 | 11.12.04 | Bus < 30 FT | 11.12 | Buy Replacements - Capital Bus | Cutaway - Large | 5 | Champion | LF, Low-Floor | 21 | 17 | 2 | Gas |
| 1.4 | 11.12.04 | Bus < 30 FT | 11.12 | Buy Replacements - Capital Bus | Cutaway - Small | 2 | Arboc | Spirit of Independence, Low-Floor | 24 | 10 | 2 | Gas |
| 1.5 | 11.12.04 | Bus < 30 FT | 11.13 | Buy Expansion - Capital Bus | Cutaway - Small | 2 | Arboc | Spirit of Independence, Low-Floor | 24 | 10 | 2 | Gas |
| 1.6 | 11.12.15 | Vans | 11.12 | Buy Replacements - Capital Bus | Van | 3 | TBD | Van, Accessible | < 20 | 5 | 2 | Gas |

# CONCEPTUAL SCHEDULES

## McMinnville Local Routes

To be added

## Newberg Local Routes

To be added

## Route 80x (Current Route 11): Salem

To be added

## Route 22: Grand Ronde

To be added

## Route 33: Hillsboro

To be added

## Route 44/45x: Tigard

To be added

# APPENDIX E

## Public Transportation Funding Sources

# APPENDIX E PUBLIC TRANSPORTATION FUNDING SOURCES

Figure E-1 summarizes potential funding options that could be used to support public transportation in Yamhill County. The information is limited to resources YCTA is eligible for either directly or with local partners and describes solicitation schedules, eligible activities, local match, and how the source applies to YCTA. Funds may be available at the local and state levels with or without formal grant solicitation processes, and YCTA can check directly with funding partners on an as-needed basis.

Figure E-1 Public Transportation Funding Options

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| **Federal Grants** | | | | |
| FTA 5310 Enhanced Mobility of Seniors & Individuals with Disabilities[8] | ▪ Grants for public transit agencies that provide transportation services specifically for older adults and people with disabilities.<br>▪ ODOT allocates funds every two years by formula based on population.<br>▪ ODOT may offer discretionary grants through this program, currently on an irregular schedule.<br>▪ Local match is 20% capital (including purchased service) and 50% operating (limited eligibility). | ▪ Designated STF agencies receive funds and manage local award process | ▪ Capital<br>▪ Operations (limited)<br>▪ Nontraditional programs (e.g., travel training, mobility management) | ▪ This is a long-time source of operating funding for YCTA through the FTA's "purchased service" rules allowing YCTA to pay third-party vendor costs at a capital match rate.<br>▪ Local agencies are eligible to apply for FTA 5310 funding via YCTA as the regional Special Transportation Fund (STF) agency.<br>▪ Though considered a stable funding source, program could be subject to changes in state highway funding. Over 80% of Oregon's §5310 program is Federal Highway funds the state moves to this FTA program. |
| FTA §5311 Formula Grants for Rural Areas[9] | ▪ Capital, planning, and operations assistance that supports public transportation in rural communities with populations less than 50,000<br>▪ Training and technical assistance through the Rural Transportation Assistance Program (RTAP)<br>▪ ODOT allocates funds every two years by formula based on ridership, population and miles.<br>▪ Local match is 20% capital and 50% operating | ▪ Recipients<br>– States<br>– Native tribes or villages<br>▪ Subrecipients:<br>– Local government authorities (including Yamhill County)<br>– Nonprofit organizations<br>– Public transportation operators (including YCTA) | ▪ Planning<br>▪ Capital<br>▪ Operations | ▪ This is a long-time source of operating funding for YCTA. |

[8] Federal Transit Administration, Fact Sheet: Enhanced Mobility of Seniors and Individuals With Disabilities, Chapter 53 Section 5310, U.S. Department of Transportation, 2015. https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/funding/grants/37971/5310-enhanced-mobility-seniors-disabled-fact-sheet_0.pdf

[9] Federal Transit Administration, Fact Sheet: Formula Grants for Rural Areas, Chapter 53 Section 5311, U.S. Department of Transportation, 2015. https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/5311%20Rural%20Program%20Fact%20Sheet%20FAST.pdf

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| FTA §5311(f) Rural Intercity Bus | ▪ ODOT uses these funds for state-supported intercity transit service (i.e., POINT routes) and for a statewide discretionary grant program. Discretionary program funds are generally very limited (i.e. < $2 million)<br>▪ Rural intercity bus routes are those serving multiple jurisdictions with stops generally 5 miles apart or more.<br>▪ Local match is 20% capital and 50% operating | ▪ State<br>▪ Nonprofit organizations<br>▪ Public transportation operators (i.e., YCTA)<br>▪ Intercity bus service companies | ▪ Capital<br>▪ Operations<br>▪ Planning | ▪ YCTA has not received §5311(f) funds.<br>▪ YCTA routes to Hillsboro, Tigard, Salem, Grand Ronde and between Newberg and McMinnville would be eligible for §5311(f) funding.<br>▪ This program may change as ODOT implements STIF programs. This program is not likely to be a significant or sustainable source of ongoing funding for YCTA. |
| FTA 5339 Buses and Bus Facilities Grants Program[10] | ▪ Replace, rehabilitate, and purchase transit vehicles and related equipment<br>▪ Construct transit-related facilities<br>▪ ODOT awards funds through a statewide discretionary program every 1 to 3 years.<br>▪ Local match is 20% capital. | ▪ Public transportation operators<br>▪ State and local government entities<br>▪ Tribes that are eligible to receive 5307 or 5311 | ▪ Capital | ▪ YCTA has received funds through this program.<br>▪ Though discretionary and competitive, YCTA can expect some funding through this program to replace aging vehicles, particularly those exceeding both age and miles useful life thresholds. |
| USDOT TIGER Grants Program[11] | ▪ Competitive grant program for capital projects that will have a significant impact on a region, metropolitan area, or the nation.<br>▪ Local agencies and ODOT typically propose projects independently directly to the USDOT.<br>▪ TIGER program is available every 2-5 years.<br>▪ Local match may vary. | ▪ State<br>▪ Local government authorities (including Yamhill County)<br>▪ Public transportation operators<br>▪ Tribal governments<br>▪ Metropolitan planning organizations<br>▪ Can be multi-jurisdictional | ▪ Capital | ▪ Could be used for major projects such as a transit center.<br>▪ Chances of award to YCTA are low. |

[10] Federal Transit Administration, Fact Sheet: Grants for Bus and Bus Facilities, Chapter 53 Section 5339, U.S. Department of Transportation, 2015. https://www.transit.dot.gov/sites/fta.dot.gov/files/5339%20Bus%20and%20Bus%20Facilities%20Fact%20Sheet.pdf

[11] U.S. Department of Transportation, TIGER Grants Overview, 2015. https://www.transportation.gov/sites/dot.gov/files/docs/TIGER%20Fact%20Sheet_2015.pdf

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| USDOT TIFIA Program[12] | ▪ Federal credit assistance program for surface transportation projects for: Secured loans, loan guarantees, and lines of credit.<br>▪ Local agencies and ODOT typically propose projects independently directly to the USDOT. | ▪ States<br>▪ US Territories<br>▪ Local government authorities (including Yamhill County)<br>▪ Public transportation operators<br>▪ Private entities undertaking projects sponsored by public authorities | ▪ Capital | ▪ Could be used for major projects such as a transit center.<br>▪ YCTA may be more competitive and face fewer compliance hurdles through the Oregon Transportation Infrastructure Bank. |
| State | | | | |
| State Transportation Investment Fund (STIF)[13] | ▪ HB2017 passed in 2017 by the Oregon Legislature created a dedicated funding source for public transportation from a payroll tax of one-tenth of one percent on wages paid to employees. 90% will be distributed by formula to eligible agencies, 5% through a discretionary program, and 4% through a discretionary program for intercity transit. ODOT will use 1% for a transit technical resource center. | ▪ Mass transit districts, transportation districts, counties without a mass transit district or transportation district, and federally-recognized Indian tribes in Oregon (same as STF Agencies). | ▪ To improve or expand public transportation service in Oregon. | ▪ This will be a significant source of public transportation funding for YCTA by January 1, 2019. YCTA will need to manage the local project solicitation and evaluation process, as with Oregon's STF and FTA 5310 programs.<br>▪ The program is effective as of July 1, 2018. |
| Oregon Special Transportation Fund (STF) - Formula[14] | ▪ ODOT awards funds every two years to STF agencies by formula based on population. | ▪ Designated STF agencies receive funds and manage local award process to any public or non-profit transit providers. | ▪ Capital<br>▪ Operations<br>▪ Planning | ▪ This is a long-time source of operating funds in Yamhill County. Funds may be used to match Federal funding programs.<br>▪ This is considered a stable funding source, though funds declined 10% between 2015-2017 and 2017-2019 funding cycles. |

[12] Federal Highway Administration, Transportation Infrastructure Finance and Innovation Act (TIFIA), U.S. Department of Transportation, 2015. https://www.fhwa.dot.gov/fastact/factsheets/tifiafs.cfm

[13] Statewide Transportation Improvement Fund, OAR 732-040-0030. https://tinyurl.com/y928h4ay

[14] Oregon Department of Transportation, Public Transportation Funding in Oregon, 2017. http://www.oregon.gov/ODOT/RPTD/RPTD%20Document%20Library/Transit-funding-in-Oregon.pdf

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| Oregon Special Transportation Fund (STF) - Discretionary[15] | ▪ Grants for transit agencies providing service to older adults and people with disabilities.<br>▪ ODOT awards funds at irregular intervals based on available funding.<br>▪ Funding criteria target innovative capital, start up and pilot programs, though subject to change. | ▪ Public and non-profit local transit providers apply through the local STF agency. | ▪ Capital<br>▪ Operations<br>▪ Planning | ▪ YCTA received a significant award for public information and technology activities in 2016.<br>▪ This is not considered a sustainable funding source, though a good resource for one-time, irregular funding needs. |
| State Transportation Improvement Program (STIP)[16] Enhance Program | ▪ The Enhance program provides funding to projects that enhance, expand, or improve the transportation system. This has included public transportation capital needs.<br>▪ ODOT Area Commissions on Transportation prioritize and recommend Enhance projects.<br>▪ ODOT offers the Enhance program every 1-2 years as funding allows.<br>▪ The program is related to ODOT's maintenance (Fix-It) program, which includes ODOT-selected projects to maintain the roadway system statewide, including bicycle and pedestrian infrastructure.<br>▪ Local match is typically 20% but may vary. | ▪ Local government authorities (including Yamhill County) | ▪ Capital<br>▪ Sidewalk infrastructure | ▪ YCTA received a significant award for 40-foot replacement buses in 2016.<br>▪ This program is primarily used for roadway infrastructure projects, including pedestrian infrastructure.<br>▪ This is not considered a sustainable funding source, though a possible resource for vehicles. |
| ConnectOregon | ▪ Lottery-backed bonds to support multimodal transportation, including rail, marine, aviation and bicycle and pedestrian capital infrastructure.<br>▪ Local match is 30% and may vary. | ▪ Local government authorities (including Yamhill County) | ▪ Multimodal transportation projects<br>▪ Previously included transit centers | ▪ Public transportation is not expected to be a directly eligible use after ODOT implements the STIF program.<br>▪ YCTA bus stop access could benefit from local bicycle and pedestrian infrastructure projects. |

[15] Oregon Department of Transportation, Public Transportation Funding in Oregon, 2017. http://www.oregon.gov/ODOT/RPTD/RPTD%20Document%20Library/Transit-funding-in-Oregon.pdf

[16] Oregon Department of Transportation, About the STIP. http://www.oregon.gov/ODOT/STIP/Pages/About.aspx

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| Planning Grant Program (from ODOT via FTA 5303, 5304, and 5305)[17] | ▪ Discretionary ODOT grant program for transit plans that lead to improved public transportation systems.<br>▪ ODOT awards funds through irregularly-scheduled solicitations depending on available funds, or on an as-needed basis.<br>▪ Local match is 20% | ▪ Rural, and small urban public transportation providers | ▪ Planning | ▪ This offers a flexible, but one-time resource to create and maintain local public transportation plans. |
| Oregon Transportation Infrastructure Bank (OTIB)[18] | ▪ Statewide revolving loan fund "designed to promote innovative financing solutions for transportation needs." Cities as well as transit districts are eligible to borrow from the bank.<br>▪ There is a funding pool set-aside for public transportation projects. Rates are typically very low and more favorable to local agencies than other loan programs. | ▪ Cities<br>▪ Counties<br>▪ Transit districts<br>▪ Port authorities<br>▪ Special service districts<br>▪ Tribal governments<br>▪ State agencies<br>▪ Private for-profit and not-for-profit entities | ▪ Transit capital projects (facilities, vehicles)<br>▪ Active transportation access projects on highway rights-of-way | ▪ This has been resource for public transportation providers to cost-effectively secure a loan for major capital purposes.<br>▪ A sustainable, regular local funding source is required to demonstrate the provider can support ongoing interest costs. |
| ODOT Transportation Growth Management (TGM) Program | ▪ TGM Grants help local communities plan for streets and land use to foster more livable, economically vital, and sustainable communities and increase opportunities for transit, walking and bicycling.<br>▪ ODOT solicits proposals and awards funds annually.<br>▪ Local match is 20%. | ▪ Counties<br>▪ Cities<br>▪ Public transportation providers | ▪ Planning | YCTA received an award in 2016 to develop a consultant-led Transit Development Plan (TDP). Awards are needs-based (e.g., time since last planning process), and YCTA is unlikely to require or receive an award in the near future. |

[17] Oregon Department of Transportation, Public Transportation Funding Options, 2017. http://www.oregon.gov/ODOT/RPTD/Pages/Funding-Opportunities.aspx#2f96a75c-e0ff-4504-aae5-ec14cee35125

[18] Oregon Department of Transportation, Financial Services: Oregon Transportation Infrastructure Bank, 2017. http://www.oregon.gov/odot/about/pages/financial-information.aspx

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| Local | | | | |
| Transit Access (Utility) Fee | ▪ A transit access (utility) fee is paid by households and businesses within a service district, and is designed to support a transit service provider over time. A transit access fee could be assessed for all households within the transit service district, or a subset. Transit access fees are typically a monthly charge of between $1 to $ 5 per household. | ▪ County<br>▪ Cities | ▪ Operations<br>▪ Capital<br>▪ Administration | ▪ There are approximately 34,000 households in Yamhill County as of 2015.[19] A monthly utility fee of $1 to $1.50 per household could generate between $400,000 and $600,000 in annual revenue.<br>▪ The City of Corvallis assesses a transit operations fee of $2.75 for single-family residential customers and $1.90 for multi-family residential units. The fee for industrial and commercial customers varies by the type of business. The fee generated $1,100,000 in fiscal year 2015-2016; approximately $400,000 replaced property tax revenue that is now used for other services (police, fire, library, etc.).[20] |
| Employer Payroll Tax | ▪ An employer payroll tax is a progressive tax imposed directly on the employer. The tax is based on payroll for services performed within a transit district, including traveling sales representatives and employees working from home. This tax applies to covered employees and self-employed workers. | ▪ Mass Transit Districts formed under Oregon Revised Statute 267. | ▪ Operations<br>▪ Capital<br>▪ Administration<br>▪ Equity | ▪ Several transit districts or providers in Oregon use a payroll tax as their primary local funding source, including TriMet, the City of Wilsonville, the City of Sandy, the South Clackamas Transportation District, the City of Canby, and Lane Transit District.<br>▪ YCTA is currently a Service District, and it would need to be confirmed whether it is authorized to implement a payroll tax.<br>▪ A payroll tax of 1/10th of a percent of annual payroll would yield about $400,000 in 2017 dollars, costing employees about $3.90 each year. |

[19] U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, Table S1101.

[20] City of Corvallis, https://www.corvallisoregon.gov/modules/showdocument.aspx?documentid=4248

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| Gasoline Tax | A gas tax is a tax on the sale of gasoline for use in motor vehicles. Motorists already pay federal, state, and local taxes on motor fuel so the levy would not impose a new type of tax. | ▪ State<br>▪ Local government authorities (including Yamhill County) | ▪ Operations<br>▪ Capital<br>▪ Administration<br>▪ Equity | ▪ Various cities and counties in Oregon have local gas taxes, ranging from $0.01 to $0.05 per gallon, including neighboring Washington and Multnomah counties.[21] Dundee is currently the only local jurisdiction in Yamhill County assessing a gas tax; Dundee's gas tax is $0.02 per gallon.<br>▪ Based on an average 1,226 gallons of gasoline consumed per US household per year , and approximately 34,000 households in Yamhill County as of 2015,[22, 23] a $0.01 gas tax could generate approximately $400,000 in annual revenue.<br>▪ However, gas tax revenues are currently on a declining trend, due to factors such as increasing vehicle fuel efficiency, and adoption of alternative vehicle fuel sources. This long-term trend is expected to continue.[24] |
| Property Tax | A property tax dedicated to funding public transportation is usually assessed at a rate per $1,000 of property value. Property taxes may be permanent, or temporary and need to be re-approved by voters. | ▪ State<br>▪ Local government authorities (including Yamhill County) | ▪ Operations<br>▪ Administration<br>▪ Capital<br>▪ Equity | ▪ There are several examples of dedicated property taxes for transit in Oregon. Tillamook County has a tax of $0.20 per $1,000 in property value to fund operation of its transit system. Basin Transit (Klamath Falls) has a levy of $0.38 per $1,000 in property value. A 2001 report identified seven districts in Oregon that used property taxes to fund transit, with average annual per-capita revenues of $14.[25]<br>▪ With countywide assessed property values of approximately $8.3 billion,[26] a county property tax of $0.05 or $0.10 per $1,000 of property value could raise between $410,000 and $830,000 in annual revenue.<br>▪ Property taxes in Oregon are subject to "compression," which limits the amount of property taxes that can be collected (based on state Measures 5, 47, and 50) and can reduce the amount of revenue collected. |

[21] State of Oregon, Fuels Tax Group, http://cms.oregon.gov/ODOT/CS/FTG/pages/current_ft_rates.aspx#bm3

[22] U.S. Energy Information Administration, Frequently Asked Questions: How Much Gasoline Does the United States Consume, 2017. https://www.eia.gov/tools/faqs/faq.php?id=23&t=10

[23] U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, Table S1101.

[24] Oregon Department of Transportation, Oregon State Fuel Taxes, 2017. http://www.oregon.gov/ODOT/FTG/Pages/Current%20Fuel%20Tax%20Rates.aspx

[25] Goldman, Corbett, and Wachs. Local Option Transportation Taxes in the United States, Research Report UCB-ITS-RR-2001-3, March 2001. http://www.its.berkeley.edu/publications/UCB/2001/RR/UCB-ITS-RR-2001-3.pdf

[26] Yamhill County, Summary of 2016-2017 Assessment & Tax Roll. http://www.co.yamhill.or.us/sites/default/files/2016%20Assessment%20Summary.pdf

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| Local Option Sales Tax | A tax assessed on the purchase of goods or services within the jurisdiction of a taxing authority. | ▪ State<br>▪ Local government authorities (including Yamhill County) | ▪ Operations<br>▪ Administration<br>▪ Capital<br>▪ Equity | Sales taxes are widely used to fund transit in other states, despite not currently being used in Oregon. A specific local option sales tax can apply to tourism, collecting revenue from outside visitors. For example, Ashland collects a 9% transient occupancy tax (hotel/motel). There is an existing state lodging and hotel tax of 1%, providing an existing collection mechanism. |
| Motor Vehicle Registration Fee | A tax assessed on the registration of private motor vehicles within the jurisdiction of a taxing authority. | ▪ Counties<br>▪ Special districts | ▪ Operations<br>▪ Administration<br>▪ Capital<br>▪ Equity | As of 2016, over 113,000 private motor vehicles are registered in Yamhill County.[27] A $2 annual registration fee would generate approximately $110,000, with the assumption that at least 50% of registrations are ineligible for the fee. |
| System Development Charges | Systems Development Charges (SDCs) are fees paid by land developers intended to reflect the increased capital costs incurred by a municipality or utility as a result of a development. Development charges are calculated to include the costs of impacts on adjacent areas or services, such as increased school enrollment, parks and recreation use, or transit use. | ▪ Local government authorities (including Yamhill County) | ▪ Capital | Cities in Yamhill County currently have transportation system development charges and other fees associated with new developments. These are not linked to public transportation. |
| Property Access Fee, Land Value Capture, or Benefit Assessment Districts | Property access fee, land value capture, and benefit assessment districts are mechanisms for sharing transit costs with owners of property located near a transit resource who benefit directly from the proximity to the transit resource. These mechanisms help finance transit through taxes on nearby private development, where the property value increased as a result of transit investments. | ▪ Local government authorities (including Yamhill County) | ▪ Operations<br>▪ Capital<br>▪ Administration | |

[27] Oregon Department Of Transportation, Driver And Motor Vehicle Services Division, Oregon Motor Vehicle Registrations By County (Note 1), 2016. http://www.oregon.gov/ODOT/DMV/docs/2016_Vehicle_County_Registration.pdf

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| Tax Increment Financing | Tax increment financing (TIF) is the primary finance tool used within urban renewal areas. TIF is generated when an urban renewal area (URA) is designated and the assessed value of all property in the area is 'frozen.' Over time, the total assessed value in the area increases above the 'frozen base' from appreciation and new development. The value in the area greater than the frozen base is called the incremental assessed value, and taxes generated on the incremental assessed value are received by the URA, rather than other taxing districts. | ▪ Urban Renewal Area | ▪ TIF could only be used on capital transit projects that directly benefit the URA. Projects that benefit the broader area can only receive TIF funding proportional to the benefits the URA receives. | Could be used to fund capital improvements in conjunction with an urban renewal district within a Yamhill County city, if established in the future. |
| Public and Private Partnership Funding Programs | | | | |
| Advertising | Advertisements: Transit providers can display paid advertisements on agency properties, including the inside and outside of fleet vehicles, bus shelters, benches, and at transit stations. | | ▪ Operations<br>▪ Administration<br>▪ Capital | Could be a supplementary funding source for YCTA. |
| Employer Transit Pass Program | Employer transit pass programs are partnerships between a transit agency and private employers, and offer employers the opportunity to purchase a transit pass for all employees, often at discounted rates. The company may be able to take a tax deduction on the cost of the transit pass. The benefit to the transit agency is an increase in ridership and in revenues. | | ▪ Operations<br>▪ Administration<br>▪ Capital<br>▪ Equity | Could be a supplementary funding source for YCTA. |
| Transit Pass Program | Public school districts or colleges/ universities and transit agencies sometimes partner to provide students with a transit pass, as a way for students to get to school or school-affiliated activities. | | ▪ Operations<br>▪ Administration<br>▪ Capital<br>▪ Equity | A transit pass program through direct agreement with the institutions such as the Willamette Valley Medical Center, Linfield College, and George Fox University could bring opportunities for steady funding streams while offering convenience to riders. |

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| Naming Rights / Sponsorships | Historically, the selling of naming rights to people or organizations that make a donation for a capital improvement was most common for large organizations, such as universities or hospitals. Selling naming rights has become more common among smaller organizations and some transit agencies sell naming rights to vehicles, stations, or transit corridors | | ▪ Operations<br>▪ Administration<br>▪ Capital | Selling naming rights may provide a small amount of revenue for transit. |
| Public-Private Partnerships and Joint Development | A public-private partnership is a mutually beneficial agreement between public and private entities that seek to improve the value of an asset. Transit funding from public-private partnerships are most likely to be for capital projects such as a mixed use development that combined a transit station or center. | | ▪ Operations<br>▪ Administration<br>▪ Capital<br>▪ Equity | |

# APPENDIX F

## Public Transportation Funding Sources

# APPENDIX F SUPPORTING PROGRAMS DETAILS

## ELECTRONIC FARE PAYMENT

Chapter 9 of the TDP includes an assessment of two representative electronic fare options that YCTA could pursue—Touchpass and HopThru. The sections below provide the assumptions behind the planning-level cost estimates for that is provided in Chapter 9 (see Fare Policies and Programs). Key inputs and assumptions include:

- Ridership, ranging from existing to higher future ridership
- Share of fares that would be provided through the e-fare system
- Average fares, based on the current YCTA fare with assumed gradual increases over time
- Share of fares paid with passes vs. one-way, cash fares (implications for transaction costs)
- Capital and startup costs spread over an assumed five-year equipment lifecycle for Touchpass (equivalent to the warranty period), with any potential integration costs spread over a 10-year period. There are no upfront costs with HopThru.

Figure F-1 Touchpass Budgetary Estimate and 10-Year Lifecycle Cost Analysis

Upfront Capital Costs

| Capital Line Items | Unit Cost | Quantities and Costs by Time Frame | | | | | | Notes |
|---|---|---|---|---|---|---|---|---|
| | | Near-Term | | +Short-Term | | +Mid-Term | | |
| | | Qty w/Spares | Total Cost | Qty w/Spares | Total Cost | Qty w/Spares | Total Cost | |
| TouchPass Readers | $2,000 | 20 | $40,000 | 2 | $4,000 | | $0 | For 16 buses (including spare vehicles), plus 4 spares; does not include Dial-A-Ride |
| Reader Installation Kits | $150 | 16 | $2,400 | 2 | $300 | | $0 | Installed readers only; not required for spare units |
| Modem (Cradlepoint IBR1100) | | | | | | | | Not included, assuming data capabilities through AVL system or other |
| Antenna (MobileMark LTM401) | | | | | | | | Not included, assuming data capabilities through AVL system or other |
| Bluetooth NFC Reader | $100 | 10 | $1,000 | 2 | $200 | 2 | $200 | Adapter for tablet device on Dial-A-Ride and Shuttle services (provided separately). Android MDTs will be able to run the TouchPass Mobile Reader application, with the NFC Reader (assuming the MDTs don't have an NFC interface). |
| TouchPass Cards | $2 | 1,595 | $3,190 | | $0 | | $0 | Min = 1,000. 5-year life |
| Paper Tokens (10% of cash fares) | $0.02 | 6,380 | $128 | | $0 | | $0 | Min = 5,000 |
| Reader Warranty Extension (5 years) | $600 | 13 | $7,800 | 2 | $1,200 | 2 | $1,200 | |
| Total Initial Capital Costs: | | | $55,000 | | $5,700 | | $1,400 | |
| Total Initial Capital Costs (without media) | | | $52,000 | | | | | |
| Contingency for Integration Costs: | | | $30,000 | | | | | May or may not be required; further investigation would be needed |
| Initial Costs with Contingency | | | $85,000 | | $5,700 | | $1,400 | |

Ongoing Annual Costs

| Item | Unit Cost | % of Transactions or # of Units | Existing Ridership | | Future Ridership | | Notes |
|---|---|---|---|---|---|---|---|
| | | | Low | High | Low (+25%) | High (+33%) | |
| # of Riders | | | 275,000 | 300,000 | 350,000 | 400,000 | |
| % Fares through Touchpass | | | 50% | 75% | 50% | 75% | |
| Touchpass Transactions | | | 137,500 | 225,000 | 175,000 | 300,000 | |
| Data Plan | | | | | | | Not included, assuming data capabilities through AVL system or other |
| Reader Loan Fee | | | | | | | This would be for a lease option |
| Transaction Fees | | | | | | | Touchpass budgetary lump-sum estimate of $813 / month, or $9,756 annually (for existing ridership) |
| *Tier 1 - 0-15% of total ridership* | $0.10 | *15%* | $2,063 | $3,375 | $2,625 | $4,500 | |
| *Tier 2 - 16-60% of total ridership* | $0.06 | *45%* | $3,713 | $6,075 | $4,725 | $8,100 | |
| *Tier 3 - 61-100% of total ridership* | $0.03 | *40%* | $1,650 | $2,700 | $2,100 | $3,600 | |
| TouchPass Cards | $2.00 | 500 | $1,000 | $1,000 | $1,000 | $1,000 | 5 year life, but also accounts for new riders |
| Paper Tokens | $0.02 | *10%* | $275 | $450 | $350 | $600 | Assumes 10% of fares |
| Total Ongoing Costs | | | $8,700 | $13,600 | $10,800 | $17,800 | |
| Cost per rider (each ride assumed to be 1 transaction) | | | $0.03 | $0.05 | $0.03 | $0.04 | |

Lifecycle Cost

| Year | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Ridership | 275,000 | 287,500 | 300,000 | 312,500 | 325,000 | 337,500 | 350,000 | 362,500 | 375,000 | 387,500 | 400,000 |
| % Fares through Touchpass | 50% | 53% | 55% | 58% | 60% | 63% | 65% | 68% | 70% | 73% | 75% |
| Touchpass Transactions | 137,500 | 150,938 | 165,000 | 179,688 | 195,000 | 210,938 | 227,500 | 244,688 | 262,500 | 280,938 | 300,000 |
| One-Way Fare | $1.25 | $1.50 | $1.55 | $1.60 | $1.65 | $1.70 | $1.75 | $1.80 | $1.85 | $1.90 | $1.95 |
| Average Fare | $1.08 | $1.30 | $1.34 | $1.38 | $1.43 | $1.47 | $1.51 | $1.56 | $1.60 | $1.64 | $1.68 |
| Initial cost for fare media (included in operating costs in future) | $3,318 | | | | | | | | | | |
| Annualized Capital Costs - Initial w/near-term (5 year life) | $10,400 | $10,400 | $10,400 | $10,400 | $10,400 | $10,400 | $10,400 | $10,400 | $10,400 | $10,400 | $10,400 |
| Annualized Capital Costs - Short-Term (5 year life) | | $1,140 | $1,140 | $1,140 | $1,140 | $1,140 | $1,140 | $1,140 | $1,140 | $1,140 | $1,140 |
| Annualized Capital Costs - Mid-Term (5 year life) | | | | | | $280 | $280 | $280 | $280 | $280 | $280 |
| Annualized Capital Cost | $13,718 | $11,540 | $11,540 | $11,540 | $11,540 | $11,820 | $11,820 | $11,820 | $11,820 | $11,820 | $11,820 |
| Annual Transaction Cost | $7,425 | $8,151 | $8,910 | $9,703 | $10,530 | $11,391 | $12,285 | $13,213 | $14,175 | $15,171 | $16,200 |
| Annual Fare Media Cost | $1,275 | $1,302 | $1,330 | $1,359 | $1,390 | $1,422 | $1,455 | $1,489 | $1,525 | $1,562 | $1,600 |
| Annualized Capital + Operating Cost (rounded) | $23,000 | $21,000 | $22,000 | $23,000 | $24,000 | $25,000 | $26,000 | $27,000 | $28,000 | $29,000 | $30,000 |
| Average Operating Cost per Transaction | $0.06 | $0.06 | $0.06 | $0.06 | $0.06 | $0.06 | $0.06 | $0.06 | $0.06 | $0.06 | $0.06 |
| Avg Operating + Annualized Capital Cost per Transaction | $0.17 | $0.14 | $0.13 | $0.13 | $0.12 | $0.12 | $0.11 | $0.11 | $0.11 | $0.10 | $0.10 |
| Operating + Annualized Capital Cost % of 1-way fare | 13% | 9% | 9% | 8% | 7% | 7% | 7% | 6% | 6% | 5% | 5% |
| Operating + Annualized Capital Cost % of avg fare | 15% | 11% | 10% | 9% | 9% | 8% | 8% | 7% | 7% | 6% | 6% |

Assuming Integration Contingency

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Annualized Cost (over 10 years) | $3,000 | $3,000 | $3,000 | $3,000 | $3,000 | $3,000 | $3,000 | $3,000 | $3,000 | $3,000 | $3,000 |
| Total Annualized Capital Cost | $16,718 | $14,540 | $14,540 | $14,540 | $14,540 | $14,820 | $14,820 | $14,820 | $14,820 | $14,820 | $14,820 |
| Annualized Capital + Operating Cost (rounded) | $26,000 | $24,000 | $25,000 | $26,000 | $27,000 | $28,000 | $29,000 | $30,000 | $31,000 | $32,000 | $33,000 |
| Avg Operating + Annualized Capital Cost per Transaction | $0.19 | $0.16 | $0.15 | $0.14 | $0.14 | $0.13 | $0.13 | $0.12 | $0.12 | $0.11 | $0.11 |
| Operating + Annualized Capital Cost % of 1-way fare | 15% | 11% | 10% | 9% | 8% | 8% | 7% | 7% | 6% | 6% | 6% |
| Operating + Annualized Capital Cost % of avg fare | 18% | 12% | 11% | 10% | 10% | 9% | 8% | 8% | 7% | 7% | 7% |

Source: Lifecycle cost analysis by Nelson\Nygaard. Cost inputs for budgetary estimates provided by and reviewed with Delerrok, the Touchpass vendor.

Figure F-2 HopThru Budgetary Estimate and 10-Year Lifecycle Cost Analysis

| Ridership & Fare Inputs | Value |
|---|---|
| # of Rides (2016) | 277,355 |
| Fare Revenue (2016) | $300,000 |
| Average Fare | $1.08 |
| Fare Revenue (2018 Budget) | $314,968 |
| % Existing Day, Monthly Passes and 10 Day Pass Books | 28% |

| | Existing Ridership | | Future Ridership | |
|---|---|---|---|---|
| | Low | High | Low (+25%) | High (+33%) |
| *Assumptions* | | | | |
| Ridership, annual | 275,000 | 300,000 | 350000 | 400000 |
| % of mobile fares | 40% | 65% | 40% | 65% |
| % of day, monthly passes and multi-ride books | 28% | 75% | 35% | 75% |
| One-way fare | $1.25 | $1.25 | $1.75 | $1.75 |
| Average fare | $1.08 | $1.08 | $1.51 | $1.51 |
| *Hopthru Cost Estimates* | | | | |
| *# of Mobile Transactions* | 110,000 | 195,000 | 140,000 | 260,000 |
| # Mobile Transactions < $2 (8% + 10 cents) - one-way fares | 79,129 | 48,750 | 91,000 | 65,000 |
| *Transaction Costs* | $15,826 | $9,750 | $21,840 | $15,600 |
| # Mobile Transactions >= $2 (10%) - all passes | 30,871 | 146,250 | 49,000 | 195,000 |
| *Transaction Costs* | $3,334 | $15,795 | $7,409 | $29,484 |
| Total Annual Transaction Costs (Rounded) | $20,000 | $26,000 | $30,000 | $46,000 |
| Average Cost per Transaction | $0.18 | $0.13 | $0.21 | $0.18 |
| % of 1-way fare | 15% | 11% | 12% | 10% |
| % of avg fare | 17% | 12% | 14% | 12% |

Lifecycle Cost

| Year | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| # of Annual Riders | 275,000 | 287,500 | 300,000 | 312,500 | 325,000 | 337,500 | 350,000 | 362,500 | 375,000 | 387,500 | 400,000 |
| % of mobile fares | 40% | 43% | 45% | 48% | 50% | 53% | 55% | 58% | 60% | 63% | 65% |
| % of day, monthly passes and multi-ride books | 28% | 33% | 37% | 42% | 47% | 52% | 56% | 61% | 66% | 70% | 75% |
| One-Way Fare | $1.25 | $1.30 | $1.35 | $1.40 | $1.45 | $1.50 | $1.55 | $1.60 | $1.65 | $1.70 | $1.75 |
| Average Fare | $1.08 | $1.12 | $1.17 | $1.21 | $1.25 | $1.30 | $1.34 | $1.38 | $1.43 | $1.47 | $1.51 |
| *# of Mobile Transactions* | 110,000 | 122,188 | 135,000 | 148,438 | 162,500 | 177,188 | 192,500 | 208,438 | 225,000 | 242,188 | 260,000 |
| Mobile Transaction Cost < $2 (8% + 10 cents) - one-way fares | $15,826 | $16,761 | $17,564 | $18,206 | $18,660 | $18,893 | $18,875 | $18,573 | $17,950 | $16,972 | $15,600 |
| Mobile Transaction Cost >= $2 (10%) - all passes | $3,334 | $4,496 | $5,897 | $7,567 | $9,535 | $11,834 | $14,495 | $17,554 | $21,046 | $25,010 | $29,484 |
| Total Transaction Costs (Rounded) | $20,000 | $22,000 | $24,000 | $26,000 | $29,000 | $31,000 | $34,000 | $37,000 | $39,000 | $42,000 | $46,000 |
| Average Cost per Transaction | $0.18 | $0.18 | $0.18 | $0.18 | $0.18 | $0.17 | $0.18 | $0.18 | $0.17 | $0.17 | $0.18 |
| % of 1-way fare | 15% | 14% | 13% | 13% | 12% | 12% | 11% | 11% | 11% | 10% | 10% |
| % of avg fare | 17% | 16% | 15% | 14% | 14% | 13% | 13% | 13% | 12% | 12% | 12% |

Notes/Source: Monthly passes fall into >= $2 category; can purchase multiple tickets at once in single transaction. Lifecycle cost analysis by Nelson\Nygaard. Cost inputs for budgetary estimates provided by and reviewed with HopThru.

# REGIONAL COORDINATION

## TriMet Sign Decal Specifications for Shared Stops

### Sign Decal Specification

TriMet can include YCTA on its stop poles at shared stop locations. Preferably, YCTA would provide stickers (generic or route-specific) for TriMet to include on its route sign blades. Stickers can be sent to TriMet using the contact information provided below along with a list of stops at which they should be applied. The presence of YCTA at those stops would be recorded in TriMet's database, so that YCTA can be notified if the sign needs to be replaced in the future or the stop needs to be closed.

Figure F-3 TriMet Shared Stop Decal Specifications and Coordination Details

| Contact Information | Sticker Specifications | Route-Specific Example | Generic Example |
|---|---|---|---|
| Myleen Richardson<br>TriMet – GIS<br>4012 SE 17th Ave<br>Portland, OR 97202<br>Phone: 503-962-5733<br>Email: Richardson, Myleen <RichardM@trimet.org> | Size: 5.45" x 4.7"<br>Paper: Super Engineering Grade<br>Quantity: 2 per shared stop, plus additional reserve inventory |  |  |

### TriMet Shared Stops

Figure F-4 identifies TriMet stops that YCTA serves. As noted above, YCTA can communicate these stop locations to TriMet and coordinate to have a YCTA route sticker placed on the stop pole and the stop noted as a shared stop in the TriMet bus stop database for coordination purposes.

Figure F-4 TriMet Shared Stops

| Service Status | YCTA Route | YCTA Route Direction | Stop Type | YCTA Stop ID | TriMet Stop ID | Stop Description | Notes |
|---|---|---|---|---|---|---|---|
| Existing | 33 | Northbound (Eastbound) | Bus Stop | 784336 | 4272 | FOREST GROVE - TV Hwy & Hwy 47 (TriMet stop @ Ace Hardware) | |
| Existing | 33 | Northbound | Transit Center | 784359 | N/A | HILLSBORO - Central Station Transit Center (Washington St & 3rd Ave.) | Adjacent to Transit Center but not currently a shared stop; YCTA is coordinating with City of Hillsboro on pole placement |
| Existing | 33 | Southbound | Transit Center | 784359 | N/A | HILLSBORO - Central Station Transit Center (Washington St & 3rd Ave.) | Adjacent to Transit Center but not currently a shared stop; YCTA is coordinating with City of Hillsboro on pole placement |
| Existing | 33 | Southbound (Westbound) | Bus Stop | 784366 | 4307 | FOREST GROVE - TV Hwy & Hwy 47 (TriMet stop @ Grand Lodge) | Proposed to close in the future and replace with TriMet stop 4289 |
| Future | 33 | Southbound (Westbound) | Bus Stop | TBD | 4289 | FOREST GROVE - WB TV Hwy between 2nd Ave & Hwy 47 (TriMet Bus Stop) | Proposed stop, replacement for Trimet stop 4307 |
| Future | 33 | Northbound (Eastbound) | Bus Stop | TBD | 303 | CORNELIUS - EB TV Hwy & 4th Ave (Walmart) (TriMet Bus Stop) | Proposed stop |
| Future | 33 | Southbound (Westbound) | Bus Stop | TBD | 35 | CORNELIUS - WB TV Hwy & 4th Ave (Walmart) (TriMet Bus Stop) | Proposed stop |
| Existing | 44 / 45x / 46s | Northbound | Bus Stop | 784297 | 12849 | SHERWOOD – Langer Dr - Shari's | |
| Existing | 44 / 45x / 46s | Northbound | Bus Stop | 784362 | 4316 | SHERWOOD – NB Hwy 99 @ 124th | |
| Existing | 44 / 45x / 46s | Northbound | Transit Center | 784334 | N/A | TIGARD - Tigard Transit Center (Ballroom Studio) | Adjacent to Transit Center but not currently a shared stop |
| Existing | 44 / 45x / 46s | Southbound | Transit Center | 784334 | N/A | TIGARD - Tigard Transit Center (Ballroom Studio) | Adjacent to Transit Center but not currently a shared stop |
| Existing | 44 / 45x / 46s | Southbound | Bus Stop | 784363 | 4260 | SHERWOOD – SB Hwy 99 @ 124th | |
| Existing | 44 / 45x / 46s | Southbound | Bus Stop | 784297 | 12849 | SHERWOOD – Langer Dr - Sherwood Shari's | Currently same as northbound stop; proposed to move to 9189 for southbound direction |
| Future | 44 / 45x / 46s | Southbound | Bus Stop | 784297 | 9189 | SHERWOOD – Langer Dr - Sherwood Shari's | Proposed new southbound stop (currently same as northbound stop) |
| Future | 44 / 45x / 46s | Northbound | Bus Stop | TBD | 8644 | TIGARD - NB Hwy 99 & Durham Rd | |
| Future | 44 / 45x / 46s | Southbound | Bus Stop | TBD | 9792 | TIGARD - SB Hwy 99 & Durham Rd | |
| Future | 44 / 45x / 46s | Northbound | Bus Stop | TBD | 4308 | TIGARD - SB Hwy 99 & Fischer Rd | |
| Future | 44 / 45x / 46s | Southbound | Bus Stop | TBD | 4258 | TIGARD - SB Hwy 99 & Fischer Rd | |

# APPENDIX G

# Detailed Land Use Policy Assessment

# APPENDIX G DETAILED LAND USE POLICY ASSESSMENT

This section supplements Chapter 10 in the TDP. It provides an assessment of local jurisdiction's Comprehensive Plan policies and development codes for consistency with TDP objectives and recommendations.

## TRANSIT-SUPPORTIVE POLICY AND CODE LANGUAGE

### Recommended Comprehensive Plan Policies

Chapter 10 of the TDP provides comprehensive plan recommendations.

### Recommended Development Code Language

This section presents sample development code language that reflects the TDP objectives and the recommendations, is supported by the Comprehensive Plan policies recommended above, and is consistent with the TPR. The recommended code language includes the following topic areas:

- Coordination with transit agencies
- Access to transit
- Transit-supportive improvements
- Other transit-related development requirements (vehicle parking, bicycle parking, and urban form)

The recommended development code language is intended to be a reference for code updates in all of the jurisdictions in the YCTA service area. Source material includes the State of Oregon Transportation and Growth Management Model Development Code for Small Cities, 3rd Edition ("Model Code") as well as exemplary language from other locally adopted code and ordinances in Oregon. While all of the recommended language should be reviewed for local applicability and modified as needed, language shown [in brackets] is text that must be customized to the jurisdiction.

An evaluation of existing development code language in YCTA service area jurisdictions revealed the need for strengthened language related to transit. The evaluation is summarized in Figure G-2. While the evaluation targets the two largest cities in the YCTA service area, the following sets of model development code language are intended for consideration by all the jurisdictions in the service area, as code update opportunities arise.

#### Coordination with Transit Agencies

Improving coordination with transit agencies is a key part of implementing the TDP and improving transit service and facilities in Yamhill County. Therefore, it is recommended that YCTA, or transportation

facility and service providers generally, be included in the development application process when applications may affect an existing or planned facility or service.

### 1. Pre-Application Conference

The following language would ensure that YCTA and other transportation service providers have the opportunity to be involved in development review early in the project evaluation process.

> The [City/County Community Development/Planning Director/City Manager or designee] shall invite [City/County] staff from other departments to the pre-application conference to provide technical expertise applicable to the proposal, as necessary. Other staff from public agencies whose facilities or services may be affected by the proposal, including transportation and transit agency staff, shall also be invited to participate in the pre-application conference.

### 2. Application Review

Cities have discretion in involving other agencies in application review. Notification of transit service providers, or transportation facility providers more generally, is typically not explicitly required. The lack of requirements that would allow providers to participate in application review does not reflect the need for stronger coordination between agencies – particularly local jurisdictions, ODOT, and YCTA – that have been identified during the TDP process.

For applications that involve administrative review with notice (e.g., Type II procedures) and quasi-judicial review (e.g., Type III procedures), the following language is recommended:

> Referrals [requests to review and comment on the application] shall be sent to interested and affected agencies. Interested agencies include but are not limited to [City/County] departments, police department, fire district, school district, utility companies, and applicable City, County, and State agencies. Affected agencies include but are not limited to the Oregon Department of Transportation and Yamhill County Transit Area.

### 3. Hearing Notice

Another opportunity for involving transit and transportation agencies in the development review process occurs at the time of public hearing, including the time soon before the hearing when the staff report is being completed. It is recommended that hearing notice provisions be clearly differentiated from application notice provisions, and that they require that notice be sent to agencies such as YCTA, whose facilities or services may be affected by the proposed land use action.

> Notice of a pending quasi-judicial public hearing shall be given by the [City/County Community Development/Planning Department] in the following manner:
>
> A. At least [twenty] days prior to the scheduled hearing date, notice shall be sent by mail to:
>
> Any governmental agency or utility whose property, services, or facilities may be affected by the decision. Agencies include and are not limited to: [list of agencies appropriate to jurisdiction, e.g., counterpart County or City Planning/Community Development, ODOT, ODOT Rail, ODOT Transit, railroad, Port, school district, Yamhill County Transit Area, and other transit/transportation service providers].

## Access to Transit and Transit-Supportive Improvements

A fundamental set of development requirements to support transit includes provisions that ensure that community members can easily get to transit stops and that the stops are appropriately furnished with transit-supportive facilities and features. The following recommended language addresses active transportation access to transit facilities.

### *Site Access*

#### 4. Access between the Site and the Street

One element of providing access to transit is establishing connections between the site and the street where there is existing or planned transit service. In particular, development plans should show how pedestrians safely and conveniently travel through the site and to facilities such as sidewalks and transit stops that are adjacent to or near the proposed development. Existing development code provisions in the two cities require connections between the building entrances and street and sidewalk for at least some forms of development.

The following recommended language should be established for all development and zones that may be served with transit.

> ***Pedestrian Access and Circulation***
>
> ***Standards.*** Developments shall conform to the following standards for pedestrian access and circulation:
>
> ***A. Continuous Walkway System.*** A pedestrian walkway system shall extend throughout the development site and connect to adjacent sidewalks, if any, and to all future phases of the development, as applicable.

#### 5. Access to the Transit Stop and Supportive Improvements

Requiring safe and convenient connections between buildings and transit stops can also benefit transit riders. As suggested below, pedestrian access to transit can be part of a larger section of transit-specific development code provisions addressing building orientation, as well as the features and improvements that are needed as part of the transit stop itself. Requirements could be specified to be applicable only to existing or planned transit stops with higher-frequency service (e.g., headways of 30 minutes or less).

> **Transit Access and Supportive Improvements**
>
> Proposed development that includes or is adjacent to an existing or planned transit stop shall provide or plan for access to the transit stop and, where determined necessary in consultation with [applicable transit service providers], provide transit-supportive improvements consistent with adopted or approved transportation and/or transit plans. Requirements apply where the subject parcel(s) or portions thereof are within [200] feet of a transit stop. Required transit-supportive improvements may include, but are not limited to, the following:
>
> A. Intersection of mid-block traffic management improvements to allow for pedestrian crossings at transit stops.
>
> B. Reasonably direct pedestrian connections between building entrances on the site and adjacent streets with planned or existing transit stops. For the purpose of this Section, "reasonably direct" means a route that does not deviate

unnecessarily from a straight line or a route that does not involve a significant amount of out-of-direction travel for users.

C. Building placement within [20] feet of one of the following:

1. the existing or planned transit stop;
2. a pedestrian plaza adjacent to the transit stop;
3. a street with an existing or planned transit stop;
4. a street that intersects the street with an existing or planned transit stop; or
5. a pedestrian plaza at the intersection of streets where one street has an existing or planned transit stop.

D. Transit passenger landing pads that are ADA accessible and built to transit agency standards.

E. An easement or dedication for transit stop improvements and an underground utility connection if improvements are identified in an adopted or approved plan.

F. Lighting at the transit stop, to transit agency standards.

G. Other improvements for the transit stop adjacent to the site identified in an adopted or approved plan and coordinated with the transit agency.

## *Area Access*

### 6. Off-Site Access to Transit Stops

Access to transit may require improvements that extend off-site, beyond the site adjacent to the stop. Off-site access is provided through a combination of:

1. A connected roadway system (with pedestrian and bicycle facilities), which is primarily addressed in the transportation system planning process; and
2. Pedestrian and bicycle access ways between roadways, which can be addressed in the development code.

The following recommended language addresses access ways.

Pedestrian and Bicycle Access Ways

The *[decision body]* in approving a land use application with conditions may require a developer to provide an access way where the creation of a street consistent with street spacing standards is infeasible and the creation of a cul-de-sac or dead-end street is unavoidable. An access way provides a connection through a block that is longer than established standards or connects the end of the street to another right-of-way or a public access easement. An access way shall be contained within a public right-of-way or public access easement, as required by the [City/County]. An access way shall be a minimum of *[10]*-feet-wide and shall provide a minimum *[6]*-foot-wide paved surface or other all-weather surface approved by the [*City/County decision body]*. Design features should be considered that allow access to emergency vehicles but that restrict access to non-emergency motorized vehicles.

## Other Transit-Related Development Requirements

Other development code provisions that can implement the TDP and policies recommended in this memorandum include requirements related to vehicle parking, bicycle parking, and urban form. These provisions may appear less directly related to transit than the previous recommendations regarding coordination with transit agencies, access to transit stops, and transit stop improvements. However, they contribute to creating safe and inviting pedestrian and bicycling environments; a successful transit system relies on safe and convenient access to transit by multiple modes. Therefore, the following suggested code requirements are part of a comprehensive set of strategies to support and promote transit in the YCTA service area.

### *Vehicle Parking*

#### 7. Transit-Related Uses/Facilities in Parking Areas

Bus stops and designated park-and-ride areas in parking lots may informally exist in parking areas in the YCTA service area. To codify these uses and to comply with a subsection of the TPR specifically addressing these uses[28], the language below is recommended for integration into code sections regarding off-street parking.

> Parking spaces and parking areas may be used for transit-related uses such as transit stops and park-and-ride/rideshare areas, provided minimum parking space requirements can still be met.

#### 8. Carpool/Vanpool Parking

As recommended in the TDP, ridesharing can complement transit and may be more accessible to parts of communities within the YCTA service area that are less dense and more distant from fixed route service. Accordingly, it is important to support ridesharing, and providing preferential parking is one way of supporting ridesharing through development requirements. The following recommended language targets commuting and reflects TPR language specific to this topic.[29]

> Parking areas that have designated employee parking and more than 20 automobile parking spaces shall provide at least 10% of the employee parking spaces (minimum two spaces) as preferential carpool and vanpool parking spaces. Preferential carpool and vanpool parking spaces shall be closer to the employee entrance of the building than other parking spaces, with the exception of ADA accessible parking spaces.

#### 9. Maximum Parking Requirements

Maximum off-street parking requirements help manage parking and encourage the use of transit, typically in denser, urban areas. While these requirements are recommended in the YCTA service area, their applicability can be specified for sites adjacent to transit stops and transit routes and/or for more urban-oriented zones where transit stops may be most likely to be located (e.g., central or general commercial zones).

> ***Maximum Number of Off-Street Automobile Parking Spaces.*** The maximum number of off-street automobile parking spaces allowed per site equals the minimum number of required spaces, pursuant to Table [___], multiplied by a factor of:

[28] OAR 660-012-0045(4)(e)

[29] OAR 660-012-0045(4)(d)

A. [1.2] spaces for uses fronting a street with adjacent on-street parking spaces; or

B. [1.5] spaces, for uses fronting no street with adjacent on-street parking; or

C. A factor determined according to a parking analysis.

### 10. Reduced Parking Requirements

Similar to maximum parking requirements, allowing reductions in off-street parking requirements – where, for example, a site is adjacent or close to a transit stop – helps manage parking and supports the use of transit.

Modification of Off-Street Parking Requirements

The applicant may propose a parking space standard that is different than the standard in Section [___], for review and action by the [Community Development Director] through a [variance procedure], pursuant to [___]. The applicant's proposal shall consist of a written request and a parking analysis prepared by a qualified professional. The parking analysis, at a minimum, shall assess the average parking demand and available supply for existing and proposed uses on the subject site; opportunities for shared parking with other uses in the vicinity; existing public parking in the vicinity; transportation options existing or planned near the site, such as frequent transit service, carpools, or private shuttles; and other relevant factors.

The [Community Development Director/Planning Director] may reduce the off-street parking standards without a [variance procedure] for sites with one or more of the following features:

A. Site has a transit stop with existing or planned frequent transit service (30-minute headway or less) located adjacent to it, and the site's frontage is improved with a transit stop shelter, consistent with the standards of the applicable transit service provider: Allow up to a 20 percent reduction to the standard number of automobile parking spaces;

B. Site has dedicated parking spaces for carpool/vanpool vehicles: Allow up to a 10 percent reduction to the standard number of automobile parking spaces;

C. Site has dedicated parking spaces for motorcycle and/or scooter or electric carts: Allow reductions to the standard dimensions for parking spaces and the ratio of standard to compact parking spaces;

D. Site has more than the minimum number of required bicycle parking spaces: Allow up to a 10 percent reduction to the number of automobile parking spaces.

E. On-street parking spaces are adjacent to the subject site in amounts equal to the proposed reductions to the standard number of parking spaces.

### 11. Parking Area Landscaping

Parking area landscaping is a significant, yetoften underestimated, element in creating an attractive environment for walking, rolling, and taking transit. Requirements for landscaping around the perimeter of parking areas help to screen and soften the effect of large areas of pavement and create an inviting active transportation environment. Internal parking area landscaping breaks up large areas of pavement and, along with walkways, provides an inviting and less intimidating experience of crossing a parking area to access a sidewalk and a transit stop.

The following recommended language addresses both perimeter and internal parking area landscaping.

***Parking Lot Landscaping.*** All of the following standards shall be met for each parking lot or each parking bay where a development contains multiple parking areas:

***A.*** A minimum of [10] percent of the total surface area of all parking areas, as measured around the perimeter of all parking spaces and maneuvering areas, shall be landscaped. Such landscaping shall consist of canopy trees distributed throughout the parking area. A combination of deciduous and evergreen trees, shrubs, and ground cover plants is required. The trees shall be planned so that they provide [a partial / # percent] canopy cover over the parking lot within [#] years. At a minimum, one tree per [12] parking spaces on average shall be planted over and around the parking area.

***B.*** All parking areas with more than [20] spaces shall provide landscape islands with trees that break up the parking area into rows of not more than [10-12] contiguous parking spaces. Landscape islands and planters shall have dimensions of not less than [48] square feet of area and no dimension of less than [6] feet, to ensure adequate soil, water, and space for healthy plant growth;

***C.*** All required parking lot landscape areas not otherwise planted with trees must contain a combination of shrubs and groundcover plants so that, within [2] years of planting, not less than [50-75] percent of that area is covered with living plants; and

***D.*** Wheel stops, curbs, bollards or other physical barriers are required along the edges of all vehicle-maneuvering areas to protect landscaping from being damaged by vehicles. Trees shall be planted not less than [2] feet from any such barrier.

***E.*** Trees planted in tree wells within sidewalks or other paved areas shall be installed with root barriers, consistent with applicable nursery standards.

***Screening Requirements.*** Screening is required for outdoor storage areas, unenclosed uses, and parking lots, and may be required in other situations as determined by the [City/County decision body]. Landscaping shall be provided pursuant with the standards of subsections [_ - _], below:

***A. Parking Lots.*** The edges of parking lots shall be screened to minimize vehicle headlights shining into adjacent rights-of-way and residential yards. Parking lots abutting sidewalk or walkway shall be screened using a low-growing hedge or low garden wall to a height of between [3] feet and [4] feet.

***Maintenance.*** All landscaping shall be maintained in good condition, or otherwise replaced by the property owner.

## *Bicycle Parking*

### 12. Minimum Bicycle Parking Requirements

In addition to generally encouraging active transportation and addressing TPR provisions,[30] establishing minimum bicycle parking requirements also supports the use of transit, accommodating customers bicycling to a transit stop. To this end, it is recommended that requirements for the minimum number of bicycle parking spaces at transit stops and transit centers be established.

[30] OAR 660-012-0045(3)(a)

*Bicycle Parking*

| Table __<br>Minimum Required Bicycle Parking Spaces | | Long- and Short-Term Bicycle Parking |
|---|---|---|
| Use | Minimum Number of Spaces | As % of Minimum Required Bicycle Parking Spaces |
| Transit Stops | 2 spaces | 100% short-term [a] |
| Transit Centers | 4 spaces or 1 per 10 vehicle spaces, whichever is greater | 50% long-term [b]<br>50% short-term [a] |

*a. Short-term bicycle parking is parking intended to be used for durations less than two hours. Short-term bicycle parking shall consist of a stationary rack or other approved structure to which the bicycle can be locked securely and shall be located within 50 feet of the main building entrance or one of several main entrances, and no further from an entrance than the closest automobile parking space. Shelter or cover may be required for a specified percentage of short-term parking.*

*b. Long-term bicycle parking is parking intended to be used for durations over two hours. Long-term parking shall consist of a lockable enclosure, a secure room in a building on-site, monitored parking, or another form of fully sheltered and secure parking.*

## *Urban Form*

### 13. Maximum Building Setbacks

Buildings that are built to the front property line, or close to it, are recognized as a key urban design element in creating pedestrian-friendly, walkable environments. One mechanism for achieving building presence on the street frontage is establishing maximum front yard setbacks, requiring buildings to be located no more than a certain distance from the right-of-way. Maximum setbacks in urban commercial areas typically vary from 0 to 10 feet. A related but slightly less powerful mechanism is establishing no minimum front yard setbacks, allowing buildings to be located up to the right-of-way but also allowing them to be set further back, without a limit on that distance.

This development code concept is reinforced by questions raised during the TDP process about buildings along OR 99W being set far back, making transit stops along the highway less accessible and viable. To that end, front yard setback requirements in zones that front OR 99W in Newberg and McMinnville – the Community Commercial (C-2) and Central Business District (C-3) zones in Newberg and General Commercial (C-3) zone in McMinnville – were evaluated against the recommended language presented below. While maximum setback requirements or no minimum setback requirements are established in two of these three zones, the requirements should be further strengthened specifically for development along OR 99W.

As a note, maximum setback requirements can be refined to allow for a front yard setback, or a greater setback, when a plaza or other pedestrian amenity is provided.

Development Standards.

Setback Requirements.

1. Minimum front yard setback: none
2. Maximum front yard setback: [0-10] feet

# EVALUATION OF LOCAL JURISDICTION POLICIES AND DEVELOPMENT CODE

## Policy Consistency

This section supplements the Summary of Local Policy Assessment section in Chapter 10 of the TDP. It describes an assessment of existing transportation policies found in the Comprehensive Plans and Transportation System Plans (TSPs) of each jurisdiction in the YCTA service area. These policies were reviewed for consistency with the recommended policies. Findings of consistency are summarized in Figure G-1.

In general, the evaluation checked to see whether existing policies address topics covered in the recommended policies. In the larger jurisdictions where more robust transit service is expected, the evaluation sought to find each of the recommended policies represented in existing policies in some way. In smaller jurisdictions, the evaluation determined whether the four categories of recommended policies were more generally represented in existing policies. To this end, findings of “consistent,” “mostly consistent,” “partially consistent,” “minimally consistent,” and “inconsistent” were made, and are supported by brief explanations in Figure G-1.

Figure G-1 Evaluation of Policy Consistency

| | Planning for Transit-Dependent Populations | Establishing the YCTA TDP as a Guidance Document | Coordinating with YCTA | Implementing Transit-Supportive Improvements |
|---|---|---|---|---|
| Larger Jurisdictions | | | | |
| Yamhill County | CONSISTENT<br>Existing policy addresses transit accessibility for transportation-disadvantaged groups. | PARTIALLY CONSISTENT<br>Existing policy addresses service improvements but in a very general way and without a connection to a transit agency plan. (The Yamhill County Coordinated Human Services Public Transportation Plan is referred to in existing policy.) | PARTIALLY CONSISTENT<br>Existing policy calls for implementing transit stops/centers and park-and-rides identified in the Coordinated Human Services Public Transportation Plan and generally for provision of basic improvements (shelters and benches). | MINIMALLY CONSISTENT<br>An existing goal generally calls for working with transit agencies to provide transit service and improvements, but more detailed policy is not provided beyond this goal. |
| Newberg | CONSISTENT<br>Existing policy commits the City to supporting a regional transit service that addresses the needs of disadvantaged residents, as well as ensuring that transit services and transportation facilities are ADA accessible. | PARTIALLY CONSISTENT<br>Existing policy identifies a number of potential service improvements (e.g., commuter service to the Portland area) and commits to higher density development near transit corridors but does not establish that these transit-supportive actions and improvements are based on a transit plan | MINIMALLY CONSISTENT<br>Existing policy commits the City to providing transit options for area residents, supporting the formation of a regional transit service district, and coordinating between local transit service providers and TriMet, but does not refer to land use planning and development coordination with YCTA, nor coordination of transit-related improvements or transportation demand management (TDM). | PARTIALLY CONSISTENT<br>Existing policy establishes the City's support for planning and developing park-and-rides, enhancing commuter transit services, and instituting ridesharing and other TDM programs, but does not get down to the level of transit stop improvements. Existing policy addresses prioritization of pedestrian and bicycle improvements, but does not link them to transit corridors. |

| | Planning for Transit-Dependent Populations | Establishing the YCTA TDP as a Guidance Document | Coordinating with YCTA | Implementing Transit-Supportive Improvements |
|---|---|---|---|---|
| McMinnville | MOSTLY CONSISTENT<br>Existing policy addresses City support for ensuring transportation services and facilities meet the needs of the transportation-disadvantaged (transit not singled out).<br>Existing policy regarding complete streets focuses on the safety of children, seniors, and people with disabilities in all phases of transportation and development project implementation. | PARTIALLY CONSISTENT<br>Existing policy establishes City support for transit service improvements that meet residents' needs and are consistent with City goals, policies, and plans.<br>Existing policy commits the City to street design and development requirements consistent with the "Transit System Plan" (which may only be a reference to the City's TSP and not to transit agency-specific planning), and does not address transit-supportive density. | MOSTLY CONSISTENT<br>Existing policy directs the City to study the feasibility of forming a transportation district in collaboration with Yamhill County.<br>Existing policy calls for coordination with YCTA in providing multimodal access to transit stops, streets and sidewalks that can accommodate transit stops and improvements, and support for TDM programs, but does not does not refer to land use planning and development coordination. | MOSTLY CONSISTENT<br>Existing policy expresses support for hosting an intercity/intracity transit terminal in the city.<br>Existing policy commits the City to transit-supportive development requirements with a focus on pedestrian connectivity; requirements for transit stop improvements and other transit-supportive improvements (e.g., park-and-rides) are not called out. Ways that the City can support TDM (development requirements) are also not specified. |
| Dundee | MOSTLY CONSISTENT<br>Existing policy generally addresses City support for developing a transportation system that is safe, accessible, and efficient for all users including the transportation-disadvantaged (transit not singled out). | MINIMALLY CONSISTENT<br>Existing policy addresses service improvements but does not tie those improvements to a long-range transit plan. | INCONSISTENT<br>Coordination of land use planning, development, TDM, transit stop improvements, and/or other transit-supportive improvements with transit service providers is not addressed. [31] | MINIMALLY CONSISTENT<br>Existing policy establishes the goal of a safe, continuous, and direct network of streets, access ways, and other facilities (including crossings) and commits to providing bike and pedestrian facility connections to local and regional travel routes, but does not specify or prioritize connecting to transit. Improvements related to transit stops, the pedestrian environment, and TDM are not addressed. |

[31] Policy proposed during the Dundee TSP update process in 2015 addressed coordination of transit stop access and improvements with transit service providers. However, the policy amendments have not been adopted.

| | Planning for Transit-Dependent Populations | Establishing the YCTA TDP as a Guidance Document | Coordinating with YCTA | Implementing Transit-Supportive Improvements |
|---|---|---|---|---|
| Smaller Jurisdictions | | | | |
| Dayton | MOSTLY CONSISTENT<br>Existing policy commits the City to promoting transportation actions and improvements that address the needs of low-income, disabled, and senior populations (transit not specified). | MINIMALLY CONSISTENT<br>Existing policy states that the City will support public transportation but does not refer to long-range transit planning guidance. | INCONSISTENT<br>Existing policy states that the City will support public transportation programs but does not address coordination with transit service providers. | PARTIALLY CONSISTENT<br>Existing policy prioritizes sidewalk maintenance and improvements on arterials, collectors, and where they improve connectivity, but does not address access to transit or other transit-supportive improvements and programs. |
| Lafayette | CONSISTENT<br>Existing policy commits to a street network that is safe, accessible, and efficient for the transportation-disadvantaged, as well as a convenient, safe, and economical public transportation system for the transportation-disadvantaged. | PARTIALLY CONSISTENT<br>Existing policy generally addresses service improvements but does not tie those improvements to a long-range transit plan. (Public transportation policy commits to implementation of the 1998 Regional Transportation Enhancement Plan.) | INCONSISTENT<br>Coordination of land use planning, development, and/or transit-supportive improvements with transit service providers is not addressed. | PARTIALLY CONSISTENT<br>Existing policy establishes the goal of a safe, continuous, and direct network of streets, access ways, and other facilities (including crossings) and addresses pedestrian environment improvements in the Central Business District, but does not address access to transit or other transit-supportive improvements and programs. |
| Yamhill | MOSTLY CONSISTENT Existing policy commits the City to promoting transportation actions and improvements that address the needs of low-income, disabled, and senior populations (transit not specified). | MINIMALLY CONSISTENT<br>Existing policy states that the City will encourage carpooling and alternative forms of transit, but does not refer to long-range transit planning guidance. | INCONSISTENT<br>Existing policy states that the City will encourage carpooling and alternative forms of transit, but does not address coordination with transit service providers. | MINIMALLY CONSISTENT<br>Sidewalk improvements are prioritized for Main Street and Maple Street, but access to transit or other transit-supportive improvements and programs are not addressed. |
| Carlton | CONSISTENT<br>Existing policy commits the City to providing increased access, safety, and service related to walking, biking, transit, and ridesharing particularly for the transportation-disadvantaged. | PARTIALLY CONSISTENT<br>Existing policy expresses strong support for transit service and improvements, including coordination with other agencies, but does not tie improvements or requirements to long-range transit planning. | MOSTLY CONSISTENT<br>Existing policy refers to coordination with other agencies regarding transit opportunities, including studying the needs for park-and-ride facilities, but does not specifically address coordination of land use planning and development. | MOSTLY CONSISTENT<br>Existing policy addresses transit-supportive improvements including safe crossings, park-and-ride, and TDM/ridesharing programs, but not transit-related development requirements or pedestrian facility improvements that are prioritized related to transit. |

| | Planning for Transit-Dependent Populations | Establishing the YCTA TDP as a Guidance Document | Coordinating with YCTA | Implementing Transit-Supportive Improvements |
|---|---|---|---|---|
| Amity | MOSTLY CONSISTENT Existing policy commits the City to transportation improvements that address the needs of low-income, disabled, and senior populations (transit not specified). | PARTIALLY CONSISTENT Existing policy commits the City to support and promote transit and related coordination, but does not tie these efforts to a long-range transit plan. | MOSTLY CONSISTENT Existing policy refers to coordination with YCTA regarding service changes, but does not address coordination related to other transit-supportive improvements. | PARTIALLY CONSISTENT Existing policy addresses opportunities to improve the transit system very generally, but does not provide more specific guidance related to access to transit and other transit-supportive improvements and programs. |
| Sheridan | MOSTLY CONSISTENT Existing policy commits the City to transportation improvements that address the needs of low-income, disabled, and senior populations (transit not specified). | MINIMALLY CONSISTENT Existing policy commits the City to support and promote transit, but does not tie these efforts to a long-range transit plan. | PARTIALLY CONSISTENT Existing policy states support for transit and commits the City to coordinating transportation planning and implementation with transportation facility and service providers, but does not address land use and development coordination nor specify transit agencies. | PARTIALLY CONSISTENT Existing policy address improvements very generally for the transportation-disadvantaged, for promoting transit, and for promoting walking and biking, but does not provide more specific guidance related to access to transit and other transit-supportive improvements and programs. |
| Willamina | CONSISTENT Existing policy commits the City to work with Yamhill and Polk Counties to address the transit needs of the disadvantaged. | MOSTLY CONSISTENT Existing policy commits the City to make transportation planning and improvements consistent with transportation plans, although the plans are not specified as transit plans. | MOSTLY CONSISTENT Existing policy states support for transit and commits the City to coordinating transit service and meeting the needs of the disadvantaged with Yamhill and Polk Counties, but does not address land use and development coordination. | PARTIALLY CONSISTENT Existing policy addresses improvements very generally for the transportation-disadvantaged, promoting transit, and safe and intermodal pedestrian and bicycle facilities, but does not provide more specific guidance related to access to transit and other transit-supportive improvements and programs. |

## Development Code Consistency

This section supplements the Summary of Local Development Code Assessment section in Chapter 10 of the TDP.

Figure G-2 Evaluation of Development Code Consistency

| | Newberg | McMinnville |
|---|---|---|
| **Coordination with Transit Agencies** | | |
| 1. Pre-application conference | INCONSISTENT<br>A pre-application form is available on the City's website, but there are not code provisions regarding a pre-application conference, let alone specifying that transit agencies need to be invited to participate. | INCONSISTENT<br>A pre-application form is available on the City's website, but there are not code provisions regarding a pre-application conference, let alone specifying that transit agencies need to be invited to participate. |
| 2. Application review | MINIMALLY CONSISTENT<br>The Community Development Director has discretion to require that notice be mailed to parties that the Director believes may be affected by the application, which could include transit agencies, but notice is not required. (Section 15.100.210(C)) | MINIMALLY CONSISTENT<br>Notice of a Director Review proposal must be sent to property owners and notice of a Public Hearing Review proposal must be sent to agencies that the Planning Director determines to have an interest in the proposal, neither of which requires notice to be sent to transit agencies or other transportation providers. (Section 17.72.110 and Section 17.72.120) |
| 3. Hearing notice | (Notice of the hearing is not addressed separately from notice of the proposal. See #2 above.) | (Notice of the hearing is not addressed separately from notice of the proposal. See #2 above.) |
| **Access to Transit and Supportive Improvements** | | |
| *Site Access* | | |
| 4. Access between the site and the street | CONSISTENT<br>On-site walkways are required to connect from the building entrance(s) to the street and may be required to connect to adjoining development. (Section 15.440.140) | MOSTLY CONSISTENT<br>Pedestrian walkways are required to connect between building entrances and the street/sidewalk for large format commercial development; there are no requirements related to connecting to adjoining development. (Section 17.56.050(C)(2)) Buildings are required to have a zero setback and primary entrances are required to open onto the public right-of-way in downtown. (Section 17.59.050) A similar level of connection is not required for development that is not downtown or is not large format commercial. |

| | Newberg | McMinnville |
|---|---|---|
| 5. Access to transit stop and supportive improvements | CONSISTENT<br>Existing code includes access requirements (addressed in #4 above) and requirements for transit stop improvements including reasonably direct access, a landing pad, an easement, and lighting, consistent with the TSP or an adopted transit plan. (Section 15.505.030(V)) | INCONSISTENT<br>Other than basic requirements regarding access (addressed in #4 above), code provisions do not address transit-specific access or improvements. |
| *Area Access* | | |
| 6. Access to transit stops from beyond the site | MINIMALLY CONSISTENT<br>Existing requirements establish maximum block lengths of 800-1,200' in residential and institutional zones, with allowances for longer blocks where there is a mid-block public walkway, but code does not require or encourage this type of access way for long blocks or other situations where a street connection is not practical. (Section 15.505.030(O)) | CONSISTENT<br>Land division standards limit block length to 400' and perimeter to 1,600'. "Pedestrian ways" (access ways) are allowed to be provided in the cases of long blocks, dead-end streets, and other sub-standard situations. (Section 17.53.103) |
| Other Transit-Supportive Requirements | | |
| *Vehicle Parking* | | |
| 7. Transit-related uses/facilities in parking areas | CONSISTENT<br>Transit-related uses permitted in parking areas. (Section 15.440.060(J)) | INCONSISENT<br>Parking spaces are permitted to be used only for car parking; transit-related uses are not addressed. (Section 17.06.040) |
| 8. Preferential parking for employee ridesharing | CONSISTENT<br>Preferential carpool/ vanpool parking is established in existing code. (Section 15.440.010(D)) | INCONSISTENT<br>Existing code does not address carpool/vanpool parking. |
| 9. Maximum parking requirements | MOSTLY CONSISTENT<br>Off-street parking is not required in the Central Business District and 50 percent parking requirement reductions are permitted for non-residential uses in the Riverfront District and for commercial uses within 200 feet of a public parking lot. (Sections 15.440.010(B) and (C) and Section 15.440.050(C)) | MOSTLY CONSISTENT<br>Off-street parking is not required and 50 percent parking requirement reductions are allowed in designated parts of downtown. (Sections 17.60.060 and 17.60.100) |

| | Newberg | McMinnville |
|---|---|---|
| 10. Reduced parking requirements | PARTIALLY CONSISTENT<br>See #9 above for parking requirement reductions. Residential development is permitted to credit on-street parking when 10 spaces or more are required, and reductions are allowed for affordable housing sites with pedestrian connections or routes to a transit stop. (Section 15.440.030) | PARTIALLY CONSISTENT<br>See #9 above for parking requirement reductions. A reduction of one vehicle parking space for each 15 required vehicle spaces is permitted for five bicycle parking spaces provided (all zones). (Section 17.60.140(A)(3)) |
| 11. Parking area landscaping | MOSTLY CONSISTENT<br>Parking areas with 10 or more spaces must provide at least 25 square feet of landscaping per parking space. Perimeter landscaping and landscaped islands are required. (Section 15.420.010(B)(3)) | PARTIALLY CONSISTENT<br>Perimeter landscaping around surface parking lots is required in downtown. Otherwise, reduced or no landscaping is required in downtown. Five to seven percent of parking lot gross area is required to be landscaped (all zones), and islands are required to break up parking areas. (Section 17.59.060 and Section 17.57.070) |
| *Bicycle Parking* | | |
| 12. Minimum requirements for transit stops and centers | MOSTLY CONSISTENT<br>Existing code requires bicycle parking based on required vehicle parking for transit transfer stations and park-and-ride lots. (Section 15.440.100) Bicycle parking for transit centers that do not require vehicle parking and bicycle parking for standard transit stops are not addressed. | INCONSISTENT<br>Existing code only requires bicycle parking in commercial and office/residential zones and is based on the amount of required vehicle parking. (Section 17.60.140) The Planning Director is authorized to determine parking requirements for uses not listed. (Section 17.60.090) However, it is not clear whether these provisions apply to bicycle parking (they are grouped with other vehicle parking requirements), and without bicycle parking requirements explicitly established for transit stops and transit centers, bicycle parking is not guaranteed to be provided for these uses. |
| *Urban Form* | | |
| 13. Maximum setbacks | PARTIALLY CONSISTENT<br>Existing front yard setback requirements for the C-2 zone and C-3 zone – the zones that predominantly front OR 99W – require at least a 10-foot setback in the C-2 zone and no minimum setback plus a 20-foot maximum setback in the C-3 zone. (Section 15.410.020) Removing minimum setback requirements in the C-2 zone where adjacent to OR 99W and a maximum setback of 0-10 feet (with allowances for pedestrian amenities) in both zones where adjacent to OR 99W are not addressed. | MOSTLY CONSISTENT<br>Existing front yard setback provisions do not require front yards in the C-3 zone, which is the predominant zoning fronting OR 99W. (Section 17.33.030) Except when providing pedestrian amenities, buildings are required to have no setback in downtown. (Section 17.59.050) Maximum setbacks in the C-3 zone outside of downtown and adjacent to OR 99W are not addressed. |



Image: Doug Kerr

# Yamhill County Transit Area Transit Development Plan

## Volume II

**October 2018**

Yamhill County Transit Area



Adopted October 18, 2018

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# SECTION 1: TECHNICAL MEMO #1

## Goals and Objectives



Doug Kerr (Flickr)

# Yamhill County Transit Area Transit Development Plan

## Memo #1: Goals and Objectives

**September 2017**

Yamhill County Transit Area

DKS

NELSON NYGAARD

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# 1 INTRODUCTION

The Yamhill County Transit Area (YCTA) Transit Development Plan (TDP) goals and objectives will reflect the public transportation priorities of the Yamhill County Transit Area, which is administered by Yamhill County. The goals will be coordinated with goals and policies developed in other Yamhill County plans and by key partners such as jurisdictions within and affecting Yamhill County, the state of Oregon, and the Federal Transit Administration (FTA). The goals will provide a framework to identify and prioritize Transit Development Plan strategies and policies to support the values and key issues in Yamhill County.

## DEFINITIONS

Goals and objectives are defined as follows:

- **Goals** establish Yamhill County's overall policy direction and organizational philosophy. These are typically value statements.
- **Objectives** offer a means to meeting a goal. They are typically action-oriented strategy statements and should be understandable, specific, attainable, and measurable. Objectives can be met through a variety of actions. For example an objective to reduce transit travel time can be achieved by eliminating route deviations, providing more direct service, traveling on higher speed roads, investing in traffic congestion relief solutions, and/or giving transit priority at congested intersections.
- **Performance measures** quantify characteristics of an existing transit operation. Some performance measures will be used as **evaluation criteria** to select and prioritize strategies as part of the TDP planning framework. A measure is a basis for comparison – to a desired goal, to peer systems, or to past performance. The most useful measures for transit planning and operations are typically ratios of product provided (e.g., transit trips) to resources expended (e.g., "revenue" hours of bus driver time). Productivity (ridership per revenue hour), for example, is a nearly universal measure in the transit industry. A good set of performance measures should rely on readily available data, and focus on key aspects of operations.
- **Performance standards** are target values for specific performance measures. They set the expectations for acceptable levels of performance. Using the productivity example, a standard of 10 to 15 boardings per revenue hour may be the threshold at which routes performing below this standard merit attention. A single performance measure may have multiple standards based on the service type, operating period, or geographic zone being evaluated. When setting performance standards, an agency will need to balance industry norms, the agency's own goals and objectives, and any requirements from funding or other sources. For example, farebox recovery standards may be set below those of peer systems if local policy-makers agree to higher subsidies to address affordability concerns. Alternatively, an agency's requirement to generate operating funds may not allow it to lower the farebox recovery standard.

# MEMO OVERVIEW AND GOAL REFINEMENT PROCESS

This document presents proposed Yamhill County Transit Area goals and objectives that will direct public transportation investment strategies. The document is organized into three main sections:

- **Summary of relevant documents and information** used to inform the goals and objectives
- **Proposed goals and objectives**
- **Suggested performance measures** to evaluate public transportation strategies, and YCTA's progress on achieving goals, including public outreach related to the goals that was conducted as part of the Transit Development Plan

# 2 PLAN REVIEW AND PUBLIC OUTREACH

This chapter summarizes information gathered from plans and other documents guiding transportation and land use decisions in Yamhill County, and from public transportation stakeholders at public outreach events, including a brief assessment of the key issues or "takeaways" for public transportation. Together, this information provides the groundwork to understand key needs and opportunities in the County's public transportation system. The proposed goals and objectives stem directly from – and are intended to reflect – this understanding.

## PLAN REVIEW

Public transportation goals and objectives can best serve the County when coordinated with and related to relevant planning documents from state, regional, and local organizations. The project team evaluated over 20 planning documents for goals, policies, and objectives related to public transportation. Figure 2-1 summarizes the plans and notes information most relevant to public transportation goals and objectives. More information and details about these plans can be found in Appendix A.

Figure 2-1 Transportation / Land Use Plans and Key Issues for the Yamhill County Transit Development Plan

| Document | Key Issues and "Takeaways" |
|---|---|
| **STATEWIDE PLANS** | |
| Oregon Transportation Plan | ▪ Overarching transportation policy plan guiding transportation investments statewide.<br>▪ Goal to ensure the transit system is **easy-to-use, reliable, cost-effective, and accessible.**<br>▪ Encourages governments to consider new facilities and connections that support an **efficient transportation system** and meet the needs of the growing community.<br>▪ **Transit-supportive policies** include Mobility 1.1 (efficient multimodal system), Mobility 1.2 (multiple travel choices), Economic Vitality 3.2 (mobility options for work and recreation), Energy Supply 4.2 (alternative fuels), Creating Communities 4.3 (sidewalk networks and transit supportive development), and Coordination 7.1 (remove jurisdiction barriers). |
| Oregon Public Transportation Plan | ▪ State modal policy plan guiding investments and programs for public transportation.<br>▪ 10 goals address **user experience, connectivity, livability, equity, health, safety and security, environment, land use, efficient investments, and coordination.**<br>▪ Currently being drafted, this Plan may identify public transportation **priorities, programs and performance measures** presenting opportunities for local agencies. |
| Oregon Safety Action Plan | ▪ Statewide plan providing policy direction across all modes.<br>▪ Encourages state and local agencies to develop a transit system that **prioritizes safety and limits roadway conflicts** to support Oregon's long-term vision of zero deaths and life-changing injuries on the State system. |
| Oregon Transportation Options Plan | ▪ State modal policy plan guiding investments for transportation options (i.e., transportation demand management).<br>▪ Policies encouraging transit systems that support **multimodal connections.**<br>▪ Encourages local agencies, businesses, and educational institutions to offer **travel options programs that support transit use** (e.g., transit subsidies, Guaranteed Ride Home programs, etc.).<br>▪ Transit-supportive policies include Safety 1.1 (safe for all modes), Access 3.1 (access for all modes), and Economy 5.1 (household transportation spending) |
| Oregon Bicycle and Pedestrian Plan | ▪ State modal policy plan guiding investments for bicycle and pedestrian facilities and programs.<br>▪ Presents policies to **coordinate within and between state agencies and local jurisdictions** to ensure transit facility design integrates pedestrian and bicycle projects.<br>▪ Transit-supportive policies include Safety 1.1 (safe design), Accessibility 2.4 (multimodal connections), and Strategic Investment 8.2 (high need locations) and 8.4 (leverage funding). |

| Document | Key Issues and "Takeaways" |
|---|---|
| **YAMHILL COUNTY PLANS** | |
| Yamhill County Transportation System Plan (TSP) | ▪ **Public transportation is an important part of the County's long-term multimodal transportation goals** and strategies.<br>▪ It is important to **coordinate public transportation** with local and countywide transportation initiatives and land use regulations.<br>▪ **Public transportation infrastructure projects** should be included in the County TSP to ensure State law compliance. |
| Yamhill County Comprehensive Land Use Plan | |
| YCTA Coordinated Human Services Transportation Plan | ▪ Transportation needs for customers **accessing human services** are wide ranging and best met by flexible, varied transportation solutions.<br>▪ Human services and medical needs **extend beyond Yamhill County**, which stretch limited local resources if not carefully prioritized and managed. |
| Yamhill County Agribusiness Economic Development Plan | ▪ Focuses on the County's agriculture and tourism industries, to ensure the industry can thrive, operate profitably, grow, and contribute to community livability.<br>▪ Plan stakeholders identified transportation – including public and private transit options – as a need to **support agri-tourism**.<br>▪ Transit opportunities include **local bus systems, private transportation,** and central wine tasting **"hubs"** in local communities that would support shared mobility. |
| YCTA Title VI and Limited English Proficiency Plan | ▪ **Federal Transit Administration (FTA) and Oregon Department of Transportation (ODOT) requirement** for public transportation providers to document the agency's responsibility to **assess, minimize, and mitigate negative effects on specific demographic and socioeconomic populations;** also documents the County's public notices barring discrimination and providing clear discrimination related complaint processes. |
| **LOCAL JURISDICTION PLANS** | |
| Newberg Downtown Improvement Plan | ▪ Local community transportation system plans (and other local plans) detail specific roadway, sidewalk, and cycling improvements that can complement the public transportation system.<br>▪ The Yamhill County TDP will present an opportunity to align **transit capital improvements** (e.g., bus stops) with prioritized local projects and investments.<br>▪ Local land use plans describe policies and programs that encourage medium residential and employment density. The plans address land use policies and codes that direct developers to provide roadway, sidewalk, or transit facility improvements.<br>▪ The Yamhill County TDP will present an opportunity to understand and inform communities interested in implementing **transit-supportive land use** regulations and decision-making processes. |
| Newberg Comprehensive Plan | |
| Newberg TSP | |
| McMinnville Comprehensive Plan | |
| McMinnville TSP | |
| Amity TSP | |
| Carlton TSP | |
| Dayton TSP | |
| Dundee TSP | |
| Lafayette TSP | |
| Sheridan TSP | |
| Willamina TSP | |
| Yamhill (City) TSP | |

# 3 PROPOSED GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

## GOALS AND OBJECTIVES

The draft goals and objectives for YCTA stem from the project team's review of plans and related documents, and input from YCTA and Yamhill County staff, the Project Advisory Committee (PAC), and the public. The draft goals and objectives will be modified based on additional public input to be received at upcoming outreach events.

One of the key documents guiding the proposed goals and objectives is the Yamhill County Transportation System Plan (TSP), updated in 2015. Yamhill County Transit Area (YCTA) was established as a County Service District under Oregon Revised Statutes (ORS) 451, but currently operates as a department of Yamhill County. The Yamhill County Board of Commissioners is the governing body for YCTA. The Yamhill Board of Commissioners serves as YCTA's Board of Directors and weighs decisions about investment priorities for public transportation along with the entire countywide transportation system. More information about the plan review is presented in Section 2 (above) and Appendix A.

Each goal is presented individually, followed by objectives to support implementation of the goals. Figure 3-1 summarizes the goals and objectives, and introduces draft public transportation performance measures.

The goals, objectives, and performance measures will be used to develop and prioritize public transportation strategies presented in the Transit Development Plan.

**Goal 1: Mobility – provide convenient, reliable public transportation serving a range of customer needs.**

Objective 1. Achieve high route productivity by serving key ridership markets

Objective 2. Serve key activity centers with convenient hours and days of service that meet the travel needs of workers and residents *†

Objective 3. Provide direct and reliable service that supports reliable transfers to intra- and inter-county regional connections *†

Objective 4. Identify areas that will support additional or improved transit services using data-driven and customer focused methods, and coordinate improvements to the coverage, reliability, and frequency of services *

**Goal 2: Accessibility – provide public transportation services that are equitable and address the needs of all users.**

Objective 1. Coordinate with local agencies to guide transit-supportive land use policies and practices

Objective 2. Provide access to public transportation services that meets applicable County, State and Americans with Disabilities Act (ADA) standards *

Objective 3. Provide local connectivity within and between the various communities in the County *

Objective 4. Provide a mix of public transportation services to meet the needs of different rider markets, such as fixed routes, deviated fixed routes, commuter routes, dial-a-ride, community shuttles and rideshare services

Objective 5. Distribute the benefits and impacts of services fairly and address the transportation needs and safety of all users, including the young, older adults, people with disabilities, and people of all races, ethnicities, and income levels*

Objective 6. Coordinate with human services agencies serving adults, seniors, and people with disabilities and veterans to identify specific resources, training and needs for these markets †

Objective 7. Provide easy to understand, affordable fare polices, products and payment systems

**Goal 3: Passenger experience – make public transportation a convenient, attractive and welcoming way to travel.**

Objective 1. Deliver transportation information to riders and the community at-large across multiple print, online, and mobile platforms †

Objective 2. Enhance marketing, education, and promotion efforts

Objective 3. Translate all printed and online materials into priority languages identified in the YCTA Limited English Proficiency plan (e.g. translate into Spanish and employ Spanish-speaking customer service staff)

Objective 4. Invest in technologies that enhance customer service, service reliability and access to information

Objective 5. Achieve high customer satisfaction by supporting employee training and outreach.

Objective 6. Provide system legibility by installing marked signs at bus stop locations

**Goal 4: Safety and security – ensure transit riders and drivers have safe and secure vehicles and facilities.**

Objective 1. Provide for high-quality driver and dispatcher training to ensure passenger and driver safety and security

Objective 2. Provide high-quality transit facilities by including bus stop shelters, seating and other amenities that support customer comfort and convenience.

Objective 3. Maintain vehicles in a state of good repair and replace in accordance with the Transit Asset Management Plan[1] to ensure a reliable, safe and attractive public transportation system

Objective 4. Coordinate with County and local emergency managers to support robust emergency response and resiliency to natural and human disasters

Objective 5. Coordinate with local jurisdictions and Oregon Department of Transportation (where relevant) to provide safe ways to cross streets at or near major bus stops

**Goal 5: Livability and economy – integrate public transit in the transportation system to support a prosperous, healthy community**

[1] The Transit Asset Management Plan is a federally-required document in which YCTA inventories vehicles and other assets, estimates replacement timeframes, and specifies maintenance activities and schedules to ensure assets meet or exceed useful life expectations.

Objective 1. Enhance access to major activity centers (e.g., major residential, employment, industrial, and institutional locations) and emerging or underserved activity centers (e.g., agricultural employment) as resources warrant *

Objective 2. Maintain and explore innovative partnerships with employers and institutions to serve rider markets and supplement public transportation funding

Objective 3. Support a multimodal transportation network by inviting access to transit via bicycling, walking

**Goal 6: Efficiency and financial accountability – manage the transit system in a fiscally responsible way to maximize return on investment.**

Objective 1. Advocate for increased funding and seek out new and innovative funding opportunities †

Objective 2. Improve system productivity and reliability to ensure efficient resource utilization

Objective 3. Coordinate with other transportation partners to ensure shared long range sustainability of public transportation services

Notes: * Denotes objectives adapted from the Yamhill County Transportation System Plan. † Denotes objectives adapted from the 2017 YCTA Coordinated Public Transit Human Services Transportation Plan.

# PERFORMANCE MEASURES AND BENCHMARKS

Performance measures are items that answer the question, "Are we meeting our goals?" Without performance measures, goals and objectives have no grounding in actual conditions. Without benchmarks, an organization cannot know how it is progressing toward achieving its goals.

Good performance measures help ensure accountability to the public, give justification for agency decisions, and highlight areas for improvement. Performance measure benchmarks establish the metrics that define success for the community. Some of these benchmarks are based on industry standards or peer performance, and some reflect community values and context.

Figure 3-1 lists draft performance measures and benchmarks for each goal and objective. The measures and standards will evolve throughout the project as community outreach continues. They will be applied in three key stages of the project:

1. **Existing Conditions**: These measures will help evaluate the existing public transportation system as part of the Existing Conditions task (Technical Memorandum 2). This analysis will yield quantitative and qualitative information that will be used to refine the evaluation framework to ensure measurable and achievable results.
2. **Solution Strategies**: Assess how well future solution strategies such as route changes or service modifications achieve TDP goals and objectives.
3. **Ongoing Monitoring**: Allow YCTA to measure organizational progress and monitor implementation of the TDP against the goals and objectives.

The rightmost column of Figure 3-1 indicates how each measure will be analyzed or used in the TDP and/or for ongoing monitoring by YCTA using the number code above.

The performance measures and benchmark values presented below will be refined throughout the Transit Development Plan.

Figure 3-1 Proposed Goals, Objectives, and Performance Measures/Standards

| Goal | Objective | Performance Measures | | | Performance Metric/Standard [a] |
|---|---|---|---|---|---|
| | | Existing Conditions | Solution Strategies | Monitoring Program | |
| Goal 1: Mobility – provide efficient, reliable public transportation serving a range of customer needs. | 1. Achieve high route productivity by serving key ridership markets | Riders per revenue hour (quantitative) | Evaluation based on existing route-level ridership and proposed service changes (qualitative) | Riders per revenue hour (quantitative) | 10 fixed-route passengers per hour<br>3 demand response passengers per hour |
| | 2. Serve key activity centers with convenient hours and days of service that meet the travel needs of workers and residents | Service span: hours of service (qualitative) | Service span: hours of service (qualitative) | Service span: hours of service (qualitative) | Weekday 5am – 9pm; Weekend 7am – 8pm (or as determined based on TDP public outreach) |
| | 3. Provide direct and reliable service that supports reliable transfers to intra- and inter-county regional connections | Schedule alignment with connecting providers (quantitative/qualitative) | Schedule alignment with connecting providers (quantitative/qualitative) | Schedule alignment with connecting providers (quantitative/qualitative) | Number of transfers<br>Scheduled transfer time to connecting routes |
| | 4. Identify areas that will support additional or improved transit services using data-driven and customer focused methods, and coordinate improvements to the coverage, reliability, and frequency of services | Coverage of geographic areas based on service standards e.g., land use density (quantitative) | Service area land use density (quantitative) | Service area land use density (quantitative) | As identified in TDP (service standards and TM #3 Land Use Analysis) |

Notes: * denotes objectives adapted from the Yamhill County Transportation System Plan. † denotes objectives adapted from the 2017 YCTA Coordinated Public Transit Human Services Transportation Plan. ** Travel training customers refers to the number of people trained on how to use transit by YCTA staff or partners.

[a] Standards presented in the performance metric column are preliminary thresholds of acceptable performance based on peer systems and industry norms. The measures and metrics will be refined throughout the project and monitoring metrics will be finalized in the Transit Development Plan.

| Goal | Objective | Performance Measures | | | Performance Metric/Standard [a] |
|---|---|---|---|---|---|
| | | Existing Conditions | Solution Strategies | Monitoring Program | |
| Goal 2: Accessibility – provide public transportation services that are equitable and address the needs of all users. | 1. Coordinate with local agencies to guide transit-supportive land use policies and practices | NA | NA | Agencies including transit agency in development review notice procedures (quantitative) | 80% |
| | 2. Provide access to public transportation services that meets applicable County, State and Americans with Disabilities Act (ADA) standards | Service denials per registered ADA paratransit rider (quantitative)<br>Percentage of vehicles and stops meeting ADA standards (quantitative) | NA | Service denials per registered ADA paratransit rider (quantitative)<br>Percentage of vehicles and stops meeting ADA standards (quantitative) | 0% total requests.<br>100% vehicles and stops |
| | 3. Provide local connectivity within and between the various communities in the County | Revenue hours dedicated to connections between Yamhill County communities (quantitative) | Revenue hours dedicated to connections between Yamhill County communities (quantitative) | Revenue hours dedicated to connections between Yamhill County communities (quantitative) | % of total service hours in communities under 10,000 in population (target to be established based on TDP analysis) |
| | 4. Provide a mix of public transportation services to meet the needs of different rider markets, such as fixed routes, deviated fixed routes, commuter routes, dial-a-ride, community shuttles and rideshare services | Riders per capita (quantitative)<br>Service hours per capita (quantitative) | Service hours per capita (quantitative) | Riders per capita (quantitative)<br>Service hours per capita (quantitative) | Targets based on increasing current service levels and peer comparison (target to be to be established based on existing conditions and TDP analysis) |

Notes: * denotes objectives adapted from the Yamhill County Transportation System Plan. † denotes objectives adapted from the 2017 YCTA Coordinated Public Transit Human Services Transportation Plan. ** Travel training customers refers to the number of people trained on how to use transit by YCTA staff or partners.

[a] Standards presented in the performance metric column are preliminary thresholds of acceptable performance based on peer systems and industry norms. The measures and metrics will be refined throughout the project and monitoring metrics will be finalized in the Transit Development Plan.

| Goal | Objective | Performance Measures | | | Performance Metric/Standard [a] |
|---|---|---|---|---|---|
| | | Existing Conditions | Solution Strategies | Monitoring Program | |
| Goal 2: Accessibility (continued) | 5. Distribute the benefits and impacts of services fairly and address the transportation needs and safety of all users, including the young, older adults, people with disabilities, and people of all races, ethnicities, and income levels | % youth, older adults, people with disabilities, racial and ethnic minorities, and low income households within ¼ mile of bus stops (quantitative) | % youth, older adults, people with disabilities, racial and ethnic minorities, and low income households within ¼ mile of bus stops (quantitative) | % youth, older adults, people with disabilities, racial and ethnic minorities, and low income households within ¼ mile of bus stops (quantitative) | X % of total population (target to be based on TDP analysis) |
| | 6. Coordinate with human services agencies serving adults, seniors, and people with disabilities and veterans to identify specific resources, training and needs for these markets | Percentage of YCTA budget resources comprised of human services program funding (quantitative) | NA | Percentage of YCTA budget resources comprised of human services program funding (quantitative) | 10% |
| | 7. Provide easy to understand, affordable fare polices, products and payment systems | Fare products and fare cost (qualitative) | Fare products and fare cost (qualitative) | Fare products and fare cost (qualitative) | Targets to be determined based on customer feedback and peer comparison |

Notes: * denotes objectives adapted from the Yamhill County Transportation System Plan. † denotes objectives adapted from the 2017 YCTA Coordinated Public Transit Human Services Transportation Plan. ** Travel training customers refers to the number of people trained on how to use transit by YCTA staff or partners.

[a] Standards presented in the performance metric column are preliminary thresholds of acceptable performance based on peer systems and industry norms. The measures and metrics will be refined throughout the project and monitoring metrics will be finalized in the Transit Development Plan.

| Goal | Objective | Performance Measures | | | Performance Metric/Standard [a] |
|---|---|---|---|---|---|
| | | Existing Conditions | Solution Strategies | Monitoring Program | |
| Goal 3: Passenger experience – make public transportation a convenient and welcoming way to travel. | 1. Deliver transportation information to riders and the community at-large across multiple print, online, and mobile platforms | Bilingual materials and printed materials (yes/no) | NA | Website or mobile application users (quantitative)<br>Bilingual materials and printed materials (yes/no)<br>Cities and # of locations where YCTA maintains printed materials | XX hits or online traffic per month, (TBD)<br>Schedules, maps in other languages as determined based on YCTA Title VI and Limited English Proficiency (LEP) plan.<br>Locations to be set in TDP |
| | 2. Enhance marketing, education, and promotion efforts | NA | NA | Number of travel training customers (quantitative)<br>Public awareness campaigns (qualitative) | Targets to be based on TDP analysis |
| | 3. Translate all printed and online materials into priority languages identified in the YCTA Limited English Proficiency plan (e.g., translate into Spanish and employ Spanish-speaking customer service staff) | Availability of translation and interpretation resources (yes/no) | NA | Availability of translation and interpretation resources (yes/no) | All print materials translated and spoken language access available during all service hours. |
| | 4. Invest in technologies that enhance customer service, service reliability and access to information | Assessment of technology platforms (qualitative) | NA | Technology as share of total spending (quantitative)<br>Customer call wait time | Targets to be based on available resources and peer comparison |
| | 5. Achieve high customer satisfaction by supporting employee training and outreach. | Customer satisfaction rated good or higher in rider surveys | NA | Customer satisfaction rated good or higher in rider surveys<br>Customer complaints by category | 80%<br>Minimize legitimate complaints but maximum of XX per 100,000 boardings |
| | 6. Provide system legibility by clearly identifying bus stop locations | Bus stops marked with sign (qualitative) | NA | Percentage of bus stops marked with a sign or other type of marking (quantitative) | 100% |

Notes: * denotes objectives adapted from the Yamhill County Transportation System Plan. † denotes objectives adapted from the 2017 YCTA Coordinated Public Transit Human Services Transportation Plan. ** Travel training customers refers to the number of people trained on how to use transit by YCTA staff or partners.

[a] Standards presented in the performance metric column are preliminary thresholds of acceptable performance based on peer systems and industry norms. The measures and metrics will be refined throughout the project and monitoring metrics will be finalized in the Transit Development Plan.

| Goal | Objective | Performance Measures | | | Performance Metric/Standard [a] |
|---|---|---|---|---|---|
| | | Existing Conditions | Solution Strategies | Monitoring Program | |
| Goal 4: Safety and security – ensure transit riders and drivers have safe and secure vehicles and facilities. | 1. Provide for high-quality driver and dispatcher training to ensure passenger and driver safety and security | NA | NA | Annual safety-sensitive staff training hours | Targets based on TDP (see safety or driver training program and/or ODOT Compliance Review) |
| | 2. Provide high-quality transit facilities by including waiting areas shelters, seating and other amenities that support customer comfort and convenience. | General assessment of transit facilities | NA | Percent of facilities meeting agency guidelines (stop poles, shelters, seating, lighting, trash, and/or up-to-date rider information) and passenger and vehicle capacity needs | 100% (To be achieved consistent with TDP phasing plan) |
| | 3. Maintain vehicles in a state of good repair and replace in accordance with the Transit Asset Management Plan to ensure a reliable, safe and attractive public transportation system | Share of vehicles and facilities meeting asset management maintenance schedule targets (quantitative) | NA | Share of vehicles and facilities meeting asset management maintenance schedule targets (quantitative) | 100% (To be achieved consistent with TDP phasing plan) |
| | 4. Coordinate with County and local emergency managers to support robust emergency response and resiliency to natural and human disasters | NA | NA | % communities with which YCTA has mutual aid agreements in place (quantitative) | 100% of cities, school districts, human service organizations and neighboring counties or transit agencies |
| | 5. Coordinate with local jurisdictions and Oregon Department of Transportation (where relevant) to provide safe ways to cross streets at or near major bus stops | NA | NA | Bus stops with crosswalks within ¼ mile, where appropriate to street design and safety regulations (quantitative) | 100% |

Notes: * denotes objectives adapted from the Yamhill County Transportation System Plan. † denotes objectives adapted from the 2017 YCTA Coordinated Public Transit Human Services Transportation Plan. ** Travel training customers refers to the number of people trained on how to use transit by YCTA staff or partners.

[a] Standards presented in the performance metric column are preliminary thresholds of acceptable performance based on peer systems and industry norms. The measures and metrics will be refined throughout the project and monitoring metrics will be finalized in the Transit Development Plan.

| Goal | Objective | Performance Measures | | | Performance Metric/Standard [a] |
|---|---|---|---|---|---|
| | | Existing Conditions | Solution Strategies | Monitoring Program | |
| Goal 5: Livability and economy – integrate public transit in the transportation system to support a prosperous, healthy community | 1. Enhance access to major activity centers (e.g., major residential, employment, industrial, and institutional locations) and emerging or underserved activity centers (e.g., agricultural employment) as resources warrant | % employees within ¼ mile of a transit stop (quantitative)<br>% residents within ¼ mile of a transit stop (quantitative) | % employees within ¼ mile of a transit stop (quantitative)<br>% residents within ¼ mile of a transit stop (quantitative) | % employees within ¼ mile of a transit stop (quantitative)<br>% residents within ¼ mile of a transit stop (quantitative) | Targets to be based on TDP analysis |
| | 2. Maintain and explore innovative partnerships with employers and institutions to serve rider markets and supplement public transportation funding | Establishment of agreements with major employers and institutions (qualitative) | | Establishment of agreements with major employers and institutions (qualitative) | Yes / No if agreements in place |
| | 3. Support a multimodal transportation network by inviting access to transit via bicycling, walking | General assessment of stops with bicycle racks or other bicycle parking, sidewalk coverage proximate to key bus stops, and fixed-route vehicles with bicycle racks (qualitative/quantitative) | NA | % stops with bicycle racks or other bicycle parking (quantitative)<br>Sidewalk coverage proximate to key bus stops (qualitative)<br>% fixed-route vehicles with bicycle racks (quantitative) | TBD based on TDP analysis |

Notes: * denotes objectives adapted from the Yamhill County Transportation System Plan. † denotes objectives adapted from the 2017 YCTA Coordinated Public Transit Human Services Transportation Plan. ** Travel training customers refers to the number of people trained on how to use transit by YCTA staff or partners.

[a] Standards presented in the performance metric column are preliminary thresholds of acceptable performance based on peer systems and industry norms. The measures and metrics will be refined throughout the project and monitoring metrics will be finalized in the Transit Development Plan.

| Goal | Objective | Performance Measures | | | Performance Metric/Standard [a] |
|---|---|---|---|---|---|
| | | Existing Conditions | Solution Strategies | Monitoring Program | |
| Goal 6: Efficiency and financial accountability – manage the transit system in a fiscally responsible way to provide quality, affordable services. | 1. Advocate for increased funding and seek out new and innovative funding opportunities | Annual percentage increase in transit operations funding<br>Transit projects included in County TSP<br>(quantitative) | Transit operating funding per capita, relative to peers | Annual percentage increase in transit operations funding<br>Transit projects included in County TSP<br>(quantitative) | Targets based on TDP analysis |
| | 2. Improve system productivity and reliability to ensure efficient resource utilization | Cost per revenue hour compared to peers<br>Riders per revenue hour compared to peers<br>On-time performance<br>(quantitative) | Riders per revenue hour compared to peers (qualitative)<br>On-time performance<br>(qualitative) | Cost per revenue hour compared to peers<br>Riders per revenue hour compared to peers<br>On-time performance<br>(quantitative) | Within X% of peer cost<br>Within X% of peer productivity<br>85% of bus runs arriving at time point within 4 minutes of scheduled time |
| | 3. Coordinate with other transportation partners to ensure shared long range sustainability of public transportation services | Agreements with transportation partners (Qualitative) | NA | Agreements with transportation partners (Qualitative) | Yes / No if agreements in place |

Notes: * denotes objectives adapted from the Yamhill County Transportation System Plan. † denotes objectives adapted from the 2017 YCTA Coordinated Public Transit Human Services Transportation Plan. ** Travel training customers refers to the number of people trained on how to use transit by YCTA staff or partners.

[a] Standards presented in the performance metric column are preliminary thresholds of acceptable performance based on peer systems and industry norms. The measures and metrics will be refined throughout the project and monitoring metrics will be finalized in the Transit Development Plan.

# COMMUNITY INPUT ON PUBLIC TRANSPORTATION GOALS

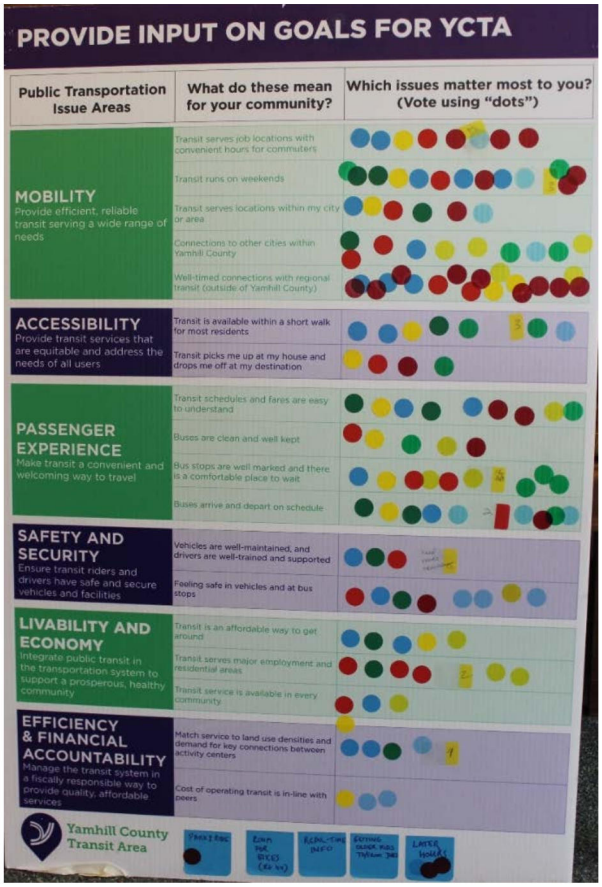
To understand the values and concerns of Yamhill County residents, the project team conducted public outreach in June and July 2017 to allow people to provide input through a dot exercise. Community events and other locations included the UFO Festival, Grange Farmers Market in McMinnville, Albertsons in McMinnville, Sheridan Days, Fred Meyer in Newberg, and Turkey Rama in McMinnville.

For this exercise, the project team prepared a board with a list of issues related to public transportation where people could identify their priorities by placing stickers (up to four). People could also identify their own issues in addition to those listed on the board. Figure 3-3 shows an image of the board and Figure 3-3 summarizes the number of people identifying each issue as important.

The mobility and passenger experience issue areas appeared to resonate the most with participants, but people prioritized issues within each of the categories. The top five priority issues were:

1. Well-timed connections with regional transit (outside of Yamhill County) – 18 dots
2. Transit runs on weekends – 16 dots
3. Transit serves job locations with convenient hours for commuters – 11 dots
4. Buses arrive and depart on schedule – 11 dots
5. Connections to other cities within Yamhill County – 10 dots (tie)
6. Transit is available within a short walk for most residents – 10 dots (tie)

Figure 3-2 Dot Exercise Board




Note: Appendix B contains an image of the original board

The identified priorities indicate that members of the public are interested in transit service that is convenient for making connections outside of Yamhill County, but that also provides connections between Yamhill County cities. People would like transit service both during commute hours and on weekends, and for service to run on-time. Transit service within a short walk received more support than transit that picks up and drops off at people's home and destination (this does not imply that door-to-door service is not important; rather, the County's system should likely continue to offer a blend of both service types).

Other priorities that received slightly fewer dots included:

- Schedules and fares that are easy to understand
- Comfortable and well-marked bus stops
- Matching service to land use and demand for connections between activity centers

Figure 3-3 Summary of Public Input on Goals for YCTA

| Public Transportation Issue Areas | What do these mean for your community? | Which issues matter most to you? |
|---|---|---|
| MOBILITY<br>Provide efficient, reliable transit serving a wide range of needs | Transit serves job locations with convenient hours for commuters | 11 |
| | Transit runs on weekends | 16 |
| | Transit serves locations within my city or area | 6 |
| | Connections to other cities within Yamhill County | 10 |
| | Well-timed connections with regional transit (outside of Yamhill County) | 18 |
| ACCESSIBILITY<br>Provide transit services that are equitable and address the needs of all users | Transit is available within a short walk for most residents | 10 |
| | Transit picks me up at my house and drops me off at my destination | 4 |
| PASSENGER EXPERIENCE<br>Make transit a convenient and welcoming way to travel | Transit schedules and fares are easy to understand | 9 |
| | Buses are clean and well kept | 5 |
| | Bus stops are well marked and there is a comfortable place to wait | 9 |
| | Buses arrive and depart on schedule | 11 |
| SAFETY AND SECURITY<br>Ensure transit riders and drivers have safe and secure vehicles and facilities | Vehicles are well-maintained, and drivers are well-trained and supported | 4 |
| | Feeling safe in vehicles and at bus stops | 8 |
| LIVABILITY AND ECONOMY<br>Integrate public transit in the transportation system to support a prosperous, healthy community | Transit is an affordable way to get around | 5 |
| | Transit serves major employment and residential areas | 8 |
| | Transit service is available in every community | 4 |
| EFFICIENCY & FINANCIAL ACCOUNTABILITY<br>Manage the transit system in a fiscally responsible way to provide quality, affordable services | Match service to land use densities and demand for key connections between activity centers | 9 |
| | Cost of operating transit is in-line with peers | 3 |
| OTHER GOALS IDENTIFIED BY PUBLIC | Park and ride | 1 |
| | Room for bikes (Rt 44) | 1 |
| | Real-time information | 1 |
| | Getting older kids to/from jobs | 1 |
| | Later hours | 1 |

# Appendix A

## Plan Survey Detail

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# APPENDIX A PLAN SURVEY DETAIL

This section provides further detail about the transportation and land use plans and policies reviewed to support the development of the proposed goals and objectives for the Yamhill County TDP, as summarized in Section 2 of the memo (Plan Review and Outreach).

Figure A-1 identifies the reviewed policies and plans that address the Yamhill County TDP goal areas proposed in Section 3 of the memo (Proposed Goals, Objectives, and Performance Measures). These existing plans and policies were considered in developing the proposed TDP goals and objectives.

Descriptions providing further detail about the plans and policies and highlighting key takeaways follow Figure A-1. Links to online documents are provided where available.

Figure A-1 Relevant Plans and Proposed Goal Areas

| Document | Mobility | Accessibility | Passenger Experience / Comfort | Safety & Security | Livability & Economic Vitality | Efficiency |
|---|---|---|---|---|---|---|
| **Statewide Plans** | | | | | | |
| Oregon Transportation Plan | ● | ● | ● | ● | ● | ● |
| Oregon Public Transportation Plan | ● | ● | ● | ● | ● | ● |
| Oregon Transportation Safety Action Plan | | | ● | ● | | |
| Oregon Transportation Options Plan | ● | ● | ● | ● | ● | ● |
| Oregon Bicycle and Pedestrian Plan | ● | ● | ● | ● | ● | ● |
| **Yamhill County Plans** | | | | | | |
| Yamhill County Transportation System Plan | ● | ● | ● | ● | ● | ● |
| Yamhill County Comprehensive Land Use Plan | | | | ● | ● | ● |
| Yamhill County Agribusiness Economic Development Plan | | ● | ● | | ● | ● |
| YCTA Coordinated Human Services Transportation Plan | ● | ● | ● | | | ● |
| YCTA Title VI and Limited English Proficiency (LEP) Plan | | | ● | | | |
| **Local Jurisdiction Plans** | | | | | | |
| Newberg Downtown Improvement Plan | | ● | ● | | ● | ● |
| Newberg Comprehensive Plan | ● | | ● | | ● | ● |
| Newberg Transportation System Plan | ● | ● | | | ● | ● |
| McMinnville Comprehensive Plan | | | | ● | ● | ● |
| McMinnville Transportation System Plan | ● | ● | ● | ● | ● | ● |
| Amity Transportation System Plan | | ● | ● | ● | | ● |
| Carlton Transportation System Plan | ● | ● | | ● | | ● |
| Dayton Transportation System Plan | | ● | ● | ● | | ● |
| Dundee Transportation System Plan | ● | ● | ● | ● | | ● |
| Lafayette Transportation System Plan | | ● | | ● | | ● |
| Sheridan Transportation System Plan | | ● | ● | ● | | ● |
| Willamina Transportation System Plan | ● | ● | ● | ● | | ● |
| City of Yamhill Transportation System Plan | ● | ● | ● | ● | | ● |

# STATEWIDE PLANS AND POLICIES

## Oregon Transportation Plan

The Oregon Transportation Planning Rule (TPR) requires the state develop a statewide TSP, known as the Oregon Transportation Plan (OTP). The OTP serves as the guiding document for local TSPs and addresses the core challenges and opportunities facing transportation in Oregon. Relevant goals, policies, and strategies from the OTP include:

- **Policy 1.2 Equity, Efficiency and Travel Choices:** Promote a transportation system with multiple travel choices that are easy to use, reliable, cost-effective and accessible to all potential users, including the transportation disadvantaged.
- **Strategy 1.2.1:** Develop and promote inter and intra-city public transportation.
- **Strategy 1.2.2:** Better integrate, locate, and design passenger and freight multimodal transportation facilities and connections to expedite travel and provide travel options. Locate and design transportation facilities to connect with other modes.
- **Policy 2.1 Capacity and Operational Efficiency:** Manage the transportation system to improve its capacity and operational efficiency for the long term benefit of people and goods movement.
- **Strategy 4.3.5:** Reduce transportation barriers to daily activities for those who rely on walking, biking, rideshare, car-sharing and public transportation by providing access to public transportation and the knowledge of how to use it and facility designs that consider the needs of the mobility-challenged including seniors, people with disabilities, children and non-English speaking populations.
- **Policy 7.1 A Coordinated Transportation System:** Collaboratively with other jurisdictions and agencies with the objective of removing barriers so the transportation system can function as one system.

***What are the key takeaways for the TDP?***

- Ensure the transit system is easy-to-use, reliable, cost-effective, and accessible
- Consider new facilities and connections that support an efficient transportation system and meet the needs of the growing community
- Remove barriers between jurisdictions and agencies so transit functions as a cohesive system

## Oregon Public Transportation Plan

The Oregon Public Transportation Plan (OPTP) provides a planning and policy framework to guide local decision-making and investments regarding public transportation but does not make service decisions for communities. The OPTP is currently being updated and is expected to be completed in 2018. The draft goals[1] for OPTP are:

- **Goal 1 Transit User Experience:** People of all ages, abilities, and income levels can travel reliably between destinations with relative ease using a seamless, affordable, convenient, well-coordinated public transportation system. People in Oregon routinely use public transportation options to meet their travel needs.

[1] Oregon Public Transportation Plan: DRAFT Opportunities, Challenges, and Trends Memo. Retrieved from https://www.oregon.gov/ODOT/TD/TP/docs/OPTP/OPTP_201608_PACMemo.pdf

- **Goal 2 System Connections and Links:** The public transportation system is linked and well-connected, with connections between public and private providers, user-friendly links between travel modes, and connections to urban, suburban, rural, regional and interstate destinations.
- **Goal 3 Community, Livability, and Economic Vitality:** Public and private interests collaboratively work to promote community livability and economic vitality, including economic expansion and diversification, through public transportation that efficiently and effectively moves people of all ages to and from homes, jobs, businesses, schools and colleges, and other destinations in urban, suburban, and rural areas.
- **Goal 4 Equity:** Public transportation is an essential tool for enhancing equity and opportunities for all Oregonians. Public transportation options improve lives by providing affordable, safe, and welcoming access to services and opportunities and eliminating barriers that prevent access to homes, jobs, and other destinations.
- **Goal 5 Health:** Public transportation fosters improved health of Oregonians by giving people opportunities to integrate physical activity into everyday life through walking and biking, supporting community vitality by enhancing connections between people, promoting cleaner air, and ensuring access to medical services, healthy groceries, and recreation.
- **Goal 6: Safety and Security:** Public transportation feels safe and is safe for all riders. Public transportation contributes to emergency response and the ability of Oregon communities to cope with natural or human-caused disasters
- **Goal 7 Environmental Sustainability:** Public transportation contributes environmental and health benefits by lessening the need for additional vehicle travel while reducing greenhouse gas emissions by providing efficient and sustainable travel options.
- **Goal 8 Land Use:** Public transportation is a tool that contributes to Oregon's state and local land use goals and policy. Agencies collaborate to ensure public transportation helps shape Oregon communities and preserves farm and forest land by providing efficient and effective travel options in urban, suburban, and rural areas.
- **Goal 9 Strategic Investment:** Sustainable and reliable funding meets the demand for public transportation service operations and infrastructure. Strategic investments in public transportation support the overall transportation system and the quality of life and economy of Oregon.
- **Goal 10 Communication, Collaboration, and Coordination:** Public and private transportation providers and all levels of government within the state and across state boundaries work collaboratively and foster partnerships that make public transportation seamless regardless of jurisdiction.

***What are the key takeaways for Yamhill County?***

- Transit should be accessible and feel safe for all ages, abilities, and income levels.
- A well-balanced transit system provides health, environmental, and economic benefits.
- Make strategic investments with reliable and sustainable funding that complement land use development patterns in the community.

## Oregon Transportation Safety Action Plan

The Oregon Transportation Safety Action Plan (TSAP) provides long-term goals, policies and strategies in an effort to achieve no deaths or life changing injuries on Oregon's transportation system by 2035. As one of seven plans under the Oregon Transportation Plan (OTP), the TSAP helps facilitate an integrated and interconnected transportation system to meet the diverse and changing needs of Oregonians. The plan identifies four emphasis areas that have a near-term focus. These emphasis areas include:

- **Risky Behaviors:** Deter unsafe or risky behaviors made by drivers and other transportation users to minimize impaired driving, unbelted, speeding, and distracted driving crashes.
- **Infrastructure:** Construct or retrofit multimodal transportation assets to minimize intersection and roadway departure crashes.
- **Vulnerable Users:** Protect vulnerable road users—pedestrians, bicyclists, motorcyclists, older drivers—to minimize pedestrian, bicycle, motorcycle, and older road user crashes.
- **Improved Systems:** Continually improve data, train, and educate transportation and safety staff, support law enforcement and emergency responders, and minimize commercial vehicle crashes.

***What are the key takeaways for Yamhill County?***

- Develop a transit system that prioritizes safety and limits roadway conflicts to support Oregon's long-term vision of zero deaths or life changing injuries by 2035.

## Oregon Transportation Options Plan

Goals, strategies, and policies in the Oregon Transportation Options Plan promote the efficient use of existing transportation system investments, reduced reliance on the single-occupancy vehicles, and the use of walking, biking, transit, rideshare, and telecommuting. This plan is part of a suite of plans under the Oregon Transportation Plan (OTP) that support an integrated and interconnected transportation system. Support for transportation options in Yamhill County is provided by the designated Regional Network Administrator (RNA) Cherriots Rideshare, which is housed within Salem Area Mass Transit District, or Cherriots. Strategies that are applicable to this plan include:

- **Strategy 2.i:** Facilitate cost sharing between local jurisdictions, healthcare organizations, and higher education institutions for transportation options coordinators and/or maintenance of bicycle, pedestrian, and transit facilities on campuses.
- **Strategy 3.b:** Develop guidance for transportation options programs suitable for all regions and communities of various sizes. For example, all communities with transit or rideshare services should also consider Guaranteed Ride Home programs.
- **Strategy 4.a:** Promote, encourage, and incentivize biking, walking, and taking transit, and carpool/vanpool (rideshare) program participation to help spread demand across modes and to more efficiently utilize existing modal capacity.
- **Strategy 4.k:** Foster the identification and development of mobility hubs through financial, policy, or technological support or coordination, with an initial focus on locations with an existing user base such as park-and-ride lots, transit stops or stations, universities, or institutional campuses.
- **Strategy 7.c:** Pair mixed-use development with expansion of transit, walking, and bicycle networks to facilitate availability of transportation options.
- **Strategy 8.i:** Encourage private and public development of transit and shuttle access or bicycle and pedestrian infrastructure that links to travel destinations.

***What are the key takeaways for Yamhill County?***

- Develop a transit system that supports multimodal connections.
- Encourage employers and educational institutions to adopt travel options programs that support transit use (e.g., transit subsidies, Guaranteed Ride Home Programs, etc.).

## Oregon Bicycle and Pedestrian Plan

Oregon's Bicycle and Pedestrian Plan is one of seven plans under the Oregon Transportation Plan (OTP), that facilitate an integrated and interconnected transportation system to meet the diverse and changing needs of system users. Regional and local plans must be consistent with the Oregon Bicycle and Pedestrian Plan policies and strategies. Relevant policies and strategies include:

- **Policy 2.4:** Improve access to multimodal connections for bicyclists and pedestrians through planning, design, prioritization, and coordination.
- **Strategy 2.4B:** When designing, extending, or improving pedestrian and bicycle networks, coordinate with transit agencies to ensure that existing and planned transit service is considered in facility design and identify opportunities to remove physical barriers in access to transit.
- **Strategy 2.4C:** Build and maintain partnerships with transit agencies to facilitate network connections with travelers walking or biking and to support first and last mile connections to transit.

***What are the key takeaways for Yamhill County?***

- Coordinate with County departments, the state of Oregon, and local jurisdictions to ensure transit facility design integrates planned pedestrian and bicycle investments and supports pedestrian and bicycle connections.

# COUNTY PLANS AND POLICIES

## Yamhill County Transit Area 2016 Coordinated Public Transit Human Services Transportation Plan

The YCTA Coordinated Public Transit Human Services Transportation plan, or Coordinated Plan, is a specialized near-term planning document that establishes strategies without specific goals. The plan includes over 50 strategies to better serve public transit riders in the County. The needs are organized by six needs areas identified through focus groups and surveys to local human services agencies. The needs areas include:

- Transportation Services
- Infrastructure
- Coordination and Organizational Strategies
- Marketing, Customer Service, and Outreach Strategies
- Technology Strategies
- Capital and Funding Strategies

***What are the key takeaways for Yamhill County?***

- Transportation needs for customers accessing human services are wide ranging and best met by flexible, varied transportation solutions.
- Human services and medical needs extend beyond Yamhill County, which can stretch limited local resources if not carefully prioritized and managed.

# Yamhill County 2015 Transportation System Plan

The Yamhill County Transportation System Plan (TSP) is guided by nine goals, each accompanied by a set of objectives by which the County will achieve these goals. Nearly all the goals, listed below, specifically relate to public transportation. The Plan aligns specific evaluation criteria with the objectives, and details information supporting short- to long-range investment strategies to meet the goals and objectives.

The TSP is a document required by Oregon cities and counties to satisfy the administrative rule known as the Transportation Planning rule implementing Statewide Planning Goal 12 (Transportation). The Rule requires local governments to plan for a safe, convenient, and adequate transportation system that is coordinated with local land use regulation.

Goal 1. Provide for Efficient and Convenient Motor Vehicle Travel

Goal 2. Provide for the safety of all transportation modes.

Goal 3: Provide an equitable, balanced and connected multi-modal transportation system.

Goal 4: Increase the Quality and Availability of Pedestrian and Bicycle Facilities

Goal 5: Work with transit service providers to provide transit service and amenities that encourage and increase ridership.

Goal 6: Manage the transportation system to support a prosperous and competitive economy.

Goal 7: Provide Transportation Facilities and Services that are Fiscally Responsible and Economically Feasible

Goal 8: Provide a transportation system that conserves energy, and protects and improves the environment.

Goal 9: Coordinate with Local and State Agencies and Transportation Plans

***What are the key takeaways for Yamhill County?***

- Public transportation is an important part of the County's long-term multimodal transportation goals and strategies.
- It is important to coordinate public transportation with local and countywide transportation initiatives and land use regulations.

## YCTA Title VI and Limited English Proficiency Plan

The YCTA Title VI plan contains YCTA's policy statement to ensure the agency's compliance with Title VI of the Civil Rights Act of 1964. It includes steps the County will take to ensure equal access to all members of the public. The plan is a Federal Transit Administration and Oregon Department of Transportation compliance requirement and does not set organizational nor community goals.

YCTA's Limited English Proficiency (LEP) Plan describes the steps the agency takes to ensure individuals with limited English proficiency can access YCTA services and information. It is contained with the YCTA Title VI plan. The plan does not set any future goals.

## Yamhill County 2009 Agri-Business Economic and Community Development Plan

The Yamhill County Agri-Business Economic and Community Development Plan references transit as a potential opportunity, among others, to support tourism in the county. It does not set any goals that pertaining directly to transit.

# LOCAL JURISDICTION PLANS AND POLICIES

## City of Newberg 2017 Downtown Improvement Plan

The Newberg Downtown Improvement Plan does not set any future goals, but it does provide a list of strategies, projects, and actions to be taken up in the downtown Newberg. Within its list of Funding, Administrative, and Organizational Actions, the following actions are related to transit:

- **Multi-Unit Housing Tax Incentive.** The Multi-Unit Housing Tax Incentive is intended to stimulate construction of transit-supportive multiple-unit housing. The tax incentive is a 10-year property tax abatement for new or converted, non-transient housing units constructed within a designated boundary and providing one or more public benefits. Newberg can consider setting up the procedures for reviewing and approving applications for this tax incentive in coordination with State statute (ORS 307.600-690).

## City of Newberg 2016 Comprehensive Plan

The Newberg Comprehensive Plan expresses goals categorized into 14 categories. The following goals are related to transit service. While all do not directly reference transit, each has connected supporting policies that directly reference transit.

### Housing

- Goal 1: To provide for diversity in the type, density and location of housing within the City to ensure there is an adequate supply of affordable housing units to meet the needs of City residents of various income levels. (Ordinance 2006-2634)

### Transportation

- Goal 1: Establish cooperative agreements to address transportation based planning, development, operation and maintenance.
- Goal 3: Promote reliance on multiple modes of transportation and reduce reliance on the automobile.
- Goal 6: Provide effective levels of non-auto oriented support facilities (e.g. bus shelters, bicycle racks, etc.).
- Goal 7: Minimize the capital improvement and community costs to implement the transportation plan.
- Goal 9: Create effective circulation and access for the local transportation system.

## City of Newberg 2016 Transportation Systems Plan

The Newberg Transportation System Plan has five goals. One of them directly references public transit:

- Goal 4: Include “complete street” principles with both vehicle and pedestrian/bicycle improvements; improve the connectivity of the street and/or sidewalk system; improve access to public transit.

## City of McMinnville 2013 Comprehensive Plan

The McMinnville Comprehensive Plan provides goals and associated policies organized into 9 policy areas. The following two goals, and accompanied policies are related to transit:

- Goal V 2: To promote a residential development pattern that is land intensive and energy-efficient, that provides for an urban level of public and private services, and that allows unique and innovative development techniques to be employed in residential designs.
  - Westside Density Policy:
    - 71.01: The City shall plan for development of the property located on the west side of the city that is outside of planned or existing transit corridors (1/4 mile either side of the route) to be limited to a density of six units per acre. It is recognized that it is an objective of the City to disperse multiple family units throughout the community. In order to provide higher density housing on the west side, sewer density allowances or trade-offs shall be allowed and encouraged. (Ord. 4961, January 8, 2013; Ord.4796, October 14, 2003)
    - 71.08: Slightly higher densities (R-2) should be permitted on lands that exhibit the above-listed characteristics (Policy 71.06), and following factors or areas:
      - 2) Within one mile of existing or planned transit;
    - 71.10: The following factors should be used to define appropriate density ranges allowed through zoning in the medium density residential areas:
      - The distance to existing or planned public transit;
    - 71.13: The following factors should serve as criteria in determining areas appropriate for high-density residential development:
      - 6) Areas within a one-half mile wide corridor centered on existing or planned public transit routes;
  - Multiple-Family Development Policies:
    - 90.00: Greater residential densities shall be encouraged to locate along major and minor arterials, within one-quarter mile from neighborhood and general commercial shopping centers, and within a one-half mile wide corridor centered on existing or planned public transit routes. (Ord. 4840, January 11, 2006; Ord. 4796, October 14, 2003)
    - 92.00: High-density housing developments shall be encouraged to locate along existing or potential public transit routes.
- Goal VI 1: To encourage development of a transportation system that provides for the coordinated movement of people and freight in a safe and efficient manner.
  - Mass Transportation Policies:
    - 100.00: The City of McMinnville shall support efforts to provide facilities and services for mass transportation that serve the needs of the city residents.
    - 101.00: The City of McMinnville shall cooperate with local, regional, and state agencies and private firms in examining mass transit possibilities and implementing agreed upon services.
    - 102.00: The City of McMinnville shall place major emphasis on the land use development implications of large-scale regional mass transit proposals. Systems which could adversely affect the goals and policies as set forth in the plan should be closely evaluated.
    - 103.00: The City of McMinnville shall encourage development of mass transit systems in existing transportation corridors where possible.
    - 104.00: The City of McMinnville shall encourage a centrally located bus terminal, for intercity and intracity bus services.
    - 105.00: The City of McMinnville shall examine the impacts of transportation proposals involving bus and/or rail terminals on surrounding land uses

- Streets Policies:
  - 118.00: The City of McMinnville shall encourage development of roads that include the following design factors:
    - 4) Consideration given to Complete Streets, in consideration of all modes of transportation (public transit, private vehicle, bike, and foot paths). (Ord.4922, February 23, 2010)
- Complete Streets Policies:
  - 132.24: The safety and convenience of all users of the transportation system including pedestrians, bicyclists, transit users, freight, and motor vehicle drivers shall be accommodated and balanced in all types of transportation and development projects and through all phases of a project so that even the most vulnerable McMinnville residents – children, elderly, and persons with disabilities – can travel safely within the public right-of-way.
- Connectivity and Circulation Policies:
  - 132.26: The vehicle, pedestrian, transit, and bicycle circulation systems shall be designed to connect major activity centers in the McMinnville planning area, increase the overall accessibility of downtown and other centers, as well as provide access to neighborhood residential, shopping, and industrial areas, and McMinnville's parks and schools.
- Transportation System and Energy Efficiency Policies:
  - 132.30.00: The implementation of transportation system and transportation demand management measures, provision of enhanced transit service, and provision of bicycle and pedestrian facilities in the McMinnville planning area shall be embraced by policy as the first choice for accommodating travel demand and relieving congestion in a travel corridor, before street widening projects for additional travel lanes are undertaken.
  - 132.30.05: The McMinnville Transportation System Plan shall promote alternative commute methods that decrease demand on the transportation system, options which also enhance energy efficiency such as using transit, telecommuting, carpooling, vanpooling, using flexible work schedules, walking, and bicycling. (Ord. 4922, February 23, 2010)
- Livability Policies:
  - 132.35.00: Transportation facilities in the McMinnville planning area shall be, to the degree possible, designed and constructed to mitigate noise, energy consumption, and neighborhood disruption, and to encourage the use of public transit, bikeways, sidewalks, and walkways. (Ord. 4922, February 23, 2010)
- Systems Development Policies:
  - 132.51.00: Formalize New Sidewalk Construction Program – To complete the pedestrian facility network, the City will formalize a New Sidewalk Construction Program that reflects the City's funding resources. This program will give priority to the construction of missing sidewalks in already developed areas of the city that would provide improved access to schools, parks, shopping, and transit services. (Ord. 4922, February 23, 2010)
- Bicycle Systems Plan Policies:
  - 132.56.35: Bicycle Parking at Transit Facilities – The City will work with the Yamhill County Transit Authority (YCTA) to encourage the installation of public bicycle parking facilities at transit stations and other inter-modal facilities, and encourage the provision of bicycle racks on all public transit vehicles. (Ord. 4922, February 23, 2010)
- Transit System Plan Policies:

- 132.57.00: Transit-supportive Street System Design – The City will include the consideration of transit operations in the design and operation of street infrastructure. (Ord. 4922, February 23, 2010)
- 132.57.05: Transit-supportive Urban Design – Through its zoning and development regulations, the City will facilitate accessibility to transit services through transit-supportive streetscape, subdivision, and site design requirements that promote pedestrian connectivity, convenience, and safety. (Ord. 4922, February 23, 2010)
- 132.57.10: Transit Facilities – The City will continue to work with YCTA to identify and help develop supportive capital facilities for utilization by transit services, including pedestrian and bicycle access to bus stop and bus shelter facilities where need is determined and right-of-way is available. (Ord. 4922, February 23, 2010)
- 132.57.15: Pedestrian Facilities – The City will ensure that arterial and collector streets' sidewalk standards are able to accommodate transit amenities as necessary along arterial and collector street bus routes. The City will coordinate with YCTA on appropriate locations. (Ord. 4922, February 23, 2010)
- 132.57.20: Intermodal Connectivity – The City of McMinnville will encourage connectivity between different travel modes. Transit transfer facilities should be pedestrian and cyclist accessible. (Ord. 4922, February 23, 2010)

– Transportation Demand Management Plan Policies:

- 132.58.00: The City should coordinate with Yamhill County to promote and support Transportation Demand Management investments that may include, but are not limited to, the following strategies:
  - 3) Transit-oriented and pedestrian-friendly design. (Ord. 4922, February 23, 2010)
- 132.58.10: The City should coordinate with YCTA to promote the use of transit and vanpools, in support of vehicle trip reduction strategies. (Ord. 4922, February 23, 2010)
- 132.58.15: The City of McMinnville should coordinate with and encourage YCTA to administer its county-wide TDM Program where it affects McMinnville. The Program may include, but is not limited to, the provisions of:
  - 3) Information and referrals to the public on McMinnville and intercity transit service, vanpools, bicycle routes, tele-commuting, park-and-ride lots, other ridesharing agencies, and transportation services for special needs;

## City of McMinnville 2010 Transportation Systems Plan

The McMinnville TSP expresses the following Transit System Goal guiding its approach and policies related to transit:

> *To support YCTA in their goal to provide a city-wide street and sidewalk system that result in efficient transit operations (current and future) as well as safe and convenient pedestrian and bicycle access to public transportation services and facilities.*

The following transit policies are intended to supplement those in the McMinnville Comprehensive Plan:

- Transit-supportive Street System Design - the City will include the consideration of transit operations in the design and operation of street infrastructure.
- Transit-supportive Urban Design - through its zoning and development regulations, the City will facilitate accessibility to transit services through transit-supportive streetscape, subdivision, and site design requirements that promote pedestrian connectivity, convenience, and safety.

- Transit Facilities - the City will continue to work with YCTA to identify and help develop supportive capital facilities for utilization by transit services, including pedestrian and bicycle access to bus stop and bus shelter facilities where need is determined and right-of-way is available.
- Pedestrian Facilities - the City will ensure that arterial and collector streets' sidewalk standards are able to accommodate transit amenities as necessary along arterial and collector street bus routes. The City will coordinate with YCTA on appropriate locations.
- Intermodal Connectivity - the City of McMinnville will encourage connectivity between different travel modes. Transit transfer facilities should be pedestrian and cyclist accessible.

## City of Amity 2014 Transportation Systems Plan

The Amity TSP expresses the city's single goal for its transportation system:

> *To provide a safe, convenient, aesthetic, and economic transportation system through a variety of transportation means.*

The city bases all transportation policies off of this goal, including policies pertaining to public transit. The following policies are related to public transit:

- The City shall support and encourage use of public transit and coordinate with Yamhill County Transit Area (YCTA) on service changes or bus route modifications.
- The City shall promote a multi-modal transportation system that adequately considers the needs of drivers, pedestrian cyclists, and public transit riders.
- The City shall take advantage of opportunities to improve the public transit system as they arise.

## City of Carlton 1999 Transportation Systems Plan

The Carlton TSP is guided by four goals. Two of them directly reference or have connected policies and objectives related to transit:

- Goal 2: Enhance the transportation mobility and safety on the local street system.
  - Policies:
    - A) Approval Processes for Transportation Facilities:
      - The following policies relate to the approval processes for transportation facilities:
        - ◊ 4) Changes in the frequency of transit services that are consistent with the Transportation System Plan shall be allowed without land use review.
- Goal 3: Increase the use of alternative modes of transportation (walking, bicycling, rideshare/carpooling, and transit) through improved access, safety, and service. Increasing the use of alternative transportation modes includes maximizing the level of access to all social, work, and welfare resources for the transportation disadvantaged. The City of Carlton seeks for its transportation disadvantaged citizens the creation of a customer-oriented regionally coordinated public transit system that is efficient, effective, and founded on present and future needs.
  - Objectives:
    - C) Plan for future expanded transit service by coordinating with regional transit service efforts.
    - D) Seek Transportation and Growth Management (TGM) and other funding for projects evaluating and improving the environment for alternative modes of transportation.

- E) Seek further improvement of mass transit systems to the City of Carlton by encouraging more frequent scheduling of commercial carriers and by continued support of those systems presently developed for mass transit in the region.

– Policies:
  - B) Transit:
    - 1) Support the continued operation of existing public transit services is a priority.
    - 2) The City shall support efforts to coordinate with governmental and private agencies in the planning and provision of public transportation services and support a regional program to improve services, particularly for the transportation disadvantaged.
    - 3) The City will cooperate with Yamhill County and other agencies in investigating public transit possibilities, including bus and rail.
    - 4) The City will coordinate with other jurisdictions when the need for park-and-ride facilities is studied.

## City of Dayton 2001 Transportation Systems Plan

The Dayton TSP does not specify any goals; instead it carries forward the following transportation objective from the 1979 City of Dayton Comprehensive Land Use Plan:

> *To provide a safe, convenient, aesthetic, and economic transportation system through a variety of transportation means.*

## City of Dundee 2015 Transportation Systems Plan

Dundee's TSP has 9 goals, with accompanying objectives and evaluation criteria. The following are related to transit:

Goal 4. Travel Options. Develop and maintain a transportation system that encourages, supports, and incorporates a variety of multi-modal travel options.

Objective 3: Support transit and rail system development to increase alternatives to single-occupant vehicle travel

## City of Lafayette 2003 Transportation Systems Plan

The Lafayette has five goals, each with a corresponding set of policies. The following goal is set for public transportation:

> *Convenient, economical and safe local and regional transportation services for all residents of Lafayette, with particular emphasis on the transportation disadvantaged.*

The following policies accompany Lafayette's public transportation goal:

- 1) The City seeks the creation of a customer-based [oriented] regionally coordinated public transit system that is efficient, effective, and founded on present and future needs.
- 2) The City will promote and encourage regional planning of public transportation services.
- 3) Where possible the City shall use innovative technology to maximize efficiency of operation, planning and administration of public transportation.
- 4) The City supports the development of a daily commuter and shopper shuttle service to the major activity centers in McMinnville.

## City of Sheridan 1999 Transportation Systems Plan

Sheridan's TSP carries forward the transportation goal from the city's 1987 Comprehensive Plan, with new language that the TSP recommends for incorporation into the Comprehensive Plan's text. The language of this goal, as recommended by the TSP is:

> *To provide a safe, convenient, aesthetic and economic transportation system through a variety of transportation means.*

This goal is accompanied by one corresponding policy related to public transit:

> *The City shall support and encourage mass transit and public transportation programs.*

## Willamina 1998 Transportation Systems Plan

Willamina's TSP has four goals, and a corresponding list of policies. The following goal specifically references public transit:

> *To provide a safe, convenient, aesthetic, economic, energy-efficient, reliable, and safe multimodal (road, rail, public transportation, waterway, bicycle, pedestrian, and pipeline) transportation systems for all users, including the young, elderly, disabled, and the disadvantaged.*

The following three policies under the plan's four goals are related to transit:

**General Policies:**

- 4) The City shall promote and encourage usage of alternate modes, including public transportation, bicycle, and pedestrian systems.

**Public Transit Policies:**

- 1) The city shall work with Polk and Yamhill county officials to promote and encourage the future operation of an inter-county public transit system.
- 2) The city shall work with Polk and Yamhill counties to identify public transportation needs of the disadvantaged and attempt to fill those needs.

## City of Yamhill 1999 Transportation Systems Plan

The City of Yamhill's TSP has four goals, accompanied by a list of policies. The following transit-related goal is identical to that of Willamina's TSP:

> *1) To provide a safe, convenient, aesthetic, economic, energy efficient, reliable, and multi-modal (road, rail, public transportation, bicycle, pedestrian, and pipeline) transportation systems for all users; including the young, elderly, disabled, and the disadvantaged.*

The following public transit policies are put forth, stemming from the above goal:

**General Policies:**

- 4) The City shall promote and encourage the usage of alternate modes, including public transportation, bicycle and pedestrian systems. Urban Growth Boundary amendments shall be coordinated with Yamhill County and Oregon Department of Transportation to assure future transportation needs are addressed.

**Public Transit Policies:**

- 1) The City shall work with Yamhill County officials to promote and encourage the future operation of an inter-county transit system.
- 2) The City shall work with Yamhill County to identify public transportation needs of the disadvantaged, and attempt to fill those needs.
- 3) The City shall encourage transportation improvements and actions which address the special needs of the low income, the disabled and senior citizens.
- 4) Undeveloped lands near the Urban Growth Boundary and near arterials should be designated as "Critical Transportation Corridors," and receive special consideration for the use of the various access control techniques. These lands have both the greatest need and the greatest potential for access control.
- 5) The City shall ensure that any expansion plans or design changes undertaken by the Oregon Department of Transportation regarding either Highway 47 or the west end of Highway 240 be compatible with the City's goals and policies for future growth.

***What are the key takeaways for Yamhill County?***

- Local community transportation system plans (and other local plans) detail specific roadway, sidewalk, and cycling improvements that can complement the public transportation system.
- The Yamhill County TDP presents an opportunity to align **transit capital improvements** (e.g., bus stops) with prioritized local projects and investments.
- Local land use plans describe policies and programs that encourage medium residential and employment density. The plans address land use policies and codes that direct developers to provide roadway, sidewalk, or transit facility improvements.
- The Yamhill County TDP presents an opportunity to understand and inform communities interested in implementing **transit-supportive land use** regulations and decision-making processes.

# APPENDIX B

## Community Outreach Materials

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# APPENDIX B COMMUNITY OUTREACH MATERIALS

The project team conducted public outreach to allow people to provide input through a dot exercise. For this exercise, the project team prepared a board with a list of issue areas that people could place stickers on to mark important issues, or add their own issues, beyond those listed on the board. The following provides an image of the board (a photo of the board with dots placed by participants is included in Chapter 2.

Figure B-1 Dot Exercise Board



# PROVIDE INPUT ON GOALS FOR YCTA

| Public Transportation Issue Areas | What do these mean for your community? | Which issues matter most to you? (Vote using "dots") |
|---|---|---|
| **MOBILITY** Provide efficient, reliable transit serving a wide range of needs | Transit serves job locations with convenient hours for commuters | |
| | Transit runs on weekends | |
| | Transit serves locations within my city or area | |
| | Connections to other cities within Yamhill County | |
| | Well-timed connections with regional transit (outside of Yamhill County) | |
| **ACCESSIBILITY** Provide transit services that are equitable and address the needs of all users | Transit is available within a short walk for most residents | |
| | Transit picks me up at my house and drops me off at my destination | |
| **PASSENGER EXPERIENCE** Make transit a convenient and welcoming way to travel | Transit schedules and fares are easy to understand | |
| | Buses are clean and well kept | |
| | Bus stops are well marked and there is a comfortable place to wait | |
| | Buses arrive and depart on schedule | |
| **SAFETY AND SECURITY** Ensure transit riders and drivers have safe and secure vehicles and facilities | Vehicles are well-maintained, and drivers are well-trained and supported | |
| | Feeling safe in vehicles and at bus stops | |
| **LIVABILITY AND ECONOMY** Integrate public transit in the transportation system to support a prosperous, healthy community | Transit is an affordable way to get around | |
| | Transit serves major employment and residential areas | |
| | Transit service is available in every community | |
| **EFFICIENCY & FINANCIAL ACCOUNTABILITY** Manage the transit system in a fiscally responsible way to provide quality, affordable services | Match service to land use densities and demand for key connections between activity centers | |
| | Cost of operating transit is in-line with peers | |

Yamhill County Transit Area

# SECTION 2: TECHNICAL MEMO #2

## Existing Conditions



Image: Doug Kerr

# Yamhill County Transit Area Transit Development Plan

## Memo #2: Existing Conditions

**January 2018**

Yamhill County Transit Area

DKS

NELSON NYGAARD

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# 1 INTRODUCTION

This Existing Conditions report will be used to populate several chapters of the Yamhill County Transit Area (YCTA) Transit Development Plan (TDP). It provides a foundation for the TDP's analysis and recommendations. This first report describes the communities of Yamhill County, assesses demographic conditions and trends related to transit, and provides an analysis of YCTA services. Through this initial documentation of existing conditions, a series of key findings and an assessment of needs and priorities will be developed. The findings and needs assessment will form the basis for the development of transit solutions later in the study.

# 2 STUDY AREA CHARACTERISTICS

Yamhill County is located in the Willamette Valley in northwestern Oregon. It is bordered by Tillamook County to the west, Washington County to the north, Clackamas and Marion Counties to the east, and Polk County to the south. Yamhill County's eastern border with Marion County is shaped by the Willamette River. McMinnville, the county seat, and Newberg are the largest cities in the county. There are eight additional incorporated cities, all in the eastern portion of the county. The Grand Ronde Community reservation is located in the southwestern part of the county, and the Siuslaw National Forest covers approximately 39 square miles in the far southwestern portion of Yamhill County.[1]

The county measures 718 square miles, and is home to approximately 104,990 residents.[2] The county has an average population density of 146 people per square mile.

## EXISTING TRANSPORTATION SYSTEM[3]

### Roadway Network

Yamhill County's existing roadway network includes 117 miles of state highways and 210 miles of county roadways classified as minor collector or above. Outside of cities, the majority of highways in Yamhill County are two-lane roads, with additional through lanes at some locations along OR 99W and OR 18.

The main routes connecting Yamhill County communities and providing connections outside Yamhill County include:

- **OR 99W** connecting I-5 in Portland with Tualatin, Tigard, Sherwood, Newberg, McMinnville, and Corvallis. OR 99W serves as a business route through Newberg and McMinnville.
- **OR 18** connecting OR 99W near Dayton with McMinnville, Sheridan, Willamina, Grand Ronde, and US 101 north of Lincoln City. OR 18 serves as a bypass route south of McMinnville. A business loop serves Willamina and Sheridan. OR 18 overlaps with OR 22 between Valley Junction (east of Grand Ronde) and Willamina.
- **OR 22** connecting Salem, Grand Ronde, and US 101.
- **OR 47** connecting OR 99W in McMinnville, Carlton, Yamhill, Cove Orchard, Gaston, Forest Grove, and Hillsboro.

There is significant commute traffic between the incorporated areas of the County, including McMinnville and Newberg, and the Portland and Salem areas. The primary commute routes are OR 99W, OR 47, OR

[1] US Department of Agriculture, Forest Service, https://www.fs.usda.gov/main/siuslaw/about-forest

[2] Proehl, Risa. Population Estimates for Oregon and Counties. Portland State University Population Research Center. 2016. https://www.pdx.edu/prc/sites/www.pdx.edu.prc/files/PopEst_BroadAges2016.xlsx

[3] Yamhill County. Yamhill County Transportation System Plan. McMinnville. 2015. http://www.co.yamhill.or.us/sites/default/files/Yamhill%20Co.%20TSP%20FINAL.pdf

221 (connecting Dayton and Salem), and OR 18. For recreational travel, OR 99W and OR 18 are one of the primary connections between the Portland metropolitan area and the Oregon coast.[4]

In general, non-seasonal congestion is not a problem on most state highways and county roads in Yamhill County. A few locations, however, do not meet ODOT's mobility targets reflecting the maximum congestion that should occur on county roads and state highways. These congested locations include:[5]

- OR 99W between Newberg and Dundee and between Dundee and OR 18, which affects YCTA Routes 44, 45X, and 46s (McMinnville – Tigard)

Most intersections operate with acceptable levels of delay except for:[6]

- OR 18/OR 154 (Lafayette Highway), which may affect YCTA Route 44 between Lafayette and Dayton
- OR 99W/OR 47, which may affect YCTA Route 33 (McMinnville – Hillsboro)

## Future Traffic Volumes

According to the 2015 Yamhill County Transportation System Plan (TSP), future traffic volumes on state highways are expected to increase approximately 1.9% per year, and by approximately 0.6% per year on county roads. These projections were based on past rates of traffic growth and anticipated future economic development and land use changes. The highest volumes of future traffic are expected to be on OR 99W and OR 18, and the highest growth rates are anticipated to be on OR 219 and OR 18.

The TSP sets "mobility standards" for state and county roadways in Yamhill County. The mobility standards define an acceptable level of traffic congestion expected by the end of the planning period (year 2035). The County forecasts roadway travel to assess where on these roadways traffic congestion will approach, meet or exceed these mobility standards. Roadways exceeding the mobility standard indicate where significant traffic delays are most likely.

The TSP identified five state highway segments that are expected to exceed mobility targets. Each of these roadway segments is critical to YCTA's regional transit network. The state highway segments – which include primary routes to and from McMinnville and Newberg – include:

- OR 99W east of Newberg
- OR 99W between Dundee and OR 18
- OR 99W between OR 47 and McMinnville
- OR 18 between Dayton and OR 154
- OR 18 between McMinnville and OR 153

## Significant Planned/Proposed Roadways

The Newberg-Dundee Bypass (Figure 2-1) will construct a four-lane highway diverting OR-99W traffic around Newberg and Dundee. Construction of phase 1 of the project, a two-lane expressway (one lane in each direction) between Springbrook Road on the east end of Newberg and the south end of Dundee, is already underway and is expected to open in late 2017. Existing YCTA service on OR 99W would benefit from more reliable traffic flow through the corridor. Phase 1 also includes reconstruction of Springbrook

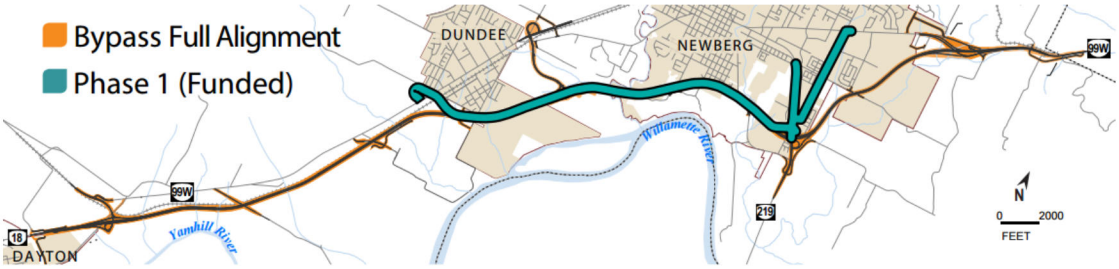
[4] Yamhill County Transportation System Plan, 2015

[5] Yamhill County Transportation System Plan, 2015

[6] Yamhill County Transportation System Plan, 2015

Road south of OR 99W, affecting existing local YCTA service in Newberg that uses this roadway. Phase 2 will provide a four-lane expressway extending to Dayton, but is not currently funded.

Figure 2-1 Newberg-Dundee Bypass Alignment




Source: Yamhill County TSP 2015

## Bicycle Network

The majority of dedicated bicycle lanes in Yamhill County are located within McMinnville and Newberg.

McMinnville's bicycle network includes a combination of bike lanes and shoulder lanes. Shoulder lanes are available on many streets throughout the central business district and connect to bike lanes extending out of downtown on OR 99W, Lafayette Avenue, Riverside Drive, a section of Three Mile Lane's west end, OR 18, 2nd Street, Cypress Street, and Baker Creek Road. In addition, some shared use pathways connect north and south of 2nd Street on the west side of McMinnville.[7]

Newberg's bicycle network includes bike lanes on many city streets, including bike lanes along OR 99W through most of the city. Overall, bike lanes are concentrated near newer commercial and residential developments. In addition, there are several local and minor collector streets with bicycle route designations. These include signed shared roadways in the neighborhood just south of downtown, a bike boulevard (including pavement markings and/or bike route signage, and wayfinding signage) from Springbrook/Haworth to Ewing Young Park, and on Meridian to Joan Austin Elementary (using Crestview and Center).[8]

Nearly all bicycle facilities in rural areas of Yamhill County are either shoulder bikeways or shared roadways. OR 99W provides a paved shoulder lane for most of its route between Newberg and Sherwood.[9] On lower speed roadways, bikes and cars share a travel lane. There are no shared-use paths in the rural areas of the county at this time.

[7] McMinnville Transportation System Plan, 2010

[8] Newberg Transportation System Plan, 2016

[9] Google Maps Bicycling, Yamhill County, OR. https://goo.gl/maps/hUyu9DDpgvN2

### Significant Planned/Proposed Bicycle Facilities

The 17-mile Yamhelas Westsider Trail, which would link the cities of Gaston, Yamhill and Carlton, is a recommended project included in the County TSP. The trail is planned to run parallel to OR-47 from OR-99W to Gaston, and tie into the Banks-Vernonia trail, connecting to Forest Grove and Hagg Lake.




Source: http://yamhelaswestsidertrail.com/

## LAND USE

Agricultural uses (including mineral use, farm use, and forestry) cover the majority of the land area outside incorporated communities. The wine industry is a predominant fixture of the agricultural sector. While the west side of the county is mostly agriculture and forestry land, southwest Yamhill County is also home to northern sections of the Siuslaw National Forest, as well as the Grand Ronde Community tribal lands.

A more detailed review of existing and planned land use is provided in Technical Memorandum #3 (TM #3).

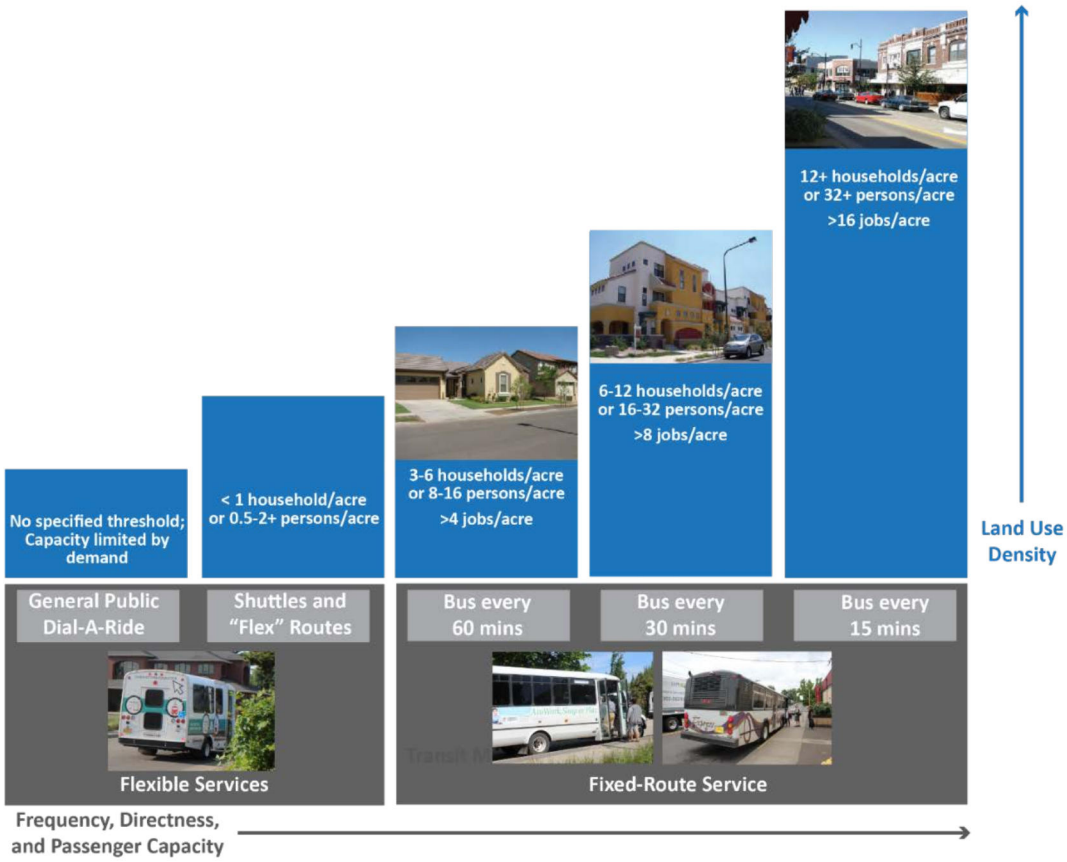
# MARKET ANALYSIS

Successful fixed-route public transportation (service running on a set path with time points) achieves highest efficiency levels in communities where clusters of people and destinations exist. The purpose of public transportation, however, is also to provide opportunities and mobility to disadvantaged populations. Therefore to gain an understanding of where potential transit needs exist, an analysis of both population and job density overall was conducted, with an additional assessment of disadvantaged populations specifically.

## Density and Transit

Population and employment densities are important factors because the clustering of people and jobs helps determine where transit routes can be operated cost-effectively given YCTA's limited resources. Most transit systems serve a mix of "choice riders," or people who own or have access to a car but choose to take transit, and "transit-dependent" riders, or those who do not have any other option. This first step of analyzing overall population and employment density provides insights into the market for transit in Yamhill County. Figure 2-2 illustrates the typical densities needed to support different levels of transit service. In urban areas higher densities support more frequent transit, while rural areas with less people and destinations can be served with less frequency. To provide context, the overall population density of Yamhill County is 0.23 people per acre. In McMinnville, there are 4.95 people per acre and in Newberg, 6.3 people per acre. Population density within a quarter-mile of transit routes is slightly higher—6.1 and 6.5 people per acre in McMinnville and Newberg, respectively.

Figure 2-2 Density and Level of Transit Service Supported




Source: Adapted from various sources, including TCRP Report 100: Transit Capacity and Quality of Service Manual.

# Population

A total of 104,990 people live in Yamhill County (2016). Just over three-quarters of the population live in incorporated communities and nearly one-quarter live in unincorporated areas. McMinnville and Newberg, the county's two most populous cities, contain 54% of the county population. Figure 2-4 shows that the vast majority of the county's population density is located along the OR 99W / OR 18 corridor that runs through the eastern part of the County.

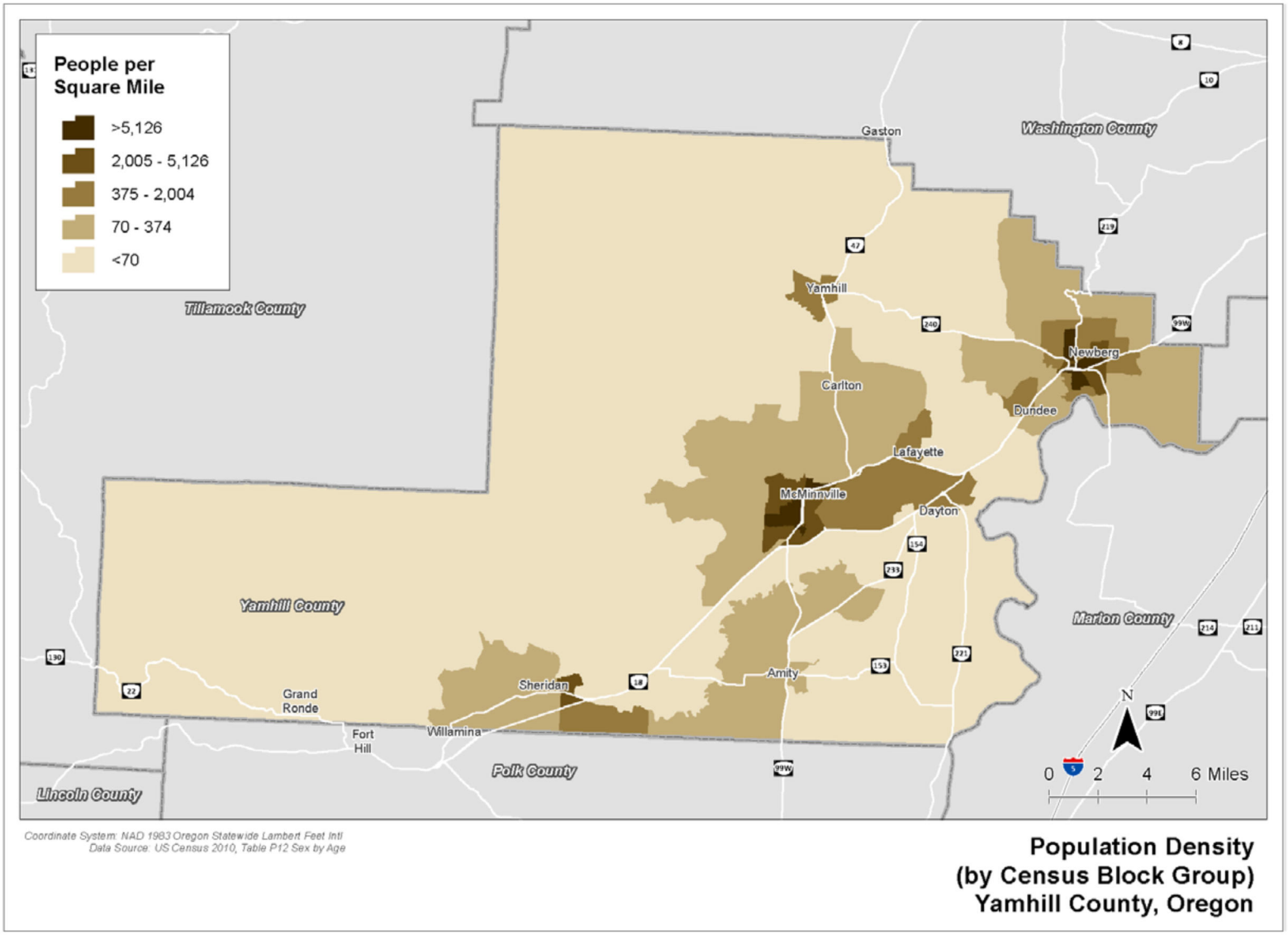
Between 2010 and 2016, Yamhill County grew by 6% (slightly less than 1% annually), about the same as Oregon overall. Figure 2-3 lists population growth by community. Among incorporated areas, Carlton, Newberg, and Lafayette are growing slightly faster than other cities. Unincorporated areas represented just 23% of the population in 2010 but accounted for 43% of the total growth in the County from 2010 to 2016.

Figure 2-3 Yamhill County Population Data and Recent Trends, 2010-2016

| Place | 2010 | % of County (2010) | 2016 | Change (2010-2016) | % Change | % of County Growth | Average Annual % Change |
|---|---|---|---|---|---|---|---|
| Oregon | 3,837,300 | N/A | 4,076,350 | 239,050 | 6% | N/A | 0.9% |
| Yamhill County | 99,405 | 100% | 104,990 | 5,585 | 6% | 100% | 0.8% |
| Incorporated Communities | 76,595 | 77% | 79,760 | 3,165 | 4% | 57% | 0.6% |
| McMinnville | 32,240 | 32% | 33,405 | 1,165 | 4% | 21% | 0.5% |
| Newberg | 22,110 | 22% | 23,465 | 1,355 | 6% | 24% | 0.9% |
| Sheridan | 6,125 | 6% | 6,115 | -10 | 0% | 0% | 0.0% |
| Lafayette | 3,740 | 4% | 3,975 | 235 | 6% | 4% | 0.9% |
| Dundee | 3,170 | 3% | 3,190 | 20 | 1% | 0% | 0.1% |
| Dayton | 2,535 | 3% | 2,635 | 100 | 4% | 2% | 0.6% |
| Willamina | 2,025 | 2% | 2,095 | 70 | 3% | 1% | 0.5% |
| Carlton | 2,015 | 2% | 2,190 | 175 | 9% | 3% | 1.2% |
| Amity | 1,615 | 2% | 1,620 | 5 | 0% | 0% | 0.0% |
| Yamhill | 1,020 | 1% | 1,070 | 50 | 5% | 1% | 0.7% |
| Unincorporated Areas | 22,810 | 23% | 25,230 | 2,420 | 11% | 43% | 1.5% |

Source: Portland State University, Population Research Center, Certified Population Estimates, 2010 and 2016.

Figure 2-4 Population Density Yamhill County, 2010




Source: 2016 YCTA Coordinated Public Transit – Human Services Transportation Plan

## Transit-Dependent Populations and Environmental Justice

Transportation is often a primary barrier cited by individuals who are unable to access employment, medical services, and educational opportunities (among other key public services). In relatively rural areas like Yamhill County, transit service often carries a large share of persons who are "transit-dependent." Transit provides people who do not have access to a vehicle or are unable to drive with a crucial lifeline to jobs, services, family and friends, and medical providers.

Presidential Executive Order 12898, issued in 1994, directed federal agencies to "make achieving environmental justice part of (their) mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies and activities on minority and low-income populations." The order builds on Title VI of the Civil Rights Act of 1964 which prohibits discrimination on the basis of race, color, or national origin.

There are three fundamental principles of environmental justice:

- To avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority and low-income populations.
- To ensure the full and fair participation by all potentially affected communities in the transportation decision making process.
- To prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

While not specifically identified by Title VI or the Executive Order, the analysis presented in this section also considers persons age 65 and older, persons with disabilities, and persons with limited English proficiency. Understanding where these demographic groups are located is important because it helps identify where transit would likely find customers and/or because it helps YCTA better serve population groups that have unique transportation needs.

Figure 2-5 summarizes transit-dependent populations by city. Several key takeaways include:

- Willamina has a high percentage of people with disabilities compared to the rest of the county. This may make it difficult for people to access transit service, which currently runs along OR 18 Business through town.
- McMinnville, Newberg, Dayton, and Willamina have the highest percentages of people with low incomes.
- Willamina, with high percentages of both low-income households and people with disabilities, may have a strong need for public transportation.
- Lafayette and Dayton have the highest percentage of people who report limited-English speaking proficiency.
- Dayton, Sheridan, and Amity have the highest share of population that identifies as non-white. Non-white residents are more likely to live in cities than County residents overall.

Each demographic group is discussed in more detail below.

Figure 2-5 Demographic Information for Yamhill County Communities, 2015

| Jurisdiction | Population [1] | Jurisdiction % of County Population | Older Adults [2] | People With Disabilities [3] | Low-Income Population [4] | Limited-English Speaking Population [5] | Race – Non-White Population [6] |
|---|---|---|---|---|---|---|---|
| Yamhill County | 101,119 | 100% | 15% | 15% | 16% | 3% | 12% |
| Incorporated Communities | 77,716 | 77% | 13% | 15% | 18% | 4% | 14% |
| McMinnville | 33,185 | 33% | 16% | 17% | 20% | 5% | 13% |
| Newberg | 22,566 | 22% | 12% | 12% | 19% | 3% | 14% |
| Sheridan | 6,048 | 6% | 10% | 15% | 14% | 2% | 20% |
| Lafayette | 3,824 | 4% | 8% | 13% | 14% | 7% | 9% |
| Dundee | 3,184 | 3% | 11% | 15% | 8% | 1% | 13% |
| Dayton | 2,539 | 3% | 12% | 15% | 20% | 7% | 24% |
| Willamina | 1,811 | 2% | 13% | 23% | 23% | 1% | 12% |
| Carlton | 1,869 | 2% | 9% | 13% | 5% | 1% | 7% |
| Amity | 1,558 | 2% | 13% | 19% | 17% | 0% | 18% |
| Yamhill | 1,132 | 1% | 9% | 14% | 8% | 0% | 3% |
| Unincorporated Areas | 23,403 | 23% | 21% | 14% | 8% | 1% | 6% |

Notes/Sources: ACS 2011-2015 estimate. [1] Table B01003. [2] Table B01001. Older adults as a percentage of the total population. [3] Table B18101. Disability population as a percentage of the civilian noninstitutionalized population. [4] Table B17021. Percentage of the population for whom poverty status is determined, which excludes institutionalized people, people in military group quarters, people in college dormitories, and unrelated individuals under 15 years old.

[3,4] For all Yamhill County communities, disability and low-income population exclude 5% or less of the total population, except Newberg (7%) and Sheridan (29%). For Newberg, 7% of the total population is not assessed for disability or income status—primarily George Fox University dormitory residents. For Sheridan, 29% of the total population not assessed for disability or income status—primarily those residing at the Federal Correctional Institution.

[5] Table B16004. Population that speaks English less than "well."

[6] Table B02001. Individuals identifying as any other race or combination of races other than "White alone," as a percentage of the total population.

## Older Adults

Older adults (age 65 and older) typically use public transportation more frequently than the general population. Older adults often exhibit higher demand for transit as they become less capable or willing to drive themselves, or can no longer afford to own a car on a fixed income.

Figure 2-5 (above) lists the share of older adults by communities and Figure 2-7 (below) illustrates the density of older adults on a map.

The greatest densities of older adults are concentrated in and near McMinnville, Newberg, and Sheridan (see Figure 2-7). Unincorporated areas, where it may be more difficult to access public transportation, have a high share of older adults – 21% of residents are age 65 or older, compared to 15% countywide (Figure 2-5).

### Population Forecasts by Age

Similar to trends seen elsewhere with the aging of the post-World War II Baby-Boom generation (persons born between 1946 and 1964, who turned 65 starting in 2011), population forecasts indicate that the share of older adults in Yamhill County is projected to continue to increase, from approximately 15% of the population currently to 20% of the population by 2035 (see Figure 2-6). As with other services, this demographic trend creates additional demand for public transportation.

In addition, youth are projected to decline slightly as a share of the County's population.

Figure 2-6 Projected Age in Yamhill County Compared to Oregon Averages, 2010-2035

| | 2010 | | 2015 | | 2020 | | 2025 | | 2030 | | 2035 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Age | Yamhill County | Oregon | Yamhill County | Oregon | Yamhill County | Oregon | Yamhill County | Oregon | Yamhill County | Oregon | Yamhill County | Oregon |
| 0-19 | 28% | 25% | 26% | 24% | 25% | 23% | 24% | 23% | 24% | 23% | 24% | 23% |
| 20-64 | 59% | 61% | 59% | 60% | 59% | 58% | 58% | 57% | 57% | 56% | 56% | 56% |
| 65+ | 13% | 14% | 15% | 16% | 17% | 19% | 18% | 20% | 19% | 21% | 20% | 22% |

Source: Oregon Office of Economic Analysis, County Populations and Components of Change (2013)

## People with Disabilities

Persons with disabilities often are heavily dependent on public transit service. Some types of disabilities may prevent people from driving. Access to transportation is an important factor in allowing persons with disabilities to access services and live independently. Public transit providers are required to provide ADA Paratransit for persons whose disability prevents them from utilizing local fixed-route transit service, within a three-quarter mile distance of the local fixed-route transit stops.

Figure 2-5 (above) lists the share of people with disabilities by community and Figure 2-8 (below) illustrates the density of people with disabilities on a map.

In Yamhill County, 15% of residents have a disability, which is relatively similar across incorporated communities and unincorporated areas (Figure 2-5). The cities with the highest percentages are Willamina and Dayton, with 23% and 19% respectively. Residents with disabilities tend to live close to population centers, and this is reflected in the densities seen in and around McMinnville, Newberg, and Sheridan in Figure 2-8.

## People Living in Poverty

For the purposes of this analysis, households are classified as low-income if they earn an annual income less than the federal poverty level (FPL), which is the income eligibility criteria for various social service programs in Oregon and around the country. As of 2017, the FPL for individuals is an annual income of $12,060.[10]

Figure 2-5 (above) lists the share of people in poverty by community and Figure 2-9 (below) illustrates the density of people in poverty on a map.

In Yamhill County, 16% of residents have an annual income below the FPL. Five of the county's ten municipalities have a larger percentage of low-income residents than the County overall (Figure 2-5). The cities with the highest percentages include McMinnville and Dayton, each with 20%, and Willamina with 23%. People with low incomes make up 18% of residents living in incorporated communities, but only 8% of residents in unincorporated areas, indicating that low-income residents in Yamhill County tend to live close to the county's population centers (see Figure 2-9).

## Limited English Proficiency Population

Limited English proficiency often correlates closely to income and can be another indicator of a household's relative dependency on transit. Figure 2-5 (above) lists the share of people who identify as speaking English "less than well."

Lafayette and Dayton have the highest percentage of people who report limited-English speaking proficiency (7%). In McMinnville 5% of the population identifies as speaking English "less than well," and 3% of the population in Newberg.

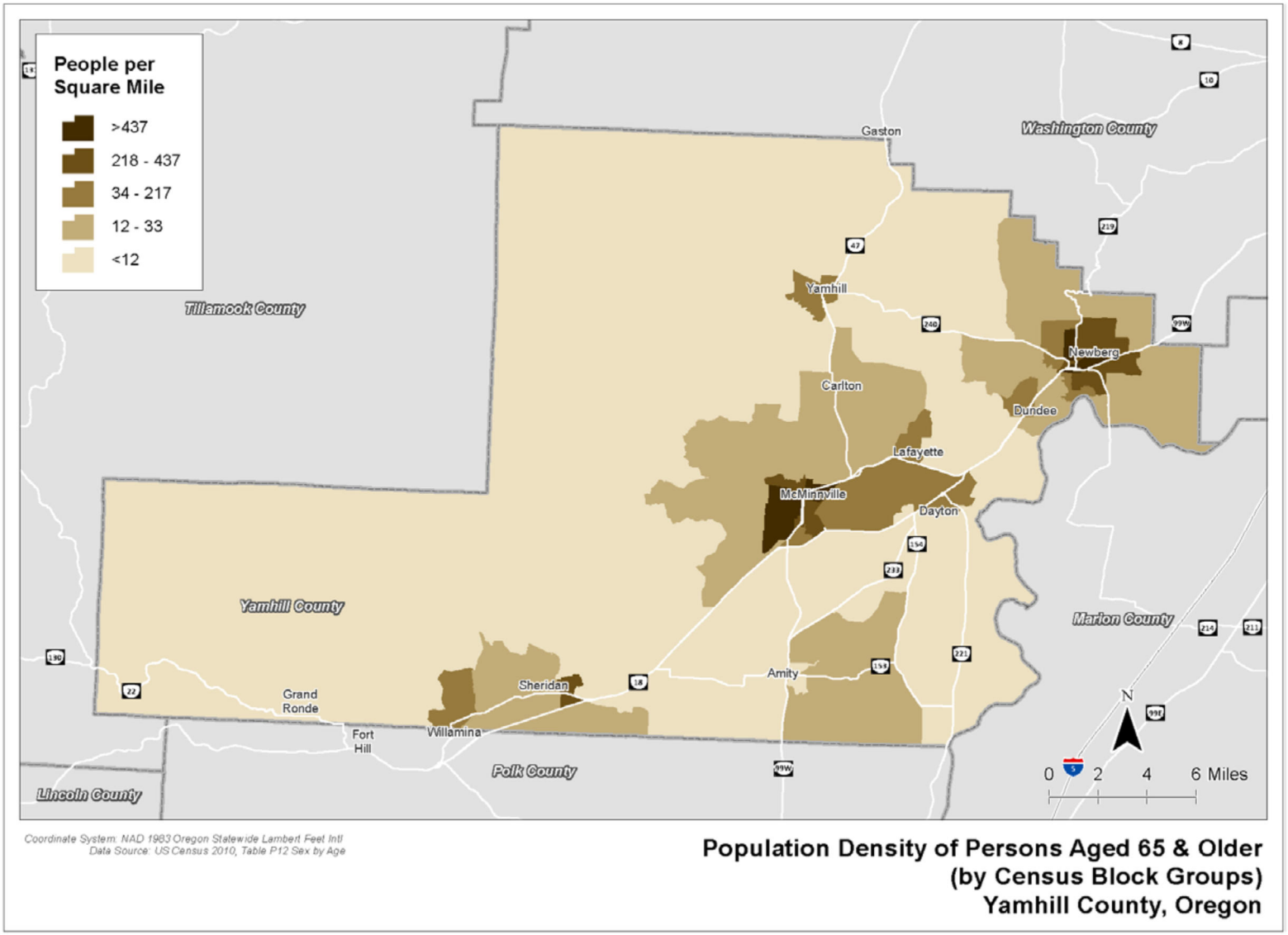
## Race (Non-White Population)

Ethnicity or race (defined here as "non-white alone") can be a moderate indicator of propensity toward transit usage. Understanding where different racial or ethnic groups are located in the County can help YCTA reach out to and involve different communities in its decision-making and avoid adversely impacting these communities.

Figure 2-5 (above) lists the share of people who are non-white by city. In Yamhill County overall, 12% of residents identify as an ethnicity or race other than white. Seven of the county's ten municipalities have a percentage of non-white residents equal to or greater than the County overall (see Figure 2-5 above), including Dayton (24%), Sheridan (20%), and Amity (18%). People of color make up 14% of residents living in incorporated communities, but only 6% of residents in unincorporated areas, indicating that non-white residents in Yamhill County tend to live close to the county's population centers.

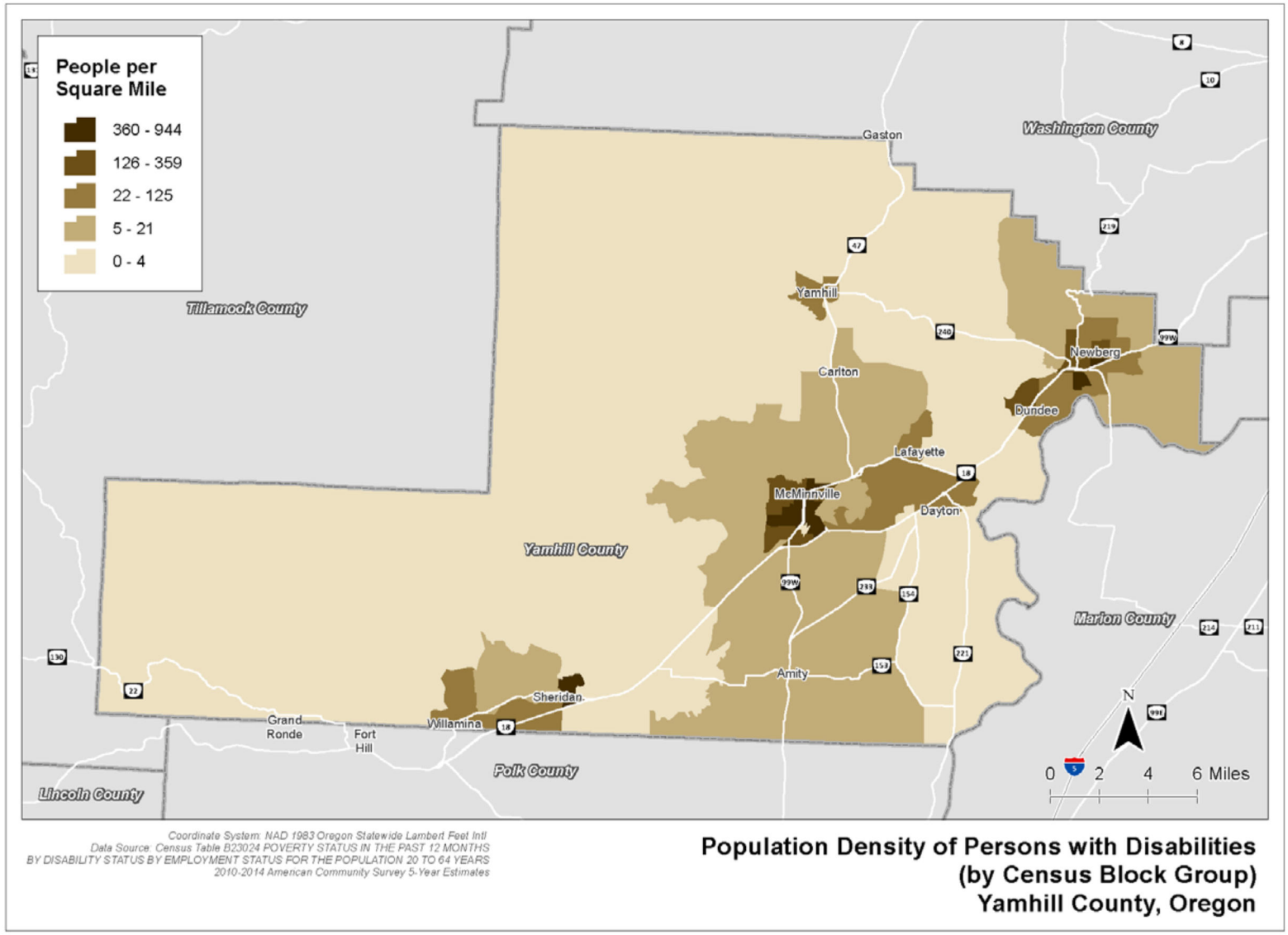
[10] The United States Department of Health and Human Services (HHS) issues an income measure known as the Federal Poverty Level (FPL) each year; government agencies use the FPL to assess eligibility for a variety of programs and benefits. https://www.healthcare.gov/glossary/federal-poverty-level-FPL/

Figure 2-7 Density of Persons Aged 65 and Older in Yamhill County, 2010



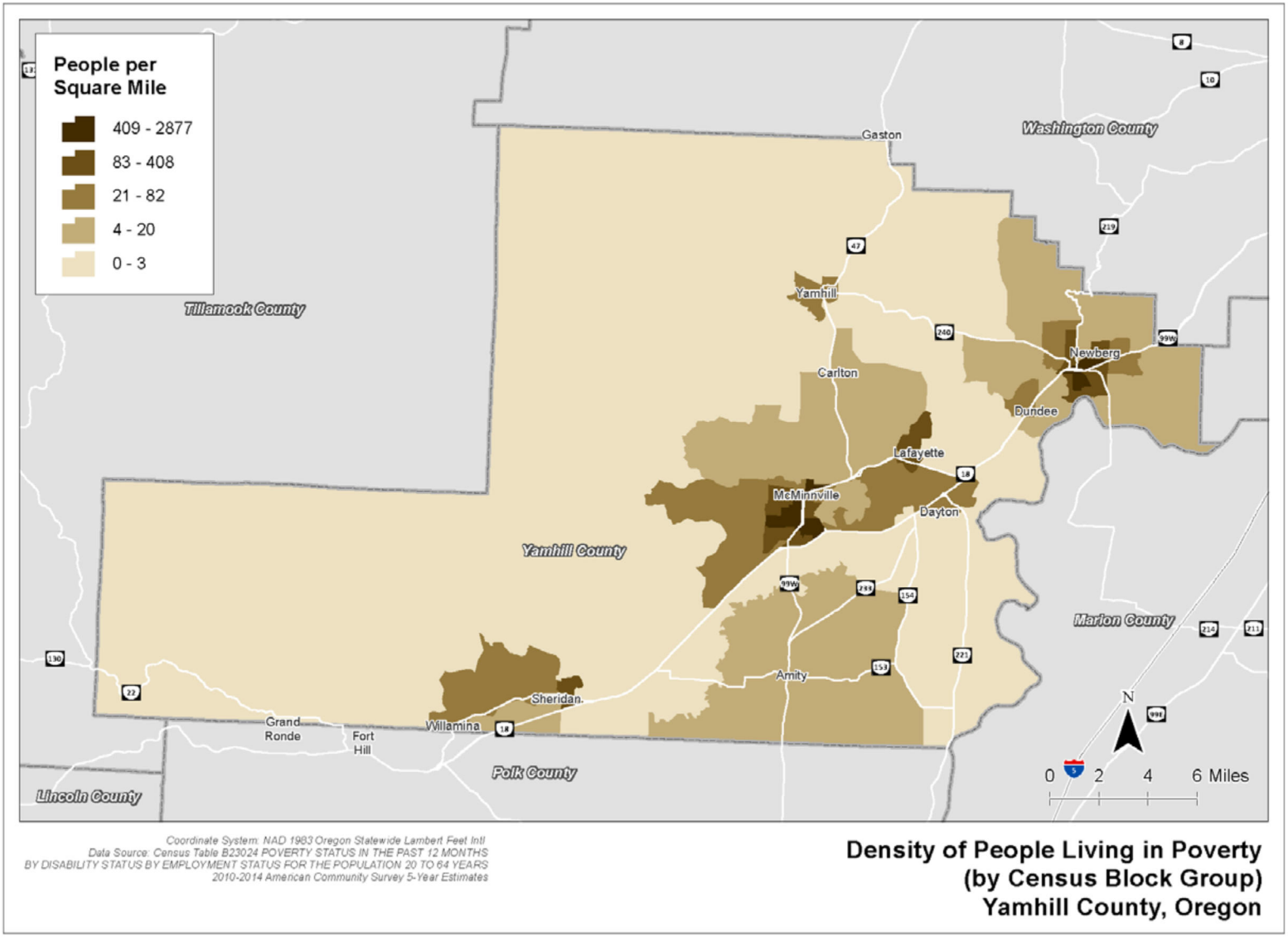

Source: 2016 YCTA Coordinated Public Transit – Human Services Transportation Plan

Figure 2-8 Density of Persons with Disabilities in Yamhill County, 2014




Source: 2016 YCTA Coordinated Public Transit – Human Services Transportation Plan

Figure 2-9 Density of People Living in Poverty in Yamhill County, 2014




Source: 2016 YCTA Coordinated Public Transit – Human Services Transportation Plan

# ECONOMY

## Major Employers and Job Sectors

According to the Oregon Employment Department (OED), Yamhill County's top employment sectors include manufacturing; health care and social assistance; and education services, comprising over 40% of all jobs (Figure 2-10). The retail sector accounts for approximately 10% of jobs. Although not represented among the largest individual employers, wineries and wine-related tourism are major industries in the county. Agriculture – grouped with forestry, fishing, and hunting as an employment sector – is the fifth largest employment sector in the county (9.4% of jobs). Yamhill County has the most vineyards, planted acreage, harvested acreage, yield per harvest acre, and production of any county in the state.[11] As of 2006, 227 vineyards were in operation in Yamhill County, representing approximately 30% of all Oregon vineyards.[12] A related sector, food services and accommodation, represents 8.8% of jobs.

Yamhill County's ten largest employers (listed in Figure 2-11) represent a range of industries, including medical services, higher education, manufacturing, and security facilities. All but one – the Federal Correctional Institution in Sheridan – operate in McMinnville or Newberg. The county's two largest employers by number of employees are in Newberg – A-dec and George Fox University. In terms of transit accessibility, Linfield College is the major employer with the most service available, with stops for six of YCTA's eleven routes.

[11] O'Connor, Pat, and Brian Roone. Growing a Vintage: Oregon's Wine & Grape Industry. Oregon Employment Department: Salem. 2007. https://www.umpqua.edu/images/areas-of-study/career-technical/viticulture-enology/downloads/economic-impact/OED-2007-oregon-wine-employment-economy.pdf

[12] Oregon Employment Department, 2006

Figure 2-10 Employment By Sector, 2016

| Employment Sector | Employment | % of Total |
|---|---|---|
| Manufacturing | 6,258 | 18.1% |
| Health care and social assistance | 5,065 | 14.7% |
| Educational services | 3,547 | 10.3% |
| Retail trade | 3,514 | 10.2% |
| Agriculture, forestry, fishing & hunting | 3,253 | 9.4% |
| Accommodation and food services | 3,036 | 8.8% |
| Construction | 1,789 | 5.2% |
| Public administration | 1,495 | 4.3% |
| Other services, ex. public admin | 1,416 | 4.1% |
| Administrative and waste services | 950 | 2.8% |
| Professional and technical services | 774 | 2.2% |
| Transportation, warehousing & utilities | 726 | 2.1% |
| Finance and insurance | 696 | 2.0% |
| Wholesale trade | 688 | 2.0% |
| Arts, entertainment, and recreation | 568 | 1.6% |
| Real estate and rental and leasing | 273 | 0.8% |
| Information | 251 | 0.7% |
| Management of companies and enterprises | 144 | 0.4% |
| Mining | 77 | 0.2% |
| Total All Industries | 34,523 | 100.0% |

Source: Oregon Employment Department

Figure 2-11 Top Ten Yamhill County Employers, 2012

| Employer | Employment | City | Product | Transit Routes |
|---|---|---|---|---|
| A-dec | 978 | Newberg | Dental equipment | |
| George Fox University | 560 | Newberg | Private college | 5 |
| Cascade Steel Rolling Mill | 431 | McMinnville | Steel products | |
| Linfield College | 430 | McMinnville | Private college | 2, 3, 11, 22, 24S, 45X |
| Willamette Valley Medical Center | 420 | McMinnville | Full service hospital | 2 |
| Federal Correctional Institute Sheridan | 380 | Sheridan | Security facility | |
| Evergreen Aviation Museum | 361 [a] | McMinnville | Aviation museum | |
| Meggitt Polymers & Composites | 283 | McMinnville | Aerospace products | 33, 44 |
| Providence Newberg Medical Center | 255 | Newberg | Full service hospital | 7 |
| Betty Lou's Inc. | 180 | McMinnville | Food Manufacturer and Co-packer | 7 |

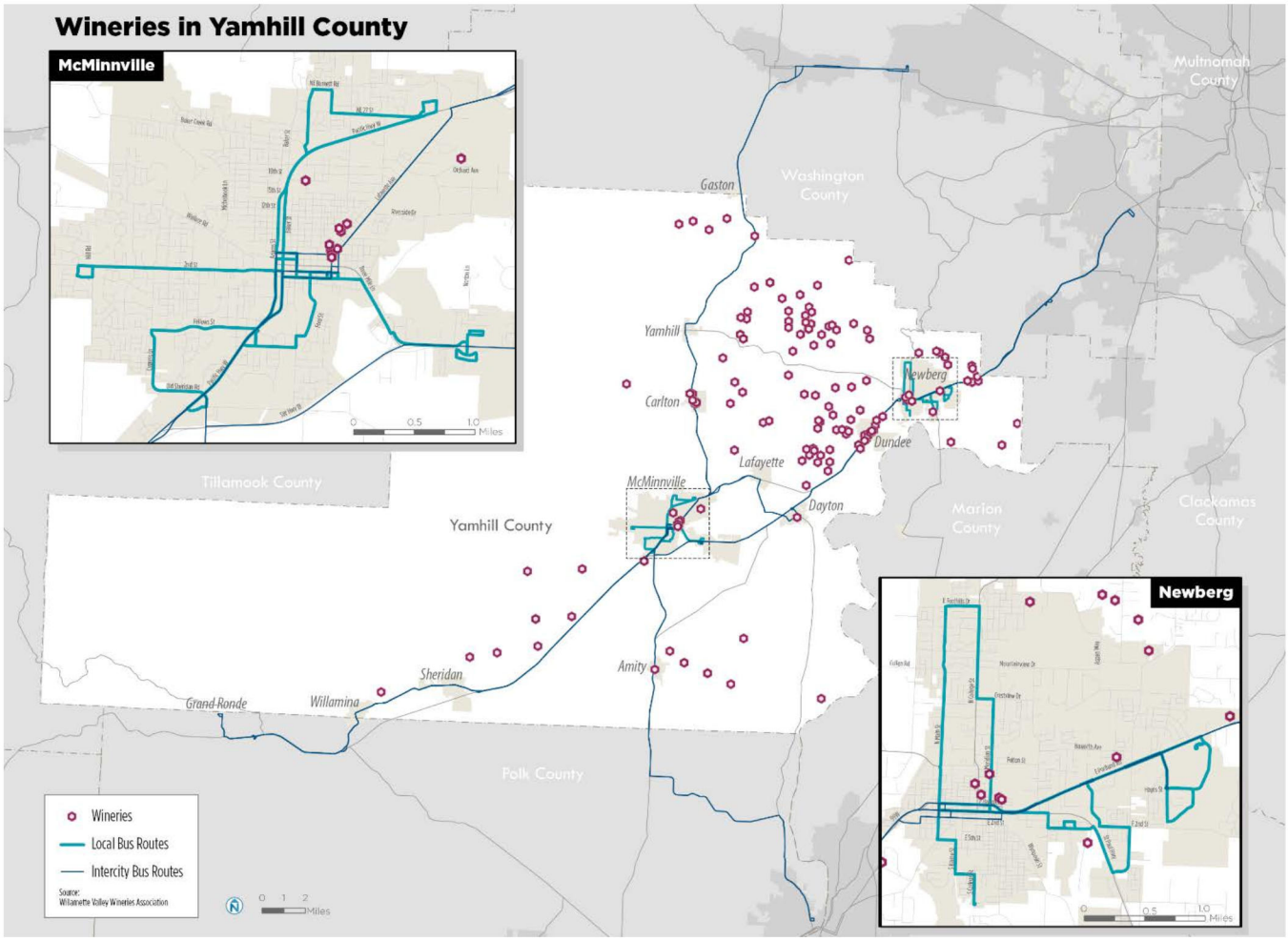
Note: [a] Total includes Evergreen International Airlines, which went out of business on December 31, 2013

Source: Grow Yamhill County Report, 2013

## Viticultural Areas

Yamhill County has the largest concentration of wine growers and producers in Oregon, with more than 80 wineries and 200 vineyards.[13] The wine industry defines grape growing industries by American Viticultural Areas (AVA). Figure 2-12 provides an overview of vineyards in the county by AVA.

Figure 2-12 Yamhill County American Viticultural Areas




Source: Willamette Valley Vineyards, Yamhill-Carlton AVA

[13] Yamhill County Transportation System Plan, 2015

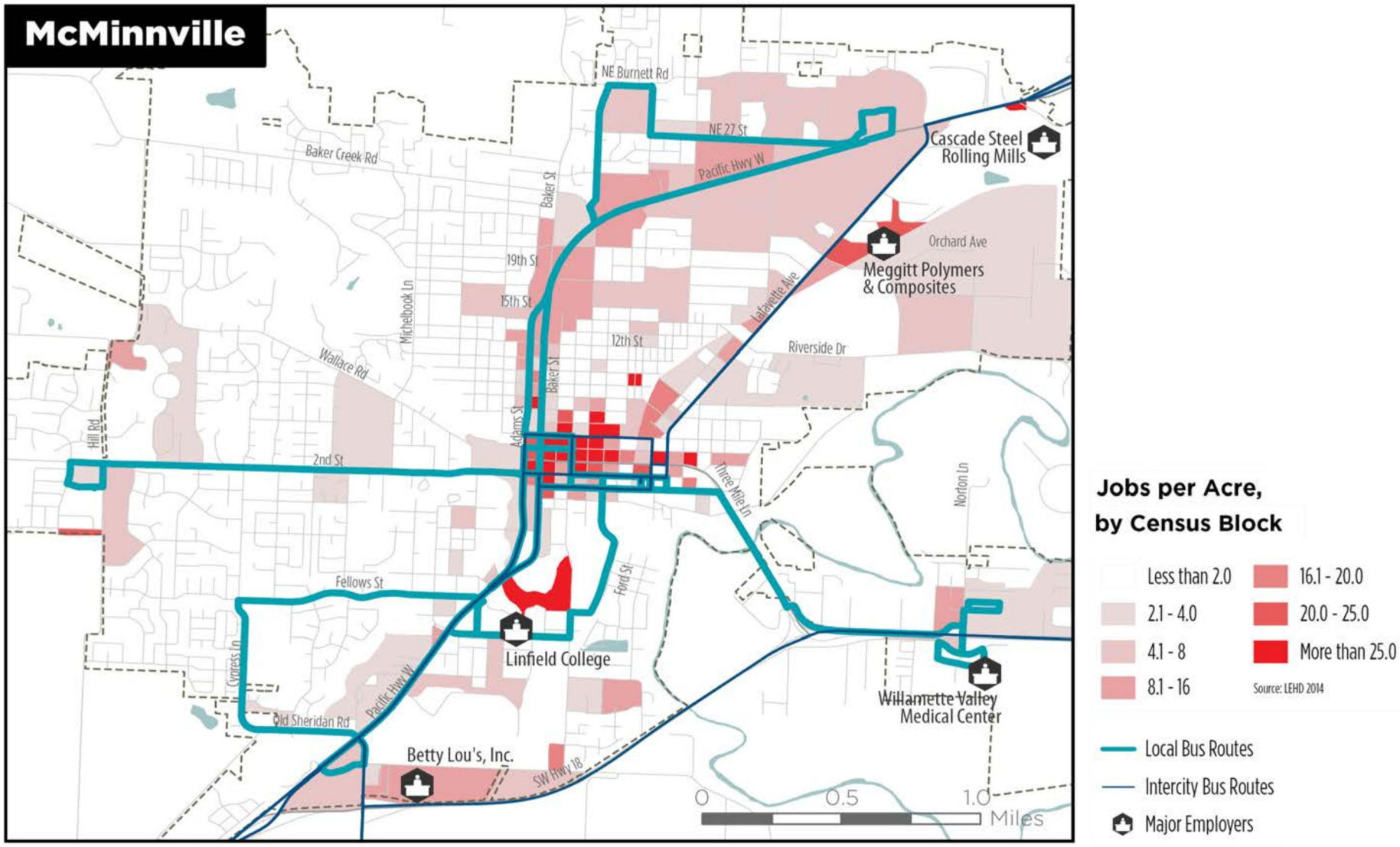
## Employment Density

Figure 2-13 and Figure 2-14 illustrate the employment density in McMinnville and Newberg, the county's two largest employment centers. Throughout the rest of the county, the average employment density is less than two jobs per acre. Businesses throughout both McMinnville and Newberg are generally located in and around the OR 99 and OR 18 corridors, or within the central business districts.

While major concentrations of employment in the county are generally located in proximity to transit, five of Yamhill County's top ten employers do not have a transit stop within a half mile of their location (see Figure 2-11, Figure 2-13, and Figure 2-14.

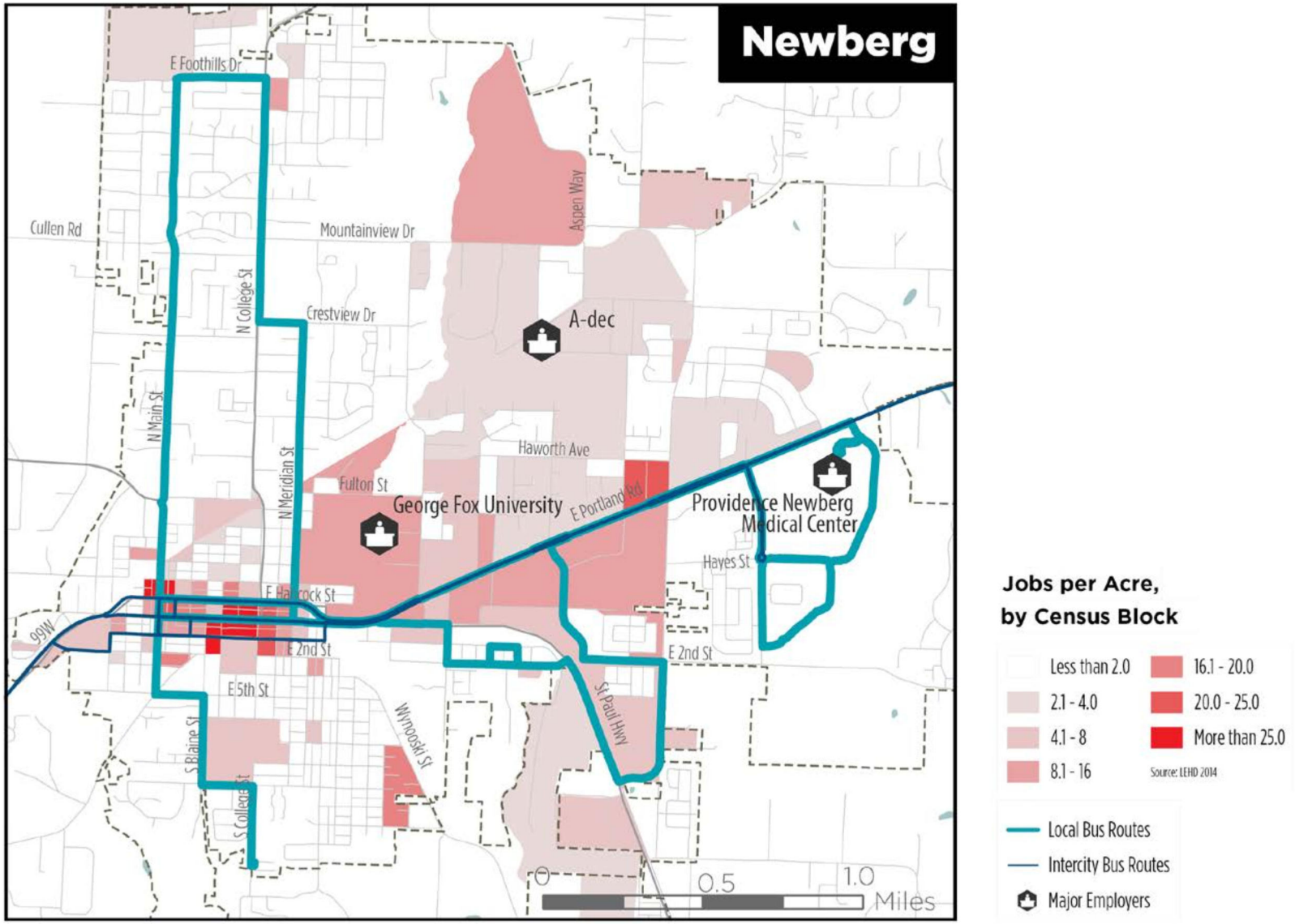
Transit service hours and employee shift schedules are also not ideally matched. Large retailers and food service establishments often have later evening shifts that existing transit service does not run late enough to accommodate.

Figure 2-13 McMinnville Employment Density, 2014




Source: US Census Bureau, LEHD, 2014

Figure 2-14 Newberg Employment Density, 2014




Source: US Census Bureau, LEHD, 2014

## Commute Patterns

In addition to understanding where employment is concentrated, it is important to understand how transit service can best connect employees' work and home locations. This section analyzes commute patterns based first on work locations (where Yamhill County residents travel for work) and then based on home locations (where people who work in Yamhill County live). The analysis is based on US Census Bureau Longitudinal Employer-Household Dynamics (LEHD) data.

Overall takeaways include:

- **Work Locations:** Less than half of employed Yamhill County residents work within the County (44% of nearly 18,000 workers). The largest out-commute is to the Portland metropolitan area (total of 30%), or to other parts of the Willamette Valley (11%, including over 6% to the Salem area).
- **Home Locations:** The majority of workers employed in Yamhill County live in Yamhill County (55%), while a total of 16% commute from the Portland area and 10% commute from elsewhere in the Willamette Valley, including 5% from the Salem area.

### Work Locations of Yamhill County Residents

Figure 2-15 illustrates regional commute patterns to and from Yamhill County. Nearly 44% of Yamhill County residents work within the county, 30% commute to the Portland area, and over 6% commute to the Salem area. Within the Portland area, the cities of Portland, Hillsboro, Beaverton, Tigard, and Tualatin draw the largest share of workers.

The largest share of Yamhill County workers are employed in either McMinnville (20% of total workers) or Newberg (10% of total workers), while 6% of total workers are employed elsewhere in the County (Figure 2-16)—this is not surprising, with nine out of the top ten employers – including colleges and medical centers –located in these two cities. About the same share of county residents commute to the Portland area (30%) or the Salem area (6%).

Figure 2-17 illustrates the densities of work locations for Yamhill County residents. In McMinnville, the highest density of employment is in downtown and along the OR 99W, NE Lafayette Avenue, and Three Mile Lane corridors. In Newberg, the densest employment is in downtown, at George Fox University, along OR 99W, and in the northeast end of the city (e.g., A-dec). Employment in the Portland area is distributed around the region, clustered around the major highway corridors.

Figure 2-15 Commute Flows to Top Regional Work Locations for Yamhill County Residents, 2014

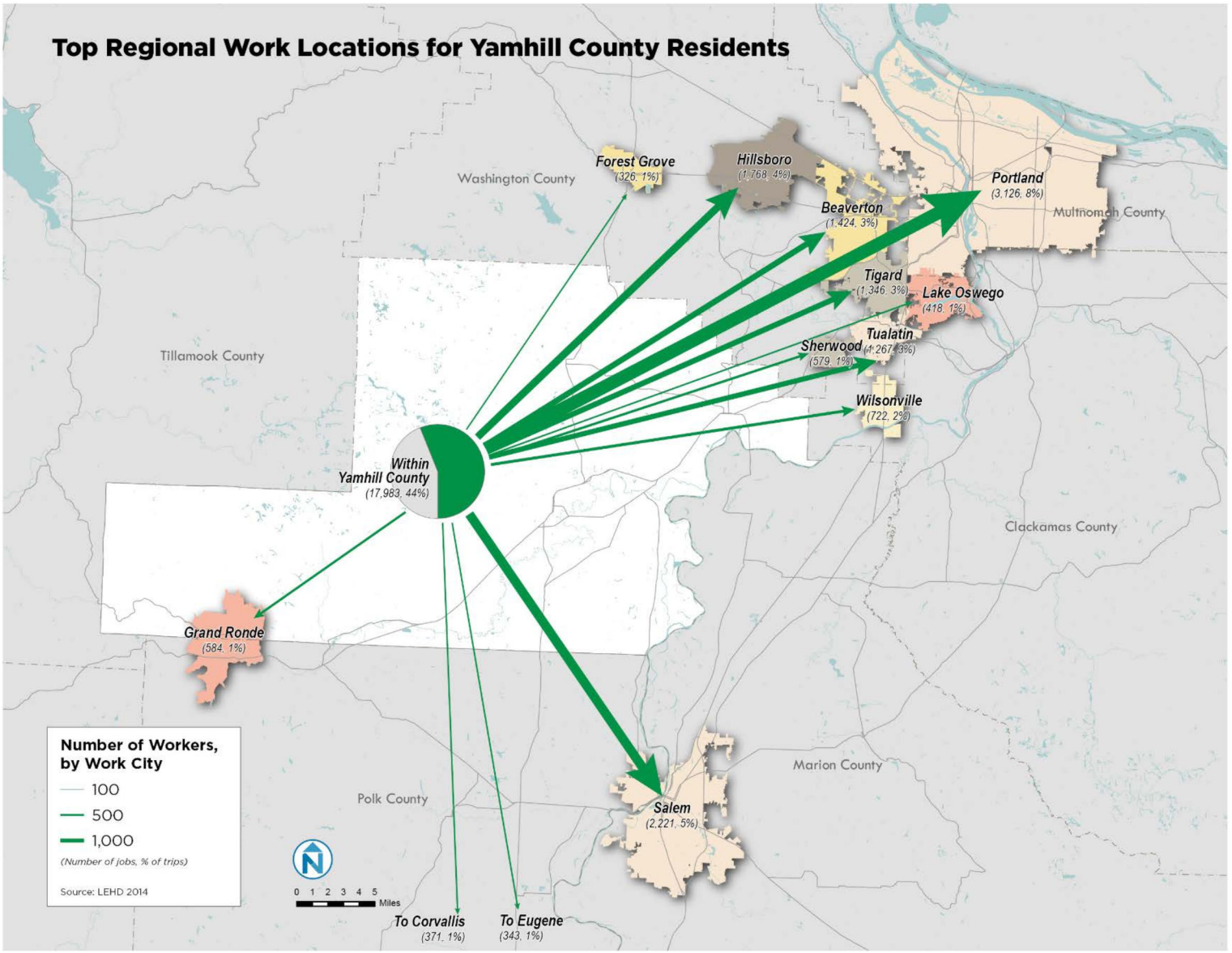


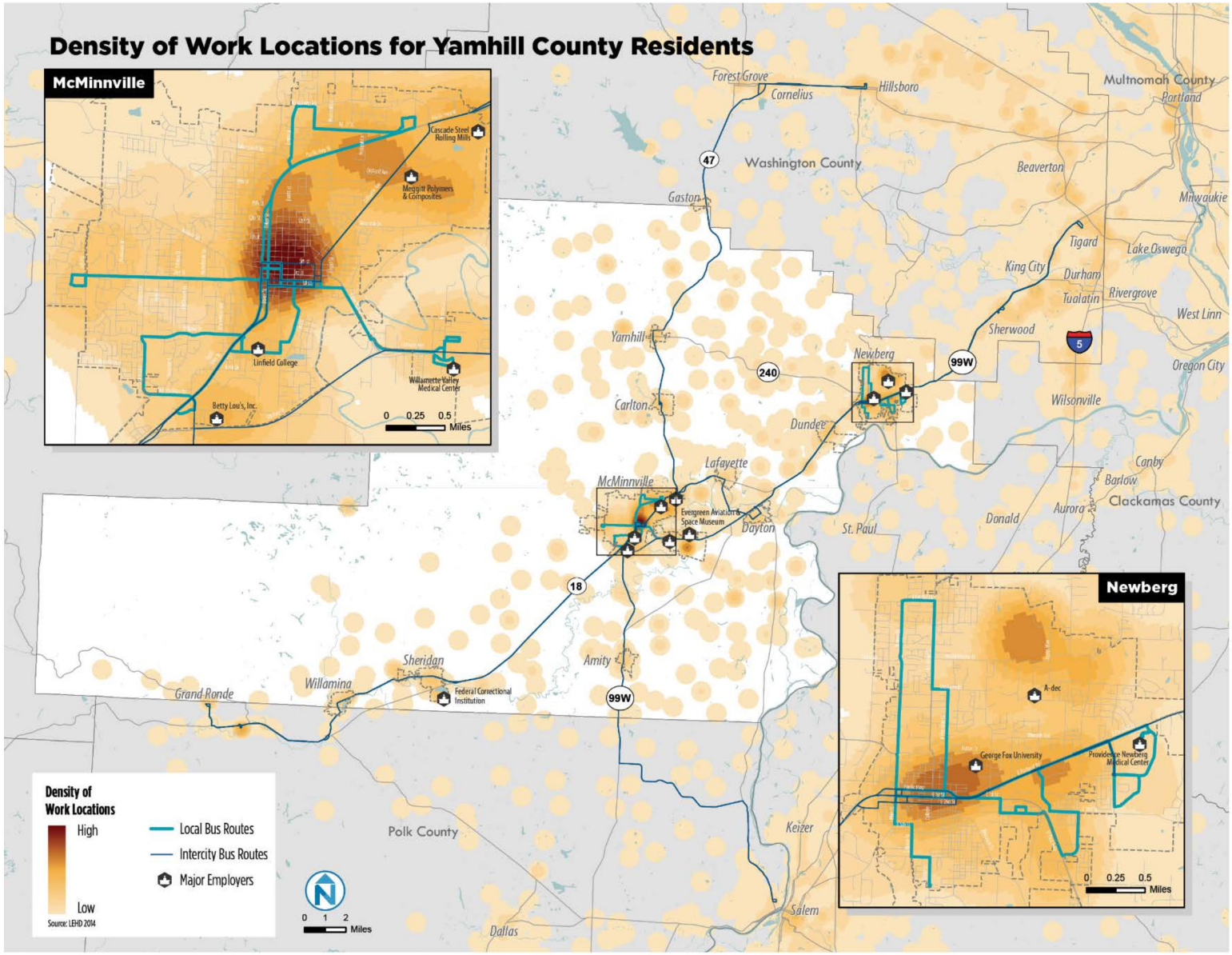
Figure 2-16 Work Locations of Yamhill County Residents, 2014

| Geography | # Work Locations | % of Work Locations |
|---|---|---|
| Yamhill County | 17,983 | 43.9% |
| McMinnville | 8,163 | 19.9% |
| Newberg | 4,030 | 9.8% |
| Sheridan | 612 | 1.5% |
| Grand Ronde | 584 | 1.4% |
| Other locations | 4,594 | 11.2% |
| Portland Metro Area | 12,236 | 29.9% |
| Portland | 3,126 | 7.6% |
| Hillsboro | 1,768 | 4.3% |
| Beaverton | 1,424 | 3.5% |
| Tigard | 1,346 | 3.3% |
| Tualatin | 1,267 | 3.1% |
| Wilsonville | 722 | 1.8% |
| Sherwood | 579 | 1.4% |
| Lake Oswego | 418 | 1.0% |
| Other locations | 1,586 | 3.9% |
| Willamette Valley | 4,576 | 11.2% |
| Salem / Keizer / Hayesville | 2,617 | 6.4% |
| Corvallis / Albany / Lebanon | 748 | 1.8% |
| Eugene / Springfield | 487 | 1.2% |
| Other locations | 724 | 1.8% |
| Oregon Coast | 267 | 0.7% |
| Other/Not Classified | 5,903 | 14.4% |
| Overall Total | 40,965 | 100.0% |

Note: A portion of work locations in Yamhill County and elsewhere could not be classified by city or place based on the data available.

Source: US Census Bureau, LEHD, 2014

Figure 2-17 Work Locations of Yamhill County Residents (Map), 2014



### McMinnville and Newberg Work Locations

Figure 2-18 and Figure 2-19 show the top 10 work locations for residents in McMinnville and Newberg, respectively.

- **McMinnville:** Nearly 38% of employed McMinnville residents both live and work in the city. Approximately 4% work in Newberg. Nearly 7% of residents work in the city of Portland, with an additional 8% in other Portland metro area cities within the top 10 locations. Nearly 6% of residents work in Salem.
- **Newberg.** Only 21% of employed Newberg residents also work in Newberg. Approximately 4% work in McMinnville. More residents work in the Portland Metro area (both as a percentage and in absolute numbers) compared to McMinnville, including cities along the US 26 corridor. Approximately 4% of residents work in Salem, a smaller share and number compared to McMinnville. Approximately 300 residents work in Wilsonville.

Figure 2-18 Work Locations of McMinnville Residents, 2014

| Geography | # Work Locations | % of Work Locations |
|---|---|---|
| McMinnville | 5,071 | 37.7% |
| Portland | 912 | 6.8% |
| Salem | 761 | 5.7% |
| Newberg | 501 | 3.7% |
| Hillsboro | 376 | 2.8% |
| Tigard | 266 | 2.0% |
| Beaverton | 262 | 1.9% |
| Tualatin | 198 | 1.5% |
| Sheridan | 190 | 1.4% |
| Corvallis | 150 | 1.1% |
| All Other Locations | 4,751 | 35.4% |
| TOTAL | 13,438 | 100.0% |

Source: US Census Bureau, LEHD, 2014

Figure 2-19 Work Locations of Newberg Residents, 2014

| Geography | # Work Locations | % of Work Locations |
|---|---|---|
| Newberg | 1,960 | 21.3% |
| Portland | 780 | 8.5% |
| Beaverton | 506 | 5.5% |
| Tualatin | 503 | 5.5% |
| Tigard | 483 | 5.3% |
| Hillsboro | 464 | 5.1% |
| Salem | 392 | 4.3% |
| McMinnville | 360 | 3.9% |
| Wilsonville | 285 | 3.1% |
| Sherwood | 263 | 2.9% |
| All Other Locations | 3,190 | 34.7% |
| TOTAL | 9,186 | 100.0% |

Source: US Census Bureau, LEHD, 2014

## Home Locations of Workers Employed in Yamhill County

Figure 2-20 illustrates that the majority of people employed in Yamhill County also live in Yamhill County (55%), while a total of 16% commute from the Portland area and 10% commute from elsewhere in the Willamette Valley, including 5% from the Salem area (see also Figure 2-21). Among individual cities, the largest share of Yamhill County workers live in McMinnville or Newberg.

Figure 2-22 displays densities of home locations for Yamhill County workers. McMinnville has the highest densities of anywhere in the county, especially on the west side of the city, downtown, and on the north side of the city. The highest concentration of Yamhill County workers who reside in Newberg is on the west side of the city, and especially in the northwest.

Figure 2-20 Commute Flows from Top Regional Home Locations for Employees in Yamhill County, 2014

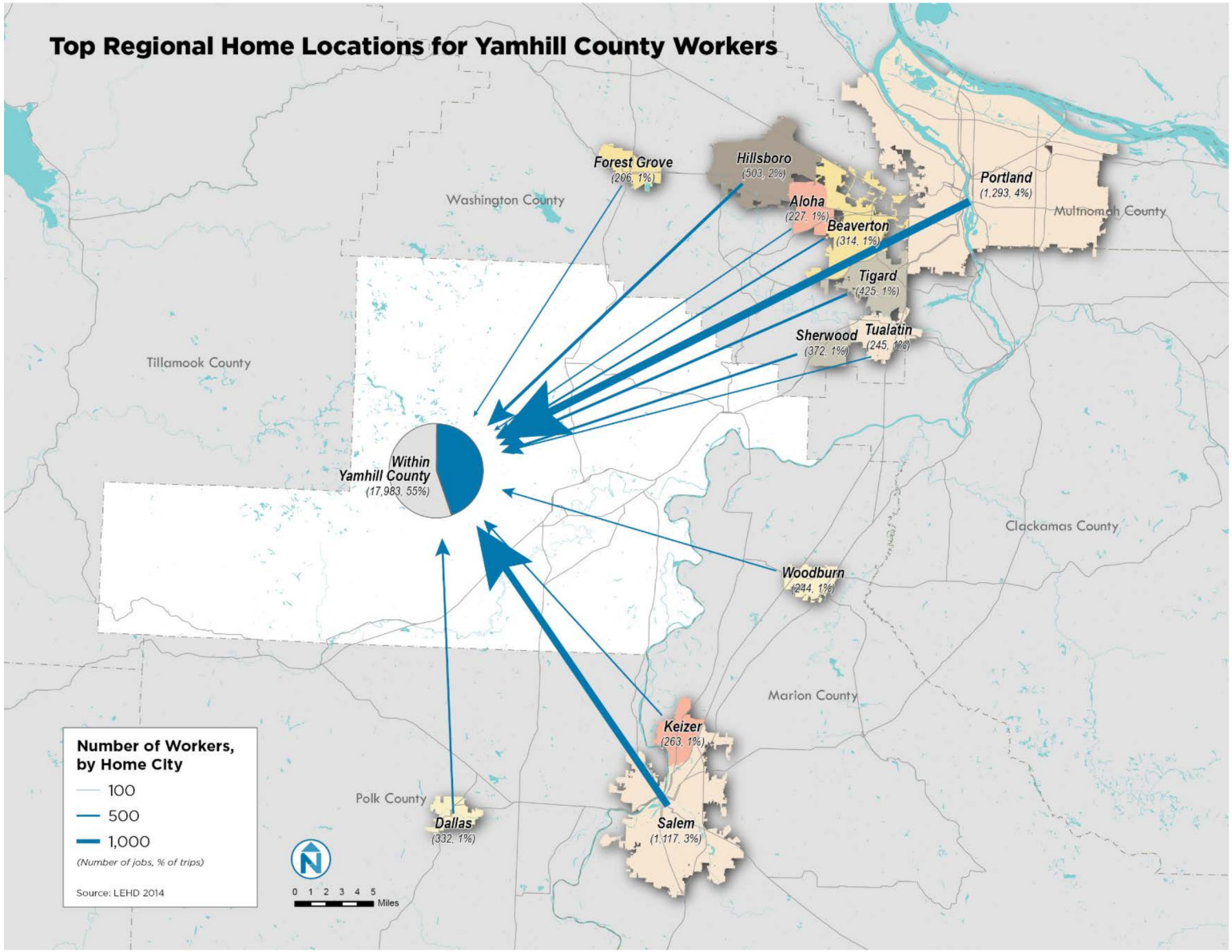


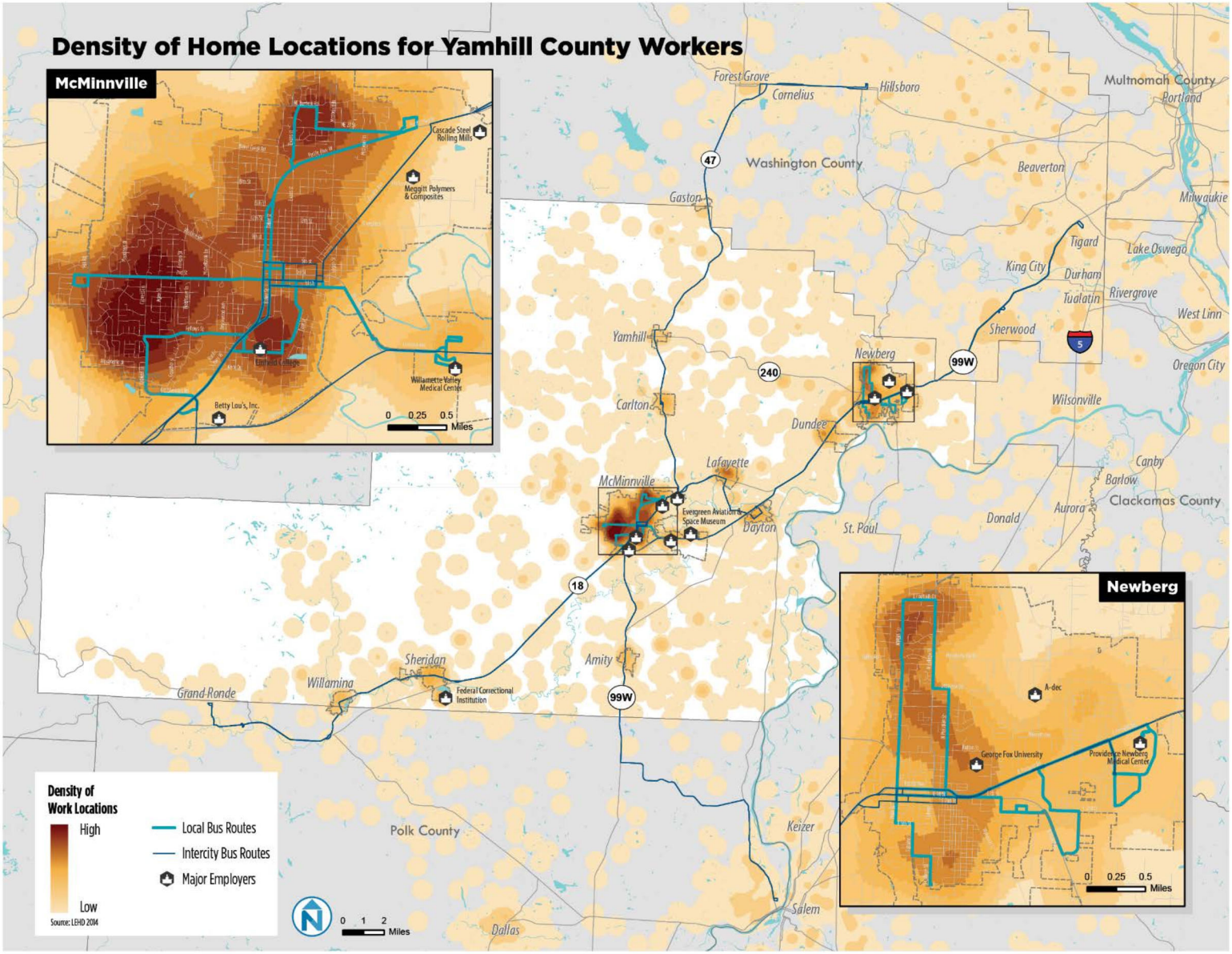
Figure 2-21 Home Locations of Workers Employed in Yamhill County, 2014

| Geography | # Home Locations | % Home Locations |
|---|---|---|
| **Yamhill County** | 17,983 | 55.4% |
| McMinnville | 7,477 | 23.0% |
| Newberg | 3,017 | 9.3% |
| Sheridan | 833 | 2.6% |
| Lafayette | 640 | 2.0% |
| Dundee | 565 | 1.7% |
| Dayton | 482 | 1.5% |
| Carlton | 327 | 1.0% |
| Other locations | 4,642 | 14.3% |
| **Portland Metro Area** | 5,274 | 16.2% |
| Portland | 1,293 | 4.0% |
| Hillsboro | 503 | 1.5% |
| Tigard | 425 | 1.3% |
| Sherwood | 372 | 1.1% |
| Beaverton | 314 | 1.0% |
| Other locations | 2,367 | 7.3% |
| **Willamette Valley** | 3,464 | 10.7% |
| Salem / Keizer / Four Corners / Hayesville | 1,648 | 5.1% |
| Albany / Corvallis / Lebanon | 445 | 1.4% |
| Dallas | 332 | 1.0% |
| Other locations | 1,039 | 3.2% |
| **Oregon Coast** | 364 | 1.1% |
| **Other/Not Classified** | 5,403 | 16.6% |
| **Overall Total** | 32,488 | 100.0% |

Note: A portion of worker home locations in Yamhill County and elsewhere could not be classified by city or place based on the data available.

Source: US Census Bureau, LEHD, 2014

Figure 2-22 Home Locations of Yamhill County Residents (Map), 2014



### McMinnville and Newberg Home Locations

Figure 2-23 and Figure 2-24 show the top 10 home locations for people who work in McMinnville and Newberg, respectively.

- **McMinnville:** Of people commuting to McMinnville for work, over 60% come from outside of the city. The individual cities with the highest share of commuters are Salem, Portland, Newberg, and Sheridan.
- **Newberg**. Of people commuting to Newberg for work, approximately three-quarters come from outside of the city. The individual cities with the highest share of commuters are McMinnville, Portland, Lafayette, Sherwood, Tigard, and Dundee.

Figure 2-23 Home Locations of Workers Employed in McMinnville, 2014

| Geography | # Home Locations | % Home Locations |
|---|---|---|
| McMinnville | 5,071 | 36.4% |
| Salem | 532 | 3.8% |
| Portland | 510 | 3.7% |
| Newberg | 360 | 2.6% |
| Sheridan | 338 | 2.4% |
| Lafayette | 202 | 1.5% |
| Hillsboro | 182 | 1.3% |
| Dayton | 178 | 1.3% |
| Dundee | 161 | 1.2% |
| Dallas | 139 | 1.0% |
| All Other Locations | 6,254 | 44.9% |
| TOTAL | 13,927 | 100.0% |

Source: US Census Bureau, LEHD, 2014

Figure 2-24 Home Locations of Workers Employed in Newberg, 2014

| Geography | # Home Locations | % Home Locations |
|---|---|---|
| Newberg | 1,960 | 24.7% |
| McMinnville | 501 | 6.3% |
| Portland | 392 | 4.9% |
| Lafayette | 230 | 2.9% |
| Sherwood | 223 | 2.8% |
| Tigard | 215 | 2.7% |
| Dundee | 201 | 2.5% |
| Hillsboro | 170 | 2.1% |
| Salem | 161 | 2.0% |
| Tualatin | 135 | 1.7% |
| All Other Locations | 3,732 | 47.1% |
| TOTAL | 7,920 | 100.0% |

Source: US Census Bureau, LEHD, 2014

## Means of Transportation to Work

Despite the strong overlap of job locations and transit routes, only 1% of Yamhill County workers take public transit to work (Figure 2-25). This is a quarter of the statewide average, and a fifth of the national average. Key takeaways include:

- A slightly larger share of Yamhill County residents drive alone to work than the statewide average and a slightly larger share of residents carpool.
- A higher share of Dayton residents carpool and use transit for commuting to work than elsewhere in Yamhill County. YCTA service connects Dayton to both McMinnville and Newberg, as well as transfers to TriMet service in Sherwood and Tigard.
- Approximately 7% of Newberg residents and 9% of McMinnville residents walk to work, higher than the statewide average.

Figure 2-25 Commute Mode Share Percentages for Workers 16 Years and Over, 2015

| Geography | Total Workers, 16 Years and Over | Drive Alone | Carpool | Public Transportation | Walk | Taxicab, Motorcycle, Bicycle, or Other | Work From Home |
|---|---|---|---|---|---|---|---|
| United States | 143,621,171 | 76% | 9% | 5% | 3% | 2% | 4% |
| Oregon | 1,751,088 | 71% | 10% | 4% | 4% | 3% | 6% |
| Yamhill County | 43,251 | 73% | 13% | 1% | 6% | 2% | 6% |
| Incorporated Communities | 32,937 | 72% | 14% | 1% | 7% | 2% | 4% |
| McMinnville | 13,364 | 72% | 12% | 1% | 9% | 2% | 4% |
| Newberg | 10,980 | 68% | 16% | 1% | 7% | 3% | 5% |
| Lafayette | 1,829 | 81% | 12% | 2% | 1% | 0% | 4% |
| Sheridan | 1,604 | 77% | 12% | 1% | 7% | 1% | 2% |
| Dundee | 1,579 | 82% | 12% | 0% | 1% | 1% | 4% |
| Dayton | 973 | 58% | 29% | 3% | 2% | 0% | 7% |
| Carlton | 820 | 81% | 9% | 0% | 2% | 0% | 7% |
| Willamina | 686 | 78% | 12% | 0% | 6% | 3% | 1% |
| Amity | 629 | 85% | 7% | 1% | 4% | 0% | 4% |
| Yamhill | 473 | 78% | 16% | 1% | 1% | 2% | 2% |
| Unincorporated Areas | 10,314 | 76% | 10% | 0% | 3% | 0% | 10% |

Source: ACS 2011-2015 estimate, Table B08101

# 3 YCTA BACKGROUND AND TRANSIT SERVICE

## YCTA BACKGROUND

This section describes how YCTA authorizes and manages countywide public transportation services. Brief information about organization history is provided for context.

### History

YCTA was established by the Yamhill County Board of Commissioners in March 2007.[14] Before 2007 public transportation service in Yamhill County was provided by the Yamhill Community Action Partnership (YCAP) and Chehalem Valley Senior Center. Organizational constraints and increased public transportation compliance requirements led YCAP to transfer management, operations and financial responsibility to Yamhill County. The County formed YCTA to clarify and broaden its role as a public transportation service provider.

### Organizational Structure

Yamhill County Transit Area was established as a County Service District under Oregon Revised Statutes (ORS) 451: County Service Facilities, but currently is governed and managed by Yamhill County as an individual county department. A resolution from all Yamhill County cities approved establishment of the District and it is organized appropriately, based on YCTA's consultation with Yamhill County legal counsel and the Special Service District of Oregon. However, YCTA will be taking steps to formalize its relationship with Yamhill County, including developing an intergovernmental agreement and separating budgets and audits.

The County Board of Commissioners acts as the YCTA Board of Directors and is responsible for all YCTA operations and management. The YCTA Board reviews and authorizes the YCTA budget process, executes contracts and intergovernmental agreements, and assigns staff and other resources to YCTA tasks or projects. The commissioners rotate duties as Board Chair and Vice Chair. The YCTA office is in McMinnville.

YCTA has two advisory groups:

- The **YCTA Advisory Committee** serves as the primary advisory body to the YCTA board on general public transportation-related issues affecting the county. The committee consists of 11 members – one for each of the ten incorporated cities in Yamhill County, and one for the Confederated Tribes of the Grand Ronde.[14]

[14] Yamhill County Transit Area Advisory Committee. *Yamhill County Transit Area Advisory Committee By-Laws*. McMinnville: Yamhill County. http://www.yctransitarea.org/pdf/bylaws/By-laws%2003-06-07.pdf

- The County Board of Commissioners established the **Special Transportation Fund Advisory Committee** (STFAC) in 2009. Its purpose is to advise the County in how to prioritize and allocate Oregon Special Transportation Fund (STF) resources, as required by state law.[15] The STFAC has nine members appointed by the Board and meets quarterly. . The STFAC roster changes regularly, and must include at least five community members, representing four key constituencies defined in Oregon Administrative Rules.[16]

## Management

YCTA has contracts with two private, third-party companies to provide public transportation management and service delivery functions.

- Program management is provided by BCB, LLC (*Believe Create Build*) owner Cynthia Thompson, who has been under contract with the County since 2015. Previously, the management functions had been provided by a part-time Yamhill County employee. These functions include operations contract oversight, financial management and budgeting, grant management and compliance, fleet planning, marketing and outreach, service planning and coordination with local, regional and statewide partners.
- Public transportation service delivery is provided by First Transit, Inc. This contract includes all other functions and staff roles required to provide public transportation. First Transit employs 39 people that deliver YCTA services. The services include, but are not limited to, vehicle operation, vehicle and facility maintenance, dispatch, service planning, human resources for public transportation service staff, financial management, performance measurement, employee training, safety and security management.

[15] Special Transportation Fund Advisory Committee of Yamhill County. *Special Transportation Fund Advisory Committee Of Yamhill County Bylaws*. McMinnville: Yamhill County, 2009. http://www.yctransitarea.org/pdf/bylaws/STF%20Bylaws%206-09.pdf

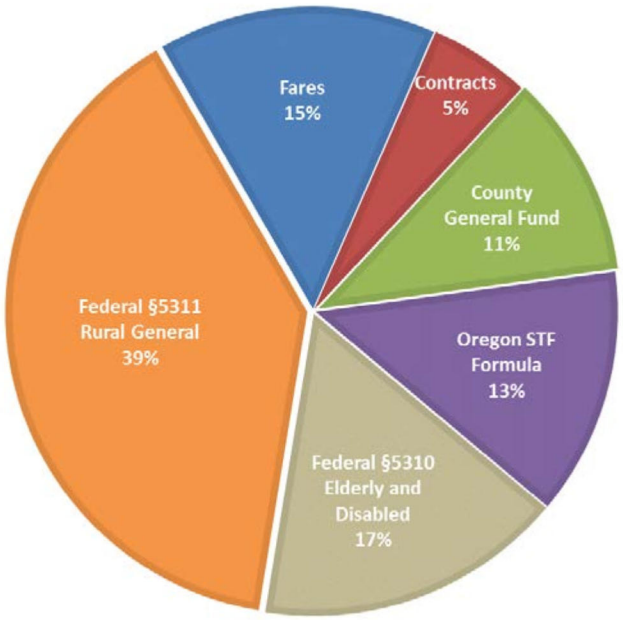
[16] For more information see Oregon Administrative Rule 732 Special Transportation Fund for the Elderly and Handicapped, Division 5 General Information (732-005).

# FINANCIAL CHARACTERISTICS

In Fiscal Year 2015-16, YCTA managed an operating budget of $2.2 million for operations and $152,000 for capital expenses. In terms of revenues, YCTA's public transportation funding consists of federal, state and local resources.

YCTA funds about 70% of its services with federal and state funds, on average. The federal and state funds are provided by the Oregon Department of Transportation (ODOT), which manages Federal Transit Administration (FTA) and state public transportation funds available to rural and small urban public transportation providers, and providers of public transit for seniors and people with disabilities. The remaining 30% of the YCTA operating budget includes farebox revenue (15%), service contracts with Grand Ronde, McMinnville and Newberg (5%) and Yamhill County General Fund revenues (11%). Figure 3-1 illustrates the average breakdown of annual operating revenue sources between fiscal years 2012 and 2016.

Figure 3-1 Yamhill County Transit Area Operating Sources – FY 2012-2016 Average




Sources: Yamhill County Transit Area, Oregon Department of Transportation, Federal Transit Administration

YCTA's funding sources are described in more detail below.

## Formula Funds

The agency's federal and state funding sources fall into two categories: formula-based or discretionary. Formula funds are allocated from ODOT every two years based on formulas developed by ODOT staff and approved by local stakeholders through the Public Transportation Advisory Committee. The formula programs are described below.

**Oregon Special Transportation Fund:** Formula funding for transportation services to older adults and persons with disabilities. ODOT allocates these funds to YCTA, and YCTA works with local transit providers and the STF Advisory Committee to distribute funds locally. STF funds can be counted as local match for federal funding, since STF is entirely locally generated.

**FTA Section 5310 Enhanced Mobility for Seniors and People with Disabilities:** Formula funding for capital costs for serving older adults and persons with disabilities. About 70% of the program consists of other federal funds that ODOT transfers into the program. ODOT allocates these funds to YCTA, and YCTA works with local stakeholders to allocate the funds locally. YCTA typically uses the funds for service delivery contracts in addition to traditional capital costs such as vehicles. The local match rate is 20 percent.

**FTA Section 5311 Formula Grants for Other than Urbanized Areas:** Formula funding for operations and capital costs for rural transit services. YCTA typically uses these funds for its operating contract. The local match rate is 43.97 percent for operations (including contracts with third-party contractors) and 10.27 percent for capital.

## Discretionary Funds

YCTA has received funding from three ODOT discretionary funding programs that can be used for public transportation as funding availability allows, typically every two years. Some of these programs are specific to public transportation, while others fund transportation improvements statewide and have more limited project eligibility requirements.

**ODOT STF Discretionary:** Discretionary funding for transportation services to older adults and persons with disabilities. These funds are offered when available statewide for projects that meet priority public transportation criteria determined at solicitation. There is no local match rate requirement.

**FTA Section 5339 Bus and Bus Facilities:** Discretionary funding to replace, rehabilitate and purchase buses, equipment and bus-related facilities. Vehicle replacements must meet age and mile requirements. ODOT can combine the program with other funds. The local match rate is 20 percent.

**Oregon State Transportation Improvement Program (STIP) –Enhance:** ODOT solicits every two to four years statewide for transportation projects that enhance, expand, or improve the transportation system. The program's public transportation funding is typically limited to vehicles and equipment supporting services that improve the state transportation system. The local match rate is 20 percent.

## Local Funds

YCTA maintains intergovernmental agreements or contracts with local agencies to support public transportation to their areas. These funds are important to YCTA by supplementing local funds with flexible funding that can be used to match federal and state grants. The local funding agreements also direct resources to areas with high transit demand and provide a clear and sustainable service relationship. These contracts include:

**Confederated Tribes of the Grand Ronde Community**: The city of Grand Ronde is located just outside Yamhill County in Polk County. Grand Ronde contracts with YCTA for about $42,000 annually to support Route 22.

**McMinnville and Newberg**: Yamhill County's largest cities have provided local funds through intergovernmental agreements to support local fixed route operations in their cities. Routes 2 and 3 operate in McMinnville and Routes 5 and 7 operate in Newberg. The City Councils decide annually how much to contribute. In recent years the cities have contributed about $20,000 each. The Cities are represented on the YCTA Advisory Committee.

YCTA's key expenditures are contracted service delivery and fuel, totaling over 80% of the operating budget (70% and 12%, respectively). YCTA estimates that about four-fifths of annual expenditures are

used for countywide fixed-route transportation services, and the remaining one-fifth is used for demand-response (door-to-door) services.

Figure 3-2 summarizes YCTA revenues and expenditures from fiscal years 2012 to 2019. The YCTA budgeted operations needs total about $2.1 million annually. Capital budgets depend on relatively expensive one-time purchases, and YCTA's capital needs have ranged from less than $100,000 to over $1 million in a given year. Local revenues, including fares, contracts and County General Fund, total about $630,000, on average. The farebox recovery ratio has been 15%, on average, over this period, ranging from 12% in fiscal year 2014-2015, to 16% in fiscal years 2015 to 2016. Federal and state formula-based revenues total about $1.45 million annually. The largest share of revenues is from the FTA Section 5311 program for general public transportation in rural areas.

YCTA received three significant awards from discretionary funding programs in 2015; these funds are in the fiscal year 2017-2018 agreement period. The STF Discretionary program funded communications and scheduling technology as well as the local match for two vehicles funded through the FTA Section 5339 program. ODOT also awarded YCTA funding for four buses through the STIP Enhance program.

Figure 3-2 Yamhill County Transit Area Financial Characteristics

| Category | FY 2012-13 | FY 2013-14 | FY 2014-15 | FY 2015-16 | FY 2016-17 | *FY 2017-18* | *FY 2018-19* |
|---|---|---|---|---|---|---|---|
| REVENUES | $2,212,000 | $3,307,000 | $2,077,000 | $2,201,000 | $2,080,000 | $3,012,000 | $3,027,000 |
| *Local Funds* | *$750,000* | *$677,000* | *$477,000* | *$612,000* | *$607,000* | *$622,000* | *$637,000* |
| Fares | $318,000 | $304,000 | $246,000 | $333,000 | $300,000 | $315,000 | $330,000 |
| Contracts | $132,000 | $138,000 | $79,000 | $87,000 | $87,000 | $87,000 | $87,000 |
| County General Fund | $300,000 | $235,000 | $152,000 | $192,000 | $220,000 | $220,000 | $220,000 |
| *State & Federal Formula* | *$1,130,000* | *$1,440,000* | *$1,440,000* | *$1,539,000* | *$1,473,000* | *$1,439,000* | *$1,439,000* |
| Oregon STF Formula | $180,000 | $290,000 | $290,000 | $306,000 | $306,000 | $252,000 | $252,000 |
| FTA §5310 E&D | $313,000 | $337,000 | $337,000 | $343,000 | $343,000 | $330,000 | $330,000 |
| FTA §5311 Rural | $637,000 | $813,000 | $813,000 | $890,000 | $824,000 | $857,000 | $857,000 |
| *State & Federal Discretionary* | *$332,000* | *$1,190,000* | *$160,000* | *$50,000* | | *$963,000* | *$939,000* |
| FTA ARRA (FTA 5310, 5311) | $332,000 | $28,000 | $160,000 | | | | |
| FTA 5339 Bus & Bus Facilities | | | | $50,000 | | $264,000 | $240,000 |
| Oregon STF Discretionary | | | | | | $228,000 | $228,000 |
| Oregon STIP Enhance | | | | | | $471,000 | $471,000 |
| ConnectOregon IV | | $1,162,000 | | | | | |
| EXPENSES | $2,227,000 | $3,308,000 | $2,077,000 | $2,202,000 | $2,050,000 | $3,013,000 | $2,989,000 |
| *Operating Expense* | *$1,915,000* | *$1,925,000* | *$2,050,000* | *$2,050,000* | *$2,050,000* | *$2,050,000* | *$2,050,000* |
| Fixed route | $1,551,000 | $1,559,000 | $1,660,000 | $1,660,000 | $1,660,000 | $1,660,000 | $1,660,000 |
| Demand-response | $364,000 | $366,000 | $389,000 | $389,000 | $389,000 | $389,000 | $389,000 |
| *Capital Expense* | *$312,000* | *$1,383,000* | *$27,000* | *$152,000* | | *$963,000* | *$939,000* |

Sources: Yamhill County Transit Area, Oregon Department of Transportation, Federal Transit Administration

Note: All figures rounded to the nearest thousands. Future year data is for planning purposes and is not used for the Yamhill County budget process.

# EXISTING SERVICES

## System Overview

YCTA offers three different types of service.

**Local fixed routes** operate during weekdays in Newberg and McMinnville, the County's two largest cities. Local routes are intended to provide service within city limits and include:

- Route 2: McMinnville East-West Express
- Route 3: McMinnville City Loop
- Route 5: Newberg Foothills Drive
- Route 7: Newberg Providence

**Intercity routes** serve longer-distance travel needs between cities in the County; these are also referred to as "commuter" routes (although the services operate throughout the day) and "Link" routes (in that they connect cities in the County). The intercity routes include:

- Route 11: McMinnville – West Salem
- Route 22, 24s: McMinnville – Grand Ronde
- Route 33: McMinnville – Hillsboro
- Route 44, 45x and 46s: McMinnville – Tigard

Routes 24S and 46S run on Saturdays; Route 24S is the Saturday version of Route 22 and Route 46S is the Saturday version of Route 44. Since Routes 2, 3, 5, and 7 operate during weekdays only, 24S and 46S are the only option for local circulation within McMinnville and/or Newberg on Saturdays.

**Dial-a-Ride** provides door-to-door service curb to curb general public dial-a-ride service within Yamhill County, although it primarily serve trips in McMinnville and Newberg due to limited capacity.

**ADA Paratransit** provides door-to-door service in Newberg and McMinnville, between origins and destinations located within ¾ of a mile of the local fixed route transit service (routes 2, 3, 5, and 7), as required under the federal Americans with Disabilities Act (ADA) of 1991. Service is limited to ADA-eligible customers—those who have a disability that prevents them from riding fixed-route service.

Figure 3-3 summarizes the characteristics of each type of service.

Figure 3-3 Comparison of YCTA Service Types

| Characteristics | Intercity Routes | Local Fixed-Route | ADA Paratransit | General Public Dial-A-Ride |
|---|---|---|---|---|
| YCTA Coverage | 4 route patterns (not including 24s and 46s which operate on weekends or 45X which is an express variant of 44) | 2 routes in Newberg<br>2 routes in McMinnville | ¾ mile distance around fixed-route service<br>The origin and destination must both be within a ¾ mile distance of a fixed-route bus stop. | Countywide, but generally serves trips in McMinnville and Newberg due to capacity limitations.<br>Some trips extending to the greater McMinnville and Newberg areas |
| YCTA Service Hours | Varies by route | 7:00/7:30 P.M. to 6:00/6:30 P.M. | Same days, hours, and times as fixed-route service | 8 A.M. – 4:30 P.M. |
| Subscription Trips | N/A | N/A | Limited to 50% of available trips at a given time of day; it is permitted to exceed the ceiling if there is excess capacity to provide additional trips. Exceeding the threshold is discretionary. | Allowed, no restriction |
| Access | Fixed stops | Fixed stops and flag stops along local routes | Door-to-door | Curb-to-curb |

## Major Activity Centers

Major transit trip generators are symbolized in Figure 3-4, relative to the location of existing YCTA fixed routes and stops; Figure 3-5 provides the McMinnville and Newberg inset maps on a full page. Most trip generators are located along the OR 99W / OR 18 corridor that runs through the eastern part of the county, between Willamina and Newberg, and are clustered in and around McMinnville and Newberg. Additional activity centers—including grocery stores, middle and high schools, senior housing communities, and libraries—are located near Sheridan, Lafayette, Amity, and Willamina. Spirit Mountain Casino is a notable major trip generator a mile south of the county border, in Grand Ronde.

Activity centers that are not directly served by public transportation include:

- Deer Meadow Assisted Living (Sheridan) – Route 22 goes past it but does not stop
- McMinnville Senior Center (McMinnville) – service runs on OR 99W but does not directly serve the center.
- Yamhill Community Action Partnership (YCAP) and McMinnville Water and Light (McMinnville)—service runs along Lafayette Avenue but does not serve Riverside Drive
- Marjorie House Memory Care Community (McMinnville)
- Virginia Garcia Memorial Health Center (McMinnville)—Route 2 serves Chemeketa Community College less than 0.1 mile to the west, but there is no direct roadway access to allow a bus to travel between the two facilities
- In both McMinnville and Newberg, bus stops serve retail areas along OR 99W, but parking lots often separate store entrances from the roadway and there may not be nearby pedestrian crossings between stops in each direction

## Fixed-Route Service

In total, YCTA operates 11 fixed routes that operate on a set schedule and alignment.

Four YCTA bus routes are local services, operating within the cities of McMinnville and Newberg. Routes 2 and 3 circulate McMinnville, and Routes 5 and 7 circulate Newberg. All four local routes run on weekdays only. Along these routes, YCTA operates as a flag system. This means that YCTA has designated stop locations, but between stops riders may stand on the curb and flag down the buses or request that the driver let them off at a particular point along the route. If it is safe for the driver to stop the driver will do so.

The other seven services are intercity (also referred to as commuter or "Link") routes connecting other cities in and outside of the county with McMinnville and/or Newberg. Figure 3-4 and Figure 3-5 provide a map of YCTA's 11 fixed routes; these maps have been updated to reflect more recent system changes as of January, 2018. Figure 3-6 provides a summary of each route's service region, service days, headways (or frequency), and span of service. Along these routes, YCTA has set stops; flag stops are not permitted on intercity routes, including within McMinnville and Newberg and at stops used only by local fixed-route service.

Figure 3-4 Yamhill County Transit Area Fixed-Route Services and Major Activity Centers Map

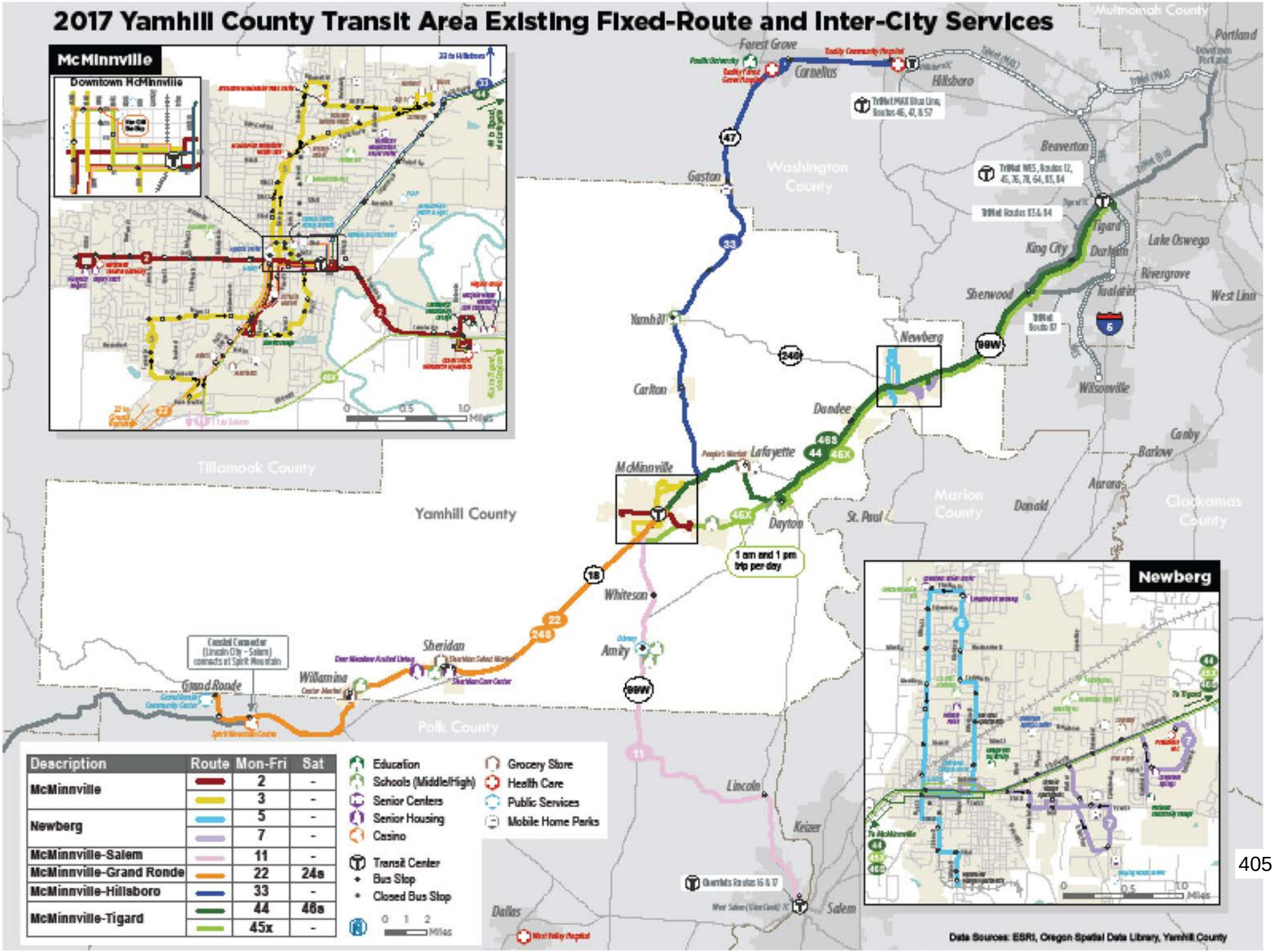
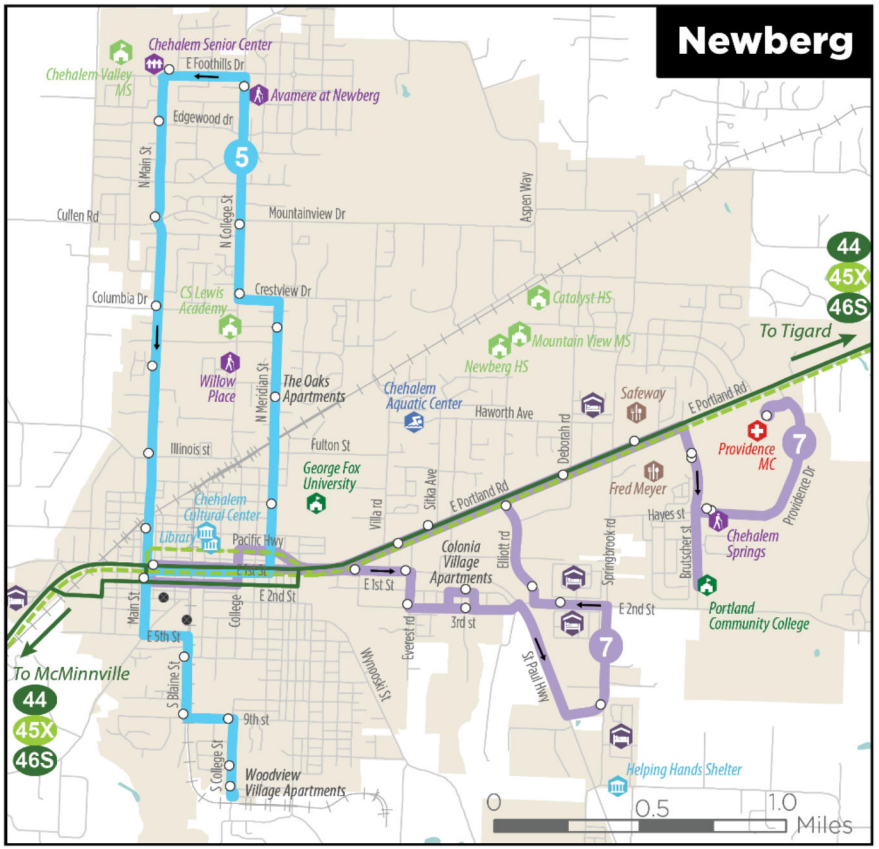


Figure 3-5 Yamhill County Transit Area Fixed-Route Services and Major Activity Centers Map: McMinnville and Newberg

## 2017 Yamhill County Transit Area Existing Fixed-Route and Inter-City Services




| Description | Route | Mon-Fri | Sat |
|---|---|---|---|
| McMinnville | | 2 | - |
| | | 3 | - |
| Newberg | | 5 | - |
| | | 7 | - |
| McMinnville-Salem | | 11 | - |
| McMinnville-Grand Ronde | | 22 | 24s |
| McMinnville-Hillsboro | | 33 | - |
| McMinnville-Tigard | | 44 | 46s |
| | | 45x | - |

- Education
- Schools (Middle/High)
- Senior Centers
- Senior Housing
- Casino
- Grocery Store
- Health Care
- Public Services
- Mobile Home Parks
- Transit Center
- Bus Stop
- Closed Bus Stop

0 1 2 Miles

Figure 3-6 Yamhill County Transit Area Route Summaries, Spring 2017

| Route # | Route Name | Local / Intercity | Headways | Span of Service |
|---|---|---|---|---|
| **Weekday Service** | | | | |
| 2 | McMinnville East-West Express | Local | 60 minutes | 7:00 a.m. – 5:55 p.m. |
| 3 | McMinnville City Loop | Local | 60 minutes | 8:00 a.m. – 5:55 p.m. |
| 5 | Newberg Foothills Drive | Local | 60 minutes | 7:30 a.m. – 6:29 p.m. |
| 7 | Newberg Providence | Local | 60 minutes | 7:00 a.m. – 6:29 p.m. |
| 11 | McMinnville to West Salem | Intercity | ▪ McMinnville to Salem departure times: 6:00 a.m., 7:30 a.m., 12:00 p.m., 4:00 p.m., 5:30 p.m.<br>▪ Salem to McMinnville departure times: 6:00 a.m., 7:30 a.m., 12:00 p.m., 4:00 p.m., 5:30 p.m.<br>(The trip length of McMinnville to Salem is 40 minutes.) | 6:00 a.m. – 6:58 p.m. |
| 22 | McMinnville to Grand Ronde | Intercity | Approximately 2 hours | 5:30 a.m. – 7:22 p.m. |
| 33 | McMinnville to Hillsboro | Intercity | ▪ McMinnville to Hillsboro departure times: 6:00 a.m., 10:30 a.m., 12:30 p.m., 3:30 p.m., 5:30 p.m.<br>▪ Hillsboro to McMinnville departure times: 7:00 a.m., 11:30 a.m., 1:30 p.m., 4:30 p.m., 6:30 p.m.<br>(The trip length of McMinnville to Hillsboro is 50 minutes.) | 6:00 a.m. – 7:20 p.m. |
| 44 | McMinnville to Tigard | Intercity | Approximately 90 minute headways throughout the day but as short as 60 minutes in the a.m. toward Tigard and 38 minutes in the p.m. towards McMinnville. | 5:10 a.m. – 9:03 p.m. |
| 45x | McMinnville to Tigard | Intercity | One express bus travels to McMinnville in the a.m. and one express bus travels to Tigard Transit Center in the p.m. The total travel time is about 1 hour. | 6:42 a.m. – 7:50 a.m. and 5:05 p.m. – 6:06 p.m. |
| **Saturday Service** | | | | |
| 24s | McMinnville to Grand Ronde | Intercity | Approximately 2 hours with a 1-hour gap in the middle of the day | 9:35 a.m. – 4:50 p.m. |
| 46s | McMinnville to Tigard | Intercity | Approximately 3 hours | 8:00 am – 7:30 p.m. |

# Dial-a-Ride / ADA Paratransit

Demand-response service in Yamhill County provides shared rides and includes both general public Dial-a-Ride and ADA paratransit.

## ADA Paratransit Overview

YCTA paratransit is the federally-required ADA paratransit (door-to-door) service offered to people with physical or cognitive disabilities who are unable to access or use local fixed-route service. Passenger origins and destinations must be within a ¾-mile buffer of local fixed-route service in McMinnville and Newberg. YCTA paratransit service is offered during the same hours and days as fixed-route service: from 7:00 a.m. – 6:00 p.m. on weekdays in McMinnville, and 7:00 a.m. – 6:30 p.m. on weekdays in Newberg. YCTA paratransit riders are guaranteed a ride within a two-hour window of their requested trip time. Three YCTA vehicles are dedicated to paratransit and Dial-a-Ride service, and six more are shared between these demand-response services and fixed-route service.

YCTA paratransit service is not available along Routes 11, 22, 24S, 33, 44, 45X, and 46S. These seven routes are classified as commuter bus routes, and are therefore exempt from the requirement to provide complementary ADA paratransit service.

Reservations for YCTA paratransit can be made between one and 14 days in advance. YCTA accepts paratransit reservations by phone on weekdays between 7:00 a.m. and 6:30 p.m. Individuals calling to make a trip reservation outside these times can leave a message for a trip to be logged when staff are next on duty. Before a person can make a reservation for a paratransit trip, he/she must complete YCTA's ADA Paratransit Application, and be approved by YCTA's ADA Eligibility Committee, based on federal ADA requirements. Subscription paratransit trips are available for work and medical appointments only. YCTA is required to limit subscription trips to no more than 50% of available capacity at any given time of day per federal requirements. Fares for a one-way trip are $2.50 (fares are not allowed to be more than double the cost of a comparable trip on fixed-route service).

## Dial-a-Ride Overview

General public Dial-a-Ride provides curb-to-curb service to the general public to and from locations in Yamhill County. There is no application process required to reserve a Dial-a-Ride trip. YCTA Dial-a-Ride operates on weekdays from 8:00 a.m. to 4:30 p.m. All YCTA Dial-a-Ride vehicles are ADA accessible, and service animals are allowed. YCTA Dial-a-Ride trips must be scheduled at least 24 hours in advance. A reservation is contingent on capacity, and schedulers may suggest a different time to accommodate customer needs. Dial-a-Ride phone reservations are taken on weekdays between 6:30 a.m. and 6:30 p.m. Trip reservation calls made outside these hours can be left as a voicemail, to be logged when staff are next on duty. Dial-a-Ride riders can make subscription reservations for recurring trips. YCTA allows an unrestricted number of subscription trips in the Dial-a-Ride system. Fares are $1.75 each way and $40.00 for a monthly pass.

There are three YCTA vehicles used for demand response service, and six more that split time between demand-response and fixed-route services.

## FARES

Fares to ride YCTA fixed-route, Dial-a-Ride, and paratransit services can be purchased from drivers when boarding. Riders can also purchase trip passes in advance at the Yamhill County Board of Commissioners office and First Transit office in McMinnville. In addition, a mail order form can be printed from the YCTA website. Riders can fill out the mail order form and send it to YCTA with a check or money order for trip fares to be delivered by mail. Figure 3-7 provides a list of the fares available for each of YCTA's three transit services.

Figure 3-7 YCTA Fares

| Fare | Fixed-Route | Dial-a-Ride | ADA Paratransit |
|---|---|---|---|
| Single One-Way Trip | $1.25 | $1.75 | $2.50 |
| Single Day Pass | $2.50 | | |
| 10-Pass Passbook | $18.00 | | |
| Unlimited Monthly Pass | $35.00 | $40.00 | |

## SYSTEM PERFORMANCE AND RIDERSHIP

YCTA collects and reports data on fixed-route performance, which is then reported monthly. The YCTA service contractor sends the county reports summarizing ridership, revenue hours, and revenue miles. The YCTA manager can then report data to ODOT as part of its grant management requirements. The data also provides indicators for YCTA to track ongoing system performance and assess the need for changes or further study.

Figure 3-8 and Figure 3-9 show that:

- Ridership decreased by 45% on **fixed-routes** between 2012 and 2016, although it increased by 10% between 2015 and 2016. Service hours decreased by approximately the same amount (50%) over the 2012-2016 period. There was a significant reduction in service hours between 2012 and 2013, following the transition from non-profit operation to service contracted by YCTA. This was due to a shortfall in funding needed to operate the service.
- Ridership is highest on **intercity routes**, which meet demand for trips between the most densely populated areas. Service hours on intercity routes are approximately double the number of hours operated on local service from 2013 onward). Ridership increased 14% between 2015 and 2016, while service hours remained relatively steady. This reversed a trend of decreasing ridership in the previous two years (2013-2014 and 2014-2015).
- **Dial-a-Ride** ridership declined as well—2016 ridership is approximately a third of what it was in 2012—but it was fairly steady in 2015 and 2016. YCTA Dial-a-Ride has high demand and has generally reached its maximum capacity based on the fixed resources available to operate the service, reflected in relatively consistent hours from year-to-year.

Figure 3-8 YCTA Ridership by Service Type, 2012-2016

| Service Type | | 2012 | 2013 | 2014 | 2015 | 2016 | 2012-2016 |
|---|---|---|---|---|---|---|---|
| Local Fixed-Route | # | 183,437 | 117,096 | 83,771 | 90,848 | 100,139 | -83,298 |
| | % Change | - | -36% | -28% | 8% | 10% | -45% |
| Intercity | # | 155,522 | 213,213 | 169,812 | 155,057 | 177,216 | 21,694 |
| | % Change | - | 37% | -20% | -9% | 14% | 14% |
| Dial-a-Ride | # | 59,816 | 45,230 | 47,729 | 43,366 | 41,439 | -18,377 |
| | % Change | - | -24% | 6% | -9% | -4% | -31% |
| Total | # | 398,775 | 375,539 | 301,312 | 289,271 | 318,794 | -79,981 |
| | % Change | - | -6% | -20% | -4% | 10% | -20% |

Source: 2012-2014 from National Transit Database. 2015 and 2016 from YCTA.

Figure 3-9 YCTA Revenue Hours by Service Type, 2012-2016

| Service Type | | 2012 | 2013 | 2014 | 2015 | 2016 | 2012-2016 |
|---|---|---|---|---|---|---|---|
| Local Fixed-Route | # | 17,040 | 8,820 | 8,147 | 8,156 | 8,498 | -8,542 |
| | % Change | - | -48% | -8% | 0% | 4% | -50% |
| Intercity | # | 16,580 | 16,413 | 16,059 | 16,096 | 15,862 | -718 |
| | % Change | - | -1% | -2% | 0% | -1% | -4% |
| Dial-a-Ride | # | 12,435 | 13,165 | 13,317 | 13,439 | 12,706 | 271 |
| | % Change | - | 6% | 1% | 1% | -5% | 2% |
| Total | # | 46,055 | 38,398 | 37,523 | 37,691 | 37,066 | -8,989 |
| | % Change | - | -17% | -2% | 0% | -2% | -20% |

Source: 2012-2014 from National Transit Database. 2015-2016 from YCTA.

To understand service efficiency, transit agencies analyze how much service is consumed versus how much service is provided. A common measure is productivity—the number of passengers carried per revenue hour. The higher the productivity, the more efficient the service is considered, both in terms of delivering passengers where they need to go and the amount of money the agency spends to move each passenger. Overall, Figure 3-8 and Figure 3-9 show that YCTA carried fewer riders in 2016 than in 2012, but both ridership and service hours have decreased roughly proportionately—by 20%.

Figure 3-10 summarizes productivity by YCTA service type:

- **Local fixed-route** service generally has the highest productivity due to the higher development densities and shorter distances over which the services operate, which results in short passenger trips.
- **Intercity routes** carry passengers over a long distance, but with less trips per day or less hours than local routes. They may also carry relatively few passengers in the off-peak or reverse-commute travel direction as well as during the midday time period. The intercity routes' productivity is slightly lower than local routes.
- **Dial-a-Ride** carries around three rides per revenue hour, which is common for demand-response systems that offer curb-to-curb trips. Productivity has increased slightly from 2015 to 2016.

Figure 3-10 YTCA Productivity (Boardings per Revenue Hour) by Service Type, 2012-2016

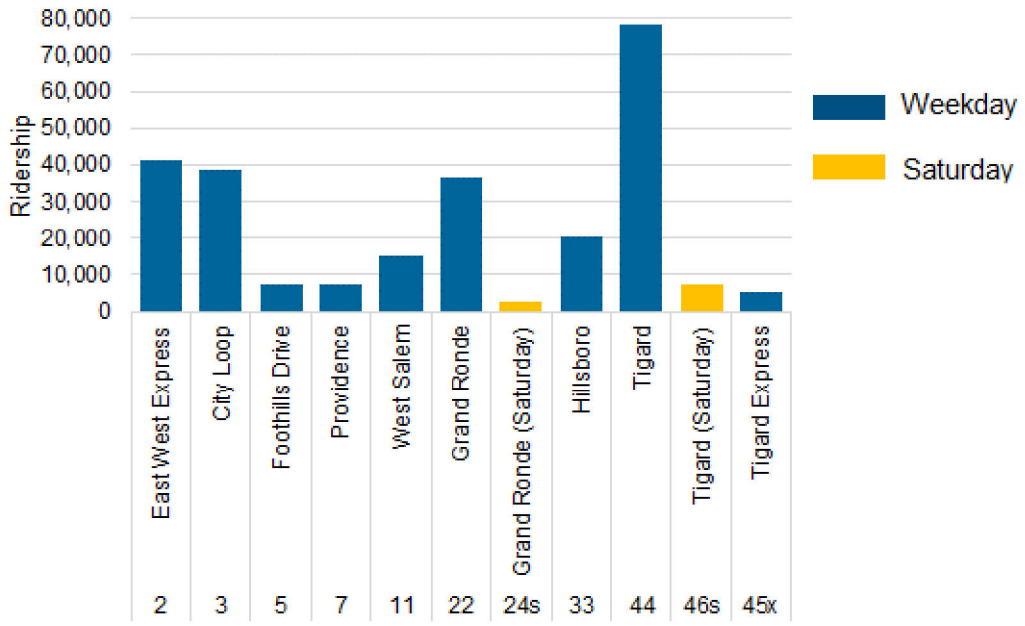
| Service Type | 2012 | 2013 | 2014 | 2015 | 2016 |
|---|---|---|---|---|---|
| Local Fixed-Route | 10.8 | 13.3 | 10.3 | 11.1 | 11.8 |
| Intercity | 9.4 | 13 | 10.6 | 9.6 | 11.2 |
| Dial-a-Ride | 4.8 | 3.4 | 3.6 | 3.2 | 3.3 |
| Total | 8.7 | 9.8 | 8 | 7.7 | 8.6 |

Source: 2012-2014 from National Transit Database. 2015-2016 from YCTA.

## Fixed Route Performance

This section provides a more detailed look at performance of YCTA fixed-route service on a route-by-route basis. Figure 3-11 shows YCTA ridership in 2016 by route. The local routes (2, 3, 5, 7) reflect distinct use and markets in McMinnville and Newberg. Local ridership is much higher in McMinnville than Newberg (approximately 80,000 compared to 15,000 annually, respectively). Intercity routes 11, 22, and 33 have ridership levels similar to the local routes, while route 44 on the OR 99W corridor served nearly 90,000 rides in 2016—slightly more than combined ridership of the two local routes in McMinnville (2 and 3).

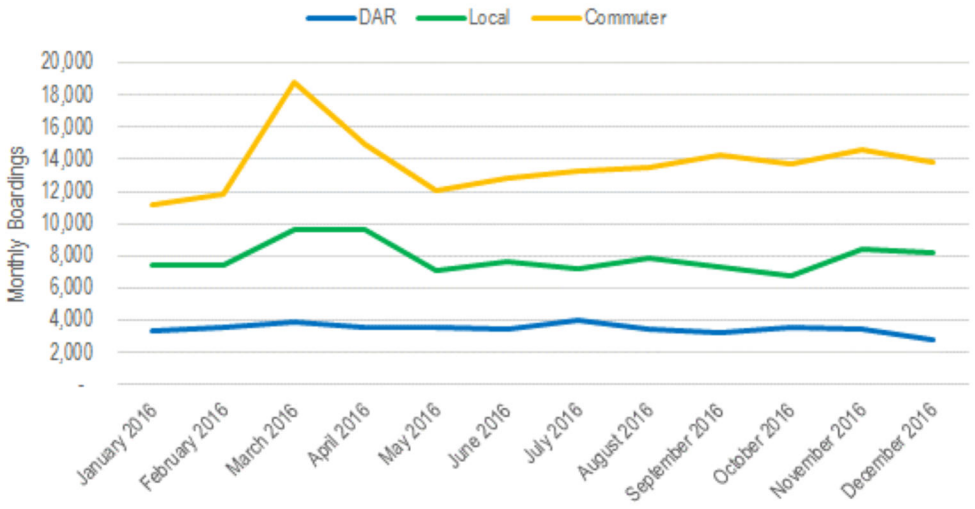
Figure 3-11 YCTA Monthly Boardings by Route, 2016




Source: Yamhill County Transit Area monthly reports

Figure 3-12 illustrates YCTA ridership by month in 2016. On average, YCTA carried 25,125 passengers per month in 2016. Ridership was higher in Spring 2016, but relatively consistent the rest of the year.

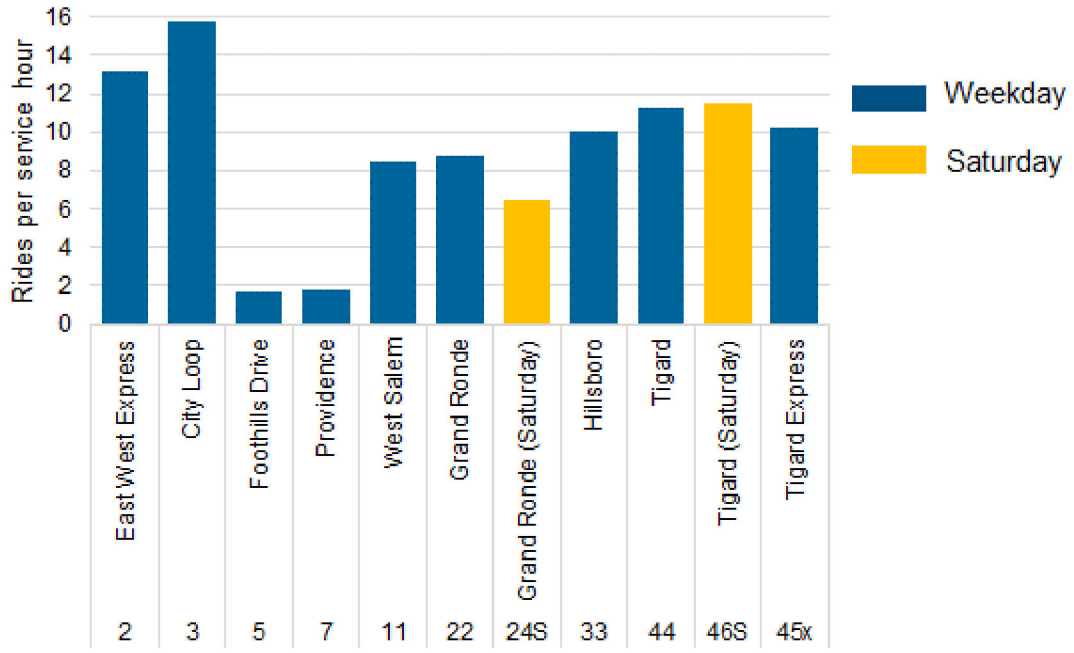
Figure 3-12 YCTA Boardings by Month, 2016




Source: Yamhill County Transit Area monthly reports

Productivity by route illustrates distinct differences in the rider markets served. Figure 3-13 shows the local route (2, 3, 5, 7) and intercity route (11, 22, 33, 44) productivity statistics, based on a survey of boarding activity in Spring, 2017. The McMinnville routes carry 13 to 16 rides per revenue hour, compared to Newberg routes with less than two rides per revenue hour. The intercity routes have similar productivity profiles, with between eight and 12 rides per revenue hour; although the Tigard service has high ridership (Figure 3-11 above) it requires multiple buses and a larger number of service hours than other routes.

Figure 3-13 YCTA Daily Productivity by Route, 2017

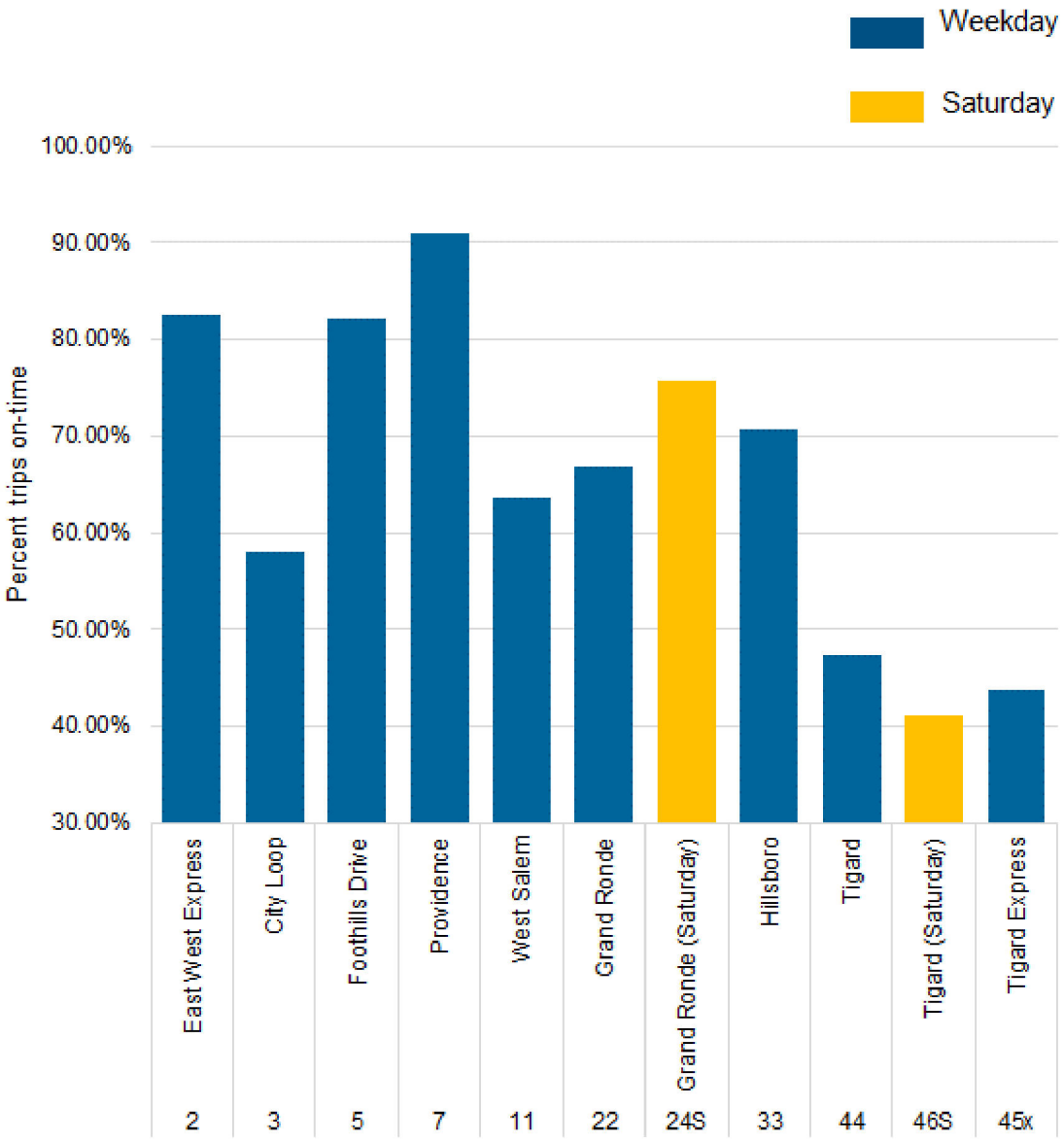



Source: Ridecheck, April-May 2017 (one-day sample for each trip)

Figure 3-12 illustrates on-time performance for each route, defined as no more than 5 minutes late or 1 minute early. This data is based on a "Ridecheck" performed as part of this study in April/May 2017. Each trip on each route was sampled on one day.

- **Local routes** 2, 5, and 7 have the highest on-time performance, while the McMinnville City Loop (Route 3) was on time on less than 60% of trips surveyed. High ridership can be correlated with poor on-time performance (and vice versa) – a large number of boardings and alightings on a route reduce its ability to arrive and depart on time. This is particularly true when there are a large number of individual stops, including flag stops, or a large number of wheelchair boardings and alightings.
- **Intercity routes** show on-time performance of less than 50% of trips surveyed on Route 44 while between 60 and 70% of trips were on time for the routes 11, 22 and 33. The length and relatively high ridership on Route 44 combined with high traffic congestion in the OR 99W corridor causes it to run significantly behind posted schedules.

Figure 3-14 YCTA Schedule Adherence by Route, April/May 2017, One-Day Sample per Route




Source: Ridecheck, April-May 2017 (one-day sample for each trip).

# Route Profiles

The operating characteristics, major destinations, and assessment of the strengths and weaknesses of each route are discussed in an examination of each bus route's efficiency and performance. This section describes the following characteristics of YCTA fixed-route bus service including both local and intercity service:

- Alignment and major destinations
- Service span and frequency
- Boarding and alighting activity
- Schedule adherence

## Methodology

One service day of ridership and on-time performance data was analyzed to evaluate ridership by stop and trip and individual route performance. On-time performance was estimated using scheduled, arrival, and departure times recorded for every timepoint. Each record was classified as one of the following categories:

- Early – more than one minute earlier than the scheduled departure time.
- Late – more than five minutes later than the scheduled departure time.
- On-Time – all other records.

On McMinnville and Newberg local routes YCTA allows flag stops. Flag stops are stops made anywhere on a bus route when a passenger flags down a bus, and the bus pulls over to the closest point it is safe for the passenger to board. These flag stop boardings were recorded but lack precise location information; flag stop were located between scheduled/fixed stops. For mapping purposes, ridership at flag stops was addressed using the following procedure:

- Each flag stop observed was defined by the fixed stop before and after it (to establish a unique flag stop definition
- Each unique flag stop was then located as the midpoint on a line drawn between the locations of the two fixed flag stops. Estimated flag stop location data can be provided upon request.
- Each flag stop in the stop sequence was assigned a stop sequence between the stop sequences of the fixed stops before and after it.
- When there were multiple flag stops between two fixed stops, these flag stop locations were estimated manually from inspection of a map.

Route-by-route scorecards (by segment and trip) can be found in Appendix A. Additional methodology details can also be found in Appendix A.

## Systemwide Overview

The majority of ridership occurs at regional transit centers. There were 958 daily boardings for the system, 811 on weekdays and 147 on Saturdays. Total system boardings, service hours, and productivity (boardings divided by service hours) can be found in Figure 3-15. Systemwide boardings per stop are illustrated in Figure 3-18, Figure 3-19, and Figure 3-21.

Figure 3-15 Systemwide Summary Table based on Ridecheck, May 2017, Daily

| Route | | Boardings | Alightings | Service Hours | Productivity | On Time | Early | Late | Max Load | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| Weekday | | | | | | | | | | |
| 2 | East-West Express | 108 | 108 | 8.2 | 13.1 | 83% | 17% | 1% | 8 | NE Tanger Dr & NE Norton Ln (DHS) |
| 3 | City Loop | 121 | 119 | 7.7 | 15.8 | 58% | 1% | 41% | 9 | Town Center / Dutch Bros. |
| 5 | Foothills Drive | 8 | 5 | 4.6 | 1.7 | 82% | 4% | 14% | 2 | Nap's Thriftway (Newberg) |
| 7 | Providence | 11 | 12 | 6 | 1.8 | 91% | 6% | 3% | 2 | Newberg (Radio Shack) |
| 11 | West Salem | 56 | 53 | 6.6 | 8.5 | 64% | 11% | 25% | 12 | Amity Hwy 99 @ Chevron |
| 22 | Grand Ronde | 124 | 104 | 11.1 | 8.8 | 67% | 6% | 27% | 13 | Spirit Mountain East Entrance |
| 33 | Hillsboro | 85 | 61 | 8.5 | 10 | 71% | 2% | 28% | 24 | Carlton - N Pine St. Bus Shelter |
| 44 | Tigard | 275 | 270 | 22.9 | 11.2 | 47% | 6% | 47% | 25 | Sherwood Shari's |
| 45x | Tigard Express | 22 | 22 | 2.2 | 10.2 | 44% | 6% | 50% | 13 | Sherwood Shari's |
| Total / Average | | 810 | 754 | 77.8 | 9 | 67% | 7% | 26% | 12 | |
| Saturday | | | | | | | | | | |
| 24S | Grand Ronde (Saturday) | 41 | 34 | 6.3 | 6.5 | 76% | 1% | 23% | 6 | Spirit Mountain East Entrance |
| 46S | Tigard (Saturday) | 107 | 113 | 9.3 | 11.5 | 41% | 3% | 56% | 17 | Sherwood Shari's |
| Total / Average | | 148 | 147 | 15.6 | 9 | 58% | 2% | 40% | 11.5 | |

## McMinnville Routes

### Route 2: McMinnville East-West Express

Route 2 travels east-west through McMinnville between Chemeketa Community College (CCC), Willamette Valley Medical Center, and several senior services.

| Route Characteristics | | |
|---|---|---|
| Start Time | | 7:00 a.m. |
| End Time | | 6:00 p.m. |
| Average Daily Boardings | | 108 |
| Service Hours | | 8.2 |
| Boardings per Service Hour | | 13.1 |
| Headway (mins) | | 60 min. |
| Schedule Adherence | On Time | 82.6% |
| | Early | 16.5% |
| | Late | 0.9% |

*Major Destinations*

- Chemeketa Community College
- Department of Human Services
- Linfield College
- McMinnville Transit Center
- McMinnville Public Library
- Willamette Valley Medical Center

*Ridership*

Route 2 has above average boardings per service hour relative to other YCTA routes. Most of this ridership is on the mid-day trips (between 10 a.m. and 2 p.m.). The 'East Loop' (the eastern portion of the route) has a much higher load during the mid-day period than the 'West Loop'. The highest ridership stops are the McMinnville Transit Center, Chemeketa College, and DHS.

*Schedule Adherence*

Route 2 has above average on-time performance, with 83% of timepoint observations on time. Most of the trips run close to on time, with the longest observed run time occurring on the 'West Loop' on the 3 p.m. trip. Route 2 was observed to run early at the Medical Center, indicating that schedule adjustments may be needed.

*Routing Detail*

Route 2 in the eastern part of the city circulates through the hospital parking area and the parking area serving Chemeketa Community College and the Department of Human Services. The routing pattern the bus takes is shown in Figure 3-16.

Figure 3-16 Route 2 Routing through Hospital and CCC



### Route 3: McMinnville City Loop

Route 3 travels north-south through McMinnville, serving a variety of shopping and healthcare destinations, as well as Linfield College.

*Major Destinations*

- Linfield College
- McMinnville Transit Center
- McMinnville Immediate Health Care
- Walmart
- WinCo

| Route Characteristics | | |
|---|---|---|
| Start Time | | 8:00 a.m. |
| End Time | | 5:00 p.m. |
| Average Daily Boardings | | 121 |
| Service Hours | | 7.7 |
| Boardings per Service Hour | | 15.8 |
| Headway (mins) | | 60 min. |
| Schedule Adherence | On Time | 57.9% |
| | Early | 1.3% |
| | Late | 40.8% |

*Ridership*

Route 3 is the most productive, in terms of boardings per service hour, of all of YCTA's bus routes at nearly 16 boardings per hour. The 'North Loop' (the northern portion of the route) has higher ridership than the 'South Loop, especially on mid-day trips. The single highest ridership trip is the 9 a.m. trip.

*Schedule Adherence*

Route 3's on time performance is below average, with only 58% of timepoints observed as on time and over 40% observed as late. Trips on the 'North Loop' perform worse (in terms of on-time performance) than the 'South Loop' with run times often long by 5-10 throughout the day. Restructuring of the route is likely needed to address on-time performance issues.

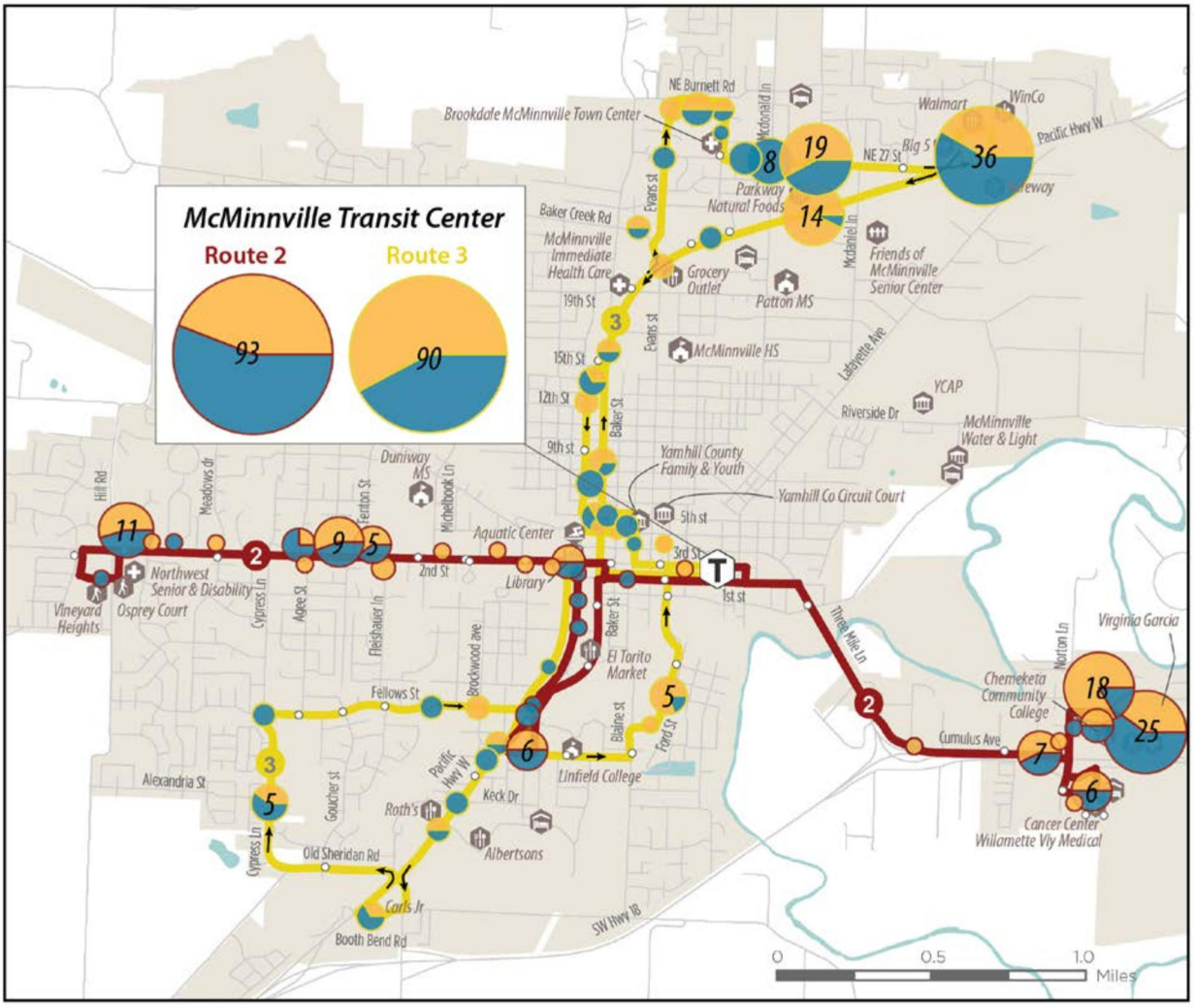
*Routing Detail*

The north section of Route 3 goes past several shopping destinations, including Safeway, Winco, and Walmart. The main stop in this area is called "Big 5" and sits along OR 99 in front of the Big 5 Sporting Goods store. The path the bus takes through this retail area is shown in Figure 3-17. Bus stops may be 300 to 600 feet from the front door of retail stores through parking lots that typically lack pedestrian accessways.

Figure 3-17 Route 3 Routing Near Big 5 Stop

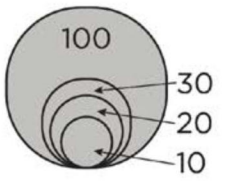


Figure 3-18 McMinnville Routes Daily Ridership Map




**Average Daily Total Activities (Ons + Offs)**

*Weekday, June 2017*




Boarding

Alighting

Zero Activity

## Newberg Routes

### Route 5: Foothills Drive

Route 5 travels a loop around the north side of Newberg, serving George Fox University and several senior facilities, with a "there-and-back" line south of downtown connecting to Woodview Village Apartments.

| Route Characteristics | | |
|---|---|---|
| Start Time | | 7:30 a.m. |
| End Time | | 6:30 p.m. |
| Average Daily Boardings | | 8 |
| Service Hours | | 4.6 |
| Boardings per Service Hour | | 1.7 |
| Headway (mins) | | 60 min. |
| Schedule Adherence | On Time | 82.1% |
| | Early | 4.2% |
| | Late | 13.7% |

*Major Destinations*

- Downtown Newberg
- George Fox University
- Woodview Village Apartments

*Ridership*

Ridership and productivity for route 5 were very low on the day data was collected – a productivity of 1.7 boardings per hour is below average ranges for even a demand response system. Data was collected outside of George Fox University's fall and spring semesters, when university-related ridership is likely higher; however a surveyor was posted at the stop serving George Fox University prior to the end of the Spring 2017 semester, and minimal ridership activity was observed.

*Schedule Adherence*

Route 5 has above average on-time performance at 82%. Trips running late were mostly after 2:30 pm.

### Route 7: Providence

Route 7 travels east-west through Newberg, connecting Providence Medical Center, Portland Community College, and local grocery stores to downtown Newberg. Bus stops along OR 99W may be 300 to 600 feet from the front door of retail stores, through parking lots that typically lack pedestrian accessways.

| Route Characteristics | | |
|---|---|---|
| Start Time | | 7:00 a.m. |
| End Time | | 7:00 p.m. |
| Average Daily Boardings | | 11 |
| Service Hours | | 6.0 |
| Boardings per Service Hour | | 1.8 |
| Headway (mins) | | 60 min. |
| Schedule Adherence | On Time | 90.9% |
| | Early | 6.1% |
| | Late | 3.0% |

*Major Destinations*

- Downtown Newberg
- Fred Meyer
- Portland Community College
- Providence Medical Center
- Safeway

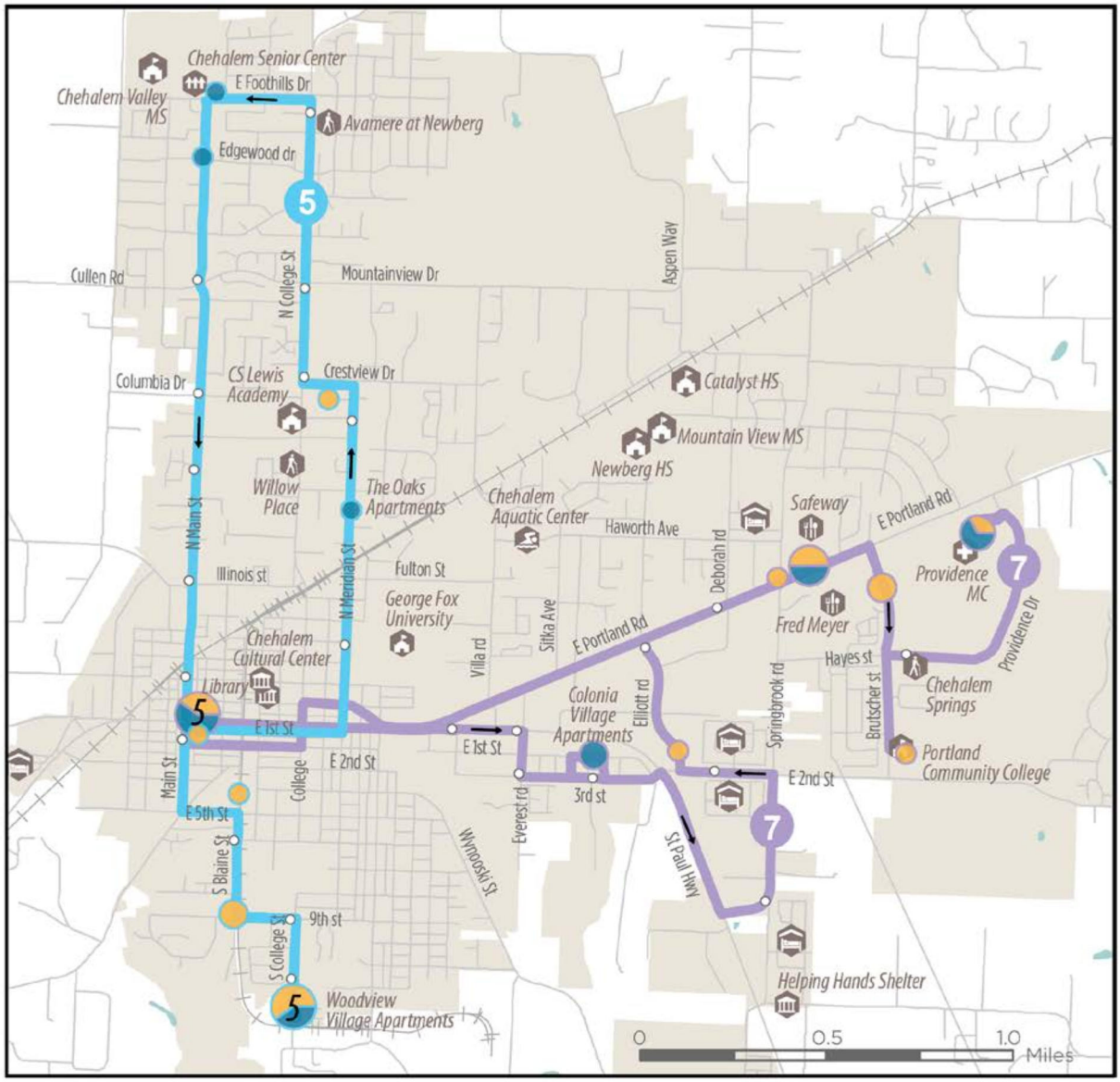
*Ridership*

Ridership and productivity for route 7 were very low on the day data was collected – a productivity of 1.7 boardings per hour is below average productivity ranges for even a demand response system. Data was collected outside of George Fox University's fall and spring semesters, when university-related ridership is likely higher; however a surveyor was posted at the stop serving George Fox University (on Route 5) prior to the end of the Spring 2017 semester, and minimal ridership activity was observed.

*Schedule Adherence*

Route 7 has above average and the highest on-time performance at 91%, although it was observed to be impacted by congestion on OR 99W, which anecdotally is worst on Thursdays and Fridays.

Figure 3-19 Newberg Routes Daily Ridership Map



## Regional Routes

### Route 11: McMinnville – Salem

Route 11 travels between McMinnville and West Salem, serving several stops along OR 99W, Zena Road, and OR 221. The route connects with Cherriots routes (16, 17, West Salem Connector) at Glen Creek Transit Center.

*Major Destinations*

- McMinnville Transit Center
- Amity
- West Salem – Glen Creek Transit Center

| Route Characteristics | | |
|---|---|---|
| Start Time | | 6:00 a.m. |
| End Time | | 7:00 p.m. |
| Average Daily Boardings | | 56 |
| Service Hours | | 6.6 |
| Boardings per Service Hour | | 8.5 |
| Headway (mins) | | 40-45 min. |
| Schedule Adherence | On Time | 63.6% |
| | Early | 11.4% |
| | Late | 25.0% |

*Ridership*

Ridership to McMinnville Transit Center is highest in the morning, and ridership to West Salem Transit Center is highest in the afternoon. The productivity (8.5 boardings per service hour) is typical for rural intercity routes.

*Schedule Adherence*

On-time performance for Route 11 is average for the system, with a quarter of timepoints observed late and 11% observed early. Trips tend to run early in the McMinnville Transit Center direction, and late in the Glen Creek Transit Center direction, especially in the afternoon. These likely indicate a need for a schedule adjustment.

### Route 22 and 24S: McMinnville – Grand Ronde

Route 22 and 24S travel along OR 18 between McMinnville and Grand Ronde. Service is provided Monday – Saturday, with reduced service hours on Saturday. Route 22 operates on weekdays and Route 24S operates on Saturdays.

*Major Destinations*

- McMinnville Transit Center
- Sheridan
- Willamina
- Spirit Mountain Casino
- Grand Ronde Community Center

| Route Characteristics | | Weekday (22) | Weekend (24S) |
|---|---|---|---|
| Start Time | | 5:30 a.m. | 9:00 a.m. |
| End Time | | 7:30 p.m. | 5:00 p.m. |
| Average Daily Boardings | | 124 | 41 |
| Service Hours | | 11.1 | 6.3 |
| Boardings per Service Hour | | 11.1 | 6.5 |
| Headway (mins) | | 55 min. | 35-55 min. |
| Schedule Adherence | On Time | 66.8% | 75.7% |
| | Early | 6.0% | 1.1% |
| | Late | 27.2% | 23.2% |

*Ridership*

Ridership for Route 22 is healthy – productivity is above average at 11.1 boardings per service hour, which is high relative to the long haul/intercity configuration of the route.

*Schedule Adherence*

On-time performance during the week (Route 22) is approximately average for the system, with 2/3 of timepoints observed on time. On-time performance is better on Saturdays (Route 24S), with ¾ of timepoints observed on time.

### Route 33: McMinnville – Hillsboro/MAX Link

Route 33 travels north-south along OR 47 between Hillsboro Central Station and McMinnville Transit Center, with stops in Forest Grove and Yamhill.

*Major Destinations*

- McMinnville Transit Center
- Yamhill (City)
- Forest Grove
- Hillsboro Central Station

| Route Characteristics | | |
|---|---|---|
| Start Time | | 6:00 a.m. |
| End Time | | 7:30 p.m. |
| Average Daily Boardings | | 85 |
| Service Hours | | 8.5 |
| Boardings per Service Hour | | 10.0 |
| Peak Headway (mins) | | 60 min. |
| Schedule Adherence | On Time | 70.6% |
| | Early | 1.9% |
| | Late | 27.5% |

*Ridership*

Ridership for the route is the highest in the northbound direction toward Hillsboro Transit Center, especially during the mid-day trips. The highest ridership trip is the 10:30 a.m. trip bound for Hillsboro Central Station.

*Schedule Adherence*

On-time performance for the route is slightly above average for the system at 71%. Runtimes are slightly long throughout the schedule, pointing to a need for a slight adjustment.

### Routes 44, 45X, and 46S: McMinnville – Tigard Transit Center

Routes 44 and 46S travel between McMinnville and Tigard Transit Centers, with stops in Lafayette, Dayton, Dundee, and Newberg. Route 44 operates on weekdays and 46S operates on Saturdays. Route 45X is a weekday express route with stops only in McMinnville, Newberg, Sherwood, and Tigard.

*Major Destinations*

- McMinnville Transit Center
- Lafayette
- Dundee
- Newberg
- Sherwood
- Tigard Transit Center

| Route Characteristics | | Weekday (44) | Weekday Express (45X) | Weekend (46S) |
|---|---|---|---|---|
| Start Time | | 5:10 a.m. | 6:40 a.m. | 8:00 a.m. |
| End Time | | 9:00 p.m. | 6:10 p.m. | 7:30 p.m. |
| Average Daily Boardings | | 275 | 22 | 107 |
| Service Hours | | 22.9 | 2.2 | 9.3 |
| Boardings per Service Hour | | 12.0 | 10.2 | 11.5 |
| Average Headway (mins) | | 45 min.- | 2 trips, one AM & one PM | 80 min. |
| Schedule Adherence | On Time | 47.3% | 43.8% | 41.1% |
| | Early | 5.5% | 6.3% | 2.7% |
| | Late | 47.2% | 50.0% | 56.3% |

*Ridership*

Ridership for the three routes is healthy, ranging between 10-12 boardings per hour for the weekday, express, and Saturday service periods. Ridership was highest at Tigard Transit Center, McMinnville Transit Center, and Nap's Thriftway.

*Schedule Adherence*

On-time performance for Routes 44, 45X, and 46S is poor – it is below 50% for all of the service periods. Runtimes are longest in the Tigard Transit Center direction – often late throughout the service day. Schedules should be adjusted to more accurately reflect typical conditions.

Figure 3-20 Regional Routes Weekday Ridership Map

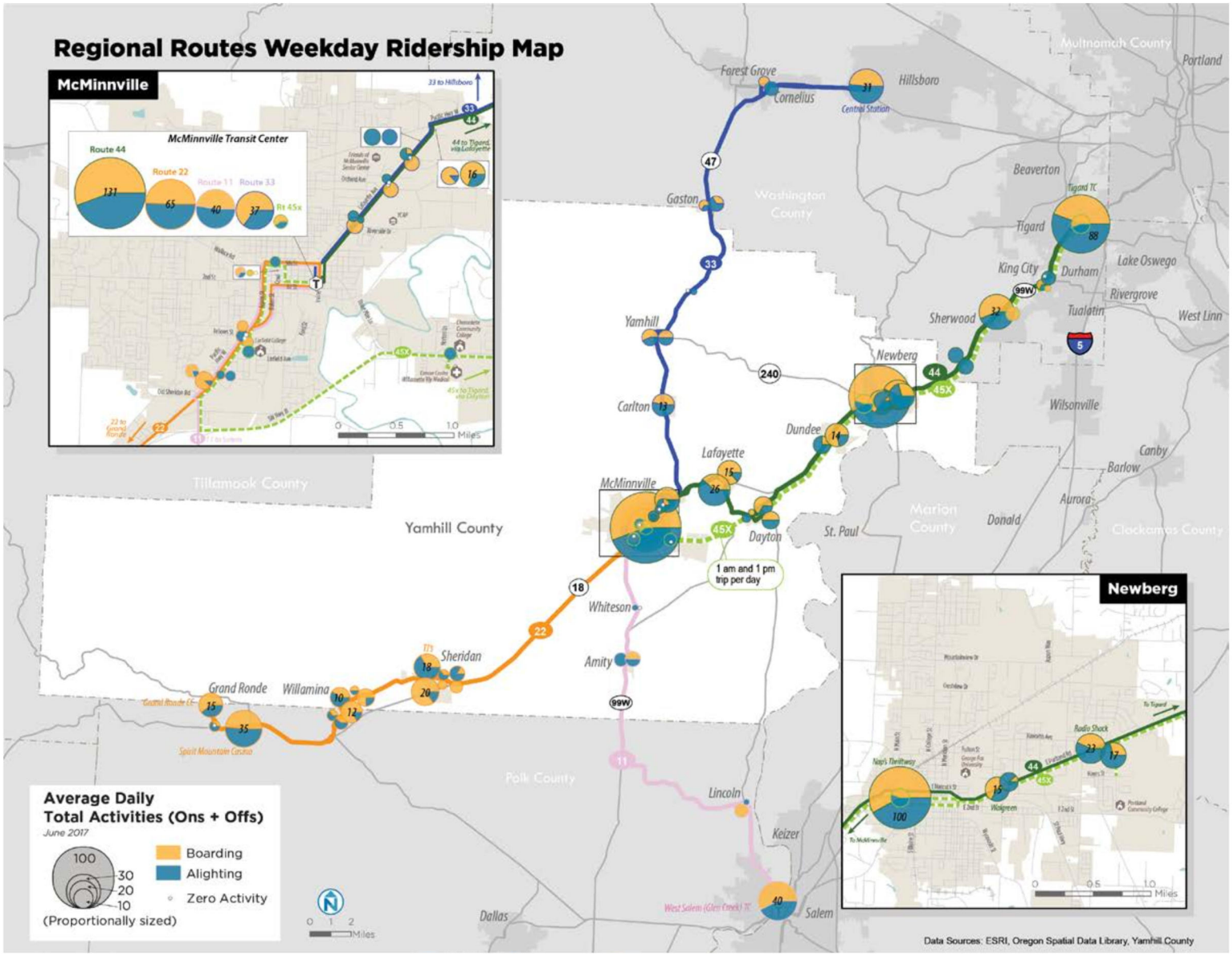
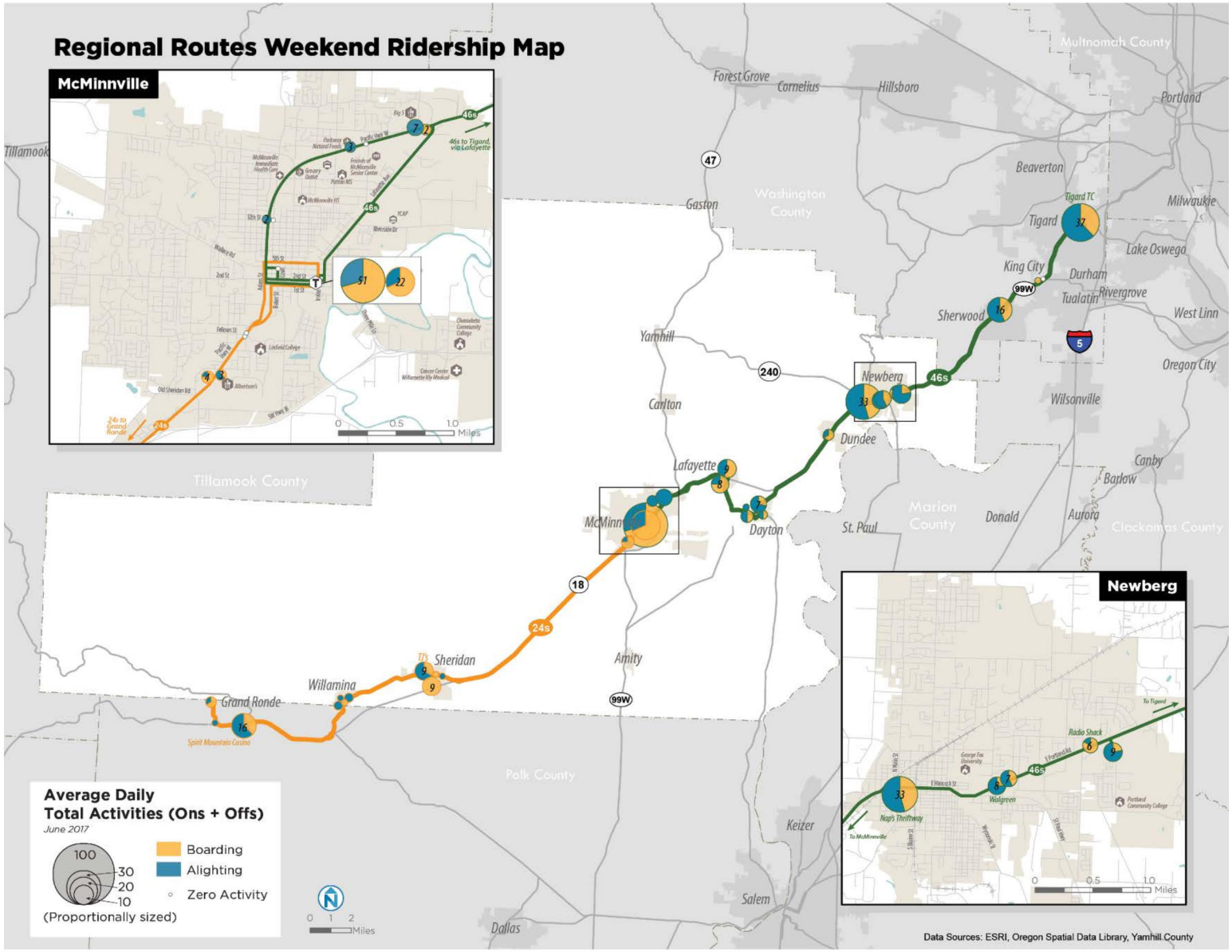


Figure 3-21 Regional Routes Weekend Ridership Map



## Dial-a-Ride Performance

YCTA's demand-response system includes general public Dial-a-Ride and ADA paratransit (within McMinnville and Newberg only). In 2016, the demand-response system carried 31,264 riders in the McMinnville area and 10,701 in the Newburg area. On an average month in 2016, the demand-response services transport 3,497 boardings using 1,059 revenue hours.

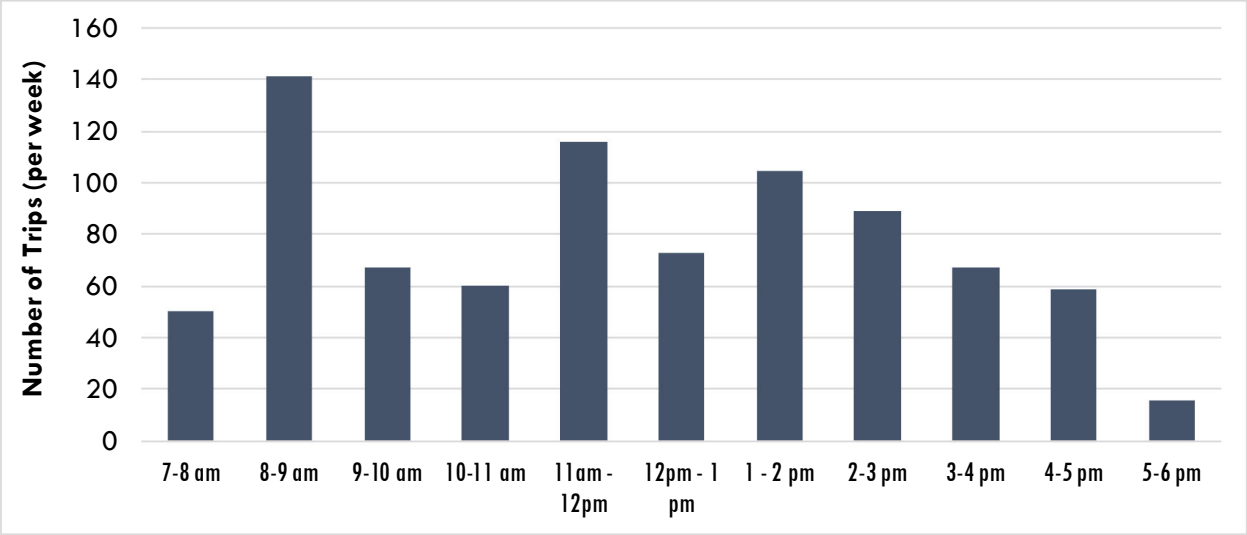
A more detailed look at demand-response origins and destinations can be found in Figure 3-24 (Top Origins/Destinations), Figure 3-25 (McMinnville), and Figure 3-26 (McMinnville) below, based upon Dial-A-Ride manifests from April 10 to April 22, 2017. Analysis of these patterns will help identify trips and travel patterns that could be served by modifications to YCTA fixed-route service.

DAR and paratransit trips are booked and operated through the same schedulers and vehicles, and dispatchers note whether a passenger is ADA-certified. During the analysis time period, 1,848 trips were allocated to DAR and 18 were categorized as ADA.

Demand-response service is offered countywide, but 90% of the ride records analyzed for this report either started or ended in McMinnville (60%) or Newberg (30%), with some rides serving Amity and Dundee. This is due in part to limited capacity.

Demand is spread generally across the day, with peaks occurring at 8:00 a.m., 11:00 a.m., and 1:00 p.m., as shown in Figure 3-22. This pattern generally remains consistent on all days of the week, with slightly above average ridership on Monday, Wednesday and Friday, which could indicate part time work schedules or other regularly scheduled activities. Of the 1,417 trips in April with a recorded booking purpose, 80% were work trips.

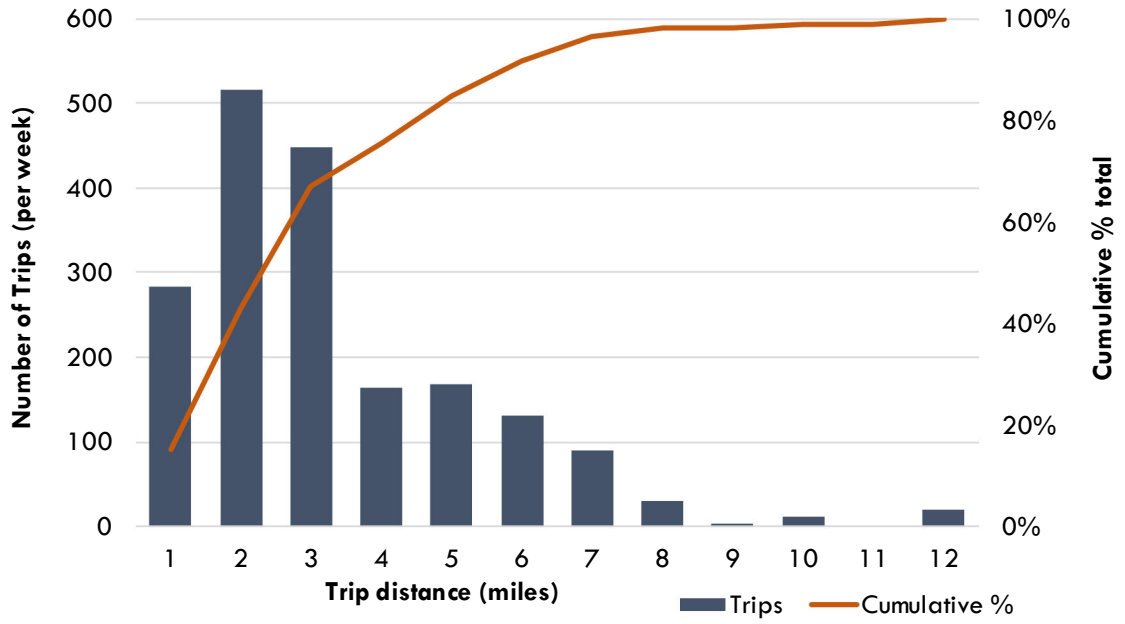
Figure 3-22 Dial-A-Ride Trips by Time of Day




Source: Analysis of Data from Dial-A-Ride Manifests, April 10 to April 22, 2017

Demand-response trip lengths are relatively short, with about half (43%) of passengers traveling less than two miles and about two-thirds (67%) of passengers traveling less than three miles; given that most trips are within McMinnville and Newberg, the relatively short trip distances is not surprising. About 60% of trip origins and destinations are within ¾-mile of a fixed-route stop, and about one quarter are within a ¼-mile of both trip ends. Figure 3-23 illustrates the number of trips by distance, and the share of total trips by distance.

Figure 3-23 YCTA Demand Response Trip Length

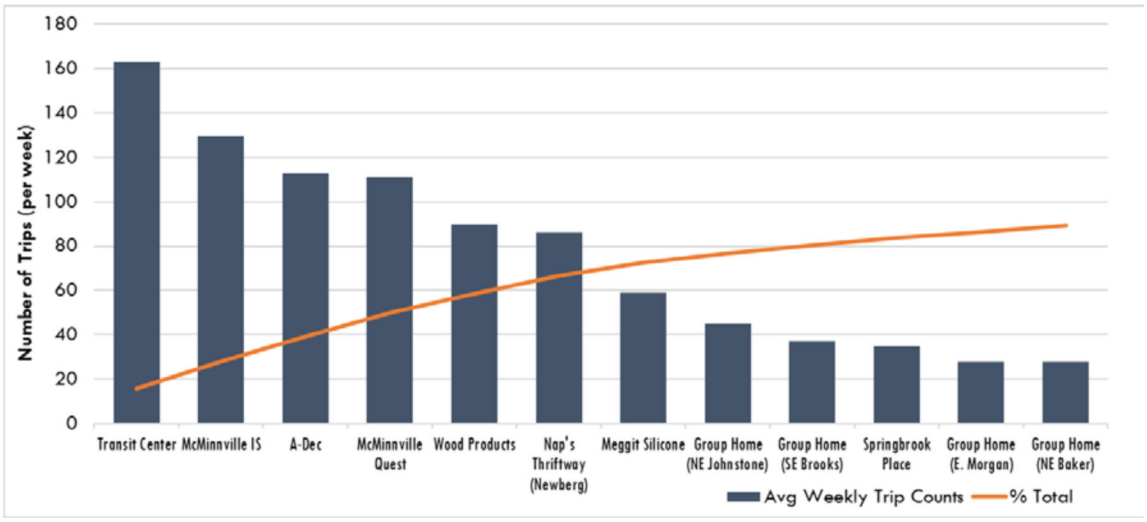



Source: Analysis of Data from Dial-A-Ride Manifests, April 10 to April 22, 2017

Many of YCTA's demand-response trips are scheduled to occur on a weekly basis, which is also called a "subscription" trip. These type of trips allow riders the convenience of having a reserved trip without having to make a reservation.

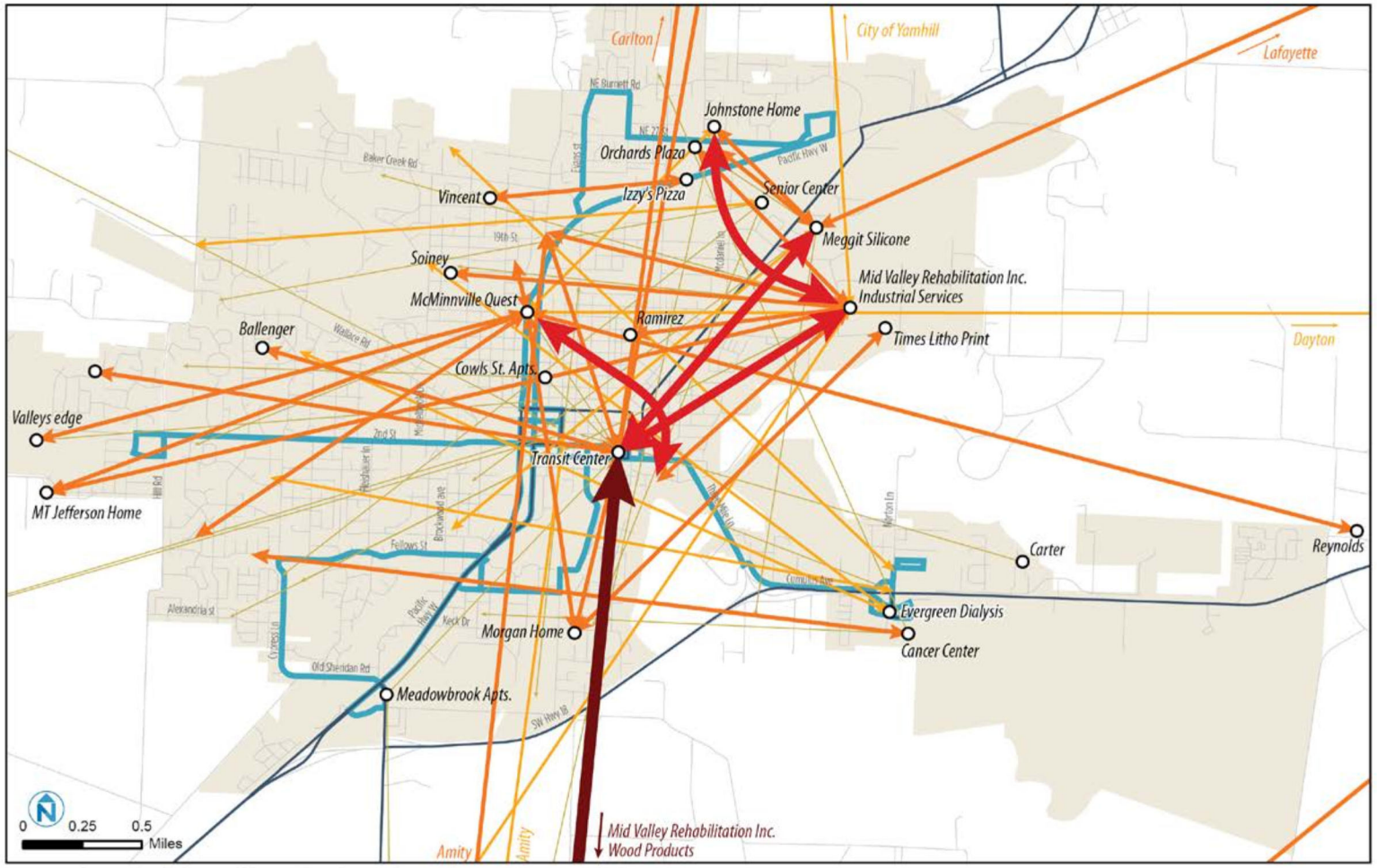
Figure 3-24 shows the top trip origin and destinations in the County. These trips accounted for half of all demand response trips in April 2017. The McMinnville Transit Center is the most common destination. Top destinations include employment locations such as A-Dec,and Meggit Silicone; other locations are residential care or supportive housing facilities facilitating work placement and training. Wood Products is associated with MV Advancements, YCTA serves trips by people with disabilities to its location for employment and other support. IS is another worksite where YCTA provides service to people with disabilities.

Figure 3-24 Dial-A-Ride Top Origin Destination Patterns




Source: Analysis of Data from Dial-A-Ride Manifests, April 10 to April 22, 2017

Figure 3-25 Dial-A-Ride Origin Destination Patterns, McMinnville

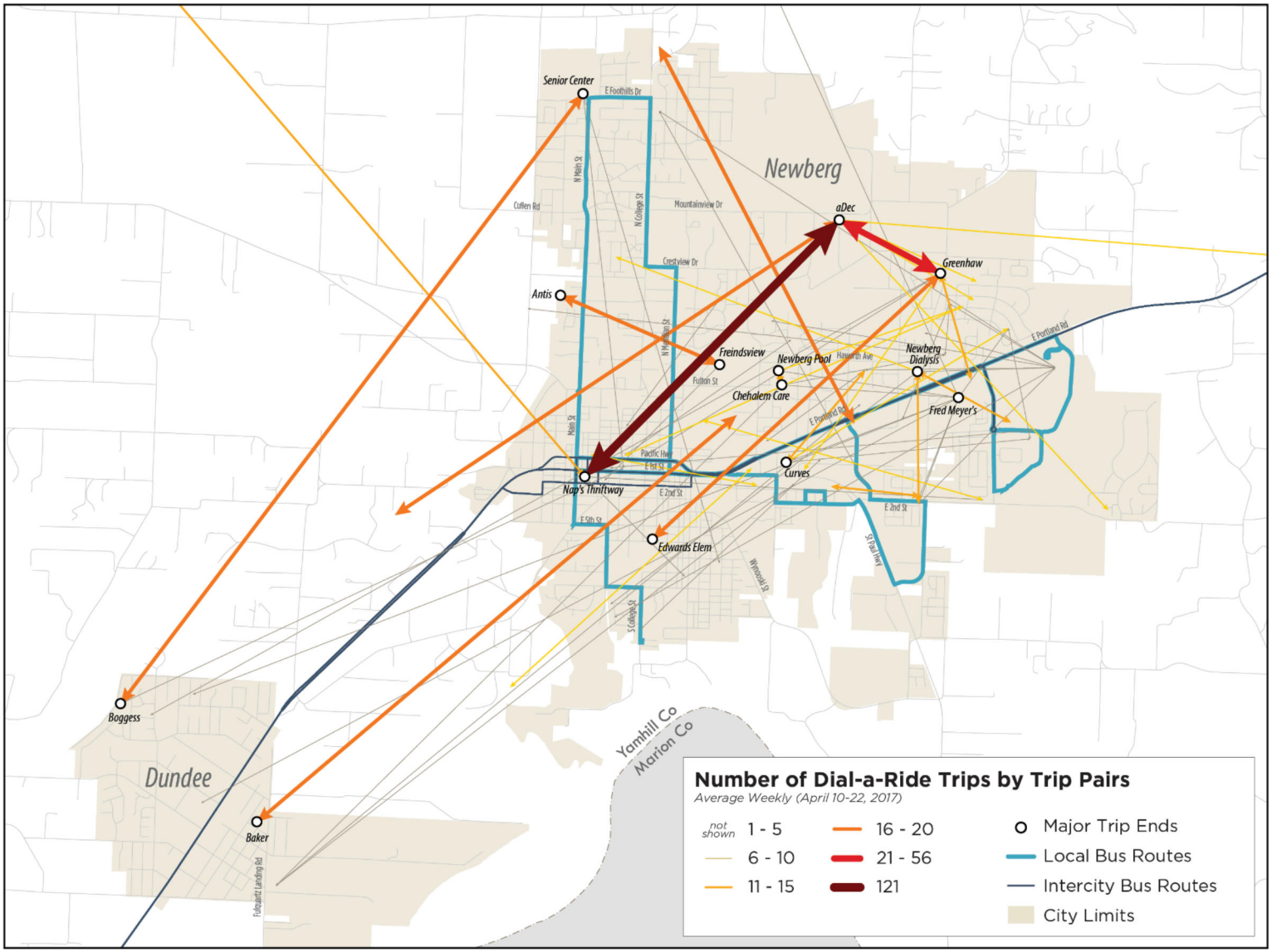



**Number of Dial-a-Ride Trips by Trip Pairs**
*Average Weekly (April 10-22, 2017)*

not shown 1 - 5
6 - 10
11 - 15
16 - 20
21 - 56
121

Major Trip Ends
Local Bus Routes
Intercity Bus Routes
City Limits

Figure 3-26 Dial-A-Ride Origin Destination Patterns, Newberg



# PEER COMPARISON

This chapter summarizes YCTA conditions and performance compared to peer transit providers. This provides context and supports creating benchmarks for YCTA service delivery and management.

Six transit agencies were selected for performance comparisons. The peer transit agencies were selected based on geography, urban form, and transit operating and financial characteristics. Data sources included the National Transit Database and the US Census Bureau. Specific factors considered included:

- Community size
- Population countywide and key cities
- Ridership
- Revenue miles
- Revenue hours
- Vehicles
- Operating budget

Figure 3-27 summarizes the peer agencies based on these operating and revenue characteristics. Each peer has unique characteristics that are relevant to different parts of the YCTA system. For example, Basin Transit's service area is the city of Klamath Falls. The agency does not serve an entire county like YCTA does, but is comparable because the population of McMinnville and Newburg is similar to that of Klamath Falls. As another example, a system like the Sunset Empire Transportation District (Clatsop County, including Astoria, Warrenton, Seaside, and Cannon Beach) has a smaller population than Yamhill County but a similarly shaped system, with local service in the county's most populous city and longer-haul routes covering the entire county.

Figure 3-27 YCTA Peer Comparison Summary Table, 2015

| Provider | State | Service Area Jurisdiction | Service Area Pop | Service Area Size | Pop. Density | Annual Ridership | Vehicle Revenue Hours | Vehicle Revenue Miles | Operating Budget | Farebox Recovery |
|---|---|---|---|---|---|---|---|---|---|---|
| Yamhill County | OR | Yamhill County | 101,119 | 716 | 141 | 299,202 | 37,691 | 669,390 | $2.04 M | 16% |
| Basin Transit Service | OR | Klamath Falls | 21,261 | 20 | 1,073 | 357,433 | 25,355 | 332,613 | $2.01 M | 16% |
| Central Oregon Intergovernmental Council / Cascades East Transit | OR | Deschutes, Jefferson, Crook Counties | 209,639 | 7,778 | 27 | 604,387 | 59,053 | 903,141 | $4.39 M | 14% |
| Clallam Transit System | WA | Clallam County | 72,397 | 1,738 | 42 | 921,688 | 89,532 | 1,979,720 | $7.64 M | 14% |
| Lincoln County Transportation Service District | OR | Lincoln County | 46,347 | 980 | 47 | 315,170 | 31,243 | 547,096 | $1.65 M | 14% |
| Napa Valley Transportation Authority | CA | Napa County | 140,295 | 748 | 187 | 941,747 | 110,786 | 1,757,134 | $9.65 M | 13% |
| Sunset Empire Transportation District (SETD) | OR | Clatsop County | 37,382 | 829 | 45 | 203,356 | 21,077 | 433,351 | $1.85 M | 11% |

Source: National Transit Database 2015; US Census Bureau American Community Survey 5-year estimate, 2011-2015.

Note: Service area size in square miles. Farebox recovery is the ratio of fare revenue to total operating costs. Transit data includes demand response and fixed route.

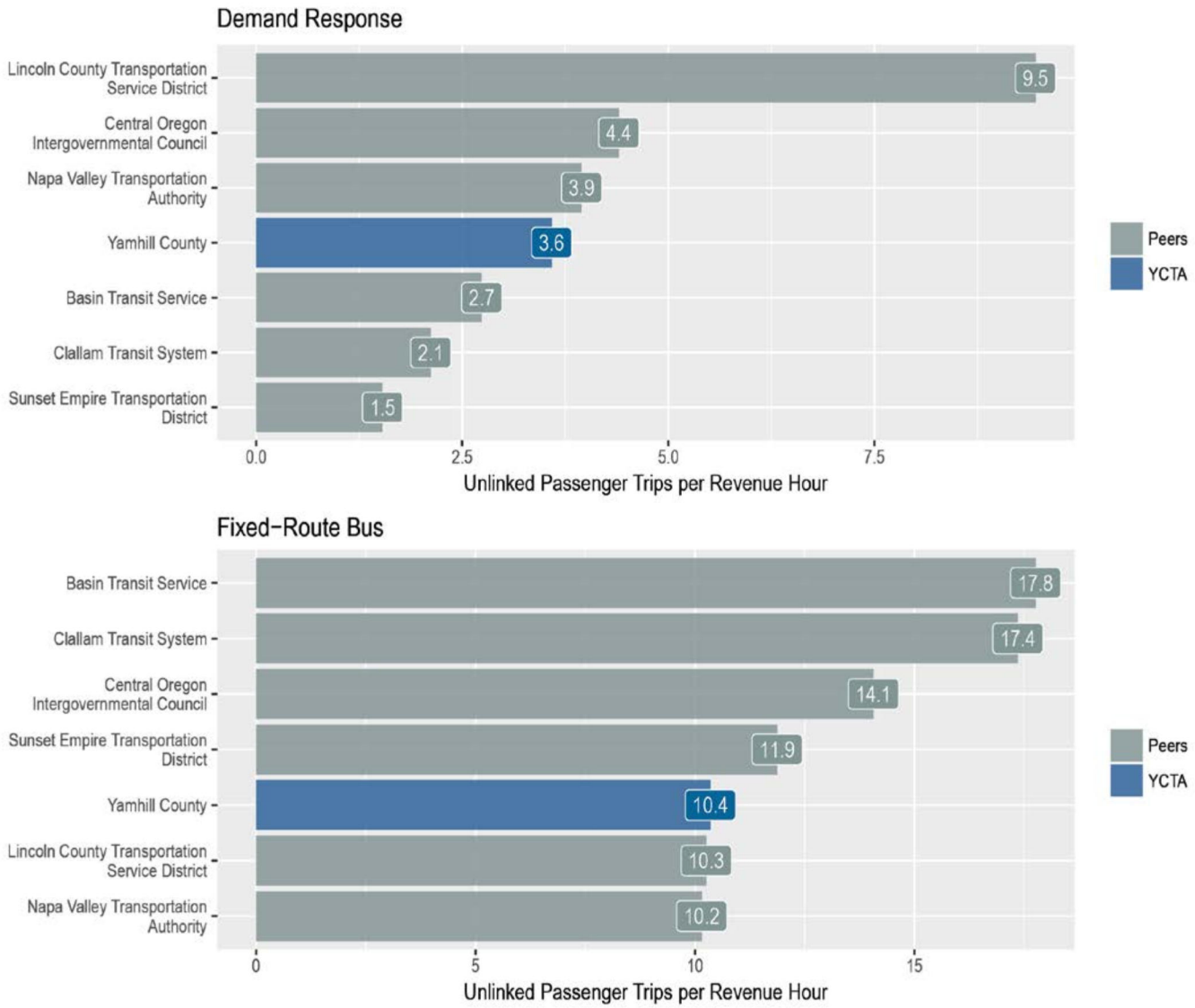
The figures below summarize performance measures related to:

- **Service effectiveness**: Service effectiveness is a measure of the productivity of a transit system, or how much ridership is being generated in relation to the amount of service available. Service effectiveness is illustrated here by **passengers per revenue hour** (Figure 3-28). The measure of **trips per capita** (Figure 3-29) illustrates how much service is being consumed compared to the community's overall population.
- **Financial efficiency**: Cost efficiency is a measure of the cost to achieve a particular result – in the case of transit operations, a particular level of service or level of ridership. Cost efficiency is reflected by the **operating cost per revenue hour** (Figure 3-30).
- **Financial effectiveness**: Public transportation's financial effectiveness is often measured in terms of **farebox recovery**, or the share of operating costs covered by fare revenues (Figure 3-31). Small to medium transit operators can generally achieve 10% to 15% farebox recovery.

The full set of performance measures comparing YCTA and peers is located in Appendix C.

Figure 3-28 shows that YCTA passenger trips per revenue hour rank in the middle of the selected peers for both demand-response and fixed-route service; YCTA provides moderately productive service relative to the amount of service it provides. Lincoln County Transit – like other transit providers – may report deviated fixed route (buses serve set timepoints and passengers can request a deviation) passengers as demand response riders, which can explain its strong performance on this measure. In terms of fixed route services, YCTA performs relatively well on trips per revenue hour; Basin Transit and Clallam Transit System perform higher, due in part to higher per capita service levels and operations spending.

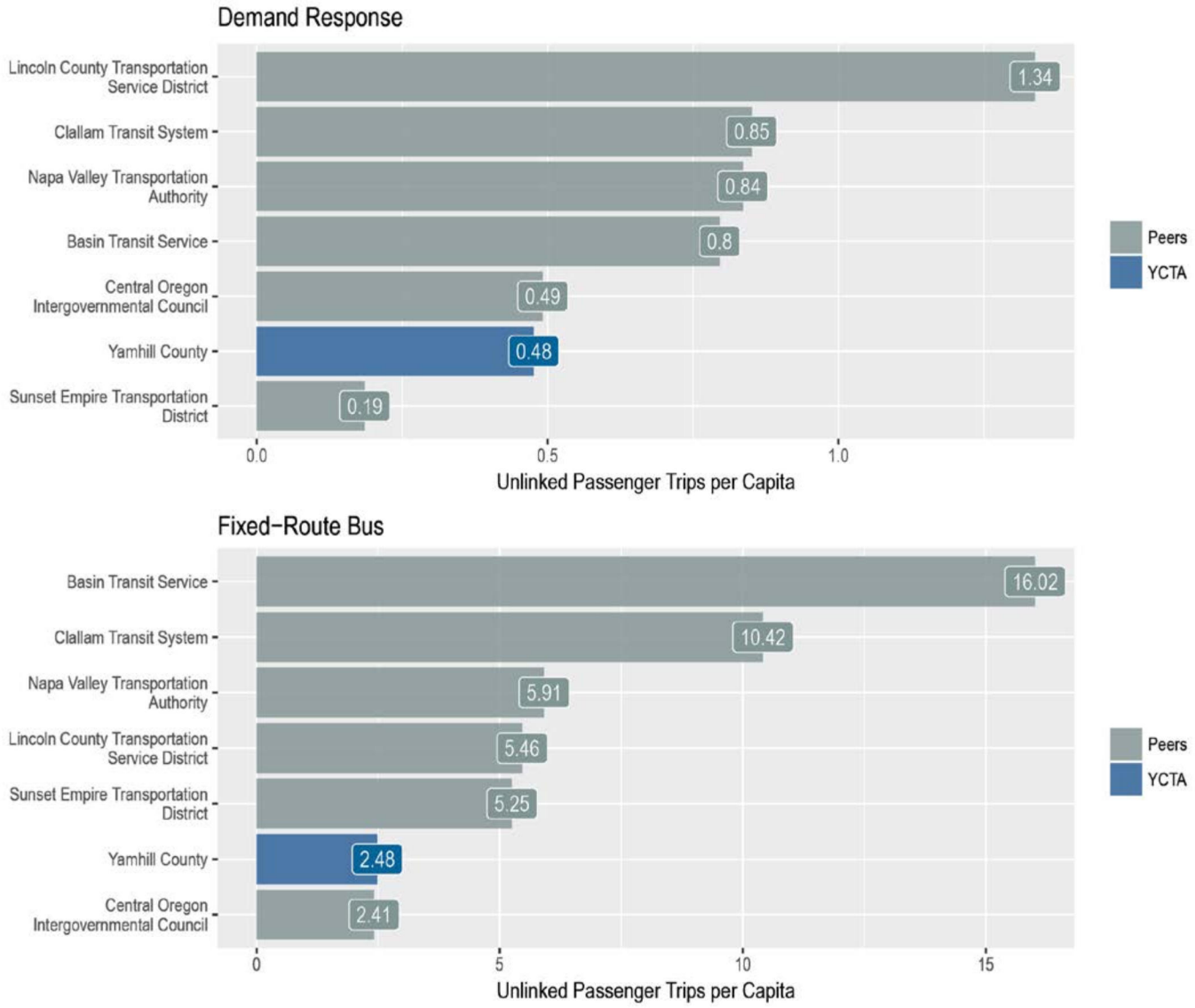
Figure 3-28 YCTA Operating Effectiveness by Mode (trips/revenue hour) Peer Comparison, 2015




Source: National Transit Database 2015; US Census Bureau American Community Survey 5-year estimate.

Figure 3-29 illustrates the number of passenger trips per capita in the respective service areas. Lincoln County demand-response service is likely skewed high due to allocation of deviated fixed-route riders, as noted above. Three other peers – Clallam Transit, Napa Valley Transportation Authority, and Basin Transit Service – provide slightly less than two times the number of demand response trips per capita (0.8 to 0.85) compared to YCTA, reflecting in part higher levels of spending and capacity. Yamhill performs lowest of the peers in fixed-route trips per capita.

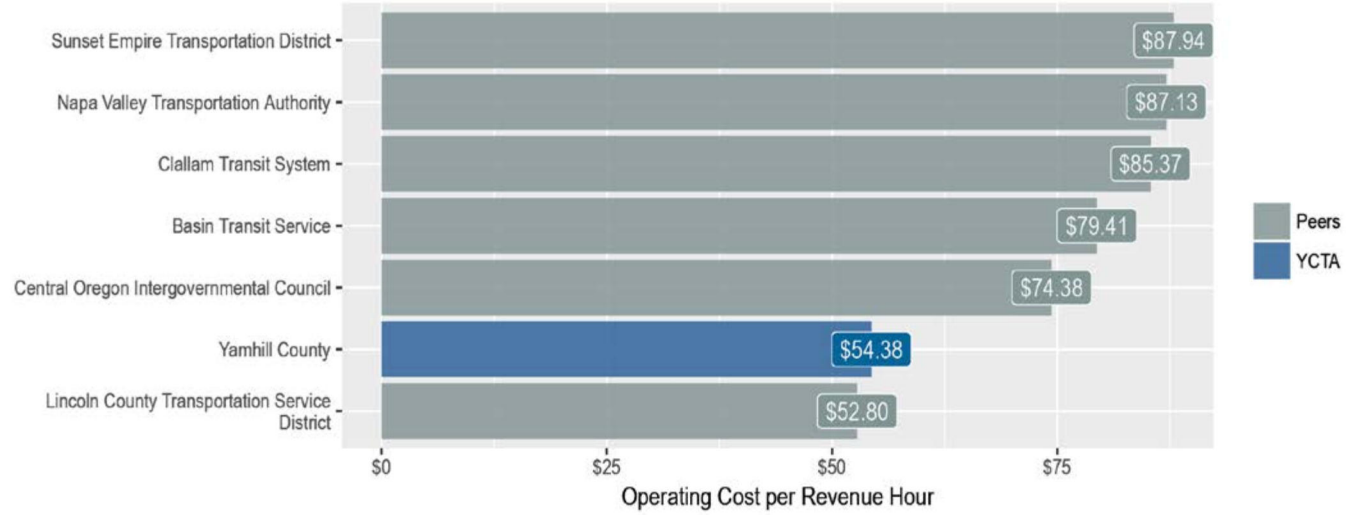
Figure 3-29 YCTA Operating Effectiveness by Mode (trips/capita) Peer Comparison




Source: National Transit Database 2015; US Census Bureau American Community Survey 5-year estimate.

Financial efficiency in terms of cost per revenue hour of transit service is illustrated in Figure 3-30. This reflects both demand-response and fixed-route, because financial data is not reported by mode. Yamhill County shows relatively good efficiency by having a low cost per revenue hour ($54.38). Generally, demand-response trips cost more per hour due to the individualized nature of its service.

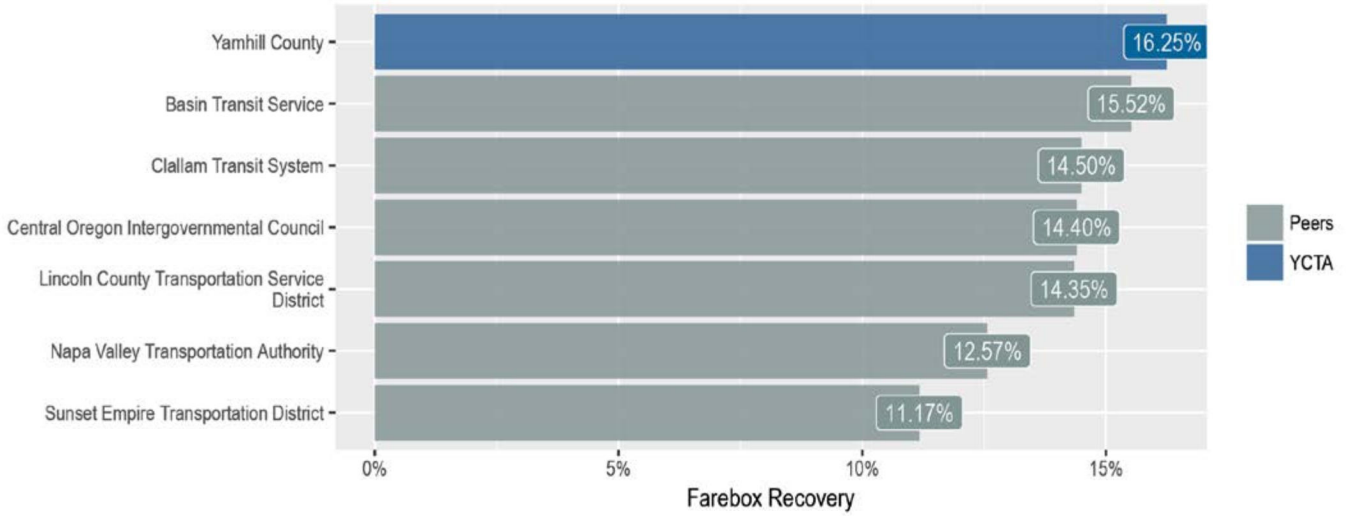
Figure 3-30 YCTA Financial Efficiency (Cost/Revenue Hour) Peer Comparison




Source: National Transit Database 2015; US Census Bureau American Community Survey 5-year estimate.

Figure 3-31 shows that YCTA performs well in farebox recovery relative to peers, with a rate of more than 16%. A typical rate for large areas with relatively low development density typically ranges from 5% to 25%. The recovery ratio is a function of fare policies (i.e. the price of a ticket or pass), ridership, and total operating costs. YCTA's moderate ridership and low operating costs support a strong farebox recovery ratio.

Figure 3-31 YCTA Financial Effectiveness (Farebox Recovery Ratio) Peer Comparison




Source: National Transit Database 2015; US Census Bureau American Community Survey 5-year estimate.

# REGIONAL COORDINATION

## Regional Connections

Seven of YCTA's routes connect passengers to four neighboring transit systems outside the county. These neighboring systems include:

- Tri-County Metropolitan Transportation District of Oregon (TriMet)
- Ride Connection (Community Connectors, deviated fixed-routes)
- Salem-Keizer Transit (SKT; Cherriots, CARTS
- Tillamook County Transportation District (Coastal Connector)

The following sections describe the transit services available from each of these neighboring systems, and Figure 3-32 highlights routes directly connecting with YCTA service.

### TriMet

The Tri-County Metropolitan Transportation District of Oregon (TriMet) operates transit service in the Portland metropolitan area, serving communities in Clackamas, Multnomah, and Washington counties. TriMet operates several modes of fixed-route service, including five light rail (MAX) lines, one commuter rail line (WES), and 79 bus lines. In addition, TriMet also operates the Portland Streetcar. LIFT is TriMet's complementary paratransit service, operating within a ¾-mile buffer of TriMet fixed routes.

TriMet operates daily services from approximately 4:30 a.m. to 2:30 p.m. TriMet fixed-route fares are $2.50 per trip, with a $1.25 discounted fare for honored citizens (age 65 and older) and youth (age 7 - 17). Fares on TriMet's LIFT paratransit service are $2.50 per trip. Various multi-pass options are also available. TriMet tickets are honored on all TriMet buses, light rail, WES, and Portland Streetcar.




YCTA Route 33 at the Hillsboro Central MAX Station/Transit Center. There is no designated bay or signage for YCTA.

## Ride Connection

Ride Connection is a private, non-profit organization made up of network of agencies who partner together to serve older adults, people with disabilities, low-income individuals, and the general public. Ride Connection serves the same three counties as TriMet – Clackamas, Multnomah, and Washington counties.

Ride Connection's Community Connector deviated fixed-route services based in Hillsboro and Forest Grove connect with YCTA. Ride Connection's Community Connector services are fare-free and open to the public.

A deviated fixed-route service allows riders to call in advance, and request a pick-up within a set radius around the scheduled route. Ride Connection allows riders to request deviations within a half mile of the route, with a minimum 24-hours' notice.

The GroveLink service in Forest Grove operates from 6 a.m. to 7 p.m. with peak service in the morning and evening commute times. It features two loops – an east and a west loop – as well as an employment service providing a dedicated route to TTM Technologies in eastern Forest Grove. The Washington County Community Bus operates a morning (approximately 7 a.m. to 9 a.m.) and evening (approximately 4:30 p.m. to 7 p.m.) commuter bus between Forest Grove, Hillsboro, Banks, and North Plains.

## Cherriots (Salem Area Mass Transit District)

Cherriots provides public transit service in the Salem metropolitan area. Cherriots services run weekdays from approximately 6 a.m. to 9 p.m. The Cherriots fare system has a graduated pricing system; base fares are $1.60 for the Cherriots/West Salem Connector, $2.25 for Cherriots Regional Routes 10 – 50X and Polk County Flex, and $3.00 for Cherriots Regional Routes 1X and 2X.[17] Reduced fares and multi-trip passes are available as well.

CherryLift is Cherriots' ADA paratransit service, available within a ¾-mile buffer of Cherriots fixed route service. RED Line is a shopper shuttle available for trips to designated grocery stores and limited demand-response service within the Salem-Keizer urban growth boundary.

Cherriots also operates a demand-response, short-reservation service in West Salem, known as the West Salem Connector. Its intended function is to link riders in West Salem to Cherriots fixed-route service. Fares on the West Salem Connector are $1.60 per trip. This connector service runs between 6 a.m. and 9 p.m. daily. This service will become a fixed-route circulator in January 2018.

## Tillamook County Transportation District (TCTD, "The WAVE")

The Coastal Connector route operated by Tillamook County Transportation District (TCTD, also known as the"The WAVE") links Lincoln City, Chinook Winds Casino, and Rose Lodge to Grand Ronde daily. It operates on weekdays between 7:30 a.m. and 6:15 p.m., and on weekends from 8 a.m. to 9:20 p.m. On weekdays, Salem-Keizer Transit's Cherriots 2X Route provides connecting service between the Coastal Connecter in Grand Ronde and downtown Salem. The Coastal Connector's one-way fare between Lincoln City and Grand Ronde is $3, with a reduced fare available ($1.50).

[17] Cherriots will be discontinuing Route 2X after September 2017. As of June 2017, it is anticipated that the Confederated Tribes of Grand Ronde may put a request for proposals for a new service provider to operate fixed-route public transit service between Grand Ronde and Salem.

TCTD is one of five member agencies[18] of the Northwest Connector (NW Connector), a coordinated regional transit system serving northwestern Oregon. Under the NW Connector, member agencies' routes are seamlessly branded to improve connectivity between communities across northwestern Oregon. The Coastal Connector is therefore simultaneously marketed as a service of TCTD and of NW Connector.

Figure 3-32 Summary of Regional Connections

| Community | Location | Provider | Routes |
|---|---|---|---|
| Tigard | Transit Center | TriMet | WES commuter rail<br>Routes 12, 45, 64, 76, 78, 93 |
| | | YCTA | Routes 44, 45X, 46S |
| Hillsboro | Transit Center | TriMet | MAX Blue Line<br>Routes 46, 47, 48, 57 |
| | | Ride Connection | Washington County Community Bus |
| | | YCTA | Route 33 |
| Forest Grove | Tualatin Valley Hwy and OR 47 | TriMet | Route 57 |
| | | Ride Connection | GroveLink |
| | | YCTA | Route 33 |
| West Salem | Glen Creek Transit Center | Cherriots | Routes 16, 17, West Salem Connector |
| | | YCTA | Route 11 |
| Grand Ronde | Spirit Mountain Casino | Cherriots | Route 2X (to be discontinued Sept 2017) |
| | | TCTD | Coastal Connector |
| | | YCTA | Route 22, 24S |

## Proposed/Planned Regional Public Transportation Services

Regional land use and/or transportation plans (service or facilities) may affect Yamhill County public transportation needs and opportunities. This section will summarize how these plans may affect YCTA, in particular those with connecting transit services.

Potential plans or information sources include Washington County Futures, Portland regional employment forecasts from Metro, Metro Climate Smart, Trimet Southwest Corridor, and High Capacity Transit plans to Tigard TC, TriMet SW Service Plan, and the Wilsonville Transit Master Plan.

### Trimet Southwest Corridor, and High Capacity Transit plans to Tigard TC

TriMet is conducting environmental study on a proposed MAX light rail line that would connect the Tigard/Tualatin area to downtown Portland along the I-5/OR 99W corridor. Figure B-2 (appendix) illustrates the project under study.

### TriMet Southwest Service Enhancement Plan

TriMet's future service plan for its Southwest service area calls for several relevant services in the OR 99W corridor currently served by YCTA routes 44, 45X, and 46s between Tigard and Sherwood (see Figure B-3 in the appendix) including:

[18] The five member agencies of the NW Connector regional transit system are: Columbia County Rider, Sunset Empire Transportation District, Tillamook County Transportation District, Benton County Transit, and Lincoln County Transit.

- A new bus route along Tualatin-Sherwood Road (Sherwood-Tualatin), connecting to employment areas including along SW 72nd Avenue.
- A new bus route connecting new residential development with Tigard TC via SW 124th Avenue and OR 99W.
- Upgrading Line 76 to frequent service. Line 76 connects Tualatin, Tigard TC, Washington Square, and Beaverton.

### Wilsonville Transit Master Plan

SMART adopted a transit master plan in 2017. The plan calls for SMART to realign its 2X commuter route between Wilsonville and Barbur TC in Southwest Portland to serve Tigard TC, filling in gaps when TriMet WES service does not operate.

## Additional Transportation Services

### Human Services / Medical Transportation

Social service transportation providers in Yamhill County include a mix of schools, churches, nonprofits and human service agencies. Many of these providers operate a single van or passenger vehicle. As of 2016, nine social service agencies are actively involved or interested in providing transportation service in Yamhill County. Eight agencies are based in McMinnville, and two are based in Salem. Figure 3-33 outlines the transportation services these agencies are involved with, and for whom they are available.

Figure 3-33 Yamhill County Social Service Agencies Involved in Transportation Services

| Organization | Transportation Services | People Services Are Available For |
|---|---|---|
| McMinnville | | |
| Yamhill County Health and Human Services - Abacus Program | 5 vans/cars in operation for medical treatment and employment | People with disabilities |
| Yamhill County Health and Human Services – Developmental Disability Service | Not a current provider of transportation services, but may become one if necessary grants can be obtained to fund it | People with disabilities |
| Yamhill Community Action Partnership | Bus passes provided | Older adults, people with low-income, people with disabilities |
| Head Start of Yamhill County | Provides bus for students to/from school, as well as bus passes | Children of families with low-income |
| Yamhill County Special Olympics | Transportation to/from athletic events, provided by rental vehicles | People with disabilities |
| Yamhill Community Care Organization | Medical and wellness trips provided to members by First Transit, who operates 15 wheelchair accessible vans | Oregon Health Plan (OHP) members |
| Oregon Mennonite Residential Services (OMRS) | 11 vans used for transportation of residents of OMRS group homes | People with disabilities |
| MV Advancements | Many MV clients use YCTA for transportation. MV also operates 25 vans/min-buses for work crews, community activities, and some medical appointments | People with disabilities |
| Salem | | |
| Willamette Valley Transport (WVT) | 5 wheelchair-accessible vans for general purpose demand response services | People with physical injuries or disabilities preventing them from transporting themselves |
| United Way of the Mid-Willamette Valley | Bus passes | General public, with specified interest programs |

Source: Yamhill County Coordinated Public Transit – Human Services Transportation Plan, 2016

## Vanpool/Carpool

Cherriots Rideshare is a public ridesharing service operated in Marion, Polk, and Yamhill counties. It is a part of Cherriots' Trip Choice program, which connects commuters with carpool, vanpool, and bicycle partners through Drive Less Connect, a demand-management program operated by the State of Oregon.

## Volunteer Service

Yamhill-Carlton Volunteer Transit is a volunteer demand-response service, intended for first/last-mile trips connecting with YCTA fixed-route bus services. Volunteer drivers, operating a Yamhill-Carlton Volunteer Transit van, drive passengers between their trip origin in Carlton (often their home) and the nearest YCTA bus stop. Trips must be reserved at least 24 hours in advance, and the fare is $2. The fare includes a YCTA fixed-route day pass.

Yamhill County oversees this program and provides funding from the County General Fund. The program has one vehicle, which is owned by the County and maintained by the County maintenance shop.

## Airport Transportation

HUT Airport Shuttle operates a shuttle service to Portland International Airport seven days per week. The service is based in Albany, and has stop locations south and east of Yamhill County in Corvallis, Salem, and Woodburn. As an example of fares, a one-way adult rate for service from Corvallis to the airport is $49.

## Taxi Service

According to Yamhill County's 2016 Coordinated Public Transit – Human Services Transportation Plan, four taxicab companies operate in Yamhill County. These include:

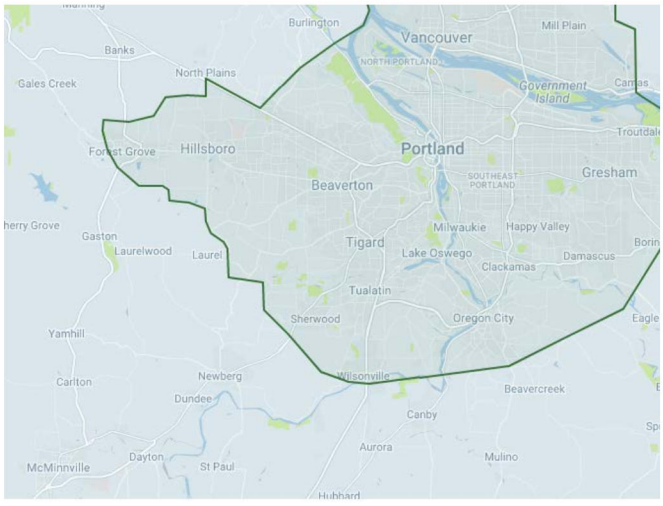
- McMinnville:
  - Super Cab
  - Rick Shaw Taxi
- Newberg:
  - Advanced Taxi Service
- Beaverton:
  - Yellow Cab Taxi Company

## Transportation Network Companies (e.g., Lyft and Uber)

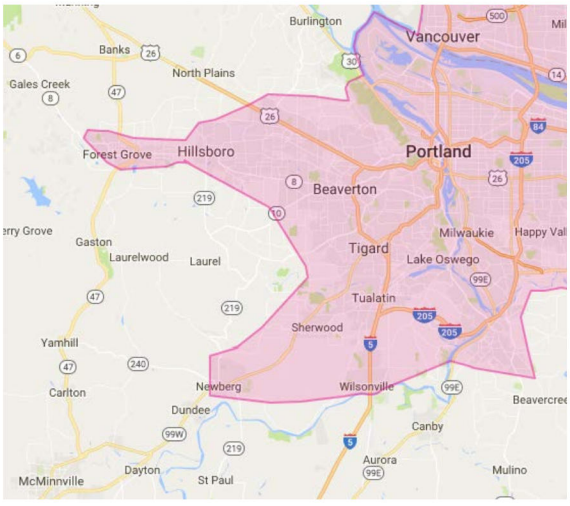
Although Yamhill County is mostly outside of the official Lyft and Uber service areas, shown in Figure 3-34, trips on these services can be scheduled for parts of Yamhill County. The ability to schedule a trip appears to be somewhat limited based on availability of drivers to serve the trip, particularly outside of the OR 99W and OR-18 corridors, such as a trip in the OR 47 corridor that originates outside of the service areas.

Figure 3-34 Uber and Lyft Service Areas

Uber




Lyft



### Tourist-Oriented Services

Spirit Mountain Casino operates a shuttle bus between Newberg and the casino. The shuttle leaves from the BiMart at 590 Haworth Ave in Newberg every Monday and Wednesday at 9 a.m. and leaves the casino at 3:15 p.m. The shuttle also serves Salem, Keizer, Woodburn, Wilsonville, and other Portland area suburbs. The shuttle is basically free; it is advertised as free for Coyote Club members, but membership is free and passengers must simply agree to sign up. The casino operates the service with five over-the-road coaches. There must be 10 passengers or more for the shuttle to operate.

Several private shuttle services specialize in wine tours throughout the Willamette Valley, including Yamhill County. These private shuttles range from standard transportation to and from regional wineries, to tours that include additional wine-related programming. A list of shuttle services is provided in Appendix B (Figure B-1).

## Park-and-Ride Lots

Park-and-ride lots are public parking lots that allow people to park their cars and access transit, bike facilities, or ridesharing (or lots owned by a private organization, such as a church, that allow transit riders to park at certain times under an agreement between the organization and a transit agency).

There are no official park-and-ride lots in Yamhill County, according to the ODOT.[19] Several park-and-ride lots in communities near the county include: Adair Village, Beaverton, Dallas, Hillsboro, Keizer, Salem, Sherwood, Tigard, Tualatin, Wilsonville, and Woodburn.

[19] Oregon Department of Transportation. *Park & Ride Lots*. https://www.tripcheck.com/Pages/RLPark-ride.asp

# TRANSIT CAPITAL ASSETS

## Vehicle Fleet

YCTA owns a bus fleet of 30 vehicles serving demand-response and fixed-route services. Figure 3-35 summarizes the vehicles, grouped by vehicle size and sorted by manufacture year. First Transit provides the maintenance for the YCTA fleet of 30 buses. The Yamhill County Fleet Department maintains small transit vehicles on behalf of non-profit transportation partners, including MV Advancements, Abacus (Yamhill County), and the Yamhill-Carlton Volunteer Program. The maintenance costs are valued at approximately $5,000 to $15,000 per year.

YCTA has funding available through ODOT to purchase two medium duty buses and four new heavy-duty buses by 2018. The new buses will replace the oldest six vehicles with the lowest condition rating. FTA guidance on vehicle useful life, or when a vehicle should be replaced, varies by type of vehicle. In general, however, transit vehicle useful life for medium duty buses s defined as when a vehicle reaches seven years of age or 200,000 miles and for heavy duty buses when the vehicle reaches 12 years or 500,000 miles.

### Examples of YCTA Vehicles




YCTA operates a range of vehicles with different types of markings, including some vehicles which are not marked.

Figure 3-35 YCTA Vehicle Fleet Inventory

| Year | Description | Odometer January 2017 | Acquired Date | Vehicle Condition | Seating Capacity | Wheelchair stations |
|---|---|---|---|---|---|---|
| Heavy - duty vehicles (Class A and B) | | | | | | |
| 1992 | Orion | 157,719 | 3/2/2016 | fair | 30 | 2 |
| 1992 | Orion | 379,108 | 3/2/2016 | fair | 30 | 2 |
| 1992 | Orion | 817,425 | 3/2/2016 | fair | 30 | 2 |
| 1992 | Orion | 811,658 | 3/2/2016 | fair | 30 | 2 |
| 1994 | Gillig Phantom | 44,638 | NA | fair | 38 | 2 |
| 2001 | Gillig Phantom | 416,818 | 5/19/2016 | fair | 30 | 2 |
| 2002 | Eldorado Escort | 326,190 | 2/3/2010 | poor | 29 | 2 |
| 2009 | Chevy 5500 Eldorado | 547,608 | 1/7/2009 | fair | 29 | 2 |
| 2009 | International 3200 EZ Tran | 198,600 | 7/1/2012 | good | 21 | 2 |
| 2009 | International 3200 EZ Tran | 220,576 | 7/1/2012 | good | 21 | 2 |
| 2010 | Eldorado Easy rider | 434,266 | 5/7/2010 | fair | 36 | 4 |
| 2010 | Eldorado Easy rider | 433,599 | 6/22/2010 | fair | 36 | 4 |
| 2010 | Eldorado Easy rider | 401,916 | 5/13/2010 | fair | 36 | 4 |
| 2002 | Eldorado Escort | 199,513 | 8/7/2015 | fair | 19 | 2 |
| 2004 | Ford E450 Eldorado | 369,832 | 4/16/2009 | poor | 18 | 2 |
| 2008 | Ford E450 Eldorado | 247,384 | 5/15/2008 | poor | 18 | 3 |
| 2010 | Ford E450 Eldorado | 287,609 | 1/5/2010 | fair | 18 | 2 |
| 2014 | Chevy Champion | 41,349 | 8/26/2014 | good | 17 | 2 |
| Medium-duty and small vehicles | | | | | | |
| 2005 | Chevy Venture | 137,984 | 1/12/2010 | good | 5 | 1 |
| 2006 | Ford Freestar (van) | 199,876 | 9/21/2006 | fair | 5 | 0 |
| 2006 | International 3200 Aerolight | 566,339 | 9/21/2006 | fair | NA | NA |
| 2007 | Chevy Uplander | 121,627 | 8/17/2006 | good | 5 | 2 |
| 2008 | Chevy Uplander | 101,351 | 4/3/2007 | good | 5 | 1 |
| 2008 | Ford 240 Aerotech | 277,870 | NA | fair | 16 | 2 |
| 2013 | Eldorado Aerotech | 121,623 | 8/23/2013 | good | 14 | 2 |
| 2013 | Eldorado Aerotech | 115,575 | 8/23/2013 | good | 14 | 2 |
| 2013 | Eldorado Aerotech | 122,338 | 8/23/2013 | good | 14 | 2 |
| 2013 | Eldorado Aerotech | 101,581 | 8/23/2013 | good | 14 | 2 |
| 2013 | Eldorado Aerotech | 124,331 | 8/23/2013 | good | 14 | 2 |
| 2013 | Eldorado Aerotech | 116,780 | 8/23/2013 | good | 14 | 2 |

Source: Yamhill County Transit Area

# Facilities

YCTA owns and maintains the McMinnville Transit Center. YCTA completed the transit center in 2013. The building was funded through Oregon Department of Transportation's ConnectOregon IV program, and supplemented with FTA, ODOT and Yamhill County funds. The transit center provides facilities for customers and First Transit operations staff.

YCTA buses are maintained by First Transit under its contract with Yamhill County. The maintenance shop is located on Lafayette Avenue in McMinnville.

Most bus stops are not marked. Some bus stops have signs and some have shelters.



McMinnville Transit Center bus bays are well marked and amenities include lighting, bike parking, and a restroom.

## Technology

YCTA employs the following technologies:

- Driver Radios
- Dispatch and Scheduling Software: Trapeze product called Simpli but now called TripSpark (provided by First Transit)
- Website: www.yctransitarea.org
- General Transit Feed Specification (GTFS)

Driver radios are used for communication between drivers and dispatch staff. Drivers and dispatch staff report that radios do not function in rural areas of the county. This is particularly an issue for drivers on regional routes or Dial-a-Ride trips communicating over long distances with dispatch in McMinnville.

YCTA uses a software package called Simpli (now known as TripSpark) that is provided by First Transit for its dispatch and scheduling software.

The YCTA website is a central information source for route maps and schedules, Dial-a-Ride and paratransit scheduling, paratransit qualifications, fare prices, agency contact information, system news and alerts, and advisory committees.

General Transit Feed Specification (GTFS) is a schedule output that connects YCTA routes and schedules to the navigation functions in Google Maps. This allows anyone using Google Maps to search for navigation directions in Yamhill County and find routes and schedules for YCTA fixed-routes. This allows riders or prospective riders to use Google Maps to search for navigation directions in Yamhill County and identify YCTA fixed-routes and stops serving their trip path. YCTA's website includes a link to Google Maps for trip planning. ODOT provides GTFS creation and maintenance services at no cost to Oregon transit providers through a third-party contract.

# INFORMATION AND MARKETING

YCTA's service information is disseminated through print brochures, print signage at the Yamhill County Transit Center, and its website. Some bus stops are marked with sign posts displaying the YCTA logo. YCTA buses are painted white; some are marked with the YCTA logo. YCTA recently updated its logo and color scheme. YCTA's new look and updated brand will be incorporated into a new and improved website, bus graphics, and printed materials slated for completion in 2018.

Figure 3-37 provides examples of printed YCTA intercity and local route schedules. The schedules generally list stops with both destination names and intersections, which can be helpful for new riders or people unfamiliar with the system. For intercity routes, the schedules generally include a one-way trip in each row. For local routes, each row represents a complete round trip. Many transit agencies add numbers to schedules that then correspond to maps, as shown in Figure 3-37. This is particularly helpful when routes loop and cross multiple times, as in the Route 3 example this is presented.

The YCTA website is currently the most comprehensive source for route maps and schedules, Dial-a-Ride and paratransit scheduling, paratransit qualifications, fare prices, agency contact information, system news and alerts and advisory committee notices.

ODOT awarded YCTA $200,000 in STF Discretionary funds to be used for information technology, communications and marketing services.

Figure 3-36 Examples of Printed YCTA Route Schedule

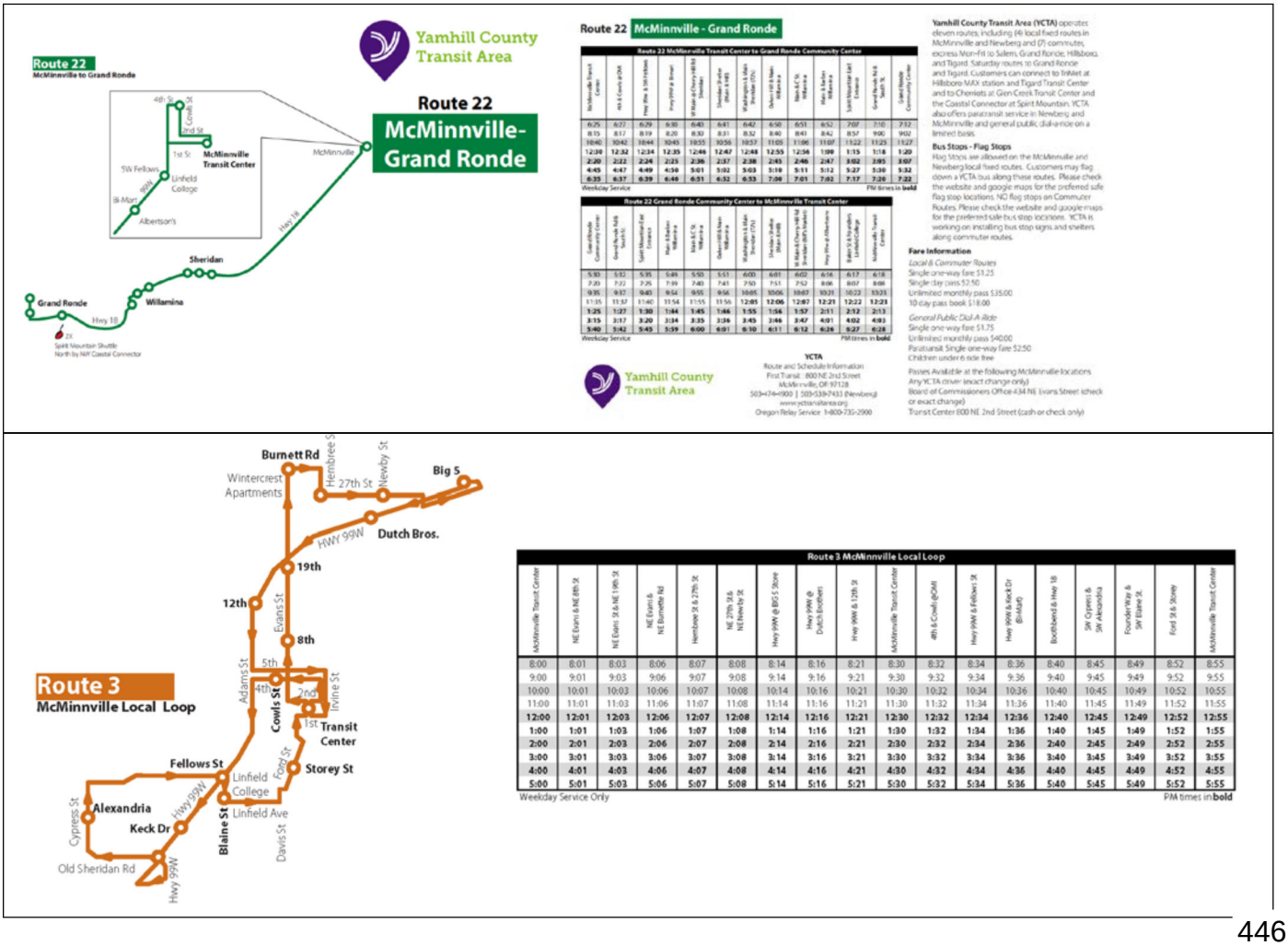
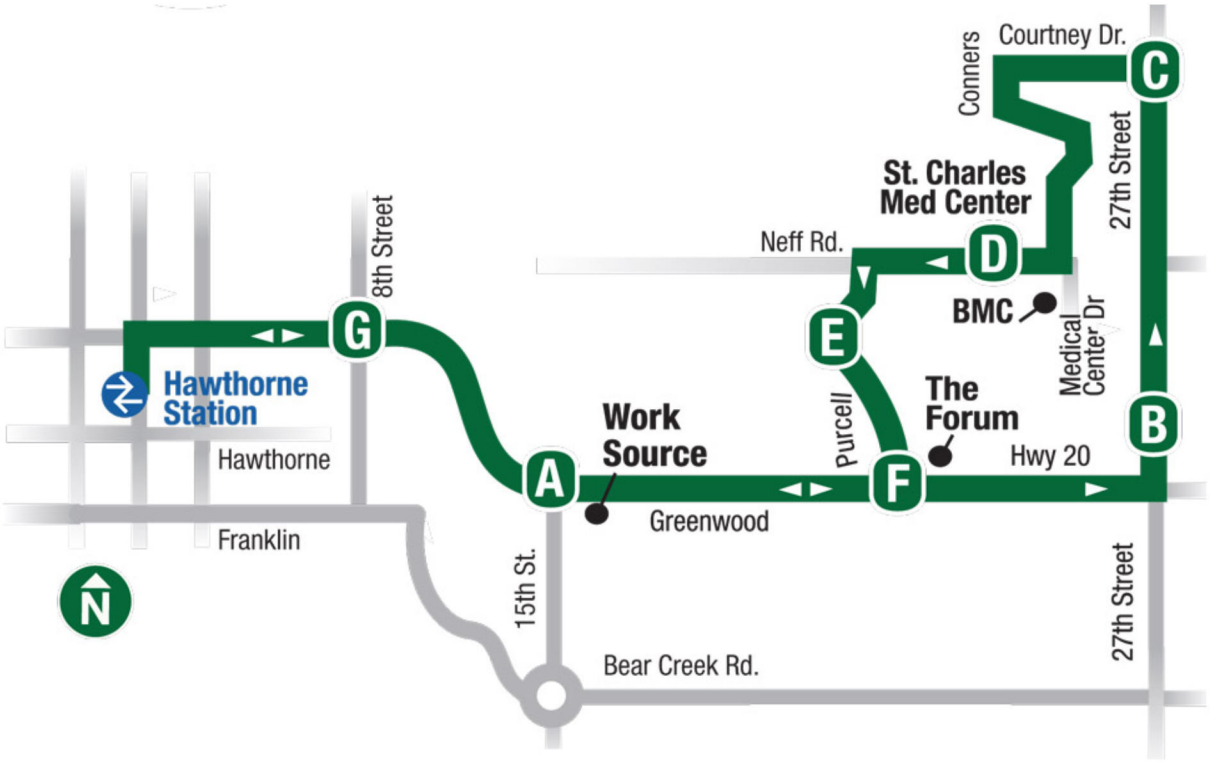


Figure 3-37 Example of Peer Agency Schedule and Route Map with Numbered Timepoints




| | A | B | C | D | E | F | G |
|---|---|---|---|---|---|---|---|
| HAWTHORNE STATION | GREENWOOD AT 15TH | 27 AT GRAND WAY | COURTNEY AT 27TH | ST. CHARLES MEDICAL CENTER | PURCELL AT LOTUS | GREENWOOD AT PURCELL | GREENWOOD AT 8TH |
| 6:00 | 6:02 | 6:05 | 6:08 | 6:12 | 6:14 | 6:17 | 6:20 |
| 6:30 | 6:32 | 6:35 | 6:38 | 6:42 | 6:44 | 6:47 | 6:50 |
| 7:00 | 7:02 | 7:05 | 7:08 | 7:12 | 7:14 | 7:17 | 7:20 |
| 7:30 | 7:32 | 7:35 | 7:38 | 7:42 | 7:44 | 7:47 | 7:50 |
| 8:00 | 8:02 | 8:05 | 8:08 | 8:12 | 8:14 | 8:17 | 8:20 |
| 8:30 | 8:32 | 8:35 | 8:38 | 8:42 | 8:44 | 8:47 | 8:50 |
| 9:00 | 9:02 | 9:05 | 9:08 | 9:12 | 9:14 | 9:17 | 9:20 |

# 4 COMMUNITY INPUT

## INTRODUCTION

This chapter summarizes public input gathered in the Existing Conditions phase of the YCTA TDP. Input was gathered from current riders, the general public, and a variety of stakeholders. It is organized into several sections corresponding to each of the outreach elements of the Existing Conditions phase, which are listed in Figure 4-1. This chapter summarizes the results; a more detailed appendix presents more complete results from each outreach element as indicated in the table below.

The current phase of public input was aimed at understanding current conditions and needs, and helping develop goals for YCTA. Additional public outreach is planned in early 2018, focused on solution strategies and service design.

Figure 4-1 Summary of Community Input

| Time Frame | Project Tasks | Outreach Tools | Detailed Results |
|---|---|---|---|
| Spring/Summer 2017 | Goals*<br>Existing Conditions | ▪ On-board rider survey | ▪ Appendix D |
| | | ▪ Outreach events<br>▪ Community survey | ▪ Appendix E |
| | | ▪ Stakeholder meetings and focus groups | ▪ Appendix F |
| | | ▪ Bus operator interviews | ▪ Appendix G |
| Winter/Spring 2018 | Solution Strategies<br>Service Design | ▪ Outreach events<br>▪ Community survey | N/A |

Note: * Input related to YCTA goals is summarized in Technical Memorandum #1.

Figure 4-2 summarizes each outreach event or survey, and the number of people that participated or engaged with a member of the project team.

Key themes and findings from all aspects of the Existing Conditions analysis and engagement are summarized in Chapter 5.

Figure 4-2 Summary of Participation/Engagement at Focus Groups, Outreach Events, and Surveys

| Event / Location | Date | Location | Approximate # of People Engaged |
|---|---|---|---|
| **Focus Group Meetings** | | | |
| McMinnville: Elderly & Disabled Community, Local Riders, Agency Representatives | 5/4/2017 | Senior Center, McMinnville | 12 |
| Social Service Agency Representatives (emphasis on those serving Latino Community) | 6/6/2017 | Yamhill County Housing Authority Offices, McMinnville | 8 |
| Latino/Limited English Speaking Community | 6/6/2017 | Yamhill County Housing Authority Offices, McMinnville | 5 |
| Newberg: Elderly and Disabled Community, Local Riders, Agency Representatives | 7/20/2017 | Chehalem Senior Center, Newberg | 5 |
| Leadership (Government) Focus Group | 8/22/2017 | Yamhill County Courthouse, McMinnville | 11 |
| Economic Development | TBD | TBD | TBD |
| **Community Locations/Events** | | | |
| UFO Festival | 5/20/2017 | McMinnville | ▪ 37 completed surveys<br>▪ 6 interested in participating in plan<br>▪ 6 interested in e-mail updates<br>▪ 3 potential focus group participants |
| Grange Famers Market | 6/4/2017 | McMinnville | 30 |
| Albertsons | 6/4/2017 | McMinnville | 15 |
| Sheridan Days | 6/17/2017 | Sheridan | 3 |
| Fred Meyer | 6/17/2017 | Newberg | 20 |
| Turkey Rama | 7/7 & 7/8/2017 | McMinnville | ▪ 20 engaged in discussion/information<br>▪ 41 completed surveys<br>▪ 6 interested in participating in plan<br>▪ 26 interested in e-mail updates |
| Yamhill County Fair | August 2-5 | McMinnville | ▪ 20-30; 5 people completed surveys |
| **Surveys** | | | |
| Community Survey | June – August 2017 | Online and paper (various) | 405 |
| Onboard Rider Survey | May 2017 | Each bus route and trip | 306 including 10 in Spanish |

# ON-BOARD RIDER SURVEY

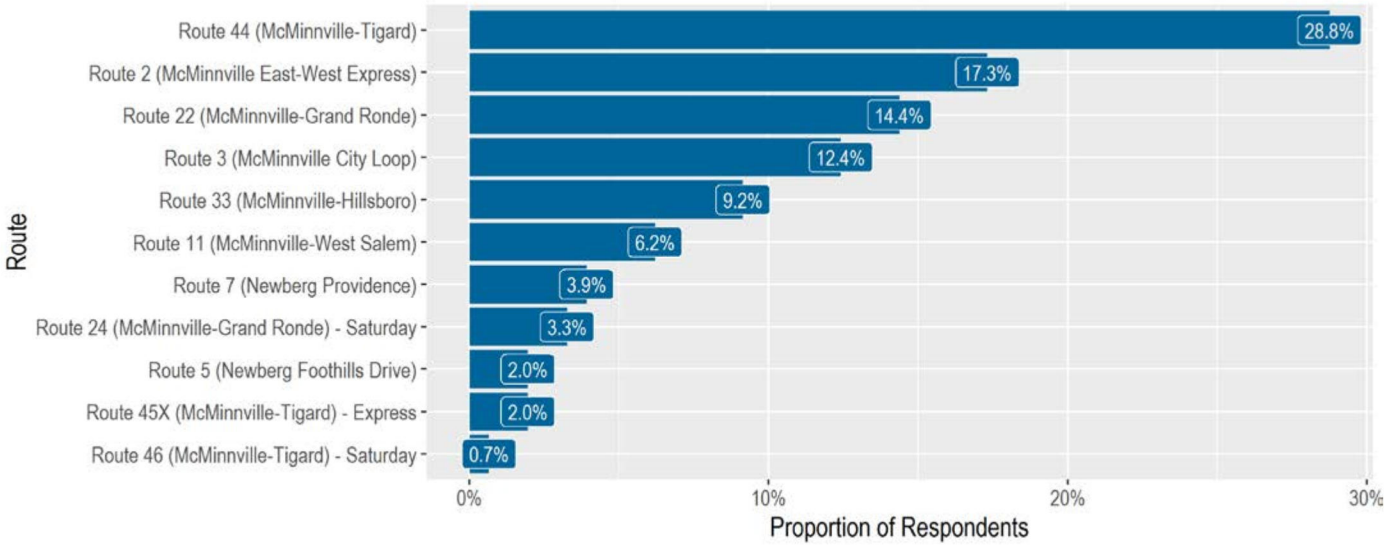
This section summarizes the on-board rider survey results. Appendix D provides additional detail.

## Overview

YCTA conducted a survey of current riders on-board buses in April 2017, covering all trips on at least one weekday and weekend day. The survey was available in both English and Spanish. A total of 306 surveys was collected, including 10 in Spanish.

Figure 4-3 illustrates the routes on which respondents were surveyed. Nearly 30% of survey respondents were riding Route 44 and a combined nearly 30% were riding local fixed-route service in McMinnville (Routes 2 and 3). The level of response on each route is generally consistent with overall ridership patterns, e.g., Route 44 served nearly 40,000 rides annually while Routes 2 and 3 accounted for approximately the same number of annual rides (see Chapter 3).

Figure 4-3 Breakdown of Survey Respondents by Route



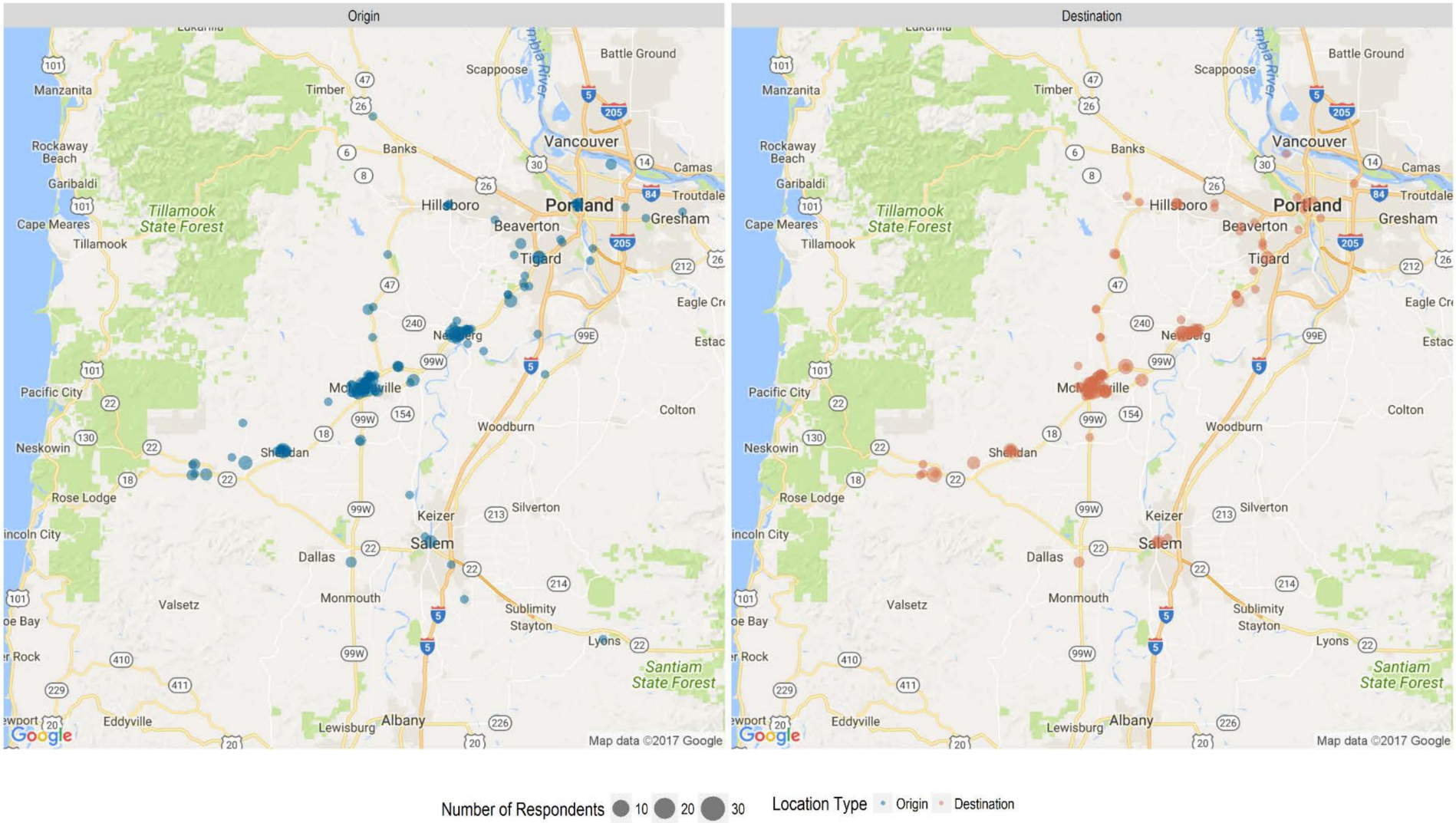

## Summary of Survey Results

### Passenger Origins and Destinations

Passengers were asked their origins and final destinations—where they started their trip before they got on the bus and will end their trip. Figure 4-4 shows that in most cases, passengers are starting or ending their trips fairly close to the local bus routes in McMinnville and Newberg or the bus stops for the intercity routes in Yamhill County.

Outside of Yamhill County, passengers use YCTA Route 44 (to/from Sherwood, Tualatin, and Tigard) and YCTA Route 33 (to/from Forest Grove and Hillsboro) to make connections for travel to locations in Beaverton, Hillsboro, and Tigard as well as locations around the Portland area. Along Route 11, riders primarily travel into Salem, beyond YCTA service to West Salem Transit Center.

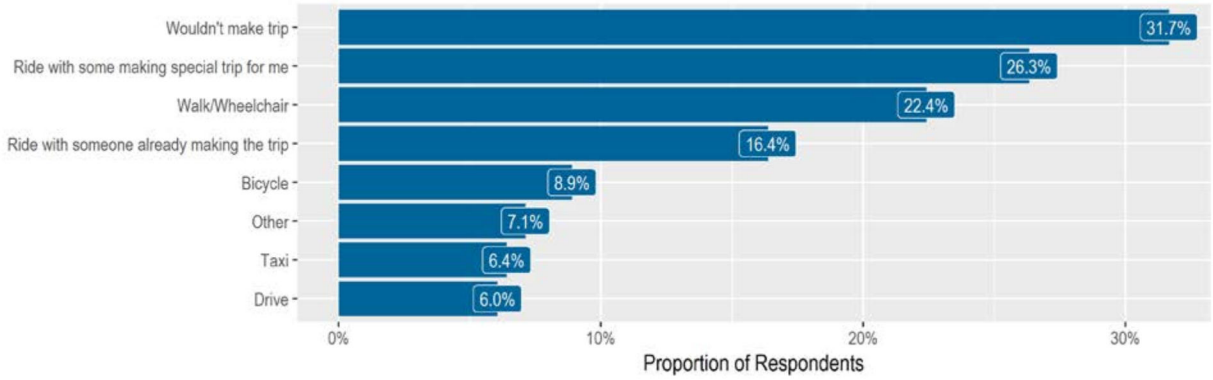
Figure 4-4 Trip Origins (left panel) and Destinations (right panel)



## Passenger Characteristics and Use of YCTA Service

- **Trip Purpose:** The largest share of trips was traveling to or from work (47%), with other purposes evenly split between personal business, recreation/social, college/school, medical, and shopping. Of respondents who identified a school or college name, Linfield College and Chemeketa Community College were the most common destinations.
- **Transfer Activity:** Approximately 29% of survey respondents connected to/from another YCTA route and/or another provider on at least one end of their transit trip. Key connections to other providers occur in Tigard and Hillsboro.
- **Access to Transit:**
  - More than 60% of respondents indicated they walk to and from the bus stop and the walk takes 10 minutes or less for most riders, both common in transit systems.
  - Approximately 20% of riders connect to/from another YCTA route or another provider.
- **Frequency of use:** The vast majority of riders (81%) are frequent riders—who use YCTA service two or more days per week.
- **Transit Reliance:** Nearly a third of respondents indicated they would have been unable to make the trip if the bus services were not available (see Figure 4-5).

Figure 4-5 Alternate Means to Make Trip without Bus Service



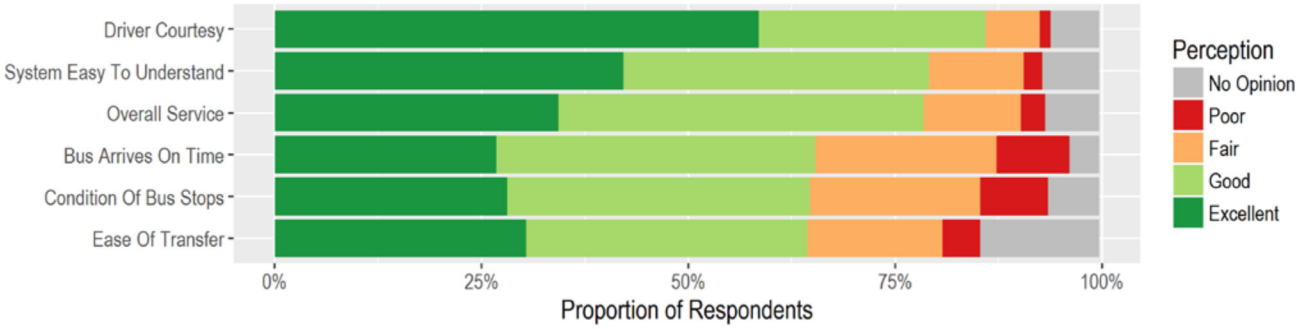

Q7: How would you have made this trip if bus service was not available? (N=281)

## Customer Satisfaction

Figure 4-6 illustrates rider satisfaction with several attributes of YCTA service. Over three-quarters of respondents rated their overall satisfaction with service as "good" or "excellent."

- The vast majority of respondents (86%) rated driver courtesy as "good" or "excellent."
- Most respondents (over three-quarters) indicated the system is easy to understand, although most respondents are frequent riders who are already familiar with the system.
- Satisfaction was lowest for on-time arrivals, the condition of bus stops, and ease of transfers.

Figure 4-6 Satisfaction with Transit




Q10: Please rate your perception of YCTA service (N=306)

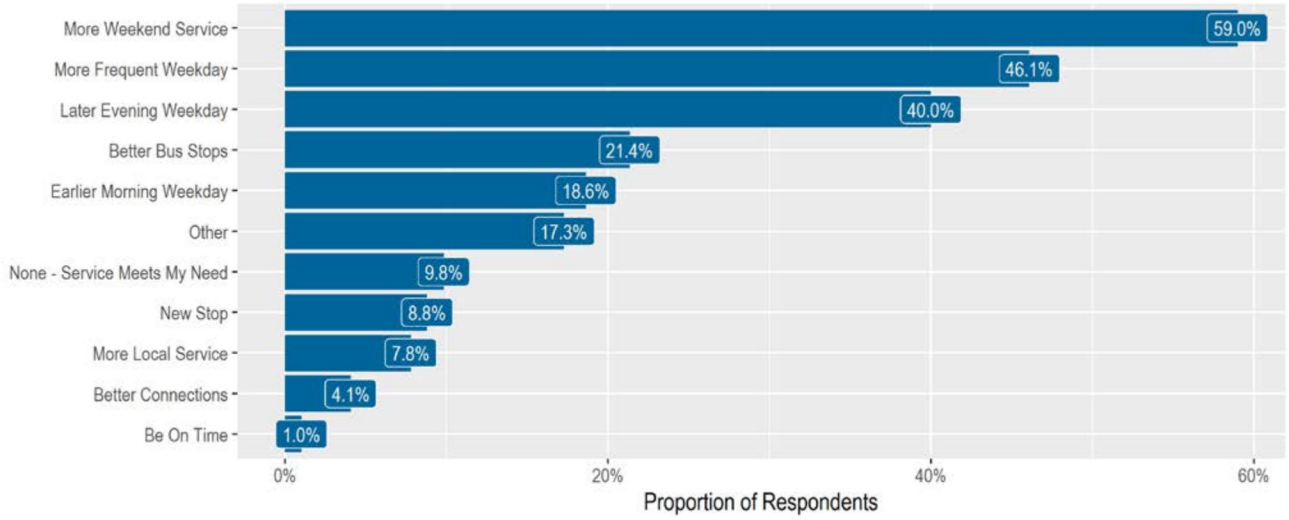
## Improvement Priorities

Respondents were asked to identify their top three priorities for improving service, shown in Figure 4-7. The top priorities were:

- More service on weekends (nearly 60%), which was also the most important improvement for over 28% of respondents
- Increased frequency on weekdays (46%)
- Later evening weekday service (40%). Most of these respondents service wanted service to run until 8 p.m. or 9 p.m. (Respondents who identified earlier morning service as an improvement wanted service to start at 6 a.m. or earlier.)

Smaller shares of respondents identified better bus stops and earlier morning service within their "Top 3" improvements. Nearly 10% of passengers indicated that service as it operates today already meets their needs.

Figure 4-7 Top Service Improvements Requested by Respondents

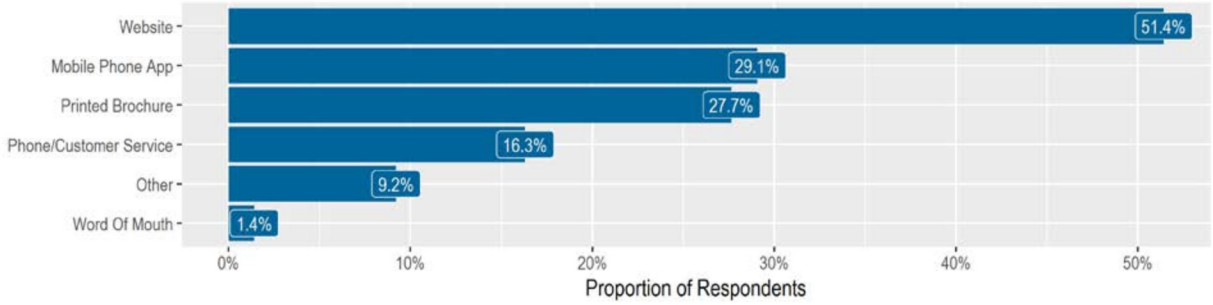



Q11: Please select up to THREE improvements that would help you choose to ride the bus more often (n=296)

## Preferences for Obtaining Transit Information

Figure 4-8 indicates riders' preferences for obtaining information about YCTA service. A majority (51%) would like to obtain information on the YCTA website, while nearly equal shares of passengers wanted to access information via a mobile phone application (29%) and printed materials (28%). Only 16% indicated they preferred to call a YCTA representative by phone.

Figure 4-8 Preference for Obtaining Transit Information




Q9: How do you get (or would you like to get) the information you need to ride the bus? (N=282)

## Passenger Characteristics

YCTA passengers are:

- **Age:** Mostly between age 18 and 64. Approximately 4% of riders are 17 or under and 6% are 65 or over.
- **Labor Market Status:** Two-thirds of riders surveyed are employed, with nearly 43% working full-time and 24% working part-time. Nearly 20% are students.
- **Income:** Over 70% of YCTA riders have a household income of less than $30,000 annually, including 43% who earn less than $15,000 per year.

# COMMUNITY SURVEY

This section summarizes the community survey results. Appendix E provides additional detail.

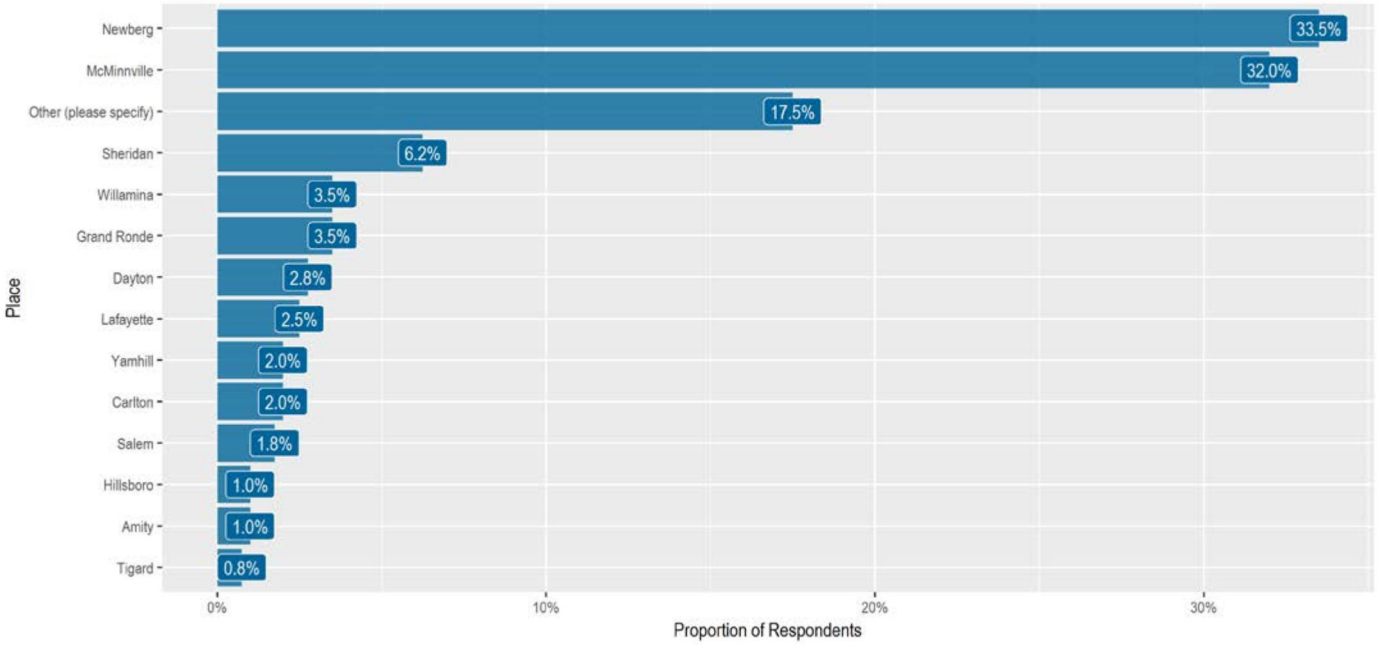
## Overview

YCTA conducted a survey of the overall community to help understand the travel patterns, opinions about transit, and likelihood of taking transit for the county overall. The survey was available from late June 2017 through August 22, 2017. The survey was available online in English, and a paper version of the survey was available in both English and Spanish. The paper survey was available at community outreach events and at various locations in the community. The survey was publicized through the following:

- TDP project website.
- YCTA Facebook page.
- Emails to over 250 stakeholders asking them to "get the word out." Some of these stakeholders included the survey link in newsletters.
- Ads in local newspapers in McMinnville and Newberg.
- Local event notices on local cable service.
- Flyers in locations around the community.
- Spanish-language surveys were distributed at locations suggested by participants in the Latino Community TDP focus group.

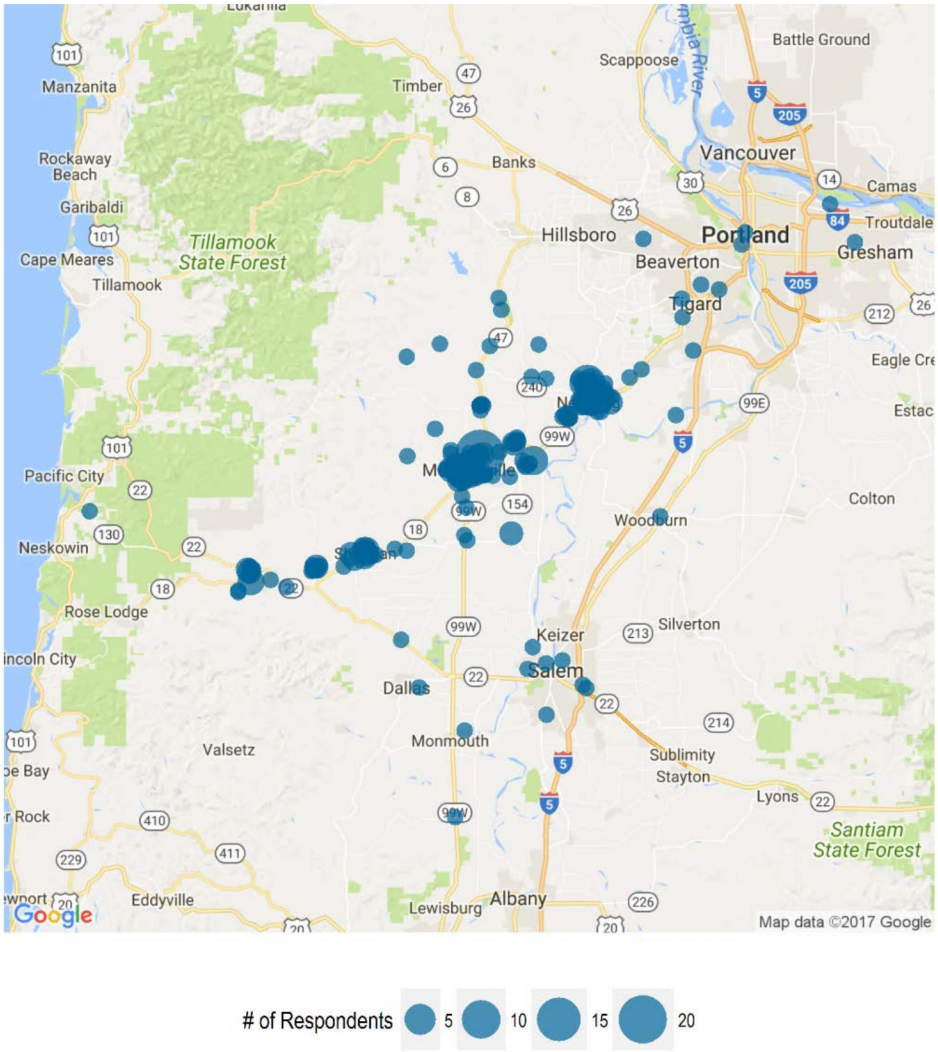
A total of 405 surveys was collected—329 online and 76 hard-copy responses. Spanish-language surveys were available in a hard-copy format and assistance with completing the online survey was available upon request. Figure 4-9 and Figure 4-10 show where community survey respondents live. Most respondents (90%) live in Yamhill County. Approximately a third of respondents live in Newberg and an additional third live in McMinnville. Approximately a quarter of respondents reside elsewhere in Yamhill County.

Figure 4-9 Respondents' Place of Residence by City




Q1 What city/ZIP code do you live in?

Figure 4-10 Map of Respondents' Place of Residence by Zip Code




## Summary of Survey Results

### Major Destinations

Transit connects people to their desired destinations, thus understanding where people commonly travel helps determine where transit routes should go. Respondents were asked to list their top three destinations and to identify how they currently access those destinations. The top destinations include major retailers (Fred Meyer, Winco, Safeway, Walmart, Albertson's, etc.) and major institutions (George Fox University, Providence Newberg Medical Center, etc.). McMinnville and Newberg were identified as key destinations from other Yamhill County cities, as were regional connections to the Portland and Salem areas. (Appendix E provides additional detail on the destinations identified.)

The data collected will be analyzed in more detail in the subsequent phases of the TDP to understand how YCTA routes can better serve the places where people want to travel.

## Automobile Access

- Most community survey respondents (over 75%) have access to an automobile. People who have other travel options and choose to use transit would be considered "choice" riders.

## Public Transportation Usage

- Over 60% of survey respondents indicated that they and/or a member of their household used public transportation within the past year.
- Among households that used public transportation, approximately 60% used YCTA and/or TriMet public transportation services. Over 10% of respondents used Cherriots (Salem area), while a small share of respondents used a variety of other public transportation services.
- Of respondents who used YCTA service, nearly half used service between McMinnville, Newberg, and Tigard (Routes 44, 45X, and 46S) and 46% used local fixed-route service in McMinnville (Routes 2 and 3). Over a third used service between McMinnville and Grand Ronde (Routes 22 and 24s). These results are similar to YCTA ridership patterns.
- Among the community survey respondents who used YCTA service in the past year, most (over 60%) are occasional riders.
- Survey respondents who used YCTA service in the past year most often used it for shopping (52%) and work (50%), followed by recreation/social (42%), personal business (40%), and medical (35%) purposes.
- Among people who have used public transportation, the top reason for taking transit was environmental motivation and lack of car ownership. The reduced financial cost of using transit relative to driving also ranked as a high priority for selecting transit.

## Non-Rider Attitudes towards Transit

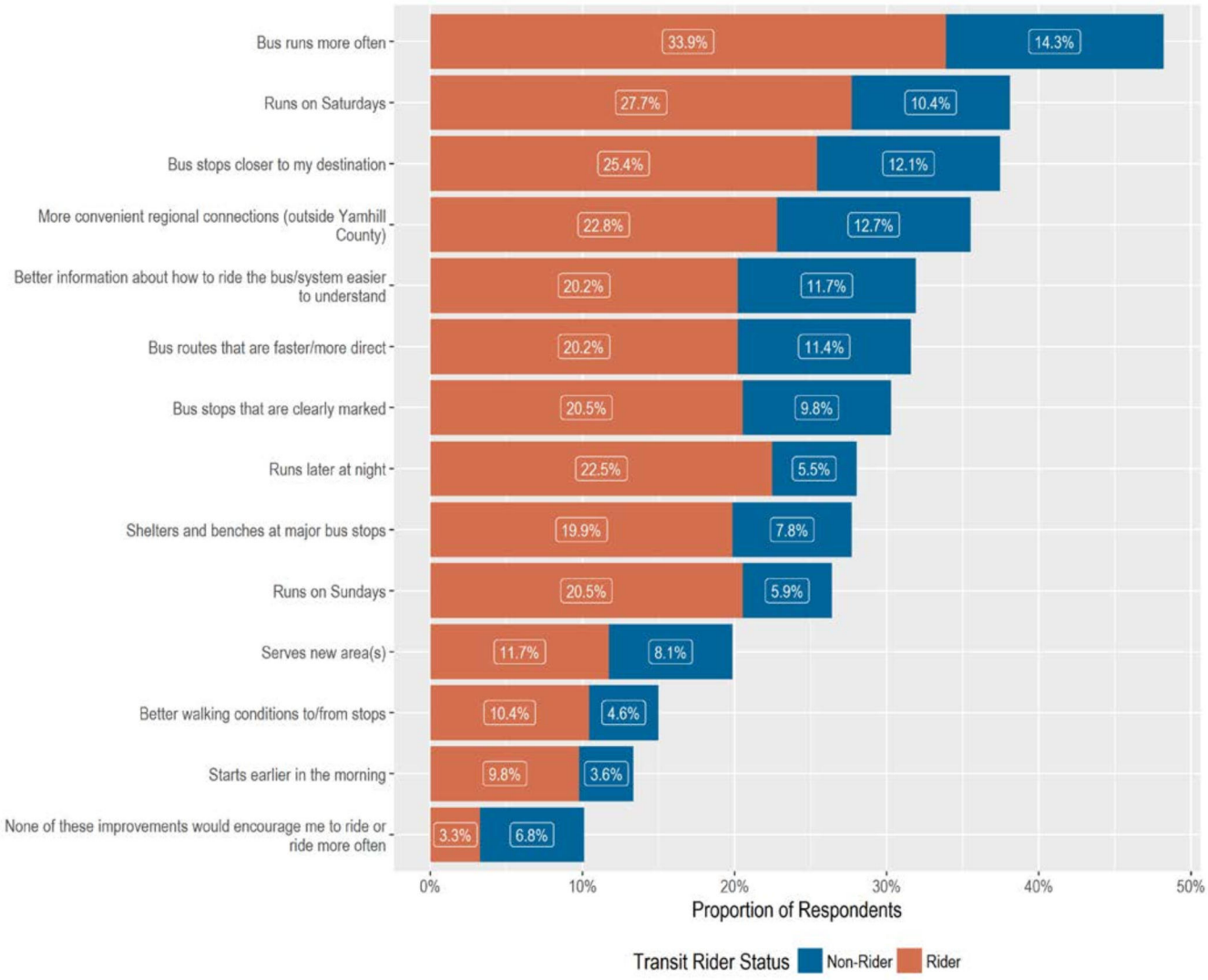
- Among respondents who did not use transit, nearly half simply prefer to drive. However, 41% of respondents who did not use transit indicated that service is not available near their home. Service also takes too long (37%) or does not run when (34%) or where (28%) people need it to go. A relatively small share (22%) felt uncomfortable riding transit or were concerned that it is unsafe.
- Among respondents where no one in their household had used public transportation in the past year, 71% still identified a moderate or high benefit to the community from public transit service (a rating of "5" or higher on a 1 to 10 scale), including 30% who rated the benefit as "8" or higher).

## Preferences for Transit Improvements

Respondents were asked to identify transit improvements that would encourage them to ride transit or to ride it more often. Nearly half of respondents prioritized more frequent bus service (Figure 4-11). Other top priorities (selected by 35-40% of respondents) include more Saturday service, bus stops closer to destinations, and more convenient connections to destinations outside the county. Slightly fewer than a third of respondents prioritized more direct service, better information, and clearly marked bus stops.

There did not appear to be a significant difference in priorities between "riders" (those who had used public transportation in the past year) and respondents who had not used transit.

Figure 4-11 Support for Potential Improvements (up to 5 Priorities)



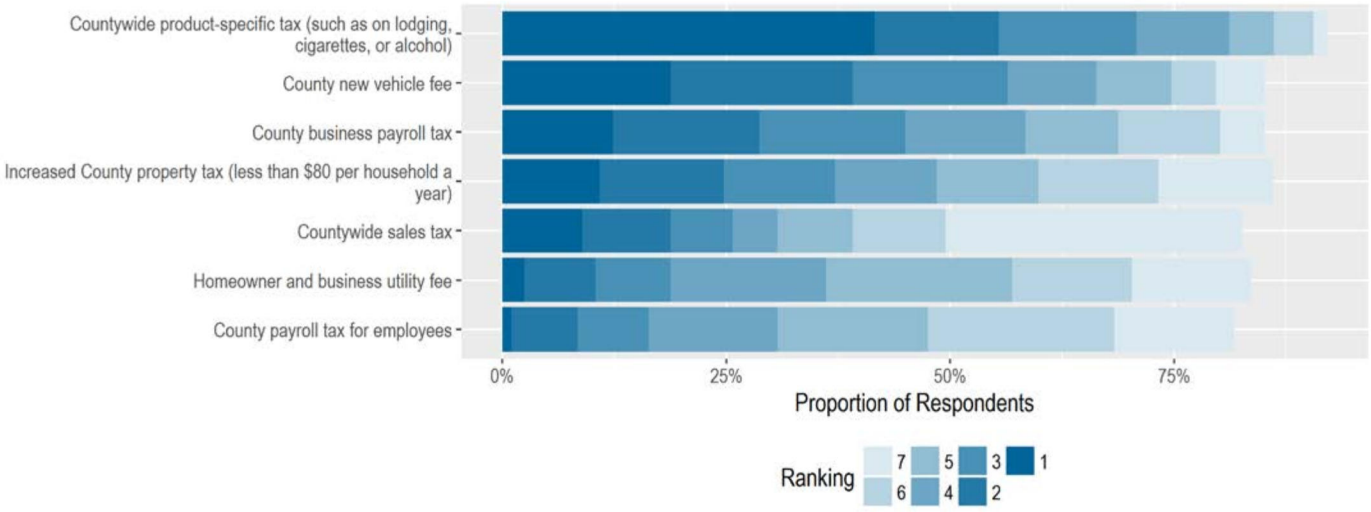

Q20 (Q8) What types of improvements to bus service would help you ride Yamhill County Transit or ride more often? Please rank your top five choices. (n=307)

Nearly 29% of respondents prioritized later evening hours and several people commented that expanding the hours of service are an important factor in making transit work for people who don't get off work until 6 p.m. or 7 p.m., work later evening shifts, or attend college classes that run at night. Most of these respondents (70%) suggested that service end between 8:00 p.m. and 10:00 p.m. Of the 14% of respondents who said earlier service would encourage them to use the service, most wanted a start time before 6:00 a.m.

## Relative Preferences for Potential Transit Funding Options

Respondents were asked to identify their *relative* preference for different potential local options for funding public transportation improvements in Yamhill County. By a wide margin, respondents preferred a countywide product-specific tax (such as lodging, cigarettes, or alcohol)—77% of the top three ranked choices. A new vehicle fee and a business payroll tax were the next most favorably ranked local funding options—66% and 52% of the top three choices, respectively. (See Figure 4-12.)

Figure 4-12 Preference for Local Transit Funding Options (1=Most Preferred, 7=Least Preferred)

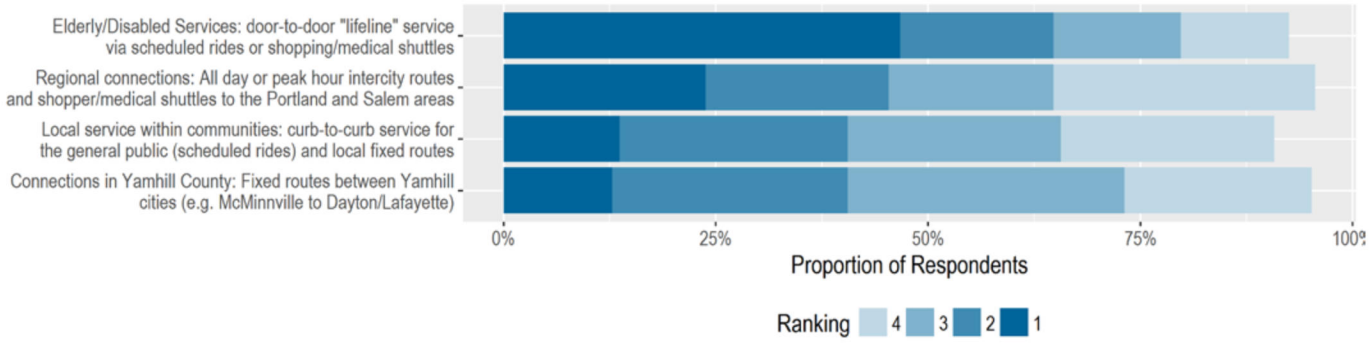



Q22 (Online Only): Today, the County General Fund makes up about 10% of the YCTA operating budget (about $2 million annually). State and Federal funding may not keep pace with the cost of YCTA's current service levels. Please rank the following local funding options for public transportation improvements in order of preference. 1 is most preferred, 7 is least preferred. (n=202)

## Priorities between Local and Regional Service

Respondents were also asked to weigh in on how Yamhill County should prioritize resources between local and regional services. The highest share of respondents (nearly 50%) ranked "door-to-door 'lifeline' service for seniors, people with disabilities, and low-income persons (including scheduled rides and shuttle services)" as the top priority (Figure 4-13). The next highest priority was "regional connections," followed by "connections between Yamhill County cities" and "local service within communities" (either curb-to-curb service for the general public or fixed routes).

Figure 4-13 Priorities between Regional and Local Service




Q23 (Online Only): How should Yamhill County Transit prioritize resources between local and regional service? Please rank the following service types in order of priority. 1 is highest priority, 4 is lowest priority. (n=227)

## Open-Ended Comments

Respondents were also given the opportunity to provide additional comments that would help YCTA better serve the needs of Yamhill County residents, employees, and visitors. A small sample of comments is included below:

- Clearer markings on the buses for routes, shelter or bus signs for pick up and drop off along routes.
- If this is to look at a long range period, then developing a short range to meet growth should be a priority. The current system in MAC needs to better serve residents. The system, as currently used, is not reflective of the growth of areas of (particularly) McMinnville. It fails to provide transportation for major apartment complexes which would enhance ridership.
- My experience riding Yamhill Transit has been positive overall. I think getting more information about riding options would improve ridership, for example, information targeted to middle school age and high school age kids about where and when routes work. Unless you look at the YCTA website, there is very little info about how and where to ride.
- The buses needs to be better maintained cleaner and maintenance free. Increase employee hours so they will stick around longer. Constant turn over on drivers impacts the riders.
- Many GFU (George Fox University) students/staff and Adec employees commute in from the Portland area, and public transportation is NOT an option due to the infrequency of the buses etc. I'd love to not drive in daily from Portland, and the GFU students also need reliable public transportation options from Portland and Salem.
- More options for college students to get out of McMinnville would be fantastic. Multiple runs on the weekends with access to the airport or direct connections to the MAX would be awesome. Sunday service would be great.
- Remember that YCTA stands for Yamhill County Transportation Area, it's not the McMinnville Transit System! Better serve the rest of the county. Have a Newberg Transit Center. Have routes between the various communities that do not require a transfer in Mac.
- It is a very important service for rural communities. If more elderly knew how to use the service and it would drop off at locations that is convenient for them, such as Walmart and Doctor offices, you would see an increase in use.
- Small communities in need of door to door vans run by volunteer drivers.
- I have friends who rely on public transportation to get where they need to go. It greatly helps them feel confident and independent.
- Transit is necessary for the disabled and non drivers in our community.
- Public Transit is an essential community service. Thank you YCTA for providing this service and trying to make it better!
- I think transit is really important for a community to stay connected and continue growing. Especially in Rural areas, small towns, and sub-metro areas. It is important to create connections to large cities and jobs, as well as our local grocery store.
- The bus service in Dundee area is not needed except for the elderly community members. Buses for other reasons have only increased crime and have brought an undesirable element into the area.
- Useful YCTA service is important to us even though we don't use it....
- YCTA is no use to me at all the way it is now. Need more frequent and more visible service....
- Improvement needed before consideration to ride
- A friend from out of town always includes a bus ride when she comes to town. She's from a large, dangerous city and marvels at the safety, warm ambiance, and availability of our bus services.
- You have great caring team of drivers that go above and beyond to provide outstanding service

# STAKEHOLDER FOCUS GROUPS

This section summarizes issues discussed at the focus group meetings; Appendix F contains notes from the meetings.

## Overview

The project team conducted a series of meetings to gather input from the public and stakeholders in a small group setting, including over 40 participants at four meetings facilitated as part of the TDP process; see Figure 4-2 (above) for details. Additional meetings were facilitated by Yamhill County Commissioner Richard "Rick" Olson.

1. McMinnville: Elderly & Disabled Community, Local Riders, Agency Representatives
2. Social Service Agency Representatives (emphasis on those serving Latino Community)
3. Latino/Limited English Speaking Community
4. Newberg: Elderly and Disabled Community, Local Riders, Agency Representatives
5. Leadership (Government) Focus Group

## Summary of Focus Groups

Figure 4-14 summarizes the issues discussed, input and ideas from focus group participants, and key opportunities.

Figure 4-14 Focus Group Summary

| Issue / Discussion Topic | Description/Comments | Opportunities |
|---|---|---|
| **Discussion of awareness and importance of transit in the community** | | |
| Awareness of YCTA service | ▪ People in the community are not aware of current service | ▪ Bus stop signs and shelters are needed<br>▪ Travel training and transit ambassadors could raise awareness<br>▪ YCAP could do travel training at events; could use events at the Presbyterian Church |
| Importance of transit in the community | ▪ Transit is important for:<br>– Older and younger people who can't drive<br>– Kids (because major roadways and crossings are not safe for kids)<br>– Environmental reasons<br>▪ Curb-to-curb service is seen as important for older adults, people "aging in place" (Focus Groups 1 & 4) | ▪ Coordinate with the business community |
| **Discussion of "markets" that YCTA serves today and how YCTA could better serve current and new markets** | | |
| Agricultural Workers | ▪ Agricultural work starts early in the morning (5:30 – 7:00 am until mid-afternoon) | ▪ Vans could meet workers at points along the highway; consider vanpools through Cherriots<br>▪ Consider seasonal hours to accommodate agricultural work |

| Issue / Discussion Topic | Description/Comments | Opportunities |
|---|---|---|
| Special Events | ▪ Numerous special events occur and transit could improve access and reduce congestion during them | ▪ YCTA should serve special events like Dayton Friday Nights, Newberg Old Fashioned Festival, and local sporting events on weekends |
| Students | ▪ George Fox University students primarily live on campus (i.e., the commute market is small, although students who live on campus might use transit to get around). | ▪ Partner with Linfield College around later evening service |
| Route-Specific Comments | | |
| Service to Salem (Route 11) | | ▪ Improve the connection to Cherriots in West Salem |
| Service to Grand Ronde (Route 22) | ▪ Always on time<br>▪ Great way to get to the coast (Coastal Connector) | |
| Service to Hillsboro (Route 33) | ▪ Reliability is an issue<br>▪ There was a desire for more stops in Forest Grove | |
| Service to Tigard (Route 44) | ▪ Reliability is an issue (Dundee)<br>▪ Good way to get to Portland<br>▪ Focus Group #1 participants did not favor cutting service back to Sherwood. However, Focus Group #4 participants felt a well-timed connection to TriMet in Sherwood could be acceptable. | |
| What are barriers to using existing services? | | |
| Lack of signage and fixed stops | ▪ Stops should have signs (or at minimum, some sort of painted marking), benches, and shelters<br>▪ Flag stops are not ideal, but should be better advertised<br>▪ It is difficult for the visually impaired to read route names on bus readerboards; this is a particular issue at stops served by multiple routes | ▪ Develop graphical communication of how to use flag stops |
| Safety of stops and ability to access to destinations | ▪ Major roadways and crossings are not safe for kids<br>▪ Safety of stops along OR 99W; difficult to navigate to front door of stores through parking lots (for example, Winco/Walmart in McMinnville)<br>▪ No stop directly at Senior Center in McMinnville<br>▪ Roth's (across from Albertson's in McMinnville) is not directly served<br>▪ Route 3 changes made it harder and less safe to access the Walgreens/Waterfall stop in McMinnville<br>▪ The McMinnville Hospital two-way loop is unsafe and should be one-way<br>▪ Safeway in McMinnville is no longer served by local buses<br>▪ Main roads in Newberg are far from many locations | ▪ Consensus was that a "shopper shuttle" could provide the desired access<br>▪ Suggestion for County to write a letter to the Hospital regarding a change from two-way to one-way operation |

| Issue / Discussion Topic | Description/Comments | Opportunities |
|---|---|---|
| Dial-A-Ride/ ADA Paratransit | ▪ There is limited awareness of ADA service<br>▪ Dial-A-Ride is inconvenient – need to reserve in advance<br>▪ Dial-A-Ride is appealing to some people – can get picked up closer to home than with fixed-route buses | ▪ Participants are open to alternative service models, e.g., feeder service to fixed-routes, central connection points, point deviation, shopper shuttles, deviated fixed-routes, etc. |
| Buses | ▪ Need to upgrade vehicles and make them more passenger-friendly | ▪ YCTA is currently in the process of purchasing new vehicles |
| Fares | ▪ Generally perceived as reasonable – not a barrier<br>▪ A modest increase in exchange for more service would be OK<br>▪ Pass costs are high for some populations and fare cost can be high for large families<br>▪ May not be able to purchase passes in Newberg | ▪ Consider 12 and under, student, and low-income discounts (latter using other agencies' screening processes)<br>▪ Consider bulk pass program<br>▪ Confirm/expand locations where passes can be purchased (e.g., Newberg) |
| Communications | ▪ Use a variety of communication mechanisms (email, phone, etc.)<br>▪ Baker/Evans change not communicated well<br>▪ Challenging due to driver turnover<br>▪ Language barrier – drivers and dispatchers; people may not be awareness of the translation service that is available<br>▪ Send service alerts through Facebook and Twitter and post on website | ▪ Ensure policies allow/facilitate communications and coordination between drivers<br>▪ YCTA should communicate detour routes to riders (e.g., parades, construction)<br>▪ Worksource training grants are available and could help to increase diversity (and ability to speak multiple languages) among drivers<br>▪ Explore possible partnership with High School computer lab (around website/service alerts) |
| Information | ▪ Difficult to obtain printed materials in the past<br>▪ Website and online are both important<br>▪ An online trip planner would be useful – website and hone | ▪ Place printed materials at key locations in the community<br>▪ YCTA technology grant will help enhance capabilities |
| Safety | ▪ Perceived as safe by people who use the system – not considered a barrier. But new riders may not know that (related to awareness). | ▪ See items under "Awareness of YCTA Service" |
| Discussion of where routes run and provide service today, and areas that should be served (including growth areas) | | |
| McMinnville | ▪ No service beyond Hill Road in McMinnville (many apartments in growing area)<br>▪ Apartments near 27th & Hembree near Goodwill (south of Hembree, north of 27th); Burnett Road<br>▪ Housing at Baker Creek & Hill Road<br>▪ North American Plants (east of McMinnville) | |
| Newberg | ▪ Cultural Center/Library needs to be served<br>▪ Springbrook north of Fred Meyer (lower-income housing) needs to be served<br>▪ NE Newberg – High School, Aquatic Center – needs to be served<br>▪ Could reduce service frequency in order to increase coverage (more routes that run less often) | |

| Issue / Discussion Topic | Description/Comments | Opportunities |
|---|---|---|
| Service in other Yamhill County communities | ▪ No service in Sheridan to Deer Meadows. Bus goes past but does not stop. | |
| Service between communities | ▪ Travel patterns like Yamhill-Newberg require transferring in McMinnville. It may not be practical to have direct connection, however.<br>▪ Newberg-McMinnville travel patterns are mostly for access to services (McMinnville is the county seat) | |
| How could YCTA attract more riders and what are the priorities? | | |
| Service Hours ("Span") | ▪ Earlier and later hours are needed for work<br>▪ Schedules need to get people to arrive at work at 8 am and 9 am (including connections between intercity and local routes)<br>▪ Later hours needed for classes – both college and community (e.g., at Head Start) | ▪ Consider alternative models for late night service; partner with Linfield College<br>▪ Seasonal hours (e.g., agricultural workers) |
| Days of Service | ▪ Weekend service is seen as a priority, particularly Saturday but also to Church on Sundays. | ▪ Fares could be higher for Sunday service |
| Frequency | ▪ Focus Group 1 participants felt convenience of local service is more important than frequency/speed<br>▪ Focus Group 2 participants saw frequency as more important | |
| Local vs. Regional Service | ▪ Regional connections are useful, but local service needs improvement<br>▪ Local service is seen as more important than regional | |
| Improve Transfers | ▪ Need to time local services to make connections from intercity routes, e.g., 44 connection is too tight<br>▪ There used to be a direct stop from Route 44 to Oregon Mutual Insurance (OMI) that went away when the transit center opened – fewer riders now | |
| Other Discussion Items | | |
| Transit Center | ▪ Restroom lock and cleanliness issues | ▪ Explore transit center in Newberg |
| Coordination | ▪ The many community organizations in the county can help raise awareness of transit | ▪ Groups that YCTA should coordinate with include:<br>– Latino Advisory Committee<br>– Services Integration Teams (SIT) in each community<br>– YCCO<br>– Providence Community Connections<br>– Community Coalition (Newberg)<br>▪ Cities should include the transit agency in development process |
| Park-and-Ride | ▪ Informal carpooling already occurs | ▪ Explore agreements with churches or other locations to support ride sharing and park-and-ride access to YCTA service |

| Issue / Discussion Topic | Description/Comments | Opportunities |
|---|---|---|
| Street Infrastructure / Pedestrian Access | ▪ Consider Newberg ADA/Pedestrian/Bike Route Improvement Plan<br>▪ Cities should consider street infrastructure, including the ability to accommodate transit, related to new development applications | |

# OPERATOR INPUT AND FIELD OBSERVATIONS

This section summarizes operator input and field observations; Appendix G contains notes from bus operator interviews.

## Overview

The consultant team met with bus operators and dispatchers either one-on-one or in small groups to obtain their input, and also rode most bus routes to observe how the system works and had additional informal conversations with drivers while riding the bus routes.

## Summary of Operator Input and Field Observations

Figure 4-15 synthesizes the bus operator input and field observations. In addition, drivers generally communicated that they enjoy their job and appreciate that everyone works as a team to help out (e.g., Dial-A-Ride drivers pick up portions of Routes 3 and 7 when these routes get behind). They feel that they are doing their best but that the current design and timing of some routes is challenging, and that the lack or quality of infrastructure reflects badly upon them.

Figure 4-15 Summary of Operator Input and Consultant Team Field Observations

| | Issues/Concerns/Observations | | | | | |
|---|---|---|---|---|---|---|
| Route | Passenger Activity, Transfers, & Connections | Routing, Stops, & Legibility | Schedule, On-Time Performance | Safety, Accessibility, Buses | Passenger Amenities and Information | Opportunities |
| **Overall** | | | | | | |
| | | ▪ Routes are interlined for efficiency, which can create confusion for passengers, e.g., buses going out of service or changing signs, particularly on local routes when passengers may ride between two sides of the TC<br>▪ Bus stops are not signed<br>▪ Flag stops are challenging for drivers | ▪ Schedules need to be retimed to reflect realistic running times<br>▪ Some operators appeared to be driving at the speed limit. While this meets the "letter of the law," in practice a slightly higher speed may be still safe and help buses remain on schedule. | ▪ Passengers using mobility devices can't reach stop pull cords<br>▪ Snow chains<br>▪ Some buses are not marked, not recognizable as public<br>▪ Some readerboards do not work<br>▪ Some buses have maintenance issues<br>▪ Radios don't work in some areas (provider issue) | ▪ GPS not enabled – needed for real-time information<br>▪ People are not aware of the service and extensive route coverage | ▪ New traffic signals and timing in downtown McMinnville may require adjustments to signal timing or bus schedules<br>▪ Review protocols for snow chain installation and integrate chains into new vehicle procurements<br>▪ Ramps to reduce wheelchair boarding times<br>▪ New and/or consistently branded vehicles<br>▪ Technology upgrades |
| **Local** | | ▪ | ▪ | ▪ | ▪ | ▪ |
| General - Local | | ▪ Ons/offs occur between fixed-stops (flag stops) and many fixed stops have no activity. Many stops are not marked. | | | ▪ Stops and shelters generally do not have posted information. | ▪ Numbering timepoints on schedules would improve legibility of routing |
| Dial-A-Ride | ▪ Dispatch software doesn't group trips or schedule same-day trips; DAR drivers work together to distribute DAR trips to better serve all passengers. | | | | | ▪ Use for non-emergency medical transportation (NEMT) |

| | Issues/Concerns/Observations | | | | | |
|---|---|---|---|---|---|---|
| Route | Passenger Activity, Transfers, & Connections | Routing, Stops, & Legibility | Schedule, On-Time Performance | Safety, Accessibility, Buses | Passenger Amenities and Information | Opportunities |
| 2W | ▪ Generally a low-activity route | | ▪ Some segments run slightly early | | | |
| 2E | ▪ There is no ridership behind the hospital; loop adds time to route | ▪ Reduce looping pattern around hospital<br>▪ Could serve Virginia Garcia clinic just east of Chemeketa Community College, and adjacent apartments<br>▪ Could serve Old Stone Village (only served by Dial-A-Ride now). | | ▪ Two-way traffic on hospital loop may be unsafe | ▪ Cumulus & Dunn Pl stop could be noted as Housing Authority in schedules<br>▪ Booth Bend & Hwy 18 stop is called out as "Carls Jr"; should be noted as this in printed schedules and map | ▪ A gate signed for emergency vehicles only precludes access from the Virginia Garcia clinic. If buses were allowed to use this access, an unused shelter near CCC could be served. |
| 3S | | ▪ Passengers traveling to Safeway/Walmart on Burnett/Hembree can't easily return home since westbound route uses OR 99W | ▪ Consistently late in the midday and afternoon<br>▪ Carls Jr stop requires several turns at signals, adding about 5 minutes to the length of the route | | | ▪ Split into two routes, A and B, with two dedicated vehicles |
| 3N | ▪ Very busy route<br>▪ Typically at least one wheelchair boarding per trip; sets the bus behind schedule | ▪ Big 5 stop is a major location but there is no bus stop sign or amenities | ▪ Runs well behind schedule and has high passenger demand<br>▪ Lateness means passengers miss transfers | ▪ Drivers cited locations as dangerous for stopping: Library, Adams St/99W (19th St - 14th St), Adams St (2nd St - 4th St), Dutch Brothers | ▪ Printed schedules show routing on Evans, which has now been shifted to Baker | ▪ Driver suggestion to use McDaniel (has signal) to turn left onto OR 99W (prior to Safeway/Walmart)<br>▪ Provide more convenient access to retail destinations. Vehicles with additional space for shopping carts and grocery bags would be helpful given the retail destinations served |

| | Issues/Concerns/Observations | | | | | |
|---|---|---|---|---|---|---|
| Route | Passenger Activity, Transfers, & Connections | Routing, Stops, & Legibility | Schedule, On-Time Performance | Safety, Accessibility, Buses | Passenger Amenities and Information | Opportunities |
| 5 | ▪ Route is highly underutilized, particularly north of OR 99 W | | ▪ Generally runs on-time or ahead of schedule, but can be impacted by OR 99W congestion and delay on Route 7 (operated by same bus)<br>▪ Southbound on Main, unprotected left at Illinois | | | ▪ Real-time information would be a particular asset in Newberg given lack of a staffed transit center. |
| 7 | | | ▪ On-time performance can be significantly impacted by traffic on OR 99W<br>▪ Inbound to Nap's Thriftway, left-turn from Brutscher to OR 99W is challenging (has to yield to southbound through traffic on Brutscher)<br>▪ Backup from drive-in on OR 99W was observed to be one factor in congestion within Newberg; driver noted as being the worst on Thursday and Friday afternoons. | | | ▪ Dundee bypass may relieve traffic congestion when completed.<br>▪ Real-time information would be a particular asset in Newberg given lack of a staffed transit center. |

| Route | Issues/Concerns/Observations | | | | | Opportunities |
|---|---|---|---|---|---|---|
| | Passenger Activity, Transfers, & Connections | Routing, Stops, & Legibility | Schedule, On-Time Performance | Safety, Accessibility, Buses | Passenger Amenities and Information | |
| **Intercity** | | | | | | |
| General – Intercity | | | | | ▪ Many stops along intercity routes lack stops signs, information, and shelters. | ▪ Connecting times and stops could be listed on the YCTA schedules (at least online)<br>▪ Equip shelters with a beacon that allows drivers to easily see when passengers are waiting |
| 11 | ▪ Connections to school in Amity<br>▪ In West Salem, passengers typically walk a short distance to destinations or transfer to Cherriots<br>▪ Primary connecting route is Cherriots Route 17, which runs every 15 minutes<br>▪ Wait times are 10 minutes or less for either direction of travel | ▪ In West Salem, YCTA stops at same platform as Cherriots but doesn't have a marked stop. There is seating but no shelters at the West Salem facility. | ▪ Outbound schedule (to Salem) appears to be too tight between McMinnville TC and BiMart<br>▪ There is no recovery time before the 5:30 pm departure in McMinnville<br>▪ Bike capacity is sometimes constrained | | ▪ Cherriots Route 17 brochure lists YCTA Route 11 as a transfer opportunity<br>▪ Cherriots system map could show YCTA Route 11<br>▪ No posted signage or information at West Salem TC<br>▪ YCTA brochure should list destination as "West Salem Transit Center" rather than "Salem Transit Center" | ▪ Consider direct connection to downtown Salem (potential shared service model with Cherriots, similar to Salem-Wilsonville service<br>▪ No fare reciprocity or other agreement with Cherriots |
| 22, 24s | ▪ Low ridership at the Grand Ronde Community Center<br>▪ Passengers need transfers between Routes 22 and 44<br>▪ Most riders board/alight between McMinnville and the Casino; not many use the Community Center Stop (could become on-call stop). | ▪ Add a stop for the mobile home community along the south side of Fort Hill Road<br>▪ There is transit demand from Deer Meadow but no safe place to stop the bus | | | | ▪ Make Grand Ronde Community Center stop on demand<br>▪ Add a stop west of the South Yamhill River crossing in front of Hofenbredl Timber<br>▪ Additional service in Sheridan |

| | Issues/Concerns/Observations | | | | | |
|---|---|---|---|---|---|---|
| Route | Passenger Activity, Transfers, & Connections | Routing, Stops, & Legibility | Schedule, On-Time Performance | Safety, Accessibility, Buses | Passenger Amenities and Information | Opportunities |
| 33 | ▪ MAX Blue Line is frequent and wait times are 11 minutes or less for either direction of travel<br>▪ Line 57 (TV Highway / Forest Grove) is frequent and wait times are typically 15-17 minutes | ▪ YCTA doesn't have a designated bay or a marked stop at the Hillsboro MAX station, and police or other vehicles may block the location typically used by YCTA (directly north of station). The TC provides covered seating within view of this location<br>▪ Routing in Carlton has a variety of turns | ▪ The outbound schedule is too tight, e.g., along Lafayette, by several minutes particularly in the afternoon.<br>▪ Southbound stop at in Forest Grove requires passing OR 47 and returning to it via local streets (approx. 5 minutes of additional running time); it is not clear to drivers whether passengers are waiting for TriMet or YCTA. | ▪ SB Cove Orchard stop is on the highway with limited shoulder to pull out of traffic (could pull in to Cove Orchard Grocery lot)<br>▪ Crossing the WB leg of Hwy 99 turning left onto Hwy 47, people post signs on a pole (could install a sign restricting postings); congestion can impact bus' ability to make a timely crossing | ▪ No posted signage at Hillsboro MAX station<br>▪ Many intercity stops only have shelters in one travel direction | ▪ Secure marked stop location at Hillsboro MAX station, within the TC if possible |

| | Issues/Concerns/Observations | | | | | |
|---|---|---|---|---|---|---|
| Route | Passenger Activity, Transfers, & Connections | Routing, Stops, & Legibility | Schedule, On-Time Performance | Safety, Accessibility, Buses | Passenger Amenities and Information | Opportunities |
| 44, 45X, and 46s | ▪ Many riders transfer to/from TriMet services<br>▪ TriMet Line 12 stops at Tigard TC and provides frequent service; the maximum wait time is 15-17 minutes, but often is less.<br>▪ TriMet Line 94 (express to Portland) stops a block away from Tigard TC and the YCTA stop and could be difficult for new riders; some connections are reasonably well-timed.<br>▪ TriMet WES connects to/from Beaverton and Wilsonville every 30 minutes during peak hours. Some connections are well-timed, but schedule adjustments could make additional connections possible.<br>▪ Passengers were observed to use Sherwood Shari's stop as a park-and-ride.<br>▪ Some riders only go to Sherwood but most commuters ride to Tigard | ▪ At the Tigard Transit Center, the stop is adjacent to the transit center and is marked, but there is no shelter or seating. The TriMet station map includes YCTA and the route numbers<br>▪ There is a YCTA sign on the stop post at the 124th stop<br>▪ Service to Spruce Goose / Evergreen Aviation Museum could attract recreational riders | ▪ On-time performance is a significant issue, due to traffic congestion (through Dundee to King City)<br>▪ Deviation to Sherwood Shari's requires approx. 3 minutes northbound and 5 or more minutes southbound<br>▪ Peak service is relatively frequent but there are several 2-3 hours gaps<br>▪ The first departure from Tigard TC is not until 7:48 (arrives in Newberg by 8:30 and McMinnville at 9:00), which doesn't support commuting to Yamhill County. There is a southbound 6:45 am trip leaving from Newberg.<br>▪ One minute between timepoints in McMinnville and Lafayette is not realistic | | ▪ Bus runs out of bike space and must turn away riders with bicycles | ▪ Dundee bypass may relieve traffic congestion when completed<br>▪ Real-time information (or social media alerts) would be a particular asset given the level of chronic congestion affecting this route<br>▪ Look at schedule adjustments both to local service in Yamhill County and to connecting services outside of Yamhill County<br>▪ Additional service needed between Newberg and McMinnville |

# 5 CONCLUSIONS

## ISSUES AND OPPORTUNITIES

The existing conditions analysis yielded a number of insights useful for development of the Transit Development Plan. Figure 5-1 lists key issues and opportunities by topic area.

Figure 5-1 Issues and Opportunities

| Topic Area | Issue | Opportunity |
|---|---|---|
| Transportation System (Chapter 2) | Congestion on OR 99 results in transit delays for Routes 44, 45X, and 46S. | Construction of Newberg-Dundee Bypass in progress. |
| Land Use (Chapter 2) | The bulk of land uses in the rural portions of the county are within a ½-mile of YCTA routes. | Better promotion of service, including fixed bus stops to identify the presence of transit and where to catch the bus, may help those who can walk to access existing routes. |
| | Newberg's residential uses are primarily low and medium density. | The land uses and development patterns of Newberg may be better served by a different type of service than the fixed-routes that are provided today. |
| | In general, transit routes travel through and between all of Yamhill County's population centers. | Route alignment is generally good, but changes to service times, frequencies, or better marketing are needed to get people onto buses. |
| Market Analysis (Chapter 2) | Unincorporated areas of the county make up 23% of the population but accounted for 43% of the population growth from 2010-2016. | Opportunities may be limited; unincorporated areas are typically low-density and difficult to serve with fixed-route transit. |
| | The population growth rates of Carlton, Lafayette, and Newberg were the highest in the county from 2010-2016. | These communities may need additional transit service. Service in Newberg, which has two routes today, may need to be modified to tap into the city's rider market. |
| | Willamina has high percentages of both low-income residents and people with disabilities. | Many members of this community may be unable to walk to the existing Route 22 McMinnville-Grand Ronde service. |
| Economy (Chapter 2) | Vineyards are a major player in the local economy. Locations are spread out throughout the county. | Multiple private companies offer visitor transportation, but there may be an opportunity for YCTA to help transport employees, especially along the OR 99W corridor. |
| | Four of the county's top 10 employers have no transit service available. | Potentially reroute services to attract employees. |

| Topic Area | Issue | Opportunity |
|---|---|---|
| Existing Services (Chapter 3) | YCTA does not serve several major activity centers in McMinnville, including YCAP, Virginia Garcia clinic and senior housing between the clinic and Evergreen Aviation Museum. | Consider revising route alignments. |
| | Drivers and focus group participants noted that the Virginia Garcia clinic along Cumulus Avenue in eastern McMinnville is a frequent destination; however, the road linking the Chemeketa Community College campus and Virginia Garcia is only open for emergency vehicles. | Route 2 could serve Virginia Garcia if the emergency roadway were open for transit vehicles.  |
| | Service was requested at Deer Meadow Assisted Living outside Sheridan. Route 22 McMinnville-Grand Ronde passes Deer Meadow, but does not stop. There is no safe place to pull over. | Work with Deer Meadow to determine if a roadway change for transit is worthwhile. |
| | Passengers are not aware of where it is safe for buses to stop or how to signal drivers, and become frustrated when buses pass them by. | Consider educating the public about flag system and transitioning to set stops. |
| | Shopping areas and other destinations are challenging for older adults, people with disabilities, and others to access from stops along major roadways (OR 99W). | Explore alternative service models, such as shopper shuttles (and/or other types of shuttles), to provide near front-door access to retail store, senior centers, medical centers, and other locations |
| System Performance (Chapter 3) | Newberg routes 5 and 7 have very low ridership and productivity. | Determine if route alignment changes are needed, or if a different type of service would better fit Newberg. |
| | On-time performance is generally poor. Route 44 Tigard, which has the highest ridership, is on time less than 50% of the time. On-time performance is poor for Route 3 McMinnville City Loop. Frequent flag stops may exacerbate problems caused by the length of the route. | Retime routes with traffic and adjust schedules to show actual running times. Evaluate whether routes are too long for predicted run time. Evaluate use of additional and well-marked fixed stops to mitigate performance issues. |

| Topic Area | Issue | Opportunity |
|---|---|---|
| Regional Coordination (Chapter 3) | Numerous agencies connect with YCTA, giving passengers the ability to traverse a large area, but it can be challenging for potential new riders to plan a multi-agency trip. | Show regional connections on a system map. Coordinate with agencies to improve signage and information at transfer locations outside of Yamhill County, and identify other potential opportunities such as coordinating schedules or making fares easy to pay and affordable. |
| Transit Capital (Chapter 3) | Certain major stops such as Big 5 do not have a shelter or sign. | YCTA has a contract to relocate and/or install shelters and benches in the Fall 2017 time frame.<br>As part of the TDP, create standards for when to add shelters, such as based on ridership. |
| | Few bus stop signs exist across the system. | Install signs at scheduled and/or other high-ridership stops with information about schedule and route alignment. |
| Technology (Chapter 3) | Radios cut out in rural portions of the county. | GPS equipment can not only help dispatchers locate buses, it can also provide an opportunity to give real-time information to passengers.<br>YCTA has a technology grant that will include GPS and AVL (Automatic Vehicle Location) capabilities and is procuring new radios (by 2018 or sooner). Some issues that will be addressed relate to the current provider and towers which are not sufficient and the system is analog instead of digital. |
| | Deficiencies in scheduling software capabilities inhibits system performance. | Software is needed that allows dispatchers to efficiently group Dial-a-Ride trips and schedule same-day trips. This is also being addressed through YCTA's technology grant and should be in place sometime in 2018. |
| | YCTA's GTFS data is slightly different from the actual route alignments, making information accessed through online maps or trip planner inaccurate. | Update GTFS. |
| Information (Chapter 3) | Individual brochures show each route map and schedule. Some routing is not consistent with printed and online materials. | Create a system map. Update printed and online materials. |
| | Lack of marketing for transit services. | YCTA will receive discretionary funding that can be used for communications and marketing – potential to ramp up marketing efforts with this funding. |

| Topic Area | Issue | Opportunity |
|---|---|---|
| On-Board and Community Surveys (Chapter 4) | Existing riders appreciate the system overall (over three-quarters rated it as "excellent" or "good," but were least satisfied with on-time performance, conditions of bus stops, and ease of transfers | Refine schedules to more accurately reflect travel times and improve transfers, and install markings at fixed bus stops. |
| | Top improvement priorities identified by YCTA riders in the on-board survey were service on weekends, more frequent weekday service, and later evening service, followed by better stops and earlier morning service.<br>More frequent and weekend service were also top priorities in the community survey, although later service was a lower priority. Bus stops closer to respondents' destinations, better information, and faster/more direct service were higher priorities. | Priorities suggested by both riders and the community overall will inform the TDP analysis of solution strategies. |
| | Riders prioritized obtaining information on the YCTA website, followed by a mobile phone app and printed materials. | YCTA has a technology grant that can be used to improve its online capabilities.<br>Using the YCTA website and mobile phones to communicate delays in real-time is a key priority. |
| Focus Groups and Operator Interviews | Issues incorporated into individual topic areas | |

## SYSTEM GOALS EVALUATION

Goals and objectives for the YCTA system are described in Memo #1: Goals and Objectives. Performance measures and benchmarks were created to determine if YCTA is achieving its goals. To understand progress, the agency must first benchmark its existing system. As described in Memo #1, several of the performance measures can be benchmarked using the results of the existing conditions analysis. Figure 5-2 includes the performance measures that can be benchmarked using the data in this report, and the right-most column shows the performance measure values for existing conditions.

Figure 5-2 Assessment of Existing Services Compared to Goals and Objectives

| Goal | Objective | Performance Measure (Existing Conditions) | Performance Metric/Standard (Existing Conditions) | Existing Conditions Assessment |
|---|---|---|---|---|
| Goal 1: Mobility | 1. Achieve high route productivity by serving key ridership markets | Riders per revenue hour | 10 fixed-route passengers per hour<br>3 demand response passengers per hour | ▪ FR: 10.4*<br>▪ DR: 3.6** |
| | 2. Serve key activity centers with convenient hours and days of service that meet the travel needs of workers and residents | Service span (weekday and weekend hours of service) | Weekday 5am – 9pm; Weekend 7am – 8pm (or as determined based on TDP public outreach) | ▪ Weekday varies, but generally service is available 7 a.m.-7 p.m. Local service in McMinnville stops running at 6 p.m. while the 44 Tigard route runs to 9 p.m. In terms of start times, the commuter services have early morning runs at 5:30 a.m. and 6 a.m., while local service starts at 7 a.m.<br>▪ Saturday service is available from 9:30 a.m.-4:50 p.m. (24S Grand Ronde) and from 8 a.m.-7:30 p.m. (46S Tigard). |
| | 3. Provide direct and reliable service that supports reliable transfers to intra- and inter-county regional connections | Schedule alignment with connecting providers (quantitative/qualitative) | Schedule alignment with connecting providers (quantitative/qualitative) | ▪ Generally 10-15 minutes or less for inter-county connections (Cherriots #17; TriMet MAX, Line 12 or 94). This varies by time of day and connections to some routes or directions of service could be improved (e.g., TriMet WES and bus routes in Tigard and Line 57 in Hillsboro).<br>▪ Timing of YCTA route connections could be improved, e.g., 44-22. Intercity routes need to arrive prior to local route departures on the hour or half hour so that passengers can reliably make connections. |
| | 4. Identify areas that will support additional or improved transit services using data-driven and customer focused methods, and coordinate improvements to the coverage, reliability, and frequency of services | Coverage of geographic areas based on service standards e.g., land use density (quantitative) | Service area land use density (quantitative) | ▪ Analyzed in TM #3. |

| Goal | Objective | Performance Measure (Existing Conditions) | Performance Metric/Standard (Existing Conditions) | Existing Conditions Assessment |
|---|---|---|---|---|
| Goal 2: Accessibility | 1. Coordinate with local agencies to guide transit-supportive land use policies and practices | N/A | N/A | N/A |
| | 2. Provide access to public transportation services that meets applicable County, State and Americans with Disabilities Act (ADA) standards | Service denials per registered ADA paratransit rider<br>Percentage of vehicles and stops meeting ADA standards | 0% of total requests.<br>100% of vehicles and stops | ▪ Denials not available<br>▪ All vehicles are ADA accessible<br>▪ Data on individual stops not available |
| | 3. Provide local connectivity within and between the various communities in the County | Revenue hours dedicated to connections between Yamhill County communities | % of total service hours in communities under 10,000 population (target to be established based on TDP analysis) | 55% of service is dedicated to connecting communities across the county. |
| | 4. Provide a mix of public transportation services to meet the needs of different rider markets, such as fixed routes, deviated fixed routes, commuter routes, dial-a-ride, community shuttles and rideshare services | Riders per capita<br>Service hours per capita | Targets based on increasing current service levels and peer comparison (targets to be to be established based on existing conditions and TDP analysis) | ▪ Riders per capita: 0.48 (DR*), 2.48 (FR**), 2.96 (Total)<br>▪ Service hours per capita: 0.13 (DR*), 0.24 (FR**), 0.37 (Total) |

| Goal | Objective | Performance Measure (Existing Conditions) | Performance Metric/Standard (Existing Conditions) | Existing Conditions Assessment |
|---|---|---|---|---|
| Goal 2: Accessibility (continued) | 5. Distribute the benefits and impacts of services fairly and address the transportation needs and safety of all users, including the young, older adults, people with disabilities, and people of all races, ethnicities, and income levels | % youth, older adults, people with disabilities, racial and ethnic minorities, and low income households within ¼ mile of bus stops (quantitative) | X % of total population (target to be based on TDP analysis) | ▪ Upon more detailed review of this measure, Census data is not sufficient granular to support use of this performance measure for all of the identified groups. |
| | 6. Coordinate with human services agencies serving adults, seniors, and people with disabilities and veterans to identify specific resources, training and needs for these markets | Percentage of YCTA budget resources comprised of human services program funding | 10% | 5% |
| | 7. Provide easy to understand, affordable fare polices, products and payment systems | Fare products and fare cost | Targets to be determined based on customer feedback and peer comparison | ▪ Fares are low according to community feedback<br>▪ There is no senior discount |
| Goal 3: Passenger experience. | 1. Deliver transportation information to riders and the community at-large across multiple print, online, and mobile platforms † | ▪ Bilingual materials and printed materials (yes/no) | Online and printed schedules and maps available and up-to-date in other languages as determined based on YCTA Title VI analysis and Limited English Proficiency (LEP) plan. | ▪ Schedules with maps are available in Spanish. Bilingual drivers/schedulers would be useful.<br>▪ Schedules with maps available for all routes. No system map available, but YCTA plans to adapt the map developed as part of the TDP. |
| | 2. Enhance marketing, education, and promotion efforts | ▪ N/A | N/A | N/A |

| Goal | Objective | Performance Measure (Existing Conditions) | Performance Metric/Standard (Existing Conditions) | Existing Conditions Assessment |
|---|---|---|---|---|
| | 3. Translate all printed and online materials into priority languages identified in the YCTA Limited English Proficiency plan (e.g., translate into Spanish and employ Spanish-speaking customer service staff) | ▪ Availability of translation and interpretation resources (yes/no) | All print materials translated and spoken language access available during all service hours. | ▪ Print materials not currently available in other langauges.<br>▪ YCTA provides a translation service. |
| | 4. Invest in technologies that enhance customer service, service reliability and access to information | ▪ Assessment of technology platforms (qualitative) | Targets to be based on available resources and peer comparison | YCTA has a technology grant that it is using to enhance its website and other capabilities, e.g., radios. |
| | 1. Achieve high customer satisfaction by supporting employee training and outreach. | Customer satisfaction rated good or higher in rider surveys. | 80% | Approximately 80% of on-board survey respondents rated their overall satisfaction with the system as "Excellent" or "Good." However, only approximately a third of these riders provided an "Excellent" rating. |
| | 2. Provide system legibility by clearly identifying bus stop locations | Percentage of bus stops marked with sign. | 100% | Signage is not present at many stops (quantitative evaluation to be completed based on YCTA inventory.) |
| Goal 4: Safety and security | 1. Provide for high-quality driver and dispatcher training to ensure passenger and driver safety and security | N/A | N/A | N/A |
| | 2. Provide high-quality transit facilities by including bus stop shelters, seating and other amenities that support customer comfort and convenience. | General assessment of transit facilities | 100% (To be achieved consistent with TDP phasing plan) | Quantitative evaluation to be completed based on YCTA inventory. |

| Goal | Objective | Performance Measure (Existing Conditions) | Performance Metric/Standard (Existing Conditions) | Existing Conditions Assessment |
|---|---|---|---|---|
| | 3. Maintain vehicles in a state of good repair and replace in accordance with the Transit Asset Management Plan to ensure a reliable, safe and attractive public transportation system | Share of vehicles and facilities meeting asset management maintenance schedule targets | 100% (To be achieved consistent with TDP phasing plan) | 10% of YCTA's fleet of 30 buses are rated in "poor" condition. YCTA secured funding to replace these vehicles in 2018. |
| | 4. Coordinate with local jurisdictions to provide safe ways to cross streets at or near major bus stops | Bus stops with crosswalks within ¼ mile, where appropriate to street design and safety regulations | 100% | Data not available, not assessed as part of existing conditions analysis. |
| | 5. Coordinate with local jurisdictions and Oregon Department of Transportation (where relevant) to provide safe ways to cross streets at or near major bus stops | N/A | N/A | N/A |
| Goal 5: Livability and economy | 1. Enhance access to major activity centers (e.g., major residential, employment, industrial, and institutional locations) and emerging or underserved activity centers (e.g., agricultural employment) as resources warrant * | Percentage of employees within ¼ mile of a transit stop<br>Percentage of residents within ¼ mile of a transit stop | Targets to be based on TDP analysis | ▪ Employees: 70% across all cities and 58% in cities other than McMinnville and Newberg.<br>▪ Residents: 60% across all cities and 36% in cities other than McMinnville and Newberg.<br>▪ See Figure 3-2 in TM #3 for details. |
| | 2. Maintain and explore innovative partnerships with employers and institutions to serve rider markets and supplement public transportation funding | Establishment of agreements with major employers and institutions | Yes / No if agreements in place | Not evaluated. |

| Goal | Objective | Performance Measure (Existing Conditions) | Performance Metric/Standard (Existing Conditions) | Existing Conditions Assessment |
|---|---|---|---|---|
| | 3. Support a multimodal transportation network by inviting access to transit via bicycling and walking | Percentage of stops with bicycle racks or other bicycle parking facilities<br>Sidewalk coverage proximate to key bus stops<br>Percentage of fixed route vehicles with bicycle racks | TBD based on TDP analysis | ▪ Bike parking to be assessed based on YCTA inventory; generally only at McMinnville Transit Center and major stops such as Nap's Thriftway.<br>▪ Sidewalk coverage is generally good at bus stops.<br>▪ YCTA fixed-route vehicles have racks for two bikes and there are plans to upgrade racks to accommodate three bikes. |
| Goal 6: Efficiency and financial accountability | 1. Advocate for increased funding and seek out new and innovative funding opportunities † | Annual percentage increase in transit operations funding<br>Transit projects included in County TSP | Targets based on TDP analysis | Transit operations funding is generally stable (see TM #3 for additional discussion of funding). |
| | 2. Improve system productivity and reliability to ensure efficient resource utilization | Cost per revenue hour compared to peers<br>Riders per revenue hour compared to peers<br>On-time performance | Within X% of peer cost<br>Within X% of peer productivity<br>85% bus runs arriving at time point within 4 minutes of scheduled time | ▪ YCTA cost per hour is on low end of peers<br>▪ YCTA productivity is within peer range<br>▪ On-time performance is well below standards on intercity routes and Route 3 in McMinnville |
| | 3. Coordinate with other transportation partners to ensure shared long range sustainability of public transportation services | Agreements with transportation partners (Qualitative) | N/A | Not evaluated. |

Notes:
* DR = Demand-Response
**FR = Fixed-Route

# APPENDIX A

## Route Profile Charts and Tables

## Table of Contents

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# ROUTE 2

## Summary by Direction

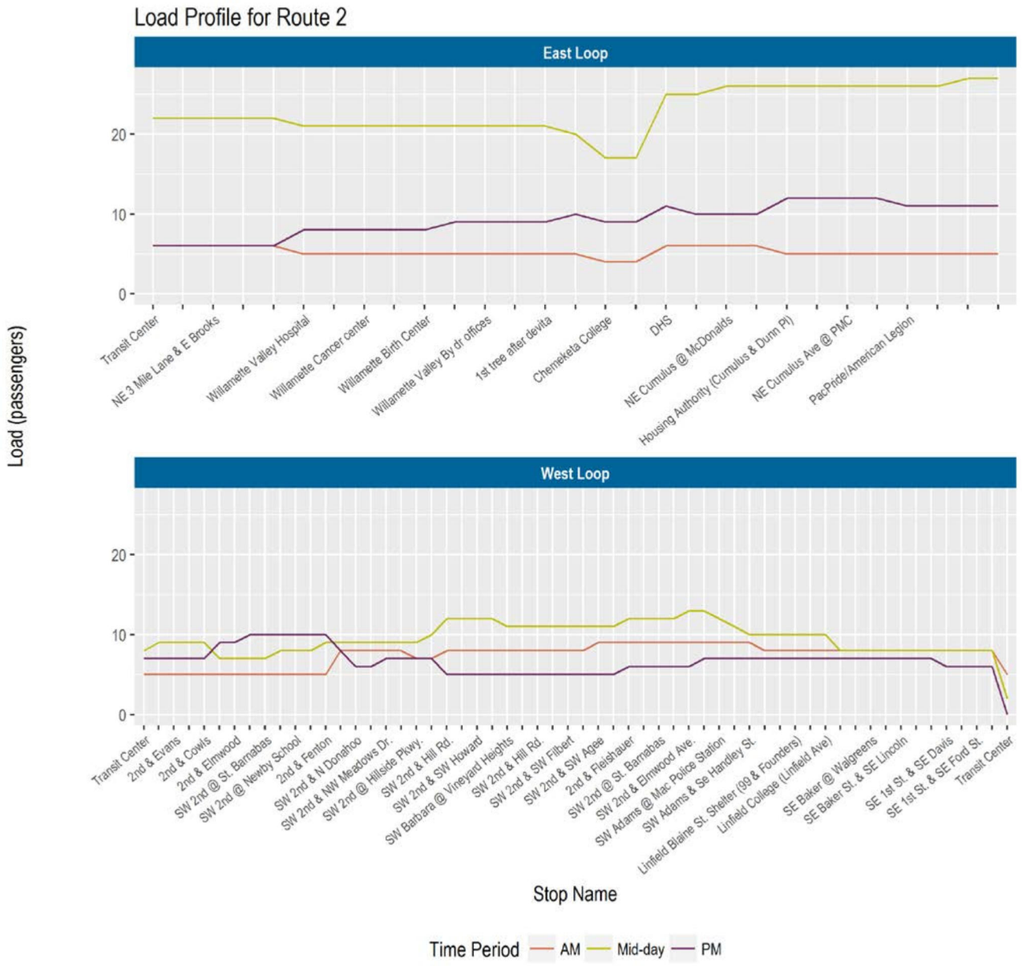
| Direction | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | % On Time | % Early | % Late | Maximum Load | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|
| East Loop | 64 | 28 | 3.7 | 17.5 | 81.8% | 16.4% | 1.8% | 8 | NE Tanger Dr & NE Norton Ln (DHS) |
| West Loop | 44 | 80 | 4.6 | 9.6 | 83.3% | 16.7% | 0.0% | 6 | Linfield College (Blaine) |
| Total | 108 | 108 | 8.2 | 1.0 | 82.6% | 16.5% | 0.9% | 8 | NE Tanger Dr & NE Norton Ln (DHS) |

## Summary by Segment

| Direction | Segment Name | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| East Loop | McMinnville Transit Center to Willamette Valley Hospital | 27.0 | 0.0 | 10.1 | 2.7 | 6 | 90.9% | 9.1% | 0.0% | McMinnville Transit Center |
| East Loop | Willamette Valley Hospital to Chemeketa College | 3.6 | 3.4 | 1.8 | 2.0 | 6 | 90.9% | 0.0% | 9.1% | Willamette Valley Hospital |
| East Loop | Chemeketa College to McMinnville Transit Center | 30.1 | 21.1 | 10.1 | 3.0 | 8 | 72.7% | 27.3% | 0.0% | NE Tanger Dr & NE Norton Ln (DHS) |
| West Loop | McMinnville Transit Center to SW 2nd & Hill Road | 20.1 | 44.6 | 10.1 | 2.0 | 7 | 93.2% | 6.8% | 0.0% | 2nd & Fenton |
| West Loop | SW 2nd & Hill Road to Linfield College (Blaine) | 10.1 | 8.2 | 1.8 | 5.5 | 6 | 63.6% | 36.4% | 0.0% | 2nd & Fleishauer |
| West Loop | Linfield College (Blaine) to McMinnville Transit Center | 3.0 | 19.3 | 10.1 | 0.3 | 6 | 93.2% | 6.8% | 0.0% | Linfield College (Blaine) |

## Summary by Time of Day

| Direction | Period | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| East Loop | AM | 7.0 | 6.0 | 1.8 | 3.8 | 5 | 80.0% | 10.0% | 10% | NE Tanger Dr & NE Norton Ln (DHS) |
| East Loop | Mid-day | 40.1 | 16.1 | 5.5 | 7.3 | 8 | 80.0% | 20.0% | 0% | NE Tanger Dr & NE Norton Ln (DHS) |
| East Loop | PM | 13.1 | 3.1 | 2.8 | 4.8 | 6 | 86.7% | 13.3% | 0% | NE Tanger Dr & NE Norton Ln (DHS) |
| West Loop | AM | 4.6 | 5.0 | 1.8 | 2.5 | 6 | 75.0% | 25.0% | 0% | Linfield College (Blaine) |
| West Loop | Mid-day | 14.2 | 24.7 | 5.5 | 2.6 | 5 | 86.1% | 13.9% | 0% | Linfield College (Blaine) |
| West Loop | PM | 6.6 | 14.6 | 2.8 | 2.4 | 5 | 83.3% | 16.7% | 0% | Linfield College (Blaine) |


Load Profile for Route 2
East Loop
West Loop
Load (passengers)
Transit Center
NE 3 Mile Lane & E Brooks
Willamette Valley Hospital
Willamette Cancer center
Willamette Birth Center
Willamette Valley By dr offices
1st tree after devita
Chemeketa College
DHS
NE Cumulus @ McDonalds
Housing Authority (Cumulus & Dunn Pl)
NE Cumulus Ave @ PMC
PacPride/American Legion
2nd & Evans
2nd & Cowls
2nd & Elmwood
SW 2nd @ St. Barnabas
SW 2nd @ Newby School
2nd & Fenton
SW 2nd & N Donahoo
SW 2nd & NW Meadows Dr.
SW 2nd @ Hillside Pkwy.
SW 2nd & Hill Rd.
SW 2nd & SW Howard
SW Barbara @ Vineyard Heights
SW 2nd & Hill Rd.
SW 2nd & SW Filbert
SW 2nd & SW Agee
2nd & Fleishauer
SW 2nd @ St. Barnabas
SW 2nd & Elmwood Ave.
SW Adams @ Mac Police Station
SW Adams & Se Handley St.
Linfield Blaine St. Shelter (99 & Founders)
Linfield College (Linfield Ave)
SE Baker @ Walgreens
SE Baker St. & SE Lincoln
SE 1st St. & SE Davis
SE 1st St. & SE Ford St.
Transit Center
Stop Name
Time Period
AM
Mid-day
PM


Stop Activity for Route 2
East Loop
West Loop
Total Daily Boardings/Alightings
Total Daily Load
Transit Center
NE 3 Mile Lane & E Brooks
Willamette Valley Hospital
Willamette Cancer center
Willamette Birth Center
Willamette Valley By dr offices
1st tree after devita
Chemeketa College
DHS
NE Cumulus @ McDonalds
Housing Authority (Cumulus & Dunn Pl)
NE Cumulus Ave @ PMC
PacPride/American Legion
2nd & Evans
2nd & Cowls
2nd & Elmwood
SW 2nd @ St. Barnabas
SW 2nd @ Newby School
2nd & Fenton
SW 2nd & N Donahoo
SW 2nd & NW Meadows Dr.
SW 2nd @ Hillside Pkwy.
SW 2nd & Hill Rd.
SW 2nd & SW Howard
SW Barbara @ Vineyard Heights
SW 2nd & Hill Rd.
SW 2nd & SW Filbert
SW 2nd & SW Agee
2nd & Fleishauer
SW 2nd @ St. Barnabas
SW 2nd & Elmwood Ave.
SW Adams @ Mac Police Station
SW Adams & Se Handley St.
Linfield Blaine St. Shelter (99 & Founders)
Linfield College (Linfield Ave)
SE Baker @ Walgreens
SE Baker St. & SE Lincoln
SE 1st St. & SE Davis
SE 1st St. & SE Ford St.
Transit Center
Stop Name
Alightings
Boardings
Load

Trip Profile for Route 2
East Loop
West Loop
# Passengers
10.0
7.5
5.0
2.5
0.0
07:00
08:00
09:00
10:00
11:00
12:00
13:00
14:00
15:00
16:00
17:00
Trip Start Time
Boardings per Trip
Maximum Load


Weekday Runtime Profile for Route 2
East Loop
West Loop
Runtime (minutes)
30
20
10
0
07:00
08:00
09:00
10:00
11:00
12:00
13:00
14:00
15:00
16:00
17:00
Trip Start Time
Actual Runtime
Scheduled Runtime

# ROUTE 3

## Summary by Direction

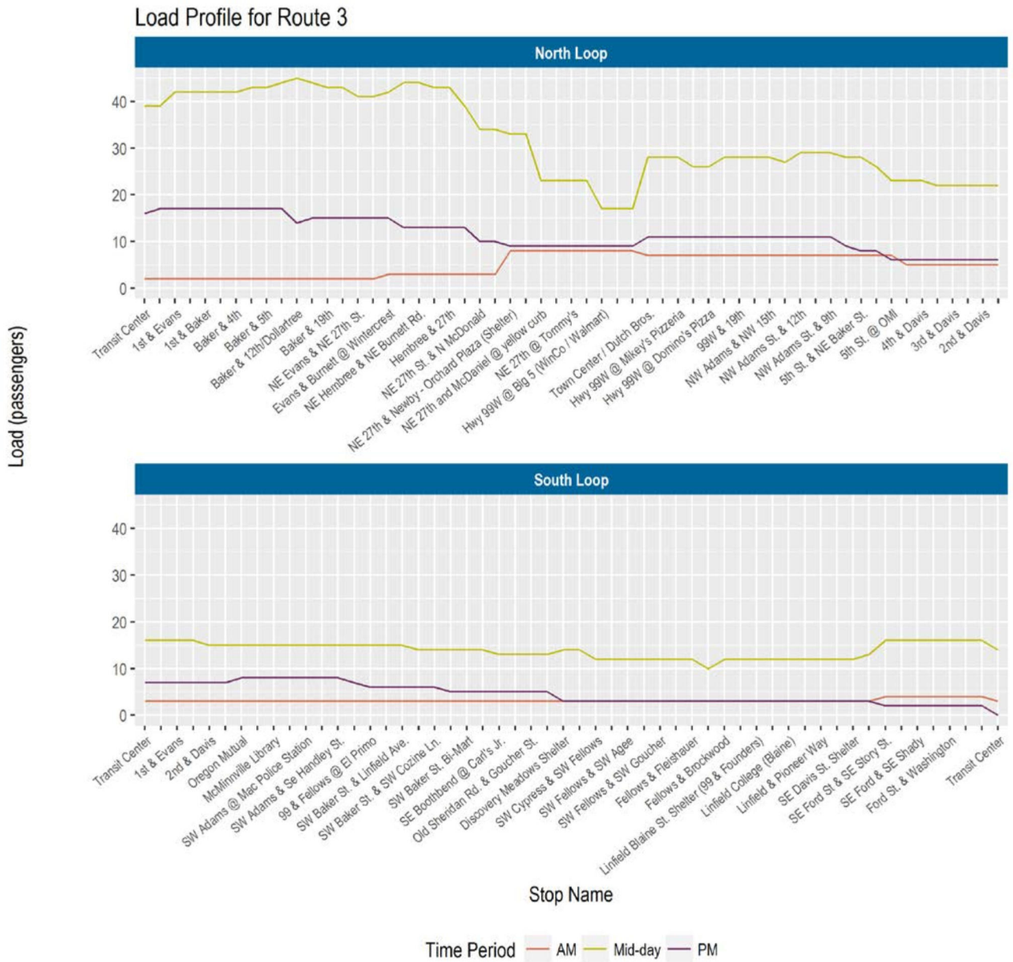
| Direction | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | % On Time | % Early | % Late | Maximum Load | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|
| North Loop | 104 | 86 | 3.5 | 29.7 | 53.2% | 0.0% | 46.8% | 11 | Town Center / Dutch Bros. |
| South Loop | 29 | 45 | 4.2 | 7.0 | 62.6% | 2.6% | 34.8% | 7 | Linfield College (Blaine) |
| Total | 133 | 131 | 7.7 | 1.0 | 57.9% | 1.3% | 40.8% | 11 | Town Center / Dutch Bros. |

## Summary by Segment

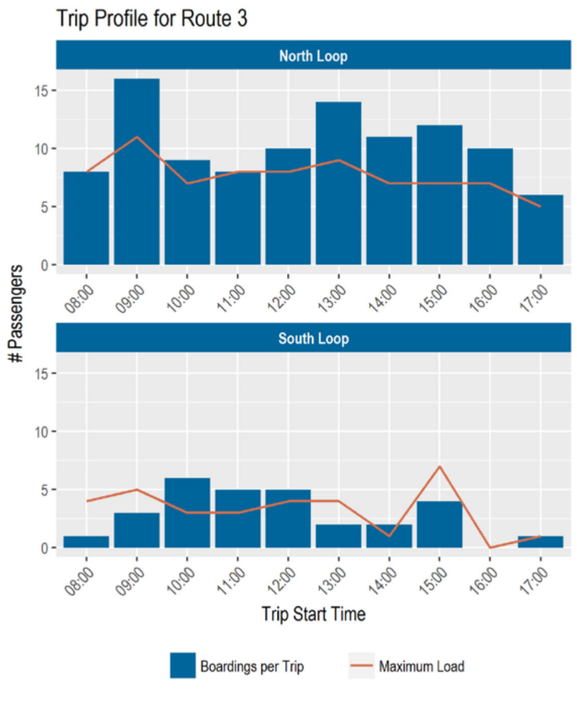
| Direction | Segment Name | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| North Loop | McMinnville Transit Center to NE 27th St & NE Newby St (Orchard Plaza) | 47.7 | 13.8 | 9.2 | 5.2 | 10 | 71.4% | 2.0% | 26.5% | Hembree & 27th |
| North Loop | NE 27th St & NE Newby St (Orchard Plaza) to Winco / Walmart | 11.0 | 10.5 | 1.0 | 11.0 | 11 | 50.0% | 0.0% | 50.0% | NE 27th St & NE Newby St (Orchard Plaza) |
| North Loop | Winco / Walmart to NW Adams St. & 12th | 28.4 | 22.6 | 1.2 | 24.4 | 9 | 34.5% | 0.0% | 65.5% | Town Center / Dutch Bros. |
| North Loop | NW Adams St. & 12th to McMinnville Transit Center | 3.0 | 3.2 | 9.2 | 0.3 | 10 | 50.0% | 0.0% | 50.0% | NW Adams St. & 12th |
| South Loop | McMinnville Transit Center to Hwy 99W @ Bimart | 18.0 | 25.3 | 9.2 | 2.0 | 7 | 61.7% | 4.3% | 34.0% | Oregon Mutual |
| South Loop | Hwy 99W @ Bimart to Discovery Meadows Park (Cypress & Alexandria) | 2.0 | 3.0 | 1.7 | 1.2 | 5 | 47.1% | 0.0% | 52.9% | Hwy 99W @ Bimart |
| South Loop | Discovery Meadows Park (Cypress & Alexandria) to Linfield College (Blaine) | 4.0 | 5.3 | 0.0 | Inf | 5 | 71.4% | 2.9% | 25.7% | Discovery Meadows Park (Cypress & Alexandria) |
| South Loop | Linfield College (Blaine) to McMinnville Transit Center | 4.1 | 6.0 | 9.2 | 0.5 | 5 | 74.5% | 1.8% | 23.6% | Linfield College (Blaine) |

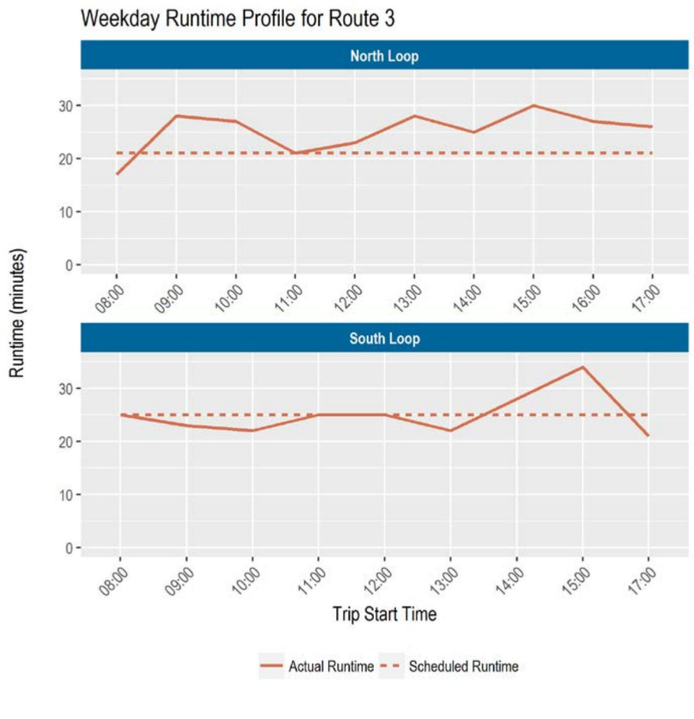
## Summary by Time of Day

| Direction | Period | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| North Loop | AM | 8.0 | 1.1 | 0.9 | 8.7 | 8 | 100.0% | 0.0% | 0.0% | Town Center / Dutch Bros. |
| North Loop | Mid-day | 56.3 | 31.7 | 5.5 | 10.2 | 11 | 56.2% | 0.0% | 43.8% | Town Center / Dutch Bros. |
| North Loop | PM | 25.1 | 13.2 | 2.8 | 9.1 | 7 | 33.3% | 0.0% | 66.7% | Town Center / Dutch Bros. |
| South Loop | AM | 1.0 | 1.5 | 0.9 | 1.1 | 4 | 90.0% | 10.0% | 0.0% | Linfield College (Blaine) |
| South Loop | Mid-day | 16.0 | 17.1 | 5.5 | 2.9 | 5 | 66.7% | 0.0% | 33.3% | Linfield College (Blaine) |
| South Loop | PM | 3.0 | 6.6 | 2.8 | 1.1 | 7 | 40.7% | 7.4% | 51.9% | Linfield College (Blaine) |


Load Profile for Route 3
North Loop
South Loop
Load (passengers)
Transit Center
1st & Evans
1st & Baker
Baker & 4th
Baker & 5th
Baker & 12th/Dollartree
Baker & 19th
NE Evans & NE 27th St.
Evans & Burnett @ Wintercrest
NE Hembree & NE Burnett Rd.
Hembree & 27th
NE 27th St. & N McDonald
NE 27th & Newby - Orchard Plaza (Shelter)
NE 27th and McDaniel @ yellow curb
NE 27th @ Tommy's
Hwy 99W @ Big 5 (WinCo / Walmart)
Town Center / Dutch Bros.
Hwy 99W @ Mikey's Pizzeria
Hwy 99W @ Domino's Pizza
99W & 19th
NW Adams St. & 15th
NW Adams St. & 12th
NW Adams St. & 9th
5th St. & NE Baker St.
5th St. @ OMI
4th & Davis
3rd & Davis
2nd & Davis
Oregon Mutual
McMinnville Library
SW Adams @ Mac Police Station
SW Adams & Se Handley St.
99 & Fellows @ El Primo
SW Baker St. & Unfield Ave.
SW Baker St. & SW Cozine Ln.
SW Baker St. Bi-Mart
SE Boothbend @ Carl's Jr.
Old Sheridan Rd. & Goucher St.
Discovery Meadows Shelter
SW Cypress & SW Fellows
SW Fellows & SW Agee
SW Fellows & SW Goucher
Fellows & Fleishauer
Fellows & Brockwood
Linfield Blaine St. Shelter (99 & Founders)
Linfield College (Blaine)
Linfield & Pioneer Way
SE Davis St. Shelter
SE Ford St & SE Story St.
SE Ford & SE Shady
Ford St. & Washington
Transit Center
Stop Name
Time Period
AM
Mid-day
PM


Stop Activity for Route 3
North Loop
South Loop
Total Daily Boardings/Alightings
Total Daily Load
Stop Name
Alightings
Boardings
Load


Trip Profile for Route 3
North Loop
South Loop
# Passengers
Trip Start Time
Boardings per Trip
Maximum Load


Weekday Runtime Profile for Route 3
North Loop
South Loop
Runtime (minutes)
Trip Start Time
Actual Runtime
Scheduled Runtime

# ROUTE 5

## Summary by Direction

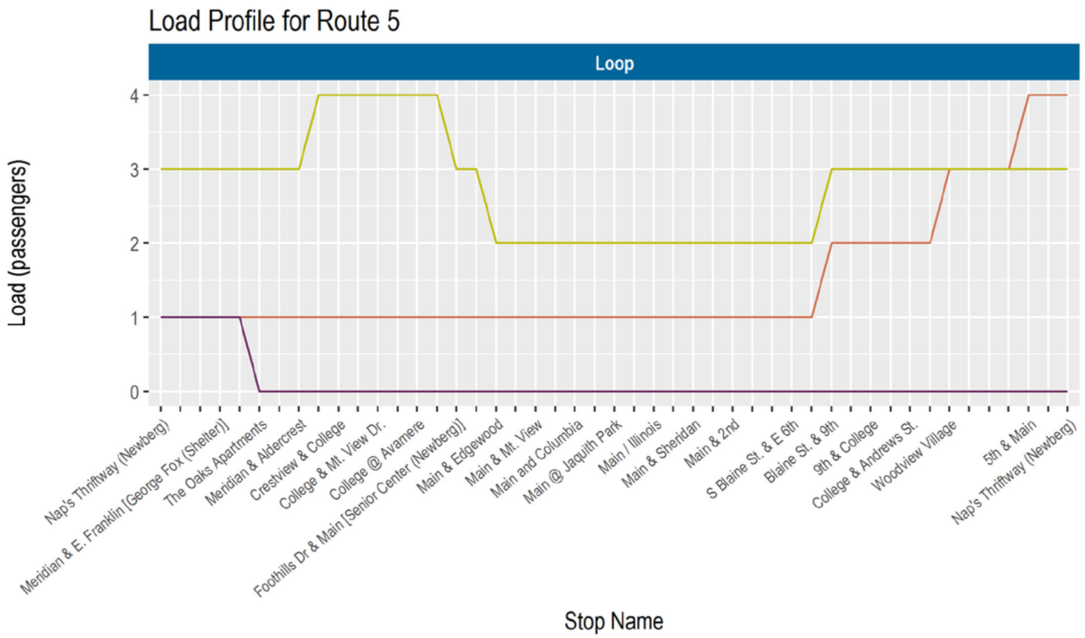
| Direction | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | % On Time | % Early | % Late | Maximum Load | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|
| Loop | 8 | 5 | 4.6 | 1.7 | 83.2% | 4.2% | 12.6% | 2 | Nap's Thriftway (Newberg) |
| Total | 8 | 5 | 4.6 | 1.0 | 83.2% | 4.2% | 12.6% | 2 | Nap's Thriftway (Newberg) |

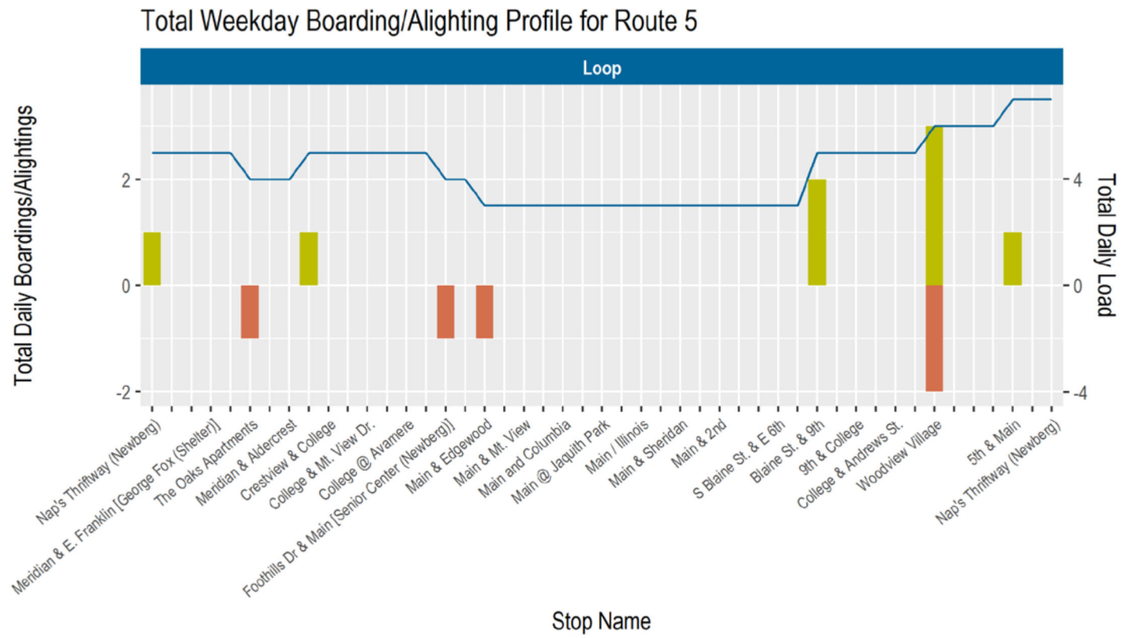
## Summary by Segment

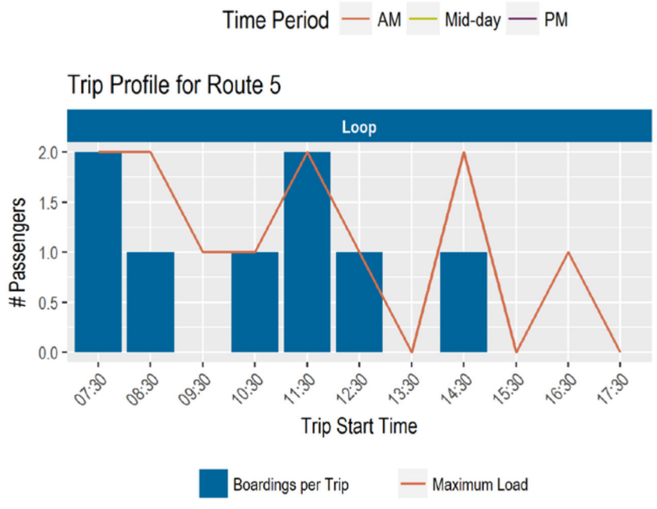
| Direction | Segment Name | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| Loop | Nap's Thriftway (Newberg) to Meridian & E Franklin - George Fox (Shelter) | 1.0 | 0 | 4.6 | 0.2 | 1 | 85.7% | 0.0% | 14.3% | Nap's Thriftway (Newberg) |
| Loop | Meridian & E Franklin - George Fox (Shelter) to Senior Center (Newberg) | 0.2 | 1 | 1.1 | 0.2 | 2 | 90.9% | 0.0% | 9.1% | Meridian & E Franklin - George Fox (Shelter) |
| Loop | Senior Center (Newberg) to Blaine St. & 9th | 0.0 | 2 | 1.8 | 0.0 | 2 | 90.9% | 0.0% | 9.1% | Senior Center (Newberg) |
| Loop | Blaine St. & 9th to Woodview Village | 2.0 | 0 | 0.2 | 10.9 | 2 | 54.5% | 36.4% | 9.1% | Blaine St. & 9th |
| Loop | Woodview Village to Nap's Thriftway (Newberg) | 4.0 | 2 | 4.6 | 0.9 | 2 | 82.5% | 0.0% | 17.5% | Nap's Thriftway (Newberg) |

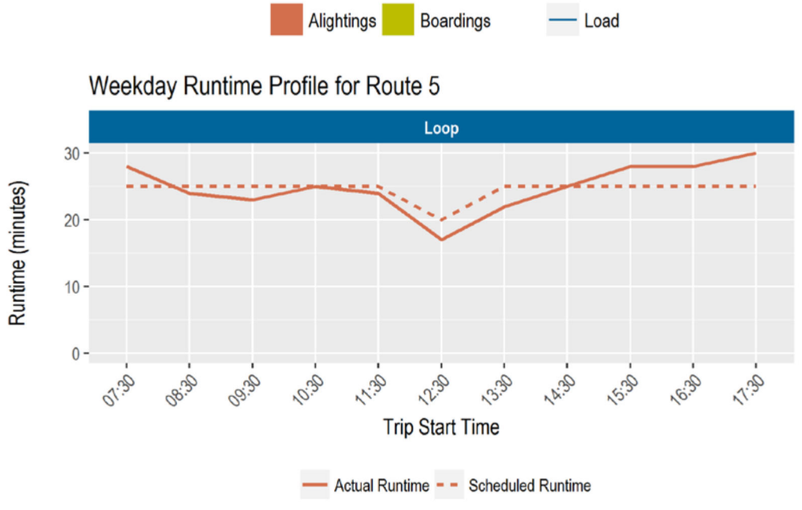
## Summary by Time of Day

| Direction | Period | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| Loop | AM | 3.0 | 0 | 0.8 | 3.6 | 2 | 100.0% | 0.0% | 0.0% | Nap's Thriftway (Newberg) |
| Loop | Mid-day | 3.5 | 4 | 2.5 | 1.4 | 2 | 92.2% | 7.8% | 0.0% | Nap's Thriftway (Newberg) |
| Loop | PM | 0.0 | 1 | 1.3 | 0.0 | 1 | 53.8% | 0.0% | 46.2% | Nap's Thriftway (Newberg) |


Load Profile for Route 5
Loop
Load (passengers)
0
1
2
3
4
Nap's Thriftway (Newberg)
Meridian & E. Franklin [George Fox (Shelter)]
The Oaks Apartments
Meridian & Aldercrest
Crestview & College
College & Mt. View Dr.
College @ Avamere
Foothills Dr & Main [Senior Center (Newberg)]
Main & Edgewood
Main & Mt. View
Main and Columbia
Main @ Jaquith Park
Main / Illinois
Main & Sheridan
Main & 2nd
S Blaine St. & E 6th
Blaine St. & 9th
9th & College
College & Andrews St.
Woodview Village
5th & Main
Nap's Thriftway (Newberg)
Stop Name


Total Weekday Boarding/Alighting Profile for Route 5
Loop
Total Daily Boardings/Alightings
-2
0
2
Total Daily Load
-4
0
4
Nap's Thriftway (Newberg)
Meridian & E. Franklin [George Fox (Shelter)]
The Oaks Apartments
Meridian & Aldercrest
Crestview & College
College & Mt. View Dr.
College @ Avamere
Foothills Dr & Main [Senior Center (Newberg)]
Main & Edgewood
Main & Mt. View
Main and Columbia
Main @ Jaquith Park
Main / Illinois
Main & Sheridan
Main & 2nd
S Blaine St. & E 6th
Blaine St. & 9th
9th & College
College & Andrews St.
Woodview Village
5th & Main
Nap's Thriftway (Newberg)
Stop Name


Time Period
AM
Mid-day
PM
Trip Profile for Route 5
Loop
# Passengers
0.0
0.5
1.0
1.5
2.0
07:30
08:30
09:30
10:30
11:30
12:30
13:30
14:30
15:30
16:30
17:30
Trip Start Time
Boardings per Trip
Maximum Load


Alightings
Boardings
Load
Weekday Runtime Profile for Route 5
Loop
Runtime (minutes)
0
10
20
30
07:30
08:30
09:30
10:30
11:30
12:30
13:30
14:30
15:30
16:30
17:30
Trip Start Time
Actual Runtime
Scheduled Runtime

# ROUTE 7

## Summary by Direction

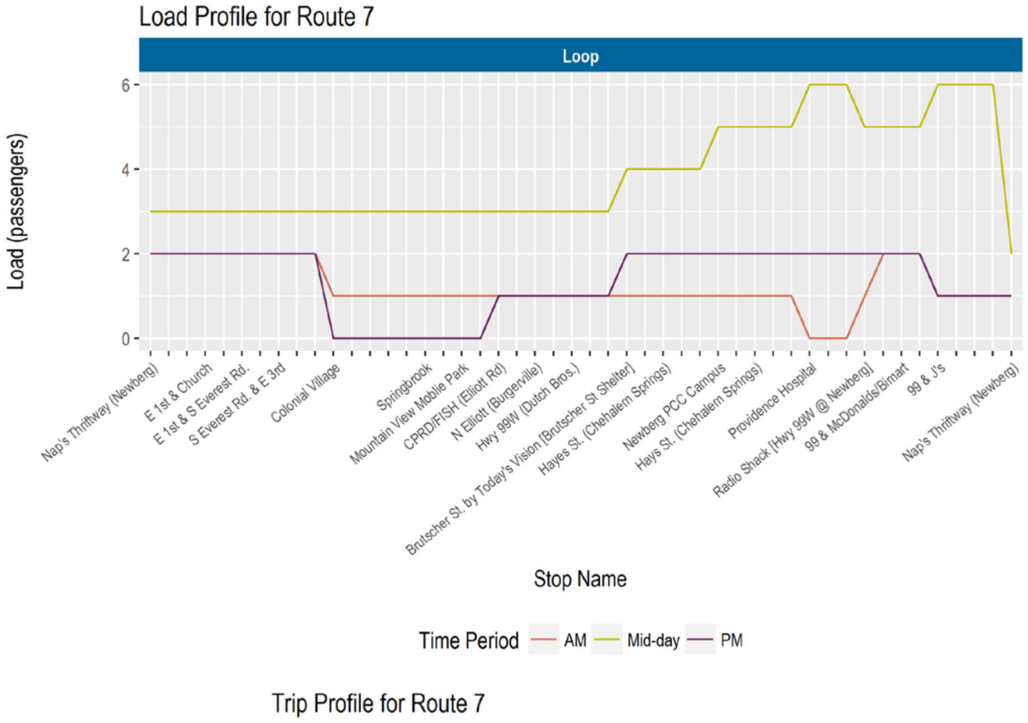
| Direction | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | % On Time | % Early | % Late | Maximum Load | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|
| Loop | 11 | 12 | 6 | 1.8 | 90.9% | 6.1% | 3% | 2 | Newberg (Radio Shack) |
| Total | 11 | 12 | 6 | 1.0 | 90.9% | 6.1% | 3% | 2 | Newberg (Radio Shack) |

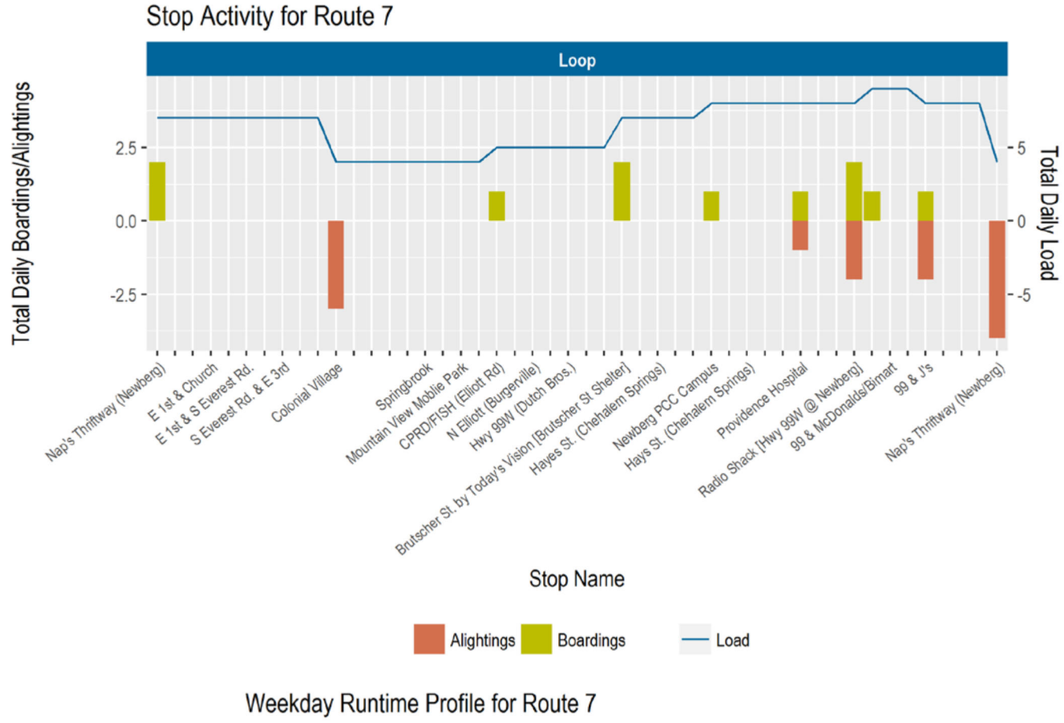
## Summary by Segment

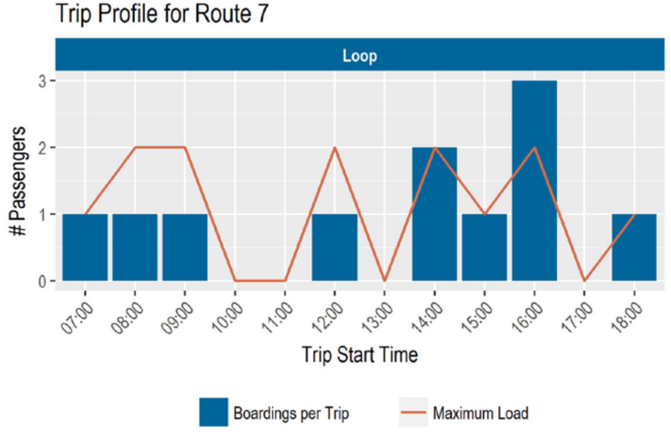
| Direction | Segment Name | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| Loop | Nap's Thriftway (Newberg) to E 3rd St. | 5.0 | 3.0 | 6.0 | 0.8 | 2 | 91% | 6.1% | 3.0% | Nap's Thriftway (Newberg) |
| Loop | E 3rd St. to Newberg PCC Campus | NA | NA | NA | NA | NA | 0% | 0.0% | 0.0% | NA |
| Loop | Newberg PCC Campus to Providence Hospital | 1.0 | 0.0 | 0.8 | 1.2 | 2 | 86% | 9.1% | 4.5% | Newberg PCC Campus |
| Loop | Providence Hospital to Newberg (Radio Shack) | 1.0 | 1.0 | 0.8 | 1.2 | 2 | 100% | 0.0% | 0.0% | Providence Hospital |
| Loop | Newberg (Radio Shack) to Nap's Thriftway (Newberg) | 2.3 | 6.3 | 6.0 | 0.4 | 2 | 100% | 0.0% | 0.0% | Newberg (Radio Shack) |

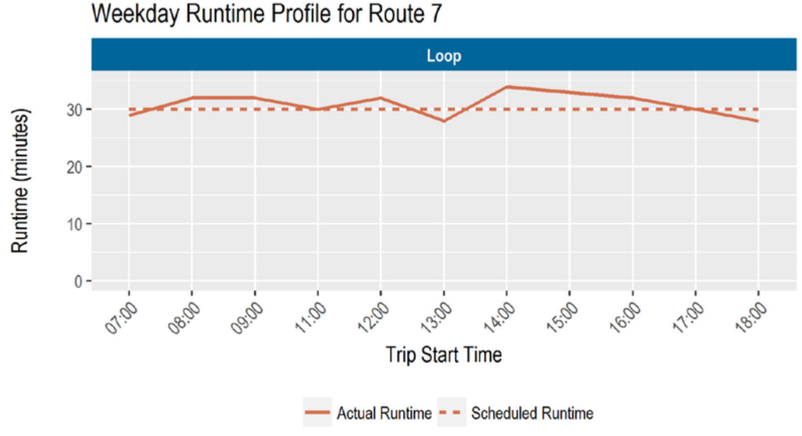
## Summary by Time of Day

| Direction | Period | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| Loop | AM | 1 | 2 | 1 | 1 | 2 | 94.4% | 0.0% | 5.6% | Newberg (Radio Shack) |
| Loop | Mid-day | 3 | 3 | 3 | 1 | 2 | 84.4% | 13.3% | 2.2% | Newberg (Radio Shack) |
| Loop | PM | 4 | 3 | 2 | 2 | 2 | 97.2% | 0.0% | 2.8% | Newberg (Radio Shack) |


Load Profile for Route 7
Loop
Load (passengers)
6
4
2
0
Nap's Thriftway (Newberg)
E 1st & Church
E 1st & S Everest Rd.
S Everest Rd. & E 3rd
Colonial Village
Springbrook
Mountain View Mobile Park
CPRD/FISH (Elliott Rd)
N Elliott (Burgerville)
Hwy 99W (Dutch Bros.)
Brutscher St. by Today's Vision [Brutscher St Shelter]
Hayes St. (Chehalem Springs)
Newberg PCC Campus
Hays St. (Chehalem Springs)
Providence Hospital
Radio Shack [Hwy 99W @ Newberg]
99 & McDonalds/Bmart
99 & J's
Nap's Thriftway (Newberg)
Stop Name
Time Period
AM
Mid-day
PM


Stop Activity for Route 7
Loop
Total Daily Boardings/Alightings
2.5
0.0
-2.5
Total Daily Load
5
0
-5
Nap's Thriftway (Newberg)
E 1st & Church
E 1st & S Everest Rd.
S Everest Rd. & E 3rd
Colonial Village
Springbrook
Mountain View Mobile Park
CPRD/FISH (Elliott Rd)
N Elliott (Burgerville)
Hwy 99W (Dutch Bros.)
Brutscher St. by Today's Vision [Brutscher St Shelter]
Hayes St. (Chehalem Springs)
Newberg PCC Campus
Hays St. (Chehalem Springs)
Providence Hospital
Radio Shack [Hwy 99W @ Newberg]
99 & McDonalds/Bmart
99 & J's
Nap's Thriftway (Newberg)
Stop Name
Alightings
Boardings
Load


Trip Profile for Route 7
Loop
# Passengers
3
2
1
0
07:00
08:00
09:00
10:00
11:00
12:00
13:00
14:00
15:00
16:00
17:00
18:00
Trip Start Time
Boardings per Trip
Maximum Load


Weekday Runtime Profile for Route 7
Loop
Runtime (minutes)
30
20
10
0
07:00
08:00
09:00
11:00
12:00
13:00
14:00
15:00
16:00
17:00
18:00
Trip Start Time
Actual Runtime
Scheduled Runtime

# ROUTE 11

## Summary by Direction

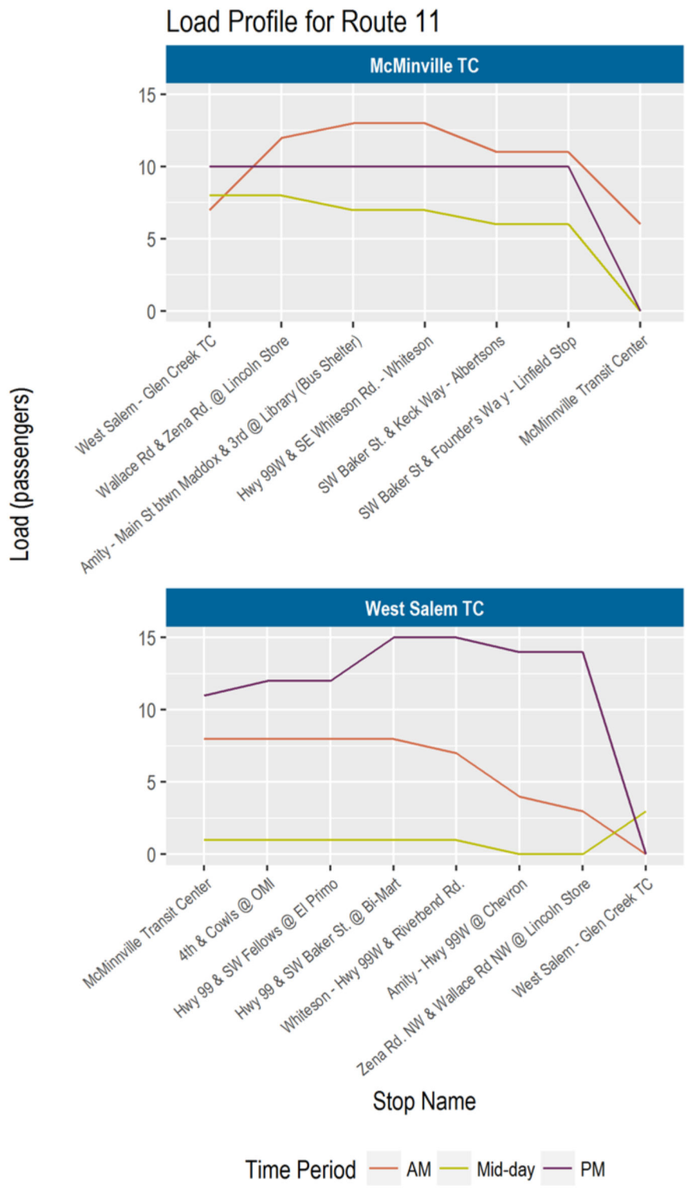
| Direction | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | % On Time | % Early | % Late | Maximum Load | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|
| McMinnville TC | 28 | 27 | 3.3 | 8.6 | 57.1% | 17.9% | 25% | 10 | Hwy 99W & SE Whiteson Road |
| West Salem TC | 28 | 26 | 3.3 | 8.4 | 70.0% | 5.0% | 25% | 12 | Amity Hwy 99 @ Chevron |
| Total | 56 | 53 | 6.6 | 1.0 | 63.6% | 11.4% | 25% | 12 | Amity Hwy 99 @ Chevron |

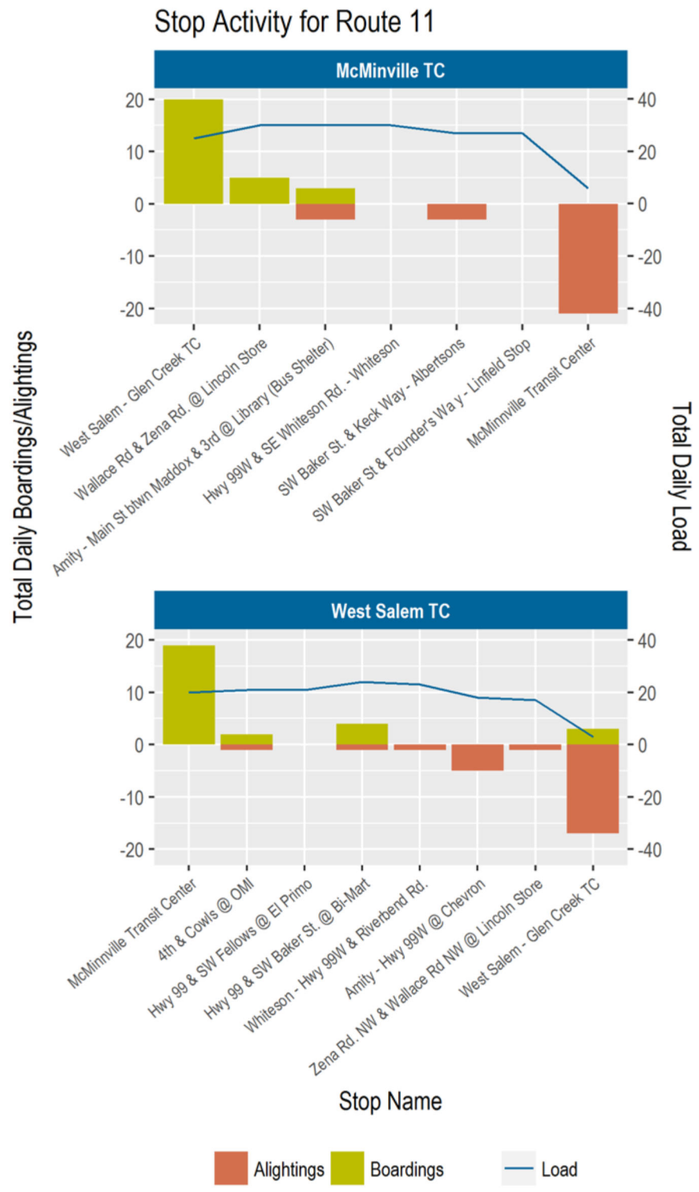
## Summary by Segment

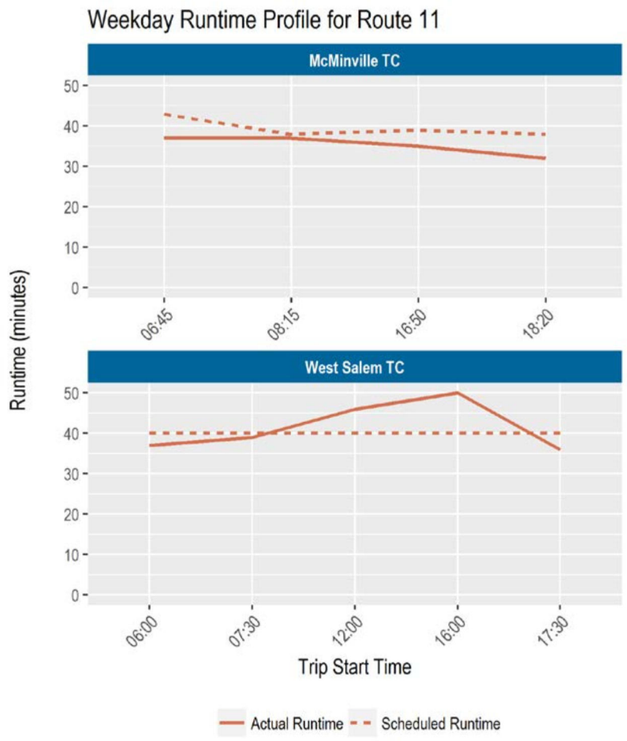
| Direction | Segment Name | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| West Salem TC | McMinnville Transit Center to Hwy 99W @ Bimart | 21 | 1 | 0.4 | 50.4 | 9 | 80.0% | 0.0% | 20% | Hwy 99w & SW Fellows - Linfield College |
| West Salem TC | Hwy 99W @ Bimart to Hwy 99W & Riverbend Road | 4 | 1 | 0.4 | 9.6 | 12 | 80.0% | 0.0% | 20% | Hwy 99W @ Bimart |
| West Salem TC | Hwy 99W & Riverbend Road to Amity Hwy 99 @ Chevron | 0 | 1 | 0.4 | 0.0 | 12 | 80.0% | 0.0% | 20% | Hwy 99W & Riverbend Road |
| West Salem TC | Amity Hwy 99 @ Chevron to Lincoln Store @ Zena Hill Road | 0 | 5 | 1.2 | 0.0 | 11 | 80.0% | 0.0% | 20% | Amity Hwy 99 @ Chevron |
| West Salem TC | Lincoln Store @ Zena Hill Road to West Salem Transit Center | 3 | 18 | 0.8 | 3.6 | 11 | 40.0% | 20.0% | 40% | Lincoln Store @ Zena Hill Road |
| McMinnville TC | West Salem Transit Center to Lincoln Store @ Zena Hill Road | 20 | 0 | 0.8 | 24.0 | 8 | 75.0% | 0.0% | 25% | West Salem Transit Center |
| McMinnville TC | Lincoln Store @ Zena Hill Road to Amity Bus Shelter | 5 | 0 | 1.2 | 4.0 | 10 | 50.0% | 25.0% | 25% | Lincoln Store @ Zena Hill Road |
| McMinnville TC | Amity Bus Shelter to Hwy 99W & SE Whiteson Road | 3 | 3 | 0.4 | 7.2 | 9 | 75.0% | 0.0% | 25% | Amity Bus Shelter |
| McMinnville TC | Hwy 99W & SE Whiteson Road to Hwy 99 @ Albertsons | 0 | 0 | 0.4 | 0.0 | 9 | 25.0% | 50.0% | 25% | Hwy 99W & SE Whiteson Road |
| McMinnville TC | Hwy 99 @ Albertsons to McMinnville Transit Center | 0 | 24 | 0.4 | 0.0 | 8 | 58.3% | 16.7% | 25% | Hwy 99 @ Albertsons |

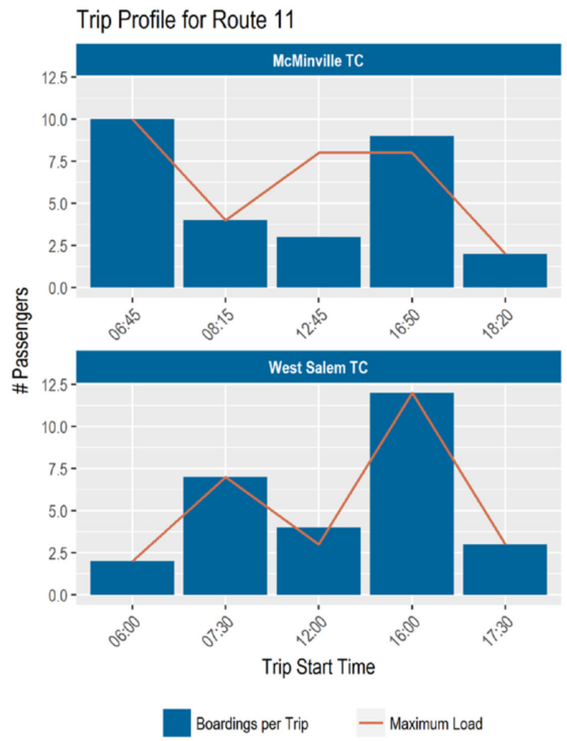
## Summary by Time of Day

| Direction | Period | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| McMinnville TC | AM | 14 | 8 | 1.3 | 10.4 | 10 | 64.3% | 35.7% | 0.0% | Hwy 99W & SE Whiteson Road |
| McMinnville TC | Mid-day | 3 | 8 | 0.6 | 4.7 | 8 | 0.0% | 0.0% | 0.0% | Hwy 99W & SE Whiteson Road |
| McMinnville TC | PM | 11 | 11 | 1.3 | 8.6 | 8 | 50.0% | 0.0% | 50.0% | Hwy 99W & SE Whiteson Road |
| West Salem TC | AM | 9 | 10 | 1.3 | 6.8 | 7 | 87.5% | 12.5% | 0.0% | Amity Hwy 99 @ Chevron |
| West Salem TC | Mid-day | 4 | 1 | 0.7 | 6.0 | 3 | 87.5% | 0.0% | 12.5% | Amity Hwy 99 @ Chevron |
| West Salem TC | PM | 15 | 15 | 1.3 | 11.2 | 12 | 43.8% | 0.0% | 56.2% | Amity Hwy 99 @ Chevron |


Load Profile for Route 11
McMinville TC
West Salem TC
Load (passengers)
15
10
5
0
West Salem - Glen Creek TC
Wallace Rd & Zena Rd. @ Lincoln Store
Amity - Main St btwn Maddox & 3rd @ Library (Bus Shelter)
Hwy 99W & SE Whiteson Rd. - Whiteson
SW Baker St. & Keck Way - Albertsons
SW Baker St & Founder's Way - Linfield Stop
McMinnville Transit Center
McMinnville Transit Center
4th & Cowls @ OMI
Hwy 99 & SW Fellows @ El Primo
Hwy 99 & SW Baker St. @ Bi-Mart
Whiteson - Hwy 99W & Riverbend Rd.
Amity - Hwy 99W @ Chevron
Zena Rd. NW & Wallace Rd NW @ Lincoln Store
West Salem - Glen Creek TC
Stop Name
Time Period
AM
Mid-day
PM


Stop Activity for Route 11
McMinville TC
West Salem TC
Total Daily Boardings/Alightings
Total Daily Load
20
10
0
-10
-20
40
20
0
-20
-40
West Salem - Glen Creek TC
Wallace Rd & Zena Rd. @ Lincoln Store
Amity - Main St btwn Maddox & 3rd @ Library (Bus Shelter)
Hwy 99W & SE Whiteson Rd. - Whiteson
SW Baker St. & Keck Way - Albertsons
SW Baker St & Founder's Way - Linfield Stop
McMinnville Transit Center
McMinnville Transit Center
4th & Cowls @ OMI
Hwy 99 & SW Fellows @ El Primo
Hwy 99 & SW Baker St. @ Bi-Mart
Whiteson - Hwy 99W & Riverbend Rd.
Amity - Hwy 99W @ Chevron
Zena Rd. NW & Wallace Rd NW @ Lincoln Store
West Salem - Glen Creek TC
Stop Name
Alightings
Boardings
Load


Weekday Runtime Profile for Route 11
McMinville TC
West Salem TC
Runtime (minutes)
0
10
20
30
40
50
06:45
08:15
16:50
18:20
06:00
07:30
12:00
16:00
17:30
Trip Start Time
Actual Runtime
Scheduled Runtime


Trip Profile for Route 11
McMinville TC
West Salem TC
# Passengers
0.0
2.5
5.0
7.5
10.0
12.5
06:45
08:15
12:45
16:50
18:20
06:00
07:30
12:00
16:00
17:30
Trip Start Time
Boardings per Trip
Maximum Load

# ROUTE 22

## Summary by Direction

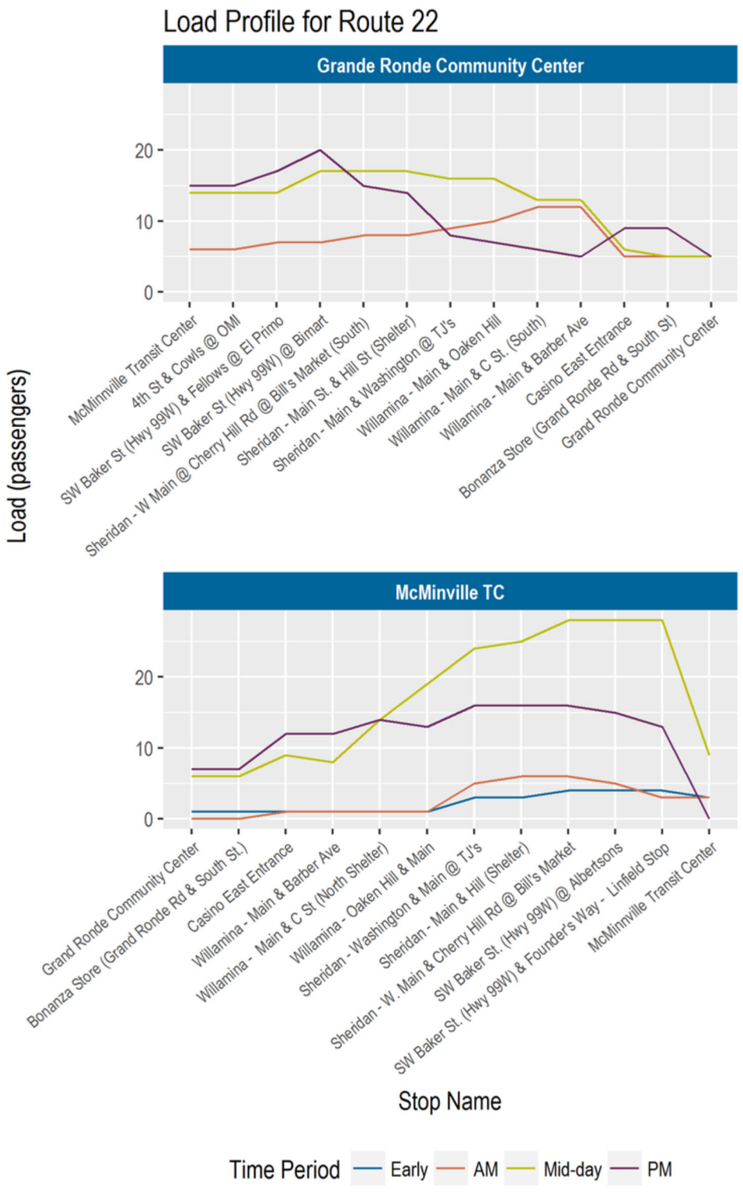
| Direction | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | % On Time | % Early | % Late | Maximum Load | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|
| Grand Ronde Community Center | 68 | 56 | 5.5 | 12.3 | 51.6% | 1.1% | 47.3% | 11 | Spirit Mountain East Entrance |
| McMinnville TC | 56 | 48 | 5.6 | 10.0 | 84.3% | 10.8% | 4.8% | 13 | Spirit Mountain East Entrance |
| Total | 124 | 104 | 11.1 | 1.0 | 68.0% | 6.0% | 26.0% | 13 | Spirit Mountain East Entrance |

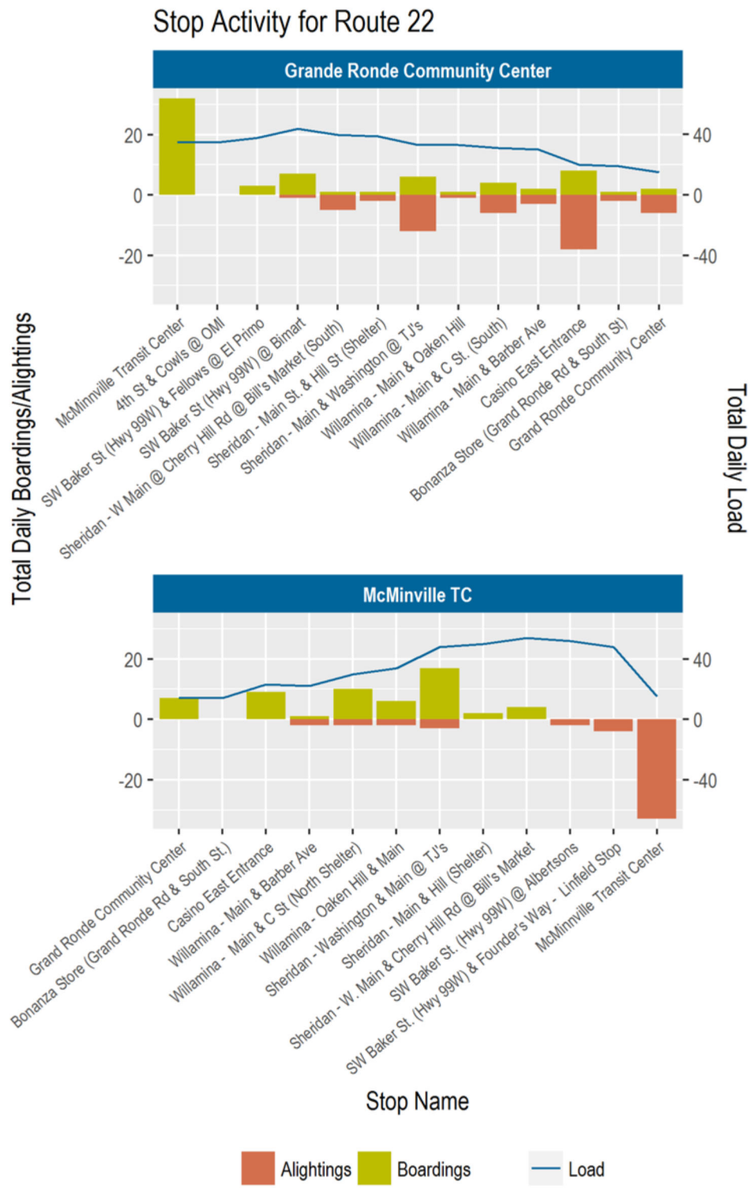
## Summary by Segment

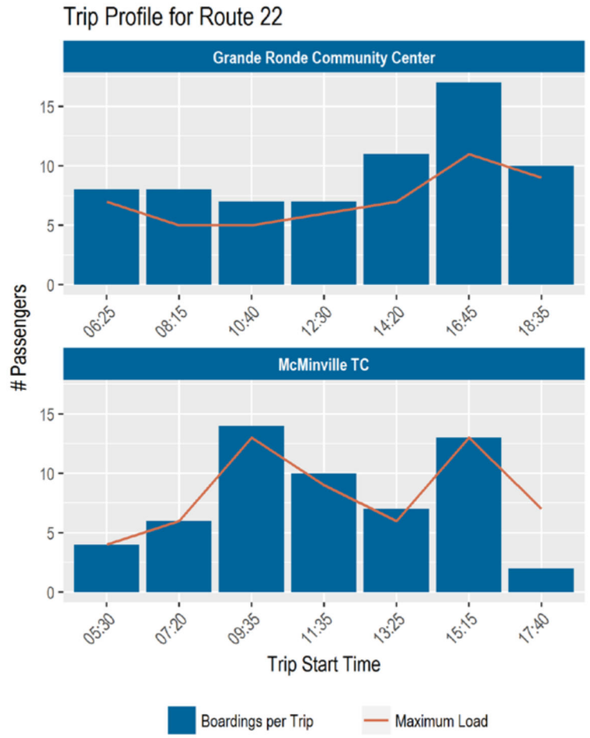
| Direction | Segment Name | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| McMinnville TC | Grand Ronde Community Center to Spirit Mountain East Entrance | 7 | 0 | 0.6 | 12.0 | 5 | 100.0% | 0.0% | 0.0% | Grand Ronde Community Center |
| McMinnville TC | Spirit Mountain East Entrance to Willamina - C St. & Main (North Shelter) | 10 | 2 | 1.8 | 5.7 | 7 | 71.4% | 28.6% | 0.0% | Spirit Mountain East Entrance |
| McMinnville TC | Willamina - C St. & Main (North Shelter) to Sheridan TJ's | 16 | 4 | 1.2 | 13.7 | 13 | 92.9% | 0.0% | 7.1% | Willamina - C St. & Main (North Shelter) |
| McMinnville TC | Sheridan TJ's to Hwy 99 @ Albertsons | 23 | 3 | 1.9 | 12.3 | 13 | 100.0% | 0.0% | 0.0% | Sheridan (Bill's Market) |
| McMinnville TC | Hwy 99 @ Albertsons to McMinnville Transit Center | 0 | 39 | 0.2 | 0.0 | 13 | 61.9% | 23.8% | 14.3% | Hwy 99 @ Albertsons |
| Grand Ronde Community Center | McMinnville Transit Center to Hwy 99W @ Bimart | 35 | 0 | 0.6 | 60.0 | 9 | 81.0% | 0.0% | 19.0% | Hwy 99w & SW Fellows - Linfield College |
| Grand Ronde Community Center | Hwy 99W @ Bimart to Sheridan (Bill's Market South) | 7 | 1 | 1.2 | 5.9 | 11 | 42.9% | 14.3% | 42.9% | Hwy 99W @ Bimart |
| Grand Ronde Community Center | Sheridan (Bill's Market South) to Willamina C St. & Main South | 9 | 20 | 1.3 | 7.1 | 8 | 28.6% | 0.0% | 71.4% | Sheridan - TJ's |
| Grand Ronde Community Center | Willamina C St. & Main South to Spirit Mountain East Entrance | 6 | 9 | 1.9 | 3.1 | 7 | 14.3% | 0.0% | 85.7% | Willamina (Barber Ave) |
| Grand Ronde Community Center | Spirit Mountain East Entrance to Grand Ronde Community Center | 11 | 26 | 0.6 | 18.9 | 9 | 81.0% | 0.0% | 19.0% | Spirit Mountain East Entrance |

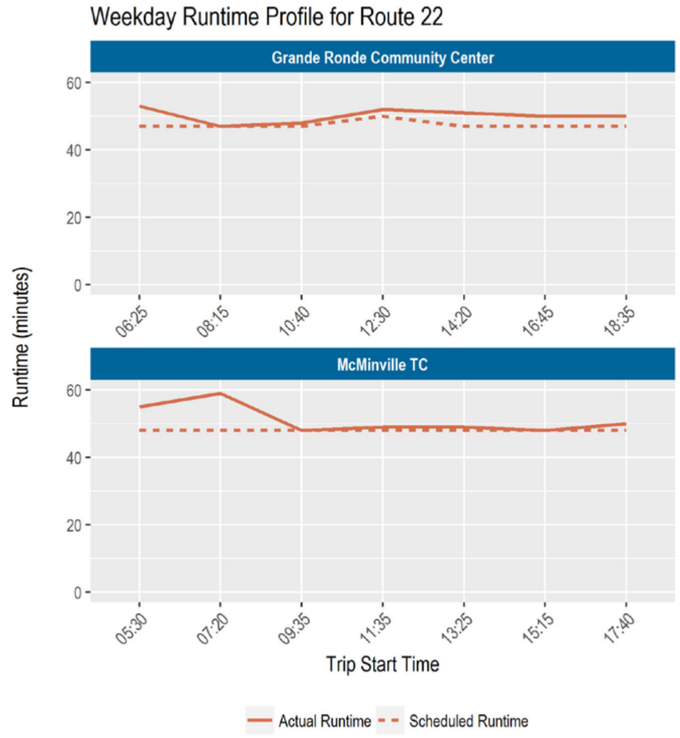
## Summary by Time of Day

| Direction | Period | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| Grand Ronde Community Center | AM | 16 | 14 | 1.6 | 10.2 | 7 | 50.0% | 0.0% | 50.0% | Spirit Mountain East Entrance |
| Grand Ronde Community Center | Mid-day | 25 | 20 | 2.4 | 10.4 | 7 | 48.7% | 0.0% | 51.3% | Spirit Mountain East Entrance |
| Grand Ronde Community Center | PM | 27 | 22 | 1.6 | 17.2 | 11 | 57.7% | 3.8% | 38.5% | Spirit Mountain East Entrance |
| McMinnville TC | Early | 4 | 1 | 0.8 | 5.0 | 4 | 72.7% | 18.2% | 9.1% | Spirit Mountain East Entrance |
| McMinnville TC | AM | 6 | 3 | 0.8 | 7.5 | 6 | 83.3% | 8.3% | 8.3% | Spirit Mountain East Entrance |
| McMinnville TC | Mid-day | 31 | 23 | 2.4 | 12.9 | 13 | 83.3% | 11.1% | 5.6% | Spirit Mountain East Entrance |
| McMinnville TC | PM | 15 | 21 | 1.6 | 9.4 | 13 | 91.7% | 8.3% | 0.0% | Spirit Mountain East Entrance |


Load Profile for Route 22
Grande Ronde Community Center
Load (passengers)
McMinnville Transit Center
4th St & Cowls @ OMI
SW Baker St (Hwy 99W) & Fellows @ El Primo
SW Baker St (Hwy 99W) @ Bimart
Sheridan - W Main @ Cherry Hill Rd @ Bill's Market (South)
Sheridan - Main St. & Hill St (Shelter)
Sheridan - Main & Washington @ TJ's
Willamina - Main & Oaken Hill
Willamina - Main & C St. (South)
Willamina - Main & Barber Ave
Casino East Entrance
Bonanza Store (Grand Ronde Rd & South St)
Grand Ronde Community Center
McMinnville TC
Grand Ronde Community Center
Bonanza Store (Grand Ronde Rd & South St.)
Casino East Entrance
Willamina - Main & Barber Ave
Willamina - Main & C St (North Shelter)
Willamina - Oaken Hill & Main
Sheridan - Washington & Main @ TJ's
Sheridan - Main & Hill (Shelter)
Sheridan - W. Main & Cherry Hill Rd @ Bill's Market
SW Baker St. (Hwy 99W) @ Albertsons
SW Baker St. (Hwy 99W) & Founder's Way - Linfield Stop
McMinnville Transit Center
Stop Name
Time Period
Early
AM
Mid-day
PM


Stop Activity for Route 22
Grande Ronde Community Center
Total Daily Boardings/Alightings
Total Daily Load
McMinnville Transit Center
4th St & Cowls @ OMI
SW Baker St (Hwy 99W) & Fellows @ El Primo
SW Baker St (Hwy 99W) @ Bimart
Sheridan - W Main @ Cherry Hill Rd @ Bill's Market (South)
Sheridan - Main St. & Hill St (Shelter)
Sheridan - Main & Washington @ TJ's
Willamina - Main & Oaken Hill
Willamina - Main & C St. (South)
Willamina - Main & Barber Ave
Casino East Entrance
Bonanza Store (Grand Ronde Rd & South St)
Grand Ronde Community Center
McMinnville TC
Grand Ronde Community Center
Bonanza Store (Grand Ronde Rd & South St.)
Casino East Entrance
Willamina - Main & Barber Ave
Willamina - Main & C St (North Shelter)
Willamina - Oaken Hill & Main
Sheridan - Washington & Main @ TJ's
Sheridan - Main & Hill (Shelter)
Sheridan - W. Main & Cherry Hill Rd @ Bill's Market
SW Baker St. (Hwy 99W) @ Albertsons
SW Baker St. (Hwy 99W) & Founder's Way - Linfield Stop
McMinnville Transit Center
Stop Name
Alightings
Boardings
Load


Trip Profile for Route 22
Grande Ronde Community Center
McMinville TC
# Passengers
0
5
10
15
06:25
08:15
10:40
12:30
14:20
16:45
18:35
05:30
07:20
09:35
11:35
13:25
15:15
17:40
Trip Start Time
Boardings per Trip
Maximum Load


Weekday Runtime Profile for Route 22
Grande Ronde Community Center
McMinville TC
Runtime (minutes)
0
20
40
60
06:25
08:15
10:40
12:30
14:20
16:45
18:35
05:30
07:20
09:35
11:35
13:25
15:15
17:40
Trip Start Time
Actual Runtime
Scheduled Runtime

# ROUTE 24S

## Summary by Direction

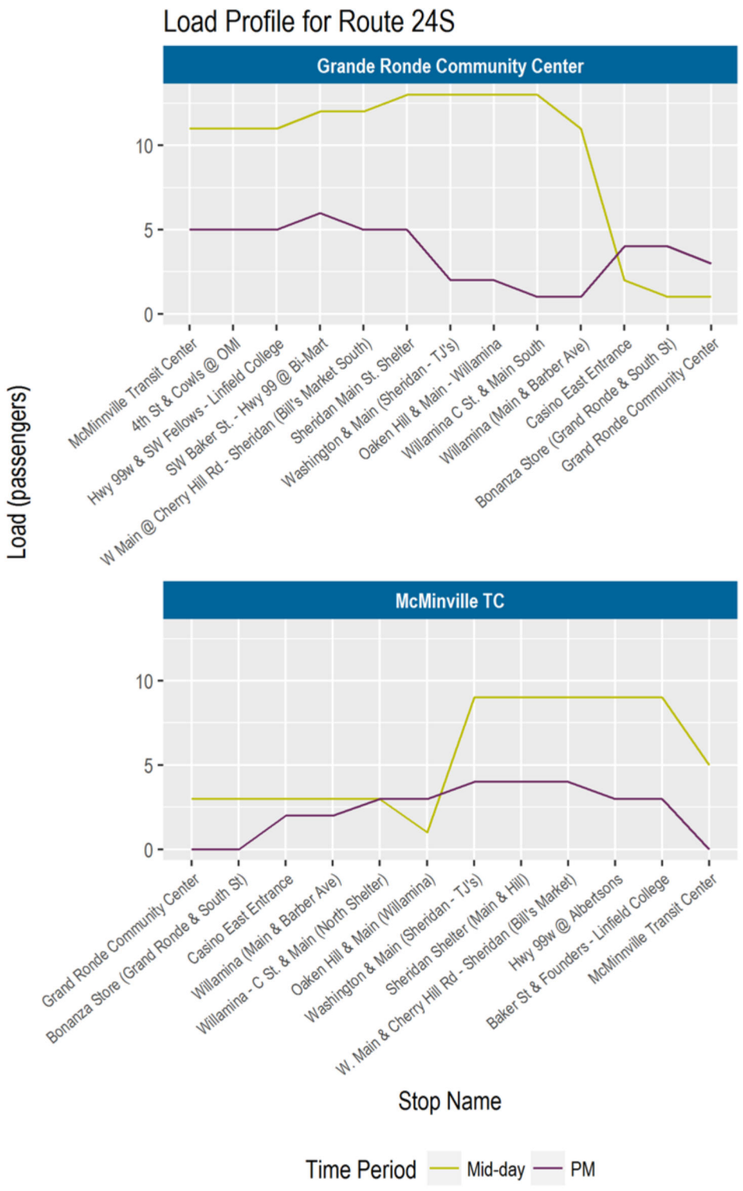
| Direction | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | % On Time | % Early | % Late | Maximum Load | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|
| Grand Ronde Community Center | 26 | 23 | 3.3 | 7.8 | 67.3% | 0.0% | 32.7% | 6 | Spirit Mountain East Entrance |
| McMinnville TC | 15 | 11 | 3.0 | 5.0 | 84.1% | 2.3% | 13.6% | 5 | Spirit Mountain East Entrance |
| Total | 41 | 34 | 6.3 | 1.0 | 75.7% | 1.1% | 23.2% | 6 | Spirit Mountain East Entrance |

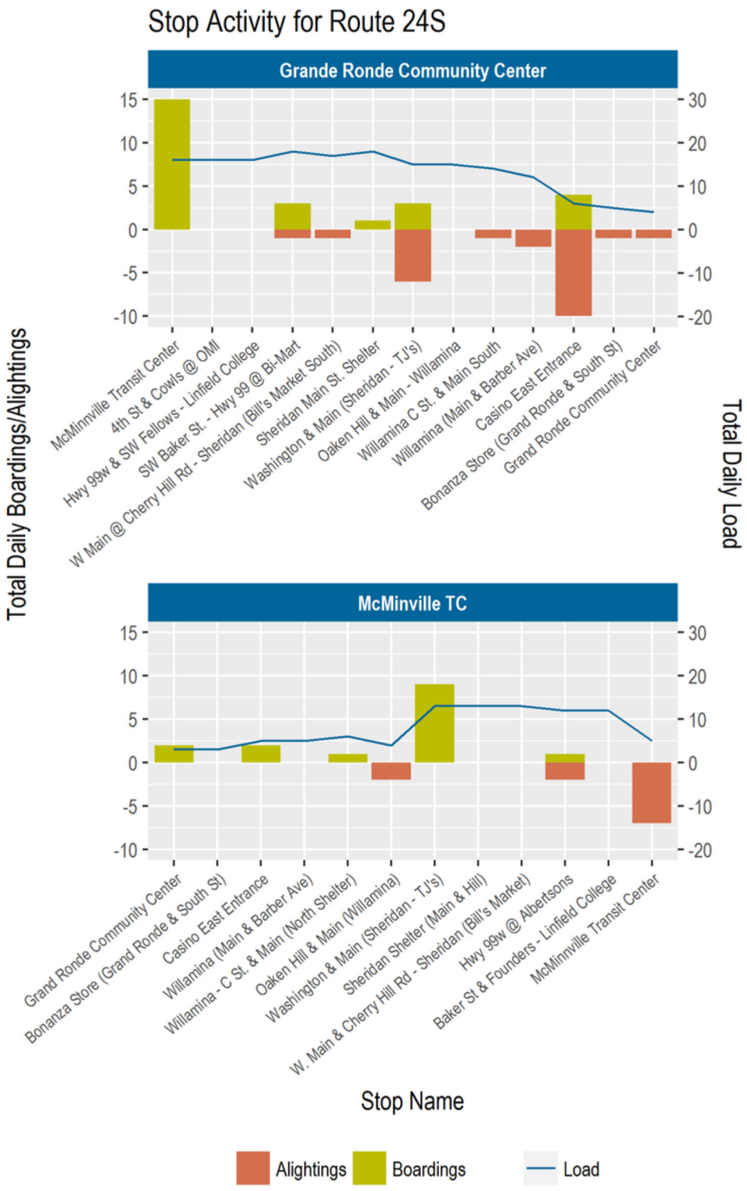
## Summary by Segment

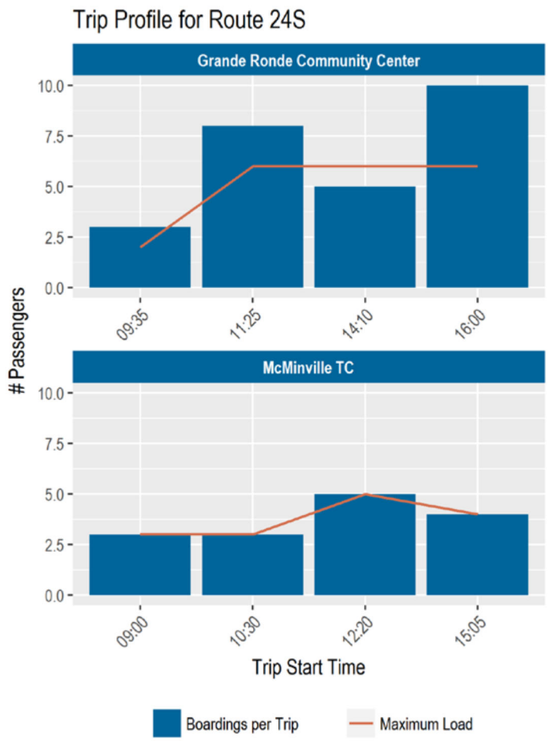
| Direction | Segment Name | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| McMinnville TC | Grand Ronde Community Center to Spirit Mountain East Entrance | 2 | 0 | 0.2 | 8.0 | 3 | 66.7% | 0.0% | 33.3% | Grand Ronde Community Center |
| McMinnville TC | Spirit Mountain East Entrance to Willamina - C St. & Main (North Shelter) | 2 | 0 | 0.8 | 2.7 | 3 | 50.0% | 16.7% | 33.3% | Spirit Mountain East Entrance |
| McMinnville TC | Willamina - C St. & Main (North Shelter) to Sheridan (Bill's Market) | 10 | 2 | 0.8 | 12.5 | 4 | 100.0% | 0.0% | 0.0% | Willamina - C St. & Main (North Shelter) |
| McMinnville TC | Sheridan (Bill's Market) to Baker St & Founders - Linfield College | 1 | 2 | 0.9 | 1.1 | 5 | 87.5% | 0.0% | 12.5% | Hwy 99 @ Albertsons |
| McMinnville TC | Baker St & Founders - Linfield College to McMinnville Transit Center | 0 | 7 | 0.3 | 0.0 | 5 | 87.5% | 0.0% | 12.5% | McMinnville Transit Center |
| Grand Ronde Community Center | McMinnville Transit Center to Hwy 99w & SW Fellows - Linfield College | 15 | 0 | 0.3 | 56.2 | 6 | 87.5% | 0.0% | 12.5% | McMinnville Transit Center |
| Grand Ronde Community Center | Hwy 99w & SW Fellows - Linfield College to Sheridan (Bill's Market South) | 3 | 1 | 1.1 | 2.8 | 6 | 50.0% | 0.0% | 50.0% | Hwy 99W @ Bimart |
| Grand Ronde Community Center | Sheridan (Bill's Market South) to Willamina C St. & Main South | 4 | 7 | 0.7 | 5.5 | 6 | 56.2% | 0.0% | 43.8% | Sheridan - TJ's |
| Grand Ronde Community Center | Willamina C St. & Main South to Spirit Mountain East Entrance | 0 | 3 | 0.9 | 0.0 | 6 | 75.0% | 0.0% | 25.0% | Willamina (Barber Ave) |
| Grand Ronde Community Center | Spirit Mountain East Entrance to Grand Ronde Community Center | 4 | 12 | 0.3 | 12.0 | 4 | 75.0% | 0.0% | 25.0% | Spirit Mountain East Entrance |

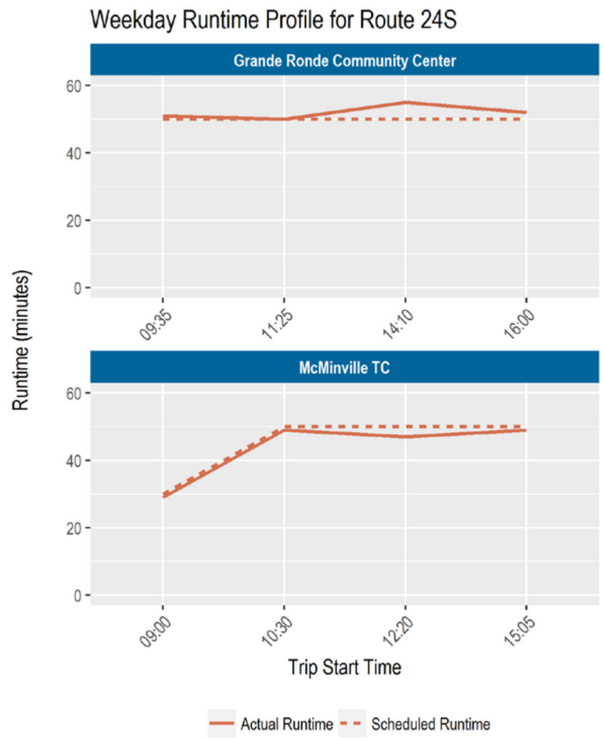
## Summary by Time of Day

| Direction | Period | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| Grand Ronde Community Center | Mid-day | 16 | 16 | 2.5 | 6.4 | 6 | 76.9% | 0.0% | 23.1% | Spirit Mountain East Entrance |
| Grand Ronde Community Center | PM | 10 | 7 | 0.8 | 12.0 | 6 | 38.5% | 0.0% | 61.5% | Spirit Mountain East Entrance |
| McMinnville TC | Mid-day | 11 | 7 | 2.2 | 5.1 | 5 | 81.2% | 3.1% | 15.6% | Spirit Mountain East Entrance |
| McMinnville TC | PM | 4 | 4 | 0.8 | 4.8 | 4 | 91.7% | 0.0% | 8.3% | Spirit Mountain East Entrance |


Load Profile for Route 24S
Grande Ronde Community Center
McMinnville TC
Load (passengers)
Stop Name
Time Period
Mid-day
PM
McMinnville Transit Center
4th St & Cowls @ OMI
Hwy 99w & SW Fellows - Linfield College
SW Baker St. - Hwy 99 @ Bi-Mart
W Main @ Cherry Hill Rd - Sheridan (Bill's Market South)
Sheridan Main St. Shelter
Washington & Main (Sheridan - TJ's)
Oaken Hill & Main - Willamina
Willamina C St. & Main South
Willamina (Main & Barber Ave)
Casino East Entrance
Bonanza Store (Grand Ronde & South St)
Grand Ronde Community Center
Grand Ronde Community Center
Bonanza Store (Grand Ronde & South St)
Casino East Entrance
Willamina (Main & Barber Ave)
Willamina - C St. & Main (North Shelter)
Oaken Hill & Main (Willamina)
Washington & Main (Sheridan - TJ's)
Sheridan Shelter (Main & Hill)
W. Main & Cherry Hill Rd - Sheridan (Bill's Market)
Hwy 99w @ Albertsons
Baker St & Founders - Linfield College
McMinnville Transit Center


Stop Activity for Route 24S
Grande Ronde Community Center
McMinnville TC
Total Daily Boardings/Alightings
Total Daily Load
Stop Name
Alightings
Boardings
Load
McMinnville Transit Center
4th St & Cowls @ OMI
Hwy 99w & SW Fellows - Linfield College
SW Baker St. - Hwy 99 @ Bi-Mart
W Main @ Cherry Hill Rd - Sheridan (Bill's Market South)
Sheridan Main St. Shelter
Washington & Main (Sheridan - TJ's)
Oaken Hill & Main - Willamina
Willamina C St. & Main South
Willamina (Main & Barber Ave)
Casino East Entrance
Bonanza Store (Grand Ronde & South St)
Grand Ronde Community Center
Grand Ronde Community Center
Bonanza Store (Grand Ronde & South St)
Casino East Entrance
Willamina (Main & Barber Ave)
Willamina - C St. & Main (North Shelter)
Oaken Hill & Main (Willamina)
Washington & Main (Sheridan - TJ's)
Sheridan Shelter (Main & Hill)
W. Main & Cherry Hill Rd - Sheridan (Bill's Market)
Hwy 99w @ Albertsons
Baker St & Founders - Linfield College
McMinnville Transit Center


Trip Profile for Route 24S
Grande Ronde Community Center
McMinville TC
# Passengers
10.0
7.5
5.0
2.5
0.0
09:35
11:25
14:10
16:00
09:00
10:30
12:20
15:05
Trip Start Time
Boardings per Trip
Maximum Load


Weekday Runtime Profile for Route 24S
Grande Ronde Community Center
McMinville TC
Runtime (minutes)
60
40
20
0
09:35
11:25
14:10
16:00
09:00
10:30
12:20
15:05
Trip Start Time
Actual Runtime
Scheduled Runtime

# ROUTE 33

## Summary by Direction

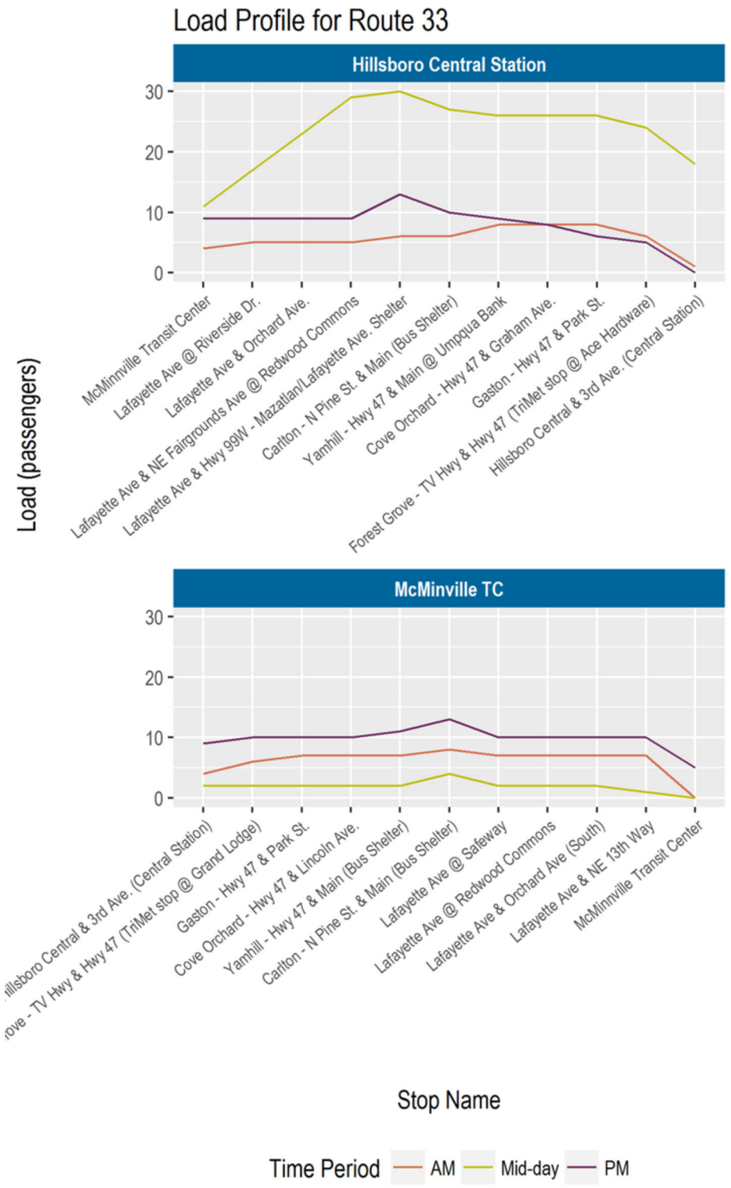
| Direction | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | % On Time | % Early | % Late | Maximum Load | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|
| Hillsboro Central Station | 56 | 37 | 4.3 | 12.9 | 74.5% | 0.0% | 25.5% | 24 | Carlton - N Pine St. Bus Shelter |
| McMinnville TC | 29 | 24 | 4.2 | 7.0 | 66.7% | 3.7% | 29.6% | 8 | Carlton - N Pine St. Bus Shelter |
| Total | 85 | 61 | 8.5 | 1.0 | 70.6% | 1.9% | 27.5% | 24 | Carlton - N Pine St. Bus Shelter |

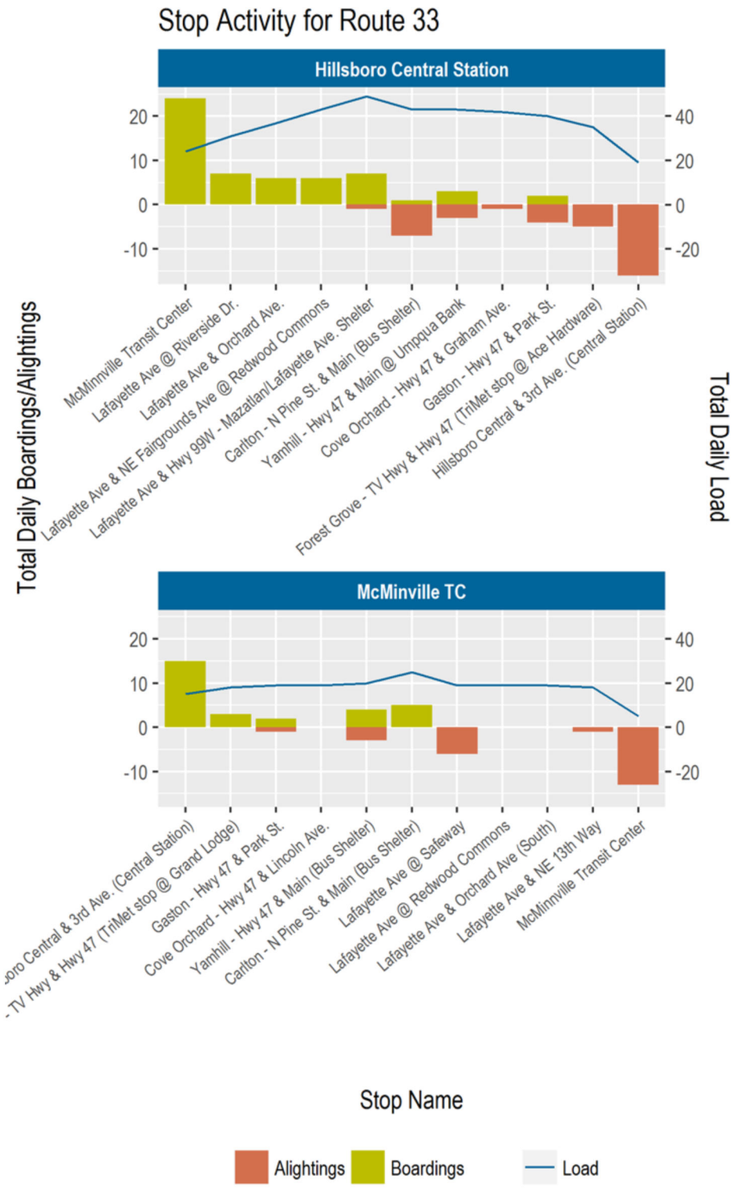
## Summary by Segment

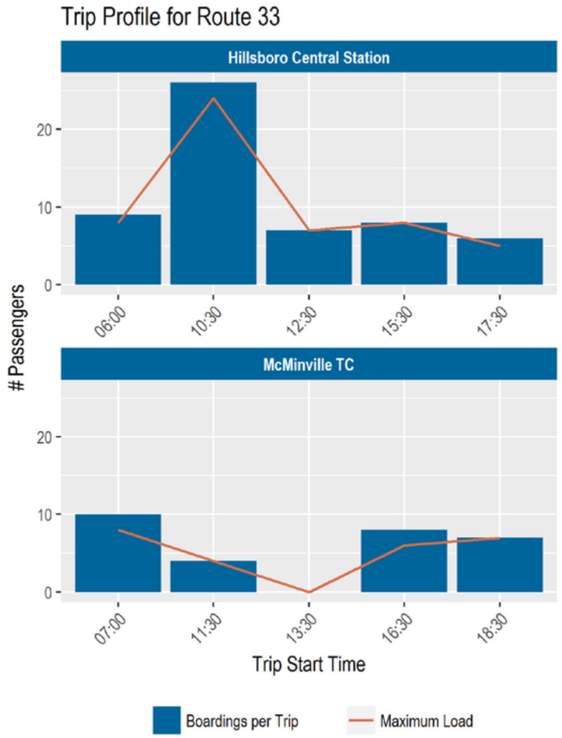
| Direction | Segment Name | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| Hillsboro Central Station | McMinnville Transit Center to Mazatlan/Lafayette Ave. Shelter | 43 | 0 | 0.4 | 122.9 | 24 | 95% | 0% | 5% | Lafayette Ave @ Riverside Dr. |
| Hillsboro Central Station | Mazatlan/Lafayette Ave. Shelter to Carlton - N Pine St. Bus Shelter | 7 | 1 | 0.6 | 10.8 | 23 | 100% | 0% | 0% | Mazatlan/Lafayette Ave. Shelter |
| Hillsboro Central Station | Carlton - N Pine St. Bus Shelter to Yamhill @ Sterling Silver Bank | 1 | 7 | 0.6 | 1.7 | 23 | 60% | 0% | 40% | Carlton - N Pine St. Bus Shelter |
| Hillsboro Central Station | Yamhill @ Sterling Silver Bank to Cove Orchard Hwy 47 & Graham Ave. | 3 | 3 | 0.3 | 9.0 | 23 | 80% | 0% | 20% | Yamhill @ Sterling Silver Bank |
| Hillsboro Central Station | Cove Orchard Hwy 47 & Graham Ave. to Gaston Hwy 47 & Park St. | 0 | 1 | 0.4 | 0.0 | 23 | 40% | 0% | 60% | Cove Orchard Hwy 47 & Graham Ave. |
| Hillsboro Central Station | Gaston Hwy 47 & Park St. to Forest Grove (Ace Hardware) | 2 | 4 | 0.7 | 2.8 | 23 | 40% | 0% | 60% | Gaston Hwy 47 & Park St. |
| Hillsboro Central Station | Forest Grove (Ace Hardware) to Hillsboro Central & 3rd Ave. | 0 | 21 | 1.2 | 0.0 | 23 | 60% | 0% | 40% | Forest Grove (Ace Hardware) |
| McMinnville TC | Hillsboro Central & 3rd Ave. to Forest Grove Grand Lodge (TriMet stop) | 15 | 0 | 1.0 | 15.0 | 5 | 100% | 0% | 0% | Hillsboro Central & 3rd Ave. |
| McMinnville TC | Forest Grove Grand Lodge (TriMet stop) to Gaston Hwy 47 & Park St. | 3 | 0 | 0.7 | 4.5 | 6 | 100% | 0% | 0% | Forest Grove Grand Lodge (TriMet stop) |
| McMinnville TC | Gaston Hwy 47 & Park St. to Cove Orchard Hwy 47 & Lincoln Ave. | 2 | 1 | 0.6 | 3.4 | 7 | 60% | 0% | 40% | Gaston Hwy 47 & Park St. |
| McMinnville TC | Cove Orchard Hwy 47 & Lincoln Ave. to Yamhill Bus Shelter | 0 | 0 | 0.3 | 0.0 | 7 | 100% | 0% | 0% | Cove Orchard Hwy 47 & Lincoln Ave. |
| McMinnville TC | Yamhill Bus Shelter to Carlton - N Pine St. Bus Shelter | 4 | 3 | 0.5 | 8.0 | 7 | 60% | 20% | 20% | Yamhill Bus Shelter |
| McMinnville TC | Carlton - N Pine St. Bus Shelter to Safeway (Layfayette Ave.) | 5 | 0 | 0.8 | 6.7 | 8 | 80% | 0% | 20% | Carlton - N Pine St. Bus Shelter |
| McMinnville TC | Safeway (Layfayette Ave.) to McMinnville Transit Center | 0 | 20 | 0.3 | 0.0 | 7 | 48% | 4% | 48% | Lafayette Ave & Riverside Dr. |

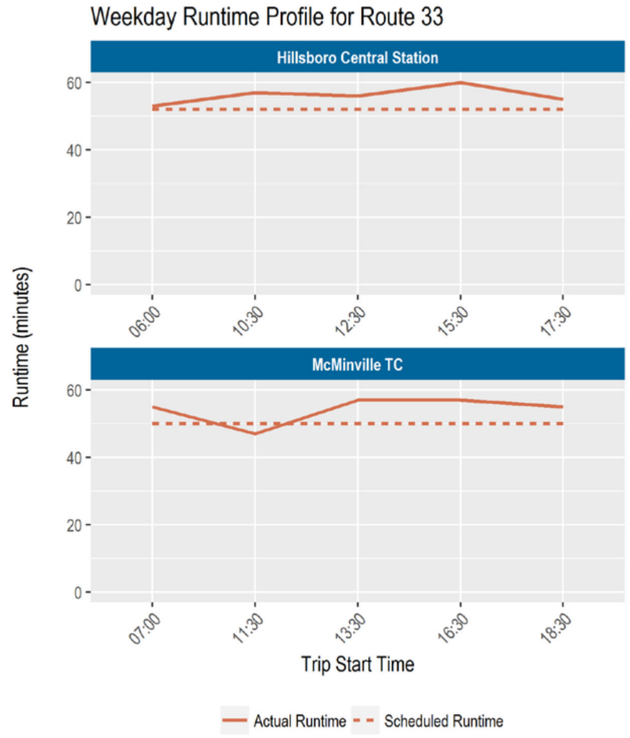
## Summary by Time of Day

| Direction | Period | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| Hillsboro Central Station | AM | 9 | 8 | 0.9 | 10.4 | 8 | 100.0% | 0.0% | 0.0% | Carlton - N Pine St. Bus Shelter |
| Hillsboro Central Station | Mid-day | 33 | 15 | 1.7 | 19.4 | 24 | 86.4% | 0.0% | 13.6% | Carlton - N Pine St. Bus Shelter |
| Hillsboro Central Station | PM | 14 | 14 | 1.7 | 8.1 | 8 | 50.0% | 0.0% | 50.0% | Carlton - N Pine St. Bus Shelter |
| McMinnville TC | AM | 10 | 10 | 0.8 | 12.0 | 8 | 90.9% | 0.0% | 9.1% | Carlton - N Pine St. Bus Shelter |
| McMinnville TC | Mid-day | 4 | 4 | 1.7 | 2.4 | 4 | 59.1% | 9.1% | 31.8% | Carlton - N Pine St. Bus Shelter |
| McMinnville TC | PM | 15 | 10 | 1.7 | 9.0 | 7 | 61.9% | 0.0% | 38.1% | Carlton - N Pine St. Bus Shelter |


Load Profile for Route 33
Hillsboro Central Station
McMinnville TC
Load (passengers)
30
20
10
0
McMinnville Transit Center
Lafayette Ave @ Riverside Dr.
Lafayette Ave & Orchard Ave.
Lafayette Ave @ Redwood Commons
Lafayette Ave & NE Fairgrounds Ave
Lafayette Ave & Hwy 99W - Mazatlan/Lafayette Ave. Shelter
Carlton - N Pine St. & Main (Bus Shelter)
Yamhill - Hwy 47 & Main @ Umpqua Bank
Cove Orchard - Hwy 47 & Graham Ave.
Gaston - Hwy 47 & Park St.
Forest Grove - TV Hwy & Hwy 47 (TriMet stop @ Ace Hardware)
Hillsboro Central & 3rd Ave. (Central Station)
Hillsboro Central & 3rd Ave. (Central Station)
Forest Grove - TV Hwy & Hwy 47 (TriMet stop @ Grand Lodge)
Gaston - Hwy 47 & Park St.
Cove Orchard - Hwy 47 & Lincoln Ave.
Yamhill - Hwy 47 & Main (Bus Shelter)
Carlton - N Pine St. & Main (Bus Shelter)
Lafayette Ave @ Safeway
Lafayette Ave @ Redwood Commons
Lafayette Ave & Orchard Ave (South)
Lafayette Ave & NE 13th Way
McMinnville Transit Center
Stop Name
Time Period
AM
Mid-day
PM


Stop Activity for Route 33
Hillsboro Central Station
McMinnville TC
Total Daily Boardings/Alightings
Total Daily Load
20
10
0
-10
40
20
0
-20
McMinnville Transit Center
Lafayette Ave @ Riverside Dr.
Lafayette Ave & Orchard Ave.
Lafayette Ave @ Redwood Commons
Lafayette Ave & NE Fairgrounds Ave
Lafayette Ave & Hwy 99W - Mazatlan/Lafayette Ave. Shelter
Carlton - N Pine St. & Main (Bus Shelter)
Yamhill - Hwy 47 & Main @ Umpqua Bank
Cove Orchard - Hwy 47 & Graham Ave.
Gaston - Hwy 47 & Park St.
Forest Grove - TV Hwy & Hwy 47 (TriMet stop @ Ace Hardware)
Hillsboro Central & 3rd Ave. (Central Station)
Hillsboro Central & 3rd Ave. (Central Station)
Forest Grove - TV Hwy & Hwy 47 (TriMet stop @ Grand Lodge)
Gaston - Hwy 47 & Park St.
Cove Orchard - Hwy 47 & Lincoln Ave.
Yamhill - Hwy 47 & Main (Bus Shelter)
Carlton - N Pine St. & Main (Bus Shelter)
Lafayette Ave @ Safeway
Lafayette Ave @ Redwood Commons
Lafayette Ave & Orchard Ave (South)
Lafayette Ave & NE 13th Way
McMinnville Transit Center
Stop Name
Alightings
Boardings
Load


Trip Profile for Route 33
Hillsboro Central Station
McMinville TC
# Passengers
0
10
20
06:00
10:30
12:30
15:30
17:30
07:00
11:30
13:30
16:30
18:30
Trip Start Time
Boardings per Trip
Maximum Load


Weekday Runtime Profile for Route 33
Hillsboro Central Station
McMinville TC
Runtime (minutes)
0
20
40
60
06:00
10:30
12:30
15:30
17:30
07:00
11:30
13:30
16:30
18:30
Trip Start Time
Actual Runtime
Scheduled Runtime

# ROUTE 44

## Summary by Direction

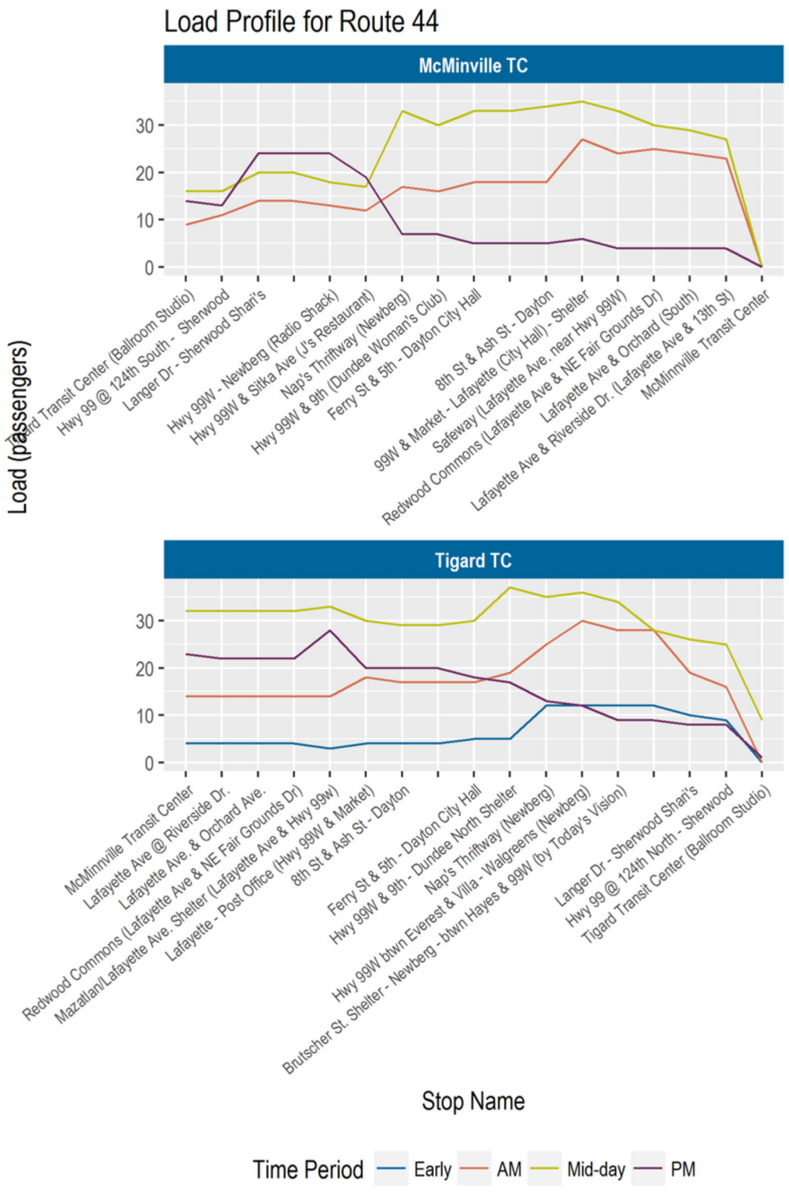
| Direction | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | % On Time | % Early | % Late | Maximum Load | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|
| McMinnville TC | 121 | 121 | 12.0 | 10.1 | 39.7% | 2.9% | 57.4% | 17 | Sherwood Shari's |
| Tigard TC | 154 | 144 | 10.9 | 14.1 | 55.6% | 8.1% | 36.3% | 25 | Sherwood Shari's |
| Total | 275 | 265 | 22.9 | 1.0 | 47.6% | 5.5% | 46.8% | 25 | Sherwood Shari's |

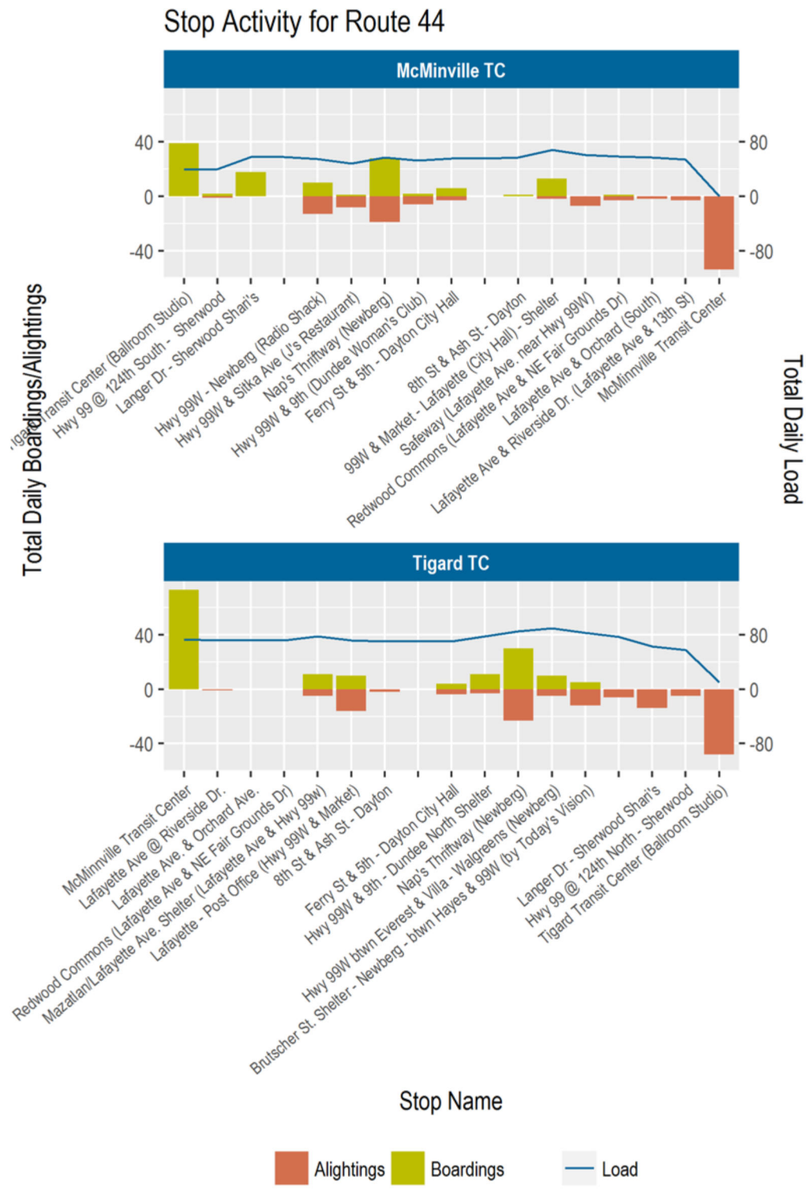
## Summary by Segment

| Direction | Segment Name | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| Tigard TC | McMinnville Transit Center to Mazatlan/Lafayette Ave. Shelter | 73 | 1 | 0.6 | 118.4 | 13 | 75.0% | 0.0% | 25.0% | Lafayette Ave @ Riverside Dr. |
| Tigard TC | Mazatlan/Lafayette Ave. Shelter to Lafayette (Post Office) | 11 | 5 | 1.1 | 10.2 | 14 | 66.7% | 0.0% | 33.3% | Mazatlan/Lafayette Ave. Shelter |
| Tigard TC | Lafayette (Post Office) to Dayton City Hall | 10 | 18 | 1.1 | 9.5 | 15 | 66.7% | 22.2% | 11.1% | Lafayette (Post Office) |
| Tigard TC | Dayton City Hall to Dundee North Shelter | 4 | 4 | 2.0 | 2.1 | 16 | 77.8% | 0.0% | 22.2% | Dayton City Hall |
| Tigard TC | Dundee North Shelter to Nap's Thriftway (Newberg) | 11 | 3 | 0.4 | 24.4 | 20 | 44.4% | 44.4% | 11.1% | Dundee North Shelter |
| Tigard TC | Nap's Thriftway (Newberg) to Newberg Brutscher St. by Today's Vision | 40 | 28 | 0.8 | 53.3 | 25 | 44.4% | 0.0% | 55.6% | Nap's Thriftway (Newberg) |
| Tigard TC | Newberg Brutscher St. by Today's Vision to Sherwood Shari's | 5 | 18 | 2.3 | 2.2 | 23 | 22.2% | 0.0% | 77.8% | Newberg Brutscher St. by Today's Vision |
| Tigard TC | Sherwood Shari's to Hwy 99 @ 124th North | 0 | 14 | 1.0 | 0.0 | 17 | 33.3% | 0.0% | 66.7% | Sherwood Shari's |
| Tigard TC | Hwy 99 @ 124th North to Tigard Transit Center (Ballroom Studio) | 0 | 53 | 1.7 | 0.0 | 17 | 33.3% | 16.7% | 50.0% | Tigard Transit Center (Ballroom Studio) |
| McMinnville TC | Tigard Transit Center (Ballroom Studio) to Hwy 99 @ 124th South | 39 | 0 | 1.4 | 27.5 | 7 | 66.7% | 0.0% | 33.3% | Tigard Transit Center (Ballroom Studio) |
| McMinnville TC | Hwy 99 @ 124th South to Sherwood Shari's | 2 | 1 | 1.0 | 2.0 | 7 | 33.3% | 0.0% | 66.7% | Hwy 99 @ 124th South |
| McMinnville TC | Sherwood Shari's to Newberg (Radio Shack) | 18 | 0 | 2.1 | 8.8 | 11 | 44.4% | 0.0% | 55.6% | Sherwood Shari's |
| McMinnville TC | Newberg (Radio Shack) to Nap's Thriftway (Newberg) | 11 | 21 | 1.6 | 6.7 | 11 | 38.9% | 11.1% | 50.0% | Newberg (Radio Shack) |
| McMinnville TC | Nap's Thriftway (Newberg) to Hwy 99W & 9th (Dundee Woman's Club) | 28 | 19 | 1.0 | 29.0 | 13 | 60.0% | 0.0% | 40.0% | Nap's Thriftway (Newberg) |
| McMinnville TC | Hwy 99W & 9th (Dundee Woman's Club) to Dayton City Hall | 2 | 6 | 1.5 | 1.3 | 12 | 33.3% | 0.0% | 66.7% | Hwy 99W & 9th (Dundee Woman's Club) |
| McMinnville TC | Dayton City Hall to Lafayette (City Hall) | 7 | 3 | 1.3 | 5.3 | 15 | 33.3% | 0.0% | 66.7% | Dayton City Hall |
| McMinnville TC | Lafayette (City Hall) to Safeway (Layfayette Ave.) | 13 | 2 | 1.0 | 13.0 | 17 | 33.3% | 0.0% | 66.7% | Lafayette (City Hall) |
| McMinnville TC | Safeway (Layfayette Ave.) to McMinnville Transit Center | 1 | 69 | 1.0 | 1.0 | 15 | 35.6% | 4.4% | 60.0% | Lafayette Ave & Riverside Dr. |

## Summary by Time of Day

| Direction | Period | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| McMinnville TC | AM | 38 | 38 | 3.0 | 12.7 | 12 | 55.0% | 0.0% | 45.0% | Sherwood Shari's |
| McMinnville TC | Mid-day | 54 | 54 | 4.1 | 13.2 | 17 | 0.0% | 0.0% | 100.0% | Sherwood Shari's |
| McMinnville TC | PM | 29 | 29 | 4.9 | 5.9 | 11 | 62.7% | 7.8% | 29.4% | Sherwood Shari's |
| Tigard TC | Early | 15 | 15 | 1.2 | 12.5 | 12 | 66.7% | 26.7% | 6.7% | Sherwood Shari's |
| Tigard TC | AM | 38 | 38 | 2.4 | 15.8 | 21 | 46.7% | 0.0% | 53.3% | Sherwood Shari's |
| Tigard TC | Mid-day | 65 | 53 | 3.6 | 18.2 | 25 | 35.6% | 6.7% | 57.8% | Sherwood Shari's |
| Tigard TC | PM | 36 | 35 | 3.8 | 9.6 | 14 | 77.8% | 8.9% | 13.3% | Sherwood Shari's |


Load Profile for Route 44
McMinville TC
Load (passengers)
30
20
10
0
McMinnville Transit Center
Lafayette Ave @ Riverside Dr.
Lafayette Ave. & Orchard Ave.
Redwood Commons (Lafayette Ave. & NE Fair Grounds Dr)
Mazatlan/Lafayette Ave. Shelter (Lafayette Ave & Hwy 99w)
Lafayette - Post Office (Hwy 99W & Market)
8th St & Ash St - Dayton
Ferry St & 5th - Dayton City Hall
Hwy 99W & 9th - Dundee North Shelter
Nap's Thriftway (Newberg)
Hwy 99W btwn Everest & Villa - Walgreens (Newberg)
Brutscher St. Shelter - Newberg - btwn Hayes & 99W (by Today's Vision)
Langer Dr - Sherwood Shari's
Hwy 99 @ 124th North - Sherwood
Tigard Transit Center (Ballroom Studio)
Tigard TC
Stop Name
Time Period
Early
AM
Mid-day
PM


Stop Activity for Route 44
McMinville TC
Total Daily Boardings/Alightings
Total Daily Load
40
0
-40
80
0
-80
McMinnville Transit Center
Lafayette Ave @ Riverside Dr.
Lafayette Ave. & Orchard Ave.
Redwood Commons (Lafayette Ave. & NE Fair Grounds Dr)
Mazatlan/Lafayette Ave. Shelter (Lafayette Ave & Hwy 99w)
Lafayette - Post Office (Hwy 99W & Market)
8th St & Ash St - Dayton
Ferry St & 5th - Dayton City Hall
Hwy 99W & 9th - Dundee North Shelter
Nap's Thriftway (Newberg)
Hwy 99W btwn Everest & Villa - Walgreens (Newberg)
Brutscher St. Shelter - Newberg - btwn Hayes & 99W (by Today's Vision)
Langer Dr - Sherwood Shari's
Hwy 99 @ 124th North - Sherwood
Tigard Transit Center (Ballroom Studio)
Tigard TC
Stop Name
Alightings
Boardings
Load

Trip Profile for Route 44
McMinville TC
Tigard TC
# Passengers
Trip Start Time
Boardings per Trip
Maximum Load


Weekday Runtime Profile for Route 44
McMinville TC
Tigard TC
Runtime (minutes)
Trip Start Time
Actual Runtime
Scheduled Runtime

# ROUTE 45X

## Summary by Direction

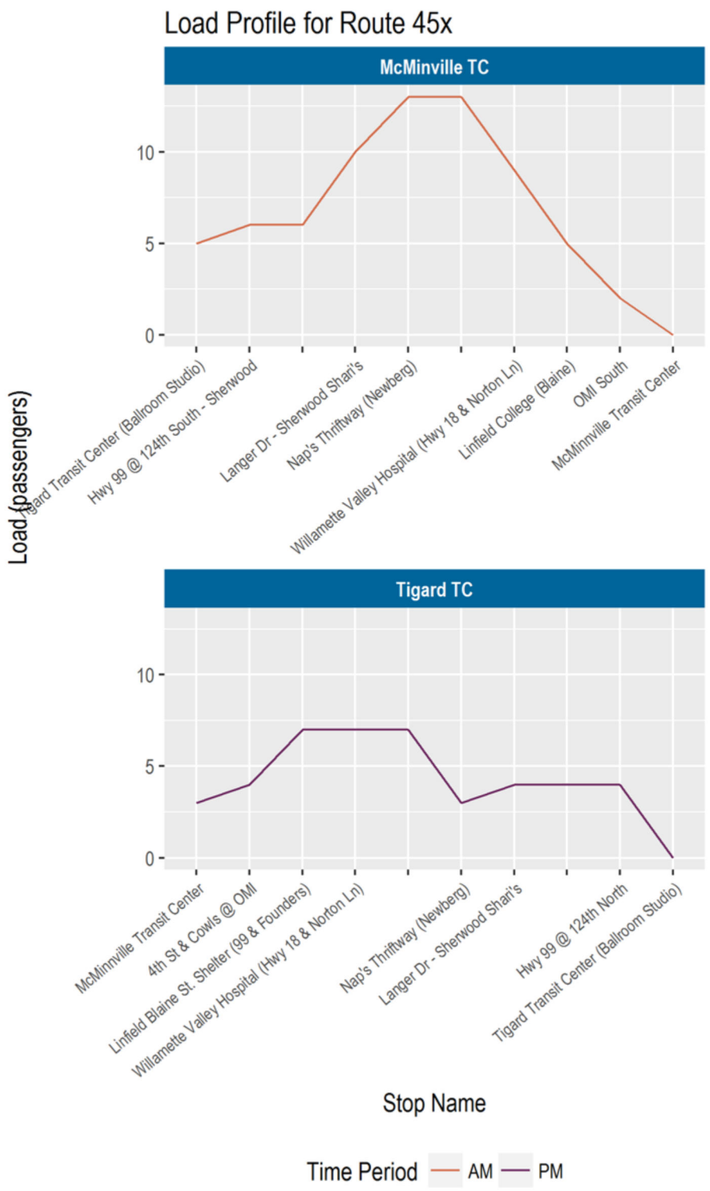
| Direction | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | % On Time | % Early | % Late | Maximum Load | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|
| McMinnville TC | 14 | 14 | 1.1 | 12.4 | 50.0% | 12.5% | 37.5% | 13 | Sherwood Shari's |
| Tigard TC | 8 | 8 | 1.0 | 7.9 | 37.5% | 0.0% | 62.5% | 7 | Sherwood Shari's |
| Total | 22 | 22 | 2.2 | 1.0 | 43.8% | 6.2% | 50.0% | 13 | Sherwood Shari's |

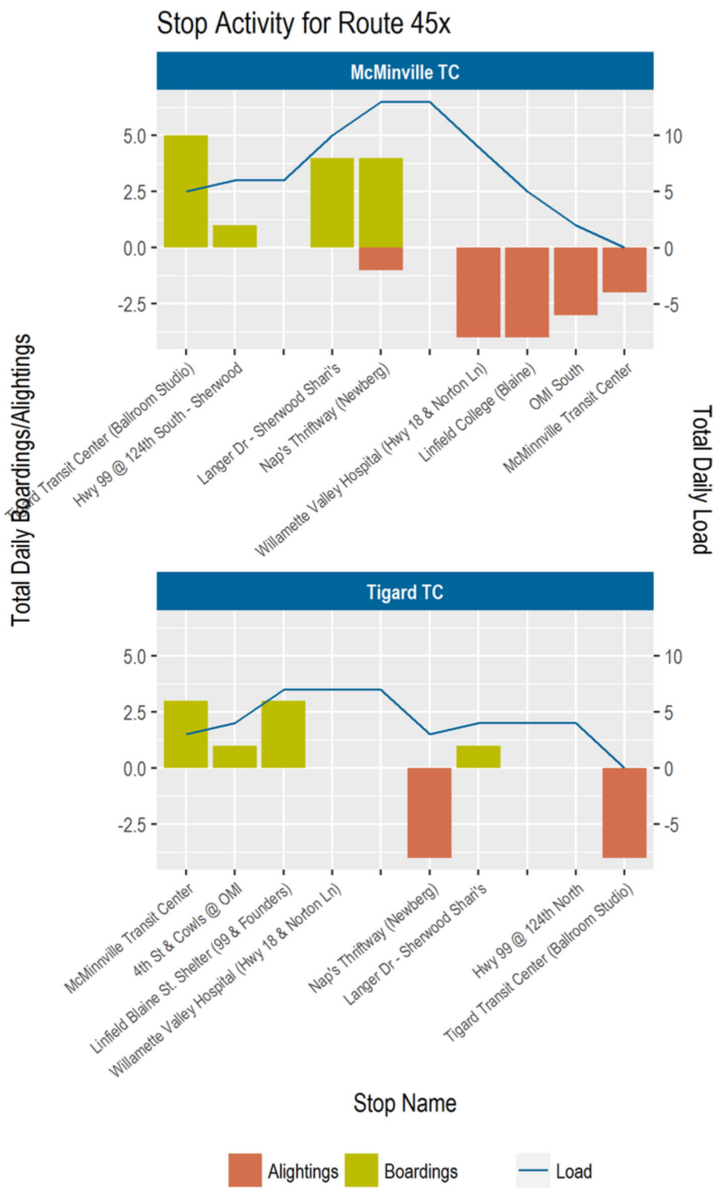
## Summary by Segment

| Direction | Segment Name | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| Tigard TC | McMinnville Transit Center to Linfield Blaine St. Shelter (99 & Founders) | 4 | 0 | 0.1 | 34.3 | 4 | 100% | 0% | 0% | McMinnville Transit Center |
| Tigard TC | Linfield Blaine St. Shelter (99 & Founders) to Willamette Valley Hospital | 3 | 0 | 0.1 | 30.0 | 7 | 100% | 0% | 0% | Linfield Blaine St. Shelter (99 & Founders) |
| Tigard TC | Willamette Valley Hospital to Nap's Thriftway (Newberg) | 0 | 0 | 0.3 | 0.0 | 7 | 0% | 0% | 100% | Willamette Valley Hospital |
| Tigard TC | Nap's Thriftway (Newberg) to Sherwood Shari's | 0 | 4 | 0.2 | 0.0 | 3 | 0% | 0% | 100% | Nap's Thriftway (Newberg) |
| Tigard TC | Sherwood Shari's to Hwy 99 @ 124th North | 1 | 0 | 0.1 | 8.6 | 4 | 0% | 0% | 100% | Sherwood Shari's |
| Tigard TC | Hwy 99 @ 124th North to Tigard Transit Center (Ballroom Studio) | 0 | 4 | 0.2 | 0.0 | 4 | 0% | 0% | 100% | Tigard Transit Center (Ballroom Studio) |
| McMinnville TC | Tigard Transit Center (Ballroom Studio) to Hwy 99 @ 124th South | 5 | 0 | 0.2 | 21.4 | 5 | 100% | 0% | 0% | Tigard Transit Center (Ballroom Studio) |
| McMinnville TC | Hwy 99 @ 124th South to Sherwood Shari's | 1 | 0 | 0.0 | 30.0 | 6 | 0% | 100% | 0% | Hwy 99 @ 124th South |
| McMinnville TC | Sherwood Shari's to Nap's Thriftway (Newberg) | 4 | 0 | 0.4 | 10.9 | 10 | 100% | 0% | 0% | Sherwood Shari's |
| McMinnville TC | Nap's Thriftway (Newberg) to Willamette Valley Hospital | 4 | 1 | 0.0 | Inf | 13 | 100% | 0% | 0% | Nap's Thriftway (Newberg) |
| McMinnville TC | Willamette Valley Hospital to Linfield College (Blaine) | 0 | 4 | NA | NA | 9 | 0% | 0% | 0% | Willamette Valley Hospital |
| McMinnville TC | Linfield College (Blaine) to McMinnville Transit Center | 0 | 9 | 0.0 | NaN | 5 | 0% | 0% | 100% | Linfield College (Blaine) |

## Summary by Time of Day

| Direction | Period | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| McMinnville TC | AM | 14 | 14 | 1.1 | 12.4 | 13 | 50.0% | 12.5% | 37.5% | Sherwood Shari's |
| Tigard TC | PM | 8 | 8 | 1.0 | 7.9 | 7 | 37.5% | 0.0% | 62.5% | Sherwood Shari's |


Load Profile for Route 45x
McMinnville TC
Load (passengers)
10
5
0
Tigard Transit Center (Ballroom Studio)
Hwy 99 @ 124th South - Sherwood
Langer Dr - Sherwood Shari's
Nap's Thriftway (Newberg)
Willamette Valley Hospital (Hwy 18 & Norton Ln)
Linfield College (Blaine)
OMI South
McMinnville Transit Center
Tigard TC
10
5
0
McMinnville Transit Center
4th St & Cowls @ OMI
Linfield Blaine St. Shelter (99 & Founders)
Willamette Valley Hospital (Hwy 18 & Norton Ln)
Nap's Thriftway (Newberg)
Langer Dr - Sherwood Shari's
Hwy 99 @ 124th North
Tigard Transit Center (Ballroom Studio)
Stop Name
Time Period
AM
PM


Stop Activity for Route 45x
McMinnville TC
Total Daily Boardings/Alightings
Total Daily Load
5.0
2.5
0.0
-2.5
10
5
0
-5
Tigard Transit Center (Ballroom Studio)
Hwy 99 @ 124th South - Sherwood
Langer Dr - Sherwood Shari's
Nap's Thriftway (Newberg)
Willamette Valley Hospital (Hwy 18 & Norton Ln)
Linfield College (Blaine)
OMI South
McMinnville Transit Center
Tigard TC
5.0
2.5
0.0
-2.5
10
5
0
-5
McMinnville Transit Center
4th St & Cowls @ OMI
Linfield Blaine St. Shelter (99 & Founders)
Willamette Valley Hospital (Hwy 18 & Norton Ln)
Nap's Thriftway (Newberg)
Langer Dr - Sherwood Shari's
Hwy 99 @ 124th North
Tigard Transit Center (Ballroom Studio)
Stop Name
Alightings
Boardings
Load

# ROUTE 46S

## Summary by Direction

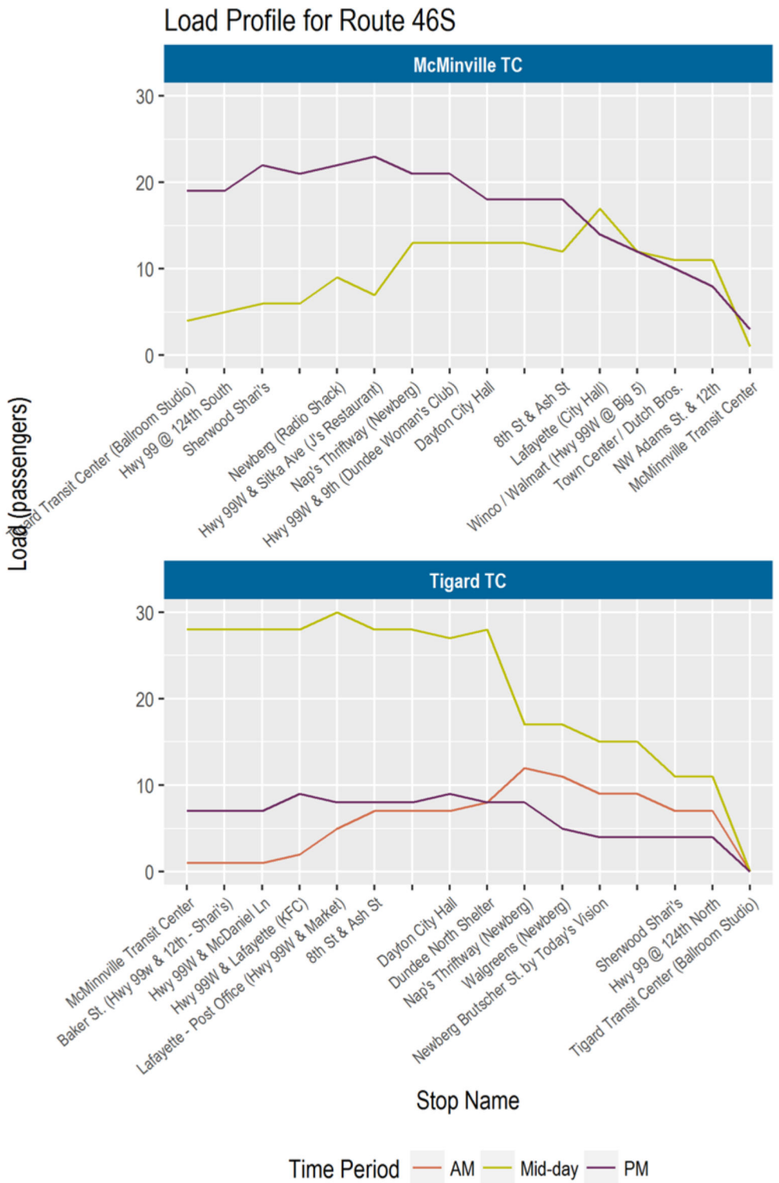
| Direction | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | % On Time | % Early | % Late | Maximum Load | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|
| McMinnville TC | 49 | 54 | 4.8 | 10.2 | 37.5% | 1.8% | 60.7% | 16 | Town Center / Dutch Bros. |
| Tigard TC | 58 | 58 | 4.5 | 12.8 | 44.6% | 3.6% | 51.8% | 17 | Sherwood Shari's |
| Total | 107 | 112 | 9.3 | 1.0 | 41.1% | 2.7% | 56.2% | 17 | Sherwood Shari's |

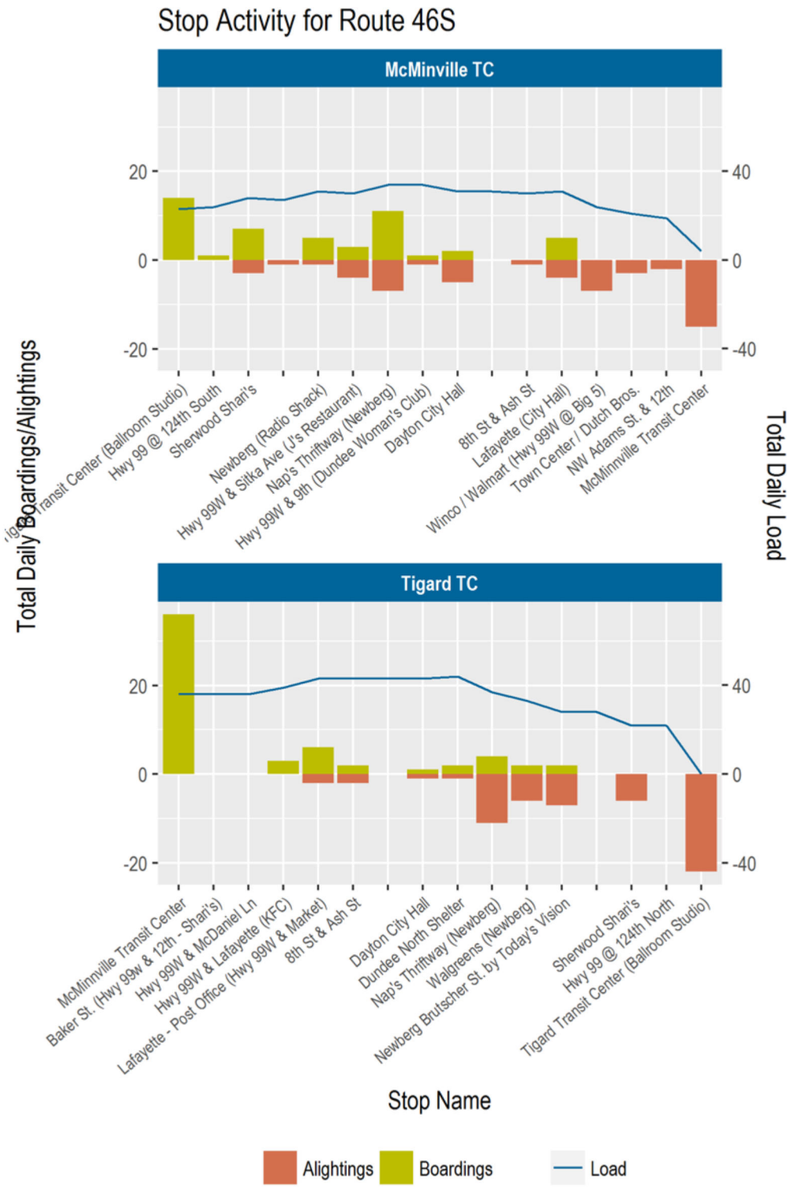
## Summary by Segment

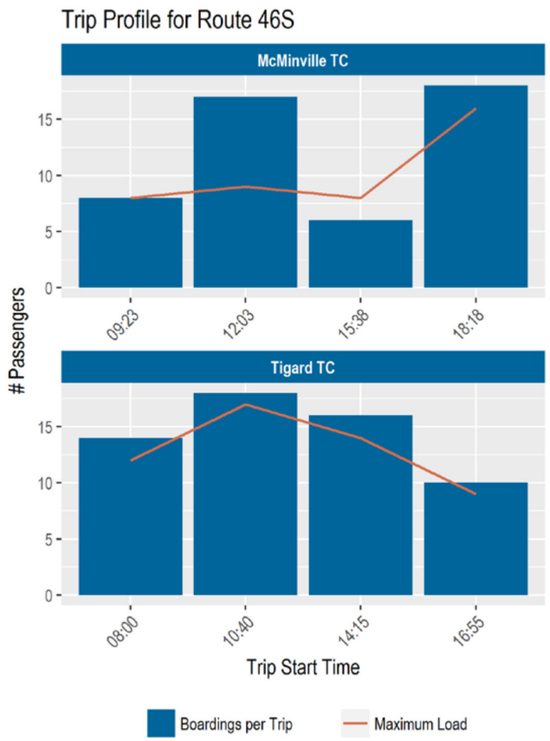
| Direction | Segment Name | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| Tigard TC | McMinnville Transit Center to Hwy 99W & Lafayette (KFC) | 36 | 0 | 0.3 | 135.0 | 15 | 50.0% | 8.3% | 41.7% | McMinnville Transit Center |
| Tigard TC | Hwy 99W & Lafayette (KFC) to Lafayette (Post Office) | 3 | 0 | 0.4 | 7.5 | 15 | 50.0% | 0.0% | 50.0% | Hwy 99W & Lafayette (KFC) |
| Tigard TC | Lafayette (Post Office) to Dayton City Hall | 8 | 4 | 0.5 | 17.1 | 16 | 50.0% | 0.0% | 50.0% | Lafayette (Post Office) |
| Tigard TC | Dayton City Hall to Dundee North Shelter | 1 | 1 | 0.8 | 1.3 | 16 | 50.0% | 0.0% | 50.0% | Dayton City Hall |
| Tigard TC | Dundee North Shelter to Nap's Thriftway (Newberg) | 2 | 1 | 0.2 | 10.0 | 17 | 75.0% | 0.0% | 25.0% | Dundee North Shelter |
| Tigard TC | Nap's Thriftway (Newberg) to Newberg Brutscher St. by Today's Vision | 6 | 17 | 0.3 | 18.0 | 12 | 37.5% | 0.0% | 62.5% | Nap's Thriftway (Newberg) |
| Tigard TC | Newberg Brutscher St. by Today's Vision to Sherwood Shari's | 2 | 7 | 1.0 | 2.0 | 9 | 25.0% | 0.0% | 75.0% | Newberg Brutscher St. by Today's Vision |
| Tigard TC | Sherwood Shari's to Hwy 99 @ 124th North | 0 | 6 | 0.5 | 0.0 | 7 | 25.0% | 0.0% | 75.0% | Sherwood Shari's |
| Tigard TC | Hwy 99 @ 124th North to Tigard Transit Center (Ballroom Studio) | 0 | 22 | 0.6 | 0.0 | 7 | 37.5% | 12.5% | 50.0% | Tigard Transit Center (Ballroom Studio) |
| McMinnville TC | Tigard Transit Center (Ballroom Studio) to Hwy 99 @ 124th South | 14 | 0 | 0.5 | 30.0 | 14 | 75.0% | 0.0% | 25.0% | Tigard Transit Center (Ballroom Studio) |
| McMinnville TC | Hwy 99 @ 124th South to Sherwood Shari's | 1 | 0 | 0.5 | 1.9 | 14 | 50.0% | 0.0% | 50.0% | Hwy 99 @ 124th South |
| McMinnville TC | Sherwood Shari's to Newberg (Radio Shack) | 7 | 4 | 0.9 | 8.1 | 14 | 50.0% | 0.0% | 50.0% | Sherwood Shari's |
| McMinnville TC | Newberg (Radio Shack) to Nap's Thriftway (Newberg) | 8 | 5 | 0.6 | 13.3 | 16 | 37.5% | 12.5% | 50.0% | Newberg (Radio Shack) |
| McMinnville TC | Nap's Thriftway (Newberg) to Hwy 99W & 9th (Dundee Woman's Club) | 11 | 7 | 0.3 | 33.0 | 13 | 25.0% | 0.0% | 75.0% | Nap's Thriftway (Newberg) |
| McMinnville TC | Hwy 99W & 9th (Dundee Woman's Club) to Dayton City Hall | 1 | 1 | 0.6 | 1.7 | 13 | 25.0% | 0.0% | 75.0% | Hwy 99W & 9th (Dundee Woman's Club) |
| McMinnville TC | Dayton City Hall to Lafayette (City Hall) | 2 | 6 | 0.5 | 4.3 | 13 | 25.0% | 0.0% | 75.0% | Dayton City Hall |
| McMinnville TC | Lafayette (City Hall) to Winco / Walmart | 5 | 4 | 0.0 | Inf | 11 | 25.0% | 0.0% | 75.0% | Lafayette (City Hall) |
| McMinnville TC | Winco / Walmart to NW Adams St. & 12th | 0 | 10 | 0.0 | NaN | 11 | 50.0% | 0.0% | 50.0% | Town Center / Dutch Bros. |
| McMinnville TC | NW Adams St. & 12th to McMinnville Transit Center | 0 | 17 | 0.1 | 0.0 | 7 | 25.0% | 0.0% | 75.0% | McMinnville Transit Center |

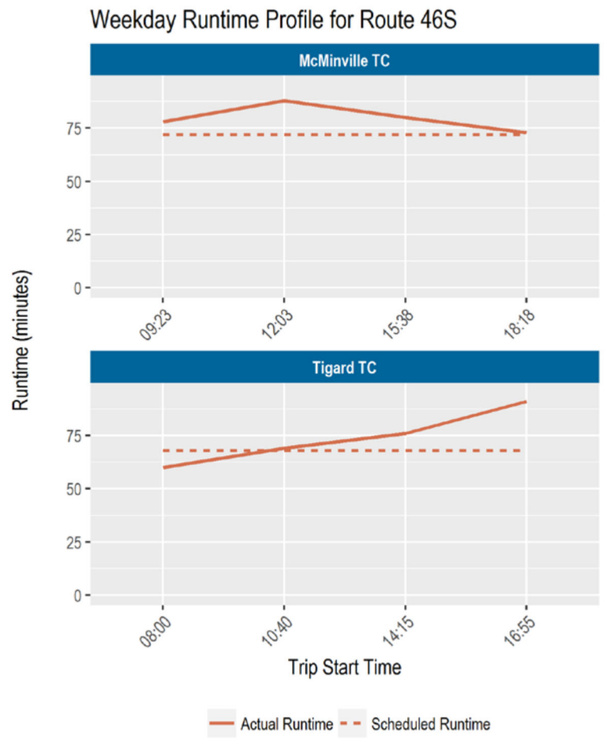
## Summary by Time of Day

| Direction | Period | Mean Daily Boardings | Mean Daily Alightings | Service Hours | Productivity (pax/hr) | Maximum Load | % On Time | % Early | % Late | Max Load Stop |
|---|---|---|---|---|---|---|---|---|---|---|
| McMinnville TC | Mid-day | 25 | 24.0 | 2.4 | 10.4 | 9 | 46.4% | 3.6% | 50% | Town Center / Dutch Bros. |
| McMinnville TC | PM | 24 | 29.5 | 2.4 | 10.0 | 16 | 28.6% | 0.0% | 71% | Town Center / Dutch Bros. |
| Tigard TC | AM | 14 | 14.0 | 1.1 | 12.4 | 12 | 92.9% | 7.1% | 0% | Sherwood Shari's |
| Tigard TC | Mid-day | 34 | 34.0 | 2.3 | 15.0 | 17 | 42.9% | 3.6% | 54% | Sherwood Shari's |
| Tigard TC | PM | 10 | 10.0 | 1.1 | 8.8 | 9 | 0.0% | 0.0% | 100% | Sherwood Shari's |


Load Profile for Route 46S
McMinville TC
Tigard TC
Load (passengers)
Stop Name
Time Period
AM
Mid-day
PM


Stop Activity for Route 46S
McMinville TC
Tigard TC
Total Daily Boardings/Alightings
Total Daily Load
Stop Name
Alightings
Boardings
Load


Trip Profile for Route 46S
McMinville TC
Tigard TC
# Passengers
0
5
10
15
09:23
12:03
15:38
18:18
08:00
10:40
14:15
16:55
Trip Start Time
Boardings per Trip
Maximum Load


Weekday Runtime Profile for Route 46S
McMinville TC
Tigard TC
Runtime (minutes)
0
25
50
75
09:23
12:03
15:38
18:18
08:00
10:40
14:15
16:55
Trip Start Time
Actual Runtime
Scheduled Runtime

# APPENDIX B

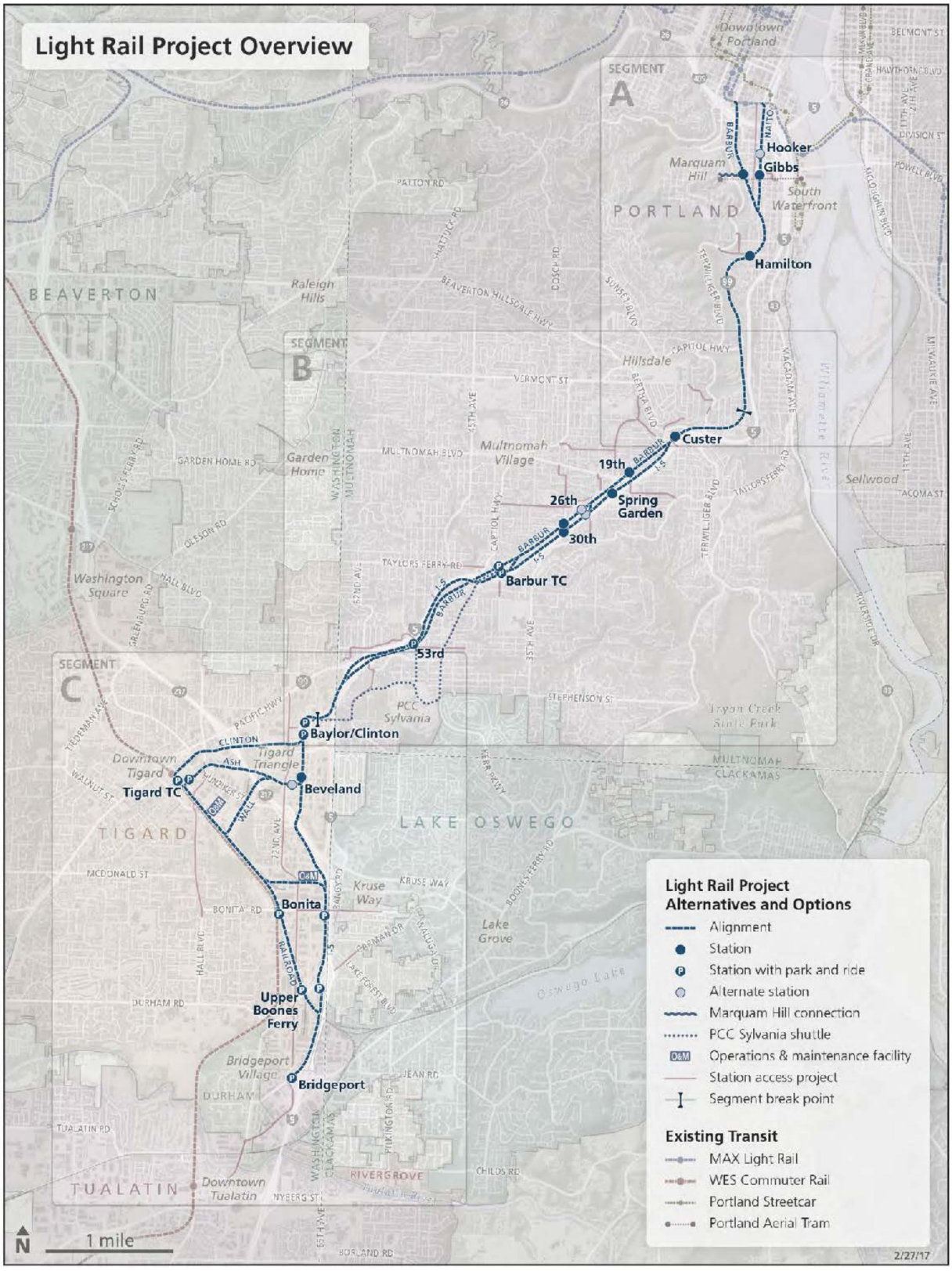
## Additional Transportation Service Provider Information and Transportation Project Details

Figure B-1 Wine Tour Shuttle Services

| Wine Tour Service | City / Cities Service is Based In |
|---|---|
| **Yamhill County Based Services** | |
| A Nose for Wine Tours | Hillsboro |
| A Vineyard Wine Tour | McMinnville |
| Aspen Limo Tours | Dundee, McMinnville, Newberg, Portland |
| Backcountry Wine Tours | McMinnville, Newberg, Portland |
| Beautiful Willamette Tours | Portland, Salem, Vancouver |
| Black Tie Tours | Newberg |
| Cellar Door Wine Tours | Lafayette |
| Embrace Oregon | McMinnville |
| Insiders Wine Tour | McMinnville |
| Oregon Select Wine Tours | Newberg |
| Summit Wine Tours | Newberg |
| Triangle Wine Country Tours | McMinnville, Newberg, Portland |
| Wine Country Car Service | Newberg |
| **Multnomah County Based Services** | |
| Evergreen Escapes | Portland |
| First Nature Treks & Tours | Portland |
| Grape Escape | Portland |
| Lucky Limousine & Town Car Service | Portland |
| My Chauffeur Wine Tours | Portland |
| Oregon Wine Guides | Portland |
| Sea to Summit Tours & Adventures | Portland |
| Tesla Custom Winery Tours | Portland |
| Uncorked Northwest Wine Tours | Portland |
| Winemaker Tours | Portland |
| **Washington County Based Services** | |
| Prestige Wine Tours LLC | Beaverton |
| Vino Ventures | Beaverton |
| **Services Based Out of State** | |
| Main Street Designated Drivers & Wine Tours | New York, NY |

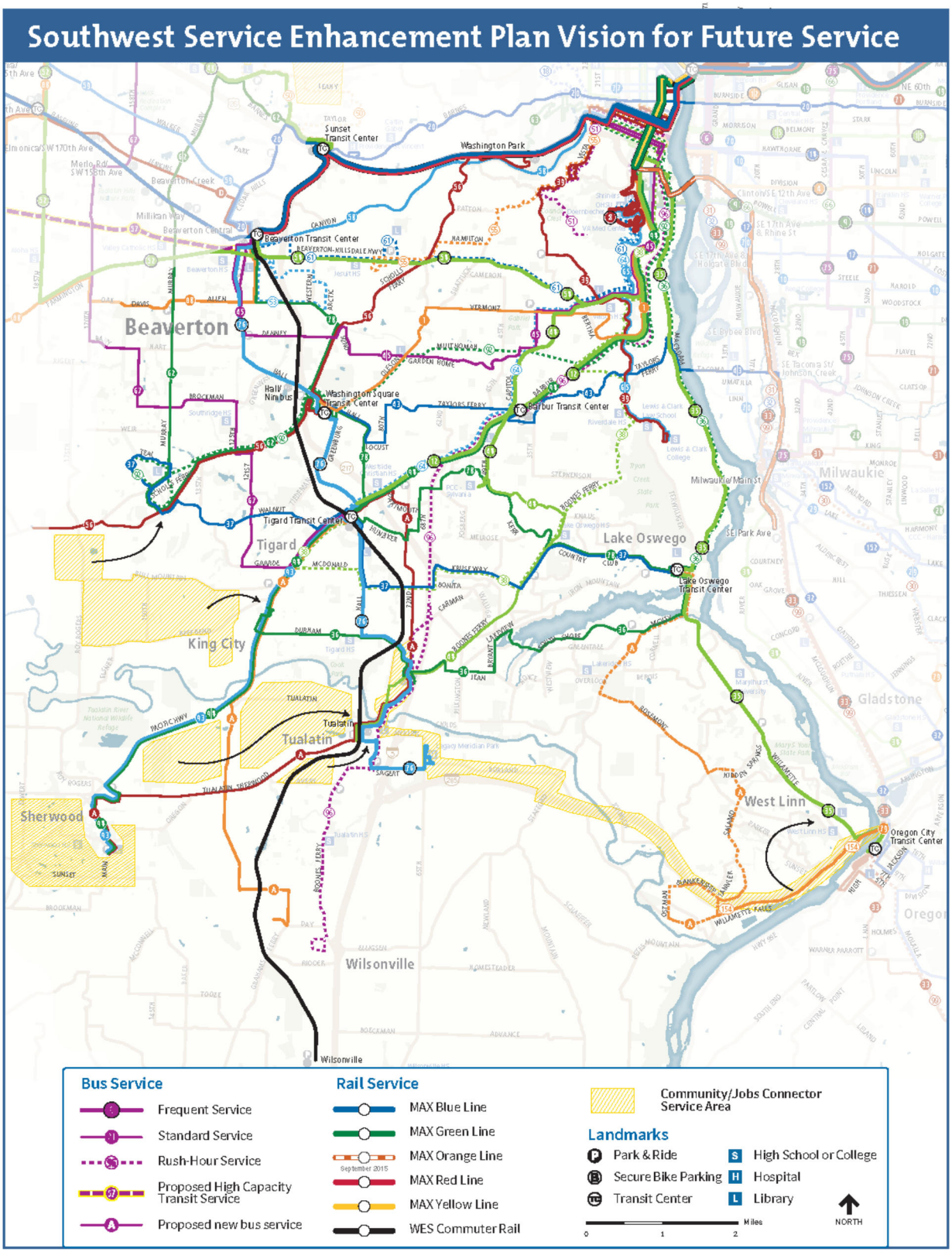
Source: Willamette Valley Wineries Association

Figure B-2 Southwest Corridor Project Overview Map




Source: Southwest Corridor Light Rail Project Alternatives for Environmental Review, February 2017

Figure B-3 TriMet Southwest Service Enhancement Plan Map



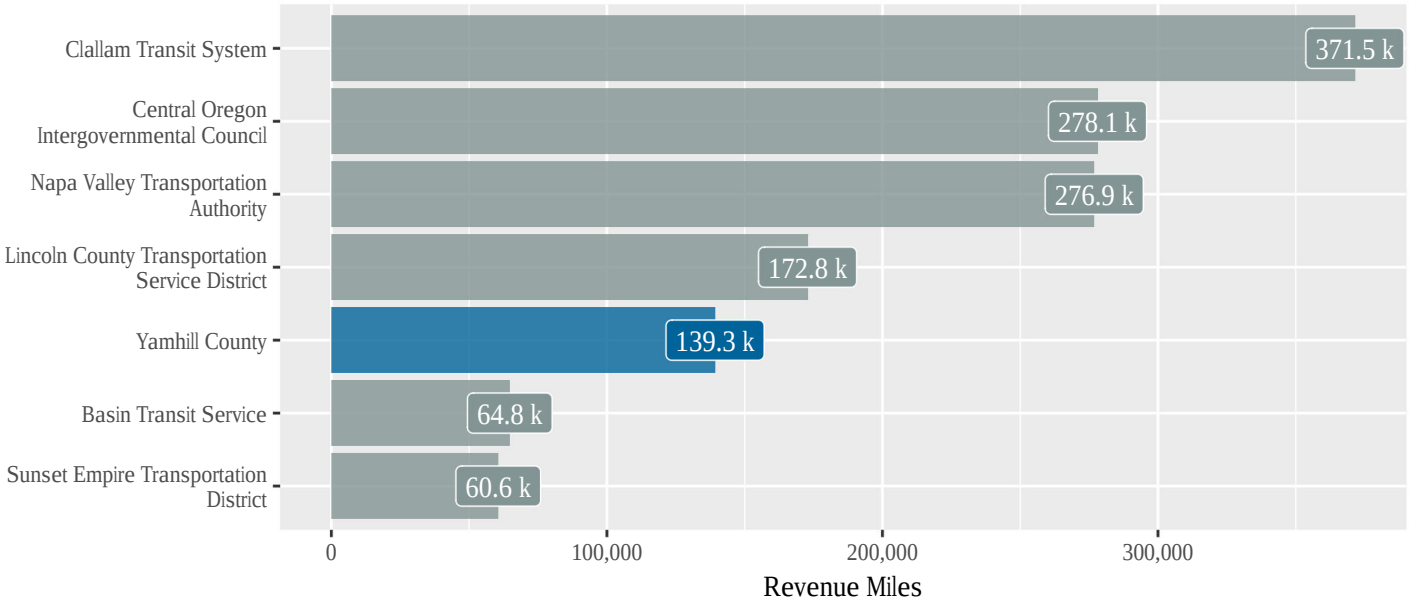

Source: TriMet Southwest Service Enhancement Plan, December 2015, p. 9

# APPENDIX C

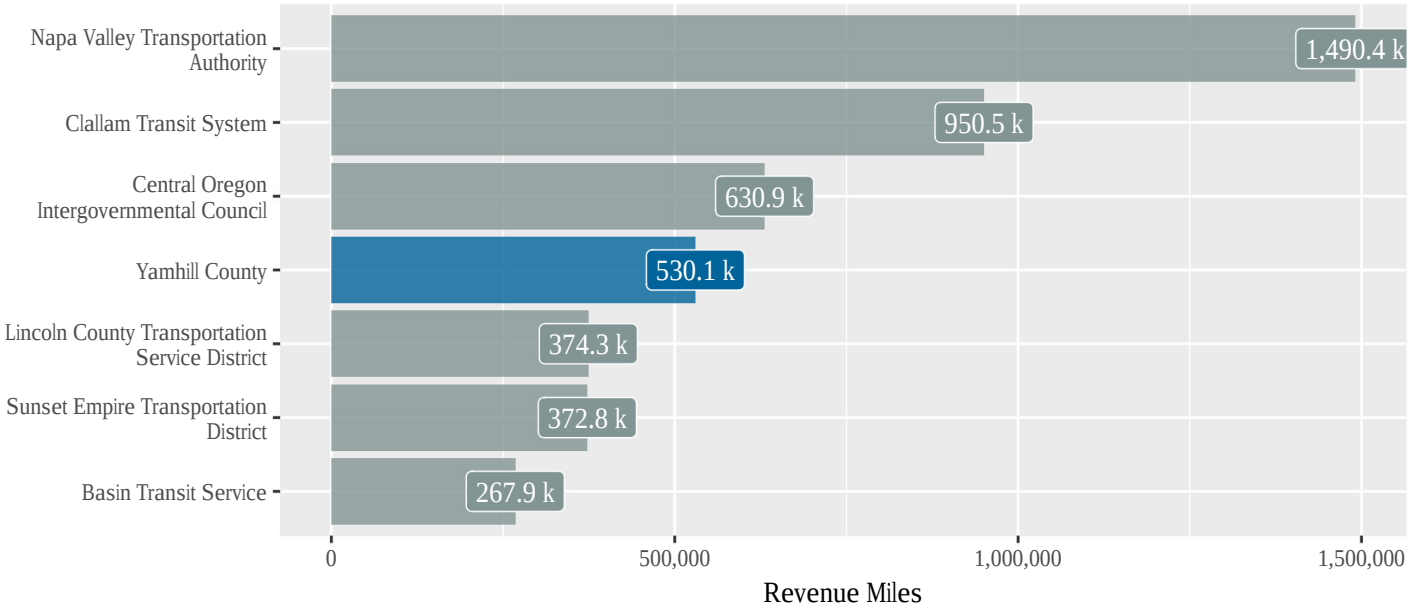
## Peer Review Charts and Tables

# *Revenue Miles*

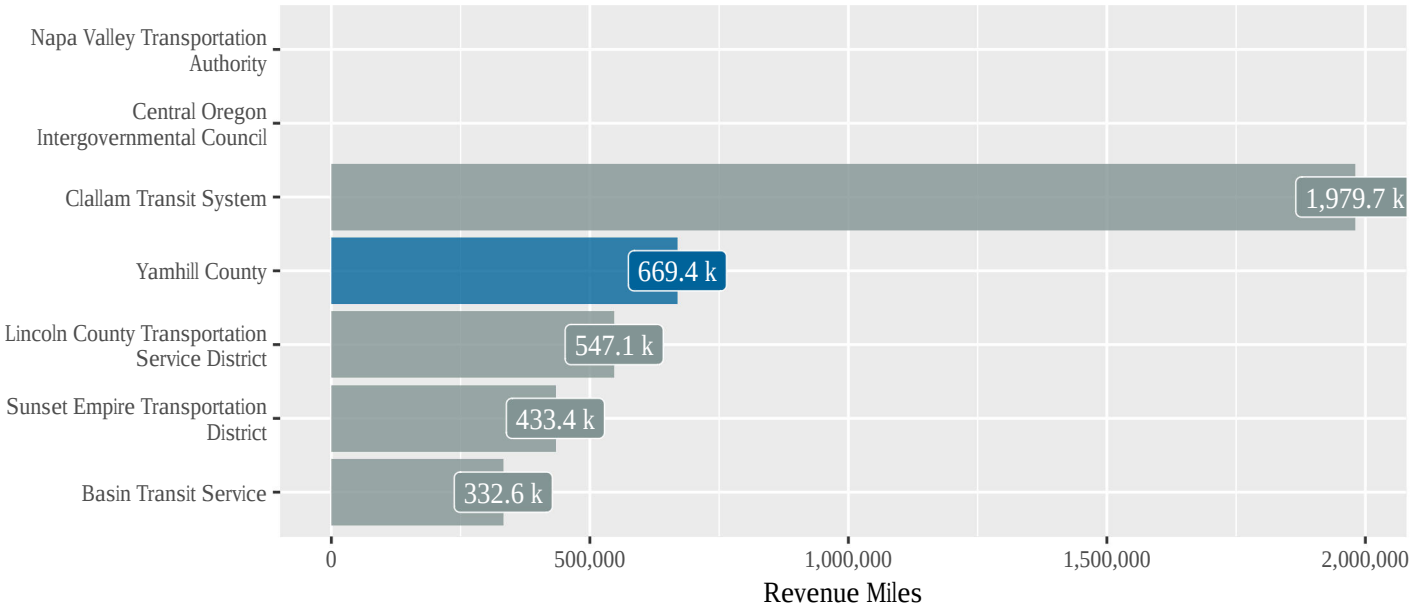
## Demand Response



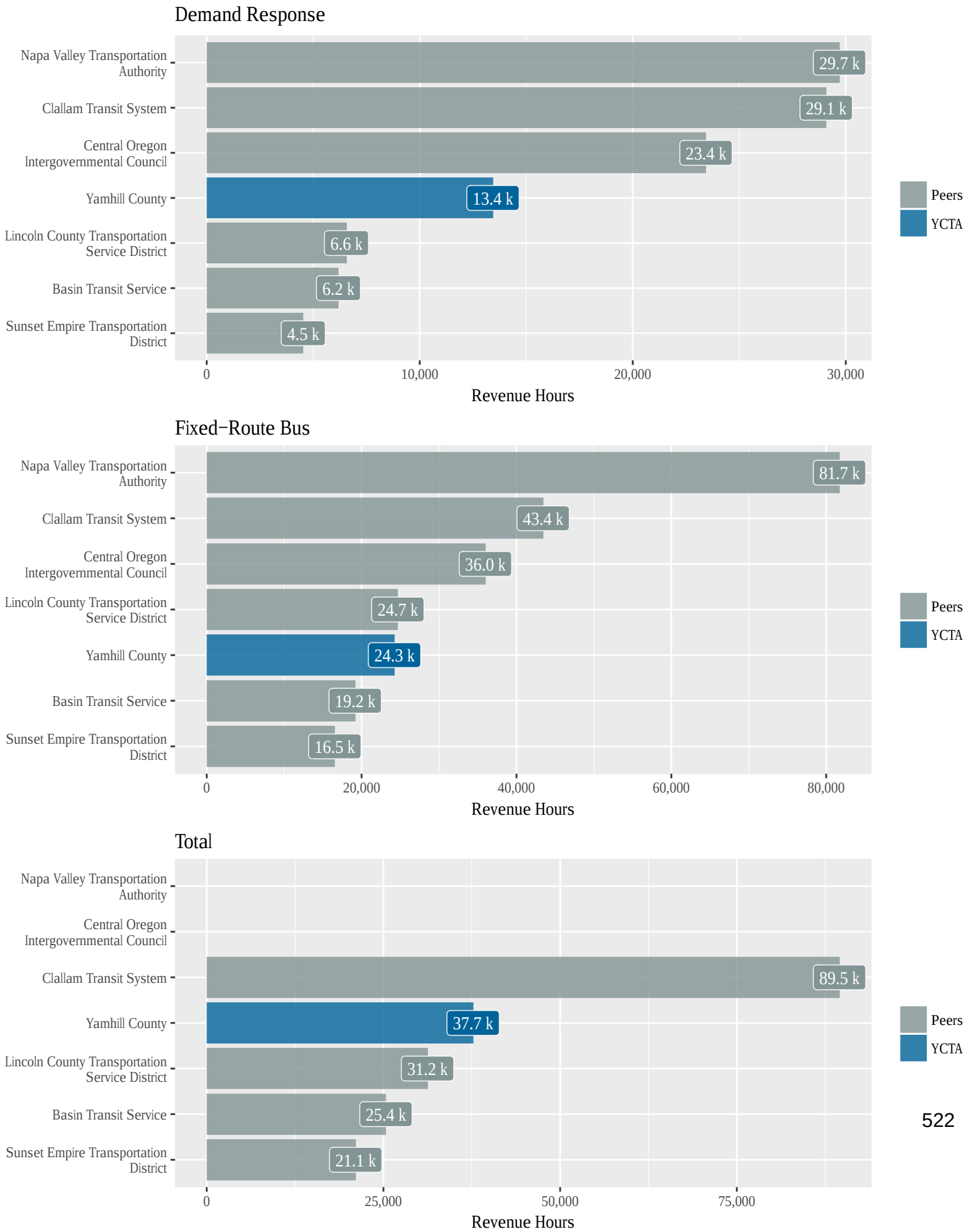

## Fixed-Route Bus



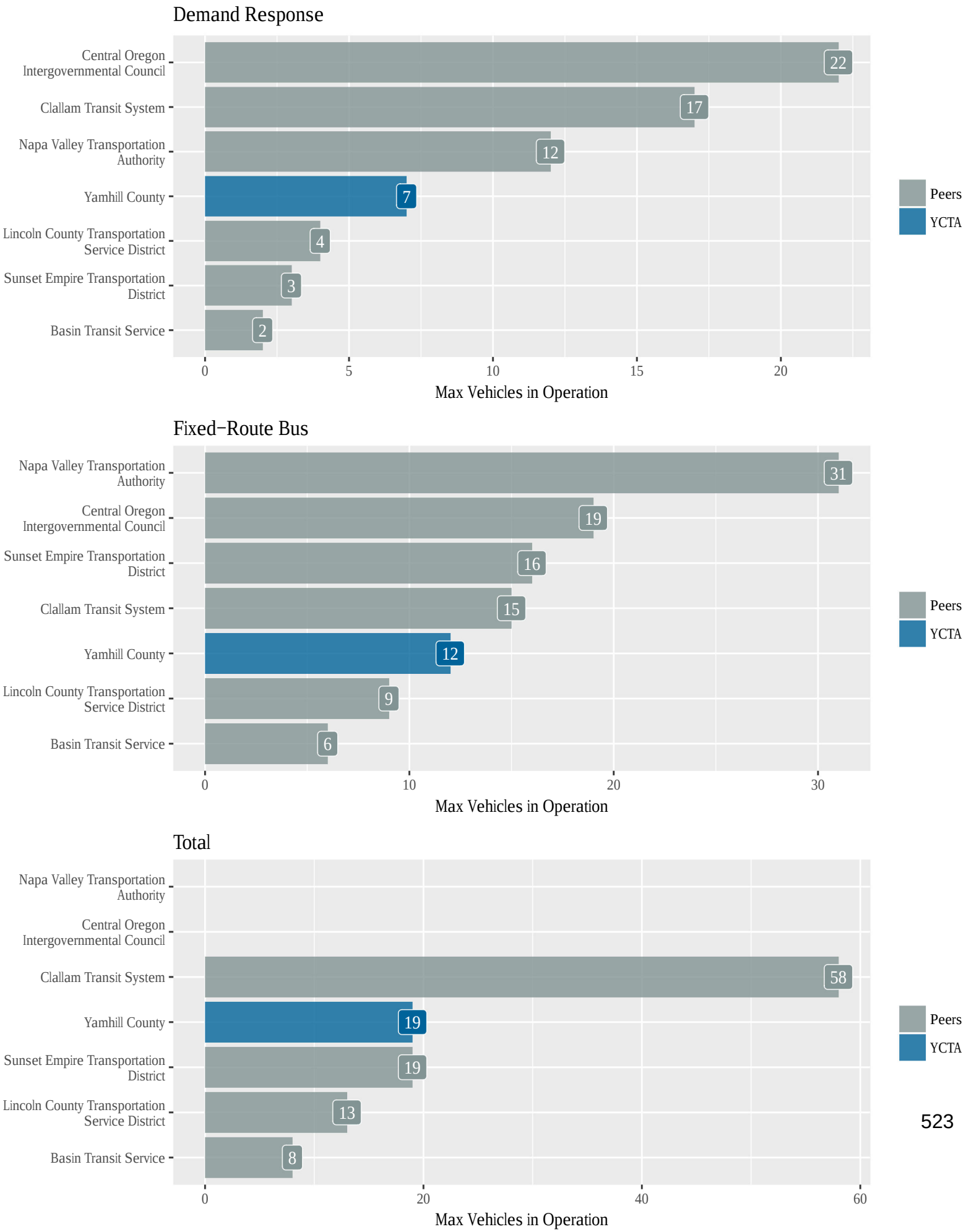

## Total



# Revenue Hours

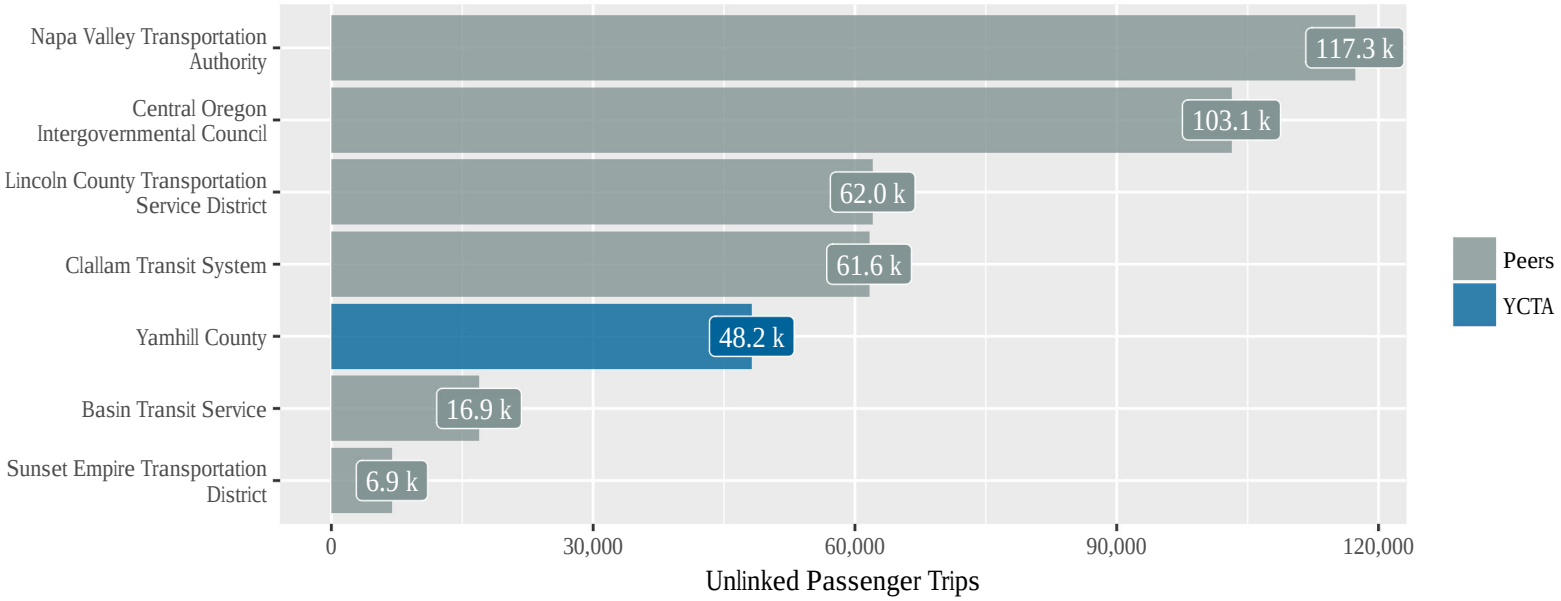


# *Max Vehicles in Operation*

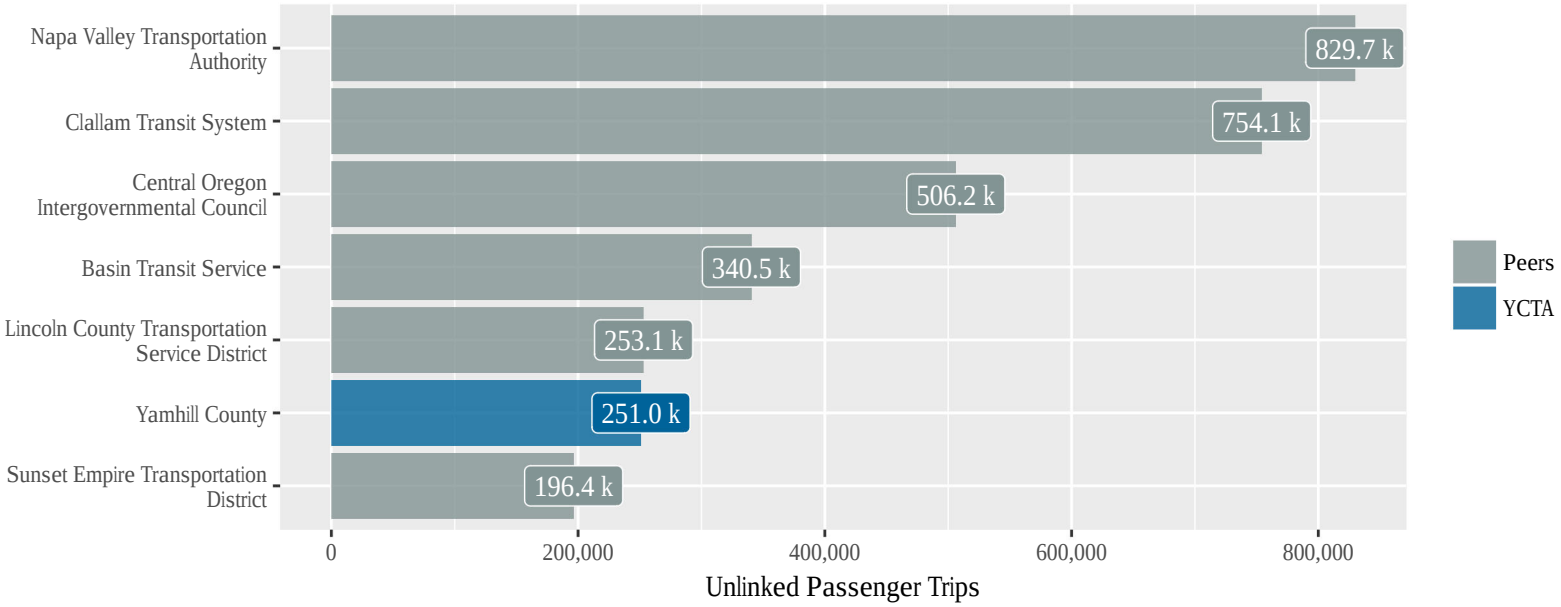


# *Unlinked Passenger Trips*

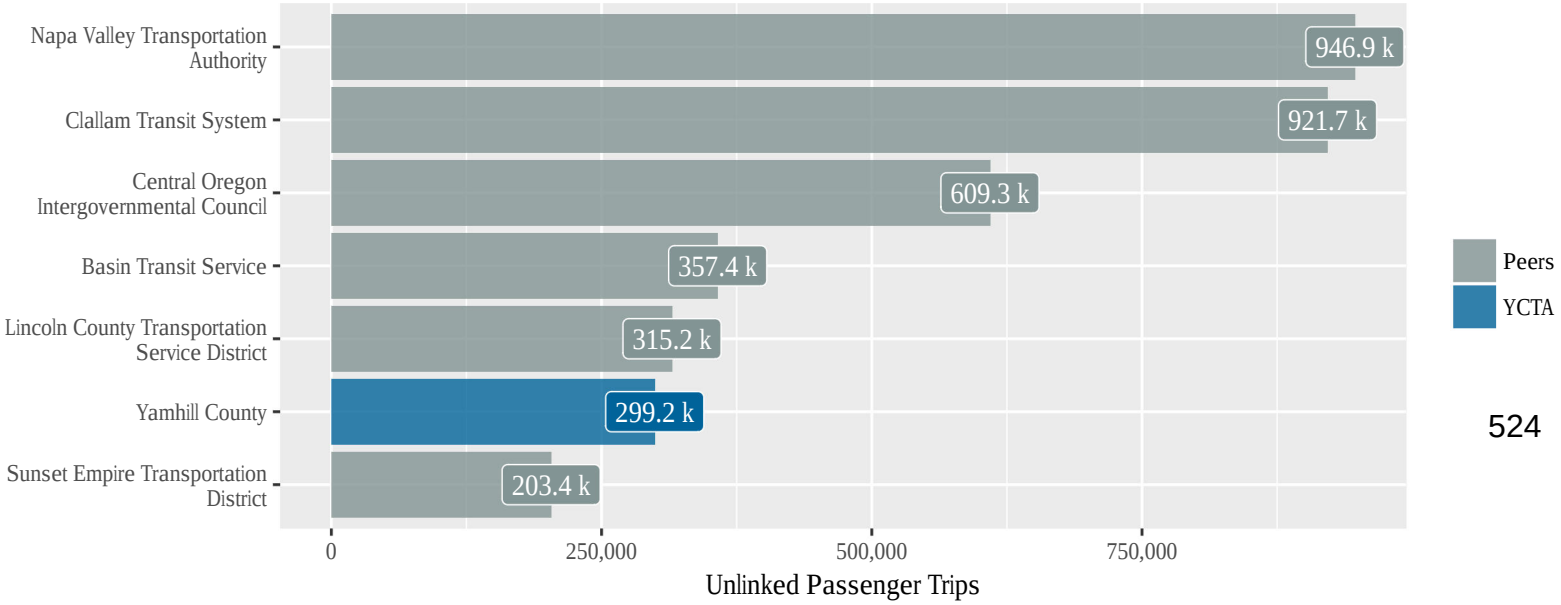
## Demand Response



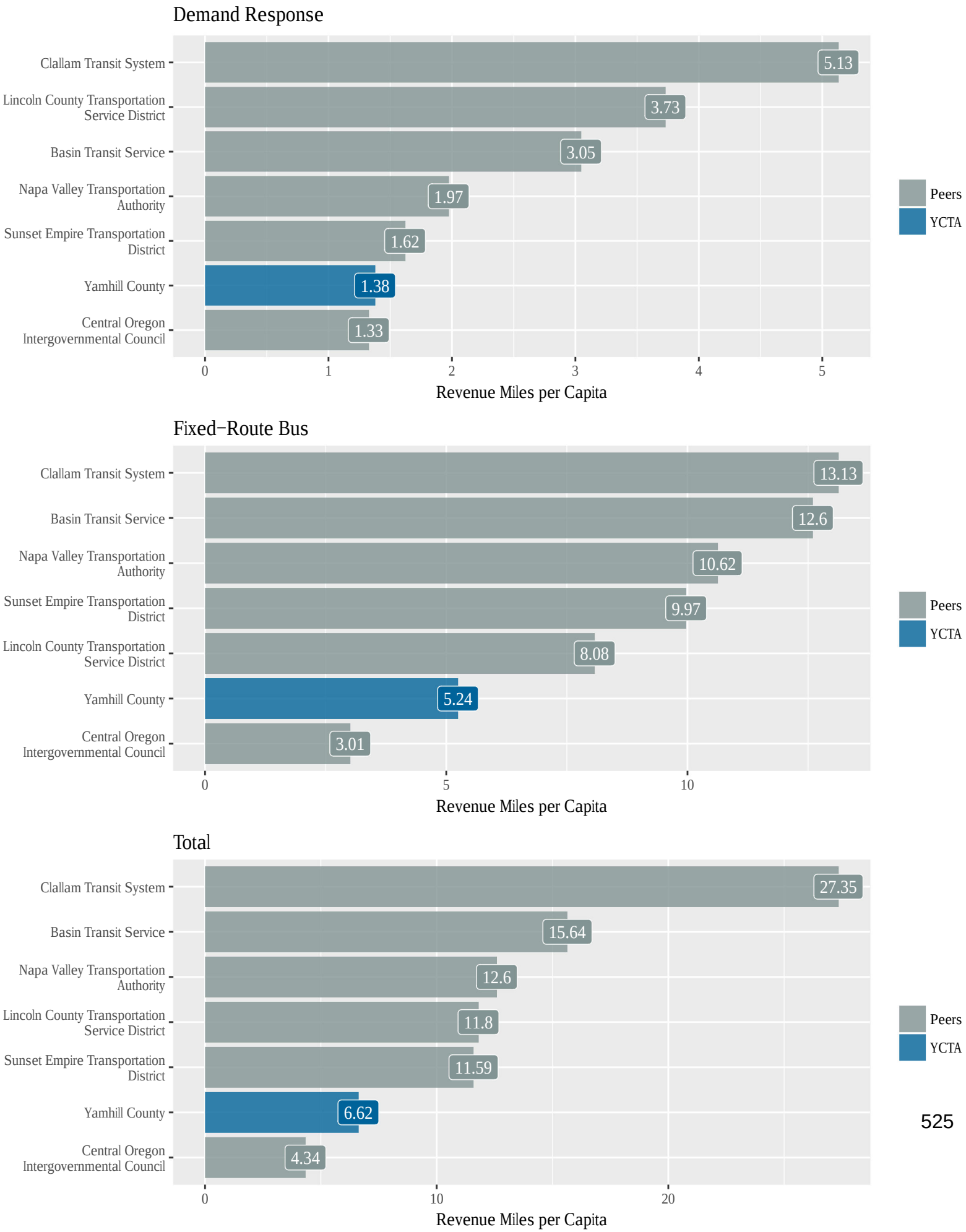

## Fixed−Route Bus



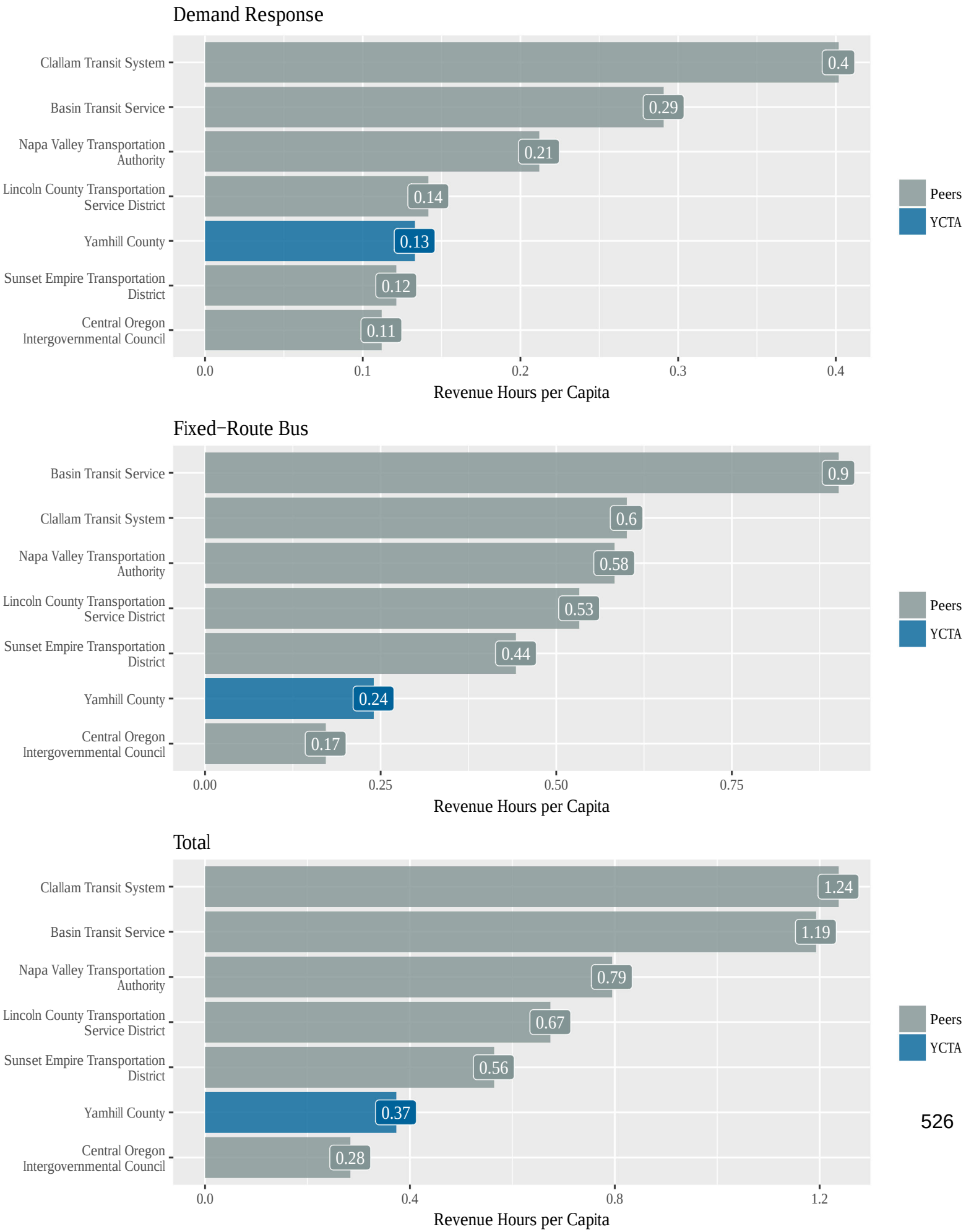

## Total



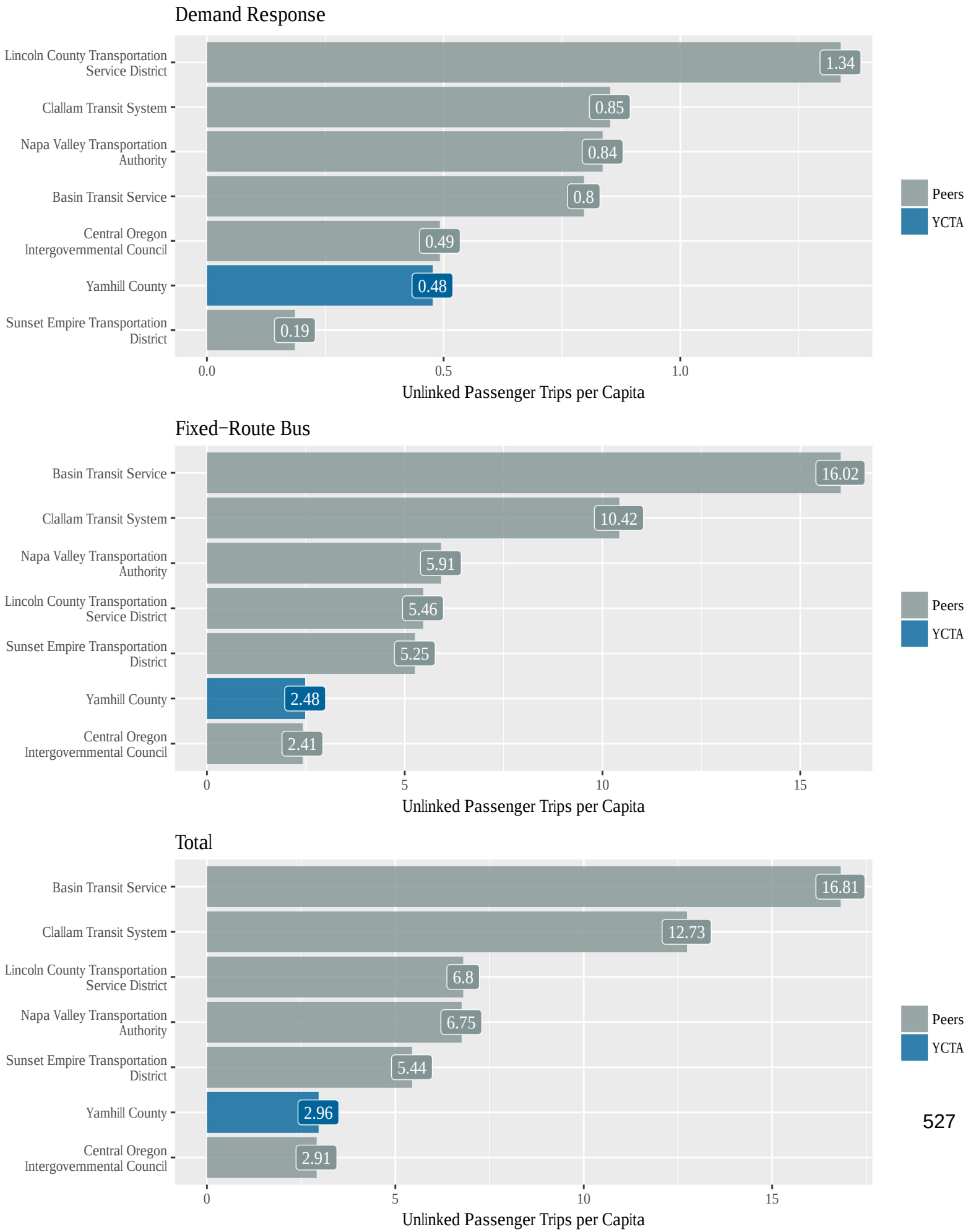
# *Revenue Miles per Capita*



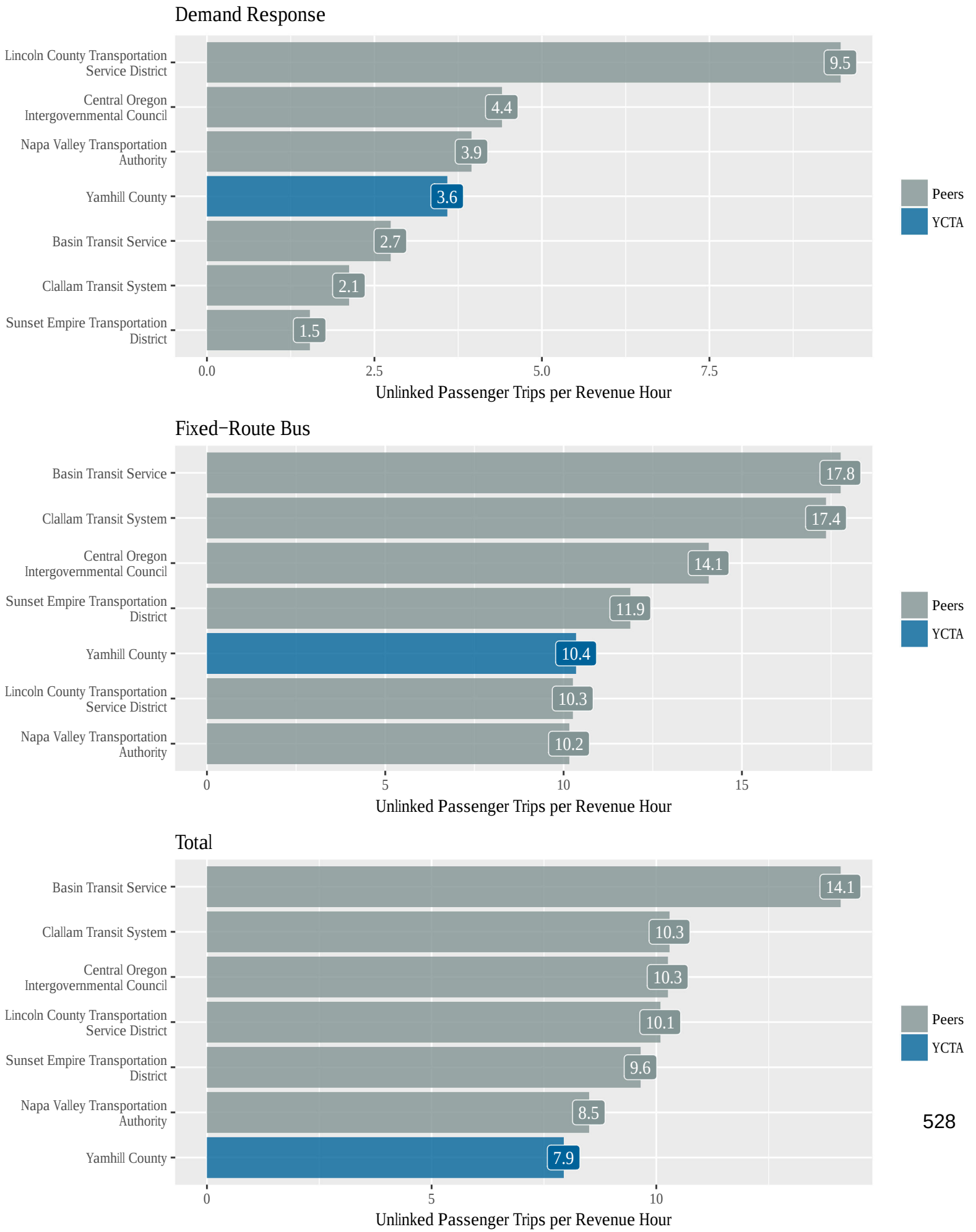
# *Revenue Hours per Capita*



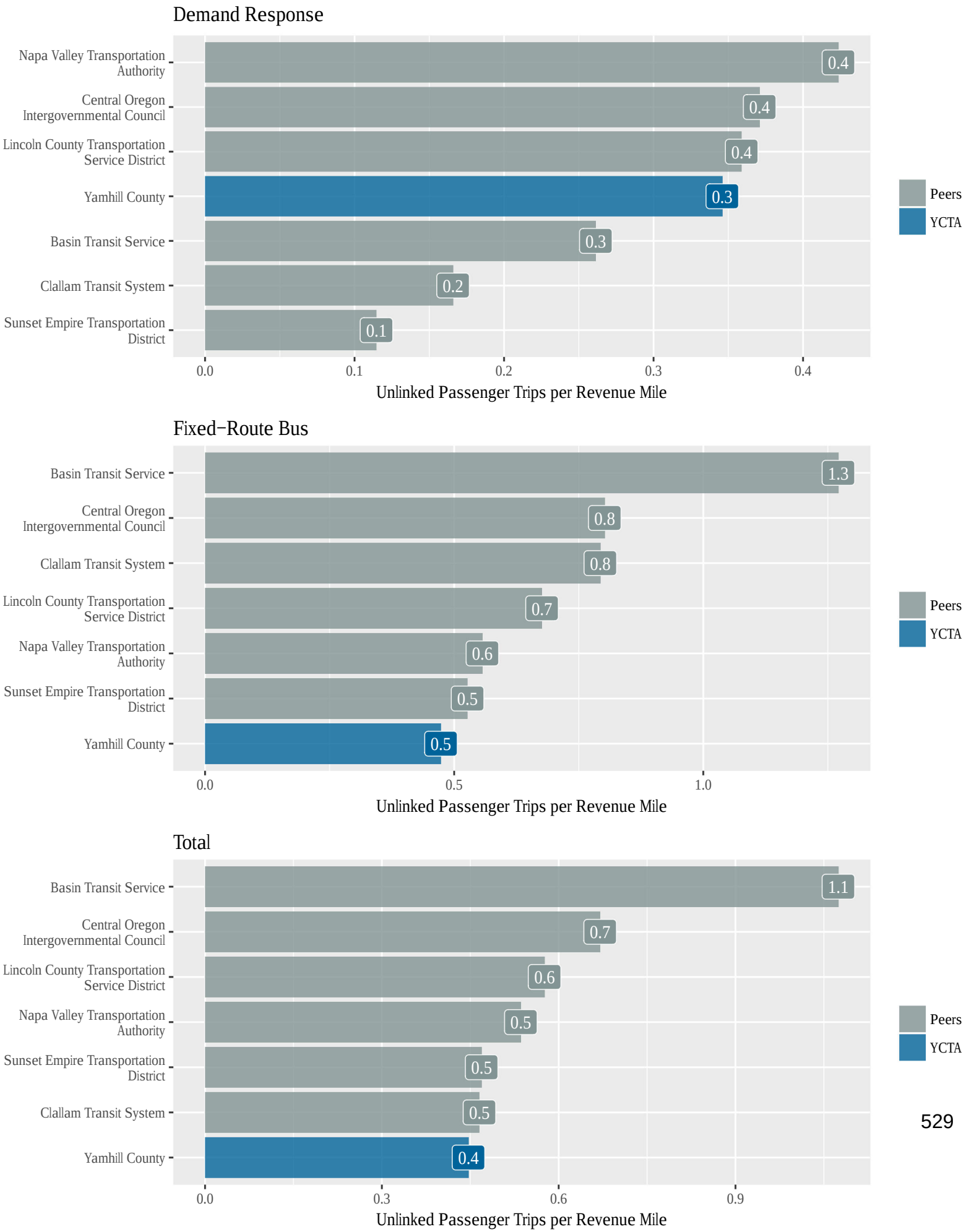
# *Unlinked Passenger Trips per Capita*



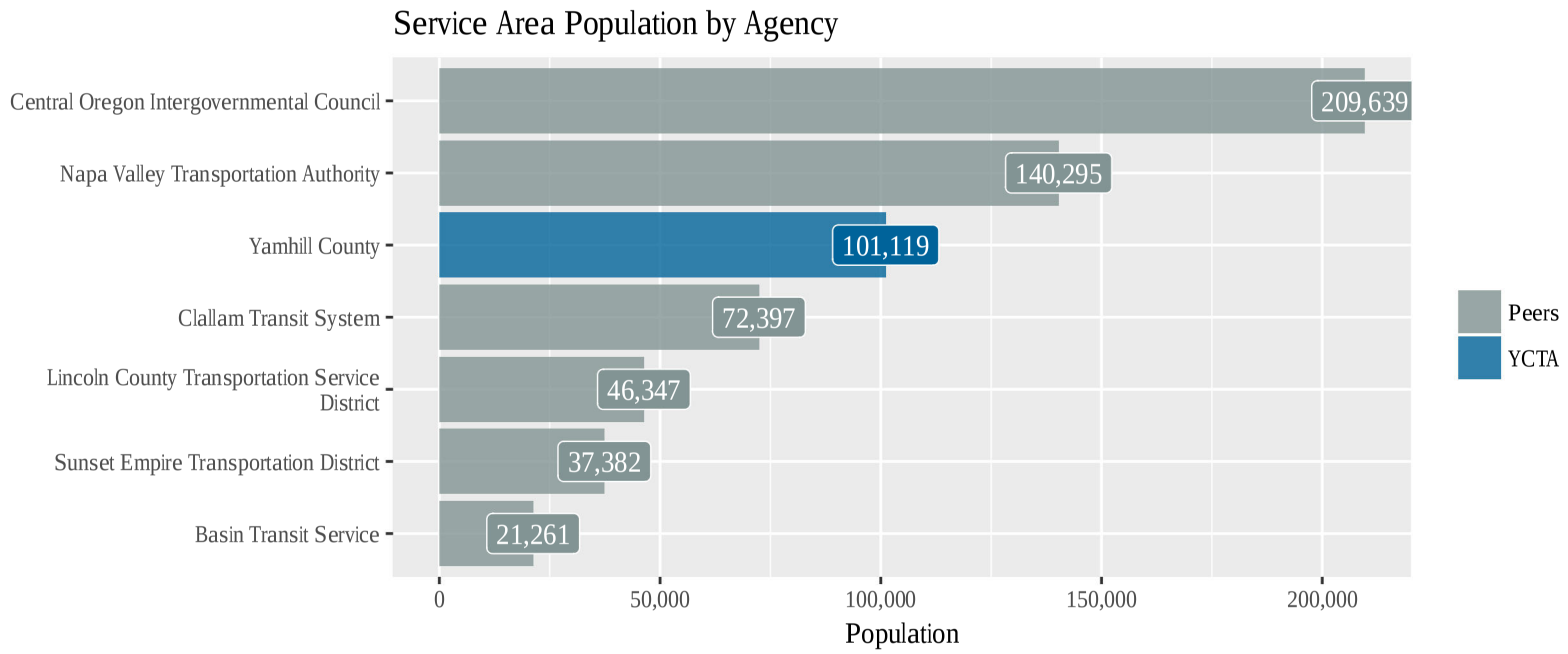
# *Unlinked Passenger Trips per Revenue Hour*

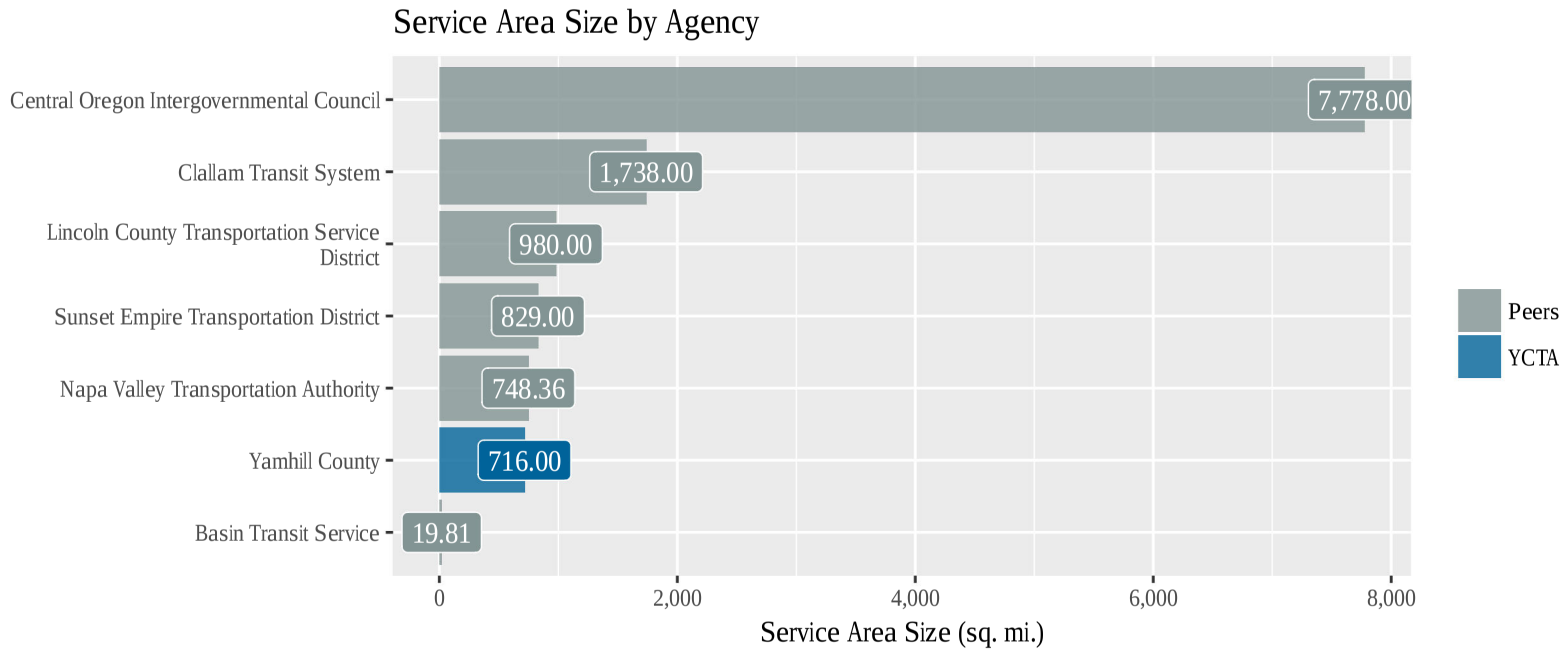


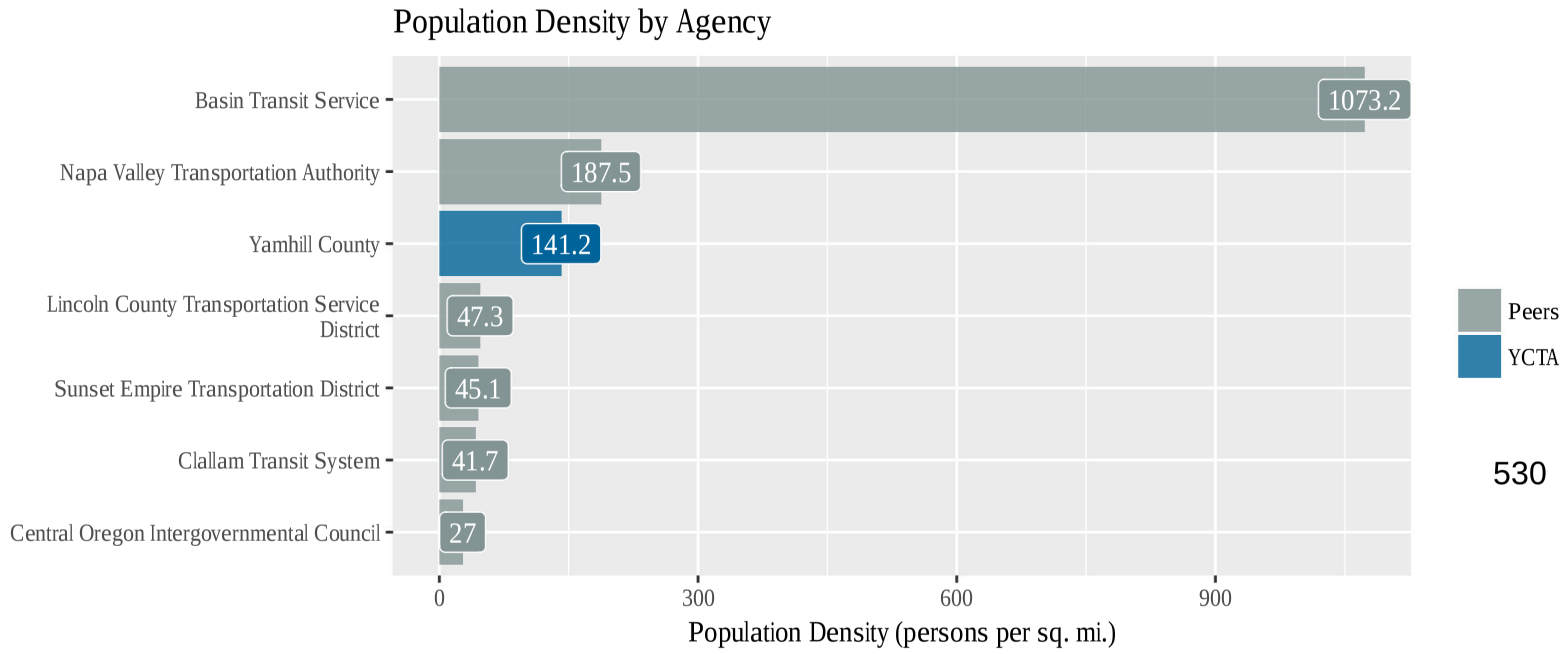
# *Unlinked Passenger Trips per Revenue Revenue Mile*



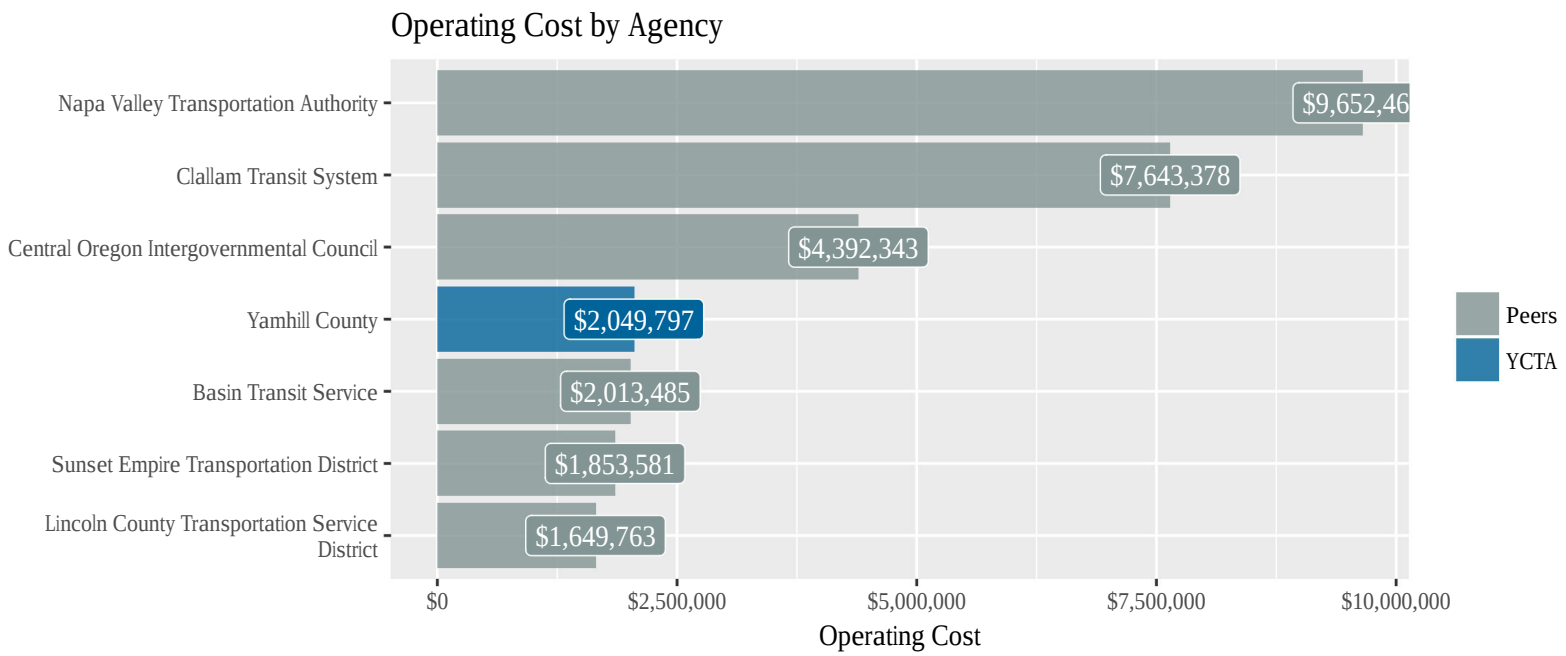
# *Service Area Description*

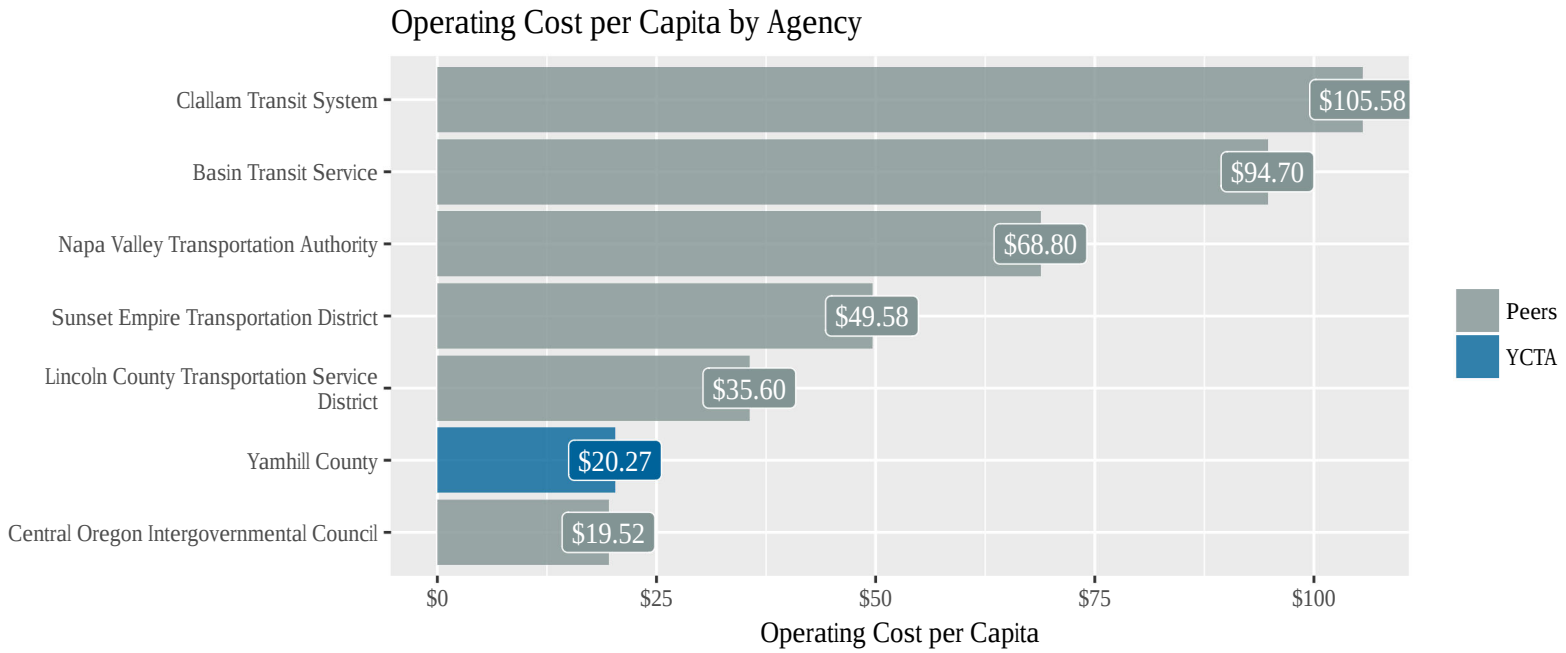


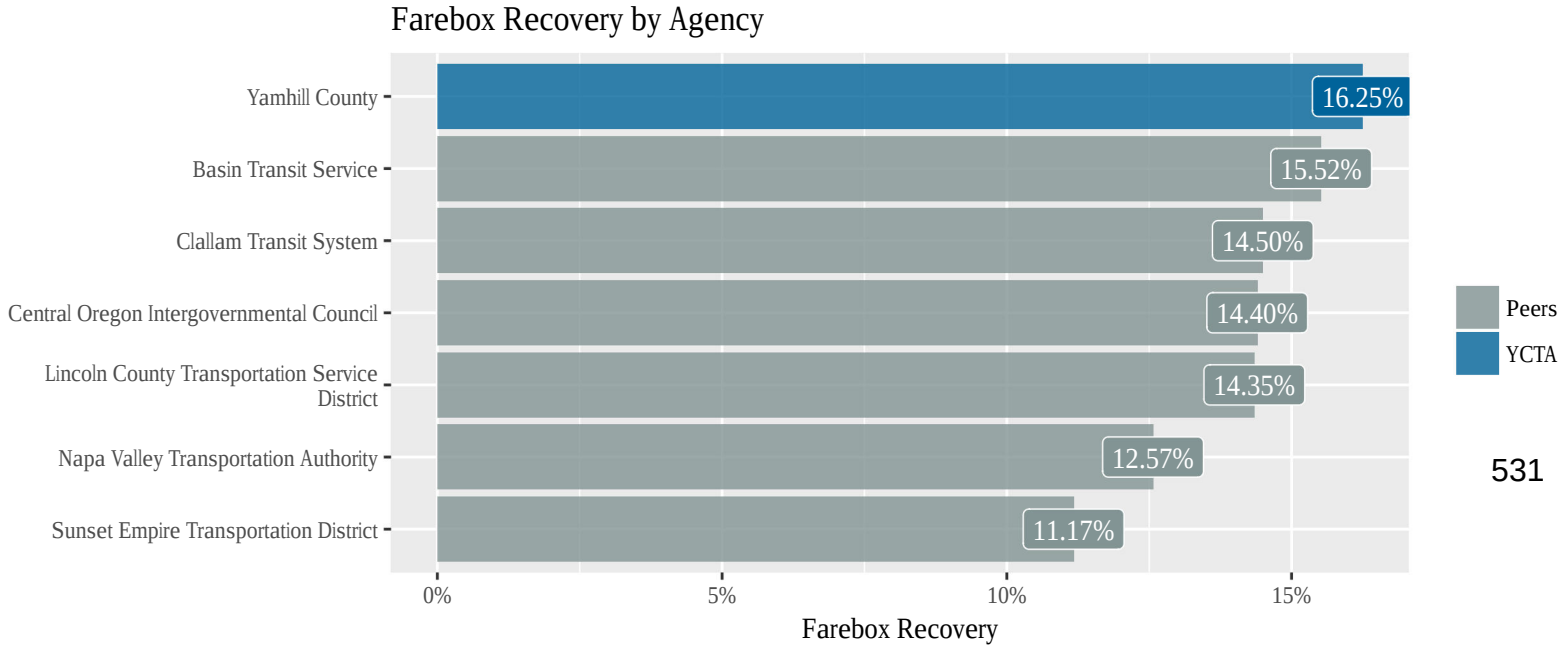



# Finance

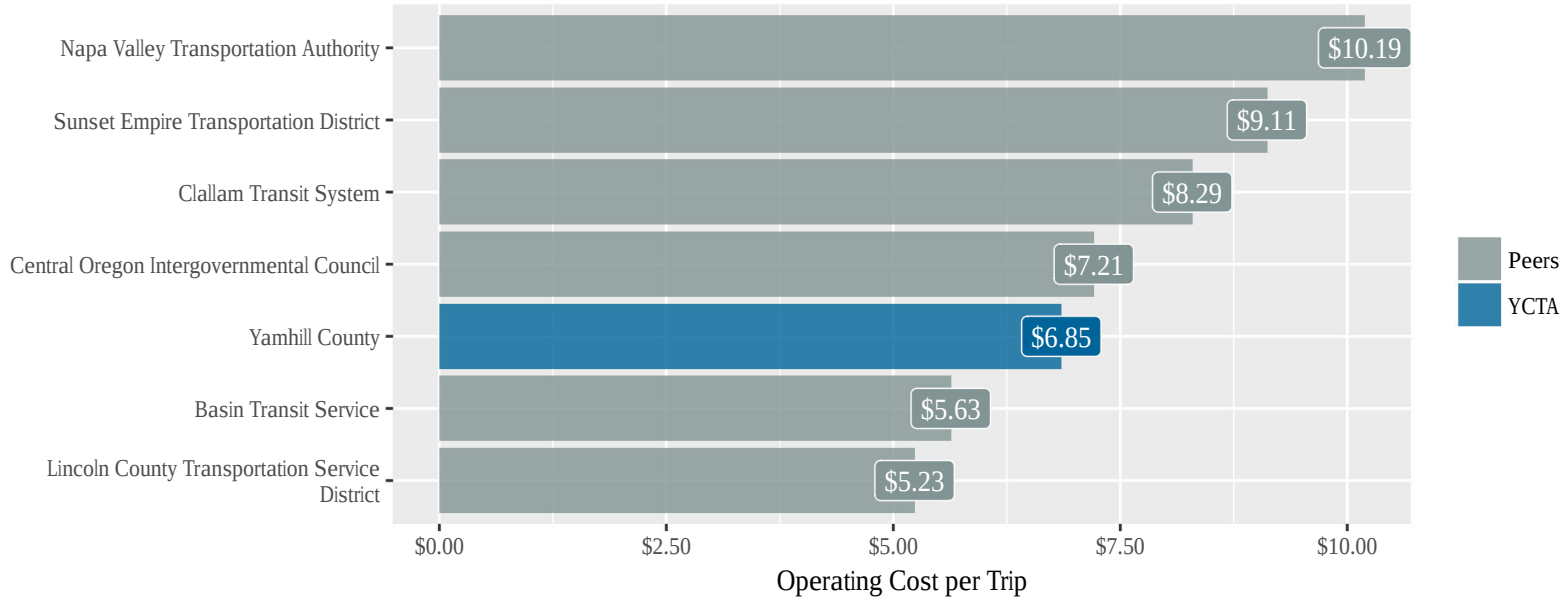

Operating Cost by Agency
Napa Valley Transportation Authority
Clallam Transit System
Central Oregon Intergovernmental Council
Yamhill County
Basin Transit Service
Sunset Empire Transportation District
Lincoln County Transportation Service District
$9,652,46
$7,643,378
$4,392,343
$2,049,797
$2,013,485
$1,853,581
$1,649,763
$0
$2,500,000
$5,000,000
$7,500,000
$10,000,000
Operating Cost
Peers
YCTA


Operating Cost per Capita by Agency
Clallam Transit System
Basin Transit Service
Napa Valley Transportation Authority
Sunset Empire Transportation District
Lincoln County Transportation Service District
Yamhill County
Central Oregon Intergovernmental Council
$105.58
$94.70
$68.80
$49.58
$35.60
$20.27
$19.52
$0
$25
$50
$75
$100
Operating Cost per Capita
Peers
YCTA

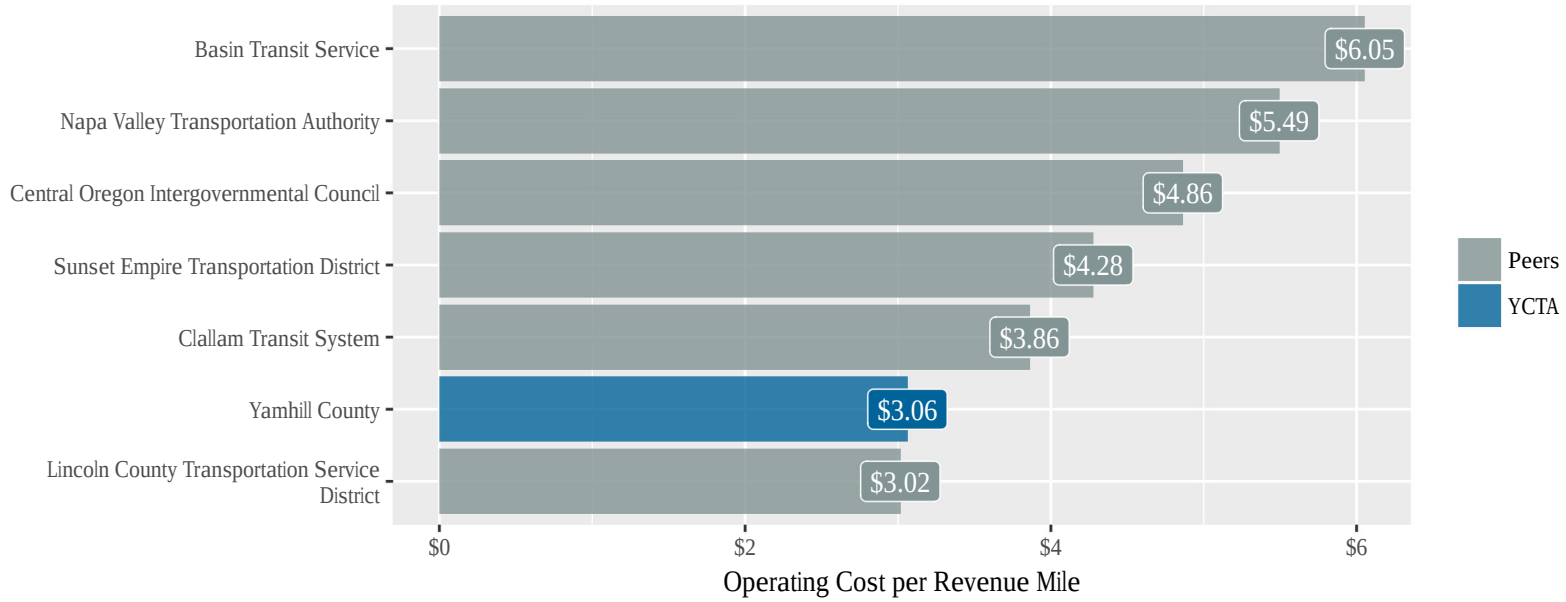

Farebox Recovery by Agency
Yamhill County
Basin Transit Service
Clallam Transit System
Central Oregon Intergovernmental Council
Lincoln County Transportation Service District
Napa Valley Transportation Authority
Sunset Empire Transportation District
16.25%
15.52%
14.50%
14.40%
14.35%
12.57%
11.17%
0%
5%
10%
15%
Farebox Recovery
Peers
YCTA

# Finance

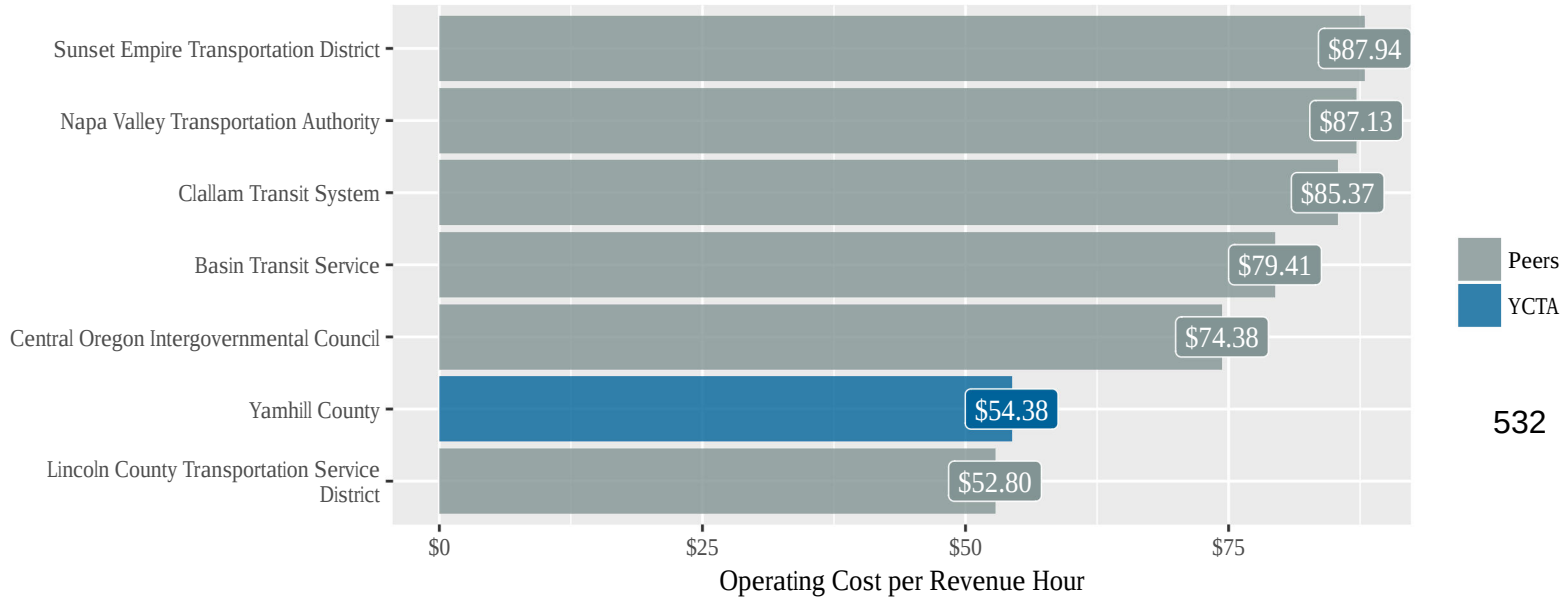
## Operating Cost per Trip by Agency




## Operating Cost per Revenue Mile by Agency




## Operating Cost per Revenue Hour by Agency



# APPENDIX D

## On-Board Rider Survey Details

# APPENDIX D ON-BOARD RIDER SURVEY DETAILS

This appendix provides detailed analysis of the on-board rider survey; a summary is provided in Chapter 4.

## INTRODUCTION

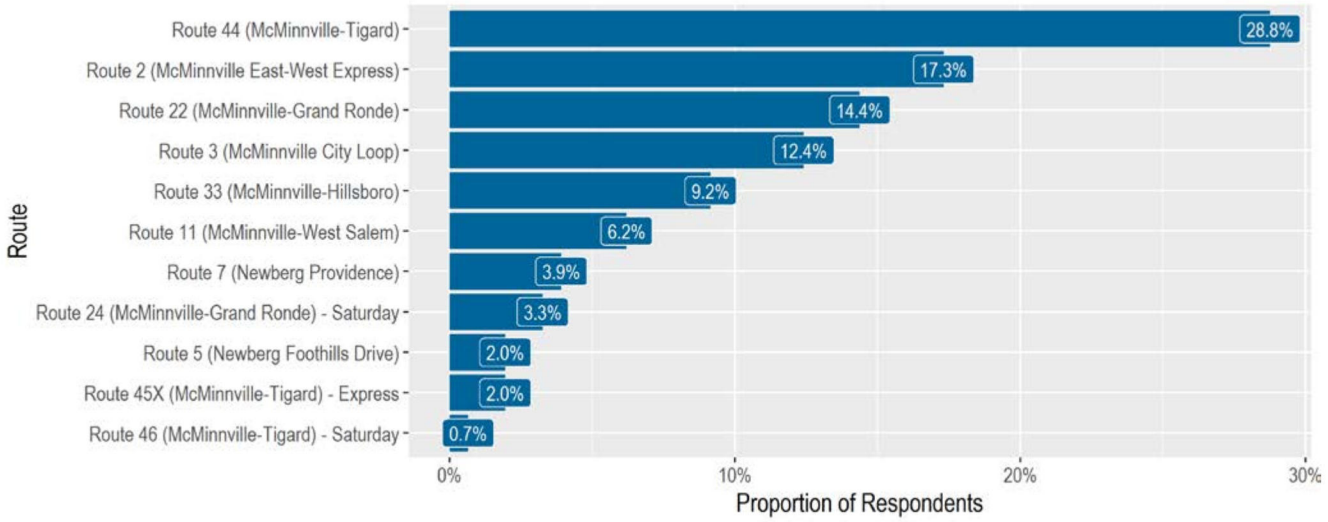
YCTA conducted a survey of current riders on-board buses over a one-week period in late April 2017, covering all trips on at least one weekday and weekend day. The survey was available in both English and Spanish. A total of 306 surveys were collected, including 10 in Spanish.

## SURVEY RESULTS

### Responses by Route

Figure D-1 illustrates the routes on which we surveyed respondents. Nearly 30% of survey respondents were riding Route 44 and a combined nearly 30% were riding local fixed-route service in McMinnville (Routes 2 and 3). The level of response on each route is generally consistent with overall ridership patterns, e.g., Route 44 served nearly 40,000 rides annually while Routes 2 and 3 accounted for approximately the same number of annual rides (see Chapter 3).

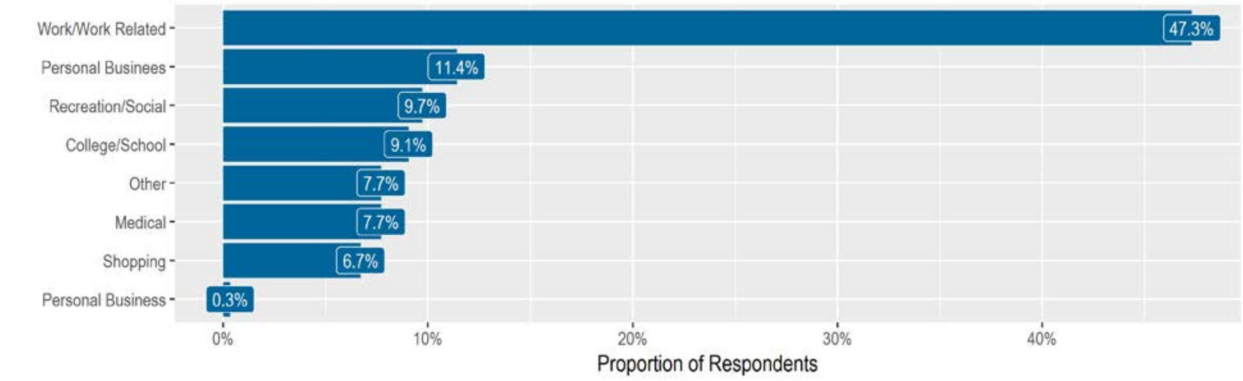
Figure D-1 Breakdown of Survey Respondents by Route



## Trip Purpose

Figure D-2 illustrates the purpose of passengers' trips on YCTA service. The largest share of trips was traveling to or from work (47%), with other purposes almost evenly split between personal business, recreation/social, college/school, medical, and shopping. Of respondents who identified a school or college name, Linfield College and Chemeketa Community College were the most common destinations.

Figure D-2 Purpose of Trip




Q2 What is the primary purpose of your trip? (N=298)

## Trip Origins and Destinations

Passengers were asked their origins and final destinations—where they started their trip before they got on the bus and will end their trip.

Figure D-4 illustrates people's origins and destinations at a regional scale, while Figure D-5 shows origin and destination locations in the McMinnville area in more detail. In most cases, passengers are starting or ending their trips fairly close to the local bus routes in McMinnville and Newberg or the bus stops for the intercity routes in Yamhill County.

Outside of Yamhill County, Figure D-4 shows that riders use YCTA Route 44 (to/from Sherwood, Tualatin, and Tigard) and YCTA Route 33 (to/from Forest Grove and Hillsboro) to make connections for travel to other locations in Beaverton, Hillsboro, and Tigard as well as locations around the Portland area. Along Route 22, riders primarily travel into Salem, beyond YCTA service to West Salem Transit Center.

Figure D-3 Trip Origins (left panel) and Destinations (right panel), Region

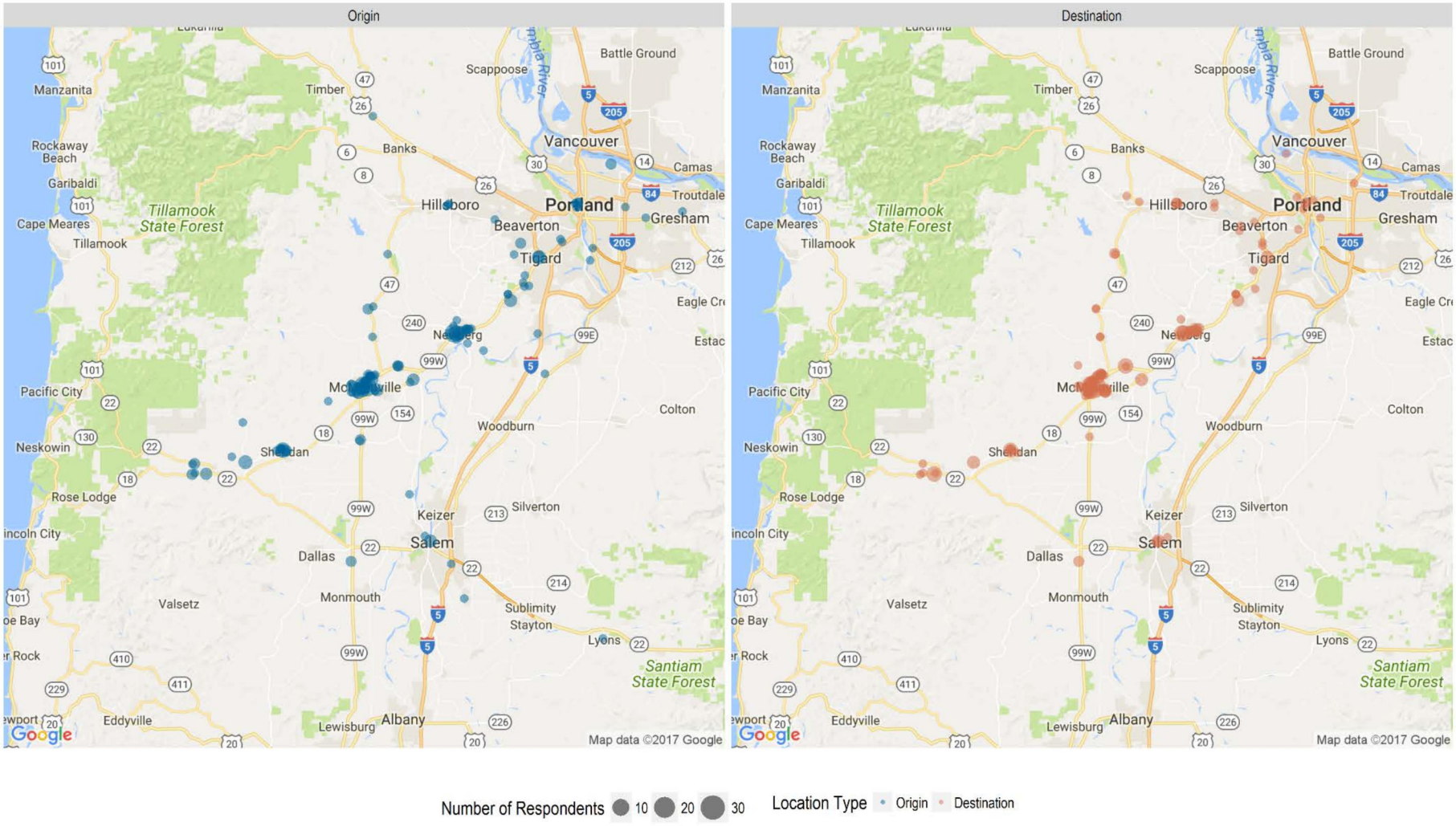
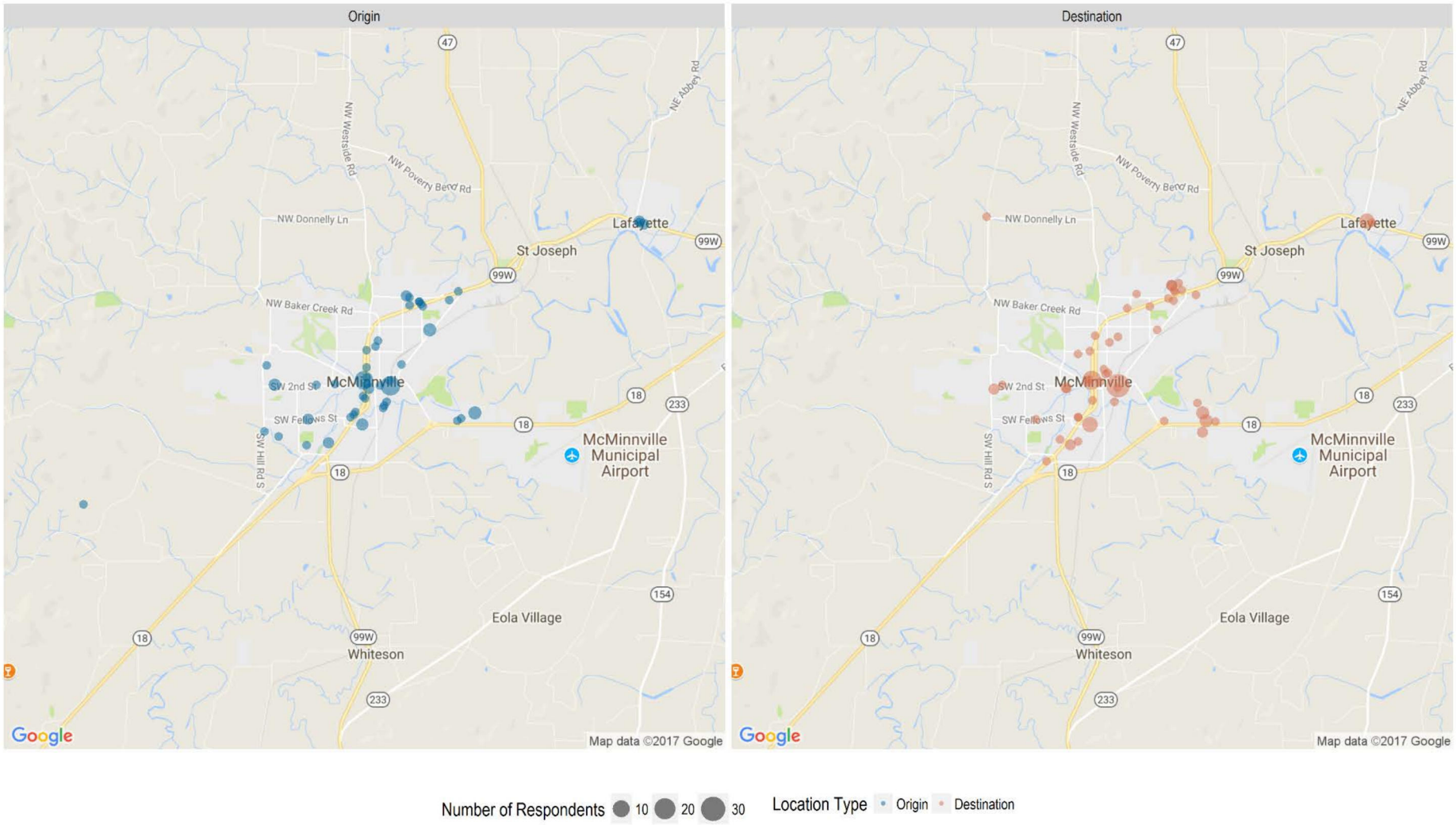


Figure D-4 Trip Origins (left panel) and Destinations (right panel), McMinnville Area



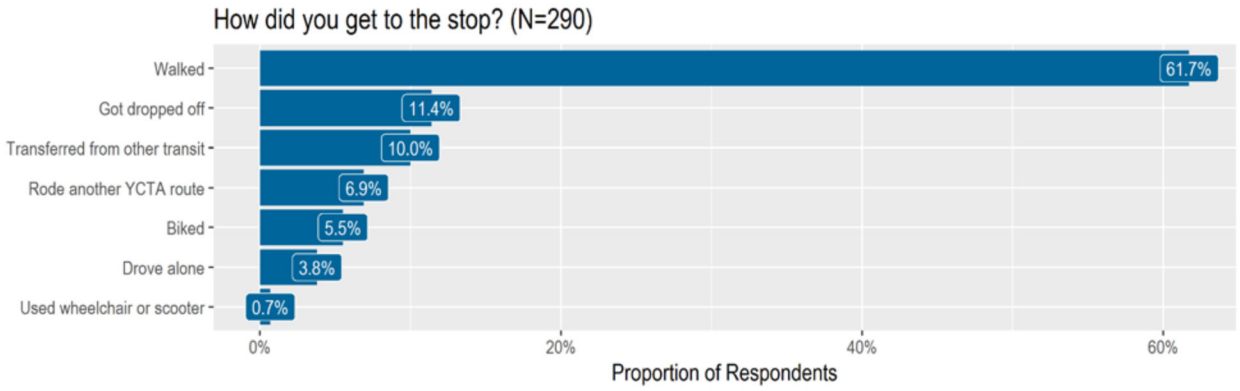
## Access to Transit

Figure D-5 indicates how riders access transit. More than 60% of respondents indicated they walk to and from the bus stop, which is common in transit systems.

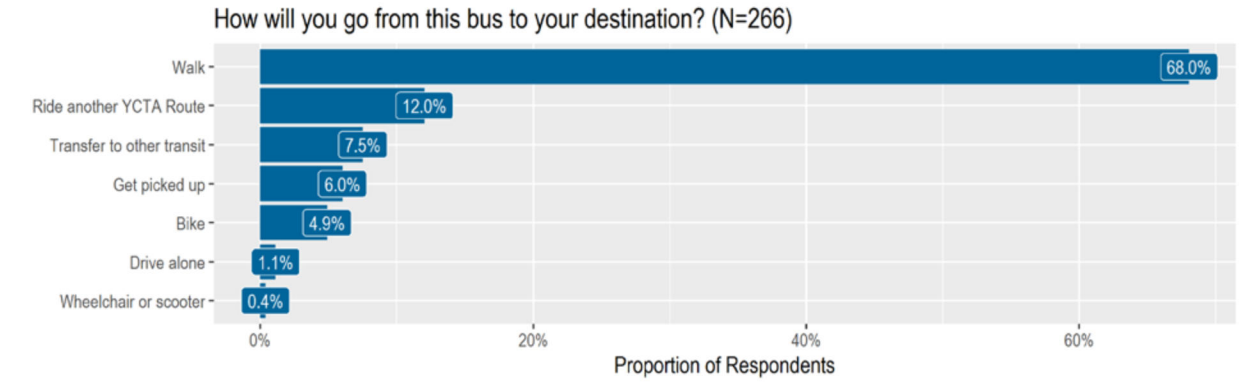
Figure D-6 shows the amount of time people walked to access transit. The charts illustrate that:

- Most riders who connect to the bus on foot have a walk of 10 minutes or less, which is also typical of transit systems. A smaller share of riders walk 15-20 minutes, while a few riders walk 30-60 minutes to or from the bus.
- Approximately 11% of riders were dropped off at the bus on their trip and 6% were picked up at the bus stop.
- Approximately 29% of riders connect to/from another YCTA route and/or another provider.
- Approximately 5% of riders biked to and/or from the bus, while a small share of riders drove or used a wheelchair, scooter, or other mobility device.

Figure D-5 Access Mode to Origin Bus Stop and from Bus Stop to Final Destination

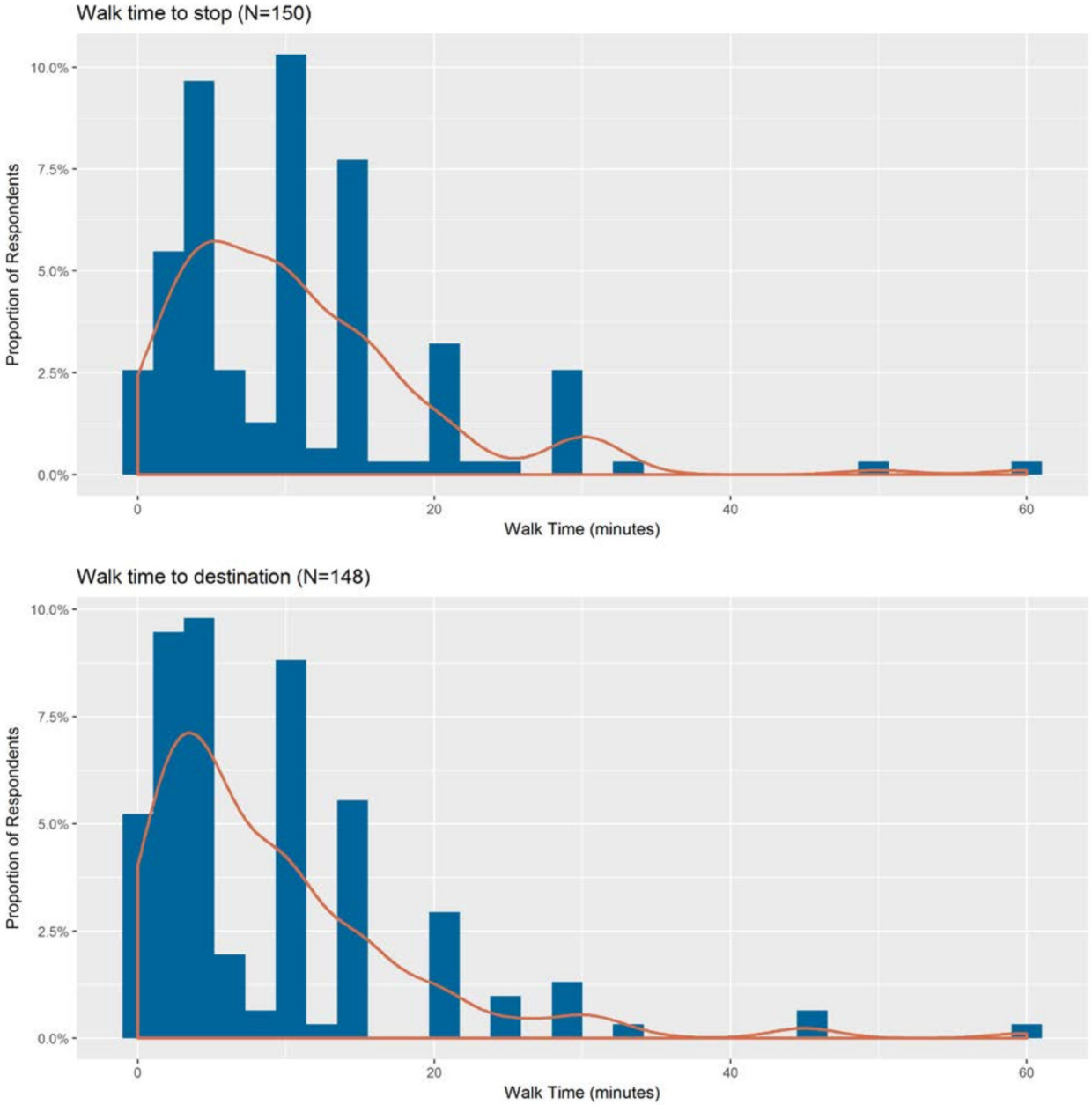



Q4: How did you get to the first bus stop on your trip? (n = 290)




Q6: How will you go from the bus to your destination? (n = 290)

Figure D-6 Walking Time between Origin/Destination and Bus Stop




Q4: Approx. # of minutes [to get to the first bus stop on trip], n = 150
Q6: Approx. # of minutes [to get from the bus to your destination], n = 148

## Transfer Activity

Approximately 29% of survey respondents connected to/from another YCTA route and/or another provider on at least one end of their transit trip.

- Figure D-7 shows that transfers most commonly occurred on YCTA Routes 11 (with Cherriots Route 17 to downtown Salem), Route 33 (with TriMet MAX or Line 57 in Hillsboro), and Routes 44/45X (with TriMet WES or various bus routes).
- Figure D-8 indicates that Route 2 in McMinnville has the highest rate of transfers with other YCTA routes, including with Route 44 (although many respondents did not record the route they transferred to/from). This is not surprising since Route 2 serves several major regional destinations, including the Willamette Valley Medical Center and Chemeketa Community College.

Figure D-7 Transfers between YCTA and Other Providers

| → Transfer to/from Other<br>↓ YCTA Route Surveyed | TriMet | Cherriots | Forest Grove - GroveLink | Unspecified | Total | Routes Used |
|---|---|---|---|---|---|---|
| Route 11 (West Salem) | | 3 | | 2 | 5 | Cherriots 17 |
| Route 22 (Grand Ronde) | | | | 4 | 4 | Not Specified |
| Route 33 (Hillsboro MAX) | 8 | | 1 | 7 | 16 | TriMet MAX, 57 |
| Route 44 (Tigard) | 17 | | | 1 | 18 | TriMet WES, 12, 45, 64, 76, 78, 93, 94 |
| Route 45X (Tigard Express) | 3 | | | 12 | 15 | |
| Not Specified | | | | 1 | 1 | Not Specified |
| Total | **28** | **3** | **1** | **26** | 58 | |

Q4 How did you get to the first bus stop on your trip? Q6 How will you go from the bus to your destination?

Figure D-8 Transfers between YCTA Routes

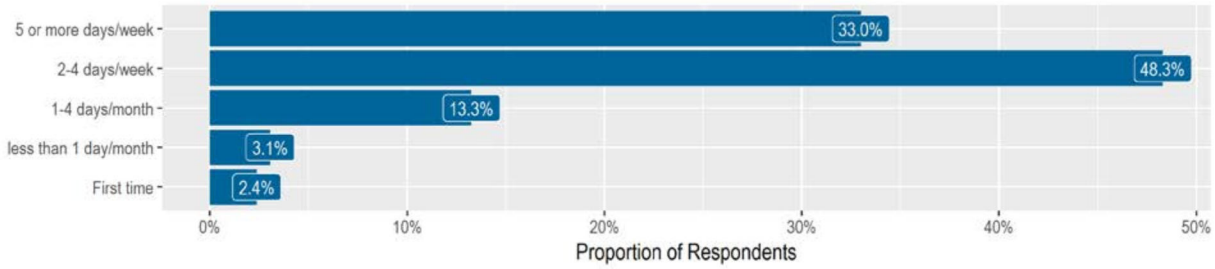
| | Transfer to/from Route | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Surveyed YCTA Route | 2 | 3 | 5 | 7 | 11 | 22 | 33 | 44 | 45X | Unspecified | Total |
| Route 2 (Local McMinnville) | | 2 | | | 1 | 1 | | 4 | | 16 | 25 |
| Route 3 (Local McMinnville) | 2 | | | | | 2 | | | | 1 | 5 |
| Route 5 (Local Newberg) | | | | | | | | | | | 0 |
| Route 7 (Local Newberg) | | | 1 | | | | | 2 | | 1 | 4 |
| Route 11 (West Salem) | | | | | | | | | | 1 | 1 |
| Route 22 (Grand Ronde) | | | | | | | | 1 | | 5 | 6 |
| Route 24 (Saturday – Grand Ronde) | | | | | | | | | | 3 | 3 |
| Route 33 (Hillsboro MAX) | 1 | | | | | 1 | | | | 1 | 3 |
| Route 44 (Tigard) | | 2 | | | | | | 1 | | | 3 |
| Route 45X (Tigard Express) | | | | 1 | | | | | | | 1 |
| Unspecified | | | | | | | | 1 | 1 | | 2 |
| Total | 4 | 4 | 1 | 1 | 1 | 4 | 0 | 9 | 1 | 28 | 53 |

Q4 How did you get to the first bus stop on your trip? Q6 How will you go from the bus to your destination?

## Frequency of Transit Use

Figure D-9 illustrates how often respondents use YCTA service. The vast majority of riders (81%) are frequent riders—who use YCTA service two or more days per week. Approximately 13% of riders use YCTA occasionally, while relatively few respondents (less than 6%) were first-time riders or people who rarely ride the bus.

Figure D-9 Frequency of Transit Use

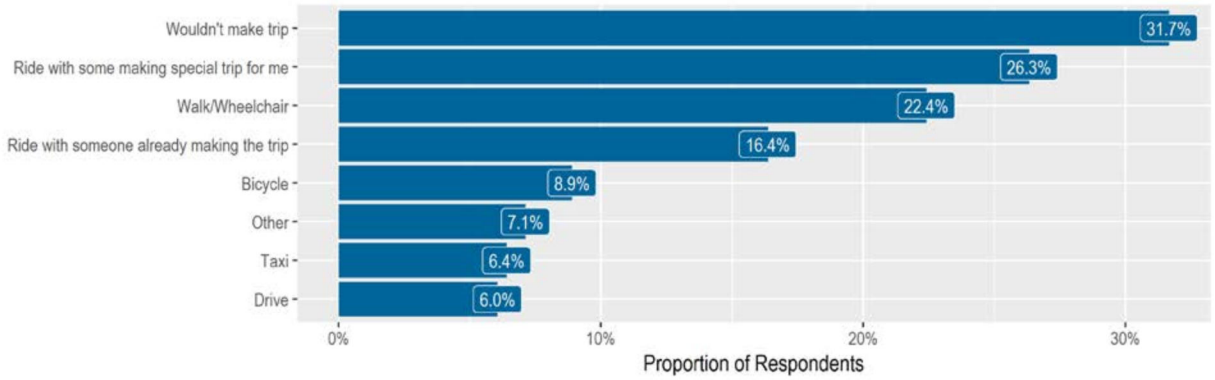



Q8: How often do you ride YCTA buses? (n = 294)

## Transit Reliance

Over 30% of respondents are transit-reliant, meaning they would be unable to make the trip if the bus services were not available (Figure D-10). Over a quarter of respondents would have gotten a ride with someone making a special trip, while 16% would have been able to carpool. Approximately 22% would have walked or used a wheelchair/mobility device. Only 6% would have driven on their own.

Figure D-10 Alternate Means to Make Trip without Bus Service



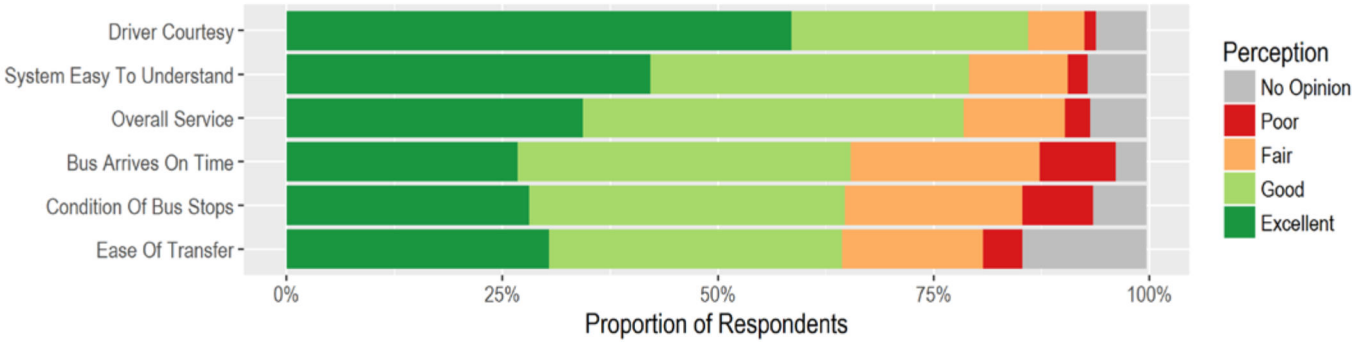

Q7: How would you have made this trip if bus service was not available? (N=281)

## Customer Satisfaction

Figure D-11 illustrates rider satisfaction with several attributes of YCTA service. Over three-quarters of respondents rated their overall satisfaction with service as "good" or "excellent."

- The vast majority of respondents (86%) rated driver courtesy as "good" or "excellent."
- Most respondents (over three-quarters) indicated the system is easy to understand, although most respondents are frequent riders who are already familiar with the system.
- Satisfaction was lowest for on-time arrivals, the condition of bus stops, and ease of transfers.

Figure D-11 Satisfaction with Transit




Q10: Please rate your perception of YCTA service (N=306)

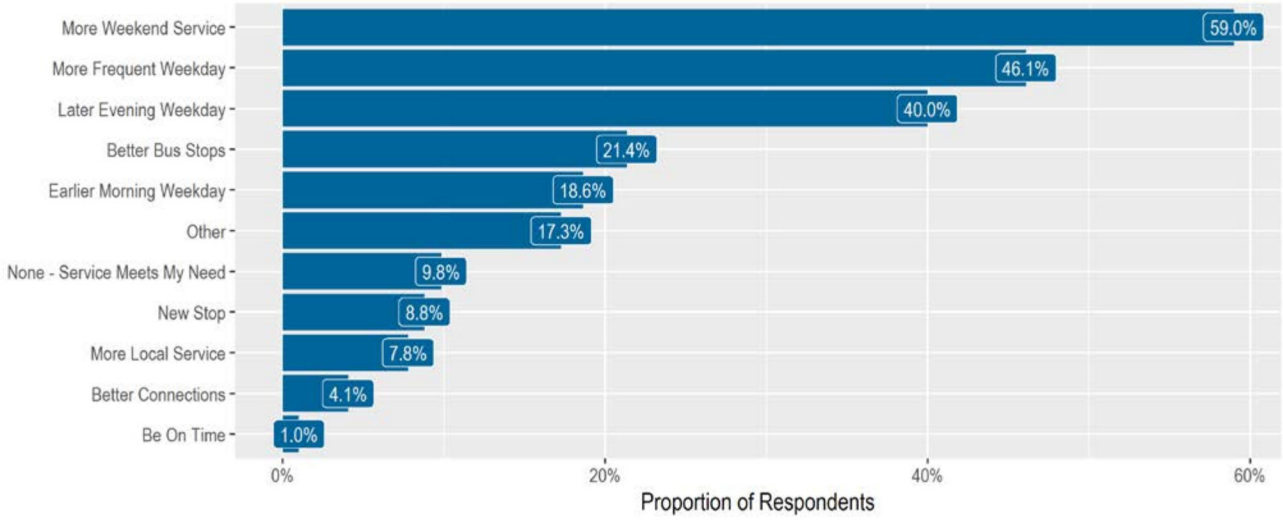
## Improvement Priorities

Respondents were asked to identify their top three priorities for improving service, shown in Figure D-12, as well as the single most important improvement, shown in Figure D-13. The top priorities were:

- More service on weekends (nearly 60%), which was also the most important improvement for over 28% of respondents
- Increased frequency on weekdays (46%)
- Later evening weekday service (40%)

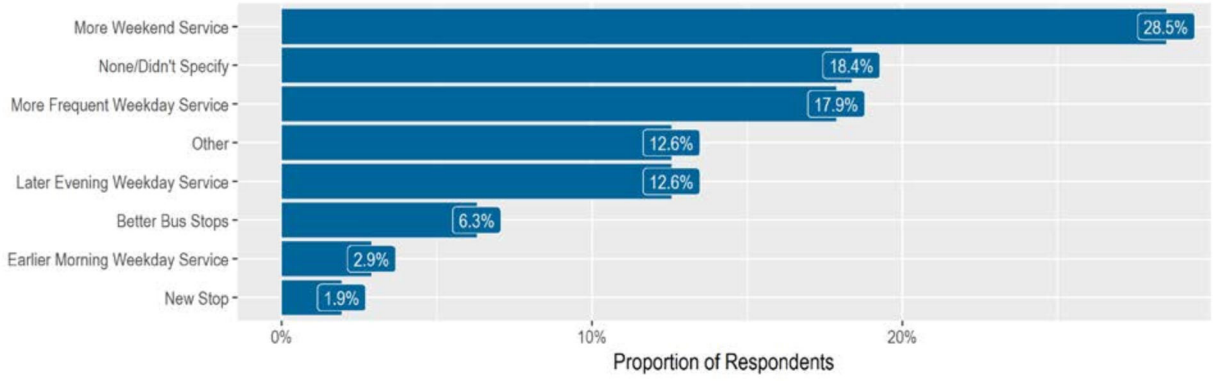
Smaller shares of respondents identified better bus stops and earlier morning service within their "Top 3" improvements. Nearly 10% of passengers indicated that service as it operates today meets their needs.

Figure D-12 Top Service Improvements Requested by Respondents




Q11: Please select up to THREE improvements that would help you choose to ride the bus more often (n=296)

Figure D-13 Most Important Service Improvement Requested

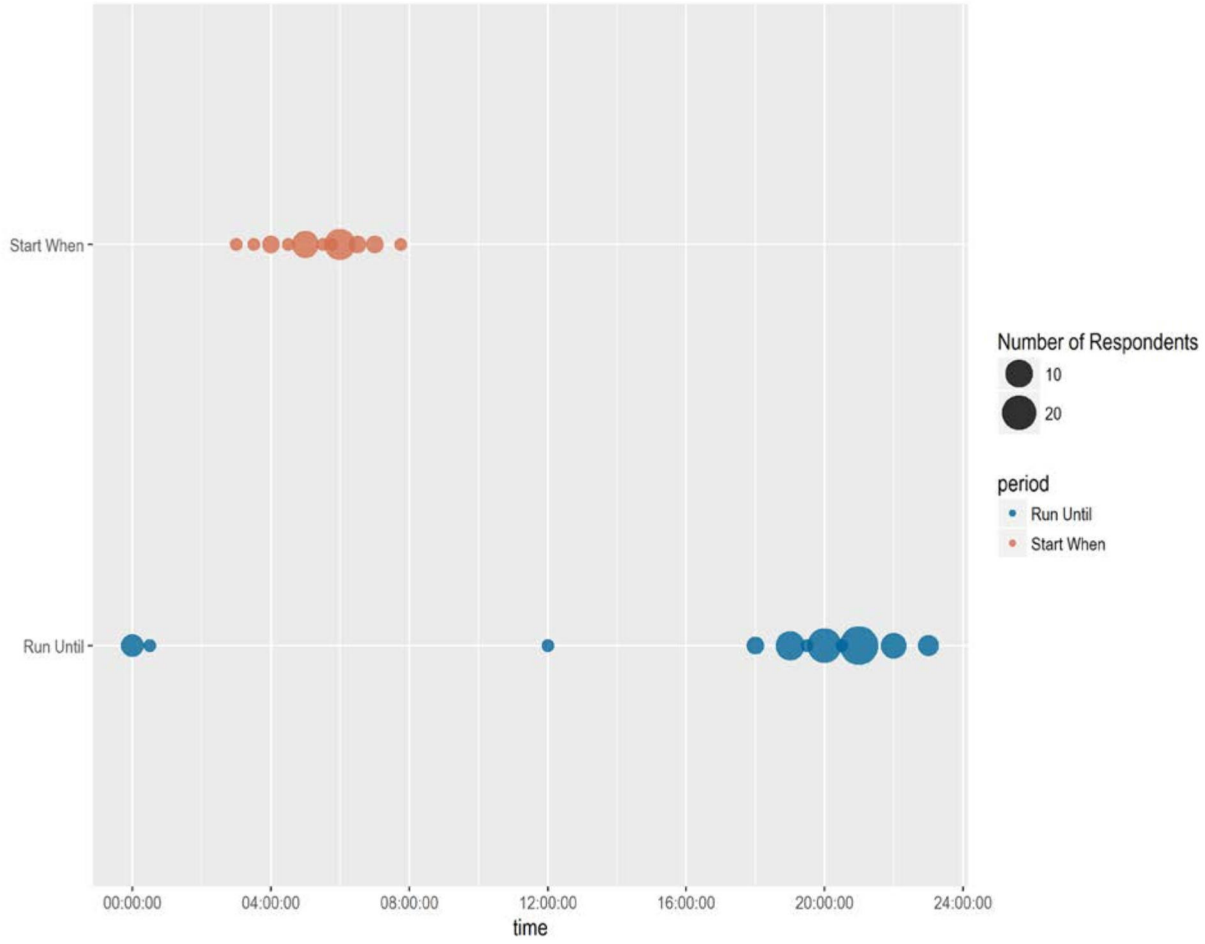



Q12: Please identify the ONE improvement in #11 that would help you choose to ride the bus more often (n=207)

## Start and End Times

Most respondents who identified earlier morning service as an improvement (19%) wanted service to start at 6:00 a.m. or earlier, while the larger share of respondents who would prioritize later evening service (40%) wanted to extend service until 8:00 p.m. or 9:00 p.m. (see Figure D-12).

Figure D-14 Desired Service Start and End Times



## New Stops/Service

Riders identified the need for specific new stops or destinations as well more service in particular cities (see Figure D-15).

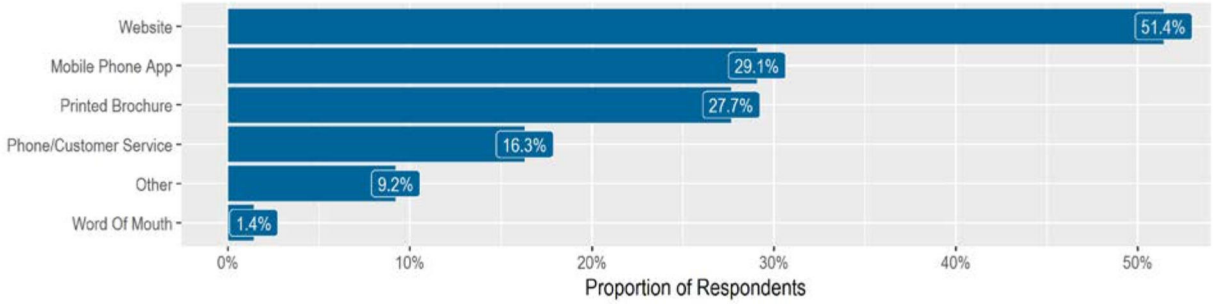
Figure D-15 New Service or Stop Locations Identified by Riders

| City or Route | New Stop or Service Location |
|---|---|
| Dayton | Dayton to Chemeketa |
| Dundee | New stop in Dundee |
| Lafayette | Local stops (generally) |
| McMinnville | Bus stop at 2nd & Baker |
| | Hill Road |
| | Dollar Tree (new stop) |
| | OR 99W and Riverside (new stop) |
| Sheridan | Sheridan (new stop on west end) |
| | General/Unspecified |
| | Sheridan Dairy Queen (new stop) |
| Route 11 Salem | Dallas (from Tigard) |
| | Albertson's in McMinnville |
| Route 22 (Grand Ronde) | Fort Hill RV Park ( new stop) |
| | HBF Farms - East of Sheridan (new stop) |
| Route 33 Hillsboro | New stop at OMI 4th and Baker |
| Route 44 (Tigard) | Chemeketa Community College |
| | Steel Mill in McMinnville (new stop) |
| | Walgreens in Tualatin (new stop) |
| | Springbrook (new stop) |
| | Sherwood (new stop) |
| Route 7 (Local Newberg) | Springbrook Rd. ( new stop) |

## Preferences for Obtaining Transit Information

Figure D-16 indicates riders' preferences for obtaining information about YCTA service. A majority (51%) would like to obtain information on the YCTA website, while nearly equal shares of passengers wanted to access information via a mobile phone application (29%) and printed materials (28%). Only 16% indicated they preferred to call a YCTA representative by phone.

Figure D-16 Preference for Obtaining Transit Information




Q9: How do you get (or would you like to get) the information you need to ride the bus? (N=282)

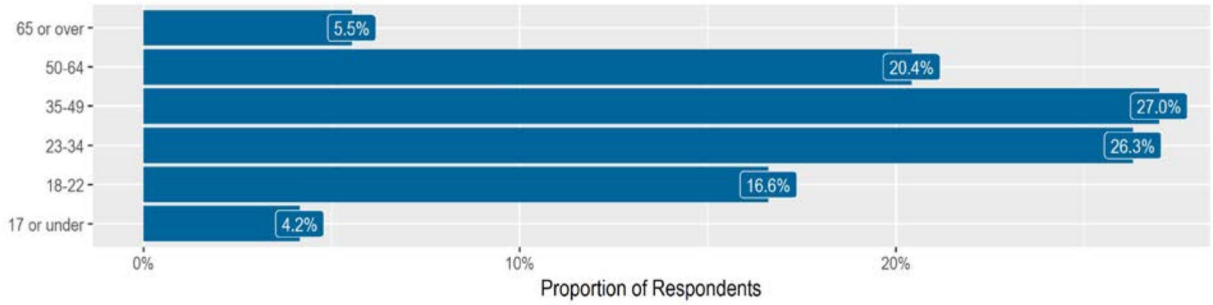
## Passenger Characteristics

The survey asked respondents to answer several demographic questions.

### Age

Figure D-14 highlights the age distribution of survey respondents. Fewer than 6% of the respondents were over the age of 65, which is a lower than older adults' share of the general population (the survey did not include Dial-A-Ride, which likely has a larger share of older adults). The largest group of survey respondents was between 23-49 years of age (53%).

Figure D-17 Age Distribution

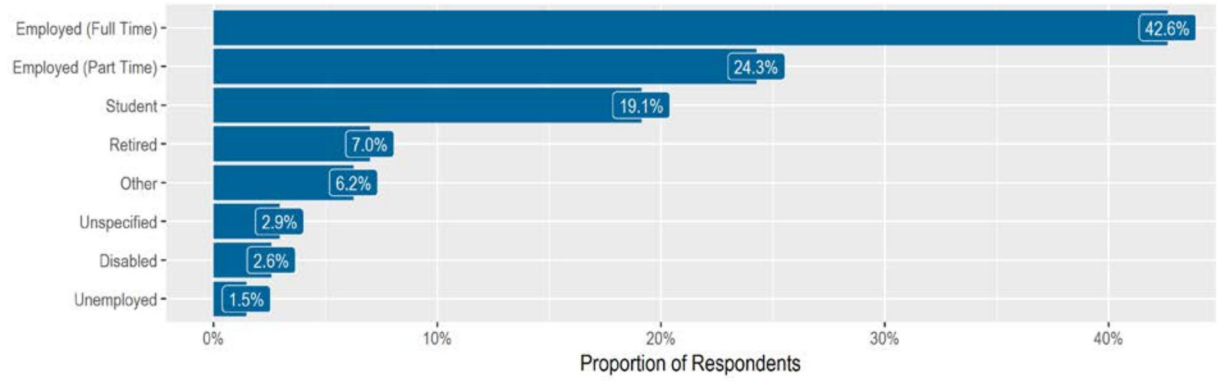



Q14: What is your age? (N=289

## Labor Market Status

Figure D-18 shows respondents' labor market status. Two-thirds of respondents are employed, with nearly 43% working full-time and 24% working part-time. Nearly 20% are students while approximately 7% are retired.

Figure D-18 Labor Market Status

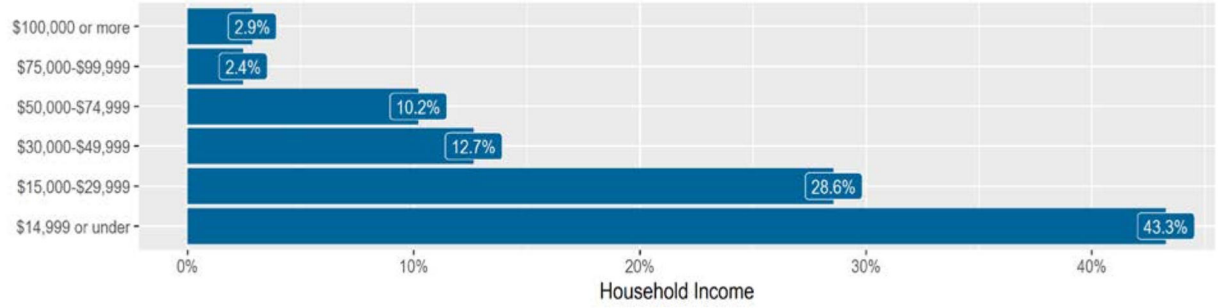



Q13: Labor Market Status. (N=272)

## Income

Figure D-19 shows respondents' household income. Over 70% of YCTA riders have a household income of less than $30,000 annually, including 43% who earn less than $15,000 per year. Approximately a quarter earn between $35,000 and $75,000, while slightly more than 5% earn $75,000 or more.

Figure D-19 Gross Annual Household Income




Q15: What is your total household income before taxes? (N=245)

# SURVEY INSTRUMENTS

Figure D-20 On-board Survey Instrument, English

Yamhill County Transit Area

# PASSENGER SURVEY

To be completed by surveyor:
Time: ____:____ ☐ AM ☐ PM
Current Route:
☐ 2 ☐ 3 ☐ 5 ☐ 7 ☐ 11 ☐ 22
☐ 24s ☐ 33 ☐ 44 ☐ 45x ☐ 46s

Yamhill County Transit (YCTA) is conducting a survey to help plan future transit service in the County. **Your answers are completely confidential.** *If you have already filled out a survey, please DO NOT fill out another one.*

Please tell us about the **one-way trip** you are making now (e.g., from home to work or school):

**1. Does this trip start or end at your home location?**
☐1 Yes ☐2 No

**2. What is the primary purpose of your trip?** (Check one)
☐1 Work/work-related ☐4 Medical ☐6 Shopping
☐3 Recreation/Social ☐5 Personal business
☐3 College/School. *Name:* _____
☐7 Other. *Specify:* _____

## Origin

**3. Where did you start your trip today, before you reached the first bus stop?**
Intersection _____ & _____
**OR** Address, Building or Place _____
City _____ Zip Code _____

**4. How did you get to the bus stop?**
☐1 Rode another YCTA Route: _____
☐2 Transferred from other transit: (e.g., TriMet, Cherriots)
Provider: _____ Route: _____
☐3 Walked (How many minutes? _____)
☐4 Wheelchair/scooter (How many minutes? _____)
☐5 Biked (How many minutes? _____)
☐6 Got dropped off ☐7 Drove alone
☐8 Other _____

## Destination

**5. What is your final destination for your trip today, after you get off the bus?**
Intersection _____ & _____
**OR** Address, Building or Place _____
City _____ Zip Code _____

**6. How will you go from this bus to your destination?**
☐1 Ride another YCTA Route: _____
☐2 Transfer to other transit: (e.g., TriMet, Cherriots)
Provider: _____ Route: _____
☐3 Walk (How many minutes? _____)
☐4 Wheelchair/scooter (How many minutes? _____)
☐5 Bike (How many minutes? _____)
☐6 Get picked up ☐7 Drive alone
☐8 Other _____

**7. How would you have made this trip if bus service was not available?** (check one or more)
☐1 Would not make trip ☐2 Walked/Wheelchair
☐3 Bicycle ☐4 Ride with someone already making trip
☐5 Ride with someone making special trip to take me
☐6 Taxi ☐7 Other: _____

**8. How often do you ride YCTA buses?**
☐1 5 or more days/week ☐4 Less than 1 day/month
☐2 2 - 4 days/week ☐5 First time
☐3 1 - 4 days/month

**9. How do you get (or would you like to get) the information you need to ride the bus?**
☐1 Website ☐3 Phone call/customer service
☐2 Mobile Phone App ☐4 Printed Brochure
☐5 Other: _____

**10. Please rate your perception of YCTA bus service:**

| | Excellent | Good | Fair | Poor | No Opinion |
|---|---|---|---|---|---|
| a. Bus arrives on-time | ☐1 | ☐2 | ☐3 | ☐4 | ☐5 |
| b. Ease of transfers | ☐1 | ☐2 | ☐3 | ☐4 | ☐5 |
| c. System easy to understand | ☐1 | ☐2 | ☐3 | ☐4 | ☐5 |
| d. Driver courtesy | ☐1 | ☐2 | ☐3 | ☐4 | ☐5 |
| e. Condition of bus stops | ☐1 | ☐2 | ☐3 | ☐4 | ☐5 |
| f. Overall bus service | ☐1 | ☐2 | ☐3 | ☐4 | ☐5 |

**11. Please select up to THREE improvements that would help you choose to ride the bus more often:** (check up to THREE)
☐1 More frequent weekday bus service
☐2 Earlier morning weekday service. *Begin when?* _____
☐3 Later evening weekday service. *Until when?* _____
☐4 More weekend service
☐5 More local service in: _____
☐6 A new stop on an existing route. Where? _____
☐7 Better regional connections. In/between: _____ & _____
☐8 Better bus stops
☐9 Other. *Specify:* _____
☐10 None - service meets my needs.

**12. Please circle the ONE improvement in #11 that you think is the most important.** (Please circle only ONE choice.)

**13. Are you?** (Check one or more)
☐1 Employed full-time ☐4 Retired
☐2 Employed part-time ☐5 Visitor
☐3 Student ☐6 Other: _____

**14. What is your age?**
☐1 17 or under ☐3 23 - 34 ☐5 50 - 64
☐2 18 - 22 ☐4 35 - 49 ☐6 65 or over

**15. What is your total annual household income?**
(for everyone in your household, before taxes)
☐1 $14,999 or under ☐4 $50,000 - $74,999
☐2 $15,000 - $29,999 ☐5 $75,000 - $99,999
☐3 $30,000 - $49,999 ☐6 $100,000 or more

OVER ▶

Figure D-21 On-board Survey Instrument, Spanish

To be added

# APPENDIX E

## Community Survey Details

# APPENDIX E COMUNITY SURVEY DETAILS

This appendix provides detailed analysis of the YCTA community survey; a summary is provided in Chapter 4.

## INTRODUCTION

YCTA conducted a survey of the overall community to help understand the travel patterns, opinions about transit, and likelihood of taking transit for the county overall. The survey was available from late June 2017 through August 22, 2017. The survey was available online in English, and a paper version of the survey was available in both English and Spanish. The paper survey was available at community outreach events and at various locations in the community. The survey was publicized through the following:

- TDP project website
- YCTA Facebook page
- Emails to over 250 stakeholders asking them to "get the word out." Some of these stakeholders included the survey link in newsletters
- Ads in local newspapers in McMinnville and Newberg
- Local event notices on local cable service
- Flyers in locations around the community.
- Spanish-language surveys were distributed at locations suggested by participants in the Latino Community TDP focus group.

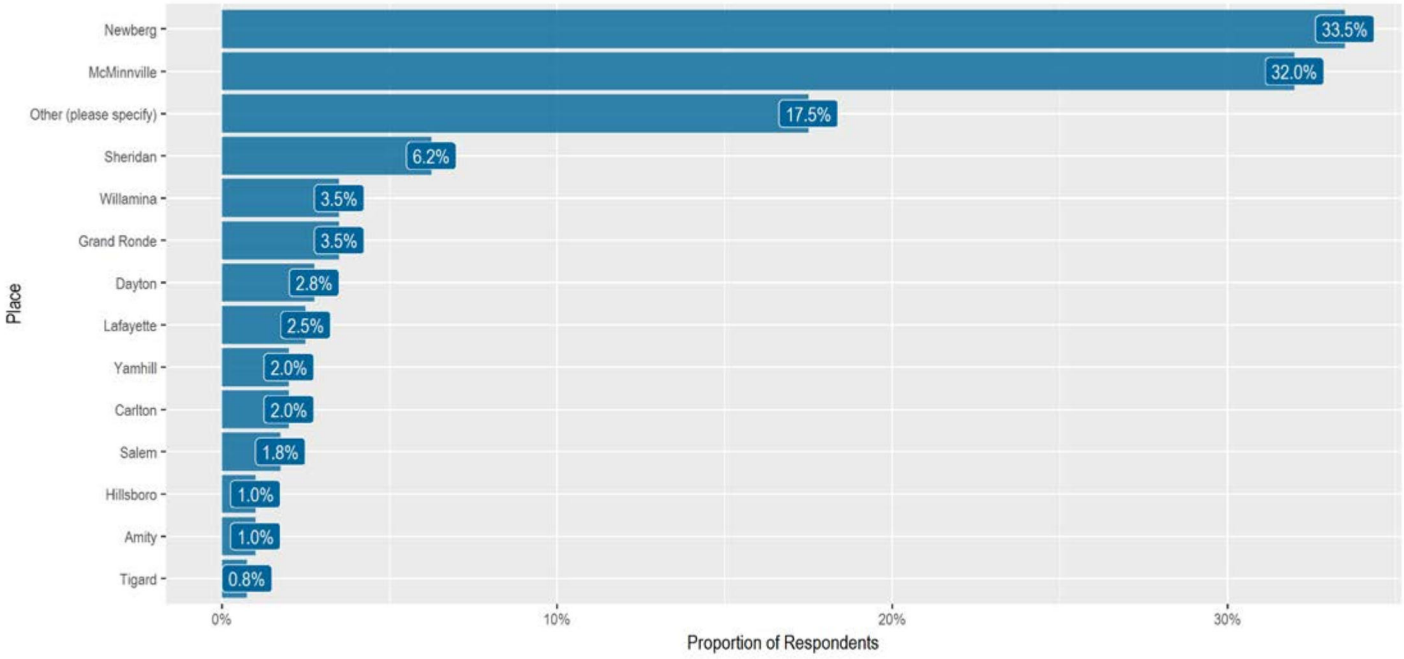
A total of 405 surveys were collected—329 online and 76 hard-copy responses. Spanish-language surveys were available in a hard-copy format and assistance with completing the online survey was available upon request.

Figure E-1 provides a breakdown of respondents by city of residence. Most respondents (90%) live in Yamhill County, including:

- Approximately a third of respondents live in Newberg and an additional third live in McMinnville.
- Approximately a quarter of respondents reside elsewhere in Yamhill County

Figure E-2 illustrates where respondents live by city (left panel) and zip code (right panel).

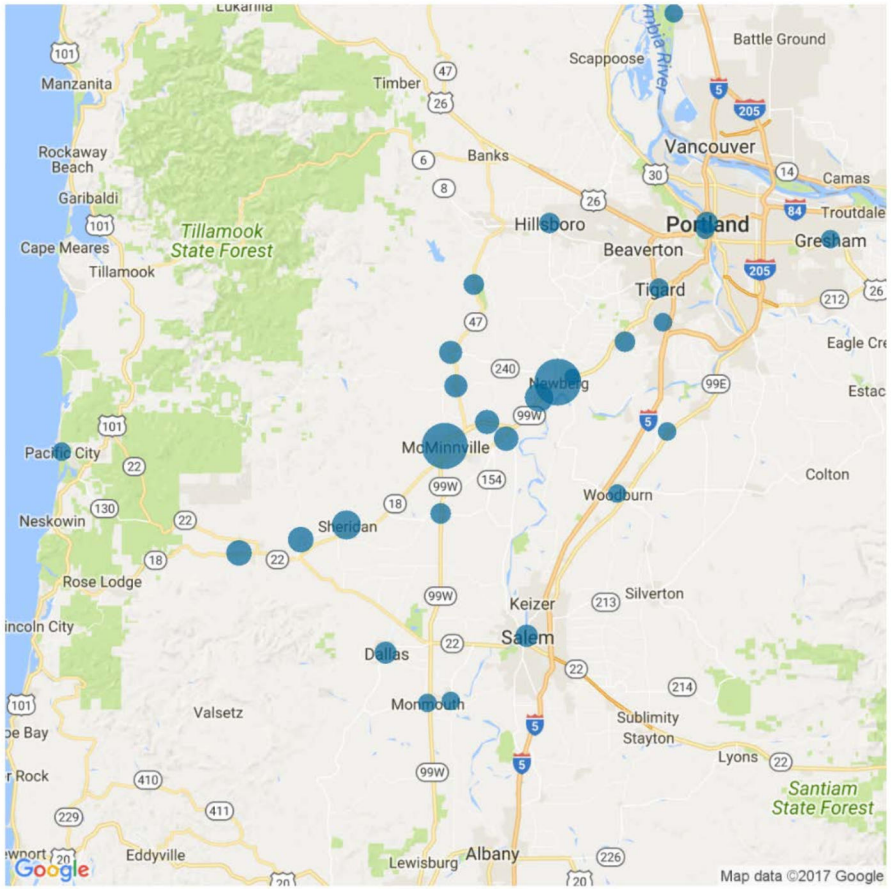
Figure E-1 Respondents' Place of Residence




Q1 What city/ZIP code do you live in?

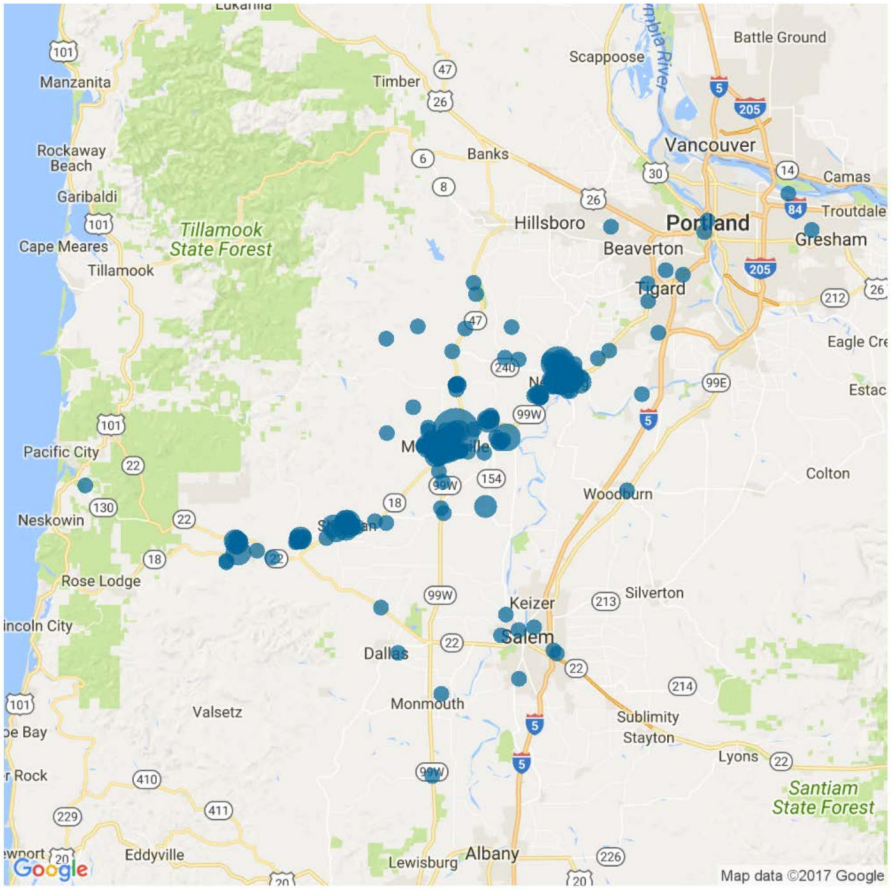
Figure E-2 Respondents' Place of Residence by City and Zip Code

Home Cities




# of Respondents 50 100

Home Zip Code




# of Respondents 5 10 15 20

# SURVEY RESULTS

## Major Destinations

Transit connects people to their desired destinations, thus understanding where people commonly travel helps determine where transit routes should go. Respondents were asked to list their top three destinations and to identify how they currently access those destinations. Figure E-3 lists the top destinations identified by respondents who live in each city in Yamhill County.

The top destinations include major retailers (Fred Meyer, Winco, Safeway, Walmart, Albertson's, etc.) and major institutions (George Fox University, Providence Newberg Medical Center, etc.). McMinnville and Newberg were identified as key destinations from other Yamhill County cities, as were regional connections to the Portland and Salem areas.

The data collected will be analyzed in more detail in the subsequent phases of the TDP to understand how YCTA routes can better serve the places where people want to travel.

Figure E-3 Top Community Destinations By Origin City

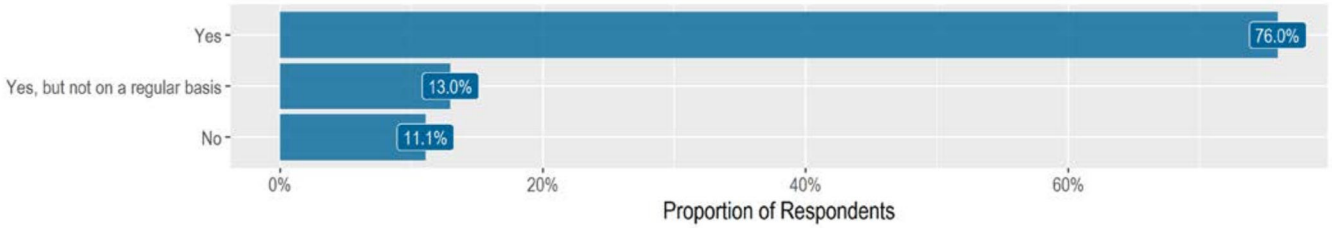
| Home City | # of Responses in City | Top Destinations Among City Residents |
|---|---|---|
| Newberg | 134 | ▪ Fred Meyer, Newberg<br>▪ George Fox University, Newberg<br>▪ Newberg Public Library<br>▪ Safeway, Newberg |
| McMinnville | 128 | ▪ WinCo, McMinnville<br>▪ Walmart, McMinnville<br>▪ Safeway, McMinnville<br>▪ Albertson's, McMinnville |
| Sheridan | 25 | ▪ WinCo, McMinnville<br>▪ Walmart, McMinnville<br>▪ Confederated Tribes of Grand Ronde |
| Grand Ronde | 14 | ▪ WinCo, McMinnville<br>▪ Walmart, McMinnville<br>▪ Confederated Tribes of Grand Ronde |
| Willamina | 12 | ▪ Walmart, McMinnville<br>▪ Confederated Tribes of Grand Ronde |
| Dayton | 11 | ▪ McMinnville<br>▪ Newberg<br>▪ Fred Meyer |
| Lafayette | 10 | ▪ Walmart, McMinnville<br>▪ WinCo, McMinnville<br>▪ Tigard Transit Center<br>▪ Fred Meyer<br>▪ Downtown McMinnville |
| Dundee | 10 | ▪ Fred Meyer, Newberg<br>▪ George Fox University, Newberg<br>▪ Providence Newberg Medical Center |
| Carlton | 8 | ▪ Walmart, McMinnville<br>▪ WinCo, McMinnville<br>▪ Safeway, McMinnville<br>▪ McMinnville<br>▪ Newberg |
| Yamhill | 5 | ▪ McMinnville<br>▪ Salem<br>▪ Fred Meyer (McMinnville or Cornelius) |
| Amity | 4 | ▪ McMinnville<br>▪ Salem<br>▪ Tigard Transit Center |

Q4-Q9 (Q3) Please tell us where you usually travel. List up to three places and addresses.

## Access to an Automobile

As shown in Figure E-4, most community survey respondents (over 75%) have access to an automobile. People who have other travel options and choose to use transit would be considered "choice" riders. The remaining quarter of respondents do not have access to a car, or do not have access to a car on a regular basis.

Figure E-4 Access to an Automobile?




Q10 (Q4) Do you have access to an automobile?

## Public Transportation Usage

Over 60% of survey respondents indicated that they and/or a member of their household used public transportation within the past year (Figure E-5).

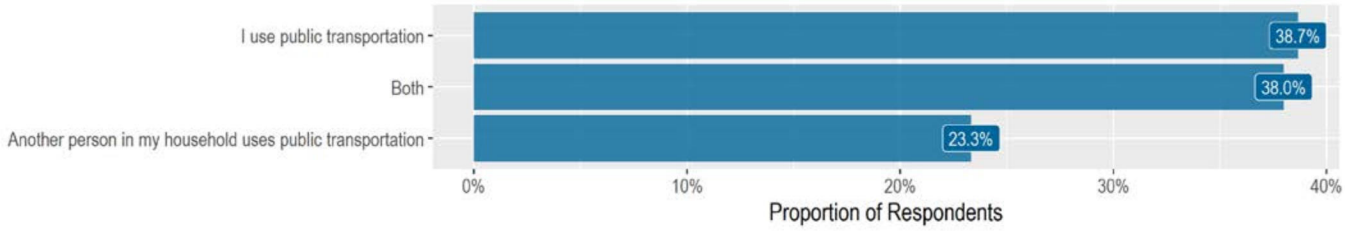
Figure E-5 Use of Public Transportation




Q11 (Q5) Have you or anyone in your household used public transportation within the past year?

Among these households, Figure E-6 shows who used public transportation–the respondent (40%), someone else in their household (23%), or both (37%).

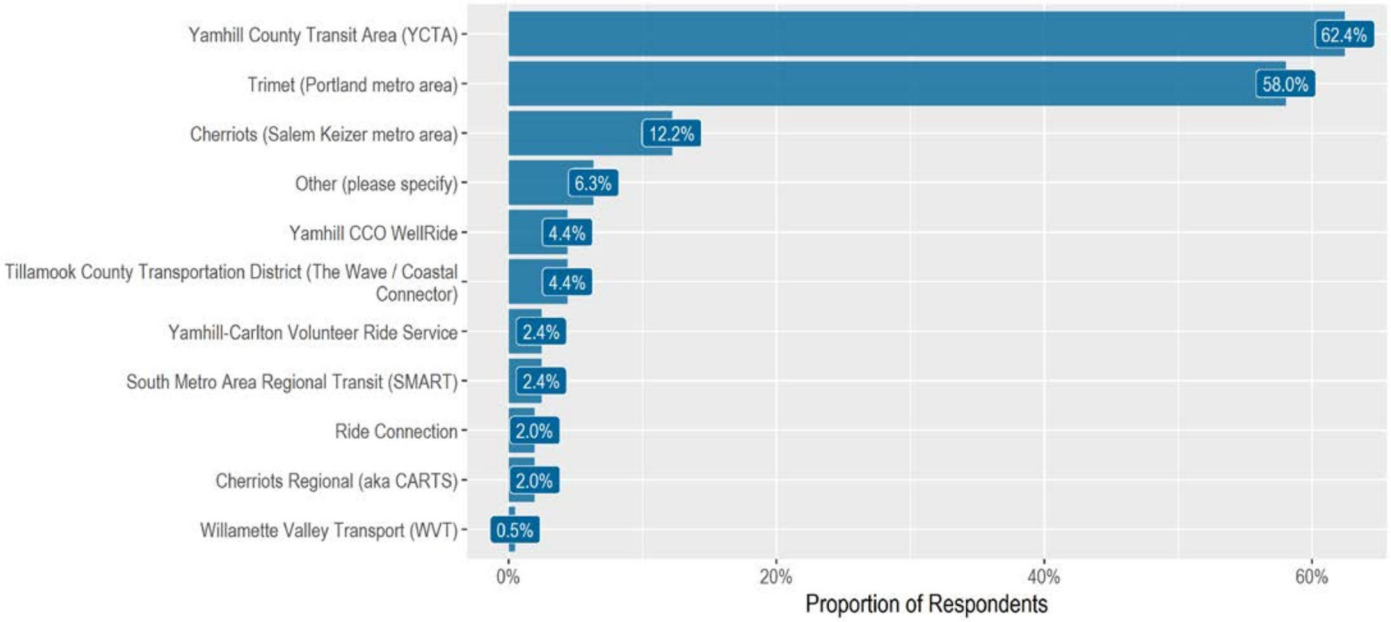
Figure E-6 Use of Public Transportation by Household Members




Q13 (online only) Who in your household uses public transportation?

Among households that used public transportation, approximately three out of five used YCTA and/or TriMet public transportation services (Figure E-7). Over 10% of respondents used Cherriots (Salem area), while a small share of respondents used a variety of other public transportation services.

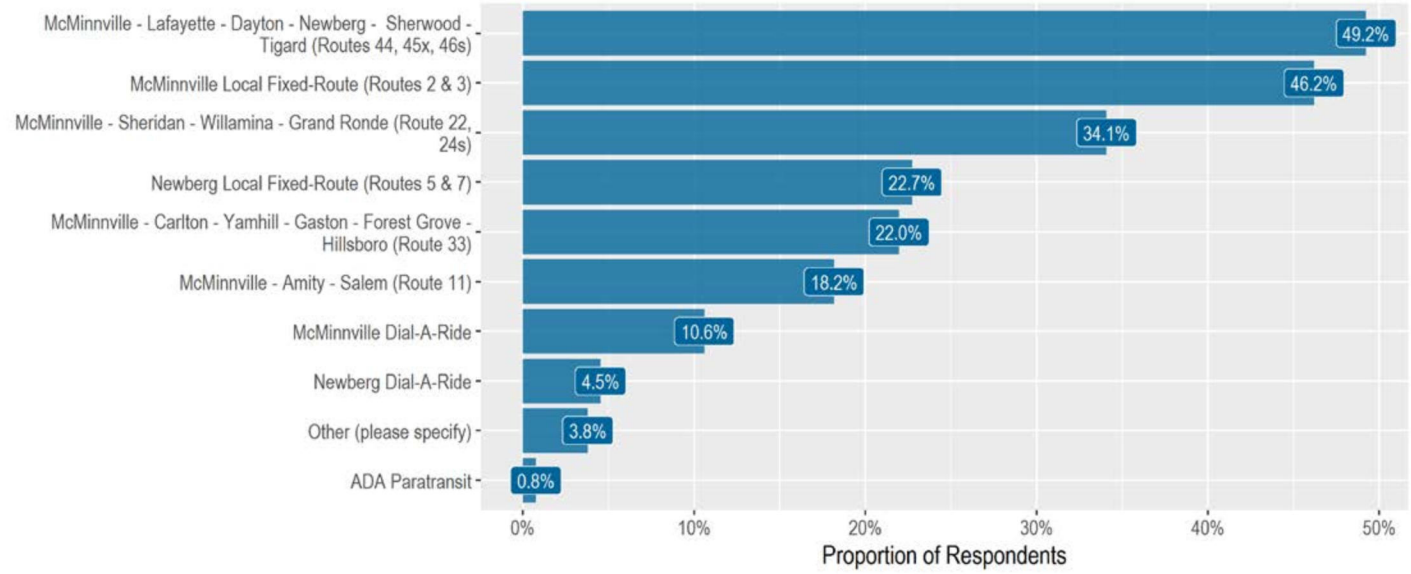
Figure E-7 Other Public Transportation Services Used




Q14 (Q6) Which public transportation services did you or persons in your household use in the past year?

Of respondents who used YCTA service, nearly half used service between McMinnville, Newberg, and Tigard (Routes 44, 45X, and 46S) and 46% used local fixed-route service in McMinnville (Routes 2 and 3), Over a third used service between McMinnville and Grand Ronde (Routes 22 and 24s). These results are similar to YCTA ridership patterns. Figure E-8 illustrates the services used.

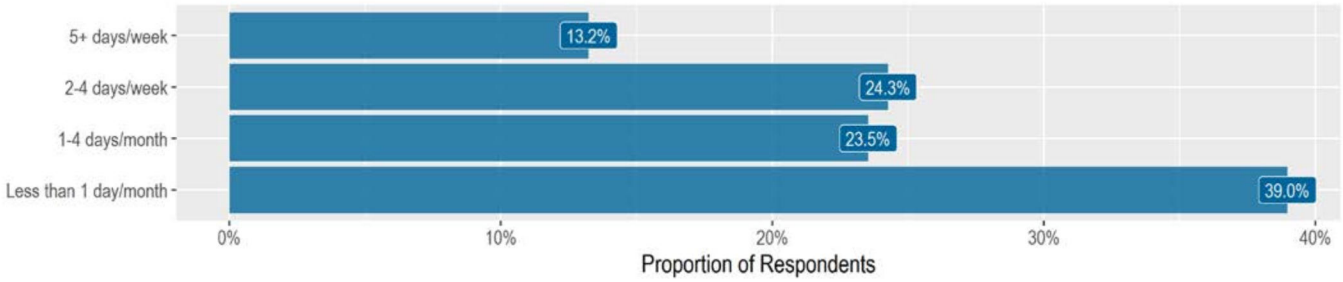
Figure E-8 Yamhill County Transit Services Used




Q15 (Q6a) Which Yamhill County Transit services have you or anyone in your household used in the past year? (Select all that apply) (n=132)

Among the community survey respondents who used YCTA service in the past year, most are occasional riders—approximately two in five used it less than one day per month, while less than a quarter ride between one and four days per month (Figure E-9). Approximately 37% use it regularly.

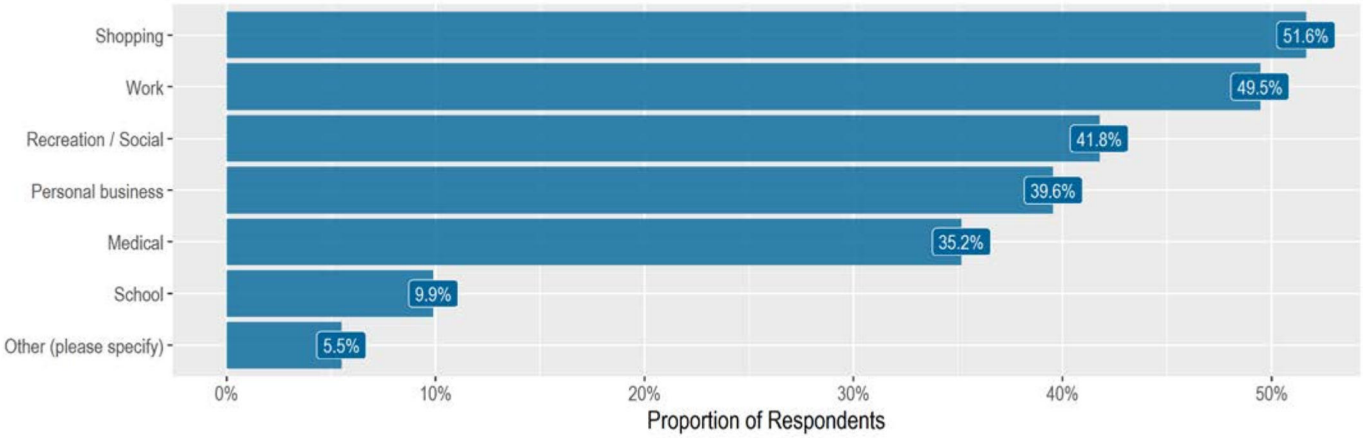
Figure E-9 YCTA Frequency of Use




Q16 (Q6b) How often do you (or anyone in your household) use Yamhill County Transit? (n=136)

Community survey respondents who used Yamhill County Transit service in the past year most often used it for shopping (52%) and work (50%), followed by recreation/social (42%), personal business (40%), and medical (35%) purposes (Figure E-10).

Figure E-10 Types of Trips for which YCTA is Used



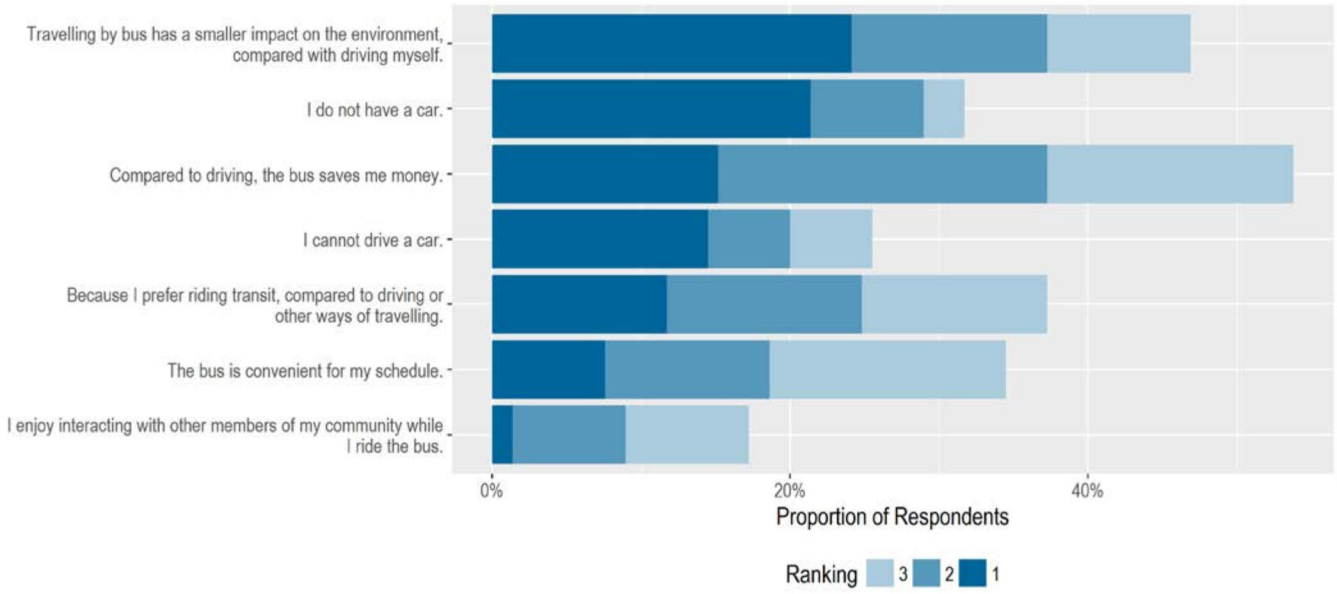

Q17 (online only) For what types of trips do you primarily use Yamhill County Transit service? (n=91)

# Attitudes towards Transit

## Riders

Respondents who have used public transportation in the past year were asked to rank their top three reasons for using transit (Figure E-11). The top reasons for taking transit were environmental motivation and lack of car ownership. The reduced financial cost of using transit also ranked as a high priority for selecting transit.

Figure E-11 Reasons Why People Use Public Transportation

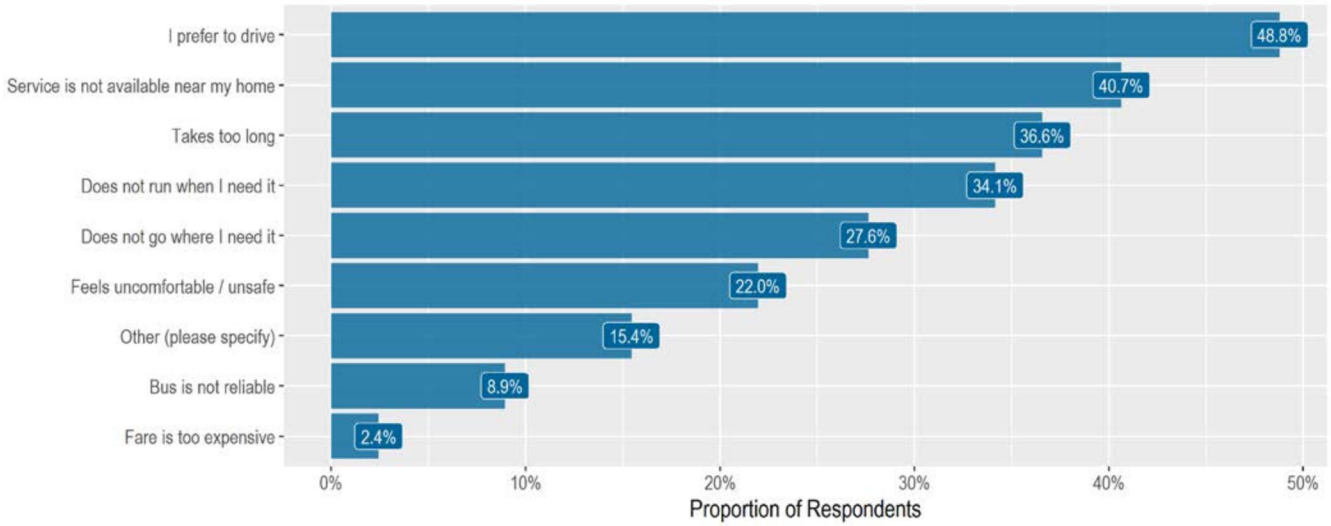



Q18 (online only) Why do you ride public transportation (top 3 reasons)? (n=145)

## Non-Riders

Respondents who did not use public transportation were asked to identify why it is not a good travel option for them (Figure E-12). Nearly half (49%) simply prefer to drive; this is not surprising given that the survey solicited input from the general public. However, nearly as many people (41%) responded that transit is not available near their home. Service also takes too long (37%) or does not run when (34%) or where (28%) people need it to go. A relatively small share (22%) felt uncomfortable riding transit or were concerned that it is unsafe. The cost of riding transit was not seen as an impediment.

Figure E-12 Reasons Why Public Transportation Does Not Meet Travel Needs



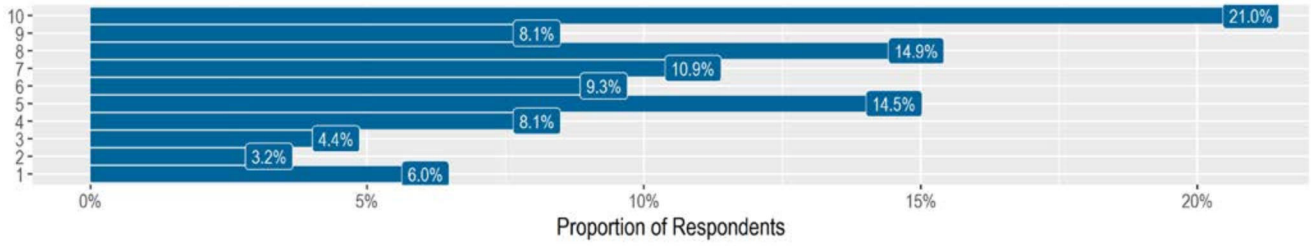

Q12 (Q7) Why isn't public transportation a good option for you? (n=123)

## Riders and Non-Riders

Overall, most survey respondents perceived public transit service in Yamhill County as having a benefit to others in the community, even if they did not personally ride it. Approximately 43% perceived a high benefit (8 to 10) and 35% identified a moderate benefit (5 to 7), while 22% rated the benefit as relatively low.

This was also true among respondents where no one in their household had used public transportation in the past year— 71% still identified a moderate or high benefit to the community from public transit service (including 30% who rated the benefit as "8" or higher).

Figure E-13 Benefits From Public Transit (1 = Low and 10 = High)



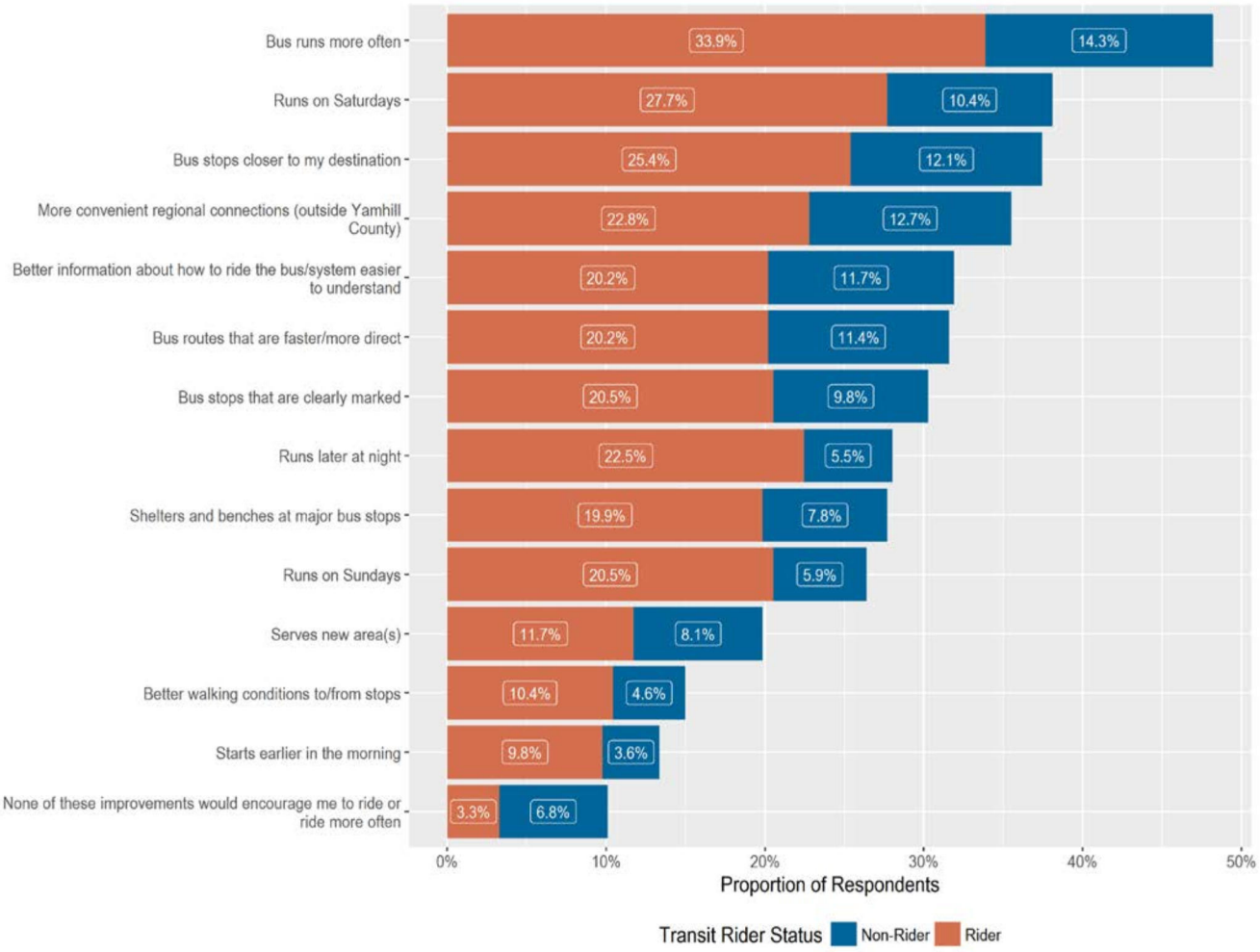

Q19 (Online Only) On a scale of 1 to 10, how would you rate the benefits transit in Yamhill County provides to your friends, family, and community in general, even if you don't personally ride transit? (n=248)

## Preferences for Transit Improvements

Respondents were asked to identify transit improvements that would encourage them to ride transit or to ride it more often. Nearly half of respondents prioritized more frequent bus service (Figure E-14). Other top priorities (selected by 35-40% of respondents) include more Saturday service, bus stops closer to destinations, and more convenient connections to destinations outside the county. Slightly fewer than a third of respondents prioritized more direct service, better information, and clearly marked bus stops.

There did not appear to be a significant difference in priorities between "riders" (those who had used public transportation in the past year) and respondents who had not used transit.

Figure E-14 Support for Potential Improvements (up to 5 Priorities)



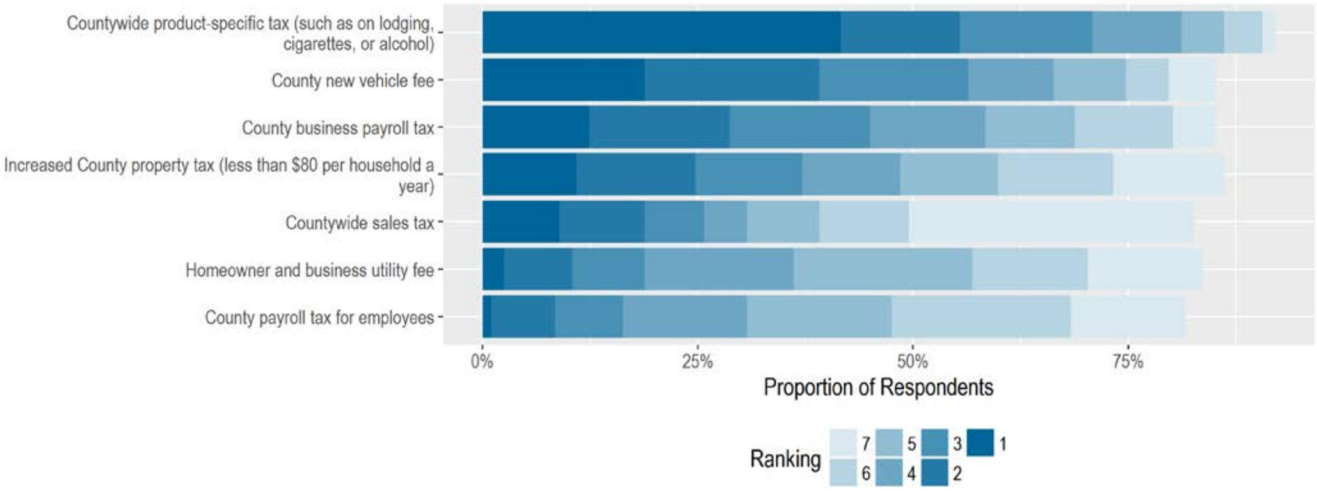

Q20 (Q8) What types of improvements to bus service would help you ride Yamhill County Transit or ride more often? Please rank your top five choices. (n=307)

Nearly 29% of respondents prioritized later evening hours and several people commented that expanding the hours of service are an important factor in making transit work for people who don't get off work until 6 p.m. or 7 p.m., work later evening shifts, or attend college classes that run at night. Most of these respondents (70%) suggested that service end between 8:00 p.m. and 10:00 p.m. Of the 14% of respondents who said earlier service would encourage them to use the service, most wanted a start time before 6:00 a.m. (Currently, only Route 44 starts as early as 5 a.m., other intercity routes start at around 6:00 am, and local routes in McMinnville and Newberg do not start running until after 7:00 am.)

## Preferences for Potential Transit Funding Options

Respondents were asked to identify their preference for different potential local options for funding public transportation improvements in Yamhill County. By a wide margin, respondents preferred a countywide product-specific tax (such as lodging, cigarettes, or alcohol)—77% of the top three ranked choices. A new vehicle fee and a business payroll tax were the next most favorably ranked local funding options—66% and 52 of the top three choices, respectively. (See Figure E-15.)

Figure E-15 Preference for Local Transit Funding Options (1=Most Preferred, 7=Least Preferred)

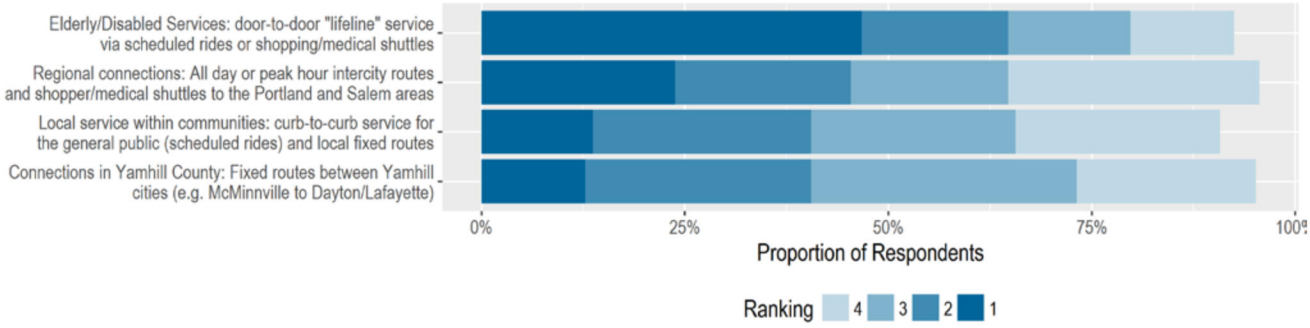



Q22 (Online Only): Today, the County General Fund makes up about 10% of the YCTA operating budget (about $2 million annually). State and Federal funding may not keep pace with the cost of YCTA's current service levels. Please rank the following local funding options for public transportation improvements in order of preference. 1 is most preferred, 7 is least preferred. (n=202)

## Priorities between Local and Regional Service

Respondents were asked to weigh in on how Yamhill County should prioritize resources between local and regional services. Respondents ranked door-to-door "lifeline" service for seniors, people with disabilities, and low-income persons (including scheduled rides and shuttle services) as the number one priority; nearly 50% of respondents gave this a top ranking (Figure E-16). The next highest priority was regional connections. Respondents assigned the lowest priority to connections between Yamhill County cities and local service within communities (either curb-to-curb service for the general public or fixed routes).

Figure E-16 Priorities between Regional and Local Service




Q23 (Online Only): How should Yamhill County Transit prioritize resources between local and regional service? Please rank the following service types in order of priority. 1 is highest priority, 4 is lowest priority. (n=227)

# OPEN ENDED COMMENTS

Respondents were also given the opportunity to provide additional comments that would help YCTA better serve the needs of Yamhill County residents, employees, and visitors. A selection of comments is included below.

Improvement Suggestions

- Make current times of each route available on the web or best- phone app. We call about delays to dispatcher now.
- Seek nonprofit involvement to fill in service needs
- In McMinnville , restart route 1 ..
- Clearer markings on the buses for routes, shelter or bus signs for pick up and drop off along routes.
- Just that it would be nice for the bus to have better and more travel schedule from Carlton to McMinnville and from Carlton to Newberg. Round trips, please
- Mail schedule/route info to all Yamhill County residents. For some, public transit is unknown, & trying to figure out connections in Salem/Portland is intimidating. We should also be working to bring out-of-town visitors to Yamhill County to enjoy our wine, food, etc. especially when we have events scheduled like SIP, Turkey Rama, County Fair, Newberg Old Fashioned Days, Santa Parade, Alien Festival, Cruise-In.....so many ways to bring visitors to us!! Great job on all of the improvements over the years.
- Small Community vans, Volunteer drivers.
- If this is to look at a long range period, then developing a short range to meet growth should be a priority. The current system in MAC needs to better serve residents. The system, as currently used, is not reflective of the growth of areas of (particularly) McMinnville. It fails to provide transportation for major apartment complexes which would enhance ridership.
- It would help to schedule buses to arrive earlier than buses departing to other cities and locations
- My experience riding Yamhill Transit has been positive overall. I think getting more information about riding options would improve ridership, for example, information targeted to middle school age and high school age kids about where and when routes work. Unless you look at the YCTA website, there is very little info about how and where to ride.
- Further thoughts on the 4 categories of service: 4) In Newberg, most services are within walking or bicycling distance, depending on where one lives. 3) Government functions such as SSI for my disabled sister-in-law are difficult to reach without YCTA linking to McMinnville, as she cannot drive herself. Mental health services all seem to go through Mac as well, and we want as few barriers as possible to their use. Thus inter-city transit is certainly necessary to maintain or expand. 2) Multiple accessible daily round trips being available via transit to Portland/Salem are a big enabler, and not just for employment and thus income. If the schedule is too restrictive, it does cut off a number of jobs such as those that end too late. But it also makes Portland State classes a lot less accessible, without committing to spend the whole day downtown, which helps those that want to work while getting a degree. 1) But mostly, we should prioritize those who rely on essential services for survival, and can't walk the distance. In a smaller county without the budget of Trimet, but also without the constraints, we have the unique ability to serve people directly who need transit the most. I find door-to-door the most essential and curb-to-curb the least, but regional and intra-city transit was a near toss up to me. The one I'd be personally most likely to use is the connection to Portland or, eventually, the door-to-door service depending on what my circumstances are.
- The buses needs to be better maintained cleaner and maintenance free. Increase employee hours so they will stick around longer. Constant turn over on drivers impacts the riders.
- This is a great program but it should increase routes and talk to Spirit Mountain Casino and other business' about shifts and possible route options.
- Many GFU [George Fox University] students/staff and Adec employees commute in from the Portland area, and public transportation is NOT an option due to the infrequency of the buses etc. I'd love to not drive in daily from Portland, and the GFU students also need reliable public transportation options from Portland and Salem.
- Advertise the availability of YCTA at George Fox University. Maybe partner with GFU to offer discounted monthly passes through the university for students/faculty/staff. We have a campus parking shortage.
- Remember that YCTA stands for Yamhill County Transportation Area, it's not the McMinnville Transit System! Better serve the rest of the county. Have a Newberg Transit Center. Have routes between the various communities that do not require a transfer in Mac.

- Buses on time!
- More options for college students to get out of McMinnville would be fantastic. Multiple runs on the weekends with access to the airport or direct connections to the MAX would be awesome. Sunday service would be great.
- Ride fees could be raised. Plan routes for areas that are within urban growth boundaries and that will be developed. Many lower income housing projects cannot get funding unless they can show there is a planned transit route already booked to serve that area. Provide benches/covered areas at transit stops. This is very helpful for children and the elderly.
- The stop by Big 5 is neither safe nor convenient. Most people are going to Winco or Walmart; it's very difficult on many of us to walk from the highway to the store, then back to the bus carrying groceries. Why not on the access road on the east edge of the parking lot, at least. AND ADD A SHELTER.
- Publish routes and news about plans somewhere that people can see. Multiple forms and types of communications reach more people.
- Making sure the buses leave and arrive on time. And to be dropped off at Linfield by 8am.
- It is a very important service for rural communities. If more elderly knew how to use the service and it would drop off at locations that is convenient for them, such as Walmart and Doctor offices, you would see an increase in use.
- Bus should go to main downtown salem bus station
- Route 33 needs a drop off & pick up at Oregon Mutual Insurance please.
- I would like to see bus stops at all county wide community resource agencies: no matter the city, location, or status (federal, non-profit, religious) of the community agency.
- There is a great need for transit services to include Riverside Drive in McMinnville. Currently to get to YCAP you must walk from Lafayette Avenue out to YCAP and back. There are so many community members who cannot do this, that need YCAP services.
- There is one stop in Dayton and it is far. Used to be at high school but that is difficult for physically challenged people.
- #1 request is for connecting service to trimet for PDX service
- Small communities in need of door to door vans run by volunteer drivers.
- Bus leaving Sheridan after school, after 3:00 pm
- For those that work night shifts, it'd be nice to have at least 1 or 2 night buses so pick from
- Cleanliness of buses
- Take the bus to the County Fair, and come back after it closes
- Bring back Dial A Ride in Sheridan for Elderly and Handicapped
- Past 6pm would be better, those who have limited funds and take the bus often have swing shift schedules
- Shelters have been promised for YEARS. I cannot stand for long periods and we need shelter from rain and sun.

General Comments:

- just the time factor...it is long and tedious to get here to there, and long wait times in between in a world that is fast, and busy, and demanding more in less time...
- It's critical for lower income individuals who lack transportation, to get to stores/medical/dental/work/safety
- I have friends who rely on public transportation to get where they need to go. It greatly helps them feel confident and independent.
- Transit is necessary for the disabled and non drivers in our community.
- Public Transit is an essential community service. Thank you YCTA for providing this service and trying to make it better!
- I think transit is really important for a community to stay connected and continue growing. Especially in Rural areas, small towns, and sub-metro areas. It is important to create connections to large cities and jobs, as well as our local grocery store.
- The bus service in Dundee area is not needed except for the elderly community members. Buses for other reasons have only increased crime and have brought an undesirable element into the area.
- YCTA / STF / First Transit Meetings should always be scheduled during bus service hours on days the bus runs to locations situated within 2 block of the nearest bus stop.

Funding:

- Having never used public transportation, it's hard to say. I know there is a growing need among the elderly and those who do not drive. Needs must be met but not at the cost only of those who are more self-sufficient. A county-wide sales tax would be the fairest way of raising funds. Every consumer would pay.
- Useful YCTA service is important to us even though we don't use it. We are happy to help pay for it.
- Raise the fares. 15% of the budget is fares. the rest is from taxpayers. increase it to 50% fares before you take more money from the taxpayer at a minimum.

Critical Comments

- YCTA is no use to me at all the way it is now. Need more frequent and more visible service. There is what appears to be a bus shelter in front of the mobile home park where I live on E 2nd St. in Newberg. I have never seen a bus there and there is no information posted there.
- More friendly helpful drivers that explain things when you aren't used to taking public transportation. Drivers often act as though you are inconveniencing them with a question or a problem you may have!
- Improvement needed before consideration to ride

Compliments:

- YCTA is great. The level of service is excellent and the drivers are on-time, friendly, and safe.
- A friend from out of town always includes a bus ride when she comes to town. She's from a large, dangerous city and marvels at the safety, warm ambiance, and availability of our bus services.
- You have great caring team of drivers that go above and beyond to provide outstanding service
- I am very satisfied with the bus services as they are in Newberg. The drivers are friendly and provide a safe environment.

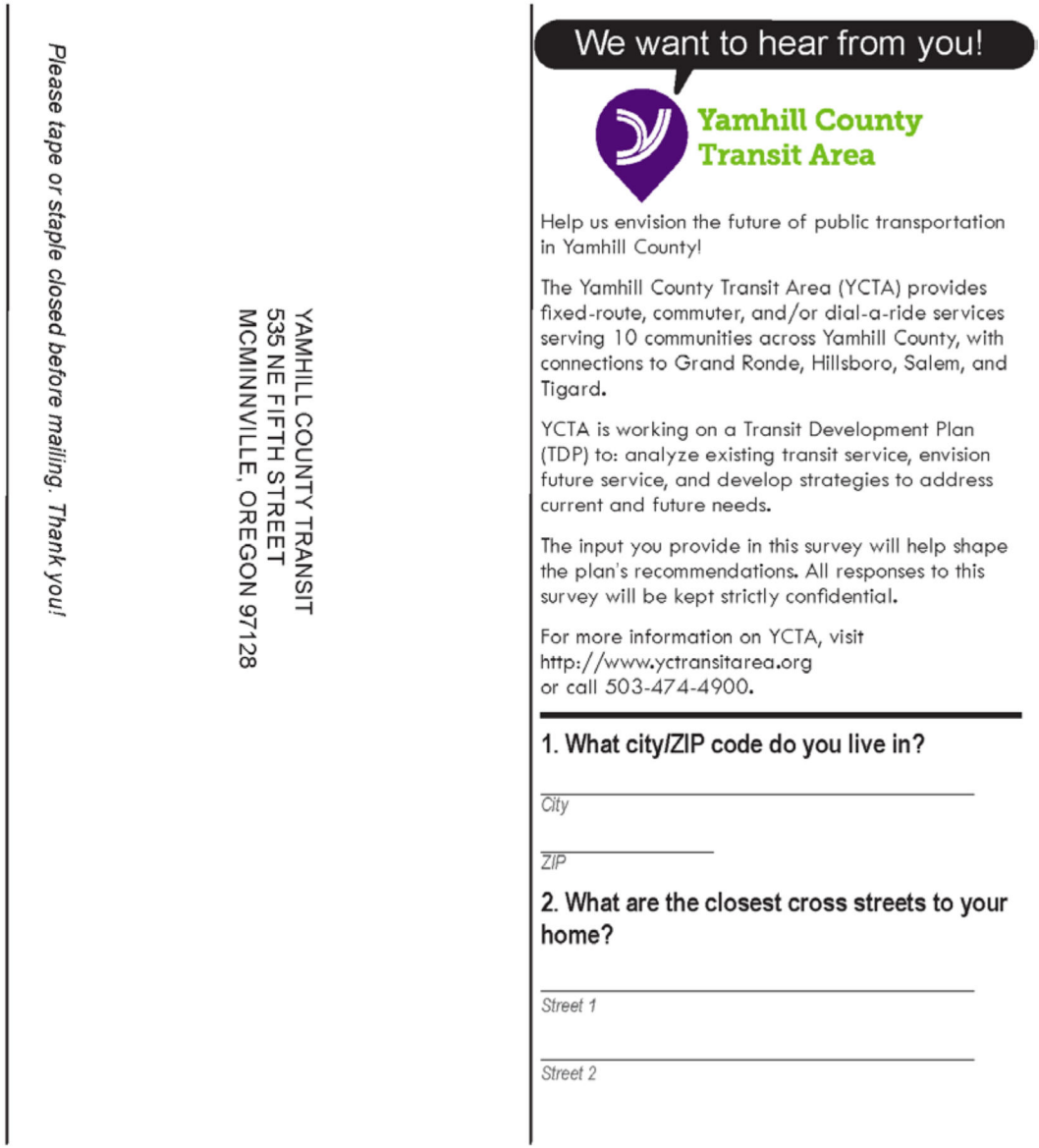
# SURVEY INSTRUMENTS AND OUTREACH MATERIALS

This section cross-references questions included in the online survey with the subset of questions included in the paper version of the survey, provides the paper surveys in both English and Spanish, and has examples of the promotional materials used to advertise the survey.

Figure E-17 Survey Questions

| Online # | Paper # | Question Text |
|---|---|---|
| 1 | 1a | What city do you live in? |
| 2 | 1b | What is your zipcode? |
| 3 | 2 | What are the nearest cross-streets to your home? (E.g., SW 2nd St & SW Adams St) |
| 4 | 3.1a | Destination 1: |
| 5 | 3.1b | How do you usually get to Destination 1? |
| 6 | 3.2a | Destination 2: |
| 7 | 3.2b | How do you usually get to Destination 2? |
| 8 | 3.3a | Destination 3: |
| 9 | 3.3b | How do you usually get to Destination 3? |
| 10 | 4 | Do you have access to an automobile? |
| 11 | 5 | Have you or anyone in your household used public transportation within the past year? |
| 12 | 7 | Why isn't public transportation a good option for you? Select all that apply |
| 13 | - | Who in your household uses public transportation? |
| 14 | 6 | Which public transportation services did you or persons in your household use in the past year? (Select all that apply) |
| 15 | 6a | Which Yamhill County Transit services have you or anyone in your household used in the past year? (Select all that apply) |
| 16 | 6b | How often do you (or anyone in your household) use Yamhill County Transit? |
| 17 | - | For what types of trips do you primarily use Yamhill County Transit service? (Select all that apply) |
| 18 | - | Why do you ride public transportation? Please rank your top three (3) responses from the list below. |
| 19 | - | On a scale of 1 to 10, how would you rate the benefits transit in Yamhill County provides to your friends, family, and community in general, even if you don't personally ride transit? |
| 20 | 8 | What types of improvements to bus service would help you ride Yamhill County Transit or ride more often? Please rank your top five choices. |
| 21 | - | If you checked that you wanted bus service to start earlier, run later at night, or serve different areas please specify: |
| 22 | - | Today, the County General Fund makes up about 10% of the YCTA operating budget (about $2 million annually). State and Federal funding may not keep pace with the cost of YCTA's current service levels. Please rank the following local funding options for public transportation improvements in order of preference. 1 is most preferred, 7 is least preferred. |
| 23 | - | How should Yamhill County Transit prioritize resources between local and regional service? Please rank the following service types in order of priority. 1 is highest priority, 4 is lowest priority. |
| 24 | 9 | Are you a: (Select all that apply) |
| 25 | 11 | What is your total annual household income, before taxes? |
| 26 | 10 | What is your age? |
| 27 | - | Is there anything else you would like to tell us that would help YCTA better serve the needs of Yamhill County residents, employees, and visitors? |

Figure E-18 Paper Survey Instrument, English



We want to hear from you!

Yamhill County Transit Area

Help us envision the future of public transportation in Yamhill County!

The Yamhill County Transit Area (YCTA) provides fixed-route, commuter, and/or dial-a-ride services serving 10 communities across Yamhill County, with connections to Grand Ronde, Hillsboro, Salem, and Tigard.

YCTA is working on a Transit Development Plan (TDP) to: analyze existing transit service, envision future service, and develop strategies to address current and future needs.

The input you provide in this survey will help shape the plan's recommendations. All responses to this survey will be kept strictly confidential.

For more information on YCTA, visit
http://www.yctransitarea.org
or call 503-474-4900.

**1. What city/ZIP code do you live in?**

City

ZIP

**2. What are the closest cross streets to your home?**

Street 1

Street 2

*Please tape or staple closed before mailing. Thank you!*

YAMHILL COUNTY TRANSIT
535 NE FIFTH STREET
MCMINNVILLE, OREGON 97128

**3. Please tell us where you usually travel. List up to THREE places and addresses.**

Examples: *Work - 535 NE 5th St, McMinnville*
*Shopping - Nap's Thriftway, Newberg*

**Destination 1:** _____
*Name*

_____
*Address* *City/Town*

**How do you usually get there?**

___ Drive ___ Dropped off ___ Taxi ___ Bike
___ Walk ___ Public Transit ___ Carpool
___ Agency Transportation (social services/volunteers)
*Please specify provider:* _____

**Destination 2:** _____
*Name*

_____
*Address* *City/Town*

**How do you usually get there?**

___ Drive ___ Dropped off ___ Taxi ___ Bike
___ Walk ___ Public Transit ___ Carpool
___ Agency Transportation (social services/volunteers)
*Please specify provider:* _____

**Destination 3:** _____
*Name*

_____
*Address* *City/Town*

**How do you usually get there?**

___ Drive ___ Dropped off ___ Taxi ___ Bike
___ Walk ___ Public Transit ___ Carpool
___ Agency Transportation (social services/volunteers)
*Please specify provider:* _____

**4. Do you have access to an automobile?**

___ No
___ Yes
___ Yes, but not on a regular basis

*continue with question #5*

**5. Have you taken public transit in the past year?**

___Yes → ___No →

**6. If yes, which service did you ride?**

Choose all that apply.

___ Yamhill County Transit (YCTA)
___ TriMet
___ Cherriots
___ Yamhill CCO WellRide
___ Yamhill-Carlton Volunteer Ride Service
___ Tillamook "The Wave"
___ Other: _____

**7. If no, why isn't public transportation a good option for you?**

Choose all that apply.

___ Doesn't run when I need it
___ Doesn't go where I need it
___ Is not available near me
___ Takes too long
___ Is not reliable
___ Feels uncomfortable/unsafe
___ Fare is too expensive
___ Prefer to drive
___ Other: _____

*continue with question #8*

**6a. If you rode YCTA, which route(s) have you used in the past year?** Choose all that apply.

**Fixed-Route**

__ Rts 2 & 3 (McMinnville Local Fixed-Route)
__ Rts 5 & 7 (Newberg Local Fixed-Route)

**Commuter**

__ Rt 11 (McMinnville - Amity - Salem)
__ Rts 22/24s (McMinnville-Sheridan-Willamina-Grand Ronde)
__ Rt 33 (McMinnville-Carlton-Yamhill-Gaston-Forest Grove-Hillsboro)
__ Rts 44/45x/46s (McMinnville-Lafayette-Dayton-Newberg -Sherwood-Tigard)

**Dial-A-Ride**

__ McMinnville Dial-A-Ride
__ Newberg Dial-A-Ride

**Other** (please specify) _____

**6b. How often do you ride YCTA?**

___ 5 or more days/week
___ 2-4 days/week
___ 1-4 days/month
___ Less than 1 day per month

*continue with question #8*

**8. What would encourage you to try public transportation or use it more often?**

___ Bus runs more often
___ Bus stops closer to my destination
___ Bus routes that are faster/more direct
___ Starts earlier in the morning
Beginning when? _____
___ Runs later at night
Until when? _____
___ Runs on Saturdays
___ Runs on Sundays
___ More convenient regional connections
___ Serves new area(s)
Specify: _____
___ Bus stops that are clearly marked
___ Shelters and benches at major bus stops
___ Better walking conditions to/from stops
___ Better information about how to ride the bus/system easier to understand
___ None of these improvements would encourage me to ride or ride more often
Other _____

Now we have a few questions about you. Your answers will be kept confidential and responses will only be reported in the aggregate.

**9. Are you ...** Choose all that apply.

___ Employed full-time ___ Retired
___ Employed part-time ___ Visitor
___ Middle/High School Student ___ College Student
___ Other: _____

**10. What is your age?**

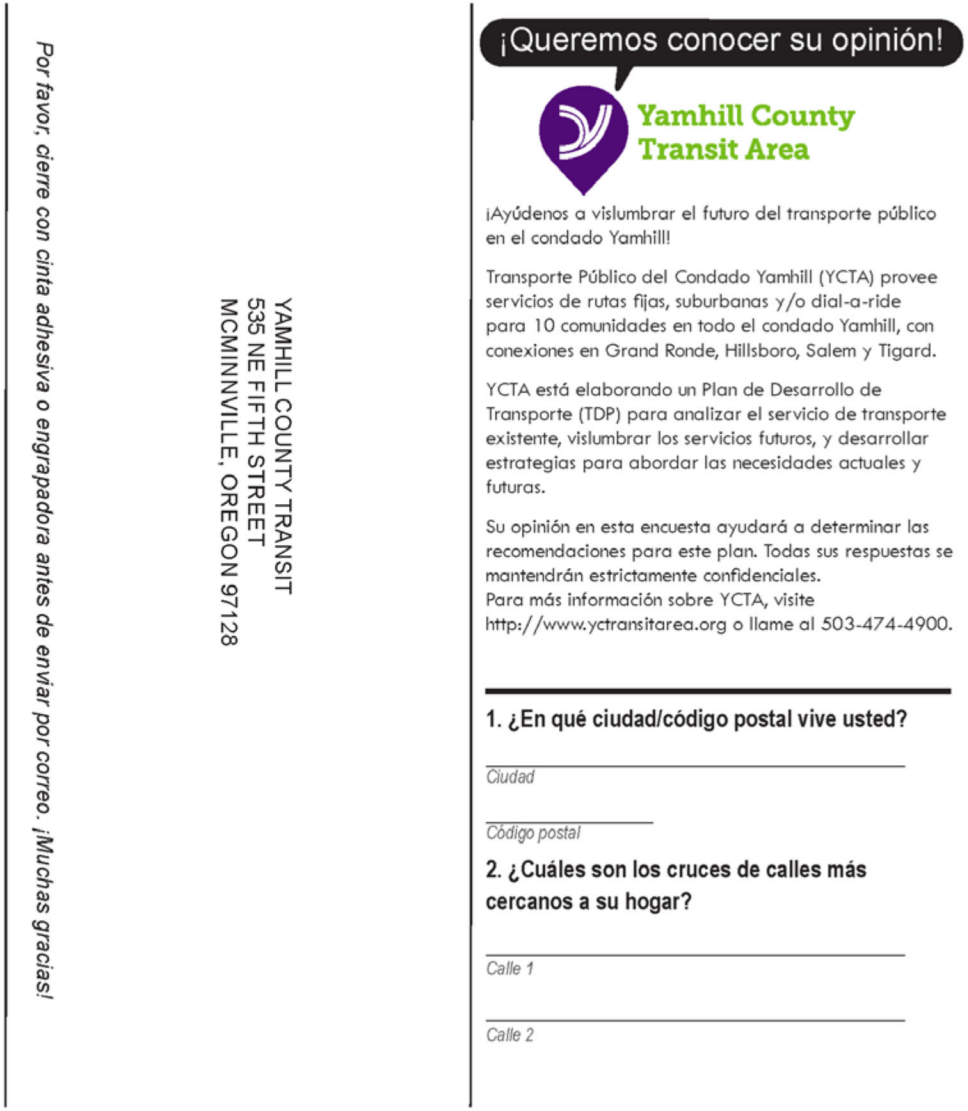
___ 17 or under ___ 23-34 ___ 50-64
___ 18-22 ___ 35-49 ___ 65 or over

**11. What was your total household income last year before taxes?**

___ Less than $14,999 ___ $50,000-74,999
___ $15,000-29,999 ___ $75,000-99,999
___ $30,000-49,999 ___ $100,000 or more

**Thank you for your participation!**

Figure E-19 Paper Survey Instrument, Spanish



*Por favor, cierre con cinta adhesiva o engrapadora antes de enviar por correo. ¡Muchas gracias!*

YAMHILL COUNTY TRANSIT
535 NE FIFTH STREET
MCMINNVILLE, OREGON 97128

¡Queremos conocer su opinión!

Yamhill County Transit Area

¡Ayúdenos a vislumbrar el futuro del transporte público en el condado Yamhill!

Transporte Público del Condado Yamhill (YCTA) provee servicios de rutas fijas, suburbanas y/o dial-a-ride para 10 comunidades en todo el condado Yamhill, con conexiones en Grand Ronde, Hillsboro, Salem y Tigard.

YCTA está elaborando un Plan de Desarrollo de Transporte (TDP) para analizar el servicio de transporte existente, vislumbrar los servicios futuros, y desarrollar estrategias para abordar las necesidades actuales y futuras.

Su opinión en esta encuesta ayudará a determinar las recomendaciones para este plan. Todas sus respuestas se mantendrán estrictamente confidenciales.
Para más información sobre YCTA, visite http://www.yctransitarea.org o llame al 503-474-4900.

**1. ¿En qué ciudad/código postal vive usted?**

_____
*Ciudad*

_____
*Código postal*

**2. ¿Cuáles son los cruces de calles más cercanos a su hogar?**

_____
*Calle 1*

_____
*Calle 2*

**3. Por favor, díganos a dónde viaja con mayor frecuencia. Indique un máximo de TRES lugares y direcciones.**

Ejemplos: *Trabajo - 535 NE 5th St, McMinnville*
*De compras - Nap's Thriftway, Newberg*

**Destino 1:** _____
*Nombre*
_____
*Dirección* *Ciudad/Poblado*

**¿Cómo llega normalmente a este lugar?**
___ Manejando ___ Alguien me deja ___ Taxi
___ Bicicleta ___ Caminando
___ Transporte público ___ Viaje compartido
___ Transporte de una agencia (servicios sociales/voluntarios)
*Por favor indique el proveedor:* _____

**Destino 2:** _____
*Nombre*
_____
*Dirección* *Ciudad/Poblado*

**¿Cómo llega normalmente a este lugar?**
___ Manejando ___ Alguien me deja ___ Taxi
___ Bicicleta ___ Caminando
___ Transporte público ___ Viaje compartido
___ Transporte de una agencia (servicios sociales/voluntarios)
*Por favor indique el proveedor:* _____

**Destino 3:** _____
*Nombre*
_____
*Dirección* *Ciudad/Poblado*

**¿Cómo llega normalmente a este lugar?**
___ Manejando ___ Alguien me deja ___ Taxi
___ Bicicleta ___ Caminando
___ Transporte público ___ Viaje compartido
___ Transporte de una agencia (servicios sociales/voluntarios)
*Por favor indique el proveedor:* _____

**4. ¿Tiene usted acceso a un automóvil?**
___ No ___ Sí ___ Sí, pero no de manera regular

Continúe en la pregunta #5

**5. ¿Ha usado el transporte público en el último año?**
___Sí → ___No →

**6. Si responde sí, ¿qué servicio utilizó?**
Escoja todas las que apliquen.
___ Transporte del Condado Yamhill (YCTA)
___ TriMet
___ Cherriots
___ Yamhill CCO WellRide
___ Yamhill-Carlton Servicio de Voluntarios
___ Tillamook "The Wave"
___ Otro: _____

**6a. Si ha viajado en YCTA, ¿qué ruta(s) ha usado en el último año?**
Escoja todas las que apliquen.

**Rutas fijas**
__ Rts 2 & 3 (Ruta fija local en McMinnville)
__ Rts 5 & 7 (Ruta fija local en Newberg)

**Suburbanas**
__ Rt 11 (McMinnville - Amity - Salem)
__ Rts 22/24s (McMinnville-Sheridan-Willamina-Grand Ronde)
__ Rt 33 (McMinnville-Carlton-Yamhill-Gaston-Forest Grove-Hillsboro)
__ Rts 44/45x/46s (McMinnville-Lafayette-Dayton-Newberg -Sherwood-Tigard)

**Dial-A-Ride**
__ Dial-A-Ride en McMinnville
__ Dial-A-Ride en Newberg
__Otro (por favor especifique) _____

**6b. ¿Con qué frecuencia viaja en YCTA?**
___ 5 o más días/semana
___ de 2 a 4 días/semana
___ de 1 a 4 días/mes
___ Menos de 1 día/mes

*Continúe en la pregunta #8*

**7. Si responde no, ¿por qué el transporte público no es una buena opción para usted?**
Escoja todas las que apliquen.
___ No hay servicio cuando lo necesito
___ No llega a donde lo necesito
___ No está disponible cerca de mí
___ Toma mucho tiempo
___ No es confiable
___ Se siente incómodo/inseguro
___ Las tarifas son muy costosas
___ Prefiero manejar
___ Otro: _____
*Continúe en la pregunta #8*

**8. ¿Qué le motivaría a intentar usar el transporte público o a usarlo con más frecuencia?**
___ Autobuses que corran con más frecuencia
___ Paradas de autobús más cercanas a mi destino
___ Rutas de autobuses más rápidas/directas
___ Servicio que comience más temprano en la mañana
¿Comenzando a qué hora? _____
___ Servicio disponible más tarde en la noche
¿Disponible hasta qué hora? _____
___ Servicio los sábados
___ Servicio los domingos
___ Conexiones regionales más convenientes
___ Servicio en nuevas áreas
Especifique: _____
___ Paradas de autobús marcadas con más claridad
___ Casetas y bancas en paradas de autobús principales
___ Mejores condiciones para caminar hacia/de las paradas
___ Mejor información sobre cómo transportarse en el sistema de autobús que sea más fácil de entender
___ Ninguna de estas mejoras me motivaría a usar o usar con más frecuencia el servicio
Otro _____

Ahora, tenemos unas cuantas preguntas sobre usted. Sus respuestas serán confidenciales y solamente se reportarán colectivamente.

**9. ¿Es o está usted...?** Escoja todas las que apliquen.
___ Empleado de tiempo completo ___ Retirado
___ Empleado de medio tiempo ___ Visitante
___ Estudiante de secundaria/preparatoria
___ Estudiante universitario
___ Otro: _____

**10. ¿Cuál es su edad?**
___ 17 años o menos ___ 23-34 ___ 50-64
___ 18-22 ___ 35-49 ___ 65 o más

**11. ¿Cuál fue el total de ingresos en su hogar antes de los impuestos el año pasado?**
___ Menos de $14,999 ___ $50,000-74,999
___ $15,000-29,999 ___ $75,000-99,999
___ $30,000-49,999 ___ $100,000 o más

**¡Muchas gracias por su participación!**

Figure E-20 Newspaper Ad and Outreach Flyers

Win $50 Gift Card.

# Imagine.... a bus system that works for you.



Yamhill County Transit Development Plan is underway. **We need your input today.**

Complete the on-line survey before August 22, 2017 and be entered to WIN a $50 gift card.

**Visit the Project Website to complete survey** www.yamhilltransitplan.com

Yamhill County Transit Area

Yamhill County Transit Area
535 NE 5th Street, McMinnville, Or 9128
503.474.4910 or 503.554.7897
ycta@co.yamhill.or.us

## We want to hear from you!

Yamhill County Transit Area

**Take an online survey about public transit in Yamhill County by July 30** and be entered into a drawing for a $50 gift card. You can access the survey link at:

**www.yamhilltransitplan.com**

See reverse side for more details

## ¡Queremos escuchar de usted!

Yamhill County Transit Area

**Tome una encuesta en línea sobre el transporte público en el condado Yamhill antes del 30 de julio** para entrarse a ganar una tarjeta de regalo de $50. Acceda la encuesta a través del enlace en:

**www.yamhilltransitplan.com**

Mire el reverso para más información

# APPENDIX F

## Focus Group Meeting Notes

# APPENDIX F FOCUS GROUP MEETING NOTES

This appendix provides notes from focus groups conducted as part of the TDP process.

## MCMINNVILLE LOCAL FOCUS GROUP (MAY 4, 2017)

| Meeting Date & Time | Meeting Location | |
|---|---|---|
| Thursday, May 4, 2017, 1:30-2:30 PM | Senior Center, McMinnville | |
| **Focus Group Attendees** | **Agency Attendees** | **Consultant Attendees** |
| ▪ Paula Palmer, Dayton<br>▪ Tracy Frangos, Deer Meadows<br>▪ John Francis, Friends of Bus<br>▪ Kay Poe, Friends of Bus<br>▪ Rose-Marie Brannigan<br>▪ Sarah Wilson, Dayton<br>▪ Florence Hoffman, STF Member<br>▪ Martha ODonnell, Friends of Bus<br>▪ Donna Belander, STF Member<br>▪ Greg LeBlanc, Deer Meadows<br>▪ Eileena Thies, Heritage Place<br>▪ Mark Schiffmaker, Friends of Bus | ▪ Cynthia Thompson, YCTA<br>▪ Patty Fink, PF Consulting<br>▪ Rick Olson, Yamhill County Commissioner<br>▪ Naomi Zwerdling, ODOT | ▪ Stephanie Wright, Nelson Nygaard<br>▪ Oren Eshel, Nelson Nygaard<br>▪ Bob Schulte, DKS Associates |

### Discussion Summary

Stephanie Wright gave a quick overview of the Focus Group goals. The intent was to get in-depth feedback from the community about YCTA service and what was working well and what needed improvement.

Paula Palmer, who mentioned that she was visually impaired, noted that the stop by Dutch Bros/BiMart/Roth was served by Route 3, Route 11 and Route 22 is in a bad spot. There is a lot of things going on – and buses going different directions. She said it wasn't always easy for her to see the Marquee or for the Driver to see her – and know what bus to get on. She recommended that YCTA make Bus Numbers that visually impaired people could use to alert drivers of what bus they were trying to catch.

Several other people also mentioned that several stops were a safety issue – particularly along 99W. Many noted that the bus used to pull off 99W into the parking lots and allow boarding/alighting right in

front of the store. Indicated that YCTA had said the stores no longer allowed this, but several people stated that they had ask and that it was not true. The stores were in favor of the bus pulling into the lot.

Cynthia asked if it had to be the local route that did this trip – what if YCTA were to have a "shopper shuttle" that would shuttle people to the stores – instead of the regular fixed-route. There was general agreement that this would be a good idea.

Several mentioned that the YCTA had cut local service from three to two routes and that's why there was this issue to begin with - said a shopper type shuttle could restore those needed services.

Martha O'Donnell stated that service beyond Hill road was no longer available. The bus used to come up Taft Street near Lowes and service Linfield, which allowed many more residents to use fixed route. Now, many residents in that area could only use Dial A Ride (DAR) which was inconvenient because you have to book in advance. Many agreed that DAR was harder to book and that they'd like to use fixed route and use the DAR for those who really need it. Martha also mentioned that Hill Road area had many apartments and they really wanted service. She suggested that the area was growing. The County Commissioner, Rick Olson, chimed in that the City had just approved an affordable (higher density) housing development in the Baker Creek Hill Road area. He noted that service would be consistent with long-term needs in McMinnville.

Greg LeBlanc and Tracy Francis were from Deer Meadows in Sheridan. They said that the DAR was not available. Greg noted that the lack of direct transit service to Deer Meadows was an economic issue. Many residents would spend money in McMinnville if they could get there. Tracy suggested that Deer Meadows might be able to offer a turnaround for the YCTA. She noted that it was difficult for residents to access the bus because there are no sidewalks. Direct access by the bus into the facility – even a couple of times a day, could make a big difference.

Stephanie asked if a specialized shopper shuttle on a specific day might make a difference. Tracy said yes, but also mentioned that there are many people with mobility devices – so it might not work just to have one trip.

People also mentioned they like to see YCTA serve the senior center, but they have heard the senior center doesn't want YCTA to come into the driveway. There was a discussion about whether it was a height or access issue – but asked that it be looked into.

Another area was the apartment buildings near 27th and Hembree Street just behind the goodwill. Lots of people live there, and it is difficult for them to access the bus.

Changes made to Route 3 make it harder to access the Walgreens/Waterfall stop – and it's less safe.

Question was asked about service levels; people noted increasing service was an excellent idea. Priority of the group seemed to be weekend service, particularly Saturday though several people noted they could use the bus to get to church on Sunday mornings.

**Funding** was brought up – most thought was that it would be important to get more funds from the local community and whether that would be part of the planning process. Oren from Nelson Nygaard indicated funding would be a significant element of the plan.

Regional service was mentioned – they like more service to Forest Grove. Several people noted that reliability of intercity services was an issue on Hillsboro/Tigard route. Many said they really appreciate the Grand Ronde service and that one is always on time. Also felt it was great that you connect to the coast.

Tigard service despite being somewhat unreliable was an excellent way to get into Portland. Few were in favor of cutting the service back to Sherwood, as it would require two transfers instead of just one.

**Fares** were brought up – most said they thought fares were cheap and many would support a modest increase if it meant more service.

A comment was raised about the Hospital. The Group really liked that the bus pulled in, but thought someone should make the loop one way as it was very dangerous. Cynthia agreed that the two-way street was unsafe. A suggestion was made that the County should write a letter to the hospital asking for the change.

Stephanie noted time was up and worked to summarize comments.

- Local service was more important than DAR
- Regional service connections are great, but local connections need improvements
- Convenience in local service is wanted over speed/frequency

People agreed this was the consensus but also had a few questions/last comments.

Wanted to know about Evans Street whether the detour was permanent. Didn't care whether they stayed with the detour but felt the information in the schedules should be more prominent. This brought up the issue about communication with the riders. Eileena brought up several examples where poor communication had left her standing for a bus that never came. A brief discussion ensued. Here too it was suggested that more communication (phone, iphone, email, etc) was better particularly if there were going to be changes.

Flag stops were not ideal, thought more stops should have signs and benches, shelters - at a minimum it was suggested that YCTA paint the curb so people can see the stop area. Also, noted if YCTA is going to use flag stops it should be more directly advertised.

There was a comment about the buses – need to upgrade and make more passenger friendly.

Final comments were around renewing the contract of First Transit. Several people said they didn't support a two-year extension. Reasons given included:

- Doesn't address rider issues
- Not responsive or customer service minded.
- Seem to be misinformed (or lie) about requirements and regulations
- There is no consistent communication.

Cynthia noted she was aware of the issues, the interest in extending the contract was more about timing then it was about the provider. YCTA is understaffed, and there is a lot of things going on right now. She'd like to wait to change providers once the plan has been complete – when there is more clarity on what we want need from a provider. She's happy to consider something earlier – but a one-year extension would be required in any case – hiring a new provider takes a good 9 months to one year.

## Wall Notes:

- Marquee not visible – placard to identify desired bus route
- Issues with stop safety
  - In front of Roth's (across from Albertson's) on 99
  - 99 @ WinCo/Walmart
  - Buses used to pull in to store parking lots – managers ok with it
- Interest in Shopper Shuttle
  - Able to use fixed-route?
    - Doesn't go beyond Hill Rd – Perception that some people may not want a route there

    - Lowe's –Linfield on Taft no longer serv.
    - Grocery outlet, pharmacies, banks
  - Dial-a-ride? – Doesn't go between communities
- Deer Meadow (Sheridan) – would be able to buy/do more
  - No sidewalks, would like stop, even 2x day
- Limited awareness of "ADA" service within ¾ mile of local fixed-route (Newberg/McMinnville only)
- Housing at Baker Creek & Hill Road – high-density, workforce housing
- Bus Access to senior center – existing light at 99
  - Senior Center perceived to not want bus
- Safeway no longer served
- Four apartment complexes not served
  - Hembree south of Grand Haven & north of 27th
- Walgreens/Waterfall (Change on Route 3)
- Times? Needed for work
  - Earlier
  - Later
- Weekends? Saturday > Sunday
  - Sunday morning
- Fares?
  - Gen. seem reasonable
  - Open to modest increase
- Funding
- Regional Service
  - Stops in Forest Grove
  - Reliability
  - Grand Ronde works well (Deer Meadow)
  - Tigard / Sherwood – For shopping access to Portland
    - Reliability / Dundee
    - Connect to T/M in Sherwood?
    - No direct conn. Anymore
  - Coastal Connector
- Dial-A-ride vs. Fixed-Route
  - Inconvenient – Have to schedule
  - Fares = $$
  - Open to central connection point
  - Direct access more important than frequency but still need to serve workers travel early (not just midday)
- Hospital
  - 2-way in/out is dangerous
  - Letter from county

- Yamhill/Carlton volunteer program information
  - Easy to understand – yes, now
  - Baker vs. Evans? (construction)
    - Schedule not accurate
    - Use detours in future
    - Parade – not communicated
  - Facebook needed?
- Transit Center
  - Restroom not unlocked – latch inside stuck
- Contract w/ First Transit
  - Perceived to be an issue
  - Not service minded
  - Misinformation
- Fixed vs. Flag Stops
  - Put paint on curb (Temporary signage) – Cynthia has pricing
- Driver communication – route 2 & 3 drivers could comm. at WalMart (not allowed)
- Vehicles
  - One bus tight inside
  - Stopping at rail crossings
- Outreach
  - Turkey-rama

# LATINO COMMUNITY STAKEHOLDERS AND SOCIAL SERVICE AGENCIES FOCUS GROUP (JUNE 6, 2017)

| Meeting Date & Time | Meeting Location | |
|---|---|---|
| Tuesday, June 6, 2017, 1-3 PM | Housing Authority, McMinnville | |
| Focus Group Attendees | Agency Attendees | Consultant Attendees |
| ▪ Gregorio Benavides, Unidos affiliate; YCTA Project Advisory Committee Member<br>▪ Yanira Vera, Housing Authority of Yamhill County<br>▪ Elizabeth<br>▪ Ruby Rameriz, Yamhill CCO<br>▪ Shauna Williams, YCAP<br>▪ Head Start Family Services<br>▪ David, Family and Youth Programs<br>▪ Jenny Berg, McMinnville Library Director | Cynthia Thompson, YCTA<br>Patty Fink, YCTA (PF Consulting) | Stephanie Wright, Nelson\Nygaard<br>Oren Eshel, Nelson\Nygaard |

## How do attendees' agencies or clients interact with YCTA?

- Provide bus passes, including as an incentive to participate in the annual count of the homeless population.
- Refer families to transit

## What are attendees' concerns related to transportation and/or transit in Yamhill County?

- Understanding how to use and find the system (stops, information, etc.).
  - Information access - many of attendees' clients don't have online access.
  - At least in the past, it was difficult to obtain printed materials (e.g., schedule brochures).
  - Housing is located over Yamhill CCO. Although the transit center is close by, multiple lines go by the CCO location, which is confusing.
- Clients need to come to agencies offices to obtain services, e.g., Section 8 housing clients come to the Housing Authority main office.
- Frequency - agency interns have difficulty using transit because it is not frequent enough.
- Travel Training
  - YCAP (non-profit that previously operated transit in Yamhill County) would come to events and train people on how to use the system.
  - Suggestion to use events at the Presbyterian Church.
- Fares
  - Pass costs are high for the population that attendees agencies serve.
  - Passes can't be purchased in Newberg (or attendees weren't clear on where/how to do so).
  - Cost for families with multiple kids
    - Consider 12 and under discount, student discount

  - Seniors
    - Low-income threshold (% of AMI)
    - YCTA can use other agencies screening processes
- Drivers
  - Communication is challenging due to turnover
- Opportunities
  - Employment opportunity for drivers; would increase diversity. Worksource training grants are available (Jeff Long).

## Needs

- High cost of living pushes people to outlying areas
- Various housing programs: SRS, Veterans, Mental Health
- Education
  - Classes run until 7 p.m. or later; challenge getting home
  - Locations include McMinnville, Newberg, Sheridan, Yamhill, Dayton (5 Head Start locations)
  - Head Start is moving to 7 hour days after next year (8 a.m. – 3 p.m.)
- Serve agricultural workers.
  - Service Start Time. Agricultural work starts early; opportunity for seasonal hours.
  - Locations.
    - Dundee – OR 99W (wineries
    - Salem – OR 221 (Nurseries) – Hopewell Road, Monrovia
  - Vans could meet workers at points along the highway.
  - Vanpool option – through Cherriots.
  - Cost. Workers now pay $40-50 per week for transportation, so pass cost is attractive.
  - Potential health/safety benefit (public health has the data).
- Service industry – later hours

## Opportunities

- Later night service.
  - Consider alternative models for later night service.
  - Partner with Linfield College
- Bulk pass program
- Burnett Road in McMinnville
- Covered areas and seating; target senior housing
- Stop signs/visibility
  - People don't know they can flag buses down
    - Develop graphic to communicate how to use flag stops
  - Maintain flag stops in addition to fixed-stops
- Wellride (CCO) – Medical only
- Dial-A-Ride service has negative perceptions
- Barriers

  - Language
  - Don't understand routes
- Information for different contexts
  - Number timepoints
  - Information at specific locations: YCAP
- Transit Ambassadors
- Online trip planner – make prominent on both website and phone
- Service to special events
  - Dayton Friday Nights

## Priorities

- Frequency. Hourly can be a long time if you miss the bus.
- Newberg. Main roads are far from many locations
  - Cultural Center / Library
  - 9th- Apartments
  - Springbrook north of Fred Meyer (lower-income housing)
- Service Hours
  - Evenings until 8 pm (local), e.g., for classes, even later for service industry
  - Seasonal summer hours
- Weekends – local instead of Tigard, Grand Ronde
  - Winco
  - Sports events

## Other

- Community Survey/Outreach
  - Employers (Monrovia)
  - Small Businesses
  - St. James Catholic Church
  - Winco
  - Virginia Garcia
  - Food Bank
  - St. Vincent's
- Coordination Opportunities
  - Latino Advisory Committee
  - Services Integration Team (SIT) in each community, meet monthly
  - Miriam Vargas – YCCO

# LATINO COMMUNITY FOCUS GROUP (JUNE 6, 2017)

| Meeting Date & Time | Meeting Location | |
|---|---|---|
| Tuesday, June 6, 2017, 7-9 PM | Housing Authority, McMinnville | |
| Focus Group Attendees | Agency Attendees | Consultant Attendees |
| ▪ Gregorio Benavides, Unidos affiliate; YCTA Project Advisory Committee Member<br>▪ Four members of the Latino Community | Cynthia Thompson, YCTA | Stephanie Wright, Nelson\Nygaard<br>Oren Eshel, Nelson\Nygaard |

## What are the challenges in using transit in Yamhill County?

- Bus stops are far away from home
- Husband may be the only one who drives; may have to miss work because of family medical appointments, etc.
- There are fewer stops on the west side of McMinnville

## What are the barriers to using transit?

- Language. Dispatcher don't speak Spanish. Participants' weren't aware of the translation service that is available, or it may not have been communicated to them by the YCTA dispatcher.
- Access to stops. Is there a preference between dial-a-ride and fixed-route service? No, but dial-a-ride is appealing in that it runs closer to home. Participants were also open to a "feeder" service model.
- Information. Participants indicated that could access information on the website or on phones; kids can help.

## Where do people want to go to/from using transit, and at what times?

- Walmart/Winco
  - Used to be a service that dropped off and picked up in two hours for a 50 cent fare.
- Shopping, e.g., Safeway, Sears, etc. on afternoons and weekends
- Work
  - Typical start times include: 5:30, 6:30, 7:00 a.m.
  - Typical end times include: 3:00 or 3:30 p.m.
  - Agriculture
    - Seasonal: January until harvest in fall
    - Work sites are often a mile or more from the highway
      - The potential for a designated pick up area was discussed.
      - Participants weren't sure whether employers would be willing to pay but indicated that workers could be willing to pool together to share costs.
    - Some people don't have driver licenses.
    - Mostly coming from the McMinnville area, some from Newberg.
    - East of Lafayette.

  - North American Plants (NE St. Joseph Road & NE Warmington Road, about a half-mile south of OR 99 W East of McMinnville; https://goo.gl/maps/VQSRm7rjkZ42)
  - Cahora Tractor
- Medical appointments
- Teens would like to get to the mall in Tigard – One of the participants' older kids had used transit to get there.
- There are no specific neighborhoods where people live – there is a need for service from all over town.

### How can YCTA increase awareness of transit?

- Information at:
  - Mexican stores in Dayton/Lafayette
  - Banks
  - Library
  - St James Catholic Church
  - Virginia Garcia Health Clinic
  - Social/public service locations

### What are other opportunities to make transit more useful?

- Shopping/medical shuttles

# NEWBERG FOCUS GROUP (JULY 20, 2017)

| Meeting Date & Time | Meeting Location | |
|---|---|---|
| Thursday July 20, 2017, 1:30-3 PM | Senior Center, Newberg | |
| Focus Group Attendees | Agency Attendees | Consultant Attendees |
| ▪ Annette, Transit Rider<br>▪ Glenna Stites<br>▪ Matt Compton, Chehalem Parks & Recreation District<br>▪ Earl Padfield, Seasonal Rider<br>▪ Don Clements, Newberg Parks & Rec Manager (includes Senior Center)<br>▪ Brad Allen, City of Newberg | ▪ Cynthia Thompson, YCTA<br>▪ Amelia Henry, YCTA<br>▪ Rick Olson, Yamhill County Commissioner<br>▪ Naomi Zwerdling, ODOT | ▪ Oren Eshel, Nelson Nygaard |

The following summarizes the discussion, organized into key themes:

## Awareness of Existing YCTA Service

- Attendees are aware of existing services, but many people in the community are not. The following were cited as ways of improving awareness:
  - Bus stop signs, e.g., Walgreens, Radio Shack
  - Shelters and seats
- Existing service was described, including the distinction between ADA Paratransit and Dial-A-Ride (see table below).

| | Commuter Routes | Local Fixed-Route | ADA Paratransit | General Public Dial-A-Ride |
|---|---|---|---|---|
| Coverage | 4 route patterns (not including 24s, 45x, 46s) | 2 routes in Newberg<br>2 routes in McMinnville | ¾ mile distance around fixed-route service | Generally in McMinnville and Newberg, with some trips extending to the greater McMinnville and Newberg areas |
| Service Hours | Varies by route | 7:00/7:30 P.M. to 6:00/6:30 P.M. | Same days, hours, and times as fixed-route service | 8 A.M. – 4:30 P.M. |
| Subscription Trips | N/A | N/A | Limited to 50% of available trips at a given time of day; it is permitted to exceed the ceiling if there is excess capacity to provide additional trips. Exceeding the threshold is discretionary. | Allowed, no restriction |
| Access | Fixed stops | Fixed stops and flag stops along local routes | Door-to-door | Curb-to-curb |

## Importance of Transit for the Community

Attendees felt transit was important for the following reasons:

- Older and younger folks who can't drive
- Barriers to connectivity – major roadways and street crossings are not safe for kids
- Need to coordinate transit service with the business community
- Environmental reasons

## How well does service work and what could be improved?

- **Days of service**
  - Limited weekend service, e.g., Sundays – could be relatively infrequent between around 9 a.m. – 6 p.m. This would provide service to Church, visiting family, etc. It was suggested that fares could be higher for this service.
  - Saturdays were also felt to be important, but not necessarily to the exclusion of Sundays.
- **Hours of service**
  - Longer hours (e.g., 9 p.m.) on Route 44
- **Schedules**
  - Consistent schedules are more important that "clock" schedules (e.g., service on the hour or half hour)
  - 44 connection to local services is too tight (e.g., 9 am)
  - People need to arrive at work 8 am or 9 am – schedules need to support arriving before work start times.
- **Local Coverage/Destinations**
  - The lack of fixed stops with signs makes it difficult to tell, but there is generally a need for more coverage in the NE part of Newberg, high school area, Aquatic Center, etc.
  - It was suggested to run local routes in Newberg every 2 hours but add more routes; there used to be four routes before service cuts a number of years ago. (It was noted that Dial-A-Ride also reduced service hours at the same time.)
- **Service to older adults is important**
  - People are "aging in place"
  - Assisted living facilities have limited service
    - Big Four: Avamere, Astor House, Brookdale, Friendsview
    - At Arbor Oaks and Marquis people have more intensive needs
  - Foster or group homes need to be considered
  - Door-to-door service is important
- **Commuter Service**
  - McMinnville-Newberg is served, but travel patterns like Yamhill-Newberg are not served (without a transfer, and times may not make it practical).
  - In McMinnville, it was noted that before the transit center was built there was a direct stop on Route 44 at the courthouse/OMI and now there are fewer riders – the transit center is not in convenient walking distance. Try to avoid this from happening.
  - Newberg-McMinnville travel demand is mostly services (McMinnville is county seat) and relatively small areas in McMinnville.

  - McMinnville-Tigard: would a Sherwood stop be acceptable? Yes, if well-timed.
  - Can the West Salem connection be tweaked to improve transfer?
- **Stops and Shelters**
  - There is a drop-off site for Parks & Recreation programs near the Senior Center (Main & Foothill) that doesn't have a shelter. (Alternatively, the stop could be at the Senior Center and people could wait inside.)
  - Walgreens
  - Radio Shack
  - Tigard Transit Center
- **Safety?**
  - Attendees perceived the system to be safe, but related this question to awareness of transit – new riders may not know whether the system is safe.
- **On-time performance?** This is a key issue and attendees suggested:
  - Send message alerts on Twitter (posting status on Facebook was effective during the past winter's snow storms).
  - Provide service status information on the website; it was noted that the McMinnville High School computer lab could be a resource in developing these capabilities.
- **Information**
  - Website is important, including real-time information
  - Printed and online schedules
    - Fred Meyer stop – shown on map but not listed in timepoint description
- **Transit Center opportunities?** There were no specific suggestions offered.
- **Pedestrian access.** It was mentioned that Newberg developed a sidewalk inventory in 2005 that may identify some needs and solutions. The City of Newberg ADA/ Pedestrian/Bike Route Improvement Plan is located at the following link: http://www.newbergoregon.gov/planning/page/adapedestrianbike-route-improvement-plan.

## Other barriers to using transit?

- Fares? General consensus among the group was that fares are reasonable, but it was asked whether there is a senior fare. (No, although there are discounted passes available.)
- Bike capacity? All local buses have racks for two bikes, and YCTA is acquiring racks for 3 bikes with any new buses.

## Growth Areas / New Development

- The Aquatic Center is expanding
- Gramor development near Providence on the north side of highway; light industrial use is planned, but evolving towards more residential with a hotel.
- It was noted that it is important to incorporate the transit agency in the development process.
- It is important to consider street infrastructure's ability to handle new development, e.g., in Northwest McMinnville a plan to develop 1300 units of workforce housing did not adequately consider this.
- Phase I of the Newberg/Dundee Bypass will affect circulation in Newberg

## Other Suggestions / Discussion Items

- **Special Event service.**
  - Newberg Old Fashioned Festival (last weekend in July). Dial-A-Ride could be well-utilized to connect residents to this event.
  - YCTA will be providing service to the County Fair
  - Downtown parking was noted as the major constraint, rather than transportation between different event sites.
  - There is an existing contract provider (The Red Trolley) that is utilized for shuttle service for downtown events like Turkey Rama in McMinnville. The Red Trolley can also be utilized for wine tours.
- **Service to Newberg High School**
  - It was noted there is no bus service to accommodate the early start time of the high school.
- **Service to Colleges/Universities**
  - It was noted the George Fox campus is primary residential (YCTA currently does not have many boardings there).
- **Other Transportation services.**
  - There is a taxi service in Newberg, and Uber provides service, although Newberg isn't within Uber's official service area; Newberg is within Lyft's official service area.
- **Park-and-Ride.**
  - Explore opportunities to support informal carpooling that currently already occurs, e.g., agreements with churches or other locations.
- **Other types of service models.** Attendees were open to exploring other types of local service models such as "point-deviation" (e.g., a bus would pick people up at a specific location with a prior reservation) or "deviated fixed-route" (a bus would have room in the schedule to deviate a certain distance off a route to pick up people at their home).
- **Providence "Community Connections".** [1]
  - It was noted that this program under the auspices of Providence facilitates/coordinates services including volunteer drivers to help with access to medical services, but has recently imposed an income requirement.
- **Community Coalition.** It would be valuable for YCTA to coordinate with this group, which meets monthly (except in August) and includes representatives from various government and non-profit organizations serving the greater Newberg area.[2]
- **2017 Transportation Bill will provide more transit funding to YCTA**
- **Discussed Salem Transportation Options Program**

[1] http://oregon.providence.org/our-services/p/providence-newberg-community-connections/

[2] http://cprdnewberg.org/ccnsit

# ELECTED OFFICIALS FOCUS GROUP (AUGUST 22, 2017)

| Meeting Date & Time | Meeting Location | |
|---|---|---|
| August 22, 2017, 10:30-12:30 | McMinnville County Courthouse | |
| **Focus Group Attendees** | **County Staff** | **County Commissioners** |
| ▪ Jay Disbrow, Councilor, City of Yamhill<br>▪ Denise Harvey, Tribal Council, Confederated Tribes of Grand Ronde<br>▪ Craig Johnson, Councilor, City of Willamina<br>▪ Ila Skyberg, Mayor, City of Willamina<br>▪ Kenna West, City Manager, City of Willamina<br>▪ Scott Essin, Councilor, City of Newberg<br>▪ Bob Andrews, Mayor, City of Newberg<br>▪ Joe Hannon, City Manager, City of Newberg<br>▪ Justin Hogue, City Administrator, City of Amity<br>▪ Beth Wytoski, Mayor, City of Dayton. | ▪ Ken Huffer<br>▪ Cynthia Thompson | ▪ Stan Primozich<br>▪ Mary Starrett<br>▪ Richard L. “Rick” Olson |

Note: Focus group was organized and facilitated by Commissioner Olson, Yamhill County Board of Commissioners

**WORK SESSION MINUTES**
**August 22, 2017** 10:30 a.m. Rm 32, Courthouse

# DRAFT

PRESENT: Commissioners Stan Primozich, Mary Starrett and Richard L. "Rick" Olson.

STAFF: Ken Huffer and Cynthia Thompson.

Guests: Jay Disbrow, Councilor, City of Yamhill; Denise Harvey, Tribal Council, Confederated Tribes of Grand Ronde; Craig Johnson, Councilor, City of Willamina; Ila Skyberg, Mayor, City of Willamina; Kenna West, City Manager, City of Willamina; Scott Essin, Councilor, City of Newberg; Bob Andrews, Mayor, City of Newberg; Joe Hannon, City Manager, City of Newberg; Justin Hogue, City Administrator, City of Amity; and Beth Wytoski, Mayor, City of Dayton.

TOPIC: Elected Officials Transit Meeting

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Commissioner Olson called the meeting to order at 10:30 a.m.

Cynthia Thompson discussed the transit growth and management program. She talked about DKS and Nelson Nygaard, the two consulting firms who are writing the transit plan for Yamhill County. Ms. Thompson went over the intergovernmental agreement (IGA) that was approved in 2015 and the phases under this IGA that have begun the beginning of this year. She said phase 1 has been the public outreach. Her team has held 4 focus groups, distributed community and rider surveys, online surveys, and attended multiple summer community events. Ms. Thompson stated this is the first time a rider check has been conducted in Yamhill County and phase I is 95% completed. She said the consultants are working on existing conditions, goals and objectives, and land use impacts and future needs. She said this is the most extensive research that has ever been done for transit in Yamhill County. Ms. Thompson discussed the last legislative session and the financial impact to transit in Oregon and Yamhill County. She went over the different functions of the transit committees, Yamhill County Transit Area Advisory Committee (YCTA), Yamhill County Special Transportation Fund Advisory Committee (STFAC) and the Project Advisory Committee (PAC).

Commissioner Olson presented a slide show (Exhibit A) discussing the development and progression of the transit plan over the next 20 years. Commissioner Olson talked about how Yamhill County Transit could connect to Salem, Tri-met and Tualatin transit, coordinating with connector providers. He discussed existing conditions analysis, additional revenue sources, community priorities, and the ability to serve choice and transit dependent riders. He reviewed the YCTA's facilities, personnel and vehicles stating all operations fall under the management of First Transit.

Ms. Thompson discussed operational revenues and expenses, city contributions, fare rates, and the sustainable revenues. Upon completion of the transit plan, the county will go out for a request for proposal (RFP) but in the interim Yamhill County extended their contract with First Transit for an additional two years. Cynthia said ridership is at 318,794, a 10% increase over last fiscal year and Dial a Ride has increased by 8%. The members discussed patrons who ride the buses – general public, youth and the senior and disabled. They went over the demographics of who is actually riding the bus and the need for more accurate information from First Transit. Cynthia talked about the aging fleet, infrastructure, the 6 new bus purchases, the technology grant for real time website and smart phone information. She said the next focus group meetings will be directed at the strategic development for key businesses and the education sector.

Commissioner Starrett discussed her concerns regarding the negative feedback she is receiving from senior and disabled citizens telling her they are experiencing poor customer service. Mr. Johnson discussed the dangers since the stop at Winco Foods moved to 99W out front of Big 5 Sporting Goods, adding that he has almost been struck by a car himself.

Mr. Essin discussed switching to a fixed route instead of the current circular routes that are being used in Newberg. Ms. Thompson said when determining the best routes it comes down to the hours of service and meeting the goal of frequencies at the stops that they are able to provide to the customers. She said in the rural areas they have to think creatively in that they only have a certain amount of money and how to allocate that money depends on the demands and needs. Ms. Thompson said she does not prefer circular routes but sometimes because of budget limitations it is the best choice. She said the consultants will look at key destinations and housing density to help determine the best options.

Ms. Wytoski shared that she would like to see the ridership data for her city. She stated that with a limited budget knowing her citizens' ridership use and frequency would help them to determine the city's contribution to Yamhill County Transit Area (YCTA). Mr. Disbrow discussed the process for adding a covered shelter. Mr. Andrews talked about safety concerns with some of the shelters.

Ms. Thompson acknowledged the requests she has received for the changes to local routes and the need to add in shopping and/or medical route options. Commissioner Olson passed out a data collection form to solicit feedback/rankings of priorities for services.

There being no further business the meeting adjourned at 12:18 p.m.

# STAKEHOLDER INTERVIEW GUIDES

## General Stakeholders

NELSON NYGAARD

### Yamhill County Transportation Area (YCTA) Transit Development Plan

**Stakeholder Interview Outline**

### Introduction:

**Project Goals:**

Yamhill County Transit Area (YCTA) is working on a Transit Development Plan. This plan will guide YCTA in developing the transit system to serve both urban and rural users in the County over a 20-year period. The Plan will address questions including:

- What transit needs are not being served today?
- How can the service be improved to attract more riders (choice and transit-dependent)?
- How can existing urban and outlying rural services be improved and better integrated and coordinated to meet the needs expected from future regional growth and tourism?
- How can Yamhill County communities better link land use development and transportation?

**Purpose of today's meeting:** The purpose of our meeting is to collect information, and hear your ideas and feedback on current public transit service in Yamhill County — what are the opportunities, issues, and challenges that should be explored and addressed in the analysis for the plan.

Our questions will cover a broad range of issues. Please feel free to speak to us in confidence. Information that we hear will be compiled in aggregate so that results are anonymous.

Thank you in advance for taking the time to participate today and assist with this plan!

*(Note: not all topics or questions will be relevant for all stakeholders)*

### Discussion Questions:

| Questions | Riders/Public | Stakeholders |
|---|---|---|
| 1. Introductions – Name and what agency, organization, company or interest group do you represent? | Adapt | X |
| 2. What services do you provide and do you directly serve clients/customers? | N/A | X |
| 3. Do you offer any transportation service?<br>a. Either directly - if yes, who is eligible? How many riders (specify daily, weekly, or annual) and what types/how many vehicles?<br>b. Or by funding/subsidizing other providers (e.g., tickets/passes)? | N/A | X |
| 4. Are you aware of YCTA service? Is your location accessible by transit?<br>a. How do customers/workers typically access your location - do they use transit?<br>b. At what times / days of week? | X (home/other destinations) | X |
| 5. Do you feel transit is an important component of the community? Why or why not? | X | X |

**Stakeholder Interview Guide**
YCTA TDP

| Questions | Riders/Public | Stakeholders |
|---|---|---|
| 6. What market or demand does YCTA cover well today?<br>a. Destinations served, types of trips, times of travel, etc.<br>b. Particular communities? Particular groups (seniors)?<br>7. What markets is transit not covering as well? | X | X |
| 8. What do you think **should** be the primary purpose of transit in Yamhill County?<br>a. Are there tradeoffs such as attracting choice riders vs. human service needs or local circulation within communities vs. regional linkages.) | X | X |
| 9. What are some of the key destinations that need to be served in Yamhill County (or the surrounding area) – e.g., Chemeketa Community College, regional hospitals, County agency offices, etc.? [Look at map] | X | X |
| 10. Are there barriers to using existing services?<br>a. Fares too high<br>b. Capacity limitations<br>c. Cultural barriers?<br>11. Are there opportunities to address them? | X | X |
| 12. What might attract more riders? [Look at map]<br>a. More frequent service?<br>b. Service at different times of day?<br>c. Service on different days of week?<br>d. Service to new destinations/communities?<br>e. Bus stops/improvements to bus stops?<br>f. Better information on how to ride?<br>g. Better safety and security? | X | X |
| 13. Do you see any future trends in the community that might alter transit demand?<br>a. E.g., major hospitals, service centers, or employers centers that are re-locating or moving into or out of the area,<br>b. Major senior or other residential developments, other growth in senior populations, etc. | Adapt | X |
| 14. Is there anything else we haven't covered that is important to you? | X | X |
| 15. Any other comments, questions or concerns? | X | X |
| As part of this project, we will be reaching out to both current riders through on-board surveys as well as non-riders through a community survey. The community survey will be distributed online and as a hard copy. Would your organization be willing to send around the survey link to your contacts and constituents? If your constituents would be better reached through hard copy surveys, would you be willing to host a stack of surveys at your organization? | Adapt | X |

# Elected and Appointed Officials

Yamhill County Transit Area

## Yamhill County Transit Area (YCTA) Transit Development Plan

**Elected and Appointed Officials Stakeholder Interviews**

### Introduction:

**Project Goals:**

Yamhill County Transit Area (YCTA) under the direction of the Contract Manager Cynthia Thompson of BCB LLC is overseeing the work of DKS and Nelson/Nygaard Consulting Inc. to complete a transit development plan for YCTA. This plan was made possible through a grant by the Oregon Department of Transportation- Transportation Growth Management (TGM) program. This plan will guide YCTA in developing the transit system to serve urban and rural users in the County over the next 20-years. The Plan will address questions including:

- What transit needs are not being served today?
- How can the service be improved and attract more riders (choice and transit-dependent markets)?
- How can transit services be better integrated and coordinated to meet future resident, employee and tourism markets?
- How can Yamhill County communities better link land use development and transportation?

**Purpose of today's meeting:** The purpose of our meeting is to collect information, and hear your ideas and feedback on current public transit service in Yamhill County — what are the opportunities, issues, and challenges that should be explored and addressed in the analysis for the plan.

Discussions will cover a broad range of issues. Please feel free to speak to us in confidence. Information that we hear will be compiled in aggregate so that results are anonymous to those not attending this focus group meeting. Thank you in advance for taking the time to participate today and assist with this plan!

### Discussion Questions:

1. Introductions – Name and what agency, organization, company or interest group do you represent?
2. Is public transportation an important part of the community? Why or why not?
3. What market or demand does YCTA cover well today? What are the gaps? (Examples: destinations, types of trips, locations, seniors, etc.)
4. Are your citizens aware that public transportation serves Yamhill County? Are your staff and officials aware of what services and options are provided to your community?
5. Is lack of transportation a challenge in attracting citizens and or businesses to your community?
6. What types of transportation might appeal to your citizens?
   a. Fixed-route service running on main roadways
   b. Vanpools (one citizen drives the van and picks up several neighbors; all split the cost)
   c. Subsidized taxi vouchers
   d. Demand-response service (employees must book trip in advance)
7. Do you offer any transportation services or transportation benefits yourself? Benefits may include free parking, parking or transit subsidies.

**Stakeholder Interview Guide**
YCTA TDP

a. If yes, about how many citizens participate in the program?

8. What would make public transportation more relevant to your organization?

9. Do you see any future trends in the community that might change transit demand?

10. Is there anything else we haven't covered that is important to you? Any other comments?

# Business

NELSON NYGAARD

## Yamhill County Transportation Area (YCTA) Transit Development Plan

**Business Stakeholders Interview Outline**

## Introduction:

### Project Goals:

Yamhill County Transit Area (YCTA) is working on a Transit Development Plan. This plan will guide YCTA in developing the transit system to serve urban and rural users in the County over the next 20-years. The Plan will address questions including:

- What transit needs are not being served today?
- How can the service be improved and attract more riders (choice and transit-dependent markets)?
- How can transit services be better integrated and coordinated to meet future resident, employee and tourism markets?
- How can Yamhill County communities better link land use development and transportation?

**Purpose of today's meeting:** The purpose of our meeting is to collect information, and hear your ideas and feedback on current public transit service in Yamhill County — what are the opportunities, issues, and challenges that should be explored and addressed in the analysis for the plan.

Our questions will cover a broad range of issues. Please feel free to speak to us in confidence. Information that we hear will be compiled in aggregate so that results are anonymous. Thank you in advance for taking the time to participate today and assist with this plan!

## Discussion Questions:

1. Introductions – Name and what agency, organization, company or interest group do you represent?
2. What services and products do you provide?
3. How many employees do you have? In what locations?
4. In general, what are your business hours? Does this vary by employee type or location?
5. Is public transportation an important part of the community? Why or why not?
6. What market or demand does YCTA cover well today? What are the gaps? (Examples: destinations, types of trips, locations, seniors, etc.)
7. Are your employees aware that public transportation serves Yamhill County? Are your customers?
8. Is lack of transportation a challenge for you in attracting and/or retaining employees? What about attracting customers?
9. What types of transportation might appeal to your employees?
    a. Fixed-route service running hourly on main roadways

b. Employee vanpools (one employee drives the van and picks up several neighbors; all split the cost)

c. Subsidized taxi vouchers

d. Demand-response service (employees must book trip in advance)

10. Do you offer any transportation services or transportation benefits? Benefits may include free parking, parking or transit subsidies.

    a. If yes, about how many people enroll in the program or otherwise participate?

11. What would make public transportation more relevant to your organization?

12. Do you see any future trends in the community that might change transit demand?

13. Is there anything else we haven't covered that is important to you? Any other comments?

# APPENDIX G

## Operator Interview Notes

# APPENDIX G OPERATOR INTERVIEW NOTES

This appendix provides notes from informal bus operator interviews and discussions conducted by the project team; these interviews are summarized in Chapter 4.

## BUS OPERATOR INTERVIEW RESPONSES

### What is the role of transit in Yamhill County (e.g., who should it serve)?

- YCTA bus service, especially DAR, needs to serve the disabled community – this service is all about ensuring quality of life for people.
- Existing market: casino employees at Grand Ronde
- Route 44 ridership: the majority of people just ride to Sherwood. But commuters ride all the way to Tigard.

### What works well and what does not?

#### Are there streets, intersections, or turns that are difficult to navigate in a bus?

- Downturns are tough, but OK.
- The entrance to Dutch Bros. at Adams and 5th Street is not safe for buses and pedestrians. When the Dutch Bros line backs up onto 5th it prevents the bus from turning with traffic. This is a result of the signal changes.
- New subdivisions should be planned to accommodate how transit will serve them.
- Route 3: Turns are hard to make - left across traffic onto Route 99W before Walmart. Walmart parking lot to Big 5.
- Suggestion to use McDaniel instead
- Springbrook Road in Newberg has been closed due Bypass construction. There are many needs along and it is important to coordinate how transit will serve this street (e.g., stop locations) after construction is completed.
- On Route 44, the left-turn onto Fletcher Road from Lafayette Highway (heading east to Dayton) is challenging in low-visibility conditions. Reflective signage would be great. https://goo.gl/maps/xv8fnaCLPW22
- Crossing the WB leg of Hwy 99 turning left onto Hwy 47, people post signs on this pole (https://goo.gl/maps/DGSNjwMZ2p32) that impede visibility from the narrow window on some of the buses.

**What segments of the existing routes see very little ridership? Where do you see the most ridership?**

- IS may be closing at the end of the year. This is currently a large source of demand.
- Route 22: most riders board/alight between McMinnville and the Casino; not many use the Community Center Stop. That stop could become on-call.
- Route 44: riders do travel all the way to Tigard
- Route 2 is very slow; not a lot of riders
- Route 3N is very busy

## Is capacity ever constrained (standing-room only or by-passed passengers)? And what about capacity for wheelchairs and bicycles?

- IS and Wood Products are two big sources of demand for wheelchair boardings.
- Route 11 is occasionally at capacity for bicycles. [There were two bicycles on the trip we rode and a passenger mentioned that this has occurred to him. He has access to a car, so if it occurs in McMinnville, he will go home and drive. It is more problematic in Salem particularly on the last trip and there may be different practices as to whether buses are allowed onboard.]
- Route 44 – in the morning especially, sometimes the bus runs out of capacity for bikes

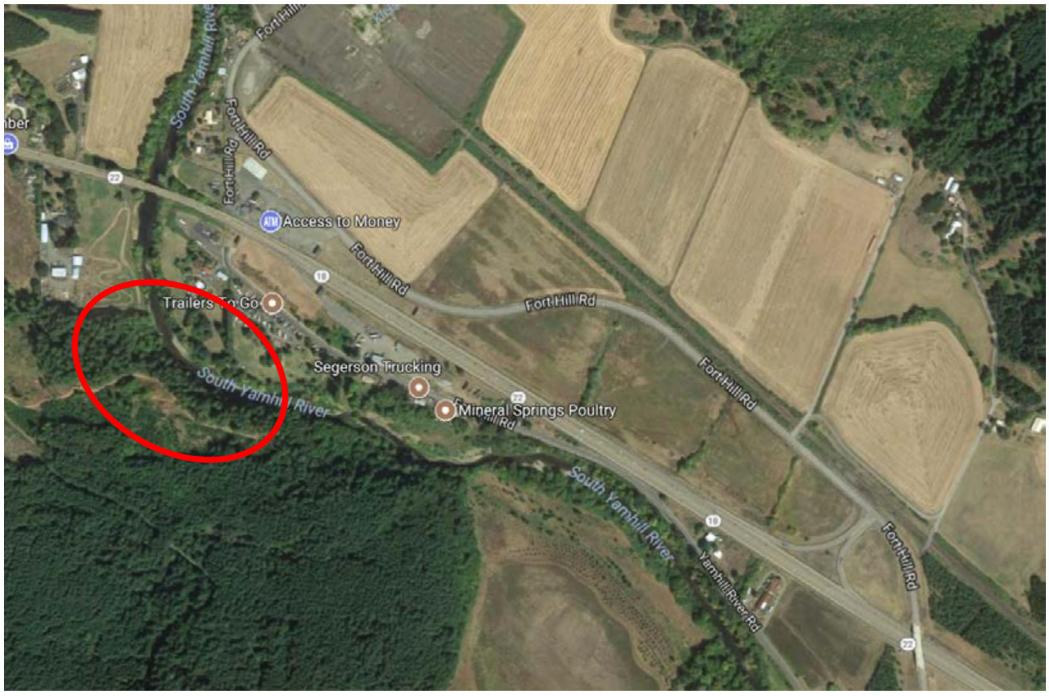
**Are there routes where it's difficult to stay on schedule? Are there routes that have extra time?**

- Route 3 tends to run late (multiple comments). One driver noted that this is particularly true in the afternoon.
  - Instead of flag stops we need fixed stops that have bus stop signs.
- Route 3N is very busy and is hard to keep on schedule; 3S is quieter. On 3N, there is often a wheelchair on every run, which sets the bus behind.
- In Newberg, Route 7 gets behind and time is made up on Route 5.
- Dial-A-Ride helps out when Route 3 and Route 7 get behind, e.g., picks up south segments of these routes. (Multiple comments)
- Route 44 through Dundee gets backed up
- Route 44 from Dundee to King City – suffers from major congestion
- In general, all the schedules need to be redone based on realistic travel times. For example, the Route 44 schedule shows one minute between timepoints in McMinnville and Lafayette that are not realistic.

**What could YCTA do to better serve existing passengers, and/or to serve residents who do not already use transit?**

- Dial-A-Ride
  - DAR service could be better coordinated with senior centers. A dedicated Senior Center route would be well-used.
  - We need another DAR bus between 9am and 3pm in McMinnville
- Route 2E
  - Loops around the back of the hospital but there are no ridership behind the hospital; loop adds time
- Route 3

  - Split into two routes, A and B, with two dedicated vehicles
- Route 5
  - On 9th between Blaine & College, parked cars block the stop. It is in a good place, but signage or markings are needed to ensure it is clear for the bus. [This may be location the driver mentioned: https://goo.gl/maps/YMewAQ5AaDM2]
- Route 7
  - Alternative routing between PCC and hospital would save time (Werth Blvd).
  - Shelter by J's is in the wrong location (around corner on Sitka St). https://goo.gl/maps/KEFB31Td12Q2
- Route 11
  - Timing of transfers in West Salem seems to work out well; the driver tries to ensure a morning connection works if the route is running late. [As part of field observations, this transit facility lacks information generally, and YCTA signage.]
- Route 22
  - Use bigger bus on Route 22
  - Route 22 should run later; people want to catch Route 44
  - There is a mobile home community at Fort Hill Road between Spirit Mountain Casino and Wilamina. People walk to the casino (1.5 miles) to catch the bus. Driver recommends that the bus take the Fort Hill Road exit and serve this community. Highway 22 is divided in this area, so people cannot walk to Highway 22 and board transit in both directions.




Alternately, if using Fort Hill Road is too time consuming, the bus could stop just west of the Yamhill River crossing at the lumber store, where there is adequate shoulder for the bus to pull over.




- Route 44
  - Bus stops throughout Newberg and Tigard
  - At 99W & 124th Ave in Tualatin, the bus pulls over anyway (e.g., both YCTA and TriMet passengers). A new stop could be located by the bank and VA clinic [not clear on this]
  - In Sherwood, currently have a stop just on the right side; need a stop in both directions.



- Service Hours
  - Run service later

## How well do buses, transit center work for you?

- Transit Center
  - McMinnville
    - We need a standby cleaning service for restrooms to address cleaning at least every 3 hours. We get a lot of complaints about this.

    - A separate training room is needed. There is no space for drivers when training is going on.
  - Newberg
    - Need a better hub that Nap's. A more central downtown location near the library and Cultural Center was suggested.
- Buses
  - Need more reliable buses
  - Riders in mobility devices can't reach stop cords – need to be lower
- Snow Routes/Chains
  - Perception that management doesn't want to chain the bigger buses due to concern about vehicle damage if chains break. Better chains

### What comments/suggestions/recommendations do you hear from your passengers?

- Service takes too long
- Route 5/7 passengers want Saturday service and for it to run later.
- Saturday service to Hillsboro and Salem – hear about this occasionally
- Newberg – better and/or more direct connections to Dundee, McMinnville, Salem, St. Paul, Wilsonville
- Several riders transfer from Route 22 to Route 44; important for Route 22 to be on time to facilitate transfer.

### Are there any destinations or areas that YCTA should serve, but does not?

- Old Stone Village, east of CCC in McMinnville is a source of demand that is not currently served.
- We need to serve Old Stone Village. It is currently served by DAR but should be served by fixed-route. Also the apartments behind Virginia Garcia should be served by fixed-route.
- Apartments past Hill Rd, west of Route 2 terminus are another unserved source of demand.
- We need a Sheridan-McMinnville shuttle.
- McMinnville-Newberg shuttle to Providence Hospital is another need
- Newberg
  - These locations are already served but have been impacted by Springbrook Road construction
    - Helping Hand Men's Shelter in Newberg
    - Mobile Home parks near 2nd & Springbrook in Newberg
  - Cultural Center, Aquatic Center
- Along Route 22, Deer Meadow should be served. There is no safe place for the bus to stop, however. If there was, could Deer Meadow staff transport riders down to Highway 22?
- Sheridan needs more service
- Route 44 is the only service between McMinnville and Newburg; needs to be more service
- The Virginia Garcia medical clinic is just east of where Route 2E ends; issue is that street connection between Chemeketa Community College and the clinic is for emergency vehicles only.
- Service to Spruce Goose could attract recreational riders

## Are there capital, infrastructure or technology needs? (Shelters, vehicles, communications)

- Stops/Flag Stops
  - There are some flag stops that passengers flag down, and get frustrated when the bus does not stop at the exact spot the rider was waiting. If the stop is unsafe for a driver to stop at (i.e., not room to safely pull over), the driver will stop at the closest location where it is safe for the vehicle to stop. This could be solved with marked fixed stop locations and the ending of flag stop pick-ups.
  - Bus stop signs (multiple, nearly universal comments). This would particularly help Route 3. It was noted that this is particularly challenging for new users.
  - Specific locations drivers cited as dangerous for stopping include the library, Adams Street/99W between 19th Street and 14th Street, Adams Street between 2nd Street and 4th Street, Dutch Brothers McMinnville
- Vehicles
  - If the buses have ramps instead of chairlifts, this could decrease boarding time for wheelchairs.
  - Buses should be marked (multiple comments).
    - People don't know about the bus and don't recognize the unmarked buses as public
    - Bus #592 is an old college bus
    - Bus #402/403 looks like a moving bus
    - One bus (#7) looks like a prison bus
    - #400/407 are not pleasant to drive; regen problem where bus breaks down and needs to be shut off for 2 minutes
  - Some readerboards don't work – it is not professional
  - Route 3 vehicles – hard to load wheelchairs
- Radios
  - Driver radios need to be improved. Radios do not work in rural areas, especially on Route 22.
  - Bus #401 radio doesn't work outside of McMinnville
  - We need better radios for dispatch and driver communication. Our GPS for buses is not live.
- Dispatch/Scheduling Software
  - Improved software is needed (multiple comments).
  - It would be good to have dispatch software that can group DAR trips.
  - It would be a huge help if the dispatch software could schedule same day trips for DAR.
  - DAR drivers are currently actively working together to troubleshoot and strategize how to better distribute DAR trips to serve all DAR passengers.

## Do you have any other comments/suggestions/recommendations?

- Marketing/Education
  - YCTA needs to better advertise services as an any use ride – especially social rides, and not just medical appointments.
  - Education:

    - Riders, e.g., wave hand to flag bus, don't wait with back to bus, bring a light to use when it's dark, etc.
    - Drivers, e.g., yield to buses. Police should issue warnings and write tickets.
    - Public, benefits of transit
  - Use one of the small buses for first mile/last mile connections to fixed-route service. This would be particularly useful in Sheridan where a lot of the streets have slopes that are too steep for some seniors and disabled passengers.
  - No one knows about the service. People are not aware of how extensive the routes are, covering all of Yamhill County.
- Pedestrian Access/Facilities
  - The city has done a good job ensuring the sidewalks are ADA accessible.
  - Pedestrian crossing lights on 5th Street are fantastic for safety of riders and pedestrians. We need more of these on bus route streets.
- Job Satisfaction
  - Love job; it is very convenient.
  - Drivers really appreciate that everyone works as a team to help out. Examples are Dial-A-Ride drivers picking up portions of Route 3 and 7 when these routes get behind.
  - Could pay more – there is high turnover as Cherriots and TriMet pay higher wages.
  - Drivers feel that they are doing their best but that the lack or quality of infrastructure reflects badly upon them.
- Other suggestions
  - If YCTA DAR/Paratransit can be used for NEMT transportation it would be a lot cheaper than other NEMT services.
  - Involve Helping Hands (Men's Shelter in Newberg)

# SECTION 3: TECHNICAL MEMO #3

## Planning Framework



Image: Doug Kerr

# Yamhill County Transit Area Transit Development Plan

## Memo #3: Planning Framework

January 2018

Yamhill County Transit Area

DKS

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NELSON NYGAARD

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# 1 INTRODUCTION

Technical Memorandum #3 (TM #3) describes the results of several tasks of the Yamhill County Transit Development Plan (TDP) project. The following bullets identify the tasks summarized in this memo and explain how each element relates to other parts of the TDP:

**Planning Framework (Task 5)** presents the framework that will be used to evaluate the proposed service alternatives (in Tasks 6 and 7) and that YCTA will use to monitor ongoing performance. The framework builds from the goals and objectives presented in Technical Memorandum 1 (TM#1).

**Potential Service Areas (Task 3)** identifies transit service areas–served today or not—and the methodology used to identify them. The analysis considers future population and employment forecasts, existing and planned land use including areas where major development is currently occurring.

**Transit Costs and Future Funding (Task 4)** summarizes methods used to quantify order-of-magnitude costs for analysis of solution strategies and packaging of transit service alternatives. It identifies proposed future funding scenarios and the costs for conceptual improvements within the transit service areas. The conceptual analysis is intended to illustrate the relationship between the level of transit funding and the costs of implementing a variety of potential service enhancements.

# 2 PLANNING FRAMEWORK

This section builds on the TDP framework of YCTA goals, objectives, and performance measures and standards introduced in TM #1. The YCTA goals and objectives are the basis of the TDP planning framework. The performance measures have three primary functions that inform YCTA's decision-making process through planning and ongoing implementation of the TDP:

**Assess and describe existing conditions.** The performance measures are used to evaluate existing public transportation services and conditions. The existing conditions measures provide a baseline or benchmark to which YCTA will evaluate service opportunities and regularly monitor the transit system.

**Evaluate service opportunities.** The performance measures facilitate screening future service opportunities in the Transit Development Plan against agency goals to help the Project Advisory Committee (PAC) and the public understand how different service strategies perform and shape the preferred vision for transit in Yamhill County that will be established through the TDP.

**Establish performance monitoring program.** Existing conditions analysis, peer analysis, industry standards, and the recommended TDP service design and supporting programs will be used to set performance measure benchmarks that YCTA will use to regularly assess system and route-level performance and progress towards TDP implementation.

As illustrated in Figure 2-1, a key focus of the Planning Framework provided below is on guiding the evaluation of service opportunities in Tasks 6 and 7 of the TDP.

Figure 2-1 Service Opportunity Planning Framework

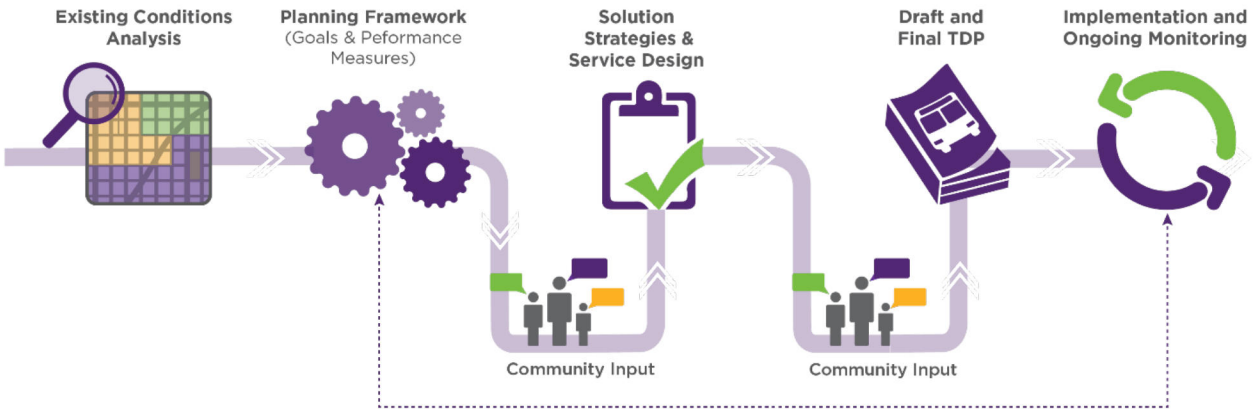

Figure 2-2 presents the proposed TDP Planning Framework and identifies how the goals, objectives, and performance measures will be used to evaluate service opportunities at each stage of the planning process, and whether measures will be evaluated qualitatively or quantitatively. The "Analysis of Solution Strategies" column (highlighted in blue) identifies the measures that will be used to evaluate service opportunities in Tasks 6 and 7.

Other measures will not be utilized in the evaluation of service opportunities but are applicable to analysis of existing conditions, while the full set of final performance measures and benchmarks will be the basis of an ongoing monitoring program that YCTA will use to measure implementation of the TDP.

Figure 2-2 Proposed Planning Framework Measures (Adapted from TM #1)

| | | Performance Measures | | | |
|---|---|---|---|---|---|
| Goal | Objective | Existing Conditions | Analysis of Solution Strategies | Monitoring Program | Performance Metric / Standard [a] |
| Goal 1: Mobility – provide efficient, reliable public transportation serving a range of customer needs. | 1. Achieve high route productivity by serving key ridership markets | Riders per revenue hour (quantitative) | Evaluation based on existing route-level ridership and proposed service changes (qualitative) | Riders per revenue hour (quantitative) | 10 fixed-route passengers per hour<br>3 demand response passengers per hour |
| | 2. Serve key activity centers with convenient hours and days of service that meet the travel needs of workers and residents | Service span: hours of service (qualitative) | Service span: hours of service (qualitative) | Service span: hours of service (qualitative) | Weekday 5am – 9pm; Weekend 7am – 8pm (or as determined based on TDP public outreach) |
| | 3. Provide direct and reliable service that supports reliable transfers to intra- and inter-county regional connections | Schedule alignment with connecting providers (quantitative/qualitative) | Schedule alignment with connecting providers (quantitative/qualitative) | Schedule alignment with connecting providers (quantitative/qualitative) | Number of transfers<br>Scheduled transfer time to connecting routes |
| | 4. Identify areas that will support additional or improved transit services using data-driven and customer focused methods, and coordinate improvements to the coverage, reliability, and frequency of services | Coverage of geographic areas based on service standards e.g., land use density (quantitative) | Service area land use density (quantitative) | Service area land use density (quantitative) | As identified in TDP (service standards and TM #3 Land Use Analysis) |

Notes: * denotes objectives adapted from the Yamhill County Transportation System Plan. † denotes objectives adapted from the 2017 YCTA Coordinated Public Transit Human Services Transportation Plan. ** Travel training customers refers to the number of people trained on how to use transit by YCTA staff or partners.

[a] Standards presented in the performance metric column are preliminary thresholds of acceptable performance based on peer systems and industry norms. The measures and metrics will be refined throughout the project and monitoring metrics will be finalized in the Transit Development Plan.

| Goal | Objective | Performance Measures | | | |
|---|---|---|---|---|---|
| | | Existing Conditions | Analysis of Solution Strategies | Monitoring Program | Performance Metric / Standard [a] |
| Goal 2: Accessibility – provide public transportation services that are equitable and address the needs of all users. | 1. Coordinate with local agencies to guide transit-supportive land use policies and practices | NA | NA | Agencies including transit agency in development review notice procedures (quantitative) | 80% |
| | 2. Provide access to public transportation services that meets applicable County, State and Americans with Disabilities Act (ADA) standards | Service denials per registered ADA paratransit rider (quantitative)<br>Percentage of vehicles and stops meeting ADA standards (quantitative) | NA | Service denials per registered ADA paratransit rider (quantitative)<br>Percentage of vehicles and stops meeting ADA standards (quantitative) | 0% total requests.<br>100% vehicles and stops |
| | 3. Provide local connectivity within and between the various communities in the County | Revenue hours dedicated to connections between Yamhill County communities (quantitative) | Revenue hours dedicated to connections between Yamhill County communities (quantitative) | Revenue hours dedicated to connections between Yamhill County communities (quantitative) | % of total service hours in communities under 10,000 in population (target to be established based on TDP analysis) |
| | 4. Provide a mix of public transportation services to meet the needs of different rider markets, such as fixed routes, deviated fixed routes, commuter routes, dial-a-ride, community shuttles, and rideshare services | Riders per capita (quantitative)<br>Service hours per capita (quantitative) | Service hours per capita (quantitative) | Riders per capita (quantitative)<br>Service hours per capita (quantitative) | Targets based on increasing current service levels and peer comparison (target to be to be established based on existing conditions and TDP analysis) |

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| | | Performance Measures | | | |
|---|---|---|---|---|---|
| Goal | Objective | Existing Conditions | Analysis of Solution Strategies | Monitoring Program | Performance Metric / Standard [a] |
| Goal 2: Accessibility (continued) | 5. Distribute the benefits and impacts of services fairly and address the transportation needs and safety of all users, including the young, older adults, people with disabilities, and people of all races, ethnicities, and income levels | % youth, older adults, people with disabilities, racial and ethnic minorities, and low income households within ¼ mile of bus stops (quantitative) | % youth, older adults, people with disabilities, racial and ethnic minorities, and low income households within ¼ mile of bus stops (quantitative) | % youth, older adults, people with disabilities, racial and ethnic minorities, and low income households within ¼ mile of bus stops (quantitative) | X % of total population (target to be based on TDP analysis) |
| | 6. Coordinate with human services agencies serving adults, seniors, and people with disabilities and veterans to identify specific resources, training and needs for these markets | Percentage of YCTA budget resources comprised of human services program funding (quantitative) | NA | Percentage of YCTA budget resources comprised of human services program funding (quantitative) | 10% |
| | 7. Provide easy to understand, affordable fare polices, products and payment systems | Fare products and fare cost (qualitative) | Fare products and fare cost (qualitative) | Fare products and fare cost (qualitative) | Targets to be determined based on customer feedback and peer comparison |

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| | | Performance Measures | | | |
|---|---|---|---|---|---|
| Goal | Objective | Existing Conditions | Analysis of Solution Strategies | Monitoring Program | Performance Metric / Standard [a] |
| Goal 3: Passenger experience – make public transportation a convenient and welcoming way to travel. | 1. Deliver transportation information to riders and the community at-large across multiple print, online, and mobile platforms | Bilingual materials and printed materials (yes/no) | NA | Website or mobile application users (quantitative)<br>Bilingual materials and printed materials (yes/no)<br>Cities and # of locations where YCTA maintains printed materials | XX hits or online traffic per month, (TBD)<br>Schedules, maps in other languages as determined based on YCTA Title VI and Limited English Proficiency (LEP) plan.<br>Locations to be set in TDP |
| | 2. Enhance marketing, education, and promotion efforts | NA | NA | Number of travel training customers (quantitative)<br>Public awareness campaigns (qualitative) | Targets to be based on TDP analysis |
| | 3. Translate all printed and online materials into priority languages identified in the YCTA Limited English Proficiency plan (e.g., translate into Spanish and employ Spanish-speaking customer service staff) | Availability of translation and interpretation resources (yes/no) | NA | Availability of translation and interpretation resources (yes/no) | All print materials translated and spoken language access available during all service hours. |
| | 4. Invest in technologies that enhance customer service, service reliability and access to information | Assessment of technology platforms (qualitative) | NA | Technology as share of total spending (quantitative)<br>Customer call wait time | Targets to be based on available resources and peer comparison |
| | 5. Achieve high customer satisfaction by supporting employee training and outreach. | Customer satisfaction rated good or higher in rider surveys | NA | Customer satisfaction rated good or higher in rider surveys<br>Customer complaints by category | 80%<br>Minimize legitimate complaints but maximum of XX per 100,000 boardings |
| | 6. Provide system legibility by clearly identifying bus stop locations | Bus stops marked with sign (qualitative) | NA | Percentage of bus stops marked with a sign or other type of marking (quantitative) | 100% |

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| | | Performance Measures | | | |
|---|---|---|---|---|---|
| Goal | Objective | Existing Conditions | Analysis of Solution Strategies | Monitoring Program | Performance Metric / Standard [a] |
| Goal 4: Safety and security – ensure transit riders and drivers have safe and secure vehicles and facilities. | 1. Provide for high-quality driver and dispatcher training to ensure passenger and driver safety and security | NA | NA | Annual safety-sensitive staff training hours | Targets based on TDP (see safety or driver training program and/or ODOT Compliance Review) |
| | 2. Provide high-quality transit facilities by including waiting areas shelters, seating and other amenities that support customer comfort and convenience. | General assessment of transit facilities | NA | Percent of facilities meeting agency guidelines (stop poles, shelters, seating, lighting, trash, and/or up-to-date rider information) and passenger and vehicle capacity needs | 100% (To be achieved consistent with TDP phasing plan) |
| | 3. Maintain vehicles in a state of good repair and replace in accordance with the Transit Asset Management Plan to ensure a reliable, safe and attractive public transportation system | Share of vehicles and facilities meeting asset management maintenance schedule targets (quantitative) | NA | Share of vehicles and facilities meeting asset management maintenance schedule targets (quantitative) | 100% (To be achieved consistent with TDP phasing plan) |
| | 4. Coordinate with County and local emergency managers to support robust emergency response and resiliency to natural and human disasters | NA | NA | % communities with which YCTA has mutual aid agreements in place (quantitative) | 100% of cities, school districts, human service organizations and neighboring counties or transit agencies |
| | 5. Coordinate with local jurisdictions and Oregon Department of Transportation (where relevant) to provide safe ways to cross streets at or near major bus stops | NA | NA | Bus stops with crosswalks within ¼ mile, where appropriate to street design and safety regulations (quantitative) | 100% |

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| | | Performance Measures | | | |
|---|---|---|---|---|---|
| Goal | Objective | Existing Conditions | Analysis of Solution Strategies | Monitoring Program | Performance Metric / Standard [a] |
| Goal 5: Livability and economy – integrate public transit in the transportation system to support a prosperous, healthy community | 1. Enhance access to major activity centers (e.g., major residential, employment, industrial, and institutional locations) and emerging or underserved activity centers (e.g., agricultural employment) as resources warrant | % employees within ¼ mile of a transit stop (quantitative)<br>% residents within ¼ mile of a transit stop (quantitative) | % employees within ¼ mile of a transit stop (quantitative)<br>% residents within ¼ mile of a transit stop (quantitative) | % employees within ¼ mile of a transit stop (quantitative)<br>% residents within ¼ mile of a transit stop (quantitative) | Targets to be based on TDP analysis |
| | 2. Maintain and explore innovative partnerships with employers and institutions to serve rider markets and supplement public transportation funding | Establishment of agreements with major employers and institutions (qualitative) | | Establishment of agreements with major employers and institutions (qualitative) | Yes / No if agreements in place |
| | 3. Support a multimodal transportation network by inviting access to transit via bicycling, walking | General assessment of stops with bicycle racks or other bicycle parking, sidewalk coverage proximate to key bus stops, and fixed-route vehicles with bicycle racks (qualitative/quantitative) | NA | % stops with bicycle racks or other bicycle parking (quantitative)<br>Sidewalk coverage proximate to key bus stops (qualitative)<br>% fixed-route vehicles with bicycle racks (quantitative) | TBD based on TDP analysis |

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| | | Performance Measures | | | |
|---|---|---|---|---|---|
| Goal | Objective | Existing Conditions | Analysis of Solution Strategies | Monitoring Program | Performance Metric / Standard [a] |
| Goal 6: Efficiency and financial accountability – manage the transit system in a fiscally responsible way to provide quality, affordable services. | 1. Advocate for increased funding and seek out new and innovative funding opportunities | Annual percentage increase in transit operations funding<br>Transit projects included in County TSP<br>(quantitative) | Transit operating funding per capita, relative to peers | Annual percentage increase in transit operations funding<br>Transit projects included in County TSP<br>(quantitative) | Targets based on TDP analysis |
| | 2. Improve system productivity and reliability to ensure efficient resource utilization | Cost per revenue hour compared to peers<br>Riders per revenue hour compared to peers<br>On-time performance<br>(quantitative) | Riders per revenue hour compared to peers (qualitative)<br>On-time performance<br>(qualitative) | Cost per revenue hour compared to peers<br>Riders per revenue hour compared to peers<br>On-time performance<br>(quantitative) | Within X% of peer cost<br>Within X% of peer productivity<br>85% of bus runs arriving at time point within 4 minutes of scheduled time |
| | 3. Coordinate with other transportation partners to ensure shared long range sustainability of public transportation services | Agreements with transportation partners (Qualitative) | NA | Agreements with transportation partners (Qualitative) | Yes / No if agreements in place |

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# 3 POTENTIAL TRANSIT SERVICE AREAS

This section describes potential transit service areas in Yamhill County, including transportation corridors and incorporated communities, and areas with or without public transportation service. The purpose of the analysis is to identify areas for future transit service as supported by land use and transportation analysis. The results of this analysis will be used in defining solution strategies (TDP Task 6).

The quantitative data used to assess service areas includes existing land use patterns (from the existing conditions analysis presented in Technical Memorandum 2) and future population and employment forecasts. The memo relates these trends to known information about near-term planned land use development, growth areas identified by city and county planning staff, and major transportation infrastructure improvements.

## PUBLIC TRANSPORTATION AND LAND USE GUIDELINES

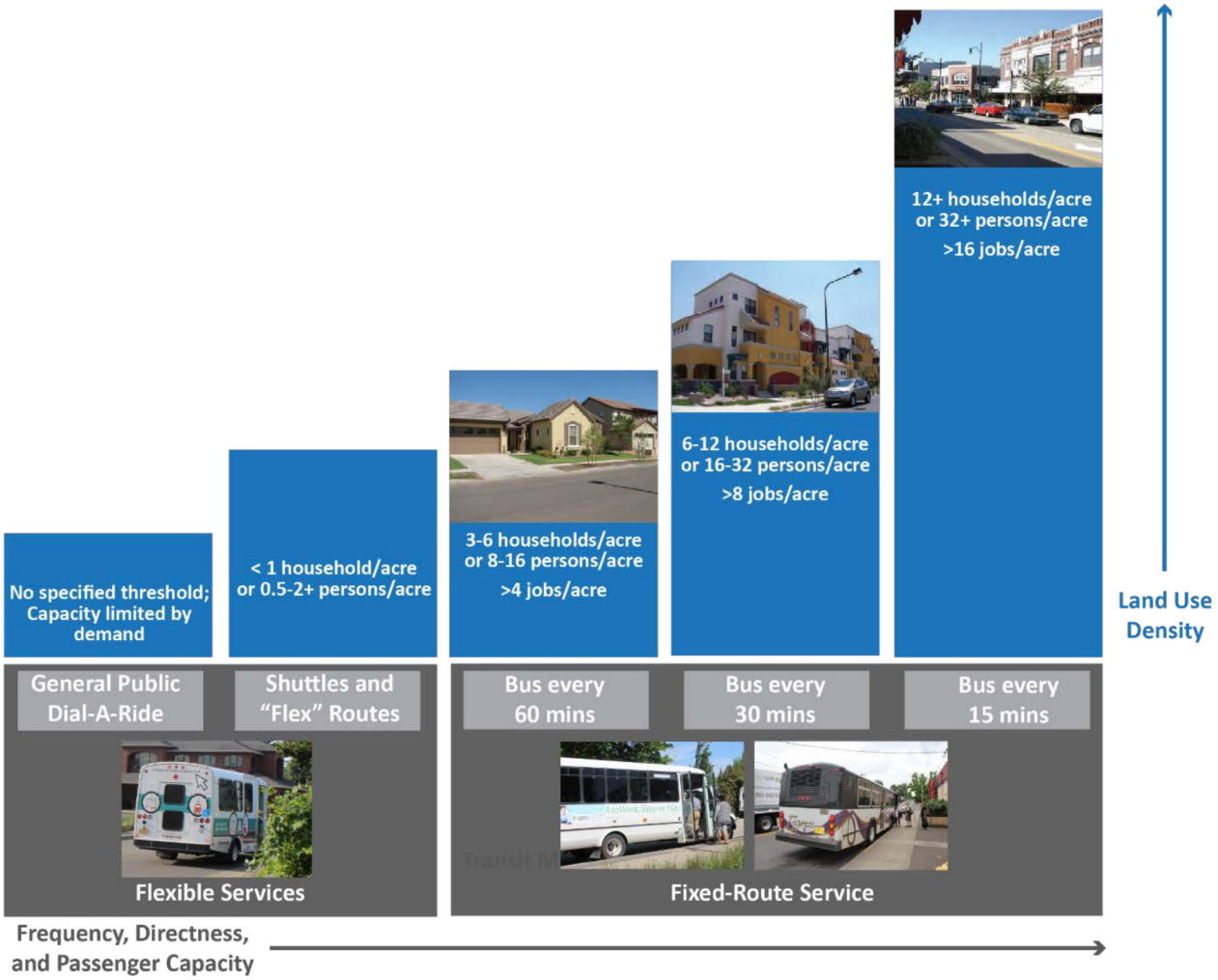
The best public transportation plan is a land use plan. How people move is based entirely on land use. The location of homes, jobs, grocery stores, shopping malls, and other destinations determines how easily a person can access places, the length of their trip, and the directness of their route. It is challenging to provide cost-effective public transportation if enough residents, jobs, and/or customers are not concentrated in a given area, or if major housing developments, job centers, and significant destinations are built far from main roads or at very low densities.

Transit ridership is directly related to population and employment density along transit corridors. Figure 3-1 illustrates the relationship between land use density (people and/or jobs) and the types or frequency of transit service that can be provided. Recognizing that these general guidelines need to be adapted to local conditions, overall industry experience suggests that residential densities in the range of about 3 to 6 households per gross acre are a minimum threshold for fixed-route transit service running every hour. Transit demand tends to increase most dramatically when residential densities increase to between approximately 6 to 12 households per acre, which generally supports service that runs every 30 minutes. These figures correspond to approximately 8 to 16 persons per acre for 60-minute service and 16 to 32 persons per acre for 30-minute service.[1]

Alternatively, in an employment-oriented area, 4 to 8 jobs per acre would typically support 60 minute service and 8 to 16 jobs per acre would support 30-minute service. Considering that a combination of residential and employment patterns drive transit performance, the above ranges can be considered in terms of the number of residents plus the number of jobs.

[1] Converted based on the average household size in McMinnville and Newberg—approximately 2.7 persons per households (2015 American Community Survey 5-Year Average).

Figure 3-1 Density and Level of Transit Service Supported




| | Population | | | Employment | |
|---|---|---|---|---|---|
| Transit Mode / Frequency | Dwelling Units/Acre | Population/ Acre | Population/ Square Mile | Jobs/ Acre | Jobs/ Square Mile |
| Flexible Transit Service | | | | | |
| General Public Demand Response | None, but likely to be limited by capacity constraints as demand for service increases | | | -- | -- |
| Shuttles or Flex Routes | < 1 | 0.5 to 2+ | 300 – 1,000+ | -- | -- |
| Local Fixed-Route Bus | | | | | |
| 60 minutes | 3-6 | 8-16 | 5,000-10,000 | 4-8 | 2,500-5,000 |
| 30 minutes | 6-12 | 16-32 | 10,000-20,000 | 8-16 | 5,000-10,000 |
| 15 minutes | 12+ | 32+ | 20,000+ | 16+ | 10,000-15,000 |

Source: Adapted from Transit Research Cooperative Program (TCRP) Transit Capacity and Quality of Service Manual, and other sources

## Additional Transit Market Factors

Other transit market factors are also important to consider in aligning transit service with different land uses, including:

- **The organization of density** is a key consideration that determines the size of a transit market. A particular level of service requires a minimum density *over a minimum area*. For example, an isolated development or building may have a high density within a small area, but is a relatively limited market that is difficult for transit to serve.
- **Destinations**, or activity centers clustered along a route where people want to travel, and strong "anchors," or major activity centers, at each route endpoint make transit more attractive to use and efficient to operate.
- **Community design** is necessary to make transit successful. Neighborhoods where all roads are designed to connect to major streets allow transit users to reach stops without walking out-of-direction and increase the number of people a transit route can serve. Community design includes comfortable and safe pedestrian and bicycle access routes—people will not use transit if it is difficult or dangerous to access a bus stop.

# Existing Access to Transit in Yamhill County

For existing population and jobs along current transit routes in Yamhill County, Figure 3-2 lists the share of population and jobs that are within a quarter-mile access distance of transit.

- In McMinnville, approximately 70% of both residents and jobs are within a quarter-mile distance of transit, while in Newberg, approximately 80% of residents and jobs are within a quarter-mile of transit. For other cities in Yamhill County, approximately 36% of residents and 58% of jobs are within a quarter-mile access distance.
- Densities within the quarter-mile transit access areas in McMinnville and Newberg are 6.1 and 6.5 people per acre and 2.7 and 2.4 jobs per acre, respectively; this represents combined densities of nearly nine people and jobs per acre in both cities. Job density in the downtown core areas is much higher—approximately 30 jobs per acre in McMinnville and 16 jobs per acre in Newberg. Existing land use around existing transit corridors puts these cities generally slightly lower than the land use threshold for the 60-minute service category overall, but this is balanced by high job density in the downtown areas, particularly in McMinnville.
- For all other Yamhill County cities (excluding McMinnville and Newberg), density around transit stops ranges from approximately 5 to 7 persons per acre and up to approximately 2 jobs per acre. Average residential density around transit stops is lower in Willamina and Yamhill than other cities, slightly more than 3 persons per acre.

Figure 3-2 Population and Jobs within ¼-Mile Distance of Transit Routes and/or Stops, 2010 and 2014

| City | Area within ¼ Mile | Share of Total City Area | Population within ¼-Mile (2010) [1] | | | Jobs within ¼ Mile (2014) [2] | | | Combined Population and Jobs |
|---|---|---|---|---|---|---|---|---|---|
| | Acres | % | # | % | Density | # | % | Density | Density |
| Amity | 148 | 37% | 835 | 52% | 5.6 | 158 | 61% | 1.1 | 6.7 |
| Carlton | 126 | 22% | 873 | 43% | 6.9 | 263 | 76% | 2.1 | 9.0 |
| Dayton | 129 | 24% | 665 | 26% | 5.2 | 158 | 56% | 1.2 | 6.4 |
| Dundee | 152 | 17% | 760 | 24% | 5.0 | 225 | 46% | 1.5 | 6.5 |
| Lafayette | 128 | 23% | 731 | 20% | 5.7 | 124 | 61% | 1.0 | 6.7 |
| McMinnville | 3,617 | 54% | 22,200 | 69% | 6.1 | 9,713 | 70% | 2.7 | 8.8 |
| Newberg | 2,625 | 70% | 17,168 | 78% | 6.5 | 6,311 | 80% | 2.4 | 8.9 |
| Sheridan | 284 | 23% | 1,707 | 28% | 6.0 | 265 | 24% | 0.9 | 7.0 |
| Willamina | 206 | 34% | 638 | 32% | 3.1 | 104 | 36% | 0.5 | 3.6 |
| Yamhill | 129 | 37% | 436 | 43% | 3.4 | 256 | 94% | 2.0 | 5.4 |
| Total for all Cities | 7,543 | 34% | 46,013 | 60% | 5.4 | 17,577 | 70% | 1.5 | 6.9 |
| Outside of McMinnville & Newberg | 8,844 | 28% | 52,658 | 36% | 5.1 | 19,130 | 58% | 1.3 | 6.5 |

Notes/Sources: Calculated within ¼ mile of routes and stops in McMinnville and Newberg, because flag stops are allowed along the routes, and within ¼ mile of stops in other cities, based on straight-line distances. 1. US Census Bureau, Decennial Census, 2010. The 2010 Census was used for population because more recent data is available only for larger geographies and cannot be accurately used to estimate population within a short distance of transit routes. 2. US Census Bureau, Longitudinal Household-Employer Dynamics (LEHD), 2014.

# POPULATION AND EMPLOYMENT FORECASTS

Current and future population and employment trends in communities across Yamhill County indicate where the greatest transit demand is likely to be in the future. This section summarizes forecasts for growth in residents and jobs within Yamhill County.

## Population

Figure 3-3 displays population growth forecasts from 2017 through 2035 for cities in Yamhill County and the resulting population densities. Yamhill County is forecasted to grow by approximately 27% by 2035—an increase of over 28,000 new residents by 2035. The share of the county's population that lives within urban growth boundaries (UGBs) is projected to increase, with 87% of growth projected to occur within UGBs. Most of Yamhill County's population density is located along the OR 99W / OR 18 corridor that runs through the eastern part of the county. Notable population growth includes:

- Newberg, Lafayette, and Dundee are projected to grow by about 40% each,
- McMinnville is projected to grow by nearly 30%, and
- Carlton (on the OR 47 corridor) is projected to grow by 35%.

McMinnville and Newberg, the county's two most populous cities, contain over half of Yamhill County's population. McMinnville and Newberg UGBs are each forecasted to gain more than 9,000 new residents over the 18-year period— that's nearly 70% of the total growth that is forecasted for the County. By 2035, the population density in these cities is expected to reach nearly 6 and 8 persons per acre, respectively. Lafayette has the highest average population density, with over 7 persons per acre today, increasing to 10 people per acre by 2035.

Figure 3-3 Future Population Forecasts (within Urban Growth Boundaries), 2017-2035

| Jurisdiction (UGBs) | Population, 2017 | Population, 2035 | Change in Population, 2017-2035 | % Change, 2017-2035 | Share of Growth, 2035 | Density, 2017 (Pop/Acre) | Density, 2035 (Pop/Acre) |
|---|---|---|---|---|---|---|---|
| Yamhill County Service Area [B,C] | 108,144 | 136,836 | 28,692 | 27% | 100% | 0.24 | 0.30 |
| Within UGBs | 82,976 | 107,955 | 24,979 | 30% | 87% | 4.6 | 6.0 |
| McMinnville UGB | 34,293 | 44,122 | 9,829 | 29% | 34% | 4.6 | 5.9 |
| Newberg UGB [A] | 24,296 | 34,021 [A] | 9,725 | 40% | 34% | 5.4 | 7.6 |
| Sheridan UGB | 6,340 | 6,893 | 553 | 9% | 2% | 4.0 | 4.4 |
| Lafayette UGB | 4,083 | 5,717 | 1,634 | 40% | 6% | 7.4 | 10.3 |
| Dundee UGB | 3,243 | 4,570 | 1,327 | 41% | 5% | 4.2 | 6.0 |
| Dayton UGB | 2,837 | 3,200 | 363 | 13% | 1% | 3.4 | 3.8 |
| Carlton UGB | 2,229 | 3,013 | 784 | 35% | 3% | 4.0 | 5.3 |
| Willamina UGB [B] | 2,125 [B] | 2,321 [B] | 196 [B] | 9% | 1% | 2.9 | 3.2 |
| Amity UGB | 1,642 | 1,910 | 268 | 16% | 1% | 3.9 | 4.6 |
| Yamhill UGB | 1,077 | 1,338 | 261 | 24% | 1% | 3.6 | 4.5 |
| Gaston UGB [C] | 811 [C] | 850 [C] | 39 [C] | 5% | 0% | 2.5 | 2.6 |
| Outside UGBs | 25,123 | 28,880 | 3,757 | 15% | 13% | 0.06 | 0.07 |

Notes: (A) The 2016 Newberg Comprehensive Plan population forecast data for 2015-2035 are higher than PSU Population Research Center (PRC) forecasts. City of Newberg planning staff communicated that the City intends to adjust its forecast consistent with the recent PRC projections. (B) The Willamina UGB includes residents in both Yamhill and Polk counties. City and "Service Area" population reflects the full UGB. (C) The Gaston UGB includes residents in both Yamhill and Washington counties. City and "Service Area" population reflects the full UGB.

Source: Portland State University Population Research Center (PRC), Coordinated Population Forecasts for Yamhill County, 2017.

# Employment

## Methodology

The future employment forecasts used in this analysis are based on data from the Oregon Employment Department (OED), which develops 10-year employment forecasts by industry sector for the Mid-Willamette Valley region (Linn, Marion, Polk, and Yamhill Counties). Based on discussion with the OED economist for the region[2], there is no employment forecast available for Yamhill County specifically. To develop a 2035 employment estimate for the specific purpose of analyzing Yamhill County transit service areas, current-year Yamhill County jobs by sector (based on US Census Bureau LEHD data for 2014) were projected to the year 2035 using the 2014-2024 average growth rate for each job sector from the Mid-Valley forecast. The 2035 Yamhill County employment total was then allocated by jurisdiction using the jurisdiction's current share of total county employment

Appendix A provides a table with sector-by-sector growth forecasts from OED for the Mid-Willamette Valley region that were the basis for the methodology used in this analysis.

## Future Employment

Based on this method, Yamhill County employment would increase from approximately 33,000 to nearly 43,000 jobs by 2035, an increase of 29%. Figure 3-4 presents existing and forecasted employment for cities in Yamhill County, and the resulting employment densities. Over 75% of jobs in Yamhill County are within incorporated communities, and nearly all of these jobs are in McMinnville and Newberg. From 2014 to 2035, over 6,000 new jobs are estimated to be added in these two cities based on the high-level assumptions applied from the regional forecasts.

As of 2014, the top three employment sectors in Yamhill County[3]—listed below—account for approximately 45% of all employment in Yamhill County and are forecast to grow by 9%, 18% and 15%, respectively. Several of the county's top employers are represented among these sectors. McMinnville and Newberg are home to all of the major employers listed below.

- **Manufacturing**. Includes A-dec Cascade Steel Rolling Mill.
- **Health Care and Social Assistance**. Includes Willamette Valley Medical Center and Providence Newberg Medical Center.
- **Educational Services**. Includes George Fox University and Linfield College.

Unincorporated areas account for over 20% of all jobs in the county. However, these areas have the lowest employment density and are among the most challenging to serve by transit. The agriculture, forestry, fishing and hunting employment sector is among the fastest growing employment sectors in the county, and accounts for most of the land use in unincorporated areas. Along with construction, this sector is forecasted to experience the highest percentage of total annual growth—19% between 2014 and 2024, a rate higher than each of the county's top three sectors. Wineries and wine-related tourism are an important part of the agricultural sector in Yamhill County, contributing to job growth near Dundee, McMinnville, and Newberg, and rural communities north of OR-99W and east of OR-47. Employees in this sector may benefit from transportation services, though the job locations are often located off the major highways and may require alternative public transportation service models/types.

[2] Email from Patrick O'Connor, Regional Economist, Oregon Employment Department, July 27, 2017.

[3] See "Economy" section in: Yamhill County Transit Area Transit Development Plan, Memo #2: Existing Conditions, Chapter 2.

Figure 3-4 Future Employment Forecasts, 2014-2035

| Jurisdiction | Area (Acres) | Jobs 2014 | Jobs 2035 | Change in Jobs, 2014-2035 | % of County Jobs, 2035 | Job Density, 2014 (Jobs/Acre) | Job Density, 2035 (Jobs/Acre) |
|---|---|---|---|---|---|---|---|
| Yamhill County [A] | 459,671 | 33,073 | 42,707 | 9,634 | 100.0% | 0.07 | 0.09 |
| Incorporated Cities [B] | 15,613 | 25,109 | 32,423 | 7,314 | 75.9% | 1.61 | 2.08 |
| McMinnville | 6,745 | 13,927 | 17,984 | 4,057 | 42.1% | 2.06 | 2.67 |
| Newberg | 3,724 | 7,920 | 10,227 | 2,307 | 23.9% | 2.13 | 2.75 |
| Sheridan | 1,250 | 1,123 | 1,450 | 327 | 3.4% | 0.90 | 1.16 |
| Dundee | 884 | 485 | 626 | 141 | 1.5% | 0.55 | 0.71 |
| Carlton | 567 | 348 | 449 | 101 | 1.1% | 0.61 | 0.79 |
| Willamina | 606 | 289 | 373 | 84 | 0.9% | 0.48 | 0.62 |
| Dayton | 532 | 282 | 364 | 82 | 0.9% | 0.53 | 0.68 |
| Yamhill | 346 | 272 | 351 | 79 | 0.8% | 0.79 | 1.02 |
| Amity | 399 | 259 | 334 | 75 | 0.8% | 0.65 | 0.84 |
| Lafayette | 559 | 204 | 263 | 59 | 0.6% | 0.36 | 0.47 |
| Unincorporated Areas | 444,058 | 7,964 | 10,284 | 2,320 | 24.1% | 0.02 | 0.02 |

Notes: For the purpose of analyzing transit service areas: A. Yamhill County growth extrapolated to 2035 based on 2014-2024 sector growth rates from the Mid-Willamette Valley Region. B. Overall 2035 Yamhill County jobs were allocated to cities based on the city's 2014 share of Yamhill County jobs.

Source: Oregon Employment Department, Mid-Valley 2014-2024 Employment Forecast.

# EXISTING AND PLANNED LAND USE

Land use and development in Oregon counties and cities is guided by their adopted Comprehensive Plans, which are implemented primarily by the local development code. Development code and zoning districts define characteristics such as allowed land uses and intensity of development. These districts include several types of residential zones (low-, standard-, medium-, and high-density), non-residential zones such as commercial or industrial, and mixed-use zones that allow both residential and non-residential uses to be combined on a site. Areas of medium- to high-density residential, commercial, and industrial uses have the highest market potential for public transportation.

The map in Figure 3-7 illustrates existing zoning designations in Yamhill County. Nearly all of the county's industrial and commercial zones are located in incorporated cities; these areas, along with institutional and community facility zoned areas, account for many of the county's largest employers. Farm use, forestry, and agricultural zones comprise most of the county's unincorporated areas, and contain over 20% of jobs in Yamhill County. Southwest Yamhill County is also home to northern sections of the Siuslaw National Forest and Grand Ronde Community tribal lands.

## Summary of Existing Residential Zoning

Figure 3-5 shows residential densities allowed in the Lafayette, McMinnville, and Newberg zoning codes. These communities have the highest density development in Yamhill County; McMinnville and Newberg are the largest cities in the county, and Lafayette provides an example for a smaller city. McMinnville's R-3 residential district allows nearly 12 units per acre and Newberg's R-2 district allows nearly nine units per acre. McMinnville's R-4 and Newberg's R-3 residential districts allow for higher density developments (over 20 units per acre). These densities could support transit service that is more frequent than today.

Figure 3-5 Residential Zoning by City

| City | Residential Land Use Type | Density |
|---|---|---|
| McMinnville[4] | R-1 Single-Family Residential | 4.8 units / acre |
| | R-2 Single-Family Residential | 6.2 units/acre |
| | R-3 Two-Family Residential Zone | 11.9 units/acre |
| | R-4 Multiple-Family Residential Zone | 29 units/acre |
| | O-R Office/Residential Zone | 29 units/acre |
| Newberg[5] | R-1 Low Density Residential | 4.4 units/acre |
| | R-1/6.6 Low Density | 6.6 units/acre |
| | R-2 Medium Density Residential | 8.8 units/acre |
| | R-3 High Density Residential | 21.8 units/acre |
| Lafayette[6] | R-1 Low Density Residential | 5.8 units/acre |
| | R-2 Medium Density Residential | 8.7 units/acre |

## Existing Land Use by City

Areas of medium- to high-density residential and concentrations of commercial/industrial uses have the highest potential for transit and are generally located in incorporated areas. The following overview of land use within Yamhill County cities highlights such opportunities. These opportunities were identified through

[4] City of McMinnville, Zoning Ordinance. http://www.mcminnvilleoregon.gov/sites/default/files/fileattachments/planning/page/1341/zoningordinance.pdf

[5] City of Newberg, Comprehensive Plan Goals and Policies And Text, 2016. http://www.newbergoregon.gov/sites/default/files/fileattachments/planning/page/4304/comprehensive_plan_december_2016.pdf

[6] City of Lafayette, Zoning & Address Map, 2001. http://www.ci.lafayette.or.us/vertical/sites/%7B43AAC4DA-ABAD-4F35-91B6-4D693AE69205%7D/uploads/Zoning_Map_2011-7-14.pdf

zoning codes and maps, information on proposed developments, and input from participants in the planning process.

- **McMinnville**. The majority of land area is zoned for residential use. High-density residential zones are mostly concentrated in the OR 99W corridor, central business district, and around the Linfield College campus; some exceptions are along Hill Road on the city's west side, in the northeast part of the city, and in the Three Mile Lane corridor. However, current residential density in the city is relatively low, even in areas currently zoned for medium- or higher-density housing. Some areas of the city have moderate population density, comparable to parts of the city that have transit coverage, but are beyond ¼ mile access to existing transit routes.

  Commercial uses are concentrated in the OR 99W corridor, Lafayette Avenue corridor, and the downtown central business district. There are also several commercial parcels scattered along Three Mile Lane, and on the west side of the city along 2nd Street.

  Industrial parcels are generally east of OR 99W, especially in the Lafayette Avenue, Three Mile Lane, and Booth Bend Road corridors. Land zoned for open space lines the South Yamhill River and Cozine Creek.
- **Newberg**. Much of the land area is zoned for low- and medium-density residential use. However, current residential density in the city is relatively low, even in areas currently zoned for medium- or higher-density housing. Some areas in the northeast and southwest parts of the city have moderate residential density comparable to other parts of Newberg, but are not served by transit.

  Commercial and central business district zoning is concentrated along the OR 99W corridor. Significant areas of institutional lands owned by George Fox University and Providence Health & Services are located in central and western Newberg, respectively. Land zoned for industrial uses is concentrated along the Portland & Western Railroad corridor.
- **OR 18 Corridor west of McMinnville:**
  - **Sheridan**. Most development is within a ¼ to ½ mile distance of OR 18 Business, with commercial and mixed-use residential zones (including those allowing multi-family housing) located in close proximity to the OR 18 Business route through the city. Most industrial zoned land is located on the west side of the city north of the highway, including the McFarland Cascade Mill. Yamhill County Head Start is also on the west side of the city south of the highway. Some parcels zoned for industrial or institutional uses are located on the east side of the city south of the Yamhill River, including Sheridan High School; Bridge Street is the only river crossing within the city. A Federal Correctional Institution is located south of OR 18.
  - **Willamina**. Most development is within a ¼ to ½ mile distance of OR 18 Business, with pockets of land zoned for multi-family residential uses located near the highway. An area of multi-family residential uses is located in the far southwest part of the city. Boise-Cascade Mill is located just outside the eastern edge of the city and Hampton Lumber Mills just outside the western edge.
- **OR 18 / OR 99W corridors between McMinnville and Newberg:**
  - **Dayton**. Residential uses are generally lower-density, but within approximately a ½ mile of the existing YCTA stops serving the city.
  - **Lafayette**. Commercial uses are located primarily along OR 99W, with most development primarily north of the highway, up to a ½ to ¾ mile distance, including medium-density residential in the far northeast part of the city. Lafayette has the highest population density among Yamhill County cities (7.3 and 10.3 persons per acre in 2017 and 2035 respectively—see Figure 3-3). The highest densities are clustered north of OR-99W, while transit service runs through the far southwest part of the city.
  - **Dundee**. Land zoned for commercial and medium-density residential uses is located on either side of OR 99W, along the highway or within an approximately ½ mile distance.

- **OR 47 corridor**
  - **Carlton**. Medium- to high-density residential zones are generally clustered around the center of the city, and most development is within a ½ mile distance of the city center.
  - **Yamhill**. Most uses are within a ½ to ¾ mile distance from the OR 47, where YCTA service can currently be accessed. Multi-family residential zoning and a small mixed-use residential zone is located just east of OR 47's route through the city. A light industrial zone located on the far east side of the city, about a ¾ mile distance from the city center along OR 240 (Yamhill-Newberg Highway), appears to be largely undeveloped but includes Fruithill, a produce wholesaler.
- **OR 99W corridor between McMinnville and Salem:**
  - **Amity**. Commercial and light industrial zones are along OR 99W, with adjacent medium-density residential zones on either side. The highest-density residential zoning is at the north end of the city.

## Proposed Development

This section describes major planned developments and growth patterns that could affect future travel patterns and demand for public transportation. The information, summarized in Figure 3-6 (table) and Figure 3-8 (map); Figure 3-8 also illustrates land outside of current city limits but within urban growth boundaries where future growth could occur. The information is based on input from the TDP Project Advisory Committee (PAC) and other stakeholders, city planning documents, and media reports. Notable plans include the Riverfront Master Plan (2002), Springbrook Master Plan (2008), and South Industrial Master Plan (2009) in Newberg and the Northeast Gateway Plan (2012) and the Transit Feasibility Study (1997) in McMinnville.

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The planned developments and other growth areas include:

- **In McMinnville**, areas west of Hill Road and in the Hill Road/Baker Creek Road areas in the west part of the city, including a major development with proposed workforce housing, and along Three Mile Lane and Norton Drive in the east part of the city.

  The McMinnville Transit Feasibility Study depicts growth areas both inside and outside the UGB at the time the study was developed (see Figure 3-10), and the city continues to use conceptual bus routes identified in the study as a guide for where transit will be available in the future. The growth areas outside the UGB – primarily to the northwest and southwest – reflected a proposed UGB expansion that was ultimately not approved by the State. Growth areas identified along Hill Road in the west and an area in the northern part of the city, both of which are within the UGB, correspond to potential additional service areas identified in Figure 3-6 and Figure 3-8.

  A Planned Development Overlay was adopted for the Three Mile Lane area in McMinnville in 1981 and was amended in 1994. The area is the subject of an ODOT Transportation Growth Management planning grant that has been awarded to the city; work on an area plan is due to begin in July 2018. As the grant application states, large property owners in the area are poised to make substantial investments. "Areas of interest" in the Three Mile Lane planning area represent a range of residential, employment, and commercial development opportunities.
- **In Newberg**, the Gramor/Crestview Crossing development north of OR 99W, which is also associated with a planned extension of Crestview Drive, and the Springbrook Master Plan in the northeast part of the city. In the southwest part of the city, the Riverfront Master Plan area includes medium-density housing and mixed-use areas.

Figure 3-6 Planned Developments and Future Growth Areas (Based on Stakeholder and PAC Input)

| Development / Growth Area Name | Location | Type | Units | Additional Notes |
|---|---|---|---|---|
| Baker Creek Rd/Hill Rd Areas | McMinnville | Significant higher-density, affordable/workforce housing is planned | TBD | |
| Community Home Builders (3-Mile Lane area) | McMinnville | Whispering Meadows subdivision (mutual self-help housing) | 29 | Approximately 4 units per acre (29 units on 7 acres) |
| ASPIRE (3-Mile Lane area) | McMinnville | Habitat for Humanity | N/A | |
| Chehalem Aquatic Center Expansion | Newberg | Public facility expansion | -- | |
| Gramor Development / Crestview Crossing | Newberg | Light industrial has been the planned use, but the project may be evolving towards including residential development and a hotel. | TBD | Project is linked to an extension of Crestview Dr from its southern terminus to OR 99W, constructed to major collector standards per 2007 Newberg TSP. |
| South Industrial Master Plan | Newberg | Redevelopment area/master plan | N/A | |
| Springbrook Master Plan Area | Newberg | Redevelopment area/master plan | N/A | Includes residential, commercial, and mixed-use areas, including a "village center" and employment near the current A-dec site. Much of the residential development is designated for low-density residential. |
| Riverfront Master Plan Area | Newberg | Redevelopment area/master plan | N/A | Includes a commercial district, low and medium-density residential, and mixed-use areas. Includes roadway improvements including a potential extension of Blaine Street to River Road. |

Source: Yamhill County Transit Development Plan Project Advisory Committee, Focus Groups, and other sources

Figure 3-7 Yamhill County Current Land Use (Zoning)

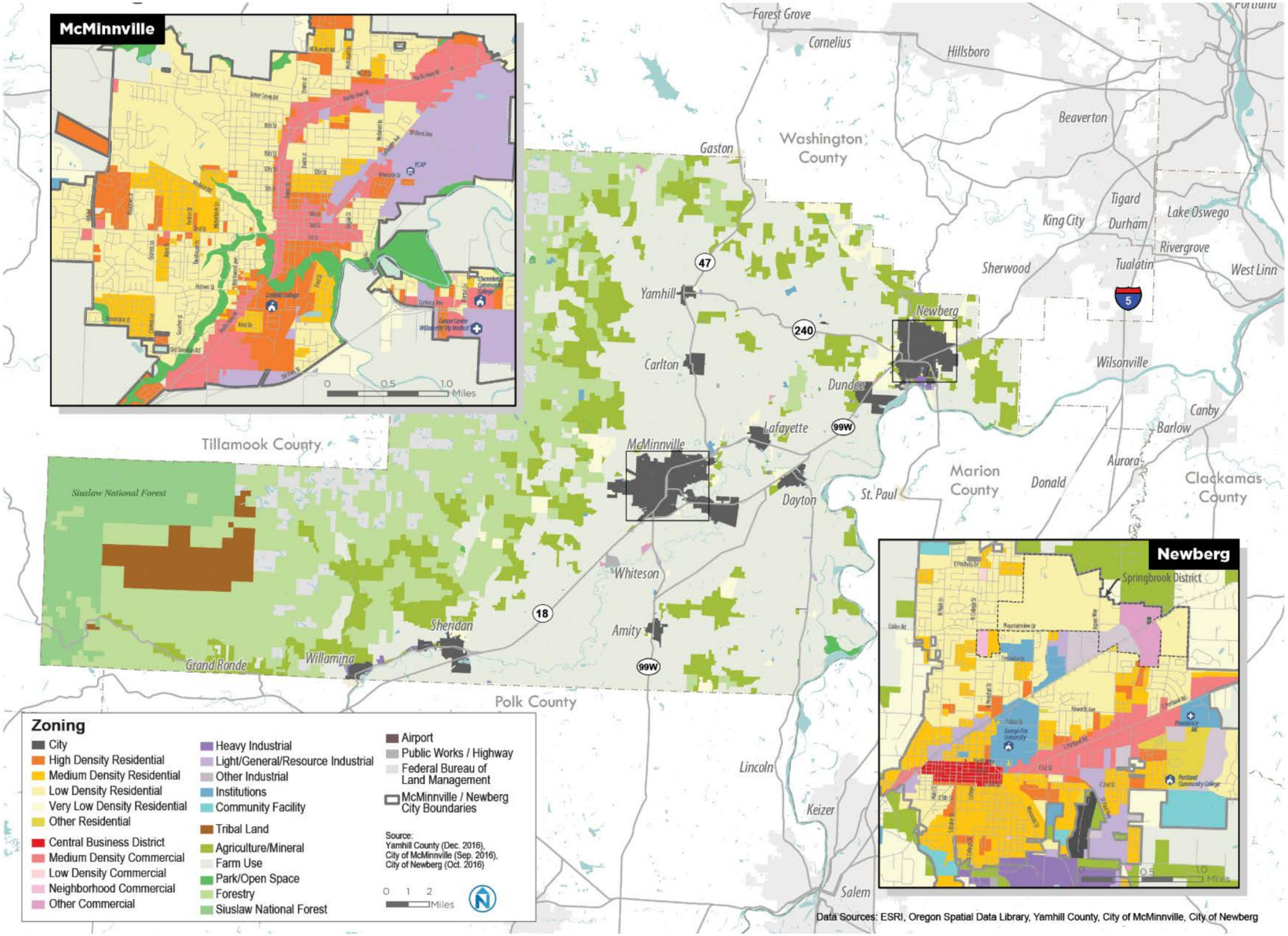
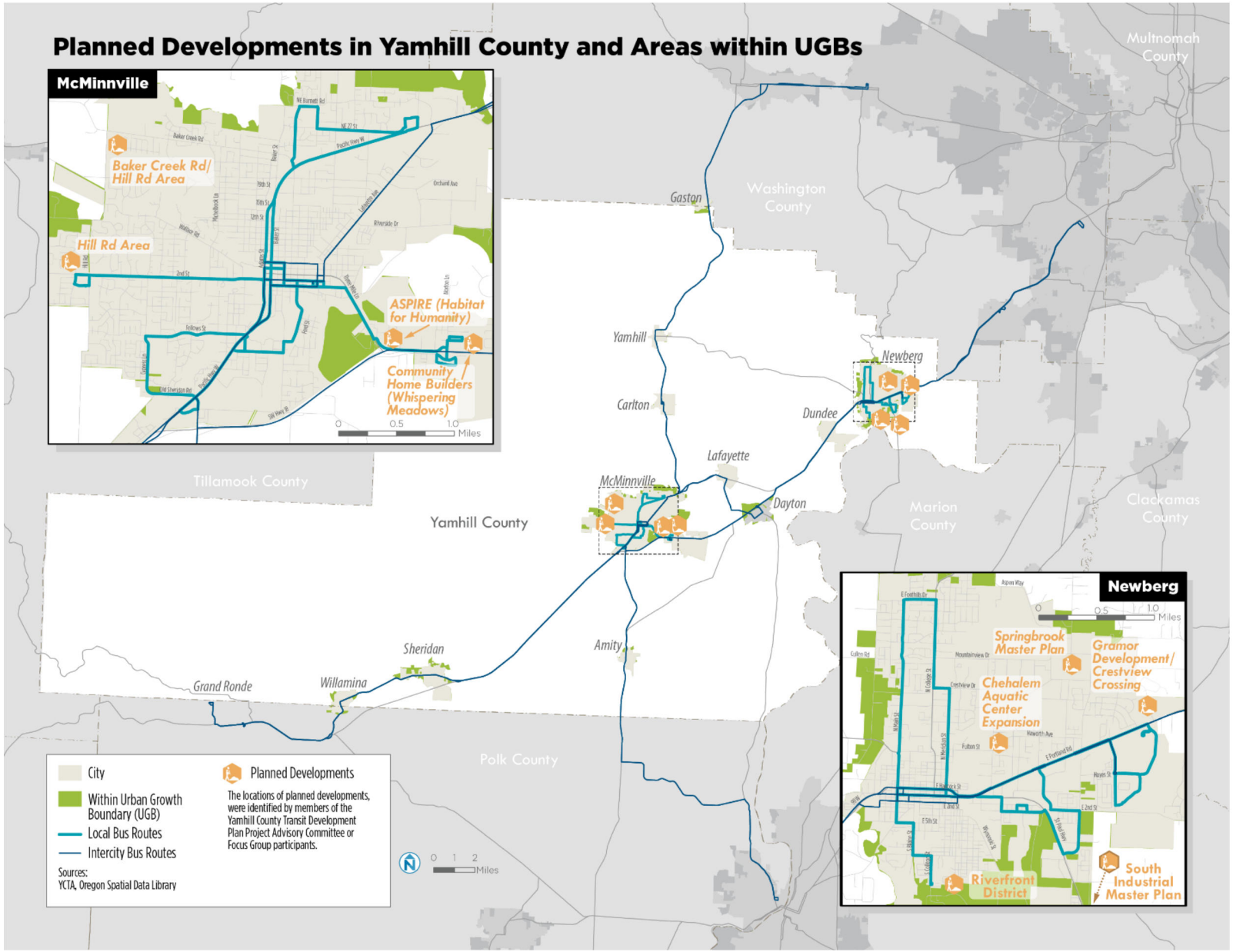
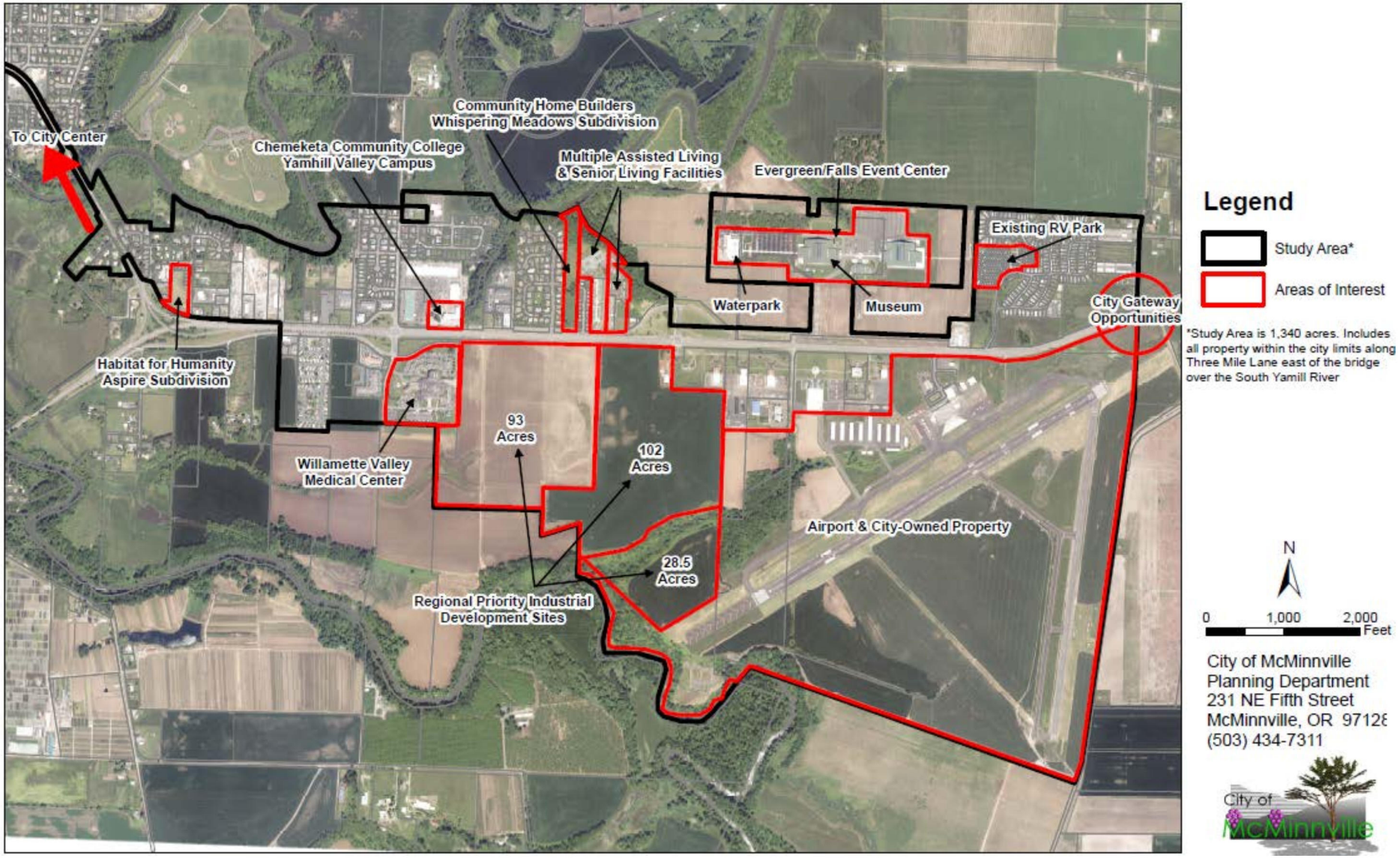


Figure 3-8 Planned Developments






Source: City of McMinnville, Oregon

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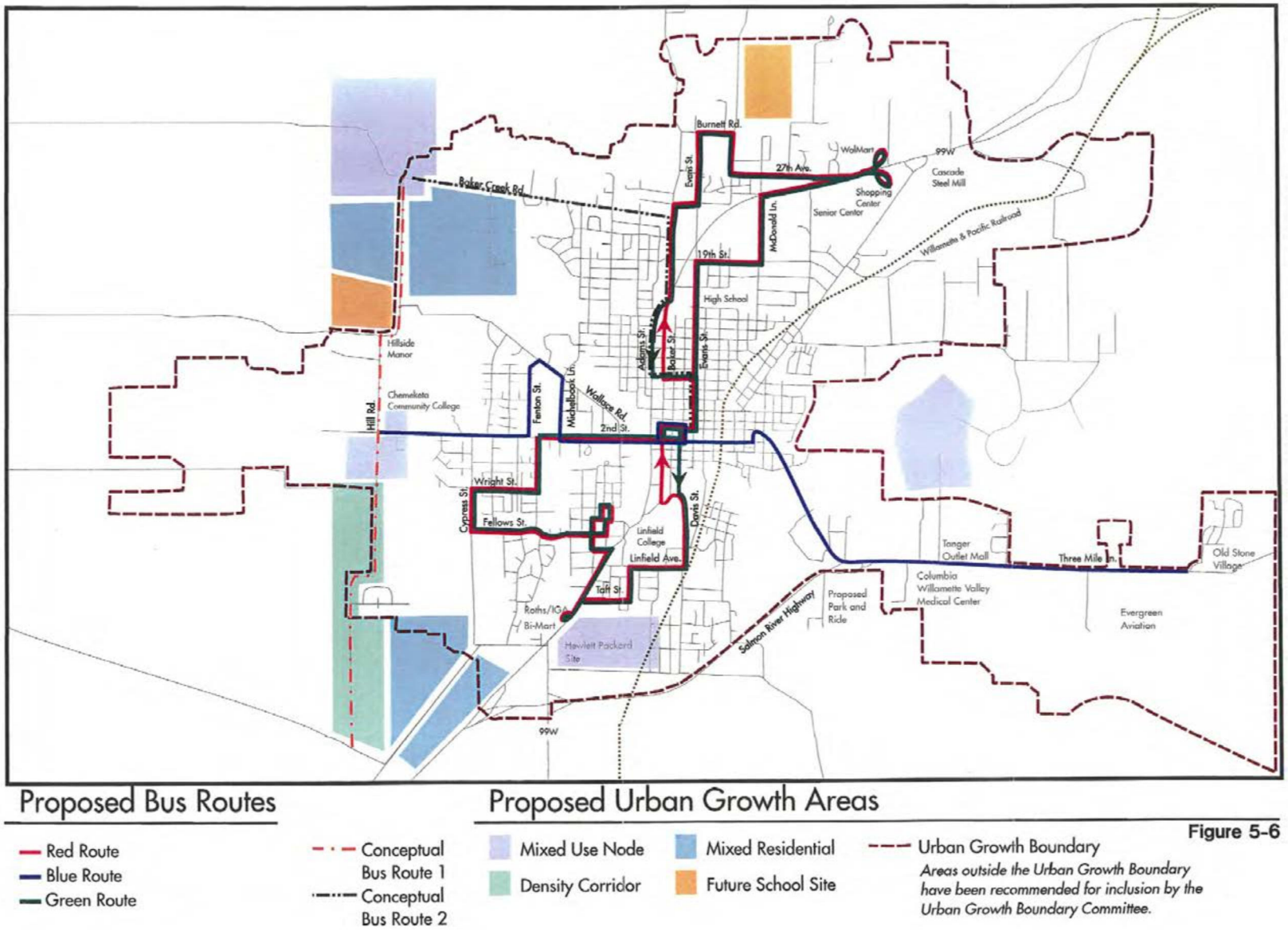
Figure 3-10 McMinnville Proposed Bus Routes and Urban Growth Areas (Transit Feasibility Study Fig. 5-6), 1997




Source: City of McMinnville, Transit Feasibility Study, 1997

## Public School Facilities

Schools, particularly middle and high schools, are a potential generator of transit demand. Based on facilities plans for the McMinnville School District and the Newberg School District there do not appear to be plans for new facilities within the 20-year time horizon of the YCTA TDP.

- **McMinnville**. As part of discussions in 2005 related to a bond measure, the McMinnville School District considered a new high school sited along Hill Road, but elected to expand the existing high school facility. Improvements are planned at a variety of schools, but no new school sites are identified.[9]
- **Newberg**. In 1999, an analysis projected the need for a new high school and elementary school by 2022. However, a 2010 update determined that based on more recent trends a new high school would likely not be required in the time frame previously projected. The report notes that the Comprehensive Plan update, completion of the bypass route, and River Front Development Plan would likely increase desirability of housing in Newberg and/or include additional multi-family/affordable housing.[10] As of November 29, 2017, Newberg Public Schools is preparing to start a long-range planning process that will determine facility needs for the next 10 years and will inform a potential bond measure on the May 2019 ballot.[11]

# TRAVEL DEMAND

Note to PMT and PAC: We are working with ODOT's modeling group to obtain information from the statewide model that may provide information on future travel demand patterns. Any such information will be incorporated into future deliverables.

[9] McMinnville School District, Facilities Updates (Website). Accessed August 2017. http://mcminnville.ss7.sharpschool.com/cms/One.aspx?portalId=343110&pageId=4437635

[10] Newberg School District, Facilities Task Force, Board Report, 10/25/2010. https://www.newberg.k12.or.us/sites/default/files/fileattachments/district/page/3891/facilities_task_force_board_report.pdf

[11] District to Conduct Long-Range Facilities Plan. 11/29/17. Accessed 12/10/17. https://www.newberg.k12.or.us/district/district-conduct-long-range-facilities-plan.

# RECOMMENDED TRANSIT SERVICE AREAS

This section identifies the transportation corridors and areas of incorporated cities with population and employment densities that support efficient public transportation, based on the land use and transportation trends summarized above and general thresholds for public transportation service based on land use and other market characteristics.

Figure 3-11 summarizes the key strengths of YCTA service areas along with identified growth trends and general service recommendations; the focus of the assessment is on where coverage and/or higher service levels may be needed based on land use and growth patterns. The recommended service areas for McMinnville and Newberg are labeled with numbers to correspond to the map of potential service areas. More specific service design and recommendations will be a focus of future tasks.

Figure 3-12 illustrates YCTA's current service areas in McMinnville and Newberg and intercity connections within Yamhill County and to/from adjacent counties. The map highlights areas where additional service could be considered based on existing and planned land use.

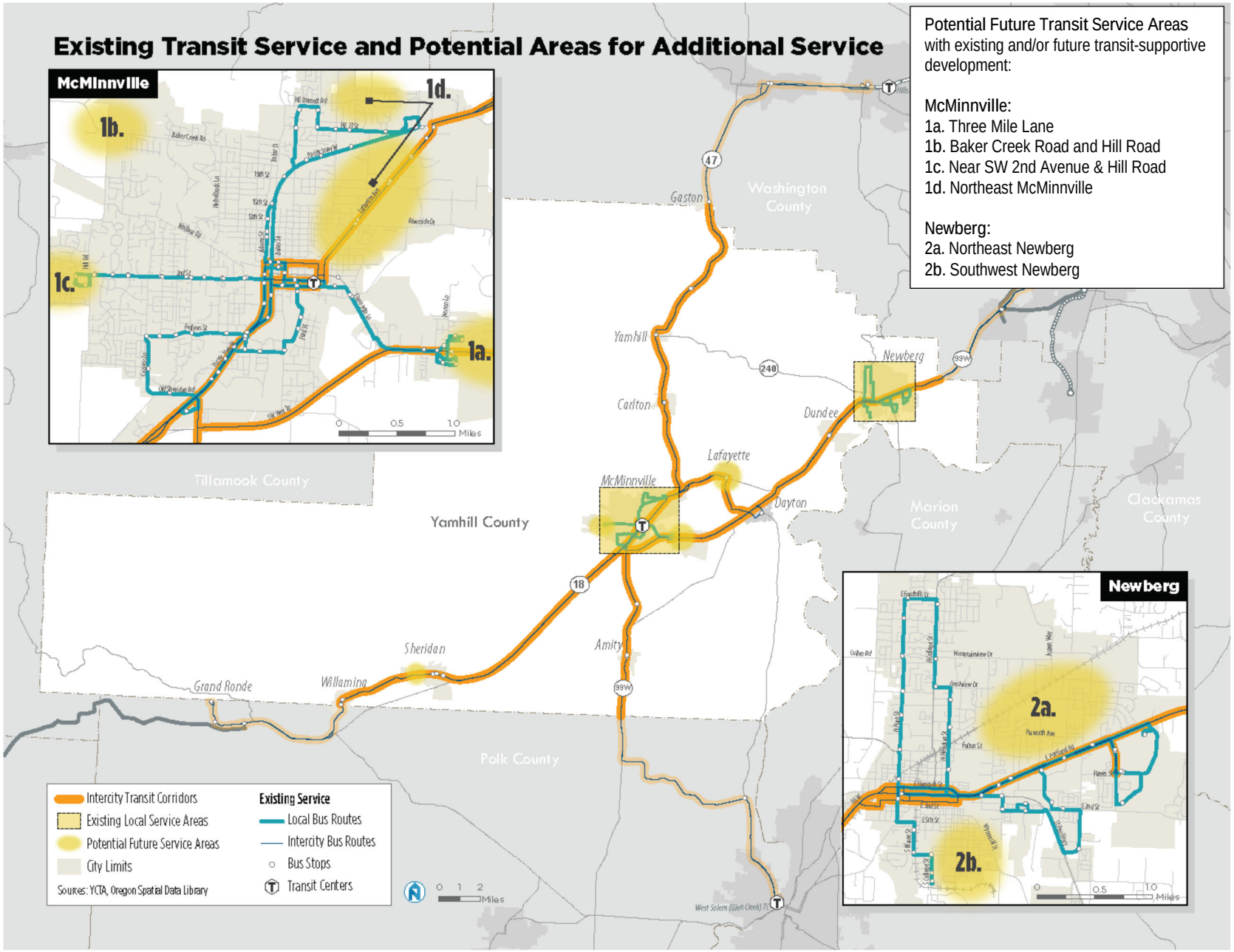
Figure 3-11 Potential Service Areas Summary

| Service Area (City or Corridor) | Existing Transit | | | | Assessment of Trends and General Service Recommendations | |
|---|---|---|---|---|---|---|
| | Routes | Frequency or Service Level | Revenue Hours (FR+DR) | Service Area Strengths - Existing | Growth Trends Assessment | Preliminary Corridor Service Level Recommendations |
| **Local Service Areas** | | | | | | |
| McMinnville | 2 routes (#2, #3) | 60 minutes<br>Monday – Friday | 5,700 | • Largest employment area in Yamhill County<br>• Hub for transit connections between Yamhill County cities | • Increasing average residential density citywide to 6 persons per acre by 2035<br>• Growth is projected for key employment sectors including retail and tourism (latter also applies to other service areas/corridors) | • Areas of concentrated development (e.g., downtown, along OR 99W, and near Linfield College) warrant the highest-frequency service<br>• Additional coverage to serve higher density housing and new developments (See Figure 3-12) such as:<br>1a. McMinnville Three Mile Lane potential development areas (see Figure 3 9)<br>1b. Baker Creek Road and Hill Road transit supportive future development<br>1c. Near SW 2nd Avenue & Hill Road<br>1d. NE McMinnville with existing and/or future transit supportive development |
| Newberg | 2 routes (#5, #7) | 60 minutes<br>Monday - Friday | 2,900 | • Proximity to Portland metro area | • Increasing average residential density citywide to 8 persons per acre by 2035<br>• Major transportation projects (e.g., Dundee Bypass) likely to improve travel times to/from Newberg and within the city<br>• Proposed new developments including employment areas | • OR 99W corridor warrants the highest-frequency service<br>• Additional coverage where new or planned developments have high demand (See Figure 3-12) such as:<br>2a. Northeast Newberg with transit-supportive existing and/or future development<br>2b. Southwest Newberg with transit supportive development |

| Service Area (City or Corridor) | Existing Transit | | | | Assessment of Trends and General Service Recommendations | |
|---|---|---|---|---|---|---|
| | Routes | Frequency or Service Level | Revenue Hours (FR+DR) | Service Area Strengths - Existing | Growth Trends Assessment | Preliminary Corridor Service Level Recommendations |
| Intercity Corridors | | | | | | |
| US 99W McMinnville to Salem | 1 commuter route (#11) | 5 round trips Monday – Friday | 2,000 | • Salem is the second largest out-of-county work destination for Yamhill County residents | • Employment and population growth in McMinnville and Salem could increase commute demand | • Existing service likely generally appropriate; future service levels based on productivity and capacity |
| OR 99W McMinnville to Tigard | 1 commuter route (#44, 45x, 46s) | 10 round trips Monday - Friday<br>2 express round trips Monday - Friday<br>4 round trips Saturday | 9,000 | • Provides access to major shopping and entertainment destinations<br>• Portland is the largest out-of-county work location for Yamhill County residents<br>• Includes intra-county connections between McMinnville, Lafayette, Dayton, Dundee, and Newberg | • Improved Portland area transit connections in Tigard likely to improve regional transit travel times and connections<br>• Employment and population growth in McMinnville, Newberg, and the Portland Metro area could increase commute demand | • Likely the highest potential transit market for YCTA |
| US 18 McMinnville to Grand Ronde | 1 commuter route (#22, 24s) | 7 round trips Monday - Friday<br>5 round trips Saturday | 3,500 | • Grand Ronde Casino is a major entertainment destination<br>• Rural intercity transit connections at Grand Ronde Casino, to the Salmon River Corridor | • Rural development patterns with moderate development densities in Willamina, Sheridan, Grand Ronde | • Existing service likely generally appropriate; future service levels based on productivity and capacity |

| Service Area (City or Corridor) | Existing Transit | | | | Assessment of Trends and General Service Recommendations | |
|---|---|---|---|---|---|---|
| | Routes | Frequency or Service Level | Revenue Hours (FR+DR) | Service Area Strengths - Existing | Growth Trends Assessment | Preliminary Corridor Service Level Recommendations |
| US 47 McMinnville to Hillsboro | 1 commuter route (#33) | 5 round trips Monday - Friday | 2,600 | • Hillsboro is the third largest out-of-county work location for Yamhill County residents<br>• Connections to TriMet regional transit serving Portland<br>• Access to major shopping and entertainment destinations<br>• Supports intra-county connections for OR 47 cities to Newberg (via McMinnville). | • Projected residential growth in Carlton and Yamhill<br>• Employment growth in the Hillsboro area could increase commute demand | • Existing service likely generally appropriate; future service levels based on productivity and capacity<br>• Transit market is likely not strong enough to support direct connections between OR 47 corridor cities and Newberg. |

Figure 3-12 Potential Transit Service Areas



# 4 TRANSIT COSTS AND FUTURE FUNDING SCENARIOS

This section summarizes methods that will be used to quantify order-of-magnitude costs for transit solution strategies and describes the proposed future funding scenarios that will be used to develop cost-constrained packages of strategies in Tasks 6 and 7. Preliminary costs are presented for a conceptual set of service options to help the PAC and other YCTA stakeholders understand tradeoffs between transit service levels and the future funding level needed for YCTA to implement a given set of strategies.

## TRANSIT UNIT COST ASSUMPTIONS

Figure 4-1 describes assumptions about transit operating costs, capital costs, and inflation. These values are used to provide rough cost estimates for serving the potential transit corridors, as described below. These unit costs will also be used to estimate costs for more detailed service scenarios in subsequent tasks.

Figure 4-1 Transit Service Unit Cost Assumptions

| Cost type | # of Units | Data sources for # of Units | Unit Cost Data Sources | Unit Cost |
|---|---|---|---|---|
| Transit Operations | Service Hours | Days and hours of service<br>Route frequency or headway<br>Route run times (based on average operating speed) | YCTA average operating cost per service hour<br>TDP peer analysis | Current: $55 [1a]<br>Revised Base Year Cost: $75 [1b] |
| Transit Capital | Vehicles | Same as Transit Operations (see above) | Oregon DOT Vehicle Crosswalk avg. Industry standards | 40-foot bus: $485,000<br>25-foot bus: $95,000 [2] |
| Transit Capital | Bus stop facilities | Route design and activity centers | Oregon DOT Transit in Small Cities, 2013<br>ODOT Transit Division price agreement<br>Industry standards<br>Costs adjusted for inflation to 2018 $ | Minimal marking or pole: $300<br>Basic with no or existing pad: $1,000<br>Basic with pad and Simme Seat: $3,500<br>Basic with pad and bench: $4,500<br>Stop with Shelter: $12,500<br>Enhanced Stop: $25,000 or more |
| Inflation | Annual change | Used to inform 20-year cost escalation. | US Bureau of Economic Analysis<br>Consumer Price Index [3] | 2.3 % |

Notes: [1a] Based on average of fixed-route, commuter, and dial-a-ride service, based on 2014 data from the National Transit Database, 2015. [1b] An assumption for increased YCTA base year costs will be used in future cost analyses to account for the expected need to pay drivers a higher, competitive wage, increased YCTA staffing, etc. This was estimated to be approximately $75, which is consistent with the peer review conducted as part of TM #2; the assumption will be refined for the TDP Financial Plan. [2] Vehicle prices based on representative averages from Oregon DOT State Price Agreement Vehicle Contract Crosswalk, June 2017. [3] Western Region average annual change 1996-2016.

# FUTURE FUNDING SCENARIOS

Understanding the potential for future transit funding will help YCTA decide which potential service strategies will best meet the County's public transportation needs. This section introduces preliminary funding and investment scenarios to reflect and guide YCTA stakeholders' funding expectations. The scenarios are informed by historical funding trends, and estimated changes in revenues and expenses. The funding analysis includes federal and state funding programs, Yamhill County funds, local agency partners, and fares.

## Funding Trend Assumptions

YCTA budgets show relatively steady and sustainable funding sources over the past seven years. Operating expenses have totaled around $2 million annually, rising from $1.91 million in fiscal year 2013, to $2.04 million in fiscal year 2017. Federal and state funds have accounted for about 70% of total revenues over the past five years, with local funds (service contracts and County General Fund) accounting for 15%, and fare revenues providing the remaining 15%.

The proposed YCTA funding scenarios assume that the revenue and expense trends will continue and that there will be no major changes in service plans and state and federal transit grant programs. Starting with the fiscal year 2018 budget, revenues and expenses were projected to 2035 using three assumptions described below.

- **The State Transportation Improvement Fund (STIF) provides $1.0 million to $1.7 million annually.** The Oregon Legislature recently passed a transportation funding package in House Bill 2017 that included over $100 million dollars annually for public transportation providers statewide. The funding is from a statewide employee payroll tax and is expected to start in fiscal year 2019. The funding scenarios assume that YCTA receives $1.0 million in the each of the first two years of the program, increasing to $1.7 million in fiscal year 2021. While STIF resources are available to other public transportation providers in Yamhill County, the assumption for this analysis is that YCTA receives nearly all available funds.
- **Expenses, federal revenue, and state revenue increase at a 2.3% annual inflation rate.** The inflation rate is based on the US Bureau of Labor Statistic's Consumer Price Index data between years 1996 and 2016, and is consistent with generally low inflation rates in recent years.
- **Fare revenues increase at a 2.3% annual inflation rate.** Increasing fare revenues assume ridership increases at the same rate as population growth (1.3% annually or 27% as shown in Figure 3-3 above), and that fare prices increase occasionally over the 20-year period to maintain today's 15% farebox recovery ratio.
- **Local service agreement revenues grow rapidly with increased coordination.** The County expects to grow operations contracts and agreements with local institutional partners, doubling today's revenues by the year 2025 (or a 13% annual growth rate).
- **Yamhill County General Fund revenues increase with inflation, then slow over the long term..** YCTA expects General Fund revenues to increase to $250,000 by the year 2020 (13%), increase with inflation at 2.3% annually until 2025, then taper to 1.0% annual growth over the following 10 years.

## Operating Funding

Figure 4-2 summarizes funding projections through fiscal year 2035, with intermediate years shown to understand the resulting funding progression. As shown in the "revenues less operating expenses" row, YCTA can expect a funding surplus equal to the amount of STIF revenues available to Yamhill County—over $2.1 million by 2035. These net operating revenues may be used to fund additional transit service and/or help YCTA meet needs for capital equipment and infrastructure, as described in the next section.

Figure 4-2 Estimated Future Funding Projection: Current Trends including STIF, 2018-2035

| Fund Category | 2018 | 2020 | 2025 | 2035 |
|---|---|---|---|---|
| Operating Expenses | $2,050,000 | $2,110,000 | $2,460,000 | $3,340,000 |
| Operating Revenues | $2,060,000 | $3,140,000 | $4,320,000 | $5,510,000 |
| Local Funds | $620,000 | $690,000 | $810,000 | $1,100,000 |
| Fares | $310,000 | $340,000 | $380,000 | $480,000 |
| Contracts | $90,000 | $100,000 | $180,000 | $300,000 |
| Additional Local Contributions | $0 | TBD | TBD | TBD |
| County General Fund | $220,000 | $250,000 | $280,000 | $310,000 |
| State and Federal Funds - Formula | $1,440,000 | $2,480,000 | $3,510,000 | $4,410,000 |
| Oregon STF Formula | $250,000 | $260,000 | $290,000 | $360,000 |
| Federal §5310 Elderly and Disabled | $330,000 | $340,000 | $380,000 | $480,000 |
| Federal §5311 Rural General | $860,000 | $880,000 | $980,000 | $1,230,000 |
| State Transportation Improvement Fund | $0 | $1,000,000 | $1,860,000 | $2,340,000 |
| Net Revenues Less Operating Expenses | $10,000 | $1,060,000 | $1,890,000 | $2,160,000 |

Source: TDP Analysis. Current budget data from Yamhill County. All figures in 2017 dollars, rounded to nearest 1,000.

## Capital Funding

While operating expenses make up the majority of the typical annual YCTA budget, vehicle, equipment and facilities can require significant resources to replace and expand to meet future needs. Capital resources benefit from lower local match rates than system operations (20% capital local match versus 50% operations local match) but with large buses costing over $500,000, the local funding demands can be considerable.

Figure 4-3 summarizes revenues received over the past five years, between fiscal years ending 2013 and 2018. Each revenue source was intended for a specific capital purchase that YCTA applied for successfully through the Oregon Department of Transportation (ODOT). The largest project was the McMinnville Transit Center, awarded in fiscal year 2013-2014 for over $1.1 million. YCTA was also awarded nearly $1.0 million in fiscal years 2017-2018, receiving three separate funding awards for vehicles (FTA 5339 and STIP Enhance) and information technology equipment and materials (STF Discretionary).[12] On average, YCTA received and spent over $470,000 annually on capital equipment and facilities.

Figure 4-3 Capital Funding Needs

| Fund Category | 2013-2014 | 2014-2015 | 2015-2016 | 2016-2017 | 2017-2018 | *Average* |
|---|---|---|---|---|---|---|
| Capital Revenues | $1,190,000 | $160,000 | $50,000 | $0 | $963,000 | *$473,000* |
| FTA ARRA | $28,000 | $160,000 | | | | *$37,600* |
| FTA 5339 Bus & Facilities | | | $50,000 | | $264,000 | *$62,800* |
| Oregon STF Discretionary | | | | | $228,000 | *$45,600* |
| Oregon STIP Enhance | | | | | $471,000 | *$94,200* |
| Connect Oregon IV | $1,162,000 | | | | | *$232,400* |

Source: Yamhill County

Historical capital funding suggests that YCTA will need to contribute some of its expected surplus funds listed in Figure 4-2 to capital expenditures. At least one state capital funding program—ConnectOregon—will exclude transit uses after implementation of the STIF program. YCTA would need to identify other funding sources for major facilities (such as new or expanded transit centers), and this change could place further reliance on existing funding shown in Figure 4-2 that may otherwise support operations expenses.

[12] The funding awards are double the amounts shown in fiscal year 2017-2018, as YCTA budgeted the expenditures for both years of the Oregon DOT 2017-2019 biennium.

## Potential for Additional Revenue Sources

The analysis of future funding for YCTA is based on trends in existing YCTA funding and expectations for future YCTA revenues. YCTA can expect to receive formula funding revenues as long as it maintains compliance with FTA and ODOT rules, and meets planning and management requirements. YCTA will also continue to have access to capital funding programs that can offer large if infrequent infusion of funds for vehicles and equipment (such as the FTA 5339 Buses and Bus Facilities Grants Program and the discretionary component of the STIF program).

Funding operations creates a different and important challenge, as funds are limited from external sources. To continue to expand services, YCTA may need to generate additional local revenues in addition to the recently enacted STIF funding source. Appendix B of this Technical Memorandum provides a detailed summary of existing and potential funding sources that could be used to fund public transportation service and capital needs, including federal programs, state funds, local option taxes, and local partnerships. These sources are used by peer agencies in Oregon and around the U.S. Where possible, the summary table includes an order-of-magnitude estimate of revenues that could be generated from given local funding options, as well as an assessment of feasibility and applicability for YCTA. Some options for local dedicated funds include:

- **Local Option Sales Tax***:* Although general sales taxes are not used in Oregon, a specific local option sales tax can be applied to tourism, collecting revenue from outside visitors. For example, Ashland collects a 9% transient occupancy tax (hotel/motel). There is an existing state lodging and hotel tax of 1%, providing an existing collection mechanism.
- **Transit Utility Fee:** A monthly utility fee of between $1 and $1.50 for each of the 34,000 households in Yamhill County (as of 2015) could generate between $400,000 and $600,000 in annual revenue if enacted countywide, or a smaller amount if enacted by individual cities. This revenue source is used in Corvallis.
- **Local Option Property Tax***:* Used by some transit districts in Oregon, a 5-cent tax per $1,000 in property value could generate over $400,000 in annual revenue. However, property taxes are subject to "compression," which can reduces the revenue collected.
- **Motor Vehicle Registration Fees***:* A $2 annual vehicle registration fee in Yamhill County could result in over $100,000 in annual revenues for YCTA.
- **Gasoline Tax***:* A 1-cent tax on Yamhill County gasoline sales could return about $400,000 in annual revenue. However, gas taxes are declining based in increasing fuel efficiency and adoption of alternative vehicle fuel sources.
- **Payroll Tax***:* A payroll tax of 1/10th of a percent of annual payroll would yield about $400,000. YCTA is a service district formed under Oregon Revised Statute (ORS) 451, which allows for a more limited taxing authority than other organizational structures in Oregon. YCTA's authority to collect a local employer payroll tax (in addition to the statewide payroll tax collected to fund the STIF program), would need to be confirmed. Several transit districts or providers in Oregon use this funding source.
- **Local Contributions**: Local jurisdictions may contribute to the cost of transit operations through general funds or provide in-kind contributions (e.g., shelters, shelter maintenance, etc.).

Based on discussion at PAC Meeting #2, a local option sales tax (e.g., tourism) received the most support among potential mechanisms for additional funding, if determined to be necessary.

Appendix B provides additional detail on public transportation funding sources.

## Funding Scenarios and Service Options

Four long-range funding scenarios were considered to represent a range of funding trends and the potential for additional local funds. These scenarios range from today's $2.0 million operating budget to an annual budget of $4.5 million.

- **A. Cost-neutral scenario.** Assumes no change in YCTA funding sources and over time would require service reductions, given assumed inflation trends that affect costs and funding in different ways.
- **B. Current trends.** Represents existing budget plus expected new Oregon STIF program revenues of $1.7 million.
- **C and D. Additional local funding.** Varying levels of new funding ranging from $500,000 to $1.0 million in addition to the STIF program.

Figure 4-4 presents order-of-magnitude costs for a variety of *conceptual* service enhancement options that could be implemented, calculated using the unit costs presented in Figure 4-1. The potential service enhancements were identified through the Existing Conditions analysis and public and stakeholder input gathered in the initial phases of the TDP (see TM #1 and #2).

These options could be prioritized and implemented in phases within the Current Trends scenario that includes $1.7 million in revenues from the STIF program. It would cost nearly $3 million to implement all options, indicating that YCTA would need to prioritize strategies over the next 20 years to cost-effectively meet the County's transportation needs. If additional enhancements are desired beyond the level possible with new revenues from the STIF program, additional local funding sources would need to be identified.

Figure 4-5 summarizes the service options by potential service area, illustrating the level of investment in each city or transportation corridor given the conceptual service options.

***The order of magnitude costs in Figure 4-4 and Figure 4-5 are only preliminary values to assist in creating future service priorities and scenarios later in the TDP. These costs also do not include potential efficiencies that could be realized from redesigning routes or modifying service levels, which will be considered in Tasks 6 and 7 of the TDP.***

Further input on funding levels, priorities, and packaging of strategies were obtained from the Project Advisory Committee (at PAC Meeting #2 in September 2017) and used to develop more detailed service design and cost estimates in the subsequent phases of the project.

Figure 4-4 Conceptual Transit Enhancement Options and Costs

| Conceptual Service Options | Annual Hours | Estimated Annual Cost at $55 / Hour | Estimated Annual Cost at $75 / Hour |
|---|---|---|---|
| Cost Neutral / Existing | 36,900 | $2,030,000 | $2,768,000 |
| Enhancement Options | | | $548,000 |
| Increase span to 7 pm and provide additional fixed-route and intercity trips | 7,300 | $410,000 | $458,000 |
| Add evening service until 9 pm | 6,100 | $340,000 | $353,000 |
| Add Saturday Service (McMinnville, Newberg, and Routes 11 and 33) | 4,700 | $260,000 | $435,000 |
| Add Sunday Service (All Service Areas) | 5,800 | $320,000 | $270,000 |
| Additional Fixed-Route Coverage in McMinnville & Newberg | 3,600 | $200,000 | $353,000 |
| Additional General Public Dial-A-Ride Capacity in McMinnville & Newberg | 4,700 | $260,000 | $105,000 |
| Additional evening service on Routes 11, 22, and 33 | 1,400 | $80,000 | $135,000 |
| Additional daytime trips on Routes 11 and 33 | 1,800 | $100,000 | $353,000 |
| General Public Dial-A-Ride Vehicle for Limited Countywide Service, including Shopper or other shuttle-type services (assumes 2 vehicles on weekdays) | 4,700 | $260,000 | $293,000 |
| Additional Express trip McMinnville-Tigard and McMinnville-Newberg Connector | 3,900 | $220,000 | $705,000 |
| 30-minute fixed-route frequency in McMinnville and Newberg | 9,400 | $520,000 | $4,008,000 |
| Total of All Enhancement Options | 53,400 | $2,970,000 | $6,776,000 |
| Existing + All Enhancement Options | 90,300 | $5,000,000 | $2,768,000 |

Note: All enhancement option costs rounded to nearest $10,000

Source: TDP Analysis

Figure 4-5 Conceptual Transit Improvement Options and Costs By Service Area

| | Existing / Cost-Neutral | | | With All Enhancements | | |
|---|---|---|---|---|---|---|
| Service Area or Corridor | Annual Hours | Annual Cost @ $55/Hour | Annual Cost @ $75/Hour | Annual Hours | Annual Cost @ $55/Hour | Annual Cost @ $75/Hour |
| McMinnville | 10,400 | $572,000 | $780,000 | 30,700 | $1,689,000 | $2,303,000 |
| Newberg | 7,500 | $412,000 | $562,500 | 26,700 | $1,469,000 | $2,003,000 |
| McMinnville - Salem | 2,000 | $110,000 | $150,000 | 3,700 | $204,000 | $278,000 |
| McMinnville - Grand Ronde | 3,900 | $214,000 | $292,500 | 4,900 | $270,000 | $368,000 |
| McMinnville - Hillsboro | 2,600 | $143,000 | $195,000 | 4,800 | $264,000 | $360,000 |
| McMinnville - Newberg - Tigard | 10,400 | $572,000 | $780,000 | 14,900 | $820,000 | $1,118,000 |
| Limited Countywide Services | 0 | $0 | $0 | 4,700 | $259,000 | $353,000 |
| Total | 36,800 | $2,030,000 | $2,760,000 | 90,400 | $4,975,000 | $6,783,000 |

Note: All costs rounded to nearest $1,000. Differences from Figure 4-4 are due to rounding.

Source: TDP Analysis

Additional details on the order-of-magnitude cost estimates are included in Appendix C.

# 5 SUMMARY OF KEY FINDINGS AND NEXT STEPS

## SUMMARY OF KEY FINDINGS

This memo provides a revised evaluation framework, analyzes potential YCTA transit service areas based on existing and forecasted land use and transportation conditions, including information on current development plans, and provides illustrative service improvement options with order-of-magnitude cost estimates. All of this information is intended to help YCTA stakeholders understand the existing and potential future public transportation markets and how YCTA might best serve them given expected resources. The project team and stakeholders will use the information in subsequent project phases to develop service improvement and funding plans that best need the transportation needs in Yamhill County. Key findings are summarized below.

### Transit Service Area Analysis

- Most residents and jobs in McMinnville and Newberg are within a quarter-mile access distance of *existing* transit routes and stops (approximately 70% and 80%, respectively). In all other Yamhill County cities, 36% of residents are within a quarter-mile of a bus stop, and nearly 60% of jobs are accessible within a quarter-mile of a bus stop.
- Existing average population and employment densities in McMinnville and Newberg generally support 60-minute bus frequencies, particularly given the relatively high employment densities in the downtown core areas.
- Based on projections from the Portland State University Population Research Center, Yamhill County is expected to grow from approximately 108,000 to nearly 137,000 residents by 2035, an increase of 27%. The vast majority of population growth is forecasted to occur within existing urban growth boundaries. Seventy percent of growth is forecasted to occur in McMinnville and Newberg. The highest growth rates would be in cities along the OR 99W and OR 18 corridors between McMinnville and Newberg.
- Oregon Employment Department data includes projected growth rates by job sector for the Mid-Willamette Valley Region for 2014-2024. If these growth rates continue, employment in Yamhill County would increase from 33,000 to nearly 43,000 jobs by 2035, an increase of over 29%. Assuming 2035 employment reflects the existing geographic distribution of job sectors, approximately two-thirds of jobs would be in McMinnville and Newberg and 10% of jobs would be in other cities. One quarter of jobs would be in unincorporated areas of the County; unincorporated areas do not have YCTA bus stops today.
- Significant planned or proposed developments include “workforce” housing on the west side of McMinnville (Hill Road and/or Baker Creek Road areas), the Riverfront District in Newberg, and the Gramor/Crestview Crossing development north of Providence Medical Center in Newberg.
- In McMinnville and Newberg, parts of these cities with transit supportive land use density do not have transit service. Additional fixed-route service is likely warranted so they have transit service comparable to areas of the cities with similar land use densities.

- In other Yamhill County cities (excluding McMinnville and Newberg), some moderate density residential areas, significant activity centers, and/or major employment areas are beyond a quarter-mile distance of the intercity bus stops. These cities lack a sufficient transit market to support regularly scheduled fixed-route service, but could be considered for additional stops on intercity routes or alternative service models to meet their transportation needs (e.g., limited general public dial-a-ride or a shopper shuttle).
- Overall, YCTA appears to be serving intercity corridors with good public transportation markets. More specific service level and transit market recommendations will be provided as part of TDP tasks 6 and 7. For example:
  - The McMinnville-Tigard (OR 99W / OR 18) corridor has the highest transit market potential, based on connections to services and jobs in McMinnville and Newberg and proximity to jobs, services, and other destinations in the Portland Metro area. It also provides a connection between other YCTA corridors and Newberg.
  - The McMinnville-Hillsboro corridor (OR 47) and McMinnville-Salem corridor (OR 99W) offer moderately high potential for growth due to proximity to jobs in the Portland and Salem Metro areas, respectively. Existing service levels have capacity to meet needs in the near-term.
  - The McMinnville-Grand Ronde corridor (OR 18) serves a major entertainment destination and provides rural intercity connections. Existing service levels have capacity to meet weekday needs, although there may be demand to support Sunday service.

  Figure 3-12 illustrates existing YCTA transit corridors and areas where providing additional service will be considered in subsequent TDP phases (Tasks 6 and 7).

### Future Funding and Transit Service Cost Scenarios

- YCTA operating budgets have remained fairly steady at approximately $2 million annually. Capital costs have averaged approximately $470,000 annually over the past five years, including a one-time grant of $1.1 million to construct the McMinnville Transit Center.
- The key funding change is the Oregon State Transportation Investment Fund (STIF) that is projected to provide $750,000 to $1.5 million in new annual funding to YCTA, for use on either operating or capital purposes. The majority of these funds can be used to fund operations, but a portion should be set aside for capital equipment, such as buses.
- When it established the STIF program, the Oregon Legislature also stipulated that ConnectOregon funds could no longer be used for transit. This means YCTA will need to seek other funding sources for major capital expenditures.

## NEXT STEPS

At PAC Meeting #2 (September 14, 2017), the project team solicited input from the TDP Project Advisory Committee on the topics summarized in this document, including:

- Additional planned developments and growth areas that should be considered for future service
- General priorities for potential service enhancements
- Feasibility/need for additional funding sources and the financial scenario that should be considered for the TDP

Based on this input, in Tasks 6 and 7 of the TDP a more detailed and complete set of service solution strategies will be developed and brought to the PAC and the public for their input. A refined future service design will then be developed.

# APPENDIX A

## Future Employment Forecast Methodology

# APPENDIX A FUTURE EMPLOYMENT FORECASTS

Figure A-1 displays the Oregon Employment Department (OED) count of jobs per sector from 2014, and forecasts for growth per sector through 2024 for the Mid-Willamette Valley region. As described in Chapter 3, this data was used to develop employment growth projections for Yamhill County cities for the purpose of analyzing transit service areas.

Figure A-1 Future Employment Forecasts by Industry, Yamhill County, 2035 (based on Mid-Willamette Valley Region Projections by Sector, 2014-2024)

| Sector | 2014 Jobs [1] | 2014-2024 Change [2] | 2014-2024 Avg Annual Change [2] | 2024 Jobs [3] | 2035 Jobs |
|---|---|---|---|---|---|
| Manufacturing | 6,541 | 9% | 0.85% | 7,099 | 7,794 |
| Health Care and Social Assistance | 4,786 | 18% | 1.77% | 5,633 | 6,831 |
| Educational Services | 3,430 | 15% | 1.55% | 3,961 | 4,689 |
| Agriculture, Forestry, Fishing and Hunting | 3,118 | 19% | 1.86% | 3,697 | 4,528 |
| Retail Trade | 3,361 | 8% | 0.83% | 3,639 | 3,984 |
| Accommodation and Food Services | 2,775 | 10% | 0.98% | 3,046 | 3,390 |
| Construction | 1,433 | 19% | 1.86% | 1,699 | 2,081 |
| Public Administration | 1,466 | 3% | 0.29% | 1,509 | 1,558 |
| Other Services (excluding Public Administration) | 1,249 | 15% | 1.46% | 1,431 | 1,679 |
| Administration & Support, Waste Management and Remediation | 885 | 18% | 1.85% | 1,049 | 1,282 |
| Transportation and Warehousing | 930 | 8% | 0.83% | 1,007 | 1,102 |
| Professional, Scientific, and Technical Services | 704 | 17% | 1.67% | 821 | 985 |
| Finance and Insurance | 686 | 5% | 0.50% | 720 | 761 |
| Wholesale Trade | 552 | 7% | 0.69% | 590 | 636 |
| Arts, Entertainment, and Recreation | 490 | 9% | 0.91% | 535 | 590 |
| Real Estate and Rental and Leasing | 249 | 17% | 1.67% | 291 | 348 |
| Information | 211 | 0% | 0.00% | 211 | 211 |
| Management of Companies and Enterprises | 144 | 17% | 1.67% | 168 | 201 |
| Mining | 63 | -6% | -0.56% | 60 | 56 |
| Utilities | 0 | 8% | 0.84% | - | 0 |
| Total | 33,073 | | | 37,164 | 42,707 |

Notes: For the purpose of analyzing transit service areas, Yamhill County growth was extrapolated to 2035 based on 2014-2024 sector growth rates from the Mid-Willamette Valley Region. [1] Yamhill County jobs by sector from US Census Bureau, LEHD, 2014. [2] Sector growth rates for the Mid-Willamette Valley region from the Oregon Employment Department Mid-Valley 2014-2024 Employment Forecast. [3] Yamhill County jobs in 2024, assuming the sector growth rates from the Mid-Willamette Valley region forecast. [5] Yamhill County jobs in 2035, extrapolating the 2014-2024 sector growth rates from the Mid-Willamette Valley region forecast.

# APPENDIX B

## Public Transportation Funding Sources

# APPENDIX B PUBLIC TRANSPORTATION FUNDING SOURCES

Figure B-1 summarizes potential funding options that could be used to support public transportation in Yamhill County. The information is limited to resources YCTA is eligible for either directly or with local partners and describes solicitation schedules, eligible activities, local match, and how the source applies to YCTA. Funds may be available at the local and state levels with or without formal grant solicitation processes, and YCTA can check directly with funding partners on an as-needed basis.

Figure B-1 Public Transportation Funding Options

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| **Federal Grants** | | | | |
| FTA 5310 Enhanced Mobility of Seniors & Individuals with Disabilities[1] | ▪ Grants for public transit agencies that provide transportation services specifically for older adults and people with disabilities.<br>▪ ODOT allocates funds every two years by formula based on population.<br>▪ ODOT may offer discretionary grants through this program, currently on an irregular schedule.<br>▪ Local match is 20% capital (including purchased service) and 50% operating (limited eligibility). | ▪ Designated STF agencies receive funds and manage local award process | ▪ Capital<br>▪ Operations (limited)<br>▪ Nontraditional programs (e.g., travel training, mobility management) | ▪ This is a long-time source of operating funding for YCTA through the FTA's "purchased service" rules allowing YCTA to pay third-party vendor costs at a capital match rate.<br>▪ Local agencies are eligible to apply for FTA 5310 funding via YCTA as the regional Special Transportation Fund (STF) agency.<br>▪ Though considered a stable funding source, program could be subject to changes in state highway funding. Over 80% of Oregon's §5310 program is Federal Highway funds the state moves to this FTA program. |
| FTA §5311 Formula Grants for Rural Areas[2] | ▪ Capital, planning, and operations assistance that supports public transportation in rural communities with populations less than 50,000<br>▪ Training and technical assistance through the Rural Transportation Assistance Program (RTAP)<br>▪ ODOT allocates funds every two years by formula based on ridership, population and miles.<br>▪ Local match is 20% capital and 50% operating | ▪ Recipients<br>– States<br>– Native tribes or villages<br>▪ Subrecipients:<br>– Local government authorities (including Yamhill County)<br>– Nonprofit organizations<br>– Public transportation operators (including YCTA) | ▪ Planning<br>▪ Capital<br>▪ Operations | ▪ This is a long-time source of operating funding for YCTA. |

[1] Federal Transit Administration, Fact Sheet: Enhanced Mobility of Seniors and Individuals With Disabilities, Chapter 53 Section 5310, U.S. Department of Transportation, 2015. https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/funding/grants/37971/5310-enhanced-mobility-seniors-disabled-fact-sheet_0.pdf

[2] Federal Transit Administration, Fact Sheet: Formula Grants for Rural Areas, Chapter 53 Section 5311, U.S. Department of Transportation, 2015. https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/5311%20Rural%20Program%20Fact%20Sheet%20FAST.pdf

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| FTA §5311(f) Rural Intercity Bus | ▪ ODOT uses these funds for state-supported intercity transit service (i.e., POINT routes) and for a statewide discretionary grant program. Discretionary program funds are generally very limited (i.e. < $2 million)<br>▪ Rural intercity bus routes are those serving multiple jurisdictions with stops generally 5 miles apart or more.<br>▪ Local match is 20% capital and 50% operating | ▪ State<br>▪ Nonprofit organizations<br>▪ Public transportation operators (i.e., YCTA)<br>▪ Intercity bus service companies | ▪ Capital<br>▪ Operations<br>▪ Planning | ▪ YCTA has not received §5311(f) funds.<br>▪ YCTA routes to Hillsboro, Tigard, Salem, Grand Ronde and between Newberg and McMinnville would be eligible for §5311(f) funding.<br>▪ This program may change as ODOT implements STIF programs. This program is not likely to be a significant or sustainable source of ongoing funding for YCTA. |
| FTA 5339 Buses and Bus Facilities Grants Program[3] | ▪ Replace, rehabilitate, and purchase transit vehicles and related equipment<br>▪ Construct transit-related facilities<br>▪ ODOT awards funds through a statewide discretionary program every 1 to 3 years.<br>▪ Local match is 20% capital. | ▪ Public transportation operators<br>▪ State and local government entities<br>▪ Tribes that are eligible to receive 5307 or 5311 | ▪ Capital | ▪ YCTA has received funds through this program.<br>▪ Though discretionary and competitive, YCTA can expect some funding through this program to replace aging vehicles, particularly those exceeding both age and miles useful life thresholds. |
| USDOT TIGER Grants Program[4] | ▪ Competitive grant program for capital projects that will have a significant impact on a region, metropolitan area, or the nation.<br>▪ Local agencies and ODOT typically propose projects independently directly to the USDOT.<br>▪ TIGER program is available every 2-5 years.<br>▪ Local match may vary. | ▪ State<br>▪ Local government authorities (including Yamhill County)<br>▪ Public transportation operators<br>▪ Tribal governments<br>▪ Metropolitan planning organizations<br>▪ Can be multi-jurisdictional | ▪ Capital | ▪ Could be used for major projects such as a transit center.<br>▪ Chances of award to YCTA are low. |

[3] Federal Transit Administration, Fact Sheet: Grants for Bus and Bus Facilities, Chapter 53 Section 5339, U.S. Department of Transportation, 2015. https://www.transit.dot.gov/sites/fta.dot.gov/files/5339%20Bus%20and%20Bus%20Facilities%20Fact%20Sheet.pdf

[4] U.S. Department of Transportation, TIGER Grants Overview, 2015. https://www.transportation.gov/sites/dot.gov/files/docs/TIGER%20Fact%20Sheet_2015.pdf

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| USDOT TIFIA Program[5] | ▪ Federal credit assistance program for surface transportation projects for: Secured loans, loan guarantees, and lines of credit.<br>▪ Local agencies and ODOT typically propose projects independently directly to the USDOT. | ▪ States<br>▪ US Territories<br>▪ Local government authorities (including Yamhill County)<br>▪ Public transportation operators<br>▪ Private entities undertaking projects sponsored by public authorities | ▪ Capital | ▪ Could be used for major projects such as a transit center.<br>▪ YCTA may be more competitive and face fewer compliance hurdles through the Oregon Transportation Infrastructure Bank. |
| State | ▪ | | ▪ | ▪ |
| State Transportation Investment Fund (STIF) | ▪ HB2017 passed in 2017 by the Oregon Legislature created a dedicated funding source for public transportation from a payroll tax of one-tenth of one percent on wages paid to employees. 90% will be distributed by formula to eligible agencies, 5% through a discretionary program, and 4% through a discretionary program for intercity transit. ODOT will use 1% for a transit technical resource center. | ▪ Mass transit districts, transportation districts, counties without a mass transit district or transportation district, and federally-recognized Indian tribes in Oregon (same as STF Agencies). | ▪ To improve or expand public transportation service in Oregon. | ▪ This will be a significant source of public transportation funding for YCTA by January 1, 2019. YCTA will need to manage the local project solicitation and evaluation process, as with Oregon's STF and FTA 5310 programs.<br>▪ As of early 2018, rulemaking is ongoing. |
| Oregon Special Transportation Fund (STF) - Formula[6] | ▪ ODOT awards funds every two years to STF agencies by formula based on population. | ▪ Designated STF agencies receive funds and manage local award process to any public or non-profit transit providers. | ▪ Capital<br>▪ Operations<br>▪ Planning | ▪ This is a long-time source of operating funds in Yamhill County. Funds may be used to match Federal funding programs.<br>▪ This is considered a stable funding source, though funds declined 10% between 2015-2017 and 2017-2019 funding cycles. |

[5] Federal Highway Administration, Transportation Infrastructure Finance and Innovation Act (TIFIA), U.S. Department of Transportation, 2015. https://www.fhwa.dot.gov/fastact/factsheets/tifiafs.cfm

[6] Oregon Department of Transportation, Public Transportation Funding in Oregon, 2017. http://www.oregon.gov/ODOT/RPTD/RPTD%20Document%20Library/Transit-funding-in-Oregon.pdf

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| Oregon Special Transportation Fund (STF) - Discretionary[7] | ▪ Grants for transit agencies providing service to older adults and people with disabilities.<br>▪ ODOT awards funds at irregular intervals based on available funding.<br>▪ Funding criteria target innovative capital, start up and pilot programs, though subject to change. | ▪ Public and non-profit local transit providers apply through the local STF agency. | ▪ Capital<br>▪ Operations<br>▪ Planning | ▪ YCTA received a significant award for public information and technology activities in 2016.<br>▪ This is not considered a sustainable funding source, though a good resource for one-time, irregular funding needs. |
| State Transportation Improvement Program (STIP)[8] Enhance Program | ▪ The Enhance program provides funding to projects that enhance, expand, or improve the transportation system. This has included public transportation capital needs.<br>▪ ODOT Area Commissions on Transportation prioritize and recommend Enhance projects.<br>▪ ODOT offers the Enhance program every 1-2 years as funding allows.<br>▪ The program is related to ODOT's maintenance (Fix-It) program, which includes ODOT-selected projects to maintain the roadway system statewide, including bicycle and pedestrian infrastructure.<br>▪ Local match is typically 20% but may vary. | ▪ Local government authorities (including Yamhill County) | ▪ Capital<br>▪ Sidewalk infrastructure | ▪ YCTA received a significant award for 40-foot replacement buses in 2016.<br>▪ This program is primarily used for roadway infrastructure projects, including pedestrian infrastructure.<br>▪ This is not considered a sustainable funding source, though a possible resource for vehicles. |
| ConnectOregon | ▪ Lottery-backed bonds to support multimodal transportation, including rail, marine, aviation and bicycle and pedestrian capital infrastructure.<br>▪ Local match is 30% and may vary. | ▪ Local government authorities (including Yamhill County) | ▪ Multimodal transportation projects<br>▪ Previously included transit centers | ▪ Public transportation is not expected to be a directly eligible use after ODOT implements the STIF program.<br>▪ YCTA bus stop access could benefit from local bicycle and pedestrian infrastructure projects. |

[7] Oregon Department of Transportation, Public Transportation Funding in Oregon, 2017. http://www.oregon.gov/ODOT/RPTD/RPTD%20Document%20Library/Transit-funding-in-Oregon.pdf

[8] Oregon Department of Transportation, About the STIP. http://www.oregon.gov/ODOT/STIP/Pages/About.aspx

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| Planning Grant Program (from ODOT via FTA 5303, 5304, and 5305)[9] | ▪ Discretionary ODOT grant program for transit plans that lead to improved public transportation systems.<br>▪ ODOT awards funds through irregularly-scheduled solicitations depending on available funds, or on an as-needed basis.<br>▪ Local match is 20% | ▪ Rural, and small urban public transportation providers | ▪ Planning | ▪ This offers a flexible, but one-time resource to create and maintain local public transportation plans. |
| Oregon Transportation Infrastructure Bank (OTIB)[10] | ▪ Statewide revolving loan fund "designed to promote innovative financing solutions for transportation needs." Cities as well as transit districts are eligible to borrow from the bank.<br>▪ There is a funding pool set-aside for public transportation projects. Rates are typically very low and more favorable to local agencies than other loan programs. | ▪ Cities<br>▪ Counties<br>▪ Transit districts<br>▪ Port authorities<br>▪ Special service districts<br>▪ Tribal governments<br>▪ State agencies<br>▪ Private for-profit and not-for-profit entities | ▪ Transit capital projects (facilities, vehicles)<br>▪ Active transportation access projects on highway rights-of-way | ▪ This has been resource for public transportation providers to cost-effectively secure a loan for major capital purposes.<br>▪ A sustainable, regular local funding source is required to demonstrate the provider can support ongoing interest costs. |
| ODOT Transportation Growth Management (TGM) Program | ▪ TGM Grants help local communities plan for streets and land use to foster more livable, economically vital, and sustainable communities and increase opportunities for transit, walking and bicycling.<br>▪ ODOT solicits proposals and awards funds annually.<br>▪ Local match is 20%. | ▪ Counties<br>▪ Cities<br>▪ Public transportation providers | ▪ Planning | YCTA received an award in 2016 to develop a consultant-led Transit Development Plan (TDP). Awards are needs-based (e.g., time since last planning process), and YCTA is unlikely to require or receive an award in the near future. |

[9] Oregon Department of Transportation, Public Transportation Funding Options, 2017. http://www.oregon.gov/ODOT/RPTD/Pages/Funding-Opportunities.aspx#2f96a75c-e0ff-4504-aae5-ec14cee35125

[10] Oregon Department of Transportation, Financial Services: Oregon Transportation Infrastructure Bank, 2017. http://www.oregon.gov/odot/about/pages/financial-information.aspx

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| Local | | | | |
| Transit Access (Utility) Fee | ▪ A transit access (utility) fee is paid by households and businesses within a service district, and is designed to support a transit service provider over time. A transit access fee could be assessed for all households within the transit service district, or a subset. Transit access fees are typically a monthly charge of between $1 to $ 5 per household. | ▪ County<br>▪ Cities | ▪ Operations<br>▪ Capital<br>▪ Administration | ▪ There are approximately 34,000 households in Yamhill County as of 2015.[11] A monthly utility fee of $1 to $1.50 per household could generate between $400,000 and $600,000 in annual revenue.<br>▪ The City of Corvallis assesses a transit operations fee of $2.75 for single-family residential customers and $1.90 for multi-family residential units. The fee for industrial and commercial customers varies by the type of business. The fee generated $1,100,000 in fiscal year 2015-2016; approximately $400,000 replaced property tax revenue that is now used for other services (police, fire, library, etc.).[12] |
| Employer Payroll Tax | ▪ An employer payroll tax is a progressive tax imposed directly on the employer. The tax is based on payroll for services performed within a transit district, including traveling sales representatives and employees working from home. This tax applies to covered employees and self-employed workers. | ▪ Mass Transit Districts formed under Oregon Revised Statute 267. | ▪ Operations<br>▪ Capital<br>▪ Administration<br>▪ Equity | ▪ Several transit districts or providers in Oregon use a payroll tax as their primary local funding source, including TriMet, the City of Wilsonville, the City of Sandy, the South Clackamas Transportation District, the City of Canby, and Lane Transit District.<br>▪ YCTA is currently a Service District, and it would need to be confirmed whether it is authorized to implement a payroll tax.<br>▪ A payroll tax of 1/10th of a percent of annual payroll would yield about $400,000 in 2017 dollars, costing employees about $3.90 each year. |

[11] U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, Table S1101.

[12] City of Corvallis, https://www.corvallisoregon.gov/modules/showdocument.aspx?documentid=4248

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| Gasoline Tax | A gas tax is a tax on the sale of gasoline for use in motor vehicles. Motorists already pay federal, state, and local taxes on motor fuel so the levy would not impose a new type of tax. | ▪ State<br>▪ Local government authorities (including Yamhill County) | ▪ Operations<br>▪ Capital<br>▪ Administration<br>▪ Equity | ▪ Various cities and counties in Oregon have local gas taxes, ranging from $0.01 to $0.05 per gallon, including neighboring Washington and Multnomah counties.[13] Dundee is currently the only local jurisdiction in Yamhill County assessing a gas tax; Dundee's gas tax is $0.02 per gallon.<br>▪ Based on an average 1,226 gallons of gasoline consumed per US household per year , and approximately 34,000 households in Yamhill County as of 2015,[14, 15] a $0.01 gas tax could generate approximately $400,000 in annual revenue.<br>▪ However, gas tax revenues are currently on a declining trend, due to factors such as increasing vehicle fuel efficiency, and adoption of alternative vehicle fuel sources. This long-term trend is expected to continue.[16] |
| Property Tax | A property tax dedicated to funding public transportation is usually assessed at a rate per $1,000 of property value. Property taxes may be permanent, or temporary and need to be re-approved by voters. | ▪ State<br>▪ Local government authorities (including Yamhill County) | ▪ Operations<br>▪ Administration<br>▪ Capital<br>▪ Equity | ▪ There are several examples of dedicated property taxes for transit in Oregon. Tillamook County has a tax of $0.20 per $1,000 in property value to fund operation of its transit system. Basin Transit (Klamath Falls) has a levy of $0.38 per $1,000 in property value. A 2001 report identified seven districts in Oregon that used property taxes to fund transit, with average annual per-capita revenues of $14.[17]<br>▪ With countywide assessed property values of approximately $8.3 billion,[18] a county property tax of $0.05 or $0.10 per $1,000 of property value could raise between $410,000 and $830,000 in annual revenue.<br>▪ Property taxes in Oregon are subject to "compression," which limits the amount of property taxes that can be collected (based on state Measures 5, 47, and 50) and can reduce the amount of revenue collected. |

[13] State of Oregon, Fuels Tax Group, http://cms.oregon.gov/ODOT/CS/FTG/pages/current_ft_rates.aspx#bm3

[14] U.S. Energy Information Administration, Frequently Asked Questions: How Much Gasoline Does the United States Consume, 2017. https://www.eia.gov/tools/faqs/faq.php?id=23&t=10

[15] U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, Table S1101.

[16] Oregon Department of Transportation, Oregon State Fuel Taxes, 2017. http://www.oregon.gov/ODOT/FTG/Pages/Current%20Fuel%20Tax%20Rates.aspx

[17] Goldman, Corbett, and Wachs. Local Option Transportation Taxes in the United States, Research Report UCB-ITS-RR-2001-3, March 2001. http://www.its.berkeley.edu/publications/UCB/2001/RR/UCB-ITS-RR-2001-3.pdf

[18] Yamhill County, Summary of 2016-2017 Assessment & Tax Roll. http://www.co.yamhill.or.us/sites/default/files/2016%20Assessment%20Summary.pdf

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| Local Option Sales Tax | A tax assessed on the purchase of goods or services within the jurisdiction of a taxing authority. | ▪ State<br>▪ Local government authorities (including Yamhill County) | ▪ Operations<br>▪ Administration<br>▪ Capital<br>▪ Equity | Sales taxes are widely used to fund transit in other states, despite not currently being used in Oregon. A specific local option sales tax can apply to tourism, collecting revenue from outside visitors. For example, Ashland collects a 9% transient occupancy tax (hotel/motel). There is an existing state lodging and hotel tax of 1%, providing an existing collection mechanism. |
| Motor Vehicle Registration Fee | A tax assessed on the registration of private motor vehicles within the jurisdiction of a taxing authority. | ▪ Counties<br>▪ Special districts | ▪ Operations<br>▪ Administration<br>▪ Capital<br>▪ Equity | As of 2016, over 113,000 private motor vehicles are registered in Yamhill County.[19] A $2 annual registration fee would generate approximately $110,000, with the assumption that at least 50% of registrations are ineligible for the fee. |
| System Development Charges | Systems Development Charges (SDCs) are fees paid by land developers intended to reflect the increased capital costs incurred by a municipality or utility as a result of a development. Development charges are calculated to include the costs of impacts on adjacent areas or services, such as increased school enrollment, parks and recreation use, or transit use. | ▪ Local government authorities (including Yamhill County) | ▪ Capital | Cities in Yamhill County currently have transportation system development charges and other fees associated with new developments. These are not linked to public transportation. |
| Property Access Fee, Land Value Capture, or Benefit Assessment Districts | Property access fee, land value capture, and benefit assessment districts are mechanisms for sharing transit costs with owners of property located near a transit resource who benefit directly from the proximity to the transit resource. These mechanisms help finance transit through taxes on nearby private development, where the property value increased as a result of transit investments. | ▪ Local government authorities (including Yamhill County) | ▪ Operations<br>▪ Capital<br>▪ Administration | |

[19] Oregon Department Of Transportation, Driver And Motor Vehicle Services Division, Oregon Motor Vehicle Registrations By County (Note 1), 2016. http://www.oregon.gov/ODOT/DMV/docs/2016_Vehicle_County_Registration.pdf

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| Tax Increment Financing | Tax increment financing (TIF) is the primary finance tool used within urban renewal areas. TIF is generated when an urban renewal area (URA) is designated and the assessed value of all property in the area is 'frozen.' Over time, the total assessed value in the area increases above the 'frozen base' from appreciation and new development. The value in the area greater than the frozen base is called the incremental assessed value, and taxes generated on the incremental assessed value are received by the URA, rather than other taxing districts. | ▪ Urban Renewal Area | ▪ TIF could only be used on capital transit projects that directly benefit the URA. Projects that benefit the broader area can only receive TIF funding proportional to the benefits the URA receives. | Could be used to fund capital improvements in conjunction with an urban renewal district within a Yamhill County city, if established in the future. |
| Public and Private Partnership Funding Programs | | | | |
| Advertising | Advertisements: Transit providers can display paid advertisements on agency properties, including the inside and outside of fleet vehicles, bus shelters, benches, and at transit stations. | | ▪ Operations<br>▪ Administration<br>▪ Capital | Could be a supplementary funding source for YCTA. |
| Employer Transit Pass Program | Employer transit pass programs are partnerships between a transit agency and private employers, and offer employers the opportunity to purchase a transit pass for all employees, often at discounted rates. The company may be able to take a tax deduction on the cost of the transit pass. The benefit to the transit agency is an increase in ridership and in revenues. | | ▪ Operations<br>▪ Administration<br>▪ Capital<br>▪ Equity | Could be a supplementary funding source for YCTA. |
| Transit Pass Program | Public school districts or colleges/ universities and transit agencies sometimes partner to provide students with a transit pass, as a way for students to get to school or school-affiliated activities. | | ▪ Operations<br>▪ Administration<br>▪ Capital<br>▪ Equity | A transit pass program through direct agreement with the institutions such as the Willamette Valley Medical Center, Linfield College, and George Fox University could bring opportunities for steady funding streams while offering convenience to riders. |

| Program Name | Description | Eligible Agencies | Eligible Activities | Applicability/Assessment/Comments |
|---|---|---|---|---|
| Naming Rights / Sponsorships | Historically, the selling of naming rights to people or organizations that make a donation for a capital improvement was most common for large organizations, such as universities or hospitals. Selling naming rights has become more common among smaller organizations and some transit agencies sell naming rights to vehicles, stations, or transit corridors | | ▪ Operations<br>▪ Administration<br>▪ Capital | Selling naming rights may provide a small amount of revenue for transit. |
| Public-Private Partnerships and Joint Development | A public-private partnership is a mutually beneficial agreement between public and private entities that seek to improve the value of an asset. Transit funding from public-private partnerships are most likely to be for capital projects such as a mixed use development that combined a transit station or center. | | ▪ Operations<br>▪ Administration<br>▪ Capital<br>▪ Equity | |

# APPENDIX C

## Conceptual Service Costing Details

# APPENDIX C CONCEPTUAL SERVICE IMPROVEMENT OPTIONS DETAILS

Figure C-1 provides the cost of conceptual transit service improvements by service area. Each potential improvement includes estimated annual revenue hours required to operate the route. The estimated cost is the number of hours multiplied by YCTA's average hourly operating cost. Two sets of costs are provided: (1) YCTA's current operating cost of $55 per hour and (2) an estimate of $75 per hour that assumes YCTA's existing cost structure is below a sustainable level (e.g., driver wages, administrative costs, etc.) . Revenue hours are calculated based on existing route revenue service hours, increased using assumptions regarding additional hours required to implement the strategy. These costs are provided for conceptual purposes, to assess the need for future transit funding within the TDP time horizon.

Figure C-1 Conceptual Transit Service Improvements by Service Area, Estimated Hours and Costs

| Service Area | Annual Hours | Annual Cost at $55 / Hour | Annual Cost at $75 / Hour |
|---|---|---|---|
| McMinnville | | | |
| Cost Neutral | 10,400 | $572,000 | $780,000 |
| Increase span to 7 pm | 800 | $44,000 | $60,000 |
| Add evening service until 9 pm | 3,100 | $171,000 | $233,000 |
| Add Saturday Service | 2,100 | $116,000 | $158,000 |
| Add Sunday Service | 2,100 | $116,000 | $158,000 |
| Additional Fixed-Route Coverage | 3,600 | $198,000 | $270,000 |
| Additional General Public Dial-A-Ride Capacity | 2,300 | $127,000 | $173,000 |
| 30-minute fixed-route frequency | 6,200 | $341,000 | $465,000 |
| Total | 30,600 | $1,685,000 | $2,297,000 |
| Newberg | | | |
| Cost Neutral | 7,500 | $413,000 | $563,000 |
| Increase span to 7 pm | 6,500 | $358,000 | $488,000 |
| Add evening service until 9 pm | 3,000 | $165,000 | $225,000 |
| Add Saturday Service | 2,100 | $116,000 | $158,000 |
| Add Sunday Service | 2,100 | $116,000 | $158,000 |
| Additional General Public Dial-A-Ride Capacity | 2,300 | $127,000 | $173,000 |
| 30-minute fixed-route frequency | 3,100 | $171,000 | $233,000 |
| Total | 26,600 | $1,466,000 | $1,998,000 |
| OR 99W McMinnville to Salem | | | |
| Cost Neutral | 2,000 | $110,000 | $150,000 |
| Add Saturday Service | 200 | $11,000 | $15,000 |
| Add Sunday Service | 200 | $11,000 | $15,000 |
| Additional evening service | 400 | $22,000 | $30,000 |
| Additional daytime trips | 800 | $44,000 | $60,000 |
| Total | 3,600 | $198,000 | $270,000 |
| OR 99W McMinnville to Tigard | | | |
| Cost Neutral | 10,400 | $572,000 | $780,000 |
| Add Sunday Service | 600 | $33,000 | $45,000 |
| Additional Express trip to Newberg and Tigard | 3,900 | $215,000 | $293,000 |
| Total | 14,900 | $820,000 | $1,118,000 |
| US 18 McMinnville to Grand Ronde | | | |
| Cost Neutral | 3,900 | $215,000 | $293,000 |
| Add Sunday Service | 400 | $22,000 | $30,000 |
| Additional evening service | 500 | $28,000 | $38,000 |
| Total | 4,800 | $265,000 | $361,000 |
| US 47 McMinnville to Hillsboro/MAX | | | |
| Cost Neutral | 2,600 | $143,000 | $195,000 |
| Add Saturday Service | 300 | $17,000 | $23,000 |
| Add Sunday Service | 300 | $17,000 | $23,000 |
| Additional evening service | 500 | $28,000 | $38,000 |
| Additional daytime trips | 1,000 | $55,000 | $75,000 |
| Total | 4,700 | $260,000 | $354,000 |
| Other Cities/Countywide Services | | | |
| General Public, Limited Countywide Dial-A-Ride Services, e.g., shopper shuttles | 4,700 | $259,000 | $353,000 |
| OVERALL TOTAL | 89,900 | $4,953,000 | $6,751,000 |

Note: Values may differ slightly from tables in Technical Memorandum 3 due to rounding.

Source: TDP Analysis

# SECTION 4: TECHNICAL MEMO #4

## Solution Strategies



Image: Doug Kerr

# Yamhill County Transit Area Transit Development Plan

## Memo #4: Solution Strategies and Community Input

April 2018

Yamhill County Transit Area

DKS

NELSON NYGAARD

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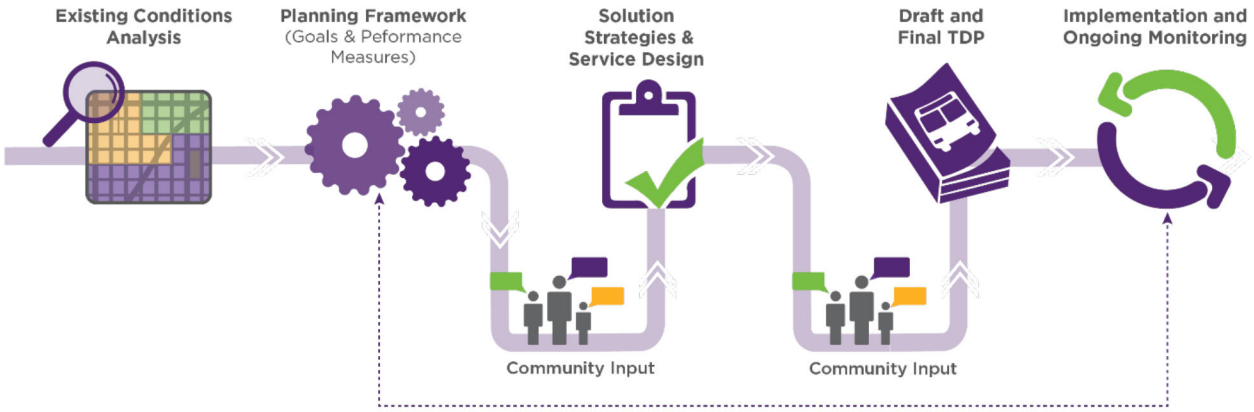
# 1 INTRODUCTION

Technical Memorandum #4 (TM #4) puts forth initial options for the long-term vision for transit in Yamhill County, along with short-term steps to achieve that vision. These solution strategies build from the technical analysis and community input discussed in TM#2, and are evaluated using the planning framework created in TM#3. As shown in Figure 1-1, the solution strategies happen around the midpoint of the project. The project team will collect feedback from the Project Advisory Committee and the public and revise the strategies into a full operating and capital plan for the short, medium, and long term.

Figure 1-1 Service Opportunity Planning Framework



# 2 SOLUTION STRATEGIES

Analysis of existing service, input from multiple audiences, and discussions with the Project Advisory Committee yielded a number of issues and opportunities for transit in Yamhill County and adjoining communities. This chapter describes strategies YCTA can implement to answer the needs identified by the community. The strategies are meant to elicit input from the public and the PAC; after outreach is completed, the project team will develop more detailed descriptions (e.g., routing, service hours, number of vehicles) for strategies that best meet the project goals and stakeholder priorities.

## OPERATIONAL STRATEGIES

Operational strategies encompass when, where, which days, and at what frequencies routes run. These cover the nuts and bolts of day-to-day operation and have the largest impact upon ongoing resource needs.

### Service Days and Hours

Changes to transit days of the week or hours of the day – known as the service span – were a commonly-heard suggestion. Increasing service span accommodates a greater number of activity types (e.g., shopping after work or on weekends) and improved connections with regional transportation services.

**Operate routes in the evening to 9:00 p.m.** Most YCTA routes operate until between 6 p.m. and 7 p.m., which can limit public transportation's usefulness for commute trips, and does not accommodate "trip chaining," or allow for people to complete after-work activities before heading home. Stakeholder input suggested that service until 9 p.m. is sufficient for communities of the size found in Yamhill County. This strategy evaluation assumes:

- Local fixed routes, Dial-A-Ride and proposed flex routes will increase service by two to three hours per weekday; and
- Each intercity route will add one roundtrip per weekday.

**Start local service at 6 a.m.** Service within McMinnville and Newberg begins at 7 am. Stakeholders indicated that starting one hour earlier helps people get to jobs that start at 7 a.m. or 7:30 a.m.

**Add Saturday and/or Sunday service.** Saturday service is offered today on the Grand Ronde (24s) and Tigard (46s) routes. Weekend service would bring increased mobility on other key corridors and communities. Weekend service could be added to specific areas and phased over time to control the relatively high cost of adding both days to all routes. Weekend service levels are typically lower than weekday levels (e.g., four round trips instead of eight). This strategy evaluation assumes:

- Fixed route services add 10 hours of service per Saturday and per Sunday. For routes that operate on Saturday today (24s and 46s), only Sunday service needs to be added. The exact number of intercity round trips will be determined. Local services also gain 10 hours of service on Saturday and 10 hours on Sunday. The costs include mandatory ADA paratransit service.

- Demand-response service supports a different ridership market than fixed route services. Weekend service on Dial-A-Ride includes two 10-hour days, with routes and service types to be determined in subsequent service planning.

## Routing and Frequency

YCTA's fixed-route services fall into two main categories: intercity routes with limited stops connecting communities within Yamhill County as well as areas outside the county, and local service circulating within Yamhill County's two most populous cities. YCTA intercity service offers long-haul mobility while the local routes are typically used for shorter trips of one to five miles. Strategies in this section enhance both categories of service.

Note that for any strategies on OR 99W (Route 44 /45X), travel times may decrease and service reliability may increase once the Newberg-Dundee Bypass Phase 1 is completed in early 2018.

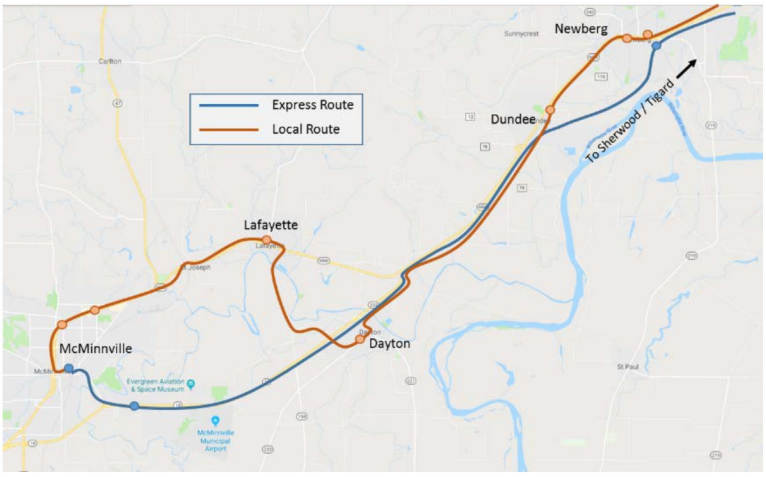
### Intercity

**Increase intercity route frequency.** Adding additional intercity trips during commute hours would focus service on the times with the highest ridership demand, and possibly bring more riders by adding convenience (more options) and schedule flexibility.

- Add one AM peak and one PM peak trip to Routes 11 and 33
- Add one PM peak trip to Route 22

**Add express service on Route 44/45X.** There is relatively high demand for direct connections between McMinnville and Newberg throughout the day. YCTA serves the 99W corridor with Routes 44 and 45x: Route 44 serves all local communities (McMinnville, Lafayette, Dayton, Dundee, Newberg, Sherwood and Tigard) with 9 round trips per day. Route 45x offers one round trip express run from McMinnville to Tigard each day (via McMinnville, Newberg, Sheridan, Tigard). Creating additional express trips could offer faster connections between McMinnville and Newberg and take advantage of the Highway 18 Dayton Bypass and the Newberg-Dundee Bypass (opening early 2018). Local routes would continue to ensure access to local communities throughout the day.

- **Maintain the local Route 44 with nine round trips per day**. Route 44 will serve all local communities. The travel time between Newberg and McMinnville would be about 40 minutes, and about 75 minutes for McMinnville to Tigard. Eliminating deviations and optimizing routing will be considered to reduce the travel time.
- **Operate the express Route 45X five times per day, four more than today.** Using the existing Route 45X path and limiting stops to McMinnville, Newberg, Sherwood and Tigard will provide more direct mobility. The travel time between McMinnville and Newberg would be about 30 minutes, and from McMinnville to Tigard would take about 60



minutes. The reliability of travel times could be improved with opening of the Newberg-Dundee Bypass. There is the potential to more directly connect activity centers including the CCC campus in Newberg and Providence Newberg Medical Center.

**Shorten intercity routes to Yamhill County borders.** Stakeholder feedback showed an interest in having passengers transfer to get to their final destination, which would be an inconvenience to riders but could also reduce cost. Shortening these routes to Yamhill County borders can save up to 20 minutes per trip, resulting in cost savings that YCTA can reallocate in the public transportation system.

- **End Route 44 in Sherwood** instead of Tigard during the mid-day period (10 a.m. to 3 p.m.) or all-day. This could reduce annual operating costs by up to $100,000. Route 45X could continue to provide express service to Tigard, or Route 44 could continue serving the Tigard Transit Center during peak hour (commute) runs to provide employment and other activity access. A Sherwood stop will still offer connections to the Portland metro area: TriMet Routes 93/94 provides service between Sherwood and Tigard every 20- to 40 minutes, seven days per week. YCTA could serve its current stop on SW Langer Dr on another nearby stop.
- **End Route 33 in Forest Grove** instead of Hillsboro during the mid-day period (10 a.m. to 3 p.m.). YCTA should continue to serve the Hillsboro MAX light rail station during peak hour (commute) runs to provide Portland area access. This will shorten the route by about 20 minutes, reducing operating costs by about $20,000. There is no MAX light rail stop in Forest Grove. Passengers must take TriMet Route 57, which runs every 15 to 30 minutes, to Beaverton Central Station.

**Extend Route 11 to Salem Downtown Transit Center.** YCTA currently serves a stop in West Salem. Extending the route to downtown would connect to the heart of Salem and the employment center of the capitol area. This would also provide transfers to the Salem Amtrak Station and Cherriots, Salem's local public transportation system.

## Local

**Add service areas to fixed routes in McMinnville**. Areas in the western and eastern parts of McMinnville are expected to develop further, and today have limited or no transit service. Several destinations in eastern McMinnville, such as YCAP and the Virginia Garcia medical clinic, are not served today. Route 3N (north) also covers a large service area and often runs late. By adding resources to fixed routes in McMinnville, YCTA can improve reliability and cover additional areas of the city.

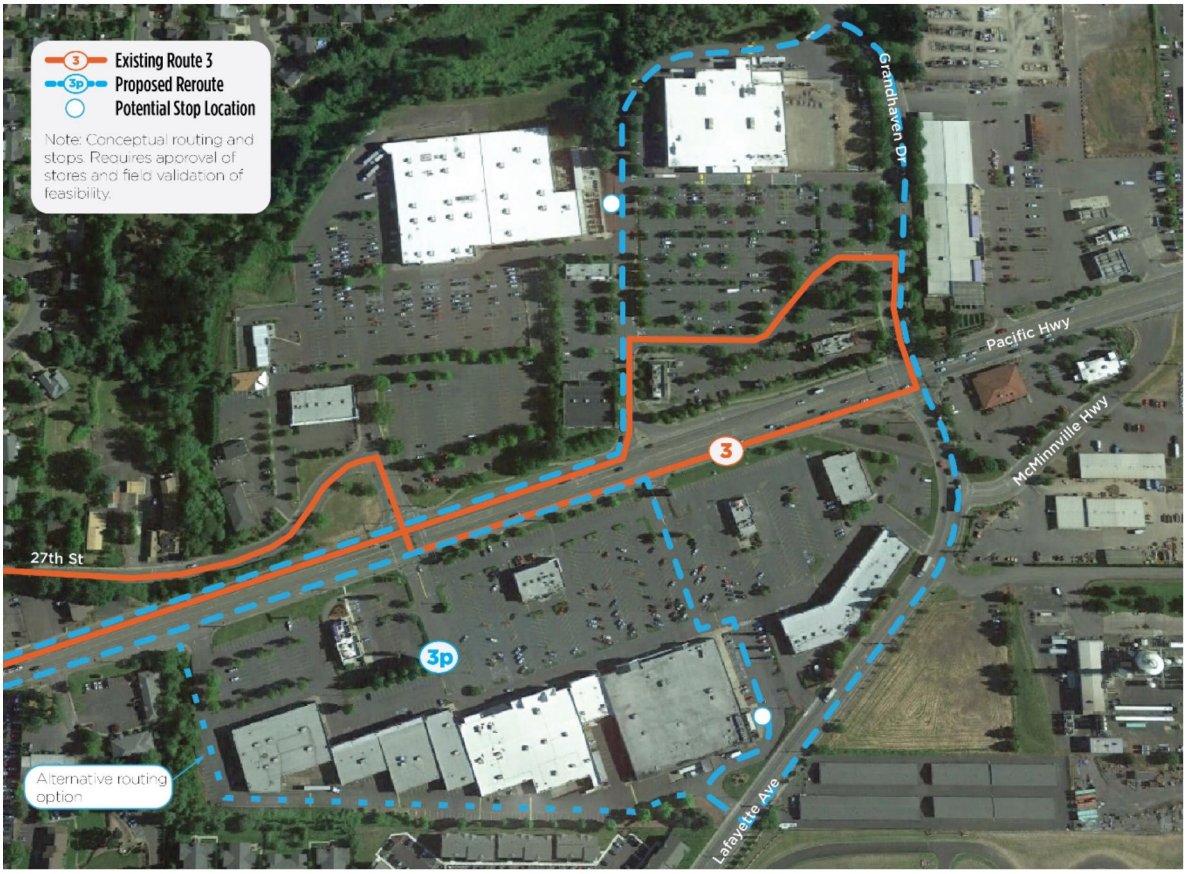
**Add service areas to fixed routes in Newberg.** Newberg's total population is similar to McMinnville's, but ridership is far lower. Routes in Newberg cover a limited area relative to the pace of land development, and today's one-way loops routes require long travel times. Adding additional fixed-route resources and revising the existing routing to provide more efficient travel times, cover unserved parts of the city (such as the northeast), and serve major destinations such as George Fox University could attract riders. In addition, given lower densities in parts of Newberg, a deviated fixed-route service could be considered. This means a route can "deviate" a limited distance from its regular route to pick up a passenger, which can be convenient for the passenger and cost-effective for YCTA, by reducing the demand for separate dial-a-ride or ADA Paratransit service.

**Increase local route frequency to every 30 minutes.** Frequency is a highly valued attribute of transit. Doubling frequency, from 60 minutes today to every 30 minutes, will likely attract more riders.

**Serve front doors of businesses.** The north section of Route 3 in McMinnville travels along Highway 99 past major shopping destinations. The "Big 5" stop serving this retail hub has very high ridership. The walking environment, however, does not make taking transit attractive. There is no safe crossing at the

Big 5 stop, meaning if a person is heading to Safeway or anywhere on the south side of Highway 99, they must walk 500 feet in either direction to signals at Lafayette Avenue or 27th Street. Once people are dropped off at the bus stop, they must walk through parking lots to access retail; for example, Safeway's front door is 350 feet from Highway 99. The bus can circulate through parking lots and use signals to cross Highway 99, providing front-door service. Figure 2-1 provides a conceptual example; routing would need to be validated in the field and secure approval from store owners.

Figure 2-1 Buses could circulate through parking areas to serve the front doors of retail destinations




**Add local stops to intercity routes**. The intercity routes pass through communities via arterials (i.e., OR 99W, OR 18, and OR 47) with limited stops. Over time, communities grow, and new stops may be needed to meet demand. Any additional stops must be limited in nature, since the current intercity routes do not require provision of ADA paratransit due to their designation as commuter/intercity routes. Also, any additional stops along arterials must have a safe place for the bus to stop, and should not require a significant deviation (and increase in travel time). Locations mentioned by the community for service include:

- Route 22, Sheridan – Route 22 serves three stops in Sheridan. A bus driver suggested a fourth stop west of the Washington and Main stop. A potential location might be Olive or Florence Streets. Stakeholders also indicated demand for a stop serving Deer Meadow Assisted Living.
- Route 22, Fort Hill – According to a driver, people walk from Fort Hill to Spirit Mountain Casino to catch the bus. There is a mobile home park in Fort Hill. A suggestion would be to stop near the lumber yard as shown in the figure below. An analysis would be required to determine where a bus stop could meet YCTA, ODOT, and local requirements.

Figure 2-2 Potential stop to Route 22

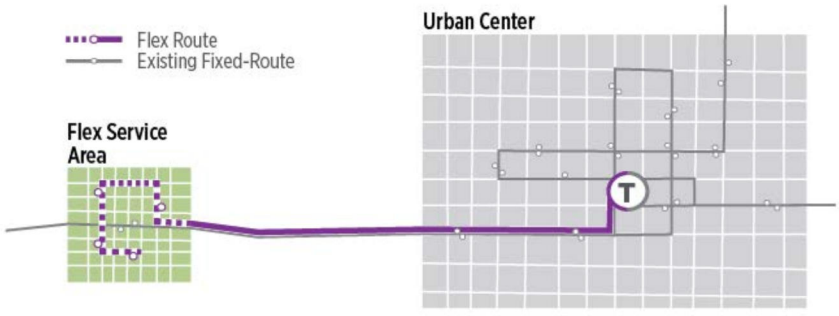



## Flexible and Demand-Response Services

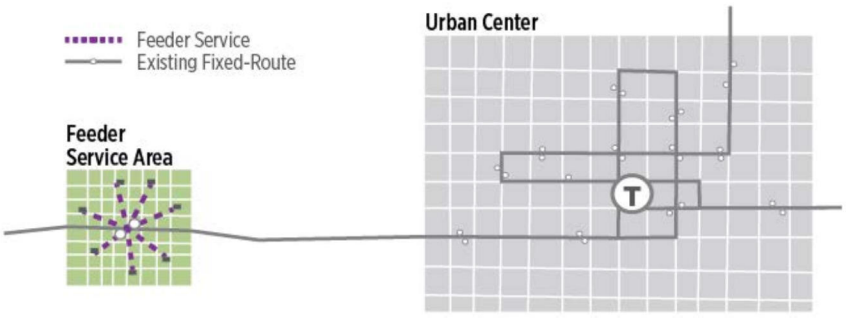
One advantage of traditional fixed-route transit service is cost efficiency, providing high capacity on a predicable route and schedule. In some service areas, however, traditional fixed-route services may not meet all transit needs. Transportation that reaches people at their door, such as YCTA's Dial-A-Ride, or shuttles that operate only on certain days, may be a solution for many areas of Yamhill County.

"Flexible" transportation encompasses services that combine a mix of demand-response and fixed-route elements. Flex routes and shuttles recommended for Yamhill County are described below.

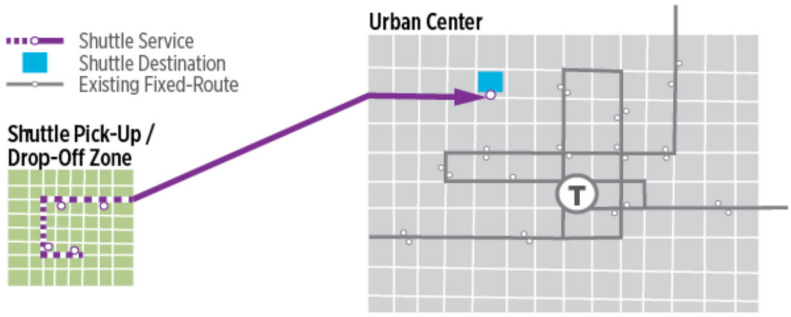
- **Flex routes.** Flex routes are a hybrid of fixed-route and demand-response. Flex fixed-routes run on a set route but have a designated deviation area within which drivers will deviate from the route to pick up passengers who schedule a ride in advance. Providers create schedules with enough time built in to accommodate a limited number of deviations between timepoints. The advantage is flexibility to pick up those who cannot access the set route, but the disadvantage is longer travel times. In Yamhill County, this model would be best suited to small communities (e.g., Willamina, Yamhill), then operate via a fixed route to major destinations in McMinnville. A variation on this service is a point-deviated route, in which drivers pick up passengers upon request and there are a couple set stops with timepoints where passengers can walk to meet the bus if they are able.



- **Local feeder service shuttle**. Fixed-route service runs through nearly all of the communities in Yamhill County, but with limited stops and only via arterials. People living in smaller communities may find it difficult to access existing service due to the distance from their home or lack of safe walking paths. A small bus or van can offer first/last-mile access by providing door-to-bus stop trips linking people to the existing fixed-route service. Commonly known as "feeder" service, these shuttles rely on either advance reservations or following a route and stopping wherever people wait (i.e., "flag" stops). Feeders are timed to meet fixed-route service. Ride-hailing services like Uber, Lyft and Via provide a technology platform for these types of trips.




- **Shopper shuttle.** Shopper shuttles typically use small buses to take riders to a limited number of stores or shopping areas on one or two days per week. Riders schedule pick-ups in advance. Potential shopping hubs include the McMinnville Plaza Shopping Center (Safeway, WalMart, and WinCo) and downtown.
- **Employer shuttle or vanpool.** An employer shuttle is typically designed to serve one employer or a small group of employers located near each other that are either not near existing fixed route transit service or who have non-traditional work hours. Examples of large employers with limited transit service today include A-dec, Cascade Steel Rolling Mill, and the Willamette Valley Medical Center. The vineyard industry is another market with many work locations that are all far from the arterials that fixed-route serves. Many agricultural jobs also require report times outside of YCTA service hours (e.g., shifts start at 5 or 6 am). YCTA can support development of employer-owned vanpools by working with Cherriots' Trip Choice, which reduces dependence on single-occupancy vehicle use in Yamhill, Polk and Marion Counties.




- **Long-haul medical shuttle.** A non-emergency medical shuttle to Portland will provide access to medical facilities for individuals who are not able to drive. This strategy would respond to a relatively high demand for trips to Portland-area hospitals by Yamhill County residents. Combining some passenger trips, where possible, or setting Portland medical trips to one to three days per week, would enable YCTA to better manage vehicle and driver capacity
- **Dial-A-Ride**. The existing Dial-A-Ride service is popular and often has to turn away requests for trips. Dial-A-Ride picks people up in front of their home and takes them to their final destination. This provides customers with a very high level of service, but it is also the most costly type of service to provide on a per-passenger and per-hour basis. Added capacity can ensure growing demand for accessible transit services countywide. Increased Dial-A-Ride capacity can also augment or replace flexible transit service in smaller communities without dedicated local transit

service today, such as Sheridan, Yamhill, or Dayton. Adding countywide DAR capacity assumes at least two vehicles and two additional driver per weekday.

### Paratransit

YCTA paratransit provides door-to-door service in Newberg and McMinnville, between origins and destinations located within ¾ of a mile of the local fixed route transit service (routes 2, 3, 5, and 7), as required under the federal Americans with Disabilities Act (ADA) of 1991. Service is limited to ADA-eligible customers—those who have a disability that prevents them from riding fixed-route service. The YCTA fixed route strategies described here (e.g., increase service to 9 p.m.) assume that ADA paratransit service will increase to maintain or exceed compliance with all federal transportation regulations. The costs and benefits of the added ADA paratransit service are included in the fixed-route strategy and scenario evaluations.

## CAPITAL STRATEGIES

Capital purchases such as vehicles, bus stop shelters and communications equipment are essential parts of YCTA's public transportation system, supporting safety, efficiency and customer convenience. Maintenance needs for older vehicles continue to increase relative to new vehicles and can contribute significant costs to the agency's annual operating budget. The high up-front costs of capital items, however, require balancing these needs with the ongoing costs of operations.

- Continue a **vehicle replacement program** to upgrade the YCTA fleet. YCTA has resourcefully purchased used vehicles, including some older than the Federal Transit Administration's useful life guidelines, to ensure continued coverage across the County. This approach can create increasing financial burdens as maintenance costs increase with major component repairs and replacements. YCTA has been successful at both managing the existing fleet and securing federal and state funding to replace vehicles, and should continue to track and upgrade the fleet. YCTA buses have racks that accommodate two bikes on-board buses; other models accommodate three bikes.
- Very few YCTA bus stops, including high-ridership locations like Big 5, have any indication that a bus stop exists. At a minimum, **marking bus stops with signs** including route information, contact information, and a map is needed at all scheduled stops. Lighting and a concrete pad are also crucial elements. Adding **shelters, seating, trash cans, and other amenities** makes waiting for transit more comfortable. Investing in high-quality bus stops and transit centers will create a more accessible, comfortable experience for all types of users. Given that stops are part of the street and sidewalk network, YCTA can explore funding or construction partnerships with local agencies to construct and maintain stops. Exploring a **transit center** in Newberg is recommended, and YCTA will need to plan for future expansion of its transit center in McMinnville. In addition, **secondary transit hubs** can facilitate connections between routes at key locations away from the primary transit centers.
- YCTA vehicles are stored and maintained on property owned by a private vendor. This creates a financial risk and lack of control relative to the option of having a **County-owned maintenance facility and bus yard.** Not having the facility can limit open competition – and thus increase costs – in bids to operate and maintain YCTA services. A County–owned facility can potentially reduce costs as a long-term strategy by increasing competition between vendors who don't have to locate their own facility in McMinnville, and ensuring that equipment, staff, and facilities meet local, state, and federal safety and efficiency standards.

# 3 SERVICE SCENARIOS

Providing transit service requires evaluating how to allocate limited resources based upon community goals. An early task of the TDP was to develop goals and objectives for public transportation that reflect Yamhill County's vision (Technical Memorandum #1). Stakeholders must still determine how resources should be allocated between local services, connections between Yamhill County communities, and regional connections (e.g., Portland and Salem). At this stage the project team suggests two long-range, conceptual "bookend" scenarios that contrast distinct approaches to allocating public transportation resources in Yamhill County. These scenarios targeted an operating budget of $5 million. Technical Memorandum #3 identified a potential total budget of $5.5 million by 2035, but some funds need to be reserved for non-operations costs, e.g., capital facilities. It is anticipated that a preferred scenario will be developed "mixing and matching" elements from both scenarios, and the phasing plan for the preferred scenario will ensure that adequate local funds are set aside for basic capital needs, such as bus stops and vehicles.

The conceptual scenarios include:

- **Scenario 1: Locally-focused.** YCTA prioritizes resources for local service and connections within Yamhill County, while either reducing slightly or maintaining at current levels the resources allocated to connections outside of Yamhill County.
- **Scenario 2: Regionally-focused.** YCTA enhances regional connections to be more attractive to commuters, with more modest improvements to local service and connections within Yamhill County.

Specific operational strategies for each scenario were created following the categories discussed in section 2. The project team screened each strategy against the goals and objectives presented in Technical Memorandum #1. The screening provides a cost-benefit analysis of strategies, with order-of-magnitude costs and estimated long-term effects of the strategy in terms of meeting the project goals. The screening will inform which strategies are carried forward when creating YCTA's preferred improvement scenario in Technical Memorandum #5. **Figure 3-1** and **Figure 3-2** present screening results for Scenarios 1 and 2, respectively. An assessment of priority for each strategy will be added after input is received from the PAC and the public.

The costs symbolized in the figures below are based on total annual service hours and an operating cost of $75 per hour. The tables do not include capital projects, as these one-time costs are very high and do not provide clear order-of-magnitude cost comparisons. Transit-supportive program strategies are not included in the screening, as these minimal-cost items would not be prioritized against other strategies.

The "Short-term" column indicates which strategies can be considered for implementation in the next one to three years. These strategies, and others, are described in greater detail in Chapter 5.

Figure 3-1 Scenario 1: Locally Focused Strategies

| Category | # | Strategy | Annual Operating Cost | Short -term | Goal 1 Mobility | Goal 2 Access | Goal 3 Passenger Experience | Goal 4 Safety, Security | Goal 5 Livability, Economy | Goal 6 Efficiency, accountability | Assessment of Priority (High, Medium, Low, or None) |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Service Days and Hours | s2 | Add evening service on local routes (9 p.m. all days) | $$$$ | | ↑ | → | → | -- | → | → | |
| | s3 | Add early morning service on local routes (6 a.m. all days) | $$$ | | ↑ | → | → | -- | → | ↑ | |
| | s4a | Add Saturday service on local fixed routes; | $$ | | → | ↑ | → | -- | → | ↓ | |
| | s4b | Add Sunday service on local fixed-routes (less frequent than Saturday) | $ | | | | | | | | |
| | s6a | Add Saturday service on local Dial-A-Ride | $ | | → | ↑ | → | -- | → | ↓ | |
| | s6b | Add Sunday service on local Dial-A-Ride | $ | | | | | | | | |
| Routing and Frequency | c1 | Add service areas to McMinnville and/or Newberg fixed routes | $$$$ | | → | ↑ | → | -- | → | → | |
| | c2 | Increase McMinnville and Newberg fixed route frequency to every 30 minutes on weekdays on selected route segments | $$$$ | | ↑ | → | ↑ | -- | → | → | |
| | c3 | Place local fixed route bus stops near store entrances when possible to improve pedestrian access | $ | ✓ | → | ↑ | ↑ | ↑ | → | ↓ | |
| | i1 | Operate Route 45x express five times per day, serving McMinnville, Newberg, Sherwood, and Tigard via the bypass (also in Scenario 2) | $$$ | | ↑ | ↑ | ↑ | -- | → | ↑ | |
| | i7 | End Route 44 in Sherwood and reallocate funds to local (or other) service | $$ (Savings) | ✓ | → | ↓ | → | -- | ↓ | ↑ | |

Key: $ < $100,000; $$: $100,000 - $200,000; $$$: $200,000-$300,000; $$$$ > $300,000.
↑ = Improves over existing conditions; → = Similar to existing conditions; ↓ = declines from existing conditions; -- not applicable.

| Category | # | Strategy | Annual Operating Cost | Short -term | Goal 1 Mobility | Goal 2 Access | Goal 3 Passenger Experience | Goal 4 Safety, Security | Goal 5 Livability, Economy | Goal 6 Efficiency, accountability | Assessment of Priority (High, Medium, Low, or None) |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | i9 | End Route 33 in Forest Grove during off-peak hours and reallocate funds to local service | $ (Savings) | ✓ | ➲ | ⇩ | ⇩ | -- | ⇩ | ⇧ | |
| Flex and Demand Response | dr1 | Add local shopping or medical appointment shuttles in McMinnville and Newberg, providing front-door semi-fixed route service. | $ | | ➲ | ⇧ | ⇧ | -- | ⇧ | ⇩ | |
| | dr2 | Add general Dial-a-Ride capacity within the existing McMinnville service areas | $$ | | ➲ | ⇧ | ⇧ | -- | ⇧ | ⇩ | |
| | dr3 | Add capacity for flex or demand-response service in small communities (Sheridan, Willamina, Amity; Yamhill and Carlton; Lafayette, Dayton, and Dundee) with key stops in McMinnville or Newberg. Each community cluster gets one vehicle on two days per weekday. Cost assumes 7 total service days per week, 10 hours per day. | $$$$ | | ⇧ | ⇧ | ⇧ | -- | ➲ | ⇩ | |

Key: $ < $100,000; $$: $100,000 - $200,000; $$$: $200,000-$300,000; $$$$ > $300,000.
⇧ = Improves over existing conditions; ➲ = Similar to existing conditions; ⇩ = declines from existing conditions; -- not applicable.

Figure 3-2 Scenario 2: Regionally Focused Strategies

| Category | # | Screening Strategy | Annual Operating Cost | Short -term | Goal 1 Mobility | Goal 2 Access | Goal 3 Passenger Experience | Goal 4 Safety, Security | Goal 5 Livability, Economy | Goal 6 Efficiency, accountability | PAC Priority (High, Medium, Low, or None) |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Service Days and Hours | s1 | Add evening service on intercity routes (9 p.m. all days) | $$ | | ↑ | → | → | -- | → | ↑ | |
| | s2b | Add evening service on local routes (7 p.m. all days); ends earlier than assumption in local scenario | $ | | ↑ | → | → | -- | → | → | |
| | s5a | Add Saturday service on intercity routes | $ | | ↑ | → | → | -- | → | ↓ | |
| | s5b | Add Sunday service on intercity routes | $$$ | | | | | | | | |
| Routing and Frequency | i1 | Operate Route 45x express five times per day, serving McMinnville, Newberg, Sherwood, and Tigard via the bypass (also in Scenario 1) | $$$ | | ↑ | ↑ | ↑ | -- | → | ↑ | |
| | i2 | Add two trips daily on Route 11 Salem during weekday morning and evening commute hours | $ | | ↑ | → | → | -- | → | → | |
| | i3 | Extend Route 11 into downtown Salem | $ | | ↑ | → | → | ↑ | → | ↑ | |
| | i4 | Add two trips on Route 33 Hillsboro during weekday morning and evening commute hours | $ | | ↑ | → | → | -- | → | ↑ | |
| | i6 | Adjust Route 22 Grand Ronde within existing span to better meet Casino work shift times | $ | ✓ | → | → | → | -- | → | ↑ | |
| | i5 | Adjust intercity route schedules to better connect with neighboring transit providers | $ | ✓ | ↑ | → | → | ↑ | ↓ | ↑ | |

Key: $ < $100,000; $$: $100,000 - $200,000; $$$: $200,000-$300,000; $$$$ > $300,000.
↑ = Improves over existing conditions; → = Similar to existing conditions; ↓ = declines from existing conditions; -- not applicable.

| Category | # | Screening Strategy | Annual Operating Cost | Short -term | Goal 1 Mobility | Goal 2 Access | Goal 3 Passenger Experience | Goal 4 Safety, Security | Goal 5 Livability, Economy | Goal 6 Efficiency, accountability | PAC Priority (High, Medium, Low, or None) |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | i8 | Add stops on intercity routes to serve local communities | $ | ✓ | ↑ | ↑ | ↑ | -- | → | ↑ | |
| Flex and Demand Response | dr4 | Add weekday medical appointment shuttle from McMinnville and Newberg to hospitals and clinics in the Portland or Salem areas (2 days per week) | $ | | → | ↑ | ↑ | -- | → | ↓ | |
| | dr5 | Add Dial-A-Ride weekday capacity countywide (assumes 2 vehicles) | $$$$ | | → | ↑ | ↑ | -- | → | ↓ | |

Key: $ < $100,000; $$: $100,000 - $200,000; $$$: $200,000-$300,000; $$$$ > $300,000.
↑ = Improves over existing conditions; → = Similar to existing conditions; ↓ = declines from existing conditions; -- not applicable.

## SCENARIO COMPARISON

Figure 3-3 summarizes service characteristics under both Scenario 1: Locally Focused, and Scenario 2: Regionally Focused. The services are grouped by scenario (existing, Scenario 1, Scenario 2) across columns, and grouped by service corridor (e.g., McMinnville, OR-99W Corridor) in rows. Each route or service area level of public transportation service is defined by the routes, number of vehicles, frequency, and service hours.

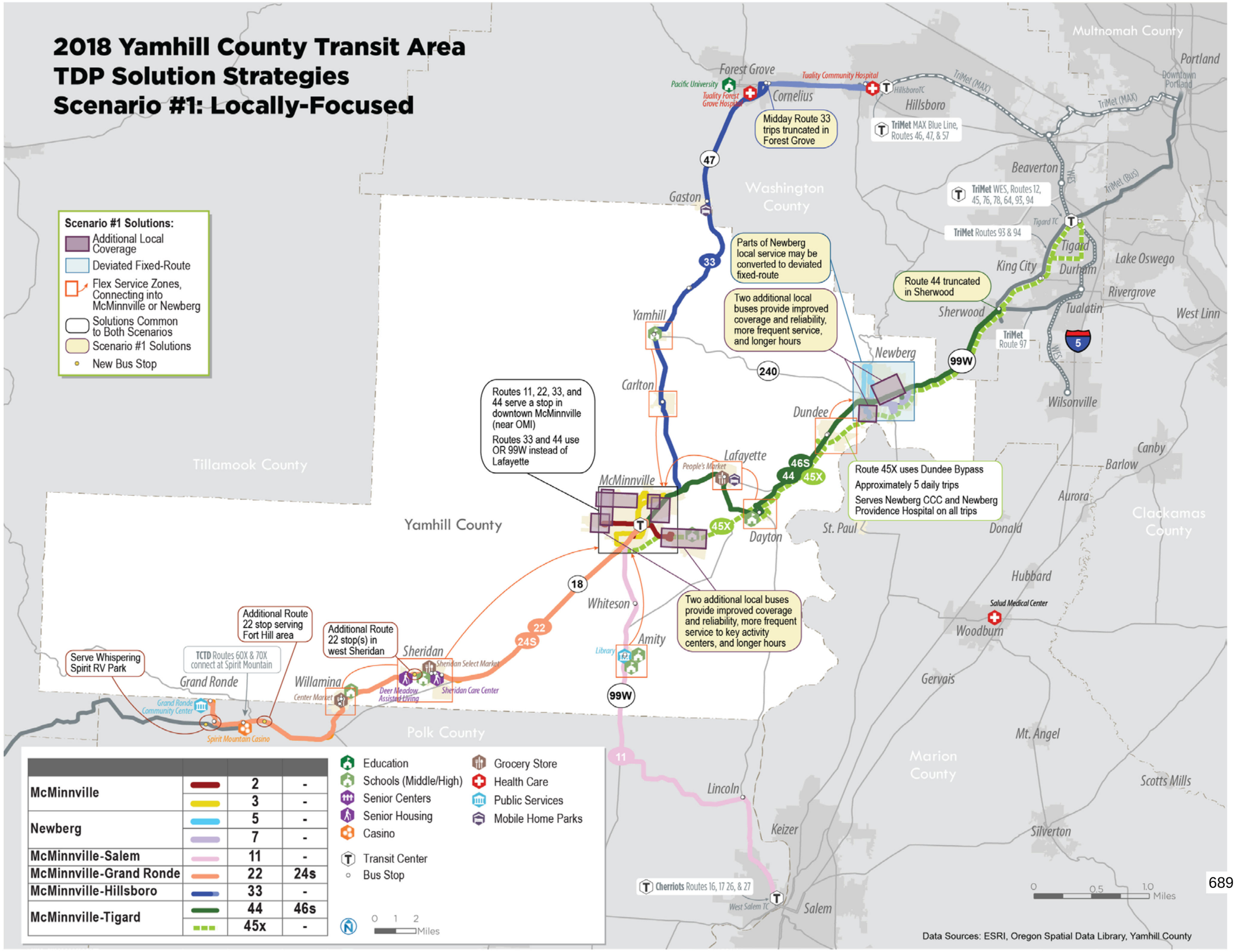
Figure 3-3 Comparison of Scenarios

**Bold** = change from existing

| Transit Market or Corridor | Characteristic | Existing | | Scenario 1: Locally-Focused | | Scenario 2: Regionally-Focused | |
|---|---|---|---|---|---|---|---|
| | | Weekday | Weekend | Weekday | Weekend | Weekday | Weekend |
| **McMinnville and Newberg** | | | | | | | |
| McMinnville Local Service | Routes<br>Vehicles<br>Frequency<br>Service Hours | ▪ 2 routes (2, 3)<br>▪ 2 buses<br>▪ 60 minute<br>▪ 7 am – 6 pm | ▪ No service | ▪ 4 routes<br>▪ 4 buses<br>▪ 30-60 minutes<br>▪ 6 am – 9 pm<br>▪ Expanded DAR | ▪ 4 routes<br>▪ 3 buses<br>▪ 60 minutes (up to 120 minutes on Sundays)<br>▪ 8 am – 6 pm<br>▪ DAR | ▪ 4 routes<br>▪ 3 buses<br>▪ 60 minutes<br>▪ 7 am – 7 pm | ▪ Regional routes only |
| Newberg Local Service | Routes<br>Vehicles<br>Frequency<br>Service Hours | ▪ 2 routes (5, 7)<br>▪ 1 bus<br>▪ 60 minutes<br>▪ 7 am – 6:30 pm | ▪ No service | ▪ 3-4 routes<br>▪ 3 buses<br>▪ 30-60 minutes<br>▪ 6 am – 9 pm<br>▪ Deviated fixed-route<br>▪ Expanded DAR | ▪ 3-4 routes<br>▪ 2 buses<br>▪ 60 minutes (up to 120 minutes on Sundays)<br>▪ 8 am – 6 pm<br>▪ DAR | ▪ 3-4 routes<br>▪ 2 buses<br>▪ 60 minutes<br>▪ 7 am – 7 pm<br>▪ Deviated fixed-route | ▪ Regional routes only |
| **OR 99W (McMinnville-Salem)** | | | | | | | |
| Amity | Routes<br>Frequency<br>Service Hours | ▪ See Route 11 below | ▪ No service | ▪ See Route 11 below<br>▪ Local flex-route to McMinnville (in addition to Route 11)<br>▪ up to 3 days/week, shared with Sheridan and Willamina<br>▪ 8 am – 6 pm | ▪ No service | See Route 11 below | ▪ See Route 11 below |
| McMinnville to West Salem (Route 11) | Routes<br>Frequency<br>Service Hours | ▪ Route 11 serves West Salem TC<br>▪ 5 round trips<br>▪ 6 am – 7 pm | ▪ No service | ▪ Route 11 serves West Salem TC<br>▪ 5 round trips<br>▪ 6 am – 7 pm | ▪ No service | ▪ Extend Route 11 to downtown Salem<br>▪ Add 3 round trips (8 total)<br>▪ 6 am – 9 pm | ▪ Extend 11 to downtown Salem<br>▪ Add 4 round trips per Sat and Sun<br>▪ 8 am – 6 pm |
| **OR 18 (McMinnville-Grand Ronde)** | | | | | | | |
| Sheridan, Willamina | Routes<br>Frequency<br>Service Hours | ▪ See Route 22 below | ▪ See Route 24s below | ▪ See Route 22 below<br>▪ Add 1-2 local stops<br>▪ Local flex-route to McMinnville (in addition to Route 22)<br>▪ Up to 3 days/week, including Amity<br>▪ 8 am – 6 pm | ▪ 1 route (24s – see below)<br>▪ Add 1-2 local stops | ▪ See Route 22 below<br>▪ Add 1-2 local stops | ▪ See Route 24s below<br>▪ Add 1-2 local stops |
| McMinnville to Grand Ronde (Route 22/24s) | Routes<br>Frequency<br>Service Hours | ▪ 1 route (22)<br>▪ 7 round trips per day<br>▪ 5:30 am – 7:30 pm | ▪ 1 route (24s)<br>▪ 4 round trips per Saturday<br>▪ 9:30 am – 5 pm | ▪ 1 route (22)<br>▪ 7 round trips<br>▪ 5:30 am – 7:30 pm | ▪ 1 route (24s)<br>▪ 4 round trips per Saturday<br>▪ 9:30 am – 5 pm | ▪ 1 route (22)<br>▪ Add 1 round trip per day (8 total)<br>▪ 5:30 am – 9 pm | ▪ 1 route (24s)<br>▪ 4 round trips per Sat and Sun<br>▪ 9:30 am – 9 pm |

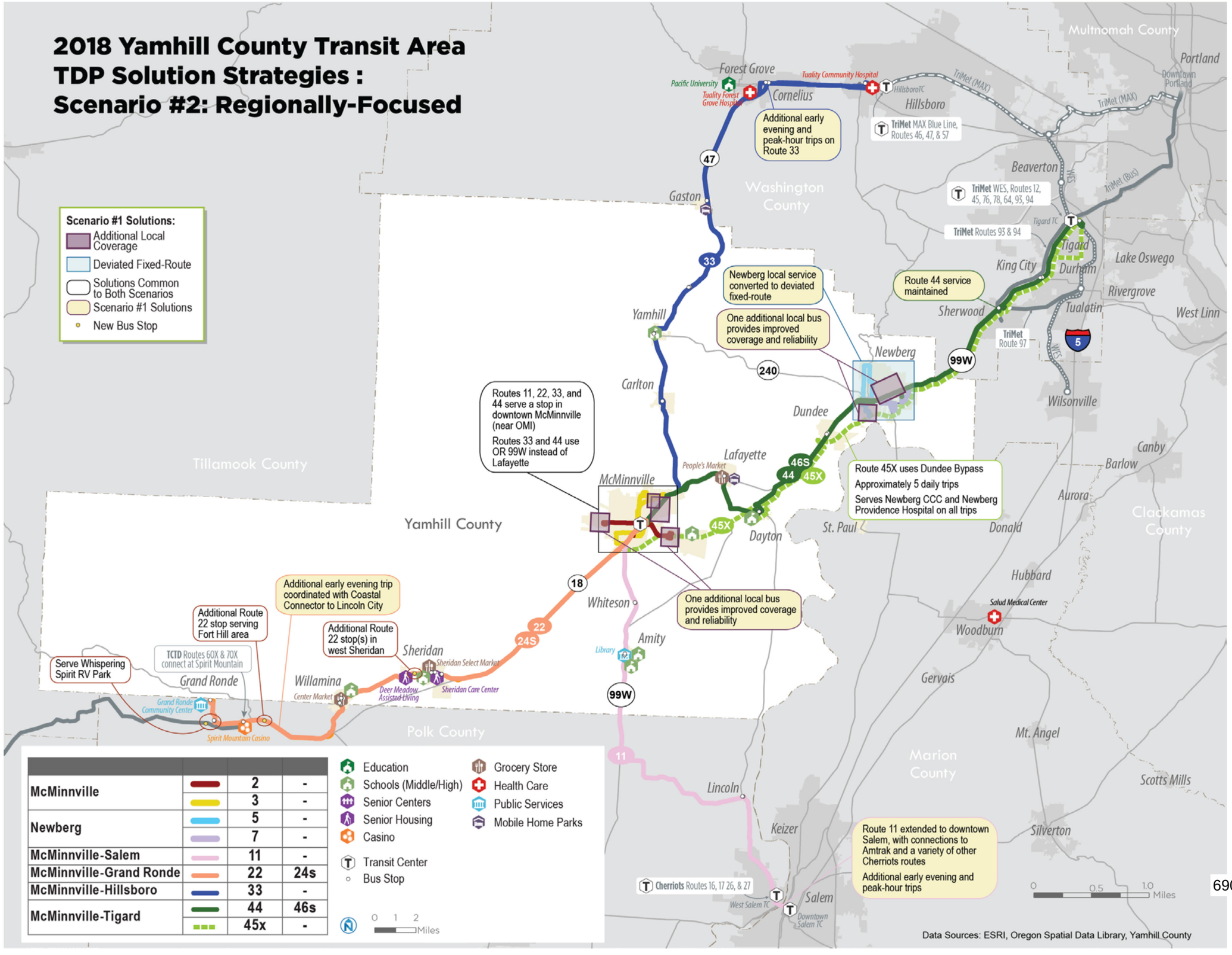
| Transit Market or Corridor | Characteristic | Existing | | Scenario 1: Locally-Focused | | Scenario 2: Regionally-Focused | |
|---|---|---|---|---|---|---|---|
| | | Weekday | Weekend | Weekday | Weekend | Weekday | Weekend |
| **OR 47 (McMinnville-Hillsboro)** | | | | | | | |
| Carlton, Yamhill | Routes<br><br>Frequency<br>Service Hours | ▪ See Route 33 | ▪ No service | ▪ See Route 33<br><br>▪ Local flex-route to McMinnville (in addition to Route 33)<br>▪ Up to 2 days/week<br>▪ 8 am –6 pm | ▪ No service | ▪ See Route 33 | ▪ See Route 33 |
| McMinnville to Hillsboro (Route 33) | Routes<br><br>Frequency<br><br>Service Hours | ▪ 1 route (33)<br><br>▪ 5 round trips per day<br><br>▪ 6 am – 7 pm | ▪ No service | ▪ 1 route (33)<br>▪ Midday trips end in Forest Grove<br>▪ 5 round trips per day<br><br>▪ 6 am – 7 pm | ▪ No service | ▪ 1 route (33)<br><br>▪ Add 3 round trips per day (8 total)<br><br>▪ 6 am – 9:30 pm | ▪ 1 route (33)<br><br>▪ Add 5 round trips per Sat. and Sun<br><br>▪ 9 am – 7 pm |
| **OR 99W (McMinnville-Newberg)** | | | | | | | |
| Dundee, Lafayette, Dayton | Routes<br><br>Frequency<br>Service Hours | ▪ See Route 44/45x | ▪ See Route 46s | ▪ See Route 44<br>▪ Route 45x does not serve Dundee<br><br>▪ Local flex-route to McMinnville (in addition to Route 44)<br>▪ Up to 2 days/week<br>▪ 8 am – 6 pm | ▪ See Route 46s | ▪ See Route 44<br>▪ Route 45x does not serve Dundee | ▪ See Route 46s |
| McMinnville to Tigard (Route 44/45x/46s) | Routes<br><br>Frequency<br><br>Service Hours | ▪ 2 routes (44, 45x)<br><br>▪ 9 round trips per day (44)<br>▪ 1 round trip per day (45x)<br><br>▪ 5 am – 9 pm | ▪ 1 route (46s)<br><br>▪ 4 round trips per Saturday<br><br>▪ 8 am – 7:30 pm | ▪ 2 Routes (44 and 45X)<br><br>▪ 44: 9 local round trips per day (ends in Sherwood)<br>▪ 45x: 5 express round trips per day running on Dayton and Dundee Bypass<br><br>▪ 5 am – 10 pm | ▪ 1 route (46s)<br>▪<br>▪ 4 round trips Saturday<br><br>▪ 8 am – 7:30 pm | ▪ 2 Routes (44 and 45X)<br><br>▪ 44: 9 local round trips per day<br>▪ 45x: 5 express round trips per day running on Dayton and Dundee Bypass<br><br>▪ 5 am – 10 pm | ▪ 1 route (46s)<br><br>▪ 4 round trips Saturday<br>▪ Add 4 round trips on Sun<br><br>▪ 8 am – 7:30 pm |
| **Countywide** | | | | | | | |
| Countywide Dial-A-Ride | Service Hours | ▪ 7 am – 6 pm, but limited capacity outside of McMinnville and Newberg | ▪ No service | ▪ 7 am – 6 pm, but limited capacity outside of McMinnville and Newberg | ▪ No service | ▪ 2 dedicated Dial-A-Ride vehicles, serving north- and south-County zones.<br>▪ 8 am – 6 pm | ▪ 2 dedicated Dial-A-Ride vehicles, serving north- and south-County zones.<br>▪ 8 am – 6 pm |

Figure 3-4 Map of Scenario 1: Locally Focused




| | | | |
|---|---|---|---|
| McMinnville | | 2 | - |
| | | 3 | - |
| Newberg | | 5 | - |
| | | 7 | - |
| McMinnville-Salem | | 11 | - |
| McMinnville-Grand Ronde | | 22 | 24s |
| McMinnville-Hillsboro | | 33 | - |
| McMinnville-Tigard | | 44 | 46s |
| | | 45x | - |

Figure 3-5 Map of Scenario 2: Regionally Focused




| | | | |
|---|---|---|---|
| McMinnville | | 2 | - |
| | | 3 | - |
| Newberg | | 5 | - |
| | | 7 | - |
| McMinnville-Salem | | 11 | - |
| McMinnville-Grand Ronde | | 22 | 24s |
| McMinnville-Hillsboro | | 33 | - |
| McMinnville-Tigard | | 44 | 46s |
| | | 45x | - |

## SCENARIO EVALUATION MEASURES

The scenarios overall were also evaluated to understand how well they perform against the goals and performance measures presented in Technical Memorandum #1 and #3. Figure 3-6 provides scenario-level evaluation results, which will inform development of a preferred scenario in subsequent tasks, along with PAC and public input. The scenario evaluation includes only operations-related performance measures and is not the full table included in the previous documents.

Figure 3-6 Scenario Performance Evaluation (Adapted from TM #1 and #3 Planning Framework Measures)

| Goal | Objective (numbering refers to full Goals & Objectives framework) | Performance Measure (qualitative or quantitative) | Existing | Scenario 1: Locally Focused | Scenario 2: Regionally Focused |
|---|---|---|---|---|---|
| Service Hours | | | 35,000 | 70,100 | 59,400 |
| Estimated Operating Cost | | | $2.6 million | $5.3 million | $4.6 million |
| Estimated Number of Vehicles<br>(assumes replacement of existing fleet) | | | 8 fixed-route buses<br>4 Dial-A-Ride buses | 13 fixed-route buses<br>11 Dial-A-Ride buses or vans | 13 fixed-route buses<br>7 Dial-A-Ride buses or vans |
| Goal #1: Mobility | 1. Achieve high route productivity by serving key ridership markets | Evaluation based on existing route-level ridership and proposed service changes (qualitative) | Local Fixed-Route: 11.1<br>Intercity: 10.4<br>Dial-A-Ride: 3.3 | → | ↑ |
| | 2. Serve key activity centers with convenient hours and days of service that meet the travel needs of workers and residents | Service span: hours of service (qualitative) | Local: 7 am - 7 pm<br>Intercity: 6 am-7 pm or 6 am-9 pm (varies by route) | ↑↑<br>Local: 6 am - 9 pm | ↑<br>Local: 7 am - 7 pm |
| | | | | →<br>Intercity: 6 am - 7 pm or 6 am - 9 pm (varies) | ↑↑<br>Intercity: 6 am-9 pm |
| | 3. Provide direct and reliable service that supports reliable transfers to intra- and inter-county regional connections | Schedule alignment with connecting providers<br>(qualitative) | N/A | ↑<br>More direct service but reduced midday connections | ↑↑<br>Increased frequency and service to downtown Salem |

| Goal | Objective (numbering refers to full Goals & Objectives framework) | Performance Measure (qualitative or quantitative) | Existing | Scenario 1: Locally Focused | Scenario 2: Regionally Focused |
|---|---|---|---|---|---|
| Goal 2: Accessibility | 3. Provide local connectivity within and between the various communities in the County | Revenue hours dedicated to connections between Yamhill County communities (quantitative) | 16,900 (48%) | ↑ 19,600 (27%) | ↑↑ 30,400 (56%) |
| | 4. Provide a mix of public transportation services to meet the needs of different rider markets, such as fixed routes, deviated fixed routes, commuter routes, dial-a-ride, community shuttles, and rideshare services | Service hours per capita (quantitative)<br>Peer median of 0.73, range of 0.28 to 1.24 | 0.32 (Overall Yamhill County, 2017)<br>0.42 (UGB Population, 2017) | ↑ 0.51 (Overall Yamhill County Forecast, 2035)<br>0.65 (UGB Population Forecast, 2035) | ↑ 0.43 (Overall Yamhill County Forecast, 2035)<br>0.55 (UGB Population Forecast, 2035) |
| Goal 5: Livability and economy | 1. Enhance access to major activity centers (e.g., major residential, employment, industrial, and institutional locations) and emerging or underserved activity centers (e.g., agricultural employment) as resources warrant | % employees within ¼ mile of a transit stop (quantitative)*<br>% residents within ¼ mile of a transit stop (quantitative)* | 16,700 | ↑ 19,400 | ↑↑ 22,900 |
| | | | 35,000 | ↑↑ 41,800 (fixed-route only)<br>57,300 (including flex-routes in small cities) | ↑ 39,950 |
| Goal 6: Efficiency and financial accountability | 1. Advocate for increased funding and seek out new and innovative funding opportunities | Transit operating funding per capita, relative to peers<br>Peer median of $59.19, range of $19.52 to $105.58 | $24.14 (Overall Yamhill County, 2017) | ↑ $38.60 (Overall Yamhill County Forecast, 2035) | ↑ $32.56 (Overall Yamhill County Forecast, 2035) |
| | 2. Improve system productivity and reliability to ensure efficient resource utilization | Riders per revenue hour compared to peers (qualitative); peer median of 13, range of 10.2 to 17.8<br>On-time performance (qualitative)* | 10.4 (all fixed-route) | → | ↑ |
| | | | N/A | ↑ | → |

Notes: Calculated using Remix, LEHD 2014 and American Community Survey 2015 at the block group level. * Additional resources would improve reliability of local service, whereas regional service reliability is subject to congestion, which can be addressed in designing schedules and providing adequate recovery time.

# 4 POLICIES & PROGRAMS

## REGIONAL SERVICE COORDINATION

Travel data shows that Yamhill County residents travel beyond county borders for work, shopping, and other trips. Numerous providers connect to YCTA services in Marion, Polk, Washington, and Clackamas Counties. Facilitating connections to these services adds regional mobility for Yamhill County residents without requiring a wealth of resources. Typically, coordination efforts entail shifting schedules slightly to foster transfers and making information clearer to passengers that a transfer is available. Figure 4-1 identifies specific opportunities for each YCTA intercity route or travel market.

**Align schedules and service changes.** YCTA can coordinate schedules with the primary routes at major intercity hubs, in terms of both service span and specific arrival and departure times. Since YCTA's regional services are relatively infrequent, connecting to frequent services (every 15 minutes or better) operated by other providers helps minimize waiting time for transfers and reduces the impact of future schedule adjustments. YCTA needs to maintain ongoing, periodic contacts with other agencies to ensure coordination on schedules and service changes.

Specific connections include:

- TriMet bus routes in Tigard and Sherwood (e.g., Route 12, 93)
- TriMet bus/rail lines in Hillsboro (MAX and Route 57)
- Cherriots routes in Salem (e.g., Route 17)
- TriMet WES (every 30 minutes)
- Tillamook County Transportation District buses in Grand Ronde (Coastal Connector and Grand Ronde Express)

**Maintain or add bus stop amenities at transfer points. C**omfortable, covered waiting facilities and prominent signage are needed at transfer points with regional providers. YCTA can explore cost sharing arrangements with partnering transportation agencies, cities and counties, or an "adopt a stop" program with local businesses or associations, to ensure cost-effective implementation.

**Improve transit information and wayfinding.** Transit information includes online, printed, and real-time media. Online trip planning and website information lets potential passengers find out about YCTA service and understand how to use it. YCTA can include information about regional connections on its website and work with its partners to maintain the information. YCTA should have printed information at each regional transit center, provide online and/or real-time information as technology infrastructure permits, and provide wayfinding at stops that are adjacent to a main transit center (e.g., Tigard and Hillsboro Transit Centers).

**Explore electronic fare media and fare reciprocity policies.** TriMet implemented the Hop Fastpass electronic fare media system in 2017, and other agencies in Oregon have implemented other electronic fare systems. The Oregon Department of Transportation partnered with other public transportation providers, including YCTA, to explore how smaller agencies could expand the Hop Fastpass system to their agency, employ other smartcard systems, or implement alternative strategies

such as mobile applications or ticket vending machines. The preliminary estimate for YCTA to expand TriMet's Hop Fastpass was between $450,000 and $660,000 in implementation costs, and over $100,000 in annual operating costs. Many agencies have found these costs to be prohibitive. YCTA can continue to monitor electronic fare initiatives among neighboring providers, including Cherriots, for cost-effective opportunities.

**Programs.** YCTA has access to emergency ride home, ride sharing (carpool), and vanpool programs through Cherriots' Trip Choice programs. YCTA can coordinate with Cherriots to disseminate information about these programs and facilitate Yamhill County resident and employee participation.

**Coordinate schedules with major employers.** Ensuring that large organizations have YCTA schedules and service types that best meet employee needs can increase ridership. Stakeholders specifically referenced the **Spirit Mountain Casino** and **agricultural sites in Yamhill County**.

Figure 4-1 Summary of Coordination Opportunities

| Provider | Category | Specific Opportunities |
|---|---|---|
| Cherriots | Schedules/General Service Changes | ▪ Identify opportunities to better align YCTA Route 11 schedules with Cherriots Route 11, and secondarily with other services in Salem<br>▪ Update online and printed materials to reflect upcoming and future service changes. |
| | Facilities/Infrastructure | ▪ Cherriots is planning to install a shelter for the bay currently utilized by YCTA in West Salem in early 2018, including a schedule/map.<br>▪ Cherriots is supportive of YCTA coming into downtown Salem and also stopping on-street in West Salem near the West Salem transit center. Cherriots has asked that YCTA rename Route 11 to avoid confusion with Cherriots Route 11. |
| | Transit Information and Wayfinding | ▪ YCTA could be integrated in electronic displays and provide printed schedules for placement at the downtown transit center. |
| | E-Fares/Fare Reciprocity | ▪ YCTA can explore coordination of fare (electronic or other) opportunities |
| | Programs | ▪ Share information on Yamhill County employers/contacts to whom Cherriots could reach out, identify Yamhill County staff who could assist in outreach with guidance from Cherriots, explore the potential for Cherriots to contribute to a part-time staff person in the future, identify potential locations where information on commute options/emergency ride home program could be placed in Yamhill County. |
| Grand Ronde Tribe | Schedules/General Service Changes | ▪ Identify opportunity to align Route 22 schedule with Grand Ronde stakeholder needs for access to and from the area. For example, work shifts at the Casino typically start at 8 a.m., while the YCTA bus arrives at about 7 a.m.<br>▪ Explore schedule changes that better align arrivals and departures with the Coastal Connector (Lincoln City – Salem) and the Grand Ronde Express (Grand Ronde-Salem) – see TCTD below. |
| | Transit Information and Wayfinding | ▪ Improve and maintain wayfinding information at the Grand Ronde Community Center and Casino stops. |

| Provider | Category | Specific Opportunities |
|---|---|---|
| SMART | Schedules/General Service Changes | ▪ Connections to Wilsonville can currently be made using WES (in Tigard) or to the 1X service co-operated by SMART and Cherriots (in Salem). This should be included in YCTA's regional transit information.<br>▪ In the future SMART plans to operate its 2X service between Wilsonville, Tualatin, and Tigard TC, which would provide a single-transfer connection between Yamhill County and Wilsonville. |
| | E-Fares/Fare Reciprocity | ▪ No immediate opportunities, but possible future coordination in shared e-fare system initiatives |
| Tillamook County Transportation District (TCTD) | Schedules/General Service Changes | ▪ Coordinate schedules with Coastal Connector and Grand Ronde Express routes in Grand Ronde, and ensure these connections are reflected in print and online materials. |
| | Transit Information and Wayfinding | ▪ Update printed and online materials to reflect new 60X and 70X services |
| | Other | ▪ Possible future coordination on long-distance non-emergency medical trips |
| TriMet | Facilities/Infrastructure | ▪ Explore integrating YCTA into a future Tigard Transit Center when Southwest Corridor service opens<br>▪ Explore integrating YCTA into Hillsboro Central Station; Central Station is currently at capacity but TriMet can incorporate YCTA in consideration of future needs.<br>▪ TriMet can include YCTA route stickers at shared stops, e.g., OR 99W in Sherwood/Tigard and TV Hwy in Forest Grove. |
| | Transit Information and Wayfinding | ▪ Coordinate on improving wayfinding to YCTA service in Tigard (adjacent to Tigard TC)<br>▪ Explore options for integrating YCTA into Hillsboro Central Station including wayfinding and/or transit information; Central Station is currently at capacity but TriMet can incorporate YCTA in consideration of future needs. |

## TRANSIT-SUPPORTIVE PROGRAMS AND TECHNOLOGY

Policies and program strategies leverage investments in YCTA transit service and capital facilities. There are improvements that can be made to enhance existing services, without making direct changes to transit operations or capital. Coordination of supportive connections to transit, engagement with local stakeholders, and taking a systematic approach to communications can all have lasting impacts on the success of YCTA services.

- **Transit information** makes using the transit system more intuitive, particularly for infrequent riders. **Real time bus information** lets people know when the bus will arrive, which is particularly important given congestion along OR 99W. YCTA has secured state funding to purchase and implement a rider information system for the existing fleet, scheduled for implementation on YCTA fixed routes in 2018.
- **Flexible fare programs** make transit easier to use and more affordable for families and low-income people. YCTA fares are generally perceived as affordable, and new technology can further improve how customers get the most value from single, weekly, and monthly bus tickets. **Electronic fare payment** is developing rapidly. YCTA has been exploring options in

coordination with ODOT and other partners, as described above**.** Other, lower-cost options include mobile payment technology (i.e., purchasing tickets though a smartphone or computer), or simplified and flexible pass programs. **Coordinating with regional providers** such that fares can be combined or set to the same price, can make transfers between YCTA and other transit providers easier.

- **Access to transit**, sometimes called first/last mile connections, refers to the various ways transit riders get to/from a transit stop and their trip origin and destination.
  - Every transit rider is a pedestrian at some point in their trip. A network of **safe and accessible pedestrian facilities** allow people to access transit stops and key destinations. The pedestrian network includes sidewalks that are sufficiently wide and well-lit, with curb ramps that provide a transition to the street, well-marked and convenient street crossings, and wayfinding that helps direct passengers to transit and destinations.
  - **Safe and convenient bicycle access routes** to transit stops and both short-term and secure, long-term **bicycle parking** expand the distance people can travel to access transit.
  - **Ride-hailing services** are point-to-point transportation services that are most often scheduled and paid for using an online application or platform, such as smart phone apps (but are similar to traditional taxis in some respects). On-demand service providers including Lyft and Uber are starting to become available outside of major urban areas, including in Yamhill County.
  - **Carpools and vanpools** serving destinations not directly connected by YCTA service can be facilitated through Drive Less Connect, Oregon's online ride-matching tool. Valley Vanpool lists existing vanpools serving Yamhill County. **Park-and-ride facilities** provide all-day parking for transit riders who need to travel by car for a portion of their trip. Park-and-rides can often be provided in partnership with churches and other institutions that have parking that is not fully utilized during times of peak transit demand.
- **Coordinated land use and development policies** can strengthen YCTA's voice in local land use changes, as well as the maintenance of bus stops and the space around them. Providing input on local zoning and development reviews, and coordination with local business alliances can be effective in encouraging transit-supportive land uses and drawing businesses to active transit corridors.
- **Outreach and education programs** improve awareness of existing services and programs, and promote understanding of how to use the transit system.
- Transportation Demand Management (TDM) Programs. There is an existing **Emergency Ride Home Program** that is available to all employees who live in Yamhill County through Cherriots (Salem-area transit provider). This program enables people who carpool, vanpool, or ride transit to work with a voucher for a free ride home in the event of an emergency.
- **Marketing and branding plan.** A **communications plan** is a centralized tool for organizing service branding, information mediums, targeted outreach approaches, limited English proficiency (LEP) planning, communications resources, and progress metrics. Previously discussed strategies such as vehicle and bus stop branding, and real-time bus location information both advance YCTA service visibility, but should be prioritized alongside other enhancements such as translating service information based on local LEP needs. Through the development of a communications plan the demands, costs, and funding of these strategies can be balanced to maximize resources over time.

# 5 SHORT-TERM RECOMMENDATIONS (NEXT 1-3 YEARS)

This section identifies short-term public transportation improvement strategies for YCTA. These strategies are distinct from the long-term strategies described and evaluated in sections 1 through 4; however, short-term options will be refined to align with the long-term direction established for YCTA . The short term strategies fall into three categories:

- **Cost-neutral/low-cost recommendations** for optimizing YCTA service within existing funding levels. These address minor schedule adjustments and significant operational issues to the extent possible.
- **Moderate cost increase** options where additional resources would be required to add routes or vehicles. It is assumed that YCTA would not have access to significant additional resources until 2020, when Oregon Statewide Transit Investment Fund (STIF) revenues are anticipated to be available.
- **Options for contracting service or realizing efficiencies**, which could enable repurposing existing resources to implement some of the moderate cost increase recommendations.

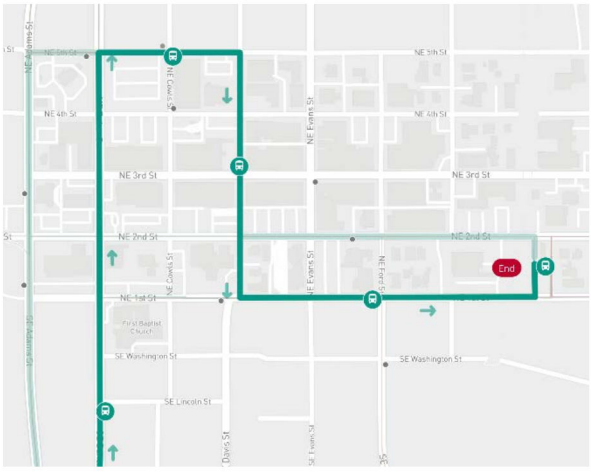
These recommendations are preliminary and will be revised based on public input on key elements of the local and regional scenarios. The short-term strategies are presented below by route, followed by capital and programmatic improvements.

## McMinnville-Salem (Route 11)

### Cost-Neutral or Low Cost

- Consider adding an additional 1-2 minutes to the scheduled time between the McMinnville TC and Bi-Mart (or ensure there is adequate recovery time at the far end of the route). This will better reflect actual operations.
- Provide additional layover time between the 7:28 a.m. arrival at McMinnville TC and the 7:30 a.m. departure to Salem, and between the 5:29 p.m. arrival at McMinnville TC and the 5:30 p.m. departure to Salem. This will better reflect actual operations.
- Modify routing in McMinnville to provide direct service to the Oregon Mutual Insurance stop in the inbound direction (to McMinnville); assumes an additional 3 minutes in scheduled time. See Figure 5-1.

Figure 5-1 Proposed Route 11 Routing to OMI Stop, Inbound to McMinnville TC




- Improve signage, information, and add a shelter at West Salem Transit Center if Route 11 is not moved to the Salem Downtown Transit Center. As described in Chapter 4, Cherriots is already planning to add a shelter at West Salem TC with space for YCTA information.
- Add on-board bicycle racks that accommodate three bicycles for this route.

### Moderate Cost-Increase

- Extend Route 11 to the downtown Salem Transit Mall. In conjunction with this change, rename Route 11 (e.g., to 80X) to avoid confusion with Cherriots Route 11.

## McMinnville-Grand Ronde (Route 22)

### Cost-Neutral or Low Cost

- Consider adding an additional 1-2 minutes to the scheduled time between the McMinnville TC and Bi-Mart; a high percentage of westbound trips are late. This will better reflect actual operations.
- Consider modifying routing in McMinnville to provide direct service to the OMI stop in the inbound direction (to McMinnville); assumes an additional 3 minutes in scheduled time, similar to Route 11.
- Adjust schedules to better align with Casino work schedules (discussed in Chapter 4 Regional Coordination).
- Explore potential to deviate to serve the Federal Correctional Institution (FCI) on select trips timed with worker shifts.
- Add additional stops west of the South Yamhill River crossing (in front of Hofenbredl Timber) and in the west part of Sheridan (described in previous section).
- Explore options to address safety concerns with the left turn from Grand Ronde Road onto eastbound OR-18. This could potentially include a new stop serving the Whispering Spirit RV Park.
- Improve connections with Route 44 (McMinnville-Newberg-Tigard), particularly if an additional trip is added on Route 44 to Tigard that would align with the 8:08 a.m. Route 22 arrival in McMinnville.

- Consider removing the midday trip, particularly if a shopper shuttle service is initiated between Sheridan/Willamina and McMinnville

### Moderate Cost-Increase

- N/A

## McMinnville-Hillsboro (Route 33)

### Cost-Neutral or Low Cost

- Consider adding an additional 1-2 minutes (or more in the afternoon peak period) to the scheduled time between the McMinnville TC and Lafayette/OR 99W; the schedule is not realistic. This will better reflect actual operations.
- Modify routing in McMinnville to provide a stop on the west end of downtown (e.g., OMI), better serving commuters.
- Coordinate with the Oregon Department of Transportation to prevent signs from being posted on the pole at the crossing of the westbound leg of OR 99W (turning left onto Hwy 47). Alternatively, explore options to enable buses to make a more timely crossing.
- Install bus stop signs at intercity stop locations where there is only a shelter in one direction.
- Explore an alternative southbound stop serving Forest Grove to reduce the time required to return to the highway, and ensure schedule/stop coordination with the GroveLink service.
- Provide a safer southbound stop in Cove Orchard.
- Improve signage and information at Hillsboro Central Station (in coordination with TriMet).

### Moderate Cost-Increase

- N/A

## McMinnville-Tigard (Routes 44/45x/46s)

### Cost-Neutral or Low Cost

- Consider adding an additional 1-2 minutes to the scheduled time between the McMinnville TC and Lafayette/OR 99W; the schedule is not realistic. This will better reflect actual operations.
- Restructure service to improve reliability, including taking advantage of the Dundee Bypass. Consider providing regular service to key destinations in Newberg that are along the route, e.g., Chemeketa Community College and Providence Medical Center.
- Modify routing in McMinnville to provide a stop on the west end of downtown (e.g., OMI), better serving commuters.
- Consider redesigning the deviation to Sherwood Shari's, which requires approximately three minutes northbound and five or more minutes southbound.
- Add a shelter at Tigard Transit Center and improve wayfinding between the transit center and the YCTA stop.
- Market the 44 and 45x together as service between McMinnville and Newberg. The destination "Newberg" is not part of the route name and people may be unaware that 10 trips per day already connect the two cities.

### Moderate Cost-Increase

- Add additional 45x trips between McMinnville and Tigard via the Newberg-Dundee Bypass to open in 2018. This adds fast service along YCTA's highest-ridership corridor, but also adds more service connecting McMinnville and Newberg. The advantages are direct access to the Hospital and other activity centers on the Highway 18 Bypass, and shorter travel times between the County's largest population centers.

## McMinnville Local Service

### Cost-Neutral or Low Cost

- Mark stops and add shelters at key locations.
- Identify potential cost savings or additional revenues that could be used to add an additional vehicle/route, with the priority being to address operational and capacity issues on route 3N (McMinnville TC – Walmart/Big 5).
- Explore options to utilize the emergency access roadway and locked gate on Cumulus Ave to extend Route 2E to serve the Virginia Garcia Clinic and additional nearby housing areas located west of Evergreen Museum. The bus could then connect directly into the CCC parking lot, where there is an existing, currently unused shelter. This would require securing approval from CCC as well as the McMinnville fire department.
- Work with store owners to explore routing options through selected store parking lots (as described in Chapter 2).

### Moderate Cost-Increase

- Add an additional vehicle to expand coverage and make the level of service/reliability more attractive to potential passengers, including addressing Route 3N operational issues.

## Newberg Local Service

### Cost-Neutral or Low Cost

- Mark stops and add shelters at key locations.
- Redesign existing routes (to be determined).
- Identify potential cost savings or additional revenues that could be used to add an additional vehicle/route.
- Explore converting Newberg local service to a deviated fixed-route. An additional vehicle is required to make Newberg service effective and reliable. There are currently no ADA trips in Newberg. It was discussed that with a deviated/flex route in Newberg a Dial-A-Ride vehicle could be reallocated to a deviated fixed-route service. Effective use of a deviated fixed-route could depend on YCTA's selection of a new dispatch system.
- Redesign service to provide separate stops on OR 99W at the west end of downtown Newberg. This would require identifying a stop location, and preferably a shelter, on E. Hancock St.

### Moderate Cost-Increase

- Add an additional vehicle to expand coverage and make the level of service/reliability more attractive to potential passengers.

## Shopping and Medical Trip Shuttle Pilot Programs

A pilot program could implement the proposed shopping/medical appointment shuttle on a limited basis (e.g., several hours per day, one day per city or corridor per week):

- Add local shopping or medical appointment shuttles in McMinnville and Newberg, providing demand-responsive, curb-to-curb service to a limited set of major destinations. These shuttles would help provide more convenient, front-door access to key destinations, including major retail areas where large parking lots can make it challenging to access the front door from a bus stop along the road.
- Add shopping or medical appointment shuttles connecting cities outside McMinnville (e.g., Sheridan/Willamina/Amity, Carlton/Yamhill, Dayton/Lafayette/Dundee) to a limited set of major destinations in McMinnville or Newberg. These shuttles would help address unmet needs of residents in smaller cities that are unable to easily access the intercity routes and provide more convenient, front-door access to key destinations. Pickups could be a hybrid of door-to-door and/or from identified locations in each city. Service in Sheridan should include Deer Meadows.

The specific design of each service should be developed with local community input.

## Capital

- Mark stops and install shelters at major, high-ridership stops; move towards eliminating flag stops.
- Explore installing beacons that provide drivers with a signal that an intercity stop has been requested.
- Add higher-capacity bicycle-carrying racks to buses, prioritizing routes where bike capacity is an issue (Routes 11 and 44), and bicycle racks at major bus stops.
- Create a local "safe routes to transit" program to identify local funds for sidewalk and bus stop improvements.

## Technology

- Improve customer information through technology, relevant media, and outreach.

## Programs

- Develop a marketing and branding plan.
- Foster transit supportive land use through input on local zoning and collaboration with local stakeholders.
-

# 6 COMMUNITY INPUT ON SOLUTIONS STRATEGIES

## OVERVIEW

This chapter summarizes public input on the proposed solutions strategies and high-level service design for the YCTA TDP. Input was gathered from current riders and the general public through public events and an online survey, reaching or engaging a total of approximately 125 people. Figure 6-1 summarizes the outreach time frame, topics, and types. This chapter summarizes the results; a detailed appendix presents more complete results from each outreach element as indicated in the table below.

Figure 6-1 Summary of Community Input

| Time Frame | Project Tasks | Outreach Tools | Detailed Results |
|---|---|---|---|
| Winter/Spring 2018 | Solution Strategies<br>Service Design | ▪ Outreach events<br>▪ Community survey | TM #4, Chapter 6, and TM #4, Appendix A |

Figure 6-2 summarizes each outreach event or survey, and the number of people that participated or engaged with a member of the project team.

Figure 6-2 Summary of Participation/Engagement - Outreach Events and Online Surveys

| Event / Location | Date | Location | Approximate # of People Engaged |
|---|---|---|---|
| Community Locations/Events | | | |
| McMinnville Transit Center | 3/2/2018 | McMinnville | ▪ Approx. 20-25 people |
| McMinnville Community Center | 3/2/2018 | McMinnville | ▪ Approx. 5 people |
| Nap's Thriftway | 3/7/2018 | Newberg | ▪ Approx. 20 people |
| Chehalem Cultural Center | 3/7/2018 | Newberg | ▪ Approx. 5 people |
| Surveys | | | |
| Online Open House | Late Feb - March 2018 | Online | ▪ 77 completed surveys |

Information about potential solutions for various aspects of YCTA service, capital facilities, and program was presented on display boards at in-person open houses. Solutions were identified for preliminary implementation time frames. Participants discussed solutions with the project team and were able to place dots on the display boards to indicate support ("I like it"), concerns ("I have concerns"), or whether they felt an enhancement should be implemented sooner ("Do it sooner"). Participants could also write comments on sticky notes or complete a comment card, which was available in both English and Spanish (see Figures A-10 and A-11 in Appendix A). A Spanish-speaking member of the project team was present to explain and discuss the information at the in-person events.

# KEY FINDINGS

Key findings from the online survey and in-person public outreach events include:

- The **overall top service priorities** are:
  - **Enhanced local service in McMinnville and Newberg** including on Saturdays — top priority for 32% of people who responded to the survey and among **top 3 priorities for 67%**.
  - **Regular all-day service on OR 99W (Route 44)** connecting McMinnville, Lafayette, Dayton, Dundee, and Newberg—top priority for 25% and among **top 3 priorities for 65%** of respondents.
  - **The next priority is to add commute period and early evening service** on intercity routes—among **top 3 priorities for 44%** of people.
- The highest **priorities for the near-term** (44% of responses), if funding is available, are to:
  - Add **Saturday service in McMinnville and Newberg.**
  - Initiate a **local shopper/medical shuttle pilot program.**
  - **The next tier of near-term priorities (30% of responses) included:**
    - **Add a local route in McMinnville.**
    - Run **local bus routes earlier in the morning and later in the evening.**
- While most people supported the proposed improvements, several **key concerns** are:
  - **Dundee residents are concerned about losing service** if Route 45x (express) is modified to use the Dundee Bypass.
  - **Some people were concerned about eliminating flag stops**, particularly if the distance between assigned stops is too long on some routes.
  - **Bus ridership in Newberg may not increase** in response to service improvements
- There are some **key schedule gaps** particularly Route 44 in the mid-morning and mid-afternoon and Route 11 in the mid-morning.
- **Timing of connections** is important, both between all intercity routes and between intercity and local routes.
- **Later evening hours that** align with class/shift times are important for students and workers.
- **Rural flex route service for small cities received the strongest support**, but there was also interest in the shopper/medical service model (including in McMinnville and Newberg), including as a way to experiment with this type of service; in practice a hybrid model could emerge from a community-driven design process.
- **Marking bus stops, adding shelters, improving customer information, and improving the appearance/cleanliness of vehicles** was a high priority—within top 3 overall priorities for **43%** of respondents. In addition:
  - Intercity routes need to have **higher-capacity buses**. Smaller-capacity buses are acceptable for local routes, but **cutaways do not provide a comfortable ride**.
  - Bus **schedules need to be clear and consistent**, both in print and online forms.
  - **Communicating information** about delays and route changes/closures is essential.
  - Programs that provide **travel training/education** would be valuable

The following sections summarize the outreach results. Appendix A provides images of the open house display boards and dot exercise.

# OVERALL RESULTS

## Ranking of Proposed Enhancements

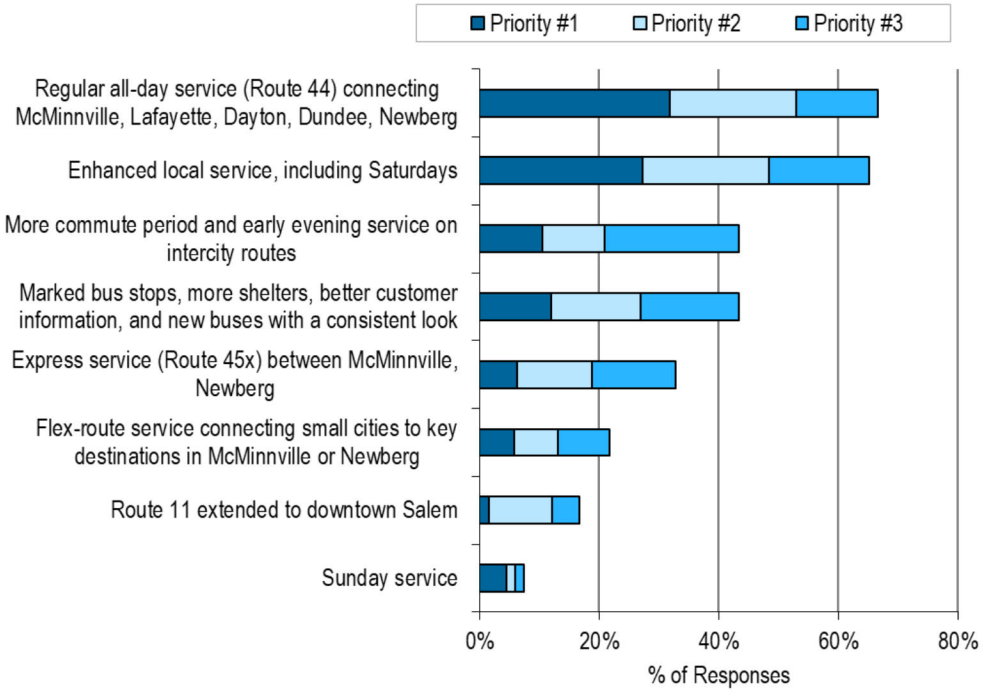
Figure 6-3 summarizes the overall ranking of seven proposed enhancements in the online survey. The following two enhancements were the highest priorities – within the top three priorities for approximately two-thirds of online survey respondents:

- Enhanced local service in McMinnville and Newberg, including on Saturdays
- Regular all-day service on OR 99W (Route 44) connecting McMinnville, Lafayette, Dayton, Dundee, and Newberg

The next highest priorities – within the top three priorities for 43% of online survey respondents – were:

- Additional commute period service on intercity routes
- Improvements to bus stops, vehicles, and customer information

Figure 6-3 Overall Ranking of Proposed Enhancements




N=71

## Weekend Service Priorities

YCTA currently provides Saturday service on Routes 46s (McMinnville-Newberg-Tigard) and Route 24s (McMinnville-Grand Ronde). People were asked to prioritize weekend service for each intercity corridor/route, although people were not asked to prioritize weekend intercity overall. Figure 6-4 summarizes the results for each corridor; more detailed results are included in the next section. Based on the results, people generally identified Saturday service on intercity routes as a medium priority. The priority of Sunday service was more mixed.

- Saturday service between McMinnville and Salem was identified as a high priority by 14 respondents, the most of any route/corridor. Over 87% of people commenting on this corridor identified Saturday service as a medium or high priority.
- Sunday service between McMinnville and Tigard was seen as a medium or high priority by 69% of the people who commented on this corridor. This is approximately the same number of people as Salem Saturday service.

Figure 6-4 Weekend Service Priorities

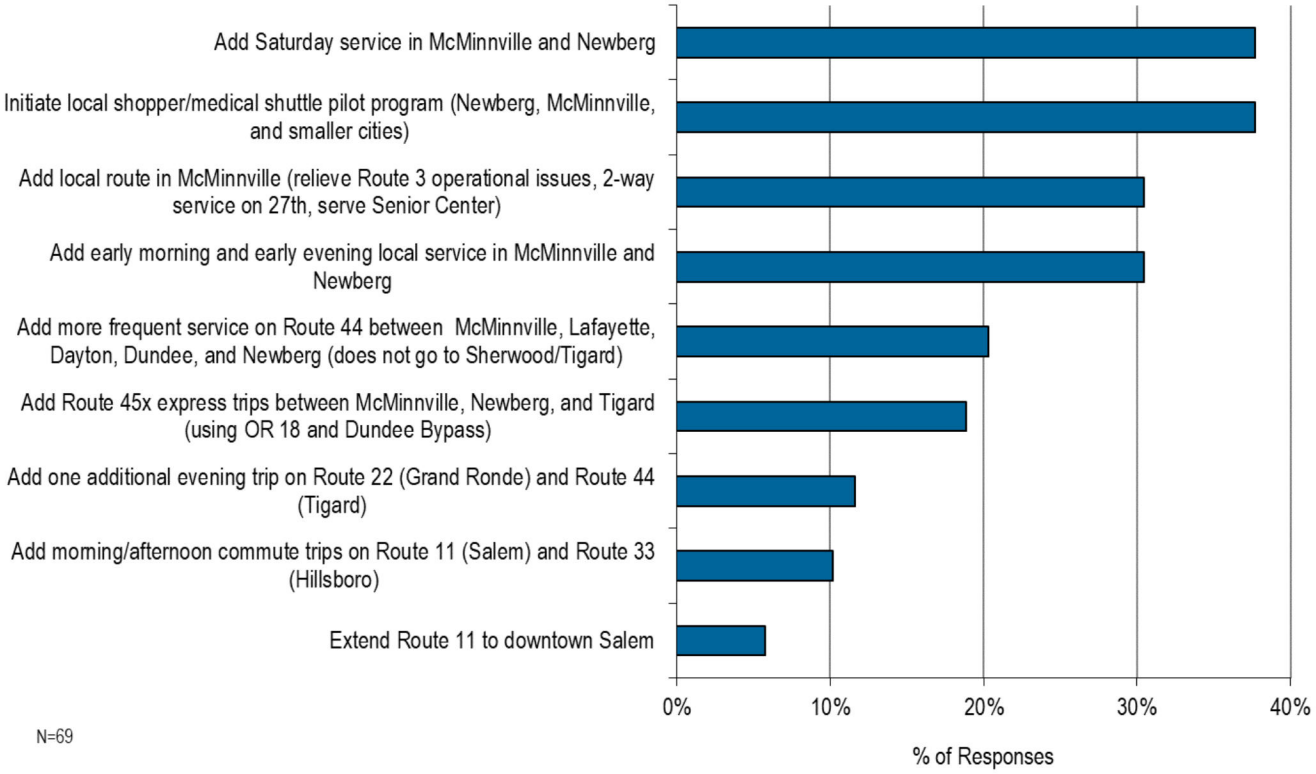
| Day | Priority | McMinnville-Newberg-Tigard (Route 44/46s) | | McMinnville-Grand Ronde (Route 22/24s) | | McMinnville-Salem (Route 11) | | McMinnville Hillsboro (Route 33) | |
|---|---|---|---|---|---|---|---|---|---|
| Saturday | High | N/A - Existing | | N/A - Existing | | 14 | 61% | 4 | 31% |
| | Medium | | | | | 6 | 26% | 6 | 46% |
| | Low | | | | | 3 | 13% | 3 | 23% |
| | Number of Responses | | | | | 23 | | 13 | |
| Sunday | High | 1 | 3% | 4 | 3% | 3 | 13% | 1 | 9% |
| | Medium | 21 | 66% | 9 | 66% | 9 | 39% | 3 | 27% |
| | Low | 10 | 31% | 6 | 31% | 11 | 48% | 7 | 64% |
| | Number of Responses | 32 | | 19 | | 23 | | 11 | |

## Near-Term Priorities

The project team asked people to prioritize the two most important improvements that could be implemented in the near-term, if YCTA has resources sooner. Figure 6-5 show that:

- The highest priorities (38% of respondents) were to add Saturday service in McMinnville and Newberg, and initiate a local shopper/medical shuttle pilot program (Newberg, McMinnville, and smaller cities).
- The next highest priorities (30% of respondents) were to add a local route in McMinnville and run McMinnville and Newberg local bus routes earlier in the morning and in the early evening.
- A third tier of near-term priorities was to improve service on Routes 44 and 45x—both more frequent service between McMinnville and Newberg (including connecting Lafayette, Dayton, and Dundee) and more express service between McMinnville, Newberg, and Tigard. These options were selected by 20% and 19% of respondents, respectively.

Figure 6-5 Short-Term Priorities



# DETAILED RESULTS

## Local Service in McMinnville

Figure A-3 (see Appendix A) provides the information displayed at the open houses and online. Figure 6-6 summarizes the overall feedback on the service concepts and priorities for McMinnville local service. On the online survey, 63% of responses supported the proposed options. Two dots were placed on the open house board to indicate concern, compared to 35 dots in support.

Figure 6-6 Summary of overall feedback on local service in McMinnville

| Source | | Number of "I Like It" | Number of "I Have Concerns" | Total |
|---|---|---|---|---|
| Online survey – Overall Feedback | # | 17 | 10 | 17 |
| | % | 63% | 37% | 63% |
| Open house – Dots on individual options | # | 35 | 2 | 35 |

Specific concerns and comments are listed below. Key concerns include eliminating flag stops (unless more stops are added), providing front door service to some locations, and running later at night to serve students.

Figure 6-7 Categorized comments on local service in McMinnville

| Topic | Overall Feedback | Comment |
|---|---|---|
| Route 2 | Have concerns | ▪ The bus stop locations of Line 2 at the McMinnville Eye Clinic are unclear on the website. If the bus stopped at the hospital, that would be fine, or closer to the Eye Clinic would be fine, but information on the website is conflicting. [1] |
| | Comment | ▪ Drivers do not always stop on both sides of Three Mile Lane Bridge |
| Route 3 | Have concerns | ▪ Route 3 could be simplified and be less of a loop due to the size of the route. Wallace Road should have service. [1] |
| | Comment | ▪ Route 3 should run every 30 minutes. [2] |
| Evening Service | Comment | ▪ Would like later evening service on Routes 2, 3, and 44 for getting to/from jobs – McDonalds on Hwy 99 in McMinnville and Domino's in Newberg. Doesn't run late enough now. |
| Lafayette Ave / East of Lafayette Ave | Do it sooner | ▪ New service to Lafayette Ave and Riverside Drive area should be implemented sooner than the long-term time frame. [1]<br>▪ I think this option (E on map) should be implemented by 2022 at the latest. |
| | Comment | ▪ Pet Stop Inn off Riverside needs a stop, e.g., for voluntering activities. [2] |
| Other | Comment | ▪ Apartments on Old Sheridan Road |
| Bus Stops and Amenities | Have concerns | ▪ I have concerns that flag stops may be eliminated. McMinnville has grown a lot and unless you plan on adding more bus stops it will be hard on the community. The distance between two assigned stops can be very long on some of the routes. [1]<br>▪ Like flag stops [2]<br>▪ Remove all major stops off of state highways and arterials. Alternate stops for Big Five, Walgreens, BiMart/Roths. [1]<br>▪ The restrooms at the transit center should stay open until the buses stop running. [2] |

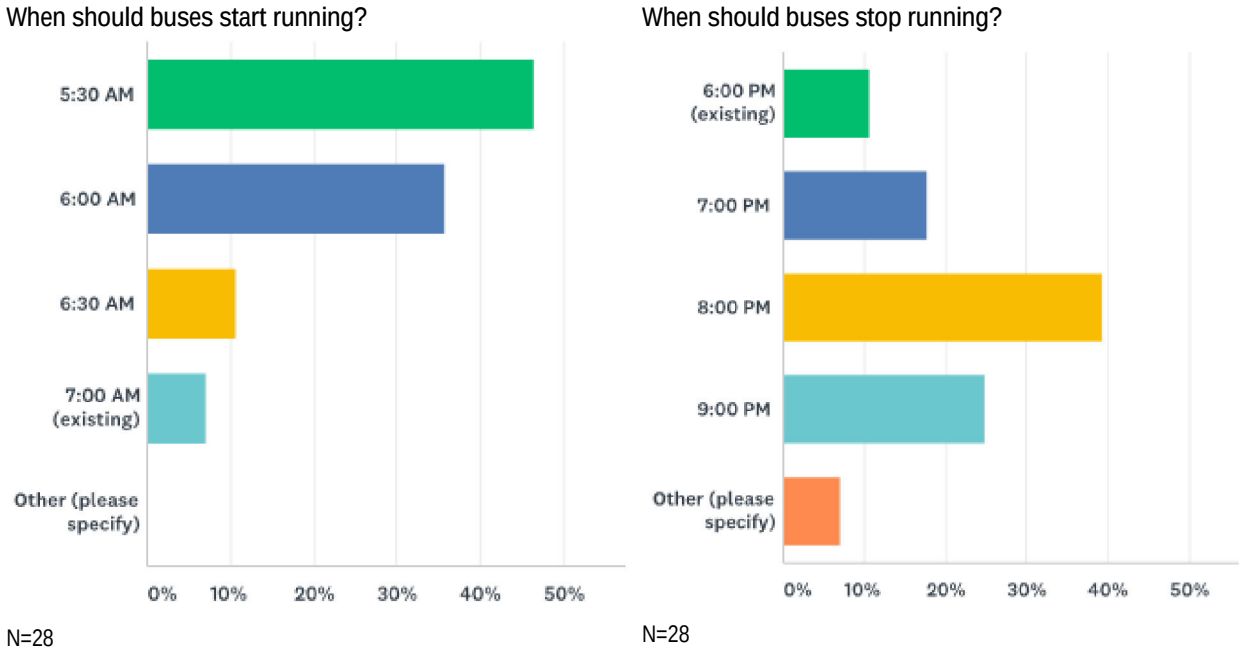
| Topic | Overall Feedback | Comment |
|---|---|---|
| | Comment | ▪ Front door service is essential to YCAP, Senior Center, DHS & Adult Behavioral Health. [1]<br>▪ Remove shelters from the court house and put them in more needs places such as stores [2]<br>▪ Covered and posted stops. [2] |
| Students | Have concerns | ▪ Students need more options that align with class times. Chemeketa classes end at 9:30 pm; would like last local bus to run at 10 p.m. [1] |
| Marketing and Promotion | Have concerns | ▪ Lack of advertisement of and encouragement to use transit service does not attract citizens that already have cars. [1] |

Source: [1] Online Survey [2] Open House

## Bus Service Start and End Times

Figure 6-8 shows when people would like local bus service to start and end in McMinnville. The majority favored starting bus service at 5:30 or 6:00 a.m. Approximately a quarter of respondents wanted service to run later, e.g., last bus at 9:00 p.m.

Figure 6-8 Desired local bus start and stop running times in McMinnville



## Local Service in Newberg

Figure A-4 (see Appendix A) provides the information displayed at the open houses and online. Figure 6-9 summarizes the overall feedback on the service concepts and priorities for Newberg local service. On the online survey, 67% of responses supported the proposed options. One dot was placed on the open house board to indicate concern, compared to 29 dots in support.

Figure 6-9 Summary of overall feedback on local service in Newberg

| Source | | Number of "I Like It" | Number of "I Have Concerns" | Total |
|---|---|---|---|---|
| Online survey – Overall Feedback | # | 12 | 6 | 12 |
| | % | 67% | 33% | 67% |
| Open house – Dots on individual options | # | 29 | 1 | 29 |

Specific concerns and comments are listed below. Key concerns are ensuring coverage for key activity centers and residential areas and potentially limiting service for seniors. Several comments expressed concern that the options would actually increase ridership in Newberg.

Figure 6-10 Categorized comments on local service in Newberg

| Topic | Overall Feedback | Comment |
|---|---|---|
| Routes and Stops | Have concerns | ▪ Need regular route service to CPRD pool, NHS, Virginia Garcia, WIC, Deskin Commons, doctors' offices & grocery stores. [1]<br>▪ Not enough routes and stops. Many areas of new residential are not stopped in. Expand Newberg routes and expand service times. [1]<br>▪ Route 8 should serve affordable housing on Haworth and Mabel Rush Elementary. [2]<br>▪ I think the ridership should be considered carefully. It looks like more people use the commuter options rather than the routes around town. [1]<br>▪ Would like the southwest route to serve River Street and connect to the northeast for meetings and after school programs. |
| Dial-A-Ride | I like it | ▪ Overall I like the plan. My main concern is moving the Dial-A-Ride bus and limiting low cost service to seniors. |
| Bus Stops and Amenities | Have concerns | ▪ I would hate to see flag stops eliminated. [1] |
| Weekend Service | Comment | ▪ Would like a route serving the library between noon and 5 pm on Saturday. [2]<br>▪ Sunday service could be shorter, even just Route 44. [2] |
| Schedules | Comment | ▪ |
| Communication | I like it | ▪ My only comments would be to figure out a better way of communicating closures. I have, on more than one occasion, found out the bus wasn't running half an hour after it was supposed to be at the stop. And perhaps there's a way to update the schedule on Google? I've heard many people complain that the bus is 'never on time' (although as someone who rides daily, the busses generally get to the stops at the same time everyday, it's just not the time that Google says when people look it up). Otherwise a great service. The drivers are all very friendly and professional! [1] |
| Buses / facilities | Comment | ▪ Need more respectfulness and cleanliness on buses. Same concern with a downtown transit center. [2]<br>▪ Need bathrooms [2] |

| Topic | Overall Feedback | Comment |
|---|---|---|
| | | ▪ Important to mark bus stops. [2] |
| General | Have concerns | ▪ Not sure it will increase ridership. May need to consider demand response service model. [1]<br>▪ City of Newberg leadership should provide more support for transit. [2] |

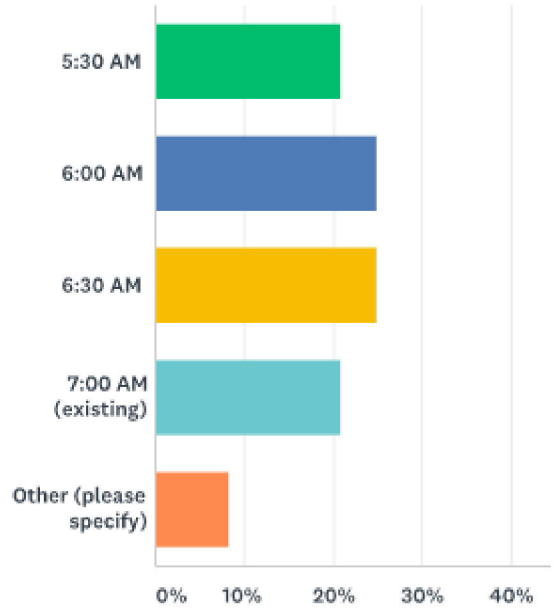
Source: [1] Online Survey [2] Open House

## Bus Service Start and End Times

Figure 6-11 shows when people would like local bus service to start and end in Newberg. Most people wanted service to start earlier and end later than it does today. Service that starts at 6:00 a.m. would meet most people's needs, although 20% of respondents wanted service to start at 5:30 a.m. Extending service so that the last bus runs at 7 p.m. would meet needs of over 30% of respondents. Over 40% of respondents wanted service to run later, e.g., last bus leaves at 8:00 p.m. or 9:00 p.m.

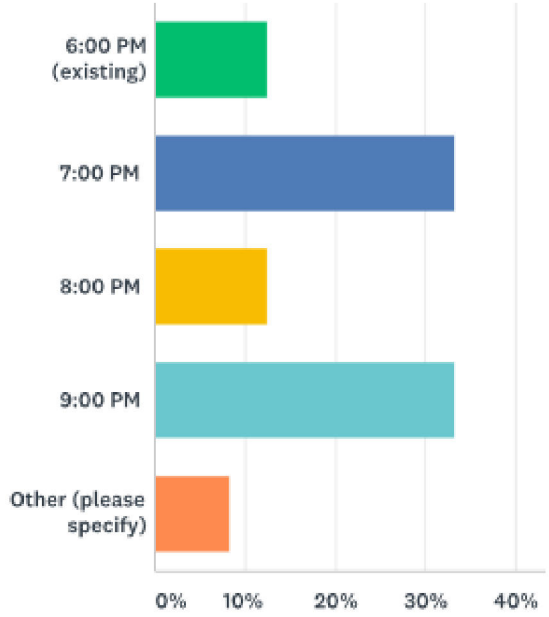
Figure 6-11 Desired bus start and stop times in Newberg

When should buses start running?




N=24

When should buses stop running?




N=24

## McMinnville-Newberg-Tigard Service (Routes 44, 45X, and 46S)

Figure A-5 (see Appendix A) provides the information displayed at the open houses and online. Figure 6-12 summarizes the overall feedback on the service concepts and priorities for McMinnville-Newberg-Tigard intercity service. On the online survey, 73% of responses supported the proposed options.Two dots were placed on the open house board to indicate concern, compared to 25 dots in support.

Figure 6-12 Summary of overall feedback on McMinnville-Newberg-Tigard intercity service

| Source | | Number of "I Like It" | Number of "I Have Concerns" | Total |
|---|---|---|---|---|
| Online survey – Overall Feedback | # | 22 | 8 | 30 |
| | % | 73% | 27% | 100% |
| Open house – Dots on individual options | # | 25 | 2 | 27 |

Specific concerns and comments are listed below. The primary concerns (six online and one open house comments) relate to eliminating Dundee service on Route 45x (express) if it is re-routed to use the bypass. There was also concern about ensuring alternate service on Lafayette Avenue in McMinnville if Route 44 is re-routed to stay on OR 99W through McMinnville.

Figure 6-13 Categorized comments on McMinnville-Newberg-Tigard intercity service

| Topic | Overall Feedback | Comment |
|---|---|---|
| Routes and Stops | I like it | ▪ Adding an option to go to Providence Hospital is great for McMinnville-Tigard trips. Trips to Sherwood for their urgent care and Providence Sherwood would be very valuable for people too. [1] |
| | Have concerns | ▪ Would need Route 44 to provide local service to apartments on Lafayette Avenue. [2] |
| | Comment | ▪ Would like service to connect downtown Portland to Newberg [1]<br>▪ Would like direct service from Yamhill to Newberg or well-timed connection in McMinnville. [2] |
| Service in Dundee / Express Service | Have concerns | ▪ The proposed changes to 45X does not serve Dundee residents. The service is reduced from two lines to one in the Dundee community, and forces transfers for commuters from Dundee to Portland. [1,2]<br>▪ Concerns with bypassing Dundee and downtown Newberg for multiple express routes [1]<br>▪ With construction of the Bypass, I want to make sure citizens of Dundee have consistent access to your buses. Please do not bypass Dundee with all or most of your routes. [1]<br>▪ Using the bypass should NOT be an option unless you back track into Dundee. NO lines should bypass Dundee in any way. [1]<br>▪ I am EXTREMELY disappointed to see that Dundee is not served by 45x in the proposed changes. This means that the citizens of Dundee are receiving a REDUCED transit service through our community...we went from two lines to one line. This plan is supposed to make things better, not worse. The 45X needs to stop in Dundee, it's an important service to our community members. You're forcing transfers (note E), onto Dundee residents who want to commute into the Portland region...providing more trips between McMinnville and Newberg doesn't do a Dundee resident any good if they then have to wait for a transfer before heading north into the metro area. This is an equity issue and I'm disappointed to see this is even being considered. [1]<br>▪ Make sure it stops at Dayton and Dundee, even if it uses bypass. I would take it to Tigard from Dayton. [1] |
| Saturday Service | Comment | ▪ Would like to extend Saturday service to early morning and late afternoon. [1]<br>▪ Early Saturday Route 45x trip. [1]<br>▪ Run later on Saturday afternoons. [1] |

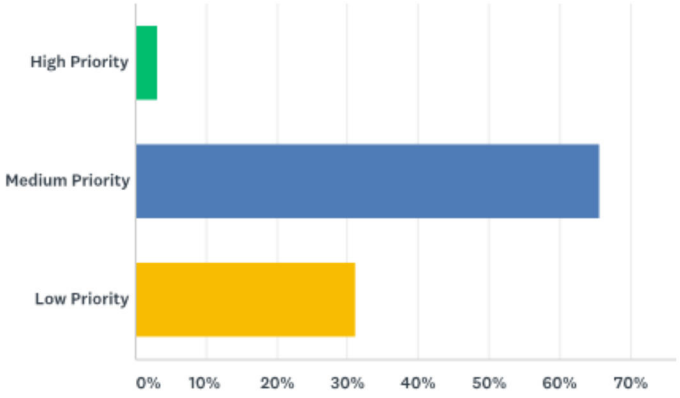
| Topic | Overall Feedback | Comment |
|---|---|---|
| Sunday Service | I like it | ▪ Bus service should be able to connect easily to airport and train station, especially Sunday afternoons. [2]<br>▪ Weekend service can be less frequent. [2] |
| Schedules / Service Hours | Have concerns | ▪ The gap between last morning commute bus (around 7:25 a.m.) and fist mid-day bus to any other city (around 10:30 a.m.) needs to be filled. If the bus to Hillsboro leaves at 9 am then at least a person could get to Portland via max in Hillsboro, for mid-day appointments, etc. [1]<br>▪ Fill gaps between 7:25 a.m. and 10:30 a.m. [2] – multiple comments<br>▪ Fill in 3:20-5:05 pm gaps. [2]<br>▪ Late service after 9 p.m. [2]<br>▪ Design schedules to accommodate needs of Linfield students, arriving before 8 a.m. classes. Would like to take 45x but it does not stop in eastern Newberg. Would like stop by Fred Meyer or Radio Shack.<br>▪ Need better timing of connections to Routes 2 and 3 in McMinnville [2] – multiple comments |
| Fares | Comment | ▪ $1 all-day pass for veterans and seniors [2] |
| Buses / facilities | Comment | ▪ Covered shelters at major stops [2] – multiple comments |

Source: [1] Online Survey [2] Open House

## Saturday and Sunday Service

Route 44/46S currently runs on weekdays and Saturdays only. Figure 6-14 shows the results from the online survey related to providing Sunday service. Approximately two-thirds of online survey respondents identified adding Sunday service as at least a medium priority. In addition, six people at open houses identified Sunday service as important.

Figure 6-14 Priority for providing Sunday service on Route 44/46S




N=32

## Bus Service End Times

Input on how late Route 44 service should run was solicited at the in-person outreach events. Currently, the last trip leaves Tigard Transit Center at 7:40 p.m. and McMinnville at 6:12 p.m. Dots were placed on 9:00 p.m. departures from Tigard (4) and 9:00 p.m. departures from McMinnville (1). An additional hand-written note also suggested service after 9:00 p.m.

## McMinnville-Salem Service (Route 11)

Figure A-6 (see Appendix A) provides the information displayed at the open houses and online. Figure 6-15 summarizes the overall feedback on the service concepts and priorities for McMinnville-Salem intercity service. On the online survey, 70% of responses supported the proposed options.Five dots were placed on the open house board in support of the proposed options; no dots were placed to indicate concerns.

Figure 6-15 Summary of overall feedback on McMinnville-Salem intercity service

| Source | | Number of "I Like It" | Number of "I Have Concerns" | Total |
|---|---|---|---|---|
| Online survey – Overall Feedback | # | 14 | 6 | 14 |
| | % | 70% | 30% | 100% |
| Open house – Dots on individual options | # | 5 | 0 | 5 |

Specific concerns and comments are listed below. Concerns include extending Route 11 to dowtown Salem sooner, filling schedule gaps (as proposed), and providing weekend service. It was also suggested to consider running Route 11 through Dayton and OR 221, which the project team will investigate further.

Figure 6-16 Categorized comments on McMinnville-Salem intercity service

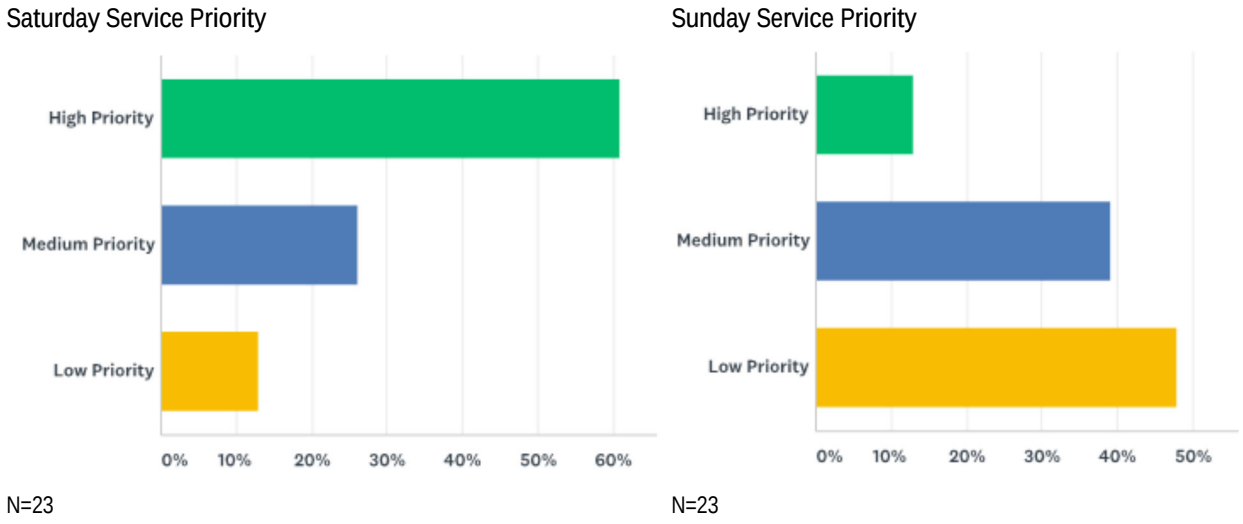
| Topic | Overall Feedback | Comment or Concern |
|---|---|---|
| Routing | Have concerns | ▪ The Salem route should run through Dayton. Amity should simply be a leg/spoke into McMinnville. Way more people in Dayton work at the capital than in Amity. [1] |
| Downtown Salem Extension | Do it sooner | ▪ The downtown extension needs to happen as soon as possible, not between 2020-2027. This is a hard connection for most riders, plus extending to downtown would get more people riding because people would feel comfortable riding it from downtown Salem. Also, the 11 needs bigger buses as trips fill up a lot. [1] |
| | I like it | ▪ Would like connection to Greyhound and Amtrak. [2] |
| Schedule | Have concerns | ▪ The gap between 8:40 a.m. and 1:10 p.m. is too long. Would like mid-morning bus service for people who have appointments and work retail and early afternoon bus for appointments and shopping activities (e.g. A mid-morning bus leaves McMinnville for Salem around 8:30 a.m., then returns from Salem 9:45 a.m. and passes Amity; an afternoon bus leaves McMinnville 2 pm and returns from Salem 3-3:30 p.m.) [1]<br>▪ If more convenient connections and time frames are offered, Chemeketa students from this area who have classes in Salem might be tempted to take the bus. [1]<br>▪ Would like weekend service [1] |
| | Comment | ▪ Consider a 2 PM or 3 PM trip from Salem to McMinnville as 12:40 to 4:50 is too long of a wait. [1] |

Source: [1] Online Survey [2] Open House

## Weekend Service Priority

Route 11 currently runs on weekdays only. Figure 6-17 shows the results from online survey related to providing Saturday and Sunday service. Over 60% of respondents felt that Saturday service should be a high priority (and a combined 87% assigned it a medium or higher priority). Sunday service was less important; a narrow majority (52%) assigned it a medium or high priority.

Figure 6-17 Saturday and Sunday service priority on Route 11




## Bus Service End Times

Input on how late Route 11 service should run was solicited at the in-person outreach events. Currently, the last trip leaves McMinnville at approximately 6:00 p.m. and leaves West Salem at approximately 7:00 p.m. A single dot was placed on the 8:30 return trip from Salem.

## McMinnville-Grand Ronde Service (Route 22)

Figure A-7 (see Appendix A) provides the information displayed at the open houses and online. Figure 6-18 summarizes the overall feedback on the service concepts and priorities for McMinnville-Grand Ronde intercity service. On the online survey, 81% of responses supported the proposed options. Eighteen dots were placed on the open house board in support of the proposed options; no dots were placed to indicate concerns.

Figure 6-18 Summary of overall feedback on Grand Ronde intercity service

| Source | | Number of "I Like It" | Number of "I Have Concerns" | Total |
|---|---|---|---|---|
| Online survey – Overall Feedback | # | 17 | 4 | 30 |
| | % | 81% | 19% | 100% |
| Open house – Dots on individual options | # | 18 | 0 | 18 |

Specific concerns and comments are listed below. Key concerns included more service to Sheridan and Willamina, including Deer Meadows Assisted Living, to access services in McMinnville; the intent of the Small City Services options (see below) is to help address these needs, including serving locations that are difficult to access safely with a larger bus.

Figure 6-19 Categorized comments on McMinnville-Grand Ronde intercity service

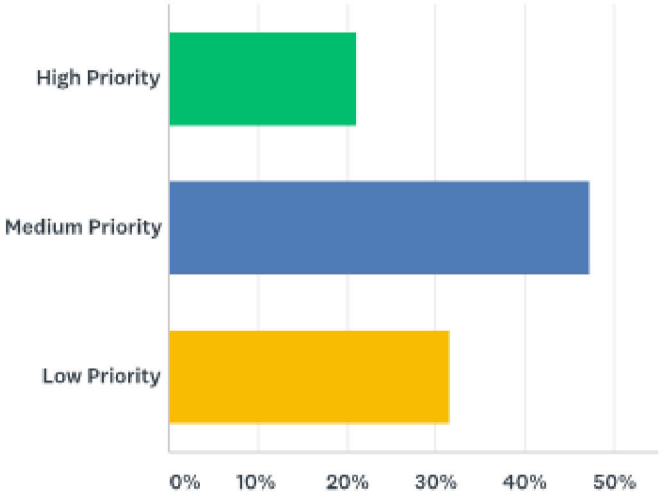
| Topic | Overall Feedback | Comment or Concern |
|---|---|---|
| Service Levels and Hours | I like it | ▪ Adding trips is helpful, especially coordinated with work shifts, but even more trips for this community to get into larger towns for medical care and grocery trips would be helpful. [1]<br>▪ Extend service to later night on weekdays. [1]<br>▪ Extend service until 6 p.m. on Saturdays. [1] |
| | Have concerns | ▪ Increase service to Sheridan & Willamina on weekdays to support folks getting to services in McMinnville. [1] |
| Bus Stops and Amenities | I like it | ▪ Need a stop at dairy Queen along Hwy 18. [1] |
| | Have concerns | ▪ There needs to be a stop by the High School (in Sheridan) for those who live in that area. [1]<br>▪ Please include a stop at Deer Meadow Assisted Living in Sheridan [1] |
| | Comment | ▪ A shelter is needed on the other side from TJs in Sheridan. [1]<br>▪ Would like an on-demand stop on Oldville Road. [2]<br>▪ Stop by High School in Sheridan [2] |
| General | I like it | ▪ This is a very good potential route for tourists and casino workers and should be utilized. |

Source: [1] Online Survey [2] Open House

## Weekend Service Priority

Route 22 currently runs on weekdays and Saturdays only. Figure 6-20 shows the results from the online survey related to the priority of providing Sunday service. Nearly 70% of people identified Sunday service as a medium or high priority, including about 20% who said it should be a high priority.

Figure 6-20 Sunday service priority on Route 22




N=19

## Bus Service End Times

Input on how late Route 22 service should run was solicited at the in-person outreach events. Currently, the last trip leaves Grand Ronde at 5:40 and McMinnville at 6:35 p.m. Dots were placed on 8:00 or 8:30 p.m. departures from Grand Ronde and 8:30 or 9:00 p.m. departures from McMinnville.

## McMinnville-Hillsboro Service (Route 33)

Figure A-8 (see Appendix A) provides the information displayed at the open houses and online. Figure 6-18 summarizes the overall feedback on the service concepts and priorities for McMinnville-Hillsboro intercity service. On the online survey, 78% of responses supported the proposed options. No dots were placed on the relevant open house board with either support or concerns related to the proposed options.

Figure 6-21 Summary of overall feedback on McMinnville-Hillsboro intercity service

| Source | | Number of "I Like It" | Number of "I Have Concerns" | Total |
|---|---|---|---|---|
| Online survey – Overall Feedback | # | 7 | 2 | 9 |
| | % | 78% | 22% | 100% |
| Open house – Dots on individual options | # | 0 | 0 | 0 |

Specific concerns and comments are listed below.

Figure 6-22 Categorized comments on McMinnville-Hillsboro intercity service

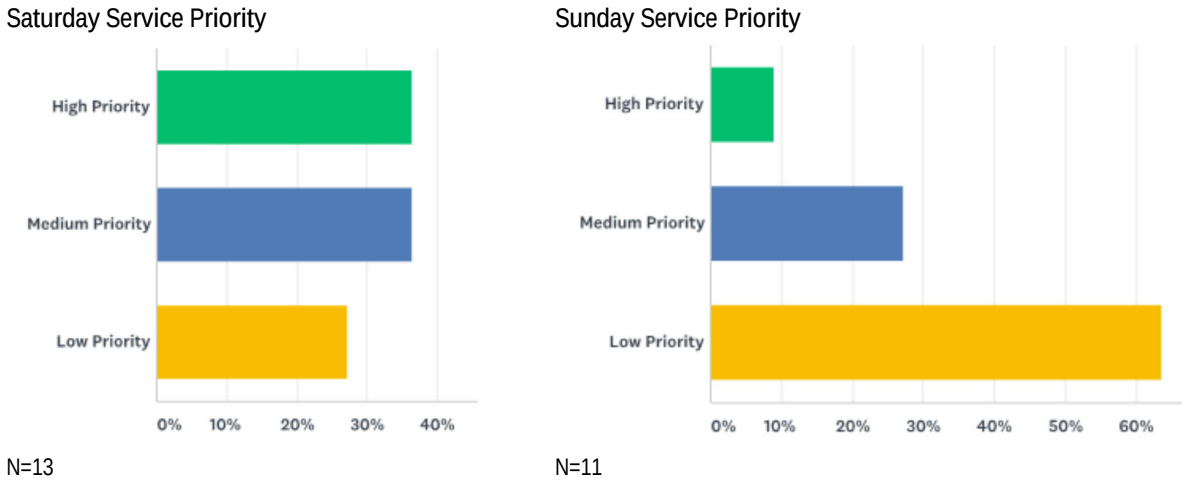
| Topic | Overall Feedback | Comment or Concern |
|---|---|---|
| Schedules | Have concerns | ▪ It is important that this bus' timing allows connections to buses that run on 99W [1] |
| | Comment | ▪ The route is well-timed for connections to Newberg [1]<br>▪ Would like to be able to transfer to Salem route, arriving in Salem by 9 a.m. [2]<br>▪ Would like to be able to get to the VA in Hillsboro in the morning. [2] |
| General | Have concerns | ▪ Need Routing or Flexible Routes to connect Yamhill and Carlton to Newberg. Only connection now to get from Yamhill and Carlton to Newberg is to come to McMinnville and transfer to McMinnville - Newberg Route. No Way for users to get from North part of county to east part of county. [1]<br>▪ Direct or well-timed connections between Yamhill/Carlton and Newberg - multiple comments. [2] |

Source: [1] Online Survey [2] Open House

## Weekend Service Priority

Route 33 currently runs on weekdays only. Figure 6-23 shows the results from online survey about providing Saturday and Sunday service. Close to 40% of people felt Saturday service should be high priority, compared to fewer than 10% for Sunday service. Only 36% of respondents felt that Sunday service should be medium or higher priority.

Figure 6-23 Saturday and Sunday service priority on Route 33



## Transit Service in Small Cities

Figure A-9 (see Appendix A) provides the information displayed at the open houses and online related to options to enhance transit connections in Yamhill County's smaller cities.

As shown in Figure 6-24, more than 60% of online survey responses favored rural flex service as the type of service YCTA should consider to serve small cities. Approximately 25% preferred a rural shopper/medical shuttle, while just 12% of responses favored a rural feeder route. Only one dot was placed on the relevant open house board, in support of the rural flex route option; anecdotally, people at the open houses in McMinnville and Newberg tended to support this option.

Figure 6-25 provides a breakdown by city of residence, which shows that the shopper/medical shuttle option appeals to some people in each community. Responses from Sheridan were split among the three options, while responses from Dayton preferred the rural feeder route option. In practice, the service can be implemented as a hybrid of the three models, and the intent is to have a community-driven process (in each city) to help define how the service should be implemented.

Figure 6-24 Service type preference for small cities

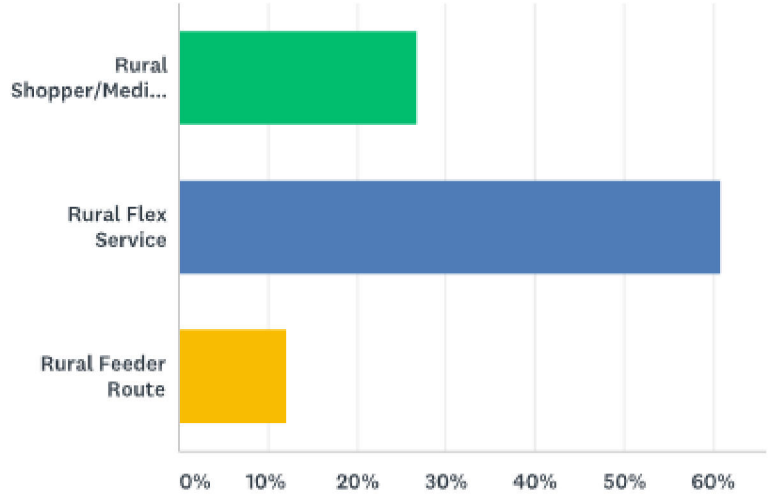



Figure 6-25 Small City Service Type Preference by City

| City | Rural Flex Service | Rural Shopper/ Medical Shuttle | Rural Feeder Route | Total |
|---|---|---|---|---|
| McMinnville | 13 | 4 | 2 | 19 |
| Dundee | 4 | 2 | 0 | 6 |
| Newberg | 4 | 2 | 0 | 6 |
| Sheridan | 1 | 1 | 1 | 3 |
| Dayton | 0 | 0 | 2 | 2 |
| Salem | 1 | 1 | 0 | 2 |
| Carlton | 1 | 0 | 0 | 1 |
| Lafayette | 0 | 1 | 0 | 1 |
| Willamina | 1 | 0 | 0 | 1 |
| Amity | 0 | 0 | 0 | 0 |
| Total | 25 | 11 | 5 | 41 |
| % of Total | 61% | 27% | 12% | 100% |

Specific concerns and comments are listed below.

Figure 6-26 Categorized comments on small city service

| Preferred Option | Comment or Concern |
|---|---|
| Rural Flex Service | ▪ Regular access to McMinnville and Newberg-based services is so important for these rural communities, so I am glad there's an effort toward connecting these residents with more consistent transit options. [1]<br>▪ Perhaps the use of vouchers for Lyft or Uber would allow rural/small city residents the access they need without tying up buses that could be used elsewhere. [1]<br>▪ This service is extremely vital and is the only means for some individuals to get life sustaining services. It is critical. The service is needed across the county. [1]<br>▪ Don't give in to demand services as it is unreliable and can be confusing to people and that leads to decrease in service use. [1]<br>▪ Need it to make it across the county [1]<br>▪ That sounds great [1]<br>▪ I think the priority is to provide a way for people to access basic medical and shopping options with in Newberg and other rural towns. [1]<br>▪ Do not leave Dundee service of the Route 44 line. [1]<br>▪ Rural flex service is the best option, but should be a low/medium priority for implementation. Stick with Rural Shopper/Medical Shuttle for a while. [1]<br>▪ Operate after evening classes dismiss so students can rely on public transportation to get home. [1]<br>▪ The routes are not used only by the people who live and work there. People from all areas of Yamhill County regularly get off and on in Dayton. I'm sure the other smaller towns are the same. [1]<br>▪ Bus stop needed at Deer Meadow Assisted Living on Highway 18B. Residents cannot get to the bus stop in downtown Sheridan. [1]<br>▪ Allow cities to weigh in on which model works best for their community. [1]<br>▪ Connect Yamhill/Carlton and Newberg [2] |
| Rural Shopper/Medical Shuttle | ▪ This shopper/medical shuttle should also be available to riders in McMinnville. May only be three days a week at specified times. [1] |
| Rural Feeder Route | ▪ None provided |
| None stated | ▪ Need more late night service. [1] |

Source: [1] Online Survey [2] Open House

## Capital, Technology, and Transit-Supportive Programs

Figure A-9 (see Appendix A) also provides the information displayed at the open houses and online related to capital priorities and transit-supportive programs and technology.

There were 57 online survey responses, of which 85% provided positive overall feedback.

Comments and concerns are summarized in the table below:

Figure 6-27 Categorized comments on capital, technology, and transit-supportive programs

| Topic | Overall Feedback | Comment or Concern |
|---|---|---|
| Performance Measures/Equity | Comment | ▪ Evaluate service based on access to low-income population, not just general population.[2] |
| Travel Training / Communication | I like it! | ▪ I think including an "intro to riding the bus" class for older adults could help with gaining riders. [1]<br>▪ Would love to see some type of rider education for those of us who have never or seldom used public transit. It's a bit intimidating, so having "show & tell" routes that are offline just to educate the public would be great! [1]<br>▪ Suggest a “bring a friend” or rider rewards program to incentivize new riders [2] |
| | Comment | ▪ Communicate changes through mental health offices. [2] |
| Buses | I like it | ▪ Energy saving busses are encouraged. [1]<br>▪ I don't particularly mind having an inconsistent look to the YCTA buses, as long as the buses get bigger. The shuttle-style buses on route 44 are barely adequate to serve the number of passengers, especially during rush (3) hour(s). [1]<br>▪ I'm glad that you received a state funding to purchase new busses through the STIP. [1] |
| | Have concerns | ▪ The buses that need replacement are the cutaway shuttle type buses. They are uncomfortable, crammed, bumpy, and fill up fast especially on the 11. The heavier duty/larger buses are fine. [1]<br>▪ New busses are costly. Either lease the busses, or look at used. All other items are important except the beacon lights. [1]<br>▪ Updating the buses will be huge. [1] |
| | Comment | ▪ Perhaps smaller capacity buses for some local/intercity routes. [1]<br>▪ Include charging stations for phones. [2]<br>▪ Comfortable seats. [2]<br>▪ For the elderly and handicapped, buses that kneel. [1] |
| Customer Information / Bus Stops | I like it | ▪ Of the four capital priorities listed, I would like to see Customer Information at all stops. Specifically, printed schedules posted at every stop would be amazing. Marking all bus stops would also be a boon to travelers. [1]<br>▪ There is certainly a need for new vehicles. Customer information will be especially helpful for new riders. Current riders would like more real-time information; Lafayette riders are especially interested. [1]<br>▪ I especially think Customer Information and Bus Stop markers are key.<br>▪ Provide partial front on shelters. [2] |

| Topic | Overall Feedback | Comment or Concern |
|---|---|---|
| | Have concerns | ▪ Please provide updated schedules on a regular basis for your riders. I work at Dayton Public Library and we get requests for bus schedules, which the transit does not provide regularly. A lot of the people who ride the bus don't have a smart phone to access your website for arrival and departure information. [1]<br>▪ Eliminating flag stops could be a problem. Improving customer information sounds great! |
| Schedules/Run On-Time | Comment | ▪ One of the reasons we don't use the bus system currently is we can't trust it to be on time. |
| Technology | I like it | ▪ Create phone app with estimated time of arrival at stops. [2] |
| Bus Stops | I like it | ▪ Clearly marked bus stops and bus shelters. [1] |
| | Have concerns | ▪ Bus stops in smaller cities probably would become a maintenance headache. Many smaller cities do not have 24 hour police coverage and vandals would target beacons for example. [1]<br>▪ Bus stop signs are a much needed thing. [1]<br>▪ Need no smoking signage in transit shelters. [1]<br>▪ Better bus stop locations in Dundee. [1] |
| New Connections | I like it! | ▪ An easy connection to the airport. Perhaps a weekender Lincoln City R/T from Mac in the summer. [1] |

## Other Comments

Figure 6-28 Other comments

| Topic | Comment |
|---|---|
| General | ▪ In Eugene, anyone 65 yrs old and older may use the local transportation for free. This is good for 2 reasons: financial and to keep elderly drivers from driving. Would like to see this in our area. I anticipate use of public transportation within the next 5 - 10 years. [1]<br>▪ I want to acknowledge that I do not use transit much at all. I work with Linfield students and my thoughts reflect routes/ideas that I might use but also ones that I think my students would want and use. [1]<br>▪ I serve YCTA users in my work with seniors & disabled folks...would really like to see improvement in dial-a-ride pick-up times (especially after appointments), better service to West county, and a drop off at YCAP. [1]<br>▪ Access to transportation has always been a priority area for this community. [Comment from McMinnville resident]. I am quite excited for the potential expansion which may happen. [1] |
| Bus Drivers / Staff | ▪ Have a visible picture id for all transit employees. [1]<br>▪ Without this service many of us non driving people would not be able to get around. Thank you for this service. Thank the office staff and especially the drivers who put up with a lot. [1] |

# APPENDIX A

## Community Input (Open House Materials)

# APPENDIX A OPEN HOUSE MATERIALS

Figure A-1 to Figure A-9 provide images of the boards used to communicate proposed solutions to transit riders and the public at the Open House events in McMinnville and Newberg. People were able to place dots on the boards to indicate support or concern, and provide comments using sticky notes or a comment card (in English and Spanish); see Figure A-10 and Figure A-11. Similar content was provided online and people were able to provide input through the survey form.

Figure A-1 Plan Overview

# HELP YCTA PLAN FUTURE TRANSIT SERVICE!

Yamhill County Transit Area

**The Yamhill County Transit Area (YCTA) runs bus service in 10 communities across Yamhill County and to regional destinations like Grand Ronde, Hillsboro, Salem, and Tigard. YCTA buses carry 300,000 trips per year, on services ranging from fixed-route, inter-city, and dial-a-ride service. *YCTA is creating its long-term vision and we need your input!***

This Transit Development Plan (TDP) is a 20-year plan for YCTA and will include:

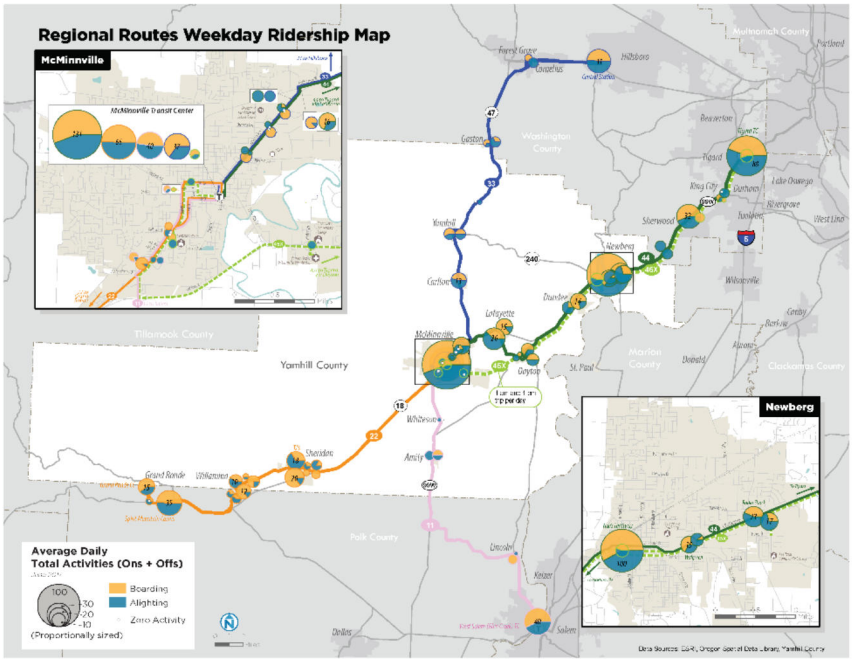
- Cost-neutral or low-cost changes that can happen in the next 1-2 years.
- Medium and long-term changes to make transit more convenient, reliable, and connected.
- YCTA expects to have additional funding for transit starting in 2020, authorized through House Bill 2017.

**Plan Timeline**

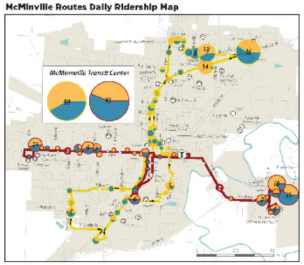


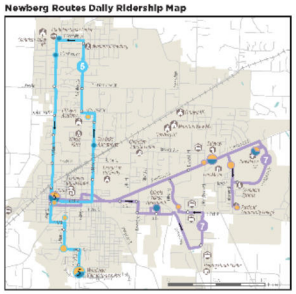

## WHERE ARE TRANSIT RIDERS TRAVELING?

### WEEKDAY INTERCITY ROUTES

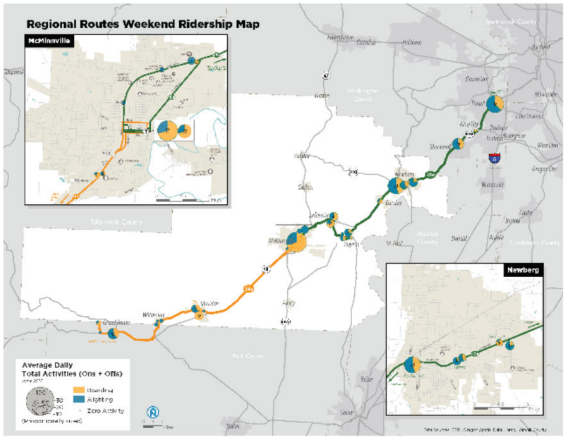



### WEEKDAY LOCAL SERVICE




### SATURDAY SERVICE (ROUTE 22 AND 44 ONLY)




Note: Based on rider surveys in April/May, 2017. Maps show service as it existed at the time of the survey.

Figure A-2 Long-Term Transit Vision

# YAMHILL COUNTY 20-YEAR TRANSIT VISION

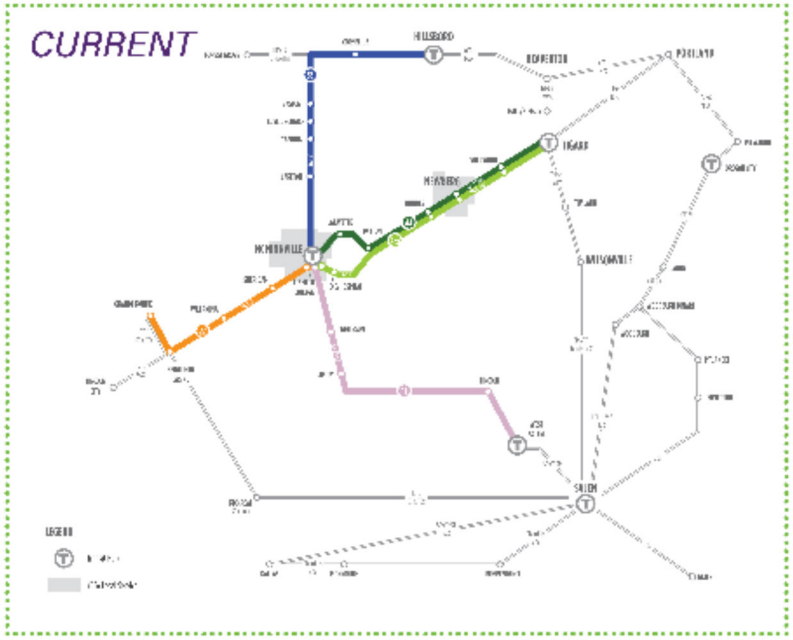
Yamhill County Transit Area

***Service improvements are over the 20-year plan time frame and will be implemented in phases as resources are available.***

## KEY ELEMENTS

- Enhanced local service in McMinnville and Newberg, including on Saturdays
- Regular all-day service on OR 99W (Route 44) connecting McMinnville, Lafayette, Dayton, Dundee, and Newberg
- Express service (Route 45x) between McMinnville, Newberg (stop near Fred Meyer), and Tigard uses Dundee Bypass
- More commute period and early evening service on intercity routes
- Route 11 extended to downtown Salem
- Flex-route service connecting small cities to key destinations in McMinnville or Newberg
- Marked bus stops, more shelters, better customer information, and new buses with a consistent look
- Sunday service is a lower priority, but may be possible on some routes in the long-term

## YCTA EXISTING AND PROPOSED FUTURE TRANSIT SYSTEM



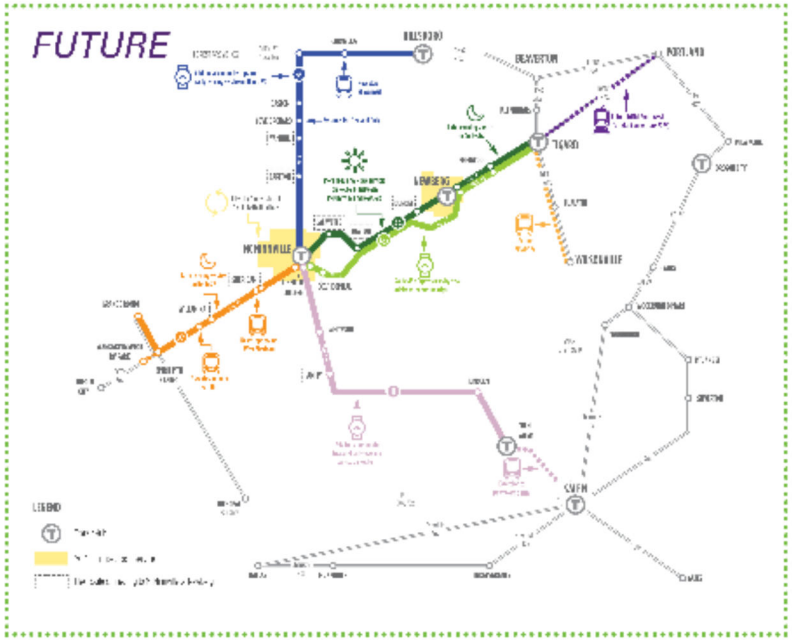
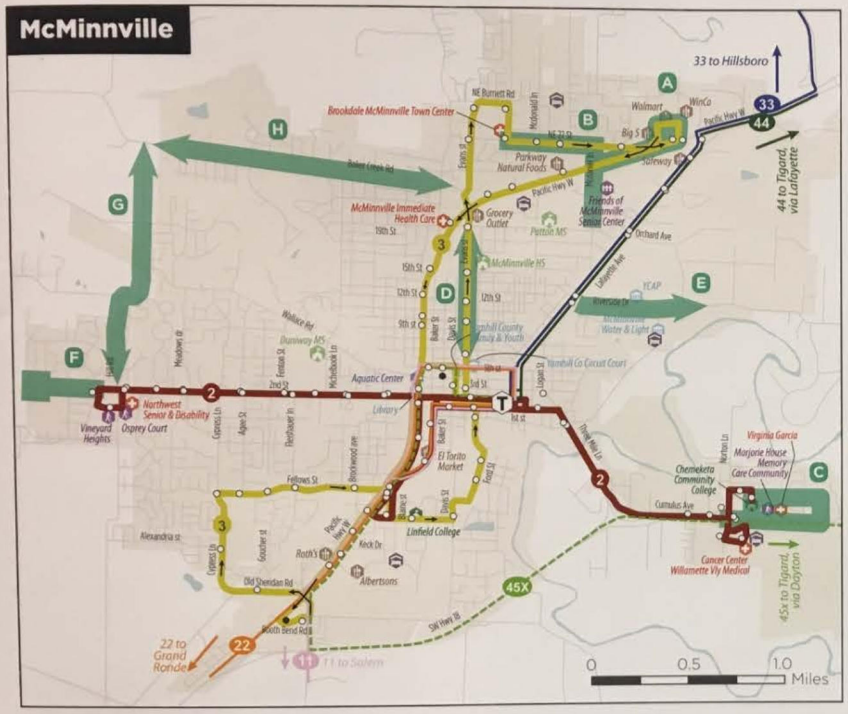



Figure A-3 McMinnville Local Service

## Key Proposed Improvements

- Additional routes make service more reliable, more frequent, and cover more of the city
- Earlier and later weekday hours and Saturday service




### Near-Term Cost-Neutral or Low-Cost Changes (2018-2019)

| MAP # | POTENTIAL IMPROVEMENT | COST | I LIKE IT! | I HAVE CONCERNS |
|---|---|---|---|---|
| | • Separate route numbers for north and south parts of Routes 2 and 3<br>• One bus serves 2 East and 3 South<br>• One bus serves 2 West and 3 North | - | ●● | ● |
| | • Signs/markings at all bus stops; eliminate flag stops<br>• Shelters at major stops (e.g., Walmart/ Winco, Bi-Mart, etc.) | $ | ● | ● |
| A | WinCo/Walmart/Safeway stops near front doors | $ | ●●● | |

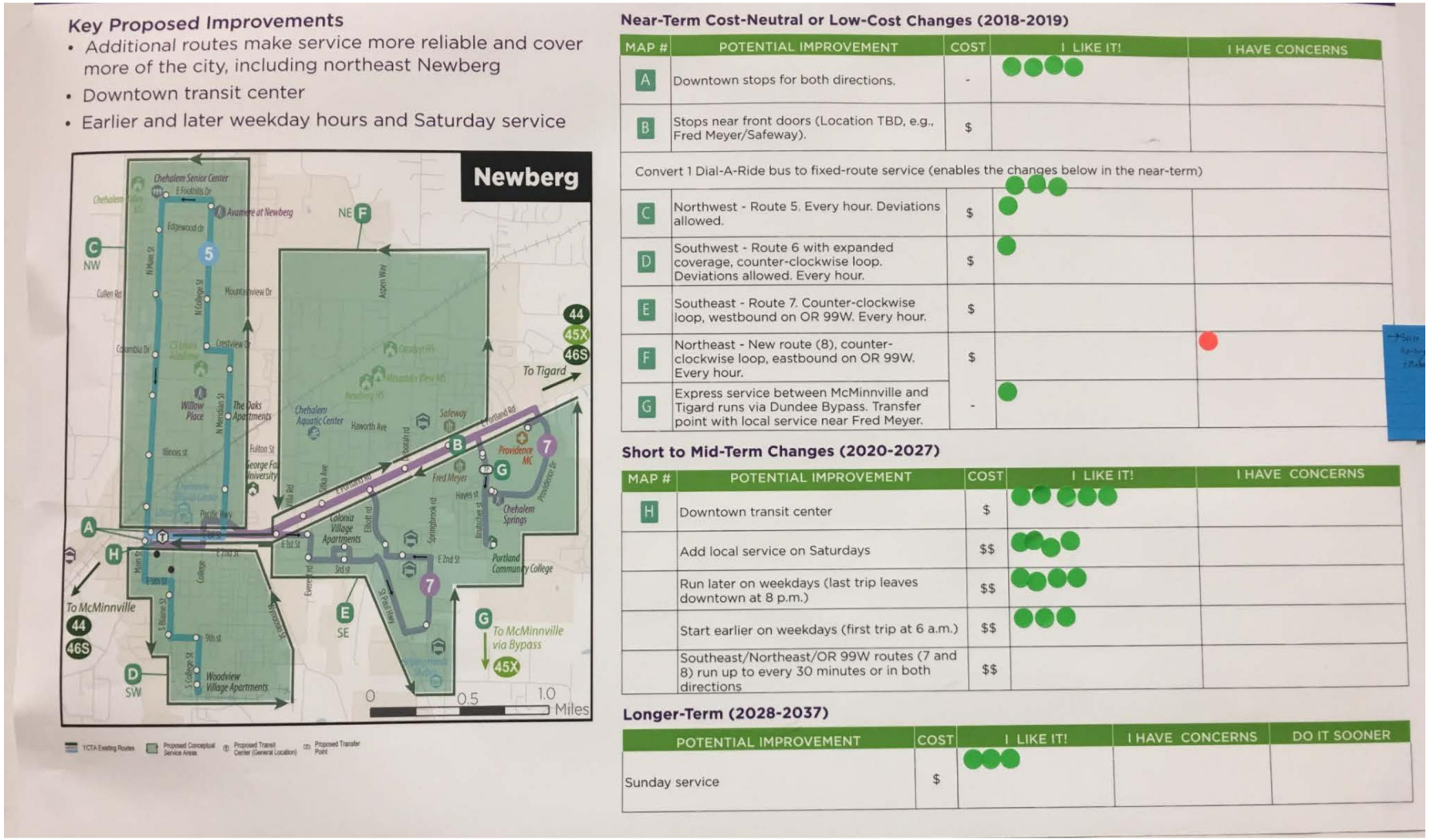
### Short to Mid-Term Changes (2020-2027)

| MAP # | POTENTIAL IMPROVEMENT | COST | I LIKE IT! | I HAVE CONCERNS |
|---|---|---|---|---|
| B | • More frequent service to Winco/Walmart<br>• 2-way service on 27th Street<br>• Service on McDaniel Lane (McMinnville Senior Center). | $$$ | ●●● | |
| C | Service on NE Cumulus Street, (e.g., Virginia Garcia Clinic and Fircrest Senior Living) | $ | ●●●● | |
| D | Route 3 runs in both directions on Evans Street (currently southbound on Adams Street). Assumes Routes 33 and 44 run on Adams and Baker Streets | - | ● | |
| | Add local service on Saturdays, including Dial-A-Ride | $$ | ●●●●● | |
| | Run later on weekdays (last trip leaves downtown at 8 p.m.) | $$ | ●●●●●● | |
| | Start earlier on weekdays (first trip at 6 a.m.) | $$ | ●●● | |

### Longer-Term (2028-2037)

| MAP # | POTENTIAL IMPROVEMENT | COST | I LIKE IT! | I HAVE CONCERNS | DO IT SOONER |
|---|---|---|---|---|---|
| E | Lafayette Ave and Riverside Drive (YCAP, McMinnville Power and Light, and other jobs) | $$$ | | | ● |
| F | Service west of 2nd Street and Hill Road | $ | | | |
| G | Service along Hill Road to Baker Creek Road and Hill Road | $$ | | | |
| H | Service along Baker Creek Road to Hill Road | $$ | | | |
| | Service on Sundays | $ | ●●●● | | |

Figure A-4 Newberg Local Service



## Key Proposed Improvements

- Additional routes make service more reliable and cover more of the city, including northeast Newberg
- Downtown transit center
- Earlier and later weekday hours and Saturday service



## Near-Term Cost-Neutral or Low-Cost Changes (2018-2019)

| MAP # | POTENTIAL IMPROVEMENT | COST | I LIKE IT! | I HAVE CONCERNS |
|---|---|---|---|---|
| A | Downtown stops for both directions. | - | ●●●● | |
| B | Stops near front doors (Location TBD, e.g., Fred Meyer/Safeway). | $ | | |
| | Convert 1 Dial-A-Ride bus to fixed-route service (enables the changes below in the near-term) | | | |
| C | Northwest - Route 5. Every hour. Deviations allowed. | $ | ●●● ● | |
| D | Southwest - Route 6 with expanded coverage, counter-clockwise loop. Deviations allowed. Every hour. | $ | ● | |
| E | Southeast - Route 7. Counter-clockwise loop, westbound on OR 99W. Every hour. | $ | | |
| F | Northeast - New route (8), counter-clockwise loop, eastbound on OR 99W. Every hour. | $ | | ● |
| G | Express service between McMinnville and Tigard runs via Dundee Bypass. Transfer point with local service near Fred Meyer. | - | ● | |

## Short to Mid-Term Changes (2020-2027)

| MAP # | POTENTIAL IMPROVEMENT | COST | I LIKE IT! | I HAVE CONCERNS |
|---|---|---|---|---|
| H | Downtown transit center | $ | ●●●●● | |
| | Add local service on Saturdays | $$ | ●●●● | |
| | Run later on weekdays (last trip leaves downtown at 8 p.m.) | $$ | ●●●● | |
| | Start earlier on weekdays (first trip at 6 a.m.) | $$ | ●●● | |
| | Southeast/Northeast/OR 99W routes (7 and 8) run up to every 30 minutes or in both directions | $$ | | |

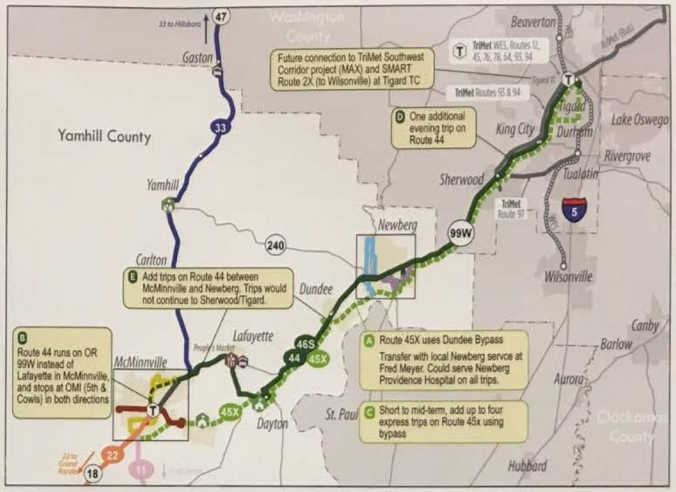
## Longer-Term (2028-2037)

| POTENTIAL IMPROVEMENT | COST | I LIKE IT! | I HAVE CONCERNS | DO IT SOONER |
|---|---|---|---|---|
| Sunday service | $ | ●●● | | |

Figure A-5 McMinnville-Newberg-Tigard Intercity Service (Routes 44/45x/46s)

## Key Proposed Improvements

- Route 45x uses Dundee Bypass; additional morning and afternoon commute trips
- More frequent service between McMinnville and Newberg on Route 44
- One additional evening trip to/from Tigard on Route 44




### Existing and Proposed Near-Term Schedule*

| TIME PERIOD | LEAVES MCMINNVILLE | | LEAVES TIGARD | |
|---|---|---|---|---|
| | CURRENT | NEAR-TERM* | CURRENT | NEAR-TERM* |
| Morning | 5:10 am<br>6:25 am<br>7:25 am<br>10:35 am | 5:30 am<br>no change<br>no change<br>10:38 am* | -<br>*6:42 am (45x)*<br>7:48 am<br>8:48 am | -<br>no change<br>no change<br>8:44 am |
| Mid-day | 12:15 pm | no change | 11:58 am | 11:57 am |
| Afternoon/ Evening | 1:15 pm<br>3:20 pm<br>*5:05 pm (45x)*<br>5:40 pm<br>6:12 pm | 1:28 pm<br>no change<br>no change<br>5:31 pm<br>no change | 1:38 pm<br>2:38 pm<br>4:47 pm<br>6:16 pm<br>7:01 pm<br>7:39 pm | no change<br>2:47 pm<br>4:51 pm<br>6:27 pm<br>no change<br>no change |

Note: * YCTA plans to implement a near-term schedule adjustment in Spring 2018. Table above does not include future service improvements.

### EVENING HOURS

**Last trip leaves Tigard Transit Center at:**

*(Currently leaves Tigard at 7:39 pm, arriving in McMinnville at 9:03 pm)*

| 7:30 PM (EXISTING) | 8:00 PM | 8:30 PM | 9:00 PM |
|---|---|---|---|
| | | | ●●●● |

**Last trip leaves McMinnville at:**

*(Currently leaves McMinnville at 6:12 pm, arriving in Tigard at 7:29 pm.)*

| 6:30 PM | 7:00 PM | 7:30 PM | 8:00 PM | 8:30 PM | 9:00 PM |
|---|---|---|---|---|---|
| | | | | | ● |

### Near-Term Cost-Neutral or Low-Cost Changes (2018-2019)

| MAP # | POTENTIAL IMPROVEMENT | I LIKE IT! | I HAVE CONCERNS |
|---|---|---|---|
| A | • Route 45x uses Dundee Bypass and would not serve Dundee and downtown Newberg<br>• Timed transfer with local service in eastern Newberg (e.g., Fred Meyer) and potential stop at Providence Hospital<br>• Route 44 would continue to serve Dundee and downtown Newberg | ●● | ● |
| B | Route 44 runs on OR 99W instead of Lafayette in McMinnville, and stops at OMI (5th & Cowls) in both directions | ● | ● |

### Short to Mid-Term Changes (2020-2027)

| MAP # | POTENTIAL IMPROVEMENT | COST | I LIKE IT! | I HAVE CONCERNS |
|---|---|---|---|---|
| C | Add up to four total express trips on Route 45x in morning and afternoon commute hours, using bypass | $$$ | ● | |
| D | Add one additional evening trip on Route 44. | $ | ●●● | |
| E | Add trips on Route 44 to provide more frequent, consistent service between McMinnville and Newberg. Added trips would not continue to Sherwood/Tigard. | $$ | ●●●● | |

SUNDAY SERVICE ●●●●● Early Saturday Late Late on Direct from Yamhill

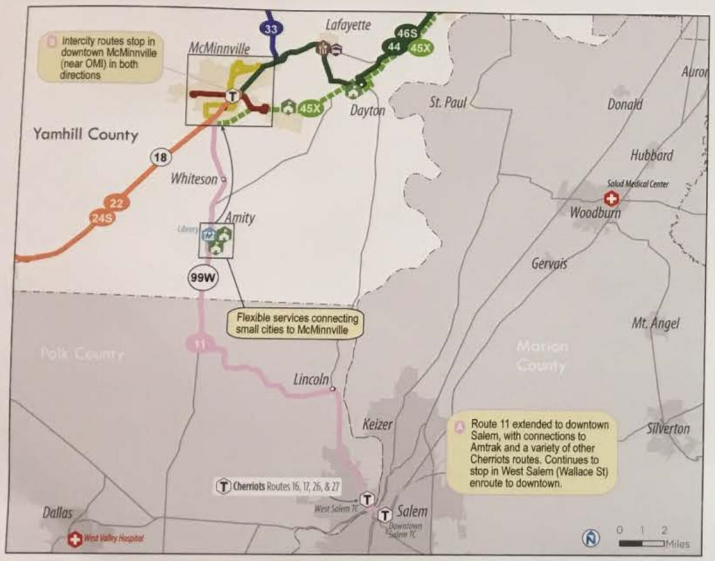
Add Route

Note: A longer-term Sunday service option was inadvertently omitted from the printed open house board; it was added as a sticky note and received six dots.

Figure A-6 McMinnville-Salem Intercity Service (Route 11)

## Key Proposed Improvements

- Extend Route 11 to Downtown Salem Transit Center
- Add trips during morning and afternoon commute hours, including early evening




### Existing and Proposed Schedule (Long-Term)

| TIME PERIOD | LEAVES MCMINNVILLE | LEAVES DOWNTOWN SALEM TC (CURRENTLY WEST SALEM TC) |
|---|---|---|
| Morning | 6:00 am<br>7:00 am (Proposed)<br>8:00 am (Modified) | 7:00 am (Modified)<br>8:00 am (Proposed)<br>9:00 am (Modified) |
| Mid-day | 12:00 pm | 1:00 pm (Modified) |
| Afternoon/ Evening | 4:00 pm<br>5:00 pm (Proposed)<br>6:00 pm (Modified)<br>7:00 pm (Proposed) | 5:00 pm (Modified)<br>6:00 pm (Proposed)<br>7:00 pm (Modified)<br>8:00 pm (Proposed) |

Note: Proposed and modified times are conceptual

### Near-Term Cost-Neutral or Low-Cost Changes (2018-2019)

| MAP # | POTENTIAL IMPROVEMENT | I LIKE IT! | I HAVE CONCERNS |
|---|---|---|---|
| A | Add a stop at OMI (5th & Cowls) in both directions | | |

### Short to Mid-Term Changes (2020-2027)

| MAP # | POTENTIAL IMPROVEMENT | COST | I LIKE IT! | I HAVE CONCERNS |
|---|---|---|---|---|
| B | Extend Route 11 to Downtown Salem Transit Center. Route 11 would still stop along Wallace Road in West Salem | $ | ●● | |
| - | Add trips on Route 11 during morning and afternoon commute hours, including early evening | $ | ● | |

### Longer Term (2028-2037)

| POTENTIAL IMPROVEMENT | COST | I LIKE IT! | I HAVE CONCERNS | DO IT SOONER |
|---|---|---|---|---|
| Saturday Service | $ | ● | | |
| Sunday Service | $ | | | |

### EVENING HOURS

**Last trip returns from Salem at:**

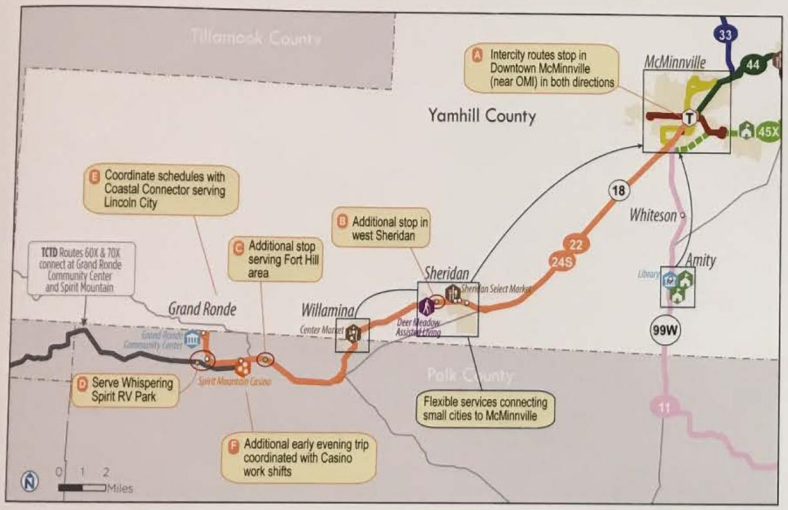
*(Last trip currently leaves Salem at 6:20 pm, arrives in McMinnville at 7 pm.)*

| 6:30 PM | 7:00 PM | 7:30 PM | 8:00 PM | 8:30 PM | 9:00 PM |
|---|---|---|---|---|---|
| | | | | ● | |

Figure A-7 McMinnville-Grand Ronde Intercity Service (Route 22/24s)

## Key Proposed Improvements

- Add stops serving west Sheridan, Fort Hill area, and Wandering Spirit RV Park
- Align schedule with YCTA Route 44/45x in McMinnville and Tillamook County Route 60x in Grand Ronde
- Add an additional evening trip




### Existing and Proposed Schedule (Long-Term)

| TIME PERIOD | LEAVES MCMINNVILLE | LEAVES GRAND RONDE |
|---|---|---|
| Morning | 6:25 am<br>8:15 am<br>10:40 am | 5:30 am<br>7:20 am<br>9:35 am<br>11:35 am |
| Mid-day | 12:30 pm | 1:25 pm |
| Afternoon/ Evening | 2:20 pm<br>4:45 pm<br>6:35 pm<br>8:25 pm (Proposed) | 3:15 pm<br>5:40 pm<br>7:30 pm (Proposed) |

Note: Proposed times are conceptual

### Near-Term Cost-Neutral or Low-Cost Changes (2018-2019)

| MAP # | POTENTIAL IMPROVEMENT | I LIKE IT! | I HAVE CONCERNS |
|---|---|---|---|
| A | Add a stop at OMI (5th & Cowls) in both directions | | |
| B | Add a stop in West Sheridan (near Olive or Florence Streets) | ●●● | |
| C | Add a stop serving the Fort Hill Road area, approximately one mile east of Spirit Mountain Casino, potentially near Hofenbredl Timber | ●● ● | |
| D | Add a stop at Wandering Spirit RV Park (west of Grand Ronde Road) | ● | |
| E | Adjust schedule to provide better connections to/from Tillamook County 60X Coastal Connector route serving Lincoln City (at Spirit Mountain Casino or Grand Ronde Community Center) | ● | |

### Short to Mid-Term Changes (2020-2027)

| MAP # | POTENTIAL IMPROVEMENT | COST | I LIKE IT! | I HAVE CONCERNS |
|---|---|---|---|---|
| F | Add an additional evening trip, timed to serve work shifts at the Spirit Mountain Casino | $ | ●● | |

### Longer Term (2028-2037)

| POTENTIAL IMPROVEMENT | COST | I LIKE IT! | I HAVE CONCERNS | DO IT SOONER |
|---|---|---|---|---|
| Sunday service | $ | ● | | ●● |

### EVENING HOURS

**Last trip leaves Grand Ronde Community Center at:**

*(Last trip currently leaves Grand Ronde at 5:40 pm, reaching McMinnville at 6:28 pm.)*

| 6:00 PM | 6:30 PM | 7:00 PM | 7:30 PM | 8:00 PM | 8:30 PM |
|---|---|---|---|---|---|
| | | | | ●● | ● |

**Last trip leaves McMinnville at:**

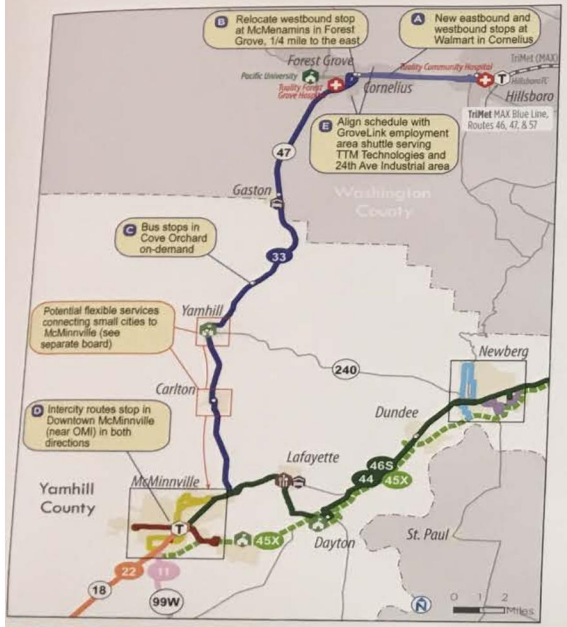
*(Last trip currently leaves McMinnville at 6:35 pm, reaching Grande Ronde at 7:22 pm.)*

| 6:30 PM (EXISTING) | 7:00 PM | 7:30 PM | 8:00 PM | 8:30 PM | 9:00 PM |
|---|---|---|---|---|---|
| | | | | ● | ● |

Figure A-8 McMinnville-Hillsboro Intercity Service (Route 33)

## Key Proposed Improvements

- Add trips during the morning and afternoon/early evening commute hours.
- Improve facilities/signage at Hillsboro Transit Center




| TIME PERIOD | LEAVES MCMINNVILLE | | |
|---|---|---|---|
| | CURRENT | NEAR-TERM* | LONG-TERM** |
| Morning | 6:00 am - 10:30 am | 5:55 am - no change | 5:55 am 7:00 am (Proposed) 10:30 am |
| Mid-day | 12:30 pm | no change | |
| Afternoon/ Evening | 3:30 pm - 5:30 pm | no change - 5:40 pm | 3:30 pm 4:50 pm (Proposed) 5:40 pm 7:00 pm (Proposed) |

Note: * YCTA plans to implement a near-term schedule adjustment in Spring 2018.
** Future proposed times are conceptual.

### Near-Term Cost-Neutral or Low-Cost Changes (2018-2019)

| MAP # | POTENTIAL IMPROVEMENT | I LIKE IT! | I HAVE CONCERNS |
|---|---|---|---|
| A | Add eastbound and westbound stops at Walmart (4th Ave) in Cornelius | | |
| B | • Relocate westbound bus stop in Forest Grove to help stay on schedule.<br>• Eliminate westbound stop at McMenamins Grand Lodge (west of Hwy 47).<br>• Add new westbound stop at the TriMet bus stop 1/4 mile east of Hwy 47. | | |
| C | Convert the Cove Orchard stop to "on-demand," for safety reasons | | |
| D | Add a stop at OMI (5th & Cowls) in both directions | | |

### Short to Mid-Term Changes (2020-2027)

| MAP # | POTENTIAL IMPROVEMENT | COST | I LIKE IT! | I HAVE CONCERNS |
|---|---|---|---|---|
| - | Add trips during the morning and afternoon/early evening commute hours. | $$ | | |
| E | Align schedules to connect to the GroveLink employment area shuttle, serving the 24th Avenue industrial area and TTM Technologies in Forest Grove. | $ | | |

### Longer Term (2028-2037)

| POTENTIAL IMPROVEMENT | COST | I LIKE IT! | I HAVE CONCERNS | DO IT SOONER |
|---|---|---|---|---|
| Saturday Service | $ | | | |
| Sunday Service | $ | | | |

### EVENING HOURS

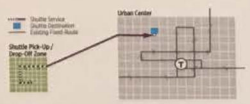
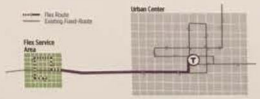
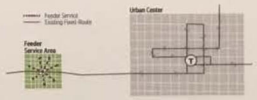
**Last trip leaves Hillsboro at:**

*Last trip currently leaves Hillsboro at 6:30 pm, reaching McMinnville at 7:20 pm.)*

| 6:30 PM (EXISTING) | 7:00 PM | 7:30 PM | 8:00 PM | 8:30 PM | 9:00 PM |
|---|---|---|---|---|---|
| | | | | | |

Figure A-9 Service to Small Cities

## Options to enhance transit connections in Yamhill County's smaller cities

| SERVICE MODEL | RURAL SHOPPER/MEDICAL SHUTTLE | RURAL FLEX ROUTE | | RURAL FEEDER SERVICE | |
|---|---|---|---|---|---|
| Description | Door-to-door service in small cities, with advance reservations, to selected major shopping and medical destinations in McMinnville or Newberg | Scheduled stops in small cities (deviations and curb-to-curb service with advance reservations) directly serving McMinnville or Newberg Transit Centers and selected major shopping and medical destinations | | Curb-to-curb service within small cities, with advance reservations, making timed transfers with intercity buses in each city, and offering trips between points within each city | |
| Image |  |  | |  | |
| # Vehicles | 🚌 | 🚌🚌 | 🚌🚌🚌 | 🚌🚌 | 🚌🚌🚌 |
| Service Days/Hours | Limited days and hours of service: 1 day per week in each service area*, approx. 4 hours per day | Regular all-day service: 2-3 days per week in each service area, approx. 8-5 pm | Regular all-day service: 5 days per week in each service area, approx. 8-5 pm | Regular all-day service: 2-3 days per week in each service area, approx. 8-5 pm | Regular all-day service: 5 days per week in each service area, approx. 8-5 pm |
| Cost | $ | $$$$ ($$ per vehicle) | $$$$$$ ($$ per vehicle) | $$$$ ($$ per vehicle) | $$$$$$ ($$ per vehicle) |
| Which do you prefer? (Choose 1) | | ● | | | |

*Notes: Each $ represents approximately $100,000 in annual operating cost. * Cities would be grouped into geographical clusters, e.g., Willamina/Sheridan/Amity, Yamhill/Carlton, Lafayette/Dayton and/or Dundee*

### Long-Distance Medical Shuttle to Portland

| POTENTIAL IMPROVEMENT | COST | I LIKE IT! | I HAVE CONCERNS |
|---|---|---|---|
| Long-distance medical shuttle to Portland (e.g., OHSU or VA Hospital), 2-3 days per week | $ to $$ | ● | |

## CAPITAL

YCTA will also be investing in vehicles, bus stops, and other infrastructure that make transit an attractive and comfortable option.

### Buses

Replace older vehicles with new, consistently marked buses that support real-time tracking, and provide high-capacity bicycle racks on larger buses

| FUTURE | EXISTING |
|---|---|
| Example of planned YCTA buses | Example of existing YCTA bus |
|  |  |



### Bus Stops ●●●

Mark or sign all bus stops and move towards eliminating flag stops. This will make routes more efficient. Some passengers may have to walk a longer distance to a bus stop.

### Bus Stop Amenities

Install seats and shelters at bus stops, with beacon lights at intercity stops to signal that a passenger is waiting

| BUS STOP WITH SEAT | SHELTER | STOP/SHELTER BEACON LIGHT |
|---|---|---|
|  |  |  |
| ● | ● | |

## TRANSIT-SUPPORTIVE POLICIES, PROGRAMS, AND TECHNOLOGY

YCTA will be implementing programs that support its investments in transit service and capital facilities. For example:

| CUSTOMER INFORMATION | VANPOOLS | ACCESS TO TRANSIT | PARTNERSHIPS WITH RIDE-HAILING SERVICES | LAND USE COORDINATION |
|---|---|---|---|---|
| Improve customer information, including printed and online information, real-time bus arrival times, and system alerts  ● | Coordinate with Cherriots to market vanpools for destinations that YCTA can't serve efficiently and the emergency ride home program available to employees who live in Yamhill County  ● | Work with cities to ensure safe and accessible walking and biking routes to transit stops  | Taxis and ride-hailing services like Lyft and Uber may be able to partner with YCTA to provide shared rides to cost-effectively fill gaps in transit service, e.g., later evenings | Coordinate with local jurisdictions on transit stop siting and land use actions |

Figure A-10 Comment Cards - English

## Transit Development Plan Comment Card

Yamhill County Transit Area

Thank you for attending today's open house! Please use this form to provide your feedback on the proposed changes and enhancements.

| Proposed changes for: | Comments |
|---|---|
| McMinnville Local Service: Routes 2 and 3<br>☐ I like it!<br>☐ I have concerns | |
| Newberg Local Service: Routes 5 and 7<br>☐ I like it!<br>☐ I have concerns | |
| McMinnville-Salem: Route 11<br>☐ I like it!<br>☐ I have concerns | |
| McMinnville-Grand Ronde: Route 22, 24s<br>☐ I like it!<br>☐ I have concerns | |
| McMinnville-Hillsboro: Route 33<br>☐ I like it!<br>☐ I have concerns | |
| McMinnville-Newberg-Tigard: Routes 44, 45X, 46s<br>☐ I like it!<br>☐ I have concerns | |
| Service connecting smaller Yamhill County cities to McMinnville or Newberg<br>☐ I like it!<br>☐ I have concerns | |
| Capital Infrastructure (e.g., bus stops) and Technology<br>☐ I like it!<br>☐ I have concerns | |

*Please continue on back side*

**If YCTA has resources to implement some of the short-term options sooner, which two are the most important?** *Choose up to two.*

| | |
|---|---|
| ☐ | **Add local route in McMinnville**, e.g., to relieve operational issues on Route 3 serving WinCo/Walmart, provide two-way service on 27th, and serve the Senior Center |
| ☐ | **Add Saturday service in McMinnville and Newberg** |
| ☐ | **Run local bus routes in McMinnville and Newberg earlier in the morning and in the early evening** |
| ☐ | **Add Route 45X express trips in morning and afternoon commute hours** to/from Tigard using OR 18 and Dundee Bypass (via Linfield College and Willamette Medical Center in McMinnville, and Fred Meyer and Providence Hospital in Newberg) |
| ☐ | **Add more frequent service during the day on Route 44 between McMinnville, Lafayette, Dayton, Dundee, and Newberg** (but not continuing to Sherwood/Tigard) |
| ☐ | **Extend Route 11 to downtown Salem** |
| ☐ | **Add trips on Route 11 (Salem) and Route 33 (Hillsboro)** during the morning, afternoon, and early evening commute hours |
| ☐ | **Add one additional evening trip on Route 22 (Grand Ronde) and Route 44 (Tigard)** |
| ☐ | **Start a local shopper/medical shuttle pilot program** (Newberg, McMinnville, and smaller cities) |
| ☐ | **Other**. Please specify: |

**Do you have other comments or suggestions about transit in Yamhill County?**

**Now we have a few questions about you.** *Your answers will be kept confidential.*

**Which YCTA services have you used in the past year?** *Choose all that apply.*

Local Fixed-Route
- ☐ Rts 2 & 3 (McMinnville)
- ☐ Rts 5 & 7 (Newberg)

Intercity
- ☐ Rt 11 (McMinnville-Salem)
- ☐ Rt 22/24s (McMinnville-Grand Ronde)
- ☐ Rt 33 (McMinnville-Hillsboro)
- ☐ Rt 44/45x/46s McMinnville-Newberg-Tigard)
- ☐ Rt 45x (McMinnville-Newberg-Tigard Express)

Dial-A-Ride
- ☐ McMinnville Dial-A-Ride
- ☐ Newberg Dial-A-Ride
- ☐ ADA Paratransit

Other (please specify) _____

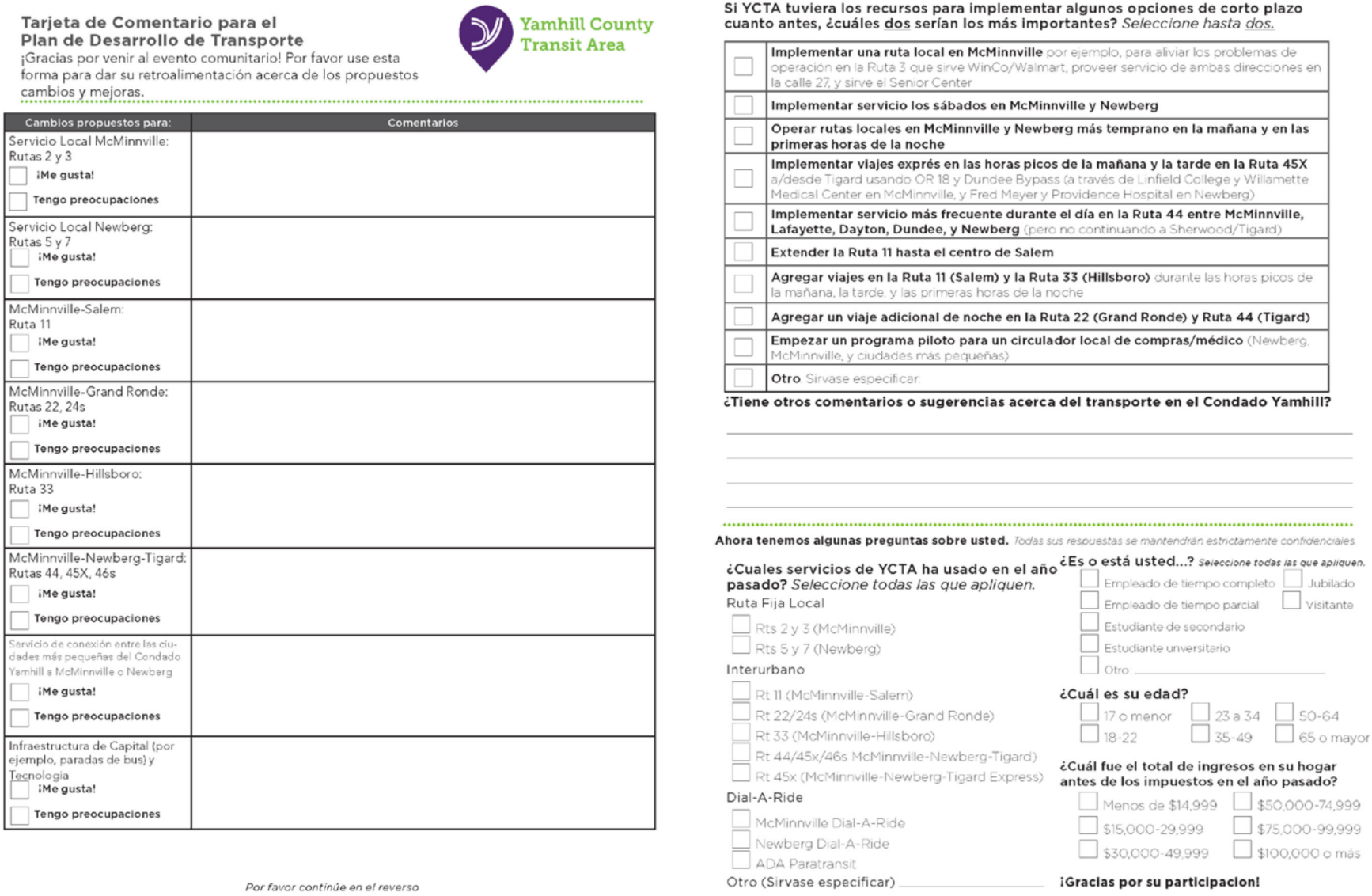
**Are you ...** *Choose all that apply.*
- ☐ Employed full-time
- ☐ Employed part-time
- ☐ Middle/High School Student
- ☐ College Student
- ☐ Other: _____
- ☐ Retired
- ☐ Visitor

**What is your age?**
- ☐ 17 or under
- ☐ 18-22
- ☐ 23-34
- ☐ 35-49
- ☐ 50-64
- ☐ 65 or over

**What was your total household income last year before taxes?**
- ☐ Less than $14,999
- ☐ $15,000-29,999
- ☐ $30,000-49,999
- ☐ $50,000-74,999
- ☐ $75,000-99,999
- ☐ $100,000 or more

**Thank you for your participation!**

Figure A-11 Comment Cards - Spanish



**Tarjeta de Comentario para el Plan de Desarrollo de Transporte**

Yamhill County Transit Area

¡Gracias por venir al evento comunitario! Por favor use esta forma para dar su retroalimentación acerca de los propuestos cambios y mejoras.

| Cambios propuestos para: | Comentarios |
|---|---|
| Servicio Local McMinnville: Rutas 2 y 3 ☐ ¡Me gusta! ☐ Tengo preocupaciones | |
| Servicio Local Newberg: Rutas 5 y 7 ☐ ¡Me gusta! ☐ Tengo preocupaciones | |
| McMinnville-Salem: Ruta 11 ☐ ¡Me gusta! ☐ Tengo preocupaciones | |
| McMinnville-Grand Ronde: Rutas 22, 24s ☐ ¡Me gusta! ☐ Tengo preocupaciones | |
| McMinnville-Hillsboro: Ruta 33 ☐ ¡Me gusta! ☐ Tengo preocupaciones | |
| McMinnville-Newberg-Tigard: Rutas 44, 45X, 46s ☐ ¡Me gusta! ☐ Tengo preocupaciones | |
| Servicio de conexión entre las ciudades más pequeñas del Condado Yamhill a McMinnville o Newberg ☐ ¡Me gusta! ☐ Tengo preocupaciones | |
| Infraestructura de Capital (por ejemplo, paradas de bus) y Tecnologia ☐ ¡Me gusta! ☐ Tengo preocupaciones | |

*Por favor continúe en el reverso*

**Si YCTA tuviera los recursos para implementar algunos opciones de corto plazo cuanto antes, ¿cuáles dos serían los más importantes?** *Seleccione hasta dos.*

| | |
|---|---|
| ☐ | **Implementar una ruta local en McMinnville** por ejemplo, para aliviar los problemas de operación en la Ruta 3 que sirve WinCo/Walmart, proveer servicio de ambas direcciones en la calle 27, y sirve el Senior Center |
| ☐ | **Implementar servicio los sábados en McMinnville y Newberg** |
| ☐ | **Operar rutas locales en McMinnville y Newberg más temprano en la mañana y en las primeras horas de la noche** |
| ☐ | **Implementar viajes exprés en las horas picos de la mañana y la tarde en la Ruta 45X** a/desde Tigard usando OR 18 y Dundee Bypass (a través de Linfield College y Willamette Medical Center en McMinnville, y Fred Meyer y Providence Hospital en Newberg) |
| ☐ | **Implementar servicio más frecuente durante el día en la Ruta 44 entre McMinnville, Lafayette, Dayton, Dundee, y Newberg** (pero no continuando a Sherwood/Tigard) |
| ☐ | **Extender la Ruta 11 hasta el centro de Salem** |
| ☐ | **Agregar viajes en la Ruta 11 (Salem) y la Ruta 33 (Hillsboro)** durante las horas picos de la mañana, la tarde, y las primeras horas de la noche |
| ☐ | **Agregar un viaje adicional de noche en la Ruta 22 (Grand Ronde) y Ruta 44 (Tigard)** |
| ☐ | **Empezar un programa piloto para un circulador local de compras/médico** (Newberg, McMinnville, y ciudades más pequeñas) |
| ☐ | **Otro** Sírvase especificar: |

**¿Tiene otros comentarios o sugerencias acerca del transporte en el Condado Yamhill?**

**Ahora tenemos algunas preguntas sobre usted.** *Todas sus respuestas se mantendrán estrictamente confidenciales.*

**¿Cuales servicios de YCTA ha usado en el año pasado?** *Seleccione todas las que apliquen.*

Ruta Fija Local
- ☐ Rts 2 y 3 (McMinnville)
- ☐ Rts 5 y 7 (Newberg)

Interurbano
- ☐ Rt 11 (McMinnville-Salem)
- ☐ Rt 22/24s (McMinnville-Grand Ronde)
- ☐ Rt 33 (McMinnville-Hillsboro)
- ☐ Rt 44/45x/46s McMinnville-Newberg-Tigard)
- ☐ Rt 45x (McMinnville-Newberg-Tigard Express)

Dial-A-Ride
- ☐ McMinnville Dial-A-Ride
- ☐ Newberg Dial-A-Ride
- ☐ ADA Paratransit

Otro (Sírvase especificar) _____

**¿Es o está usted...?** *Seleccione todas las que apliquen.*
- ☐ Empleado de tiempo completo
- ☐ Empleado de tiempo parcial
- ☐ Estudiante de secondario
- ☐ Estudiante universitario
- ☐ Jubilado
- ☐ Visitante
- ☐ Otro _____

**¿Cuál es su edad?**
- ☐ 17 o menor
- ☐ 18-22
- ☐ 23 a 34
- ☐ 35-49
- ☐ 50-64
- ☐ 65 o mayor

**¿Cuál fue el total de ingresos en su hogar antes de los impuestos en el año pasado?**
- ☐ Menos de $14,999
- ☐ $15,000-29,999
- ☐ $30,000-49,999
- ☐ $50,000-74,999
- ☐ $75,000-99,999
- ☐ $100,000 o más

**¡Gracias por su participacion!**

# SECTION 5: TECHNICAL MEMO #5

## Service Design




# Yamhill County Transit Area Transit Development Plan

## Memo #5: Service Design

September 2018

Yamhill County Transit Area

DKS

APG

NELSON NYGAARD

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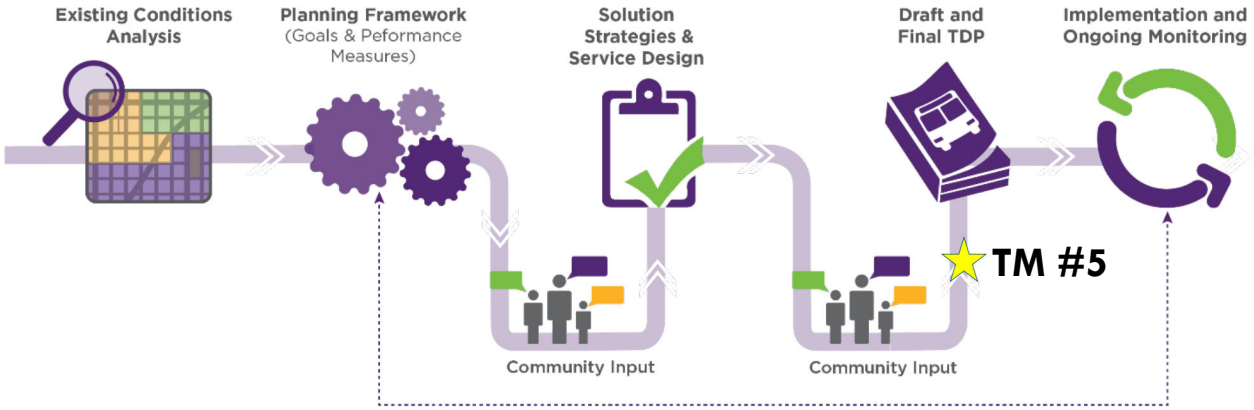
# 1 INTRODUCTION

Technical Memorandum #5 (TM #5) provides the detailed phasing plan to implement the long-term vision for transit in Yamhill County, for both operating and capital needs. The recommended phasing builds on the solutions strategies and service scenarios presented in TM #4, the related service planning exercise at Project Advisory Committee (PAC) Meeting #3 (January 25, 2018), and initial phasing and options presented to the community in March 2018. The phasing plan assumes the projected funding available for transit based on the analysis in TM #3, including the latest estimates for Statewide Transportation Improvement Fund (STIF) funding released by the Oregon Department of Transportation on April 11, 2018.

The final TDP Service Design and Phasing Plan can be found in Chapter 6 and Appendix D of the TDP.

Figure 1-1 illustrates where TM #5 falls within the project timeline. The project team will solicit feedback from the PAC and other stakeholders, and incorporate the service and plans into a draft Transit Development Plan for review and adoption by the Yamhill County Board of Commissioners.

Figure 1-1 Service Opportunity Planning Framework



# 2 LONG-TERM VISION – STRATEGY SUMMARY

This section describes the long-term, 20-year vision for transit service in Yamhill County.

## VISION ELEMENTS

Figure 2-1 illustrates existing YCTA service and transit connections.

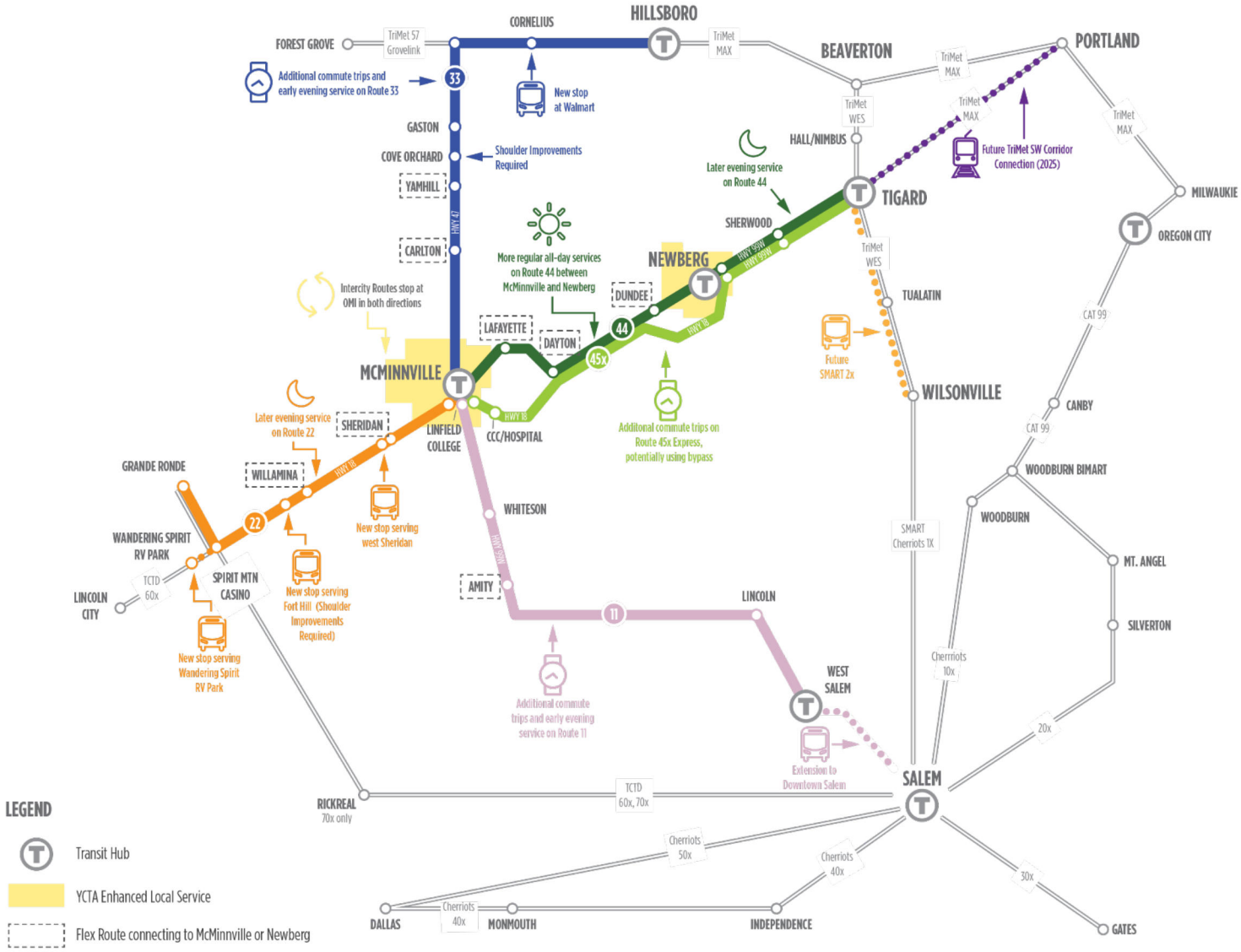
The long-term vision for transit in Yamhill County, shown in Figure 2-2, includes:

- **Enhanced local service** in McMinnville and Newberg, including on **Saturdays.**
- **Regular all-day service on OR 99W** (Route 44) connecting McMinnville, Lafayette, Dayton, Dundee, and Newberg, with some trips continuing to Sherwood and Tigard.
- **Express service** (Route 45x) between McMinnville (via Linfield College and hospital area), Newberg, and Tigard. Route 45x may run on OR 99W or use the Dundee Bypass (latter would not serve Dundee and downtown Newberg).
- **More morning and afternoon peak period and early evening service on intercity routes.**
- **Route 11 extended** to downtown Salem.
- **Flex-route service connecting small cities** to key destinations in McMinnville and/or Newberg.
- **Marked bus stops, more shelters, better customer information, and new buses** with a consistent look.
- **Sunday service** is a lower priority, but may be possible on some routes in the long-term.

Figure 2-1 Existing Transit Service



Figure 2-2 Long-Term Transit Vision



# 3 IMPLEMENTING THE VISION – PHASING PLAN

The transit vision will be realized through incremental changes in existing service and capital facilities. This chapter outlines the phased implementation plan for each part of YCTA service:

- McMinnville and Newberg local service
- Intercity routes: Tigard, Salem, Grand Ronde, and Hillsboro
- Small city service

## PLANNING TIME FRAMES

Figure 3-1 provides an overview of the planning time frames used in TDP phasing plan.

- The Immediate time frame assumes cost-neutral funding, while the remaining time frames assume increased revenues.
- Short-Term and Near-Term enhancements, and a portion of the Mid-Term enhancements can be implemented with funding level anticipated to be available for YCTA.
- Input from the TDP Project Advisory Committee will be solicited on constraining enhancements for the Mid-Term time frame to available funding.
- The Long-Term time frames are not constrained to funding and include additional options that could be implemented in the future.

Figure 3-1 Planning Time Frames

| Time Frame | Years* | Funding Level |
|---|---|---|
| Immediate | 0 years: FY 2018 (Spring/Summer 2018) | Cost-Neutral/Near Cost Neutral operational changes that YCTA will implement prior to plan adoption |
| Near-Term | 1 years: FY 2019 (2018-2019) | Low-cost changes assuming partial STIF funds available in FY 2019 (up to $500,000 in new revenue) |
| Short-Term | 2-3 years: FY 2020 to FY 2022 (2020 – 2022) | Phased expansion based on approximately $1.1 M in STIF funds available starting in FY 2020. Assume incremental service expansion while prioritizing significant share of new resources to address capital needs (bus stops, fleet, etc.) in early stages of the plan. |
| Mid-Term | 4-9 Years: FY 2023 to FY 2027 (2023 – 2027) | Continued service expansion is possible using STIF funding with many of YCTA's basic capital needs addressed. |
| Long-Term | 10-20 Years: FY 2028 to FY 2037 (2028-2037) | Flexible service plan (additional resources required) |
| Long-Term (Vision) | Beyond 20 Years | Additional service options (unconstrained) |

Note: *2018 refers to FY 2018-2019, etc. STIF = Statewide Transportation Improvement Fund

# MCMINNVILLE LOCAL SERVICE

## Key Improvements

- Additional routes make service more reliable, more frequent, and cover more of the city
- Earlier and later weekday hours and Saturday service

## Key Outreach Ideas/Findings

- Addressing Route 3 issues and enhancing local service are among the top priorities among survey respondents.
- Service on Riverside Drive would be desirable sooner than the long-term.
- Some concerns about eliminating flag stops.
- Most people wanted buses to start running at 5:30 a.m. or by 6:00 a.m. (roughly split) and for the last bus to leave the transit center at 8 p.m. (although approximately 25% of people wanted it to run later).

*Additional community input is summarized in Technical Memo #4, Chapter 6 and Appendix A.*

Figure 3-2 summarizes local service improvements in McMinnville, by time frame.

Figure 3-2 Summary of Service Actions: McMinnville Local Service - Table

| Map ID | Time Frame | Description | Routes | Benefits | Concerns [1] | Operating Cost | Additional Vehicles [2] |
|---|---|---|---|---|---|---|---|
| - | Immediate | ▪ Schedule adjustments<br>▪ Separate route numbers for north and south parts of Routes 2 and 3<br>▪ One bus serves 2 East and 3 South<br>▪ One bus serves 2 West and 3 North | 2/3 | ▪ Schedule and running times are more accurate and buses are better able to stay on schedule | | - | - |
| I | Immediate | ▪ Revise Route 3S routing at Booth Bend Road | 3S | ▪ Improved travel time and reliability | | - | - |
| J | Immediate | ▪ Add a stop on Blaine opposite the existing Linfield shelter, for use by buses in the northbound direction. | 45x | ▪ Improved travel time and reliability | | - | - |
| A, See Figure 3-4 | Immediate or Near-Term | ▪ Local buses serve stops for WinCo/Walmart near store front doors, subject to identifying suitable locations and reaching agreements with stores. (Safeway could be a later phase, contingent on Route 3 redesign) | 3 | ▪ Improved access to store entrances setback from OR 99W (possible tradeoff with travel time) | | - | - |
| - | Near-Term | ▪ 1 additional hour for Route 2 (start at 7:00 am) | 2 | ▪ Serve worker/student needs | | $20,000 | - |
| - | Near-Term to Short-Term | ▪ Phase out flag stops after bus stops are signed/marked | All Local | ▪ Improved travel time and reliability | ▪ Yes | - | - |
| - | Near-Term | ▪ Run later on weekdays (until 7 pm; last trips leave transit center at 6:00 or 6:30 pm). Assumes 3 fixed-route buses and 2 DAR vans. | | ▪ Serve worker/student needs | | $94,000 | - |
| B; See Figure 3-5 | Near-Term | ▪ Redesign Route 3 to provide more service to the Winco/Walmart area including 2-way service on 27th Street and service on McDaniel Lane (McMinnville Senior Center) | 3N | ▪ Improved frequency and access | | $215,000 | 0.5 bus |
| - | Near-Term | ▪ Pilot shopper-medical shuttle, 1 day per week | - | ▪ Improved access to destinations | | $14,000 | 1 van (portion) |
| D, Figure 3-7 | Short-Term | ▪ Route 3 runs in both directions on Evans Street (currently northbound on Baker Street and southbound on Adams Street). This would require that Routes 33 and 44 are modified to run on Adams and Baker Streets.<br>▪ Could potentially be implemented along with item "B" above. | | ▪ More legible service (Adams and Baker are several blocks apart) | | - | - |

| Map ID | Time Frame | Description | Routes | Benefits | Concerns [1] | Operating Cost | Additional Vehicles [2] |
|---|---|---|---|---|---|---|---|
| C; Figure 3-7 | Short-Term | ▪ Redesign Route 2 (East) to serve NE Cumulus Street, (e.g., Virginia Garcia Clinic and Fircrest Senior Living). Contingent on capital improvement to access road/gate.<br>▪ Coordinate with Evergreen Museum to explore possibility of a walking path from a bus stop located at the intersection of Cumulus Ave and NE Cumulus Ave (southwest of the museum) | 2E | ▪ Improved access to housing and activity centers | | - | - |
| - | Short-Term | ▪ Add local service on Saturdays, Phase 1, including Dial-A-Ride (assumes 1 fixed-route and 1 DAR vehicle) | All (or subset) | ▪ | | $59,000 | - |
| - | Mid-Term | ▪ Enhanced local service on Saturdays, Phase 2 (assumes 1 additional fixed-route vehicle) | All (or subset) | ▪ | | $39,000 | - |
| E | Mid-Term | ▪ Develop a pilot flex-route serving the area east of Lafayette Avenue, with some fixed stops and on-demand dispatch software that enables ride requests within a 2-hour window or on a subscription basis.<br>▪ Could be designed to serve employment areas at key shift times.<br>▪ Cost assumes 7 am – 6 pm operation | New | ▪ Serve key activity centers (YCAP, McMinnville Power & Light, Dental Clinic, Pet Stop Inn) and dispersed employment areas | | $68,000 | 1 van |
| - | Mid-Term | ▪ Run later on weekdays (until 9 pm; last trips leave transit center at 8:00 or 8:30 pm).<br>▪ Cost assumes 2 fixed-route buses (more limited than daytime) and 1 DAR van. Depending on success of pilot on-demand flex-route east of Lafayette, later evening service could be designed around the same model, with service designed to meet intercity bus departures/arrivals, which would reduce costs and allow later service. | All (or subset) | ▪ Serve worker/student needs | | $112,000 | - |
| - | Mid-Term | ▪ Start earlier on weekdays (first trip at 6 am). Cost assumes 3 fixed-route buses and 1 DAR vehicle | All (or subset) | ▪ | | $77,000 | - |
| F; See Figure 3-8 | Long-Term | ▪ Extend service to east of Hill Road. Assumed to be an extension of Route 2 (within hour cycle time or additional ½ bus). | 2W | | | $107,000 | |

| Map ID | Time Frame | Description | Routes | Benefits | Concerns [1] | Operating Cost | Additional Vehicles [2] |
|---|---|---|---|---|---|---|---|
| G or H, See Figure 3-9 | Long-Term | ▪ Extend service to the Hill Road and Baker Creek Road area, along either Hill Road or Baker Creek Road. This could be a modification to Route 2W (e.g., "split tail") or a new route serving Lafayette Avenue, NE 27th Street, and Baker Creek Road. | 2W or new route | | | $215,000 | 1 bus |
| - | Long-Term | ▪ Sunday Service | | | | $73,000 | |
| - | Long-Term (Vision) | ▪ Increased frequency on selected route(s) (based on service standards, productivity, and passenger loading). Cost assumes 1 additional bus. | TBD | | | $215,000 | 1 bus |
| | Long-Term (Vision) | ▪ Additional DAR vehicle on Saturdays | | | | $34,000 | |

Notes: [1] Based on community input obtained in March 2018. [2] See capital plan for vehicle costs

## Route Maps and Details

Figure 3-3 Summary of Service Actions: McMinnville Local Service – Map

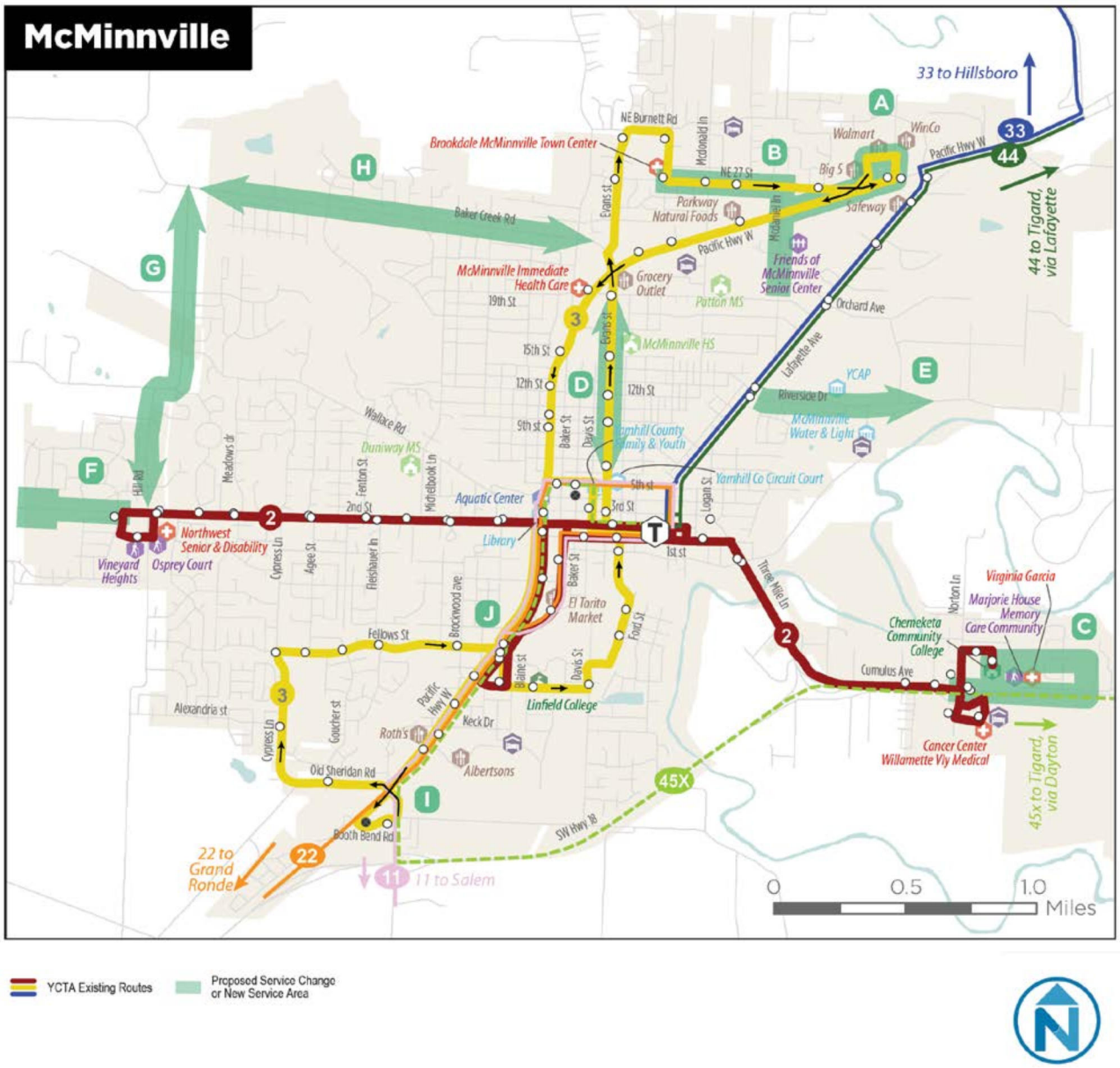
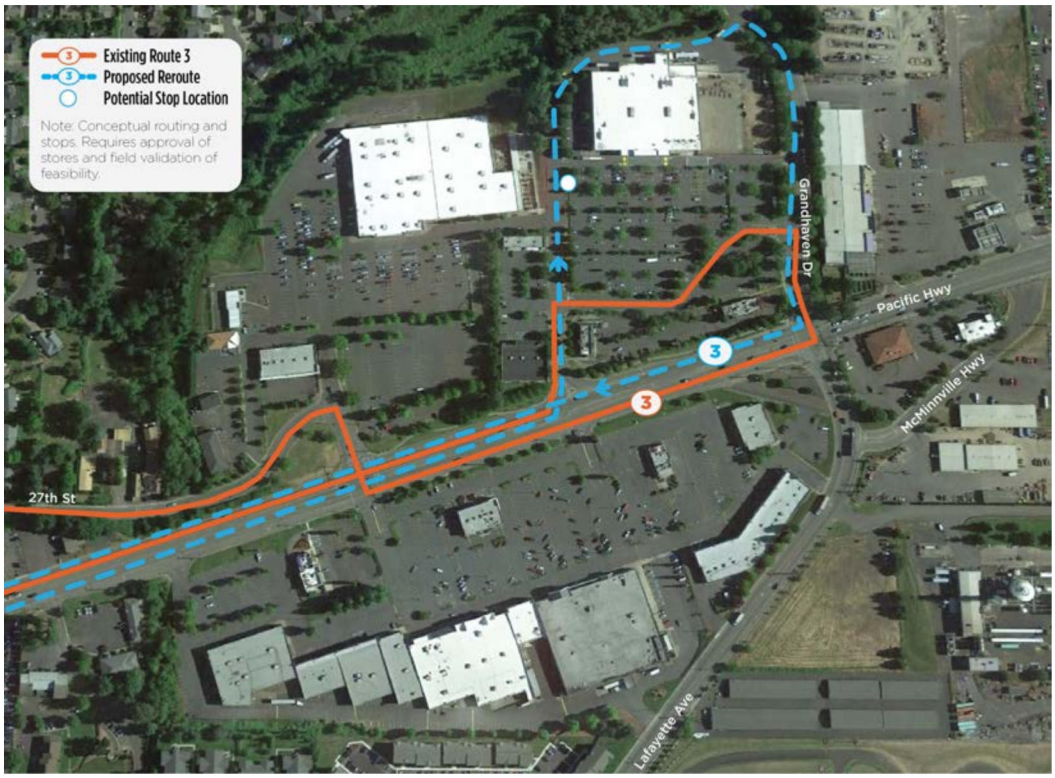


Figure 3-4 Stops Near Winco/Walmart (Immediate or Near-Term/Short-Term)

Immediate or Near-Term:

- Stop in Winco parking lot on existing Route 3
- Existing sidewalk can be used
- Contingent on obtaining store approval
- Feasibility of right-turn from OR 99W into parking lot needs to be tested, given concrete median and channelized right-turn island




Short-Term:

- Add stop in Safeway parking lots on future Route 3
- Previous concept revised to avoid unprotected left turn onto Lafayette
- Contingent on identifying a suitable stop location, obtaining store approval, and having sufficient time in the route for the deviation

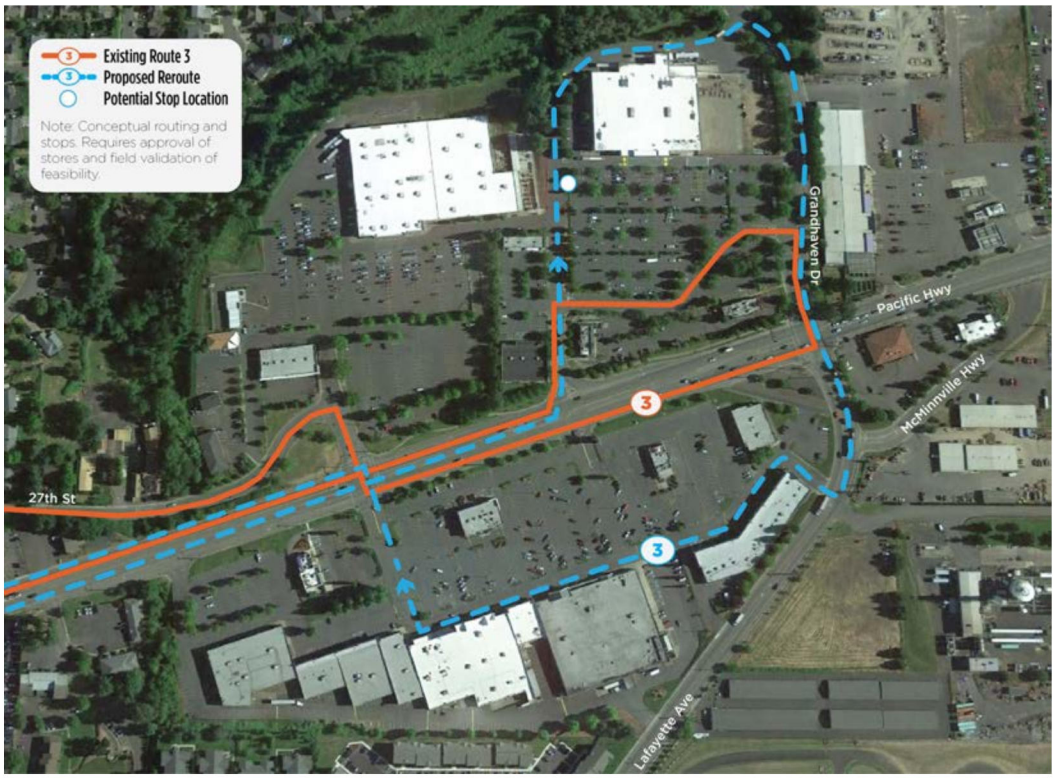
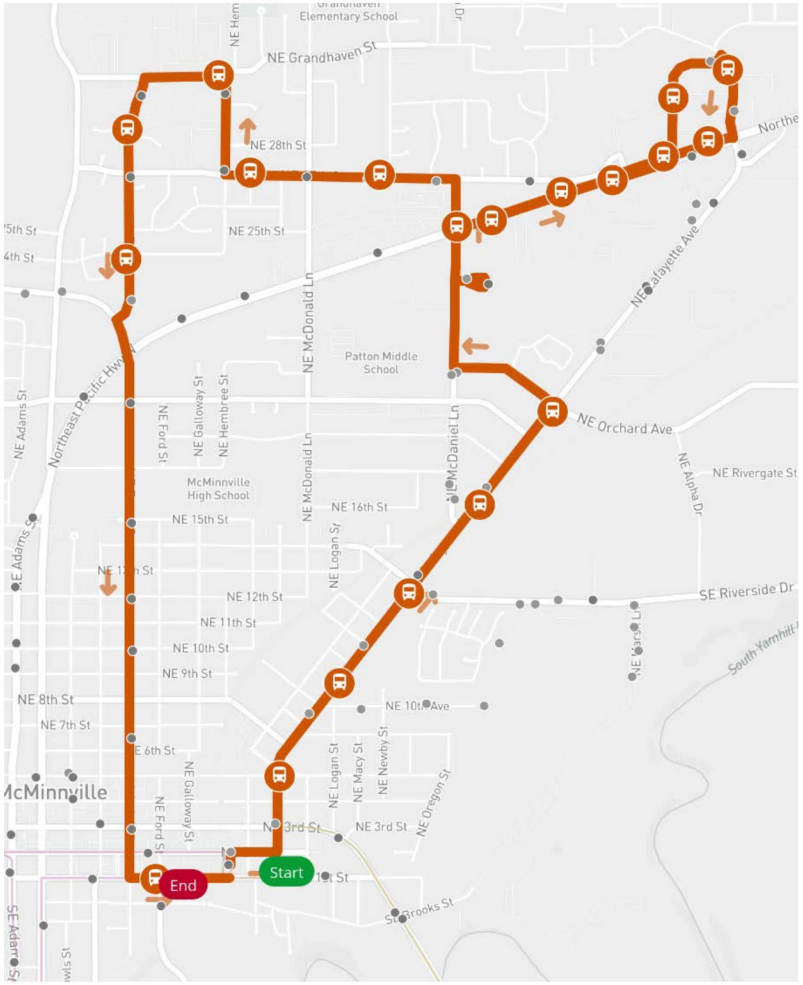


Figure 3-5 Proposed Route 3 (North) (Near-Term)

- Routing on Evans assumes that Routes 33 and 44 have been moved to Lafayette Avenue; if not this routing could be modified to keep Route 3 southbound on Adams Street.
- Assumes service closer to the Winco/Walmart store entrances, as illustrated in Figure 3-4.

Counter-Clockwise




Clockwise

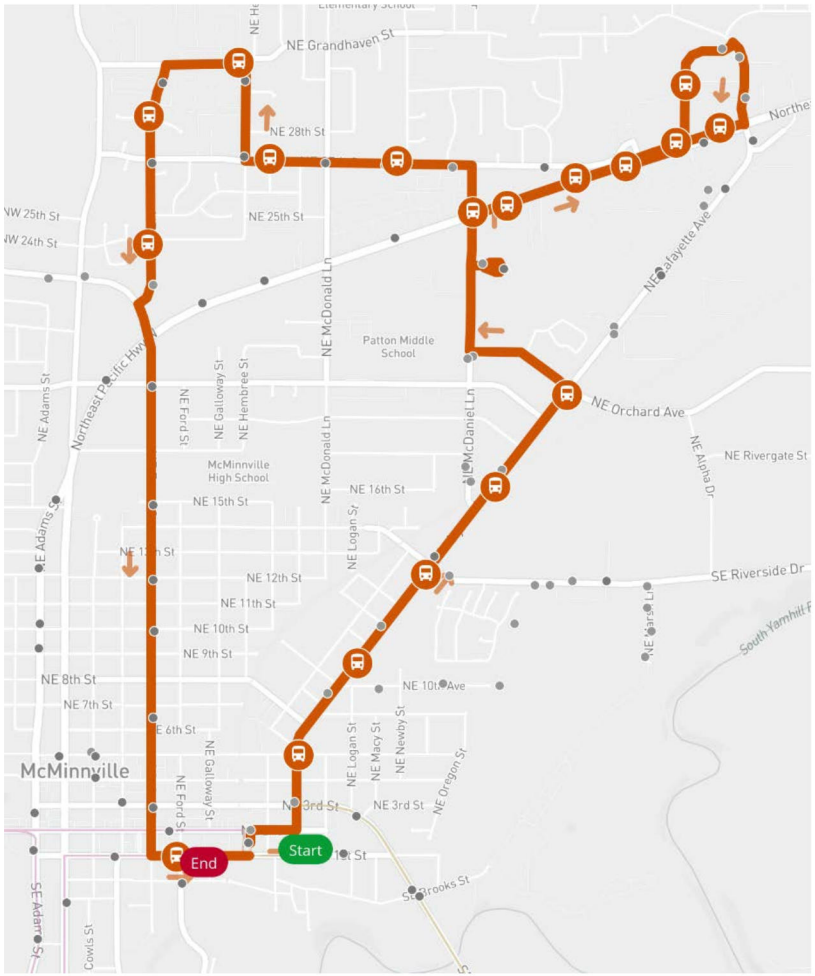
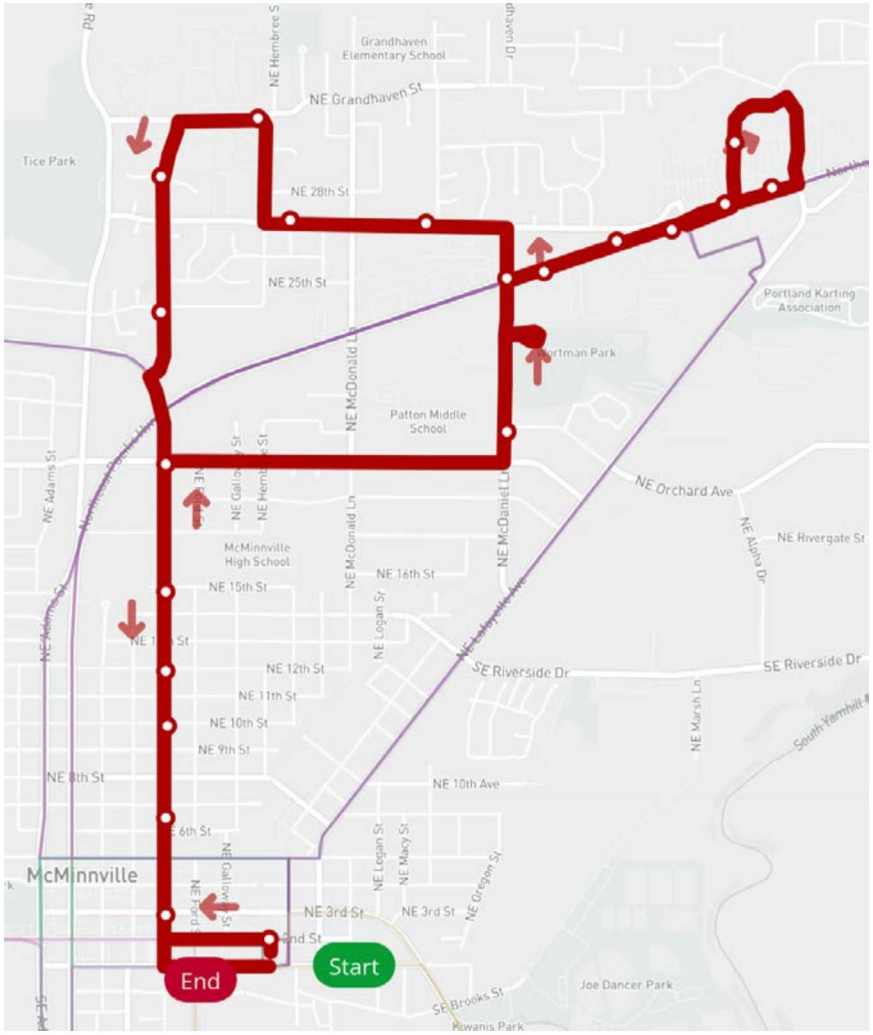


Figure 3-6 Proposed Route 3 (North) (Long-Term)

- If a Lafayette Avenue/Baker Creek Road route is implemented (see Figure 3-9), the Route 3 bidirectional loop could be shortened since the new route would serve Lafayette Avenue.
- Route 3 would continue to serve the Senior Center along McDaniel Lane, but could then serve NW 19th Street. This would improve service to McMinnville High School and residential areas between OR 99W and Lafayette Avenue.

Counter-Clockwise




Clockwise

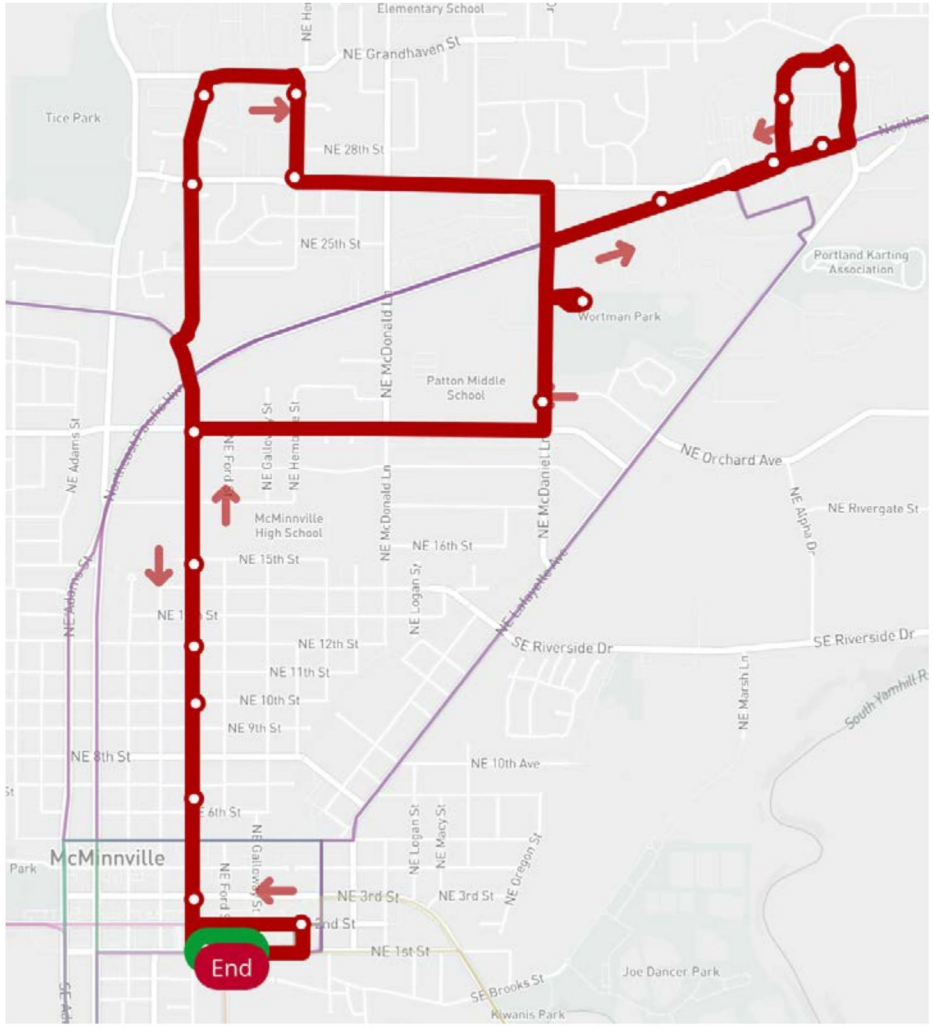
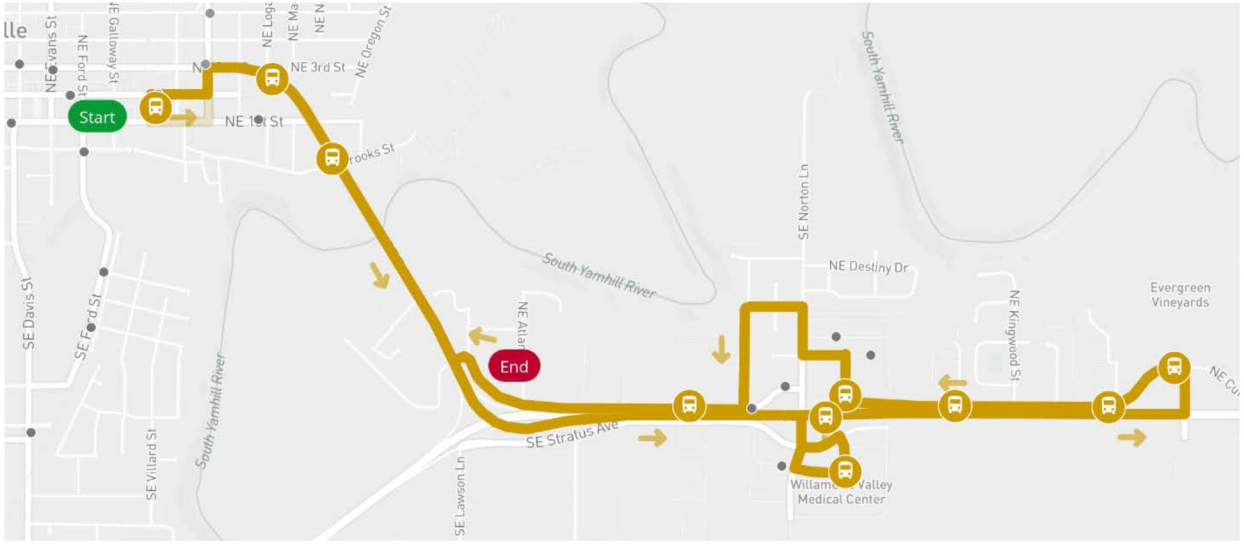


Figure 3-7 Proposed Route 2 (East)

Short-Term

- Extension to NE Cumulus Ave east of Norton Lane, serving Virginia Garcia Clinic and housing
- Requires installing a controlled access gate to allow bus to access Chemeketa parking lot from NE Cumulus Ave.




Long-Term (Vision)

- Conceptual extension to Olde Stone Village and Evergreen Space Museum; would require access to museum through gate that is currently locked.

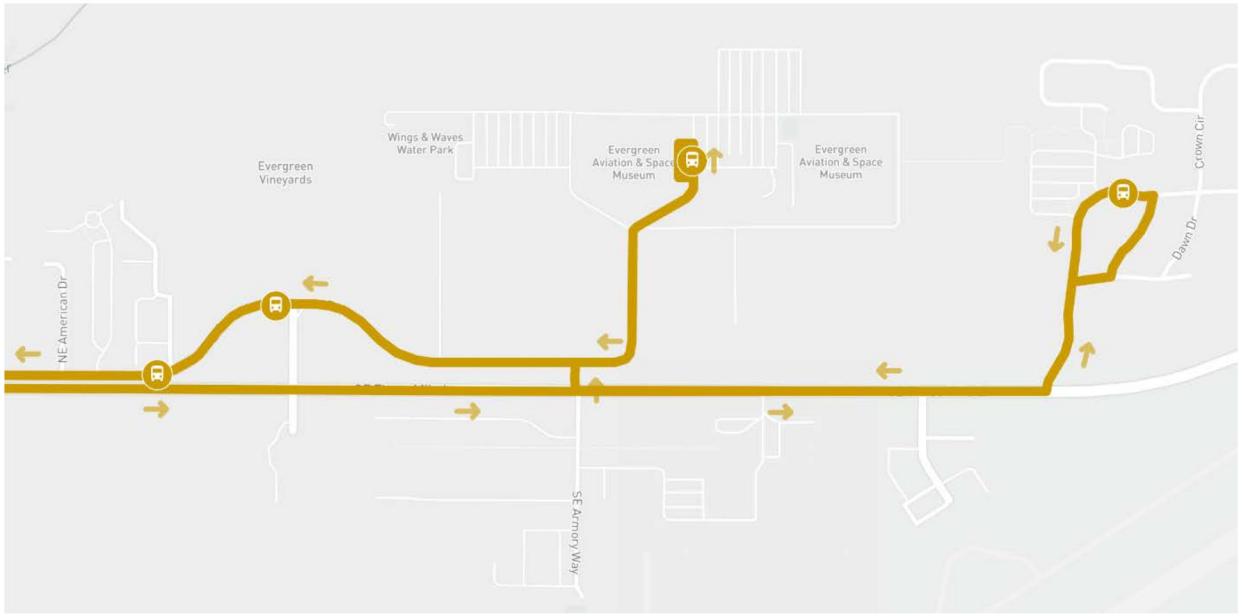
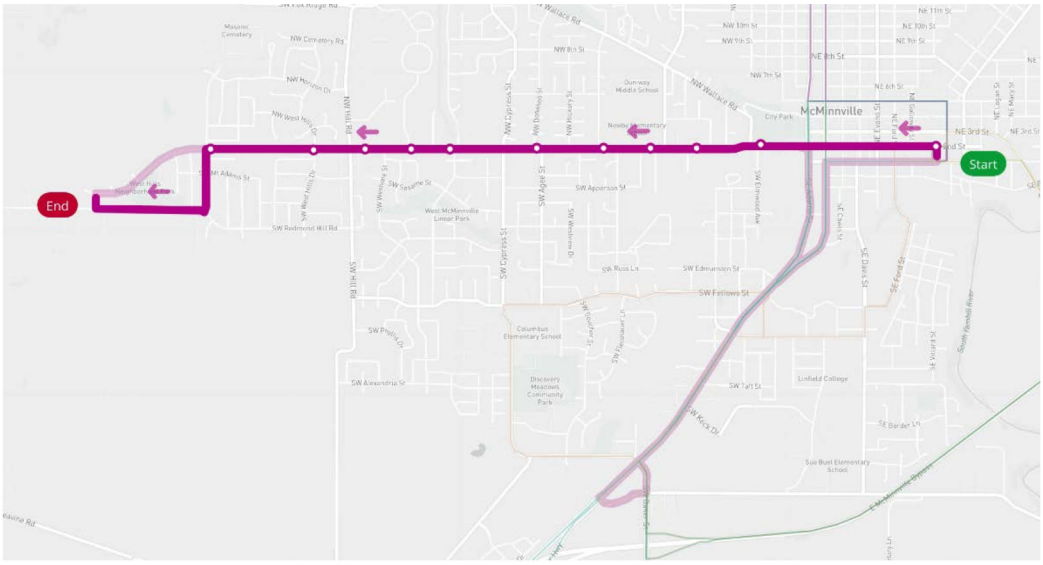


Figure 3-8 Proposed Route 4 (Route 2 West)

Near-Term

- Extension of Route 4 east of Hill Road and south to the BiMart, Roths, and Albertsons area; a full vehicle will be required for this route which will be feasible when another bus is added to the system to serve Route 3

Outbound (To SW Redmond Hill Rd, SW Mallard Street, and 2nd Street)




Inbound (To Booth Bend Road and McMinnville Transit Center

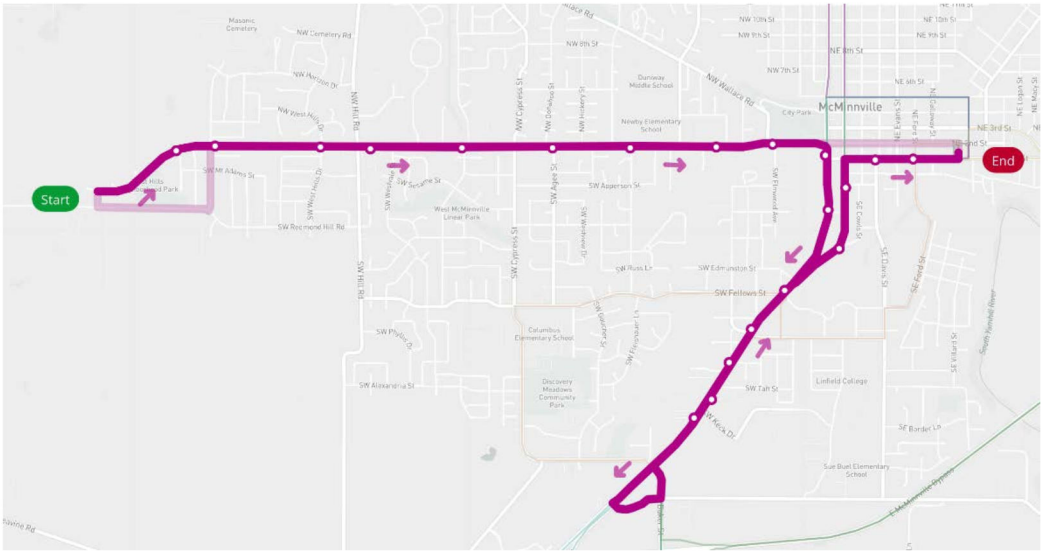
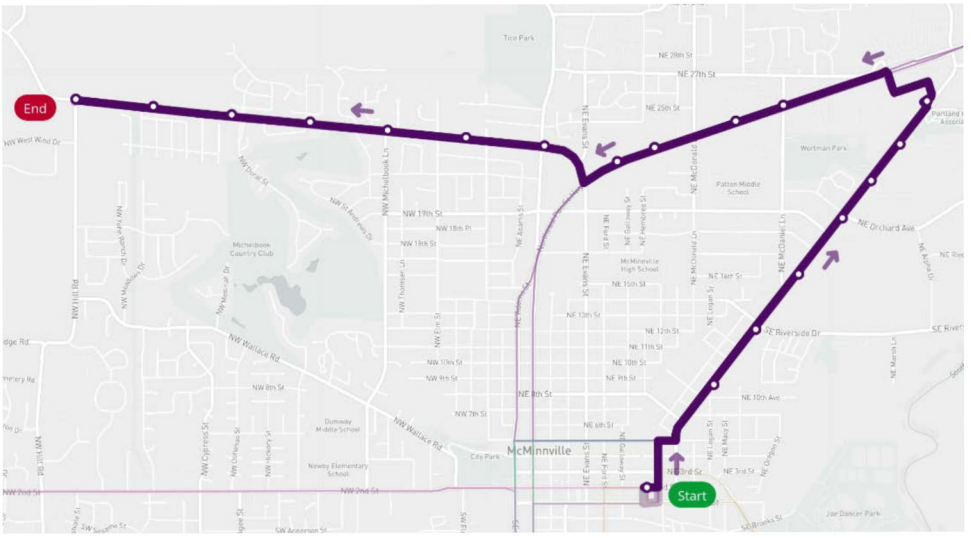


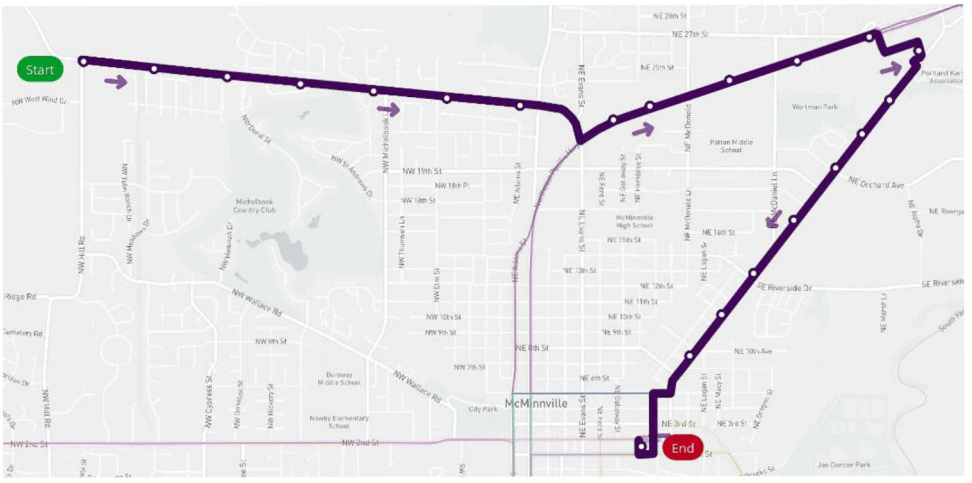
Figure 3-9 Proposed Options to Serve Hill Road/Baker Creek Road Area (Long-Term)

- Long-term concept to serve the Hill Road / Baker Creek Road area, connecting to the Winco/Walmart/Safeway area and downtown McMinnville via Lafayette Avenue.
- The routing shown assumes a stop in the Safeway parking lot. Ability to also serve a stop in the Winco/Walmart parking lot depends on available time in the schedule.
- Route could complement or be an alternative to the Route 2W long-term option (Figure 3-9), also shown in the background at right.
- Route 3 could be modified if this route is implemented.

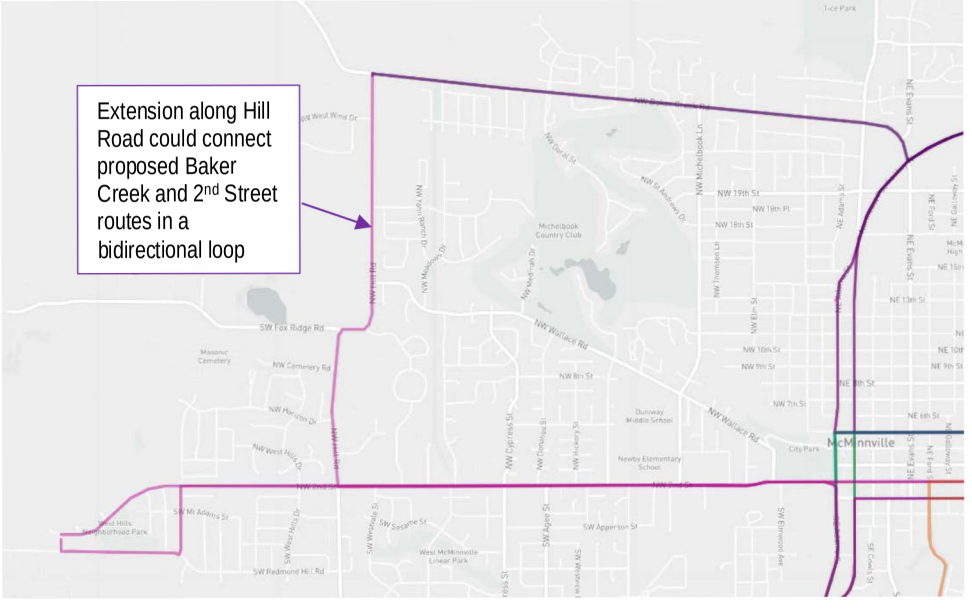
Outbound (To Baker Creek Road / Hill Road):




Inbound (To Downtown McMinnville Transit Center):




- An alternative / complementary option would be to connect this new route with Route 4 (current 2 West) along Hill Road, creating a bidirectional loop.



# NEWBERG LOCAL SERVICE

## Key Improvements

- Additional routes make service more reliable and cover more of the city, including northeast Newberg

## Key Outreach Ideas/Findings

- Overall support, but some concerns about maintaining service for seniors with moving a dial-a-ride bus to the fixed routes.
- Some concerns about eliminating flag stops.
- Comment about serving affordable housing on Haworth (addressed in change to proposed Route 8).

*Additional community input is summarized in Technical Memo #4, Chapter 6 and Appendix A.*

Figure 3-10 summarizes local service improvements in Newberg, by time frame.

Figure 3-10 Service Changes: Newberg Local Service

| Map ID | Time Frame | Description | Routes | Benefits | Concerns [1] | Operating Cost | Additional Vehicles [2] |
|---|---|---|---|---|---|---|---|
| A | Near-Term | ▪ Provide a westbound stop on Hancock Street for all local and intercity routes. The eastbound stop at Nap's Thriftway only serves eastbound routes. (This could transition to a downtown transit center in a later plan time frame; see "D".) | 5, 7 and intercity routes 44, 45x | ▪ Faster, more direct routes | | | |
| NW, NE, SE, SW, and other maps below<br>B | Near-Term | Convert 1 Dial-A-Ride bus to fixed-route service. Service would be redesigned as follows:<br>▪ Four approximately 30-minute routes, each running every hour (2 buses)<br>▪ Routes operate counter-clockwise and generally serve each quadrant of Newberg.<br>▪ The shorter western routes would be paired with the longer eastern routes, e.g., NW-SE (5-7) and SW-NE (6-8).<br>▪ There would be coordinated transfers with intercity services in downtown (Route 44), and in eastern Newberg after Route 45x is rerouted to use the Dundee bypass. | 5, 6, 7, 8 | ▪ Improved reliability and coverage | | - | - |
| C | Near-Term | Consider stops near selected store front door for local routes, subject to identifying suitable locations and reaching agreements with stores. Locations TBD, e.g., Fred Meyer/Safeway. | 7,8 | ▪ Improved access to store entrances setback from OR 99W (possible tradeoff with travel time) | | - | - |
| - | Near-Term | Pilot shopper-medical shuttle, 1 day per week, including both Dundee and Newberg | - | ▪ Improved access to destinations | | $14,000 | 1 van (portion) |
| | Short-Term | Phase out flag stops after stops are marked or signed | All | ▪ More legible service | | - | |
| - | Short-Term | Run local routes later on weekdays (until 7 pm) | 5, 6, 7, 8 | ▪ Serve worker/student needs | | $20,000 | |
| D | Short-Term to Mid-Term | Modify routing in downtown Newberg, coordinated with a new downtown transit center (assuming increased ridership to support it); this could be on- or off-street | 5, 6, 7, 8 | ▪ Improved visibility for transit and comfort for passengers | | - | |
| - | Long-Term | ▪ Run local routes later on weekdays (until 9 pm)<br>▪ Cost assumes 2 fixed-route buses (more limited than daytime) and 1 DAR van. Depending on success of pilot on-demand flex-route east of Lafayette, later evening service could be designed around the same model, with service designed to meet intercity bus departures/arrivals, which would reduce costs and allow later service. | 5, 6, 7, 8 | ▪ Serve worker/student needs | | $112,000 | |

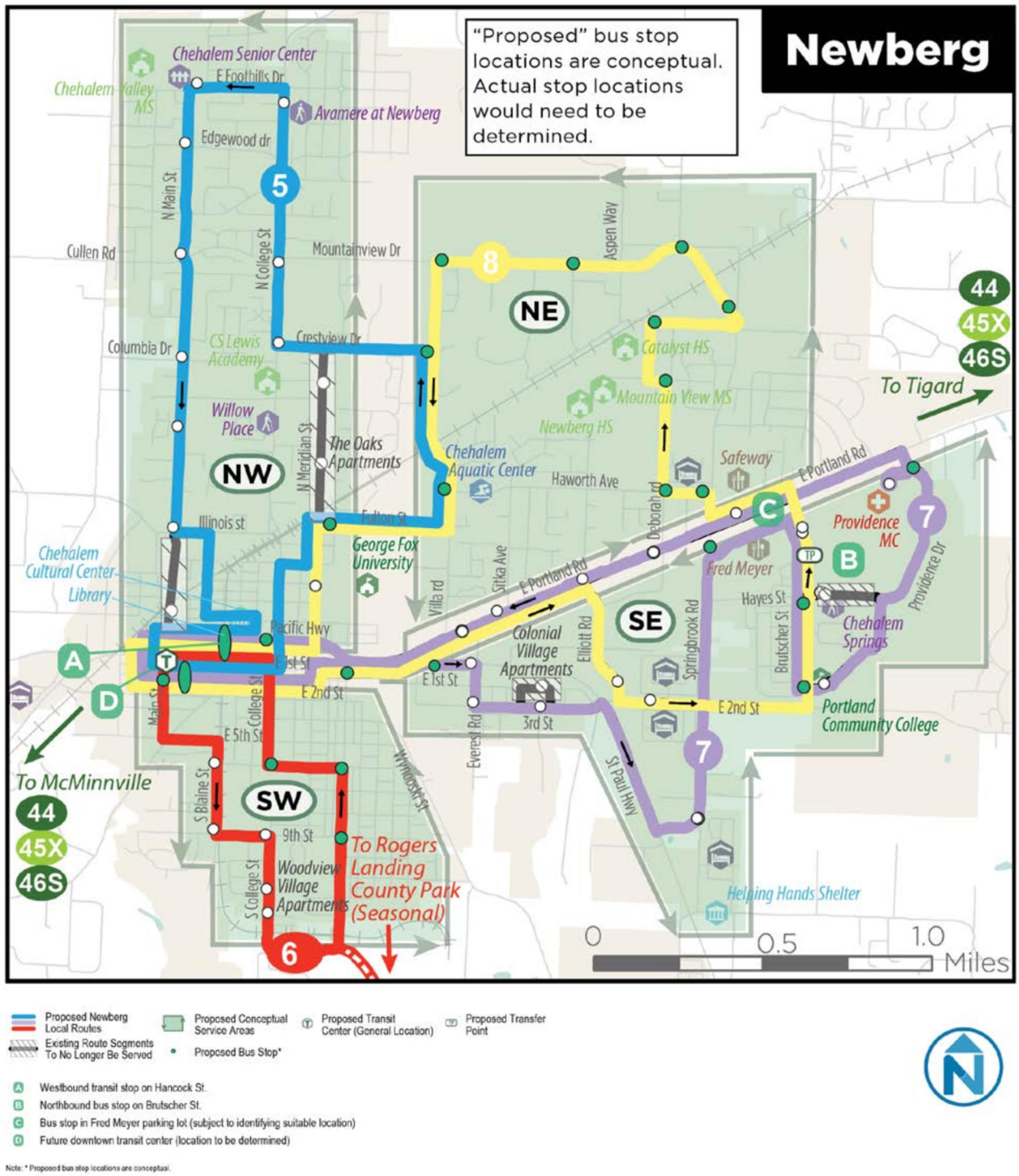
| Map ID | Time Frame | Description | Routes | Benefits | Concerns [1] | Operating Cost | Additional Vehicles [2] |
|---|---|---|---|---|---|---|---|
| - | Long-Term | Start local routes earlier on weekdays (first trip at 6 am) | 5, 6, 7, 8 | ▪ Serve worker needs | | $57,000 | |
| - | Long-Term | Operate local service on Saturdays | 5, 6, 7, 8 | | | $247,000 | - |
| - | Long-Term (Vision) | Operate local service on Sundays | 5, 6, 7, 8 | | | $247,000 | - |

Notes: [1] Based on community input obtained in March 2018. [2] See capital plan for vehicle costs

## Route Maps and Details

A counter-clockwise (CCW) pattern is recommended for proposed services in Newberg for several reasons: (1) Consistency across all routes (easier for people to remember). (2) It enables bidirectional travel on streets where routes run in both directions, such as along OR 99W. Each route is described in detail below.

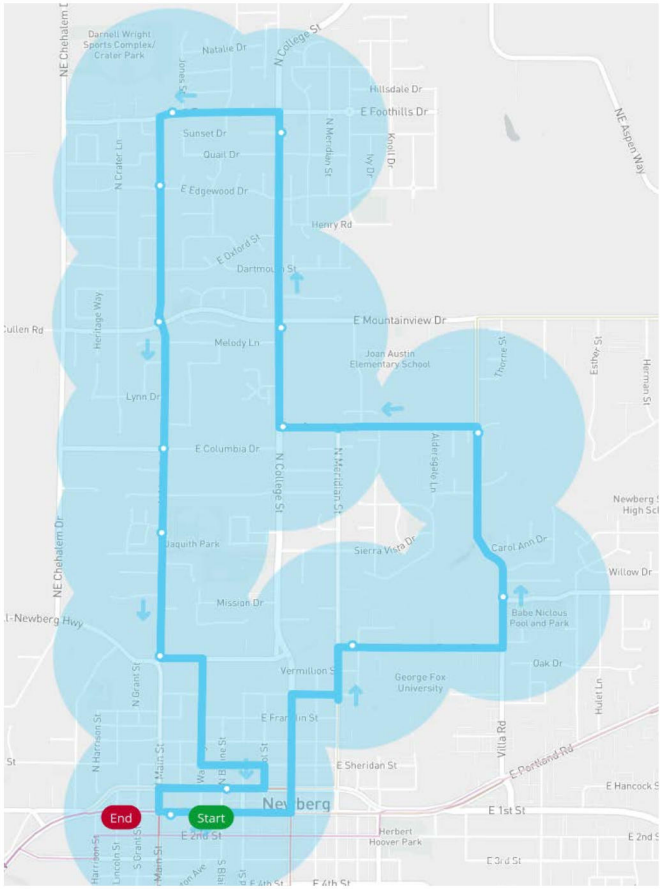
Figure 3-11 Newberg Service Concepts



## Northwest: Proposed Route 5

- Counter-clockwise loop, every 60 minutes
- Interlined with Route 7
- Deviations could be allowed
- Existing Route 5 would be modified to serve Fulton Street – Villa Road – Crestview Drive, providing access to the Chehalem Parks & Recreation District Aquatic and Fitness Center on Haworth Avenue. This would eliminate service on Meridian Road between Fulton and Crestview and two existing YCTA stops including Oaks Apartments. The eliminated service would be within a quarter-mile of the revised route.
- Existing Route 5 would also be modified to serve Sheridan Street and the Chehalem Cultural Center, using Illinois Street, Washington Street, and Sheridan Street. This would serve a key destination without significant impact to existing stops and reduce existing delay turning onto Main Street and approaching Hancock Street.

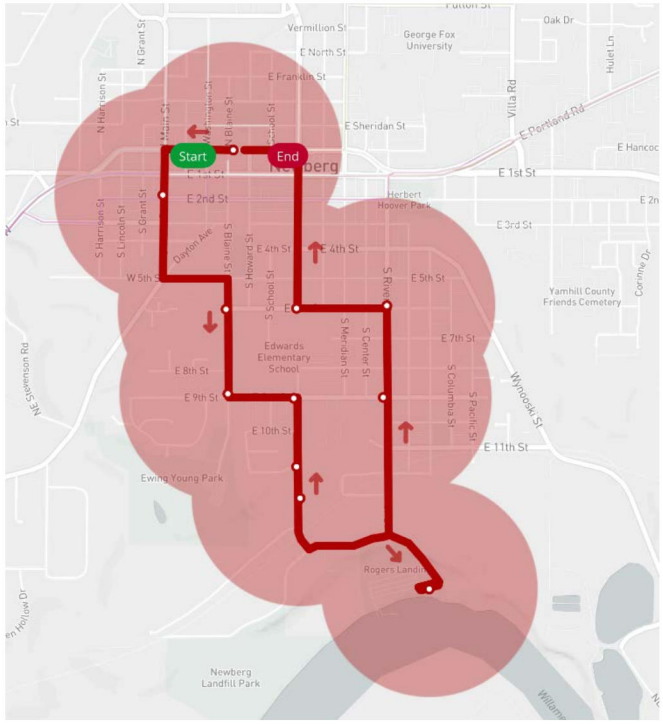
Figure 3-12 Modified Route 5: Northwest Newberg



## Southwest: Proposed Route 6

- Counter-clockwise loop, every 60 minutes
- Interlined with Route 8
- Deviations could be allowed
- Route 6 would be split from existing Route 5 and provide additional coverage in southwest Newberg.
- The City of Newberg proposed serving Rogers Landing Park. Based on likely demand this could perhaps be served seasonally or on weekends (assuming future Saturday or Sunday service).
- There are also some operational concerns:
  - Seasonal parking enforcement would be needed to ensure the bus is able to turn around.
  - The hill leading into the park would need to be avoided in winter weather conditions (snow/ice).

Figure 3-13 Proposed Route 6: Southwest Newberg



## Northeast: Proposed Route 8

- Counter-clockwise loop, every 60 minutes
- Interlined with Route 6
- Option #1 is recommended.
- South of OR 99W, the route serves Elliott Avenue (CPRD offices, FISH Emergency Services) and PCC, with a transfer to Route 7 on Brutscher near Fred Meyer (and/or Route 45x if it is re-routed to use the Bypass in the future).
- It could be possible to serve a stop in the Safeway parking lot with this route.
- North of OR 99W, the route serves multifamily housing on Haworth Avenue, Newberg Schools, Head Start, A-dec, Allison Inn, and the CPRD Aquatic and Fitness Center.

Figure 3-14 Proposed Route 8: Northeast Newberg (Option #1) - Recommended

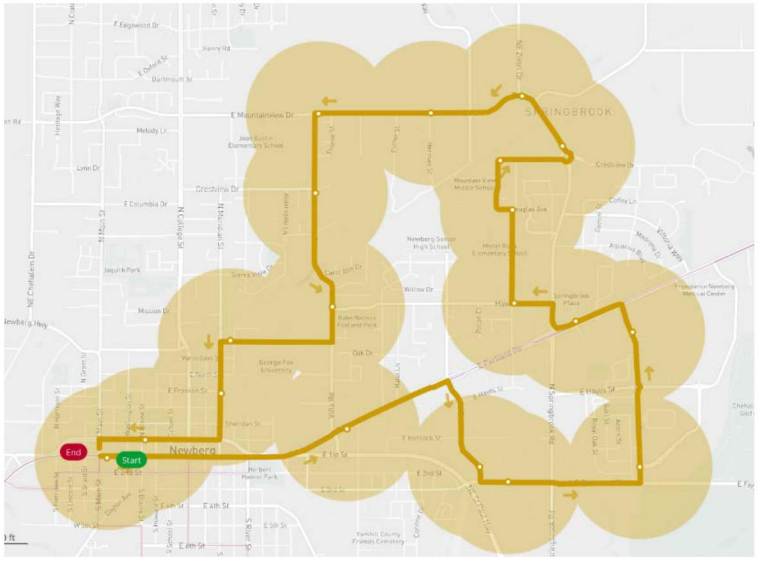
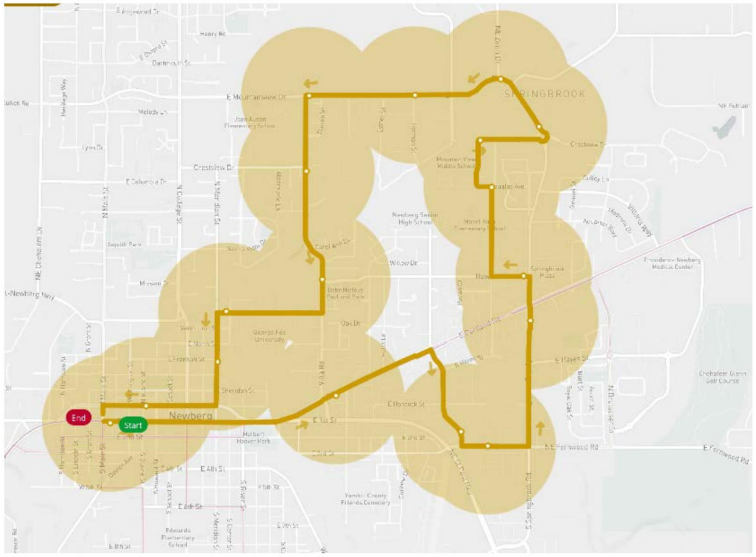



Figure 3-15 Proposed Route 8: Northeast Newberg (Option #2)

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## Southeast: Modified Route 7

- Counter-clockwise loop, every 60 minutes
- Interlined with Route 6
- Option #1 is recommended.
- The proposed concept attempt to make Route 7 more "legible" by having both proposed Routes 7 and 8 serve portions of Southeast Newberg
- The deviation from Third Street to Second Street to provide front door service at the Colonial Village Apts could potentially be eliminated to save time.
- Crossing St. Paul Hwy on Third/Second Street does not appear viable in the present roadway configuration (if that could be addressed, it would open up some other routing options).
- On south Springbrook Road, the route serves employment, housing, and the Helping Hands Rentry Outreach Center (Note: Ridership on this portion of existing Route 7 could not be surveyed in Spring 2017 due to construction).
- The route serves PCC, Fred Meyer, and Providence Hospital. The recommended routing option (#1) could be used to provide front door service at Fred Meyer. From Springbrook Road the route turns right into the Fred Meyer parking lot (assuming a viable location can be identified), right on Brutscher Street. After stopping at PCC, the route could continue to Providence Mdedical Center using Werth Blvd. Alternatively, the existing routing could be maintained (return to Hayes Street using the roundabout, and turn right).
- Route 7 returns to downtown along OR 99W (westbound).

Figure 3-16 Modified Route 7: Southeast Newberg (Option #1) - Recommended

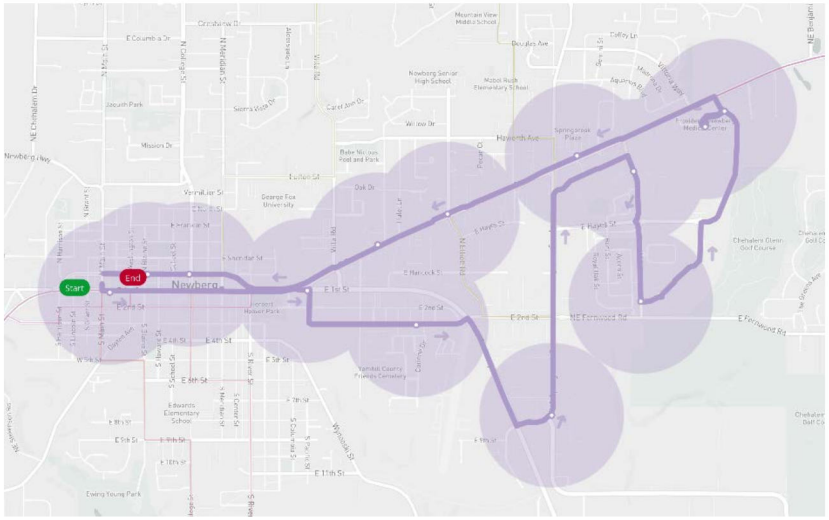
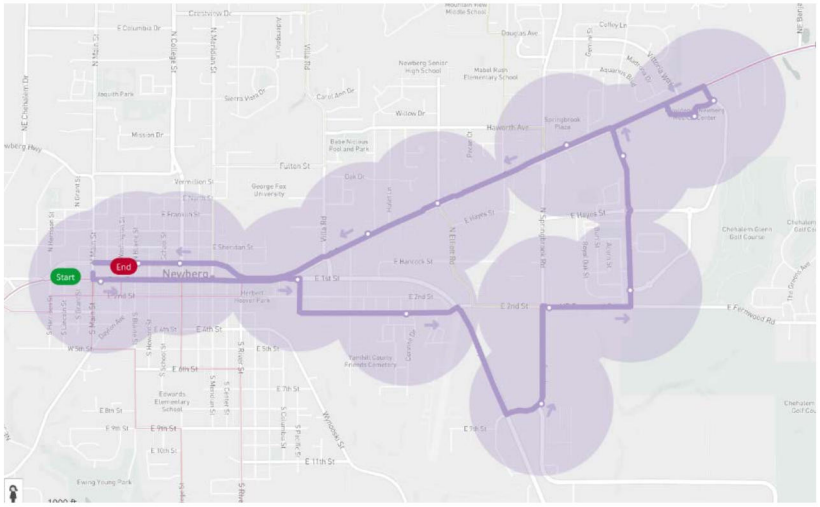



Figure 3-17 Proposed Route 7: Southeast Newberg (Option #2)



# MCMINNVILLE-NEWBERG-TIGARD CORRIDOR INTERCITY SERVICE: ROUTES 44/45X/46S

## Key Improvements

- More frequent service between McMinnville and Newberg on Route 44, filling in existing long gaps in service
- Route 45x has additional morning and afternoon commute trips, potentially using Dundee Bypass
- One additional evening trip to/from Tigard on Route 44

## Key Outreach Ideas/Findings

- Filling mid-morning and mid-afternoon service gaps is seen as a priority.
- Concerns about bypassing Dundee with Route 45x service
- Design Route 45x schedules to accommodate needs of Linfield students, arriving before 8 a.m. classes
- Improve timing to McMinnville local routes
- Need alternate service on Lafayette Avenue, if Route 44 runs on OR 99W in McMinnville
- Among weekend service options, Sunday service in this corridor is a relatively high priority

*Additional community input is summarized in Technical Memo #4, Chapter 6 and Appendix A.*

Figure 3-18 summarizes intercity service improvements between McMinnville, Tigard, and Newberg, by time frame.

Figure 3-18 Service Changes: McMinnville-Newberg-Tigard Corridor Intercity Service (Routes 44/45x) - Table

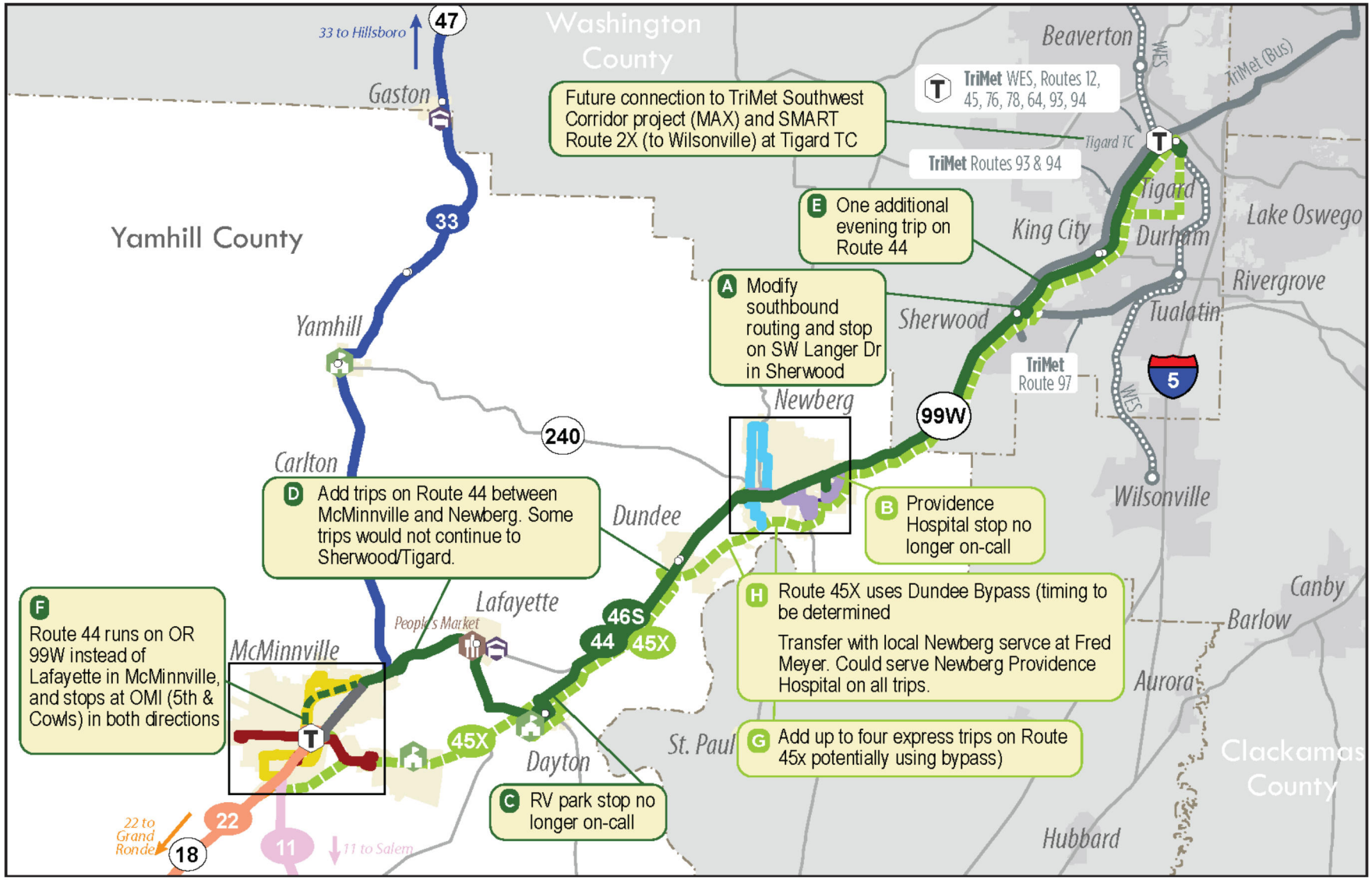
| Map ID | Time Frame | Description | Routes | Benefits | Concerns [1] | Operating Cost | Additional Vehicles [2] |
|---|---|---|---|---|---|---|---|
| - | Immediate | ▪ Schedule adjustments for Routes 44 and 45x | 44/45x | ▪ Schedule is more accurate | | - | - |
| A, Figure 3-20 | Immediate | ▪ Modify southbound stop at Langer Pkwy in Sherwood. | 44/45x | ▪ Reduces travel time | | - | - |
| B | Immediate | ▪ Convert on-call stop at Providence Hospital to a regular stop. Stops on OR 99W. YCTA will need to coordinate pedestrian access improvements with ODOT & City of Newberg. | 44 | ▪ Improves access to a major employment and activity center | | - | - |
| C | Immediate | ▪ Convert on-call stop at Dayton RV Park to a regular stop. Stops on OR-18. YCTA will need to coordinate shoulder improvements with ODOT. | 44 | ▪ Improves access | | - | - |
| D | Near-Term / Short-Term | ▪ Add trips on Route 44 to provide more frequent, consistent service between McMinnville and Newberg. Added trips would not continue to Sherwood/Tigard.<br>▪ Assume to use existing bus serving Routes 44/45x | 44 | ▪ Reduces waiting times and long service gaps on YCTA's highest-ridership route | | $156,000 (50% in near-term) | - |
| E | Short-Term | ▪ Add one additional evening trip on Route 44. | 44 | ▪ Serves worker/student needs | ▪ | $59,000 | - |
| F | Short-Term | ▪ Route 44 runs on OR 99W instead of Lafayette Street in McMinnville, and stops at OMI (5th & Cowls) in both directions; assumes concurrent or prior introduction of local service on Lafayette Street in McMinnville | 44 | ▪ Improves legibility (ease-of-understanding) and access to destinations in central McMinnville<br>▪ Route 44 is the same on weekdays and weekends | ▪ Need local service on Lafayette St in McMinnville | - | - |
| G | Mid-Term | ▪ Add up to four total express trips on Route 45x in morning and afternoon commute hours, *potentially* using bypass (see row below) | 45x | ▪ Reduces travel times, improves reliability, and reduces operating costs | | $91,000 | 1 bus |
| H | Mid-Term (TBD) | ▪ Route 45x uses Dundee Bypass and would not serve Dundee and downtown Newberg<br>▪ Timed transfer with local service in eastern Newberg (e.g., Fred Meyer) and potential stop at Providence Hospital<br>▪ Route 44 would continue to serve Dundee and downtown Newberg (with proposed service improvements) | 45x | ▪ Direct access to hospital and other activity centers on the Highway 18 Bypass, and shorter travel times between the County's largest population centers. | ▪ Bypasses Dundee for trips to Portland, even with McMinnville-Newberg trips (6 comments) | Cost Savings | - |

| Map ID | Time Frame | Description | Routes | Benefits | Concerns [1] | Operating Cost | Additional Vehicles [2] |
|---|---|---|---|---|---|---|---|
| | Long-Term (Vision) | ▪ Additional frequency between McMinnville and Newberg on Saturdays | 44 | | | $31,000 | |
| - | Long-Term | ▪ Operate service on Sundays | 44 | | | $47,000 | - |
| | Long-Term (Vision) | ▪ Additional frequency between McMinnville and Newberg on Sundays | 44 | | | $31,000 | |

Notes: [1] Based on community input obtained in March 2018. [2] See capital plan for vehicle costs

## Route Maps and Details

Figure 3-19 Service Changes: McMinnville-Newberg-Tigard Corridor Intercity Service (Routes 44/45x) - Map

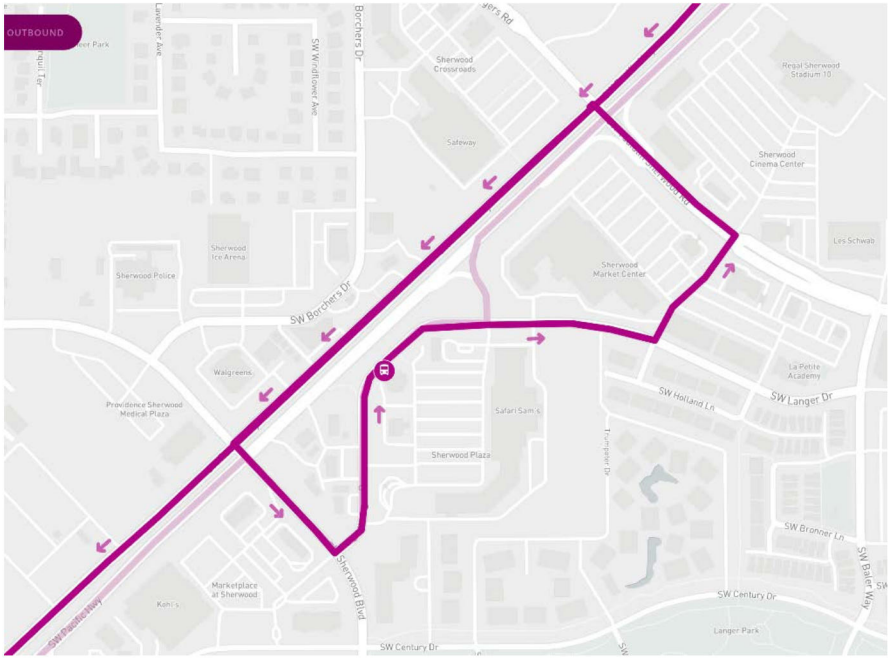


## Route 44 Southbound / Langer Drive

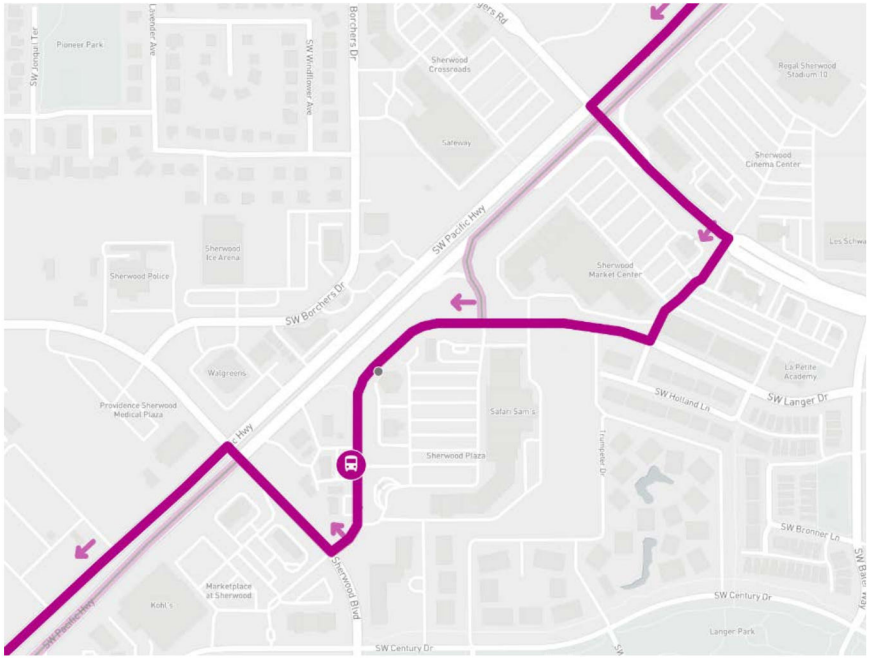
- Redesign the deviation to Sherwood Plaza (Shari's) on SW Langer Drive in Sherwood, which requires approximately three minutes northbound and five or more minutes southbound.
- This will require stopping on the opposite side of the street from the current stop. There is a TriMet bus zone, but no sidewalk. A TriMet stop located further south opposite Dutch Bros. can be used. This change would also need to be coordinated with TriMet.

Figure 3-20 Existing and Proposed Route 44 Change at SW Langer Drive

Existing - Southbound




Proposed - Southbound



# MCMINNVILLE-SALEM INTERCITY SERVICE: ROUTE 11

## Key Improvements

- Extend Route 11 to Downtown Salem Transit Center
- Add trips during morning and afternoon commute hours, including early evening

## Key Outreach Ideas/Findings

- Request to fill mid-morning and mid-afternoon service gaps (no departures from McMinnville between 7:30 a.m. and noon, or between noon and 4:00 p.m.)
- Comments supporting extending to downtown Salem sooner, and potentially serving Greyhound/Amtrak
- Desire for service from Dayton to Salem (suggestion to use OR 221)
- Among weekend service options, Saturday service in this corridor is a relatively high priority

*Additional community input is summarized in Technical Memo #4, Chapter 6 and Appendix A.*

Figure 3-21 summarizes intercity service improvements between McMinnville and Salem, by time frame.

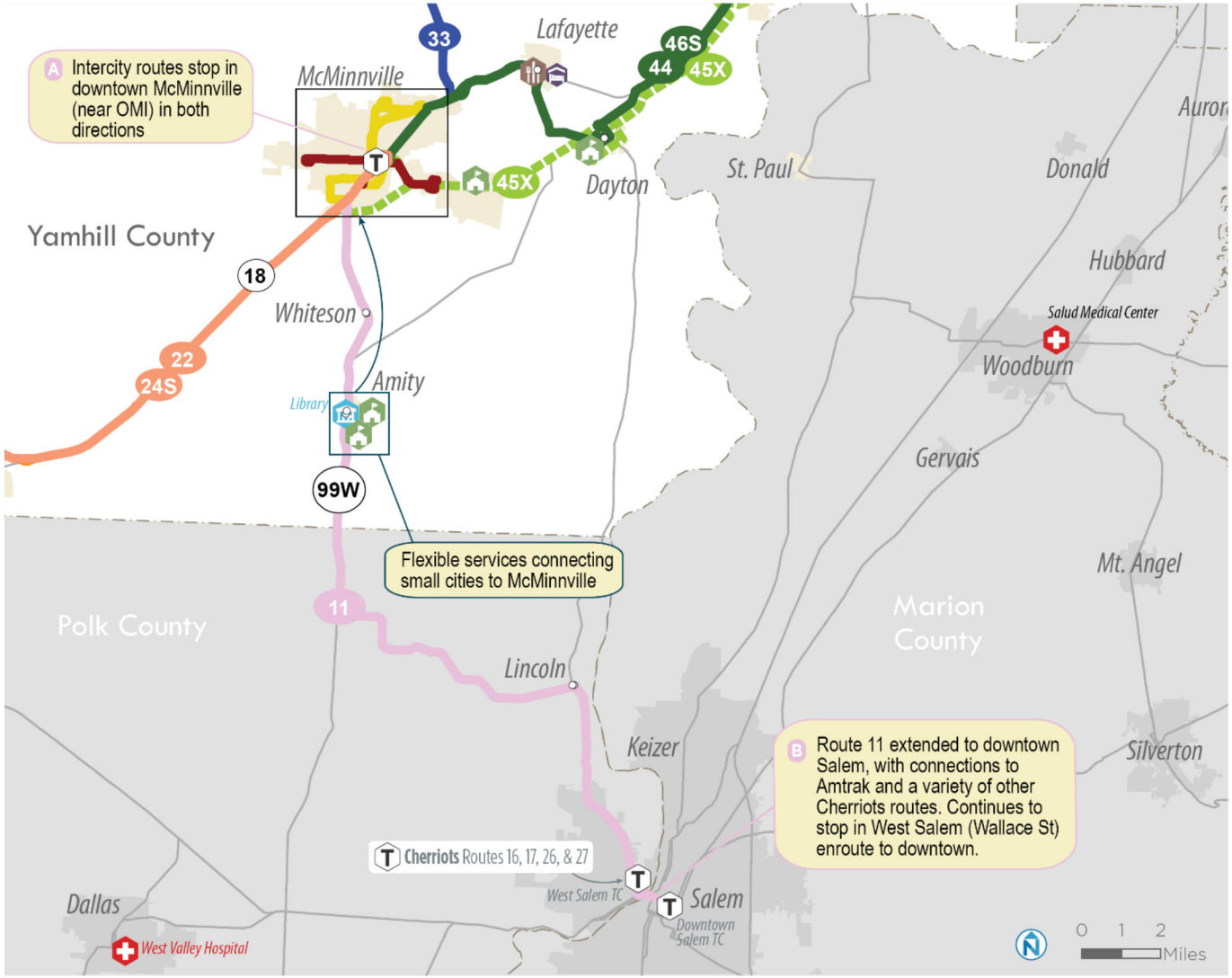
Figure 3-21 Service Changes: McMinnville-Salem Corridor Intercity Service (Routes 11) - Table

| Map ID | Time Frame | Description | Routes | Benefits | Concerns [1] | Operating Cost | Additional Vehicles [2] |
|---|---|---|---|---|---|---|---|
| - | Immediate | ▪ Schedule adjustments for Route 11 | 11 | ▪ Schedule is more accurate | | - | - |
| A | Immediate | ▪ Add a stop at OMI (5th & Cowls) in both directions | 11 | ▪ Improves access to activity centers in downtown McMinnville | | - | - |
| B | Short-Term | ▪ Extend Route 11 to Downtown Salem Transit Center. Route 11 would still stop along Wallace Road in West Salem<br>▪ In conjunction with this change, rename Route 11 (e.g., to 80X) to avoid confusion with Cherriots Route 11 | 11 | ▪ Provides access to a wide range of transit options and employment/activity centers | | $57,000 | - |
| - | Mid-Term | ▪ Add one additional morning trip and one additional afternoon trip on Route 11 | 11 | ▪ Serves worker/student needs and non-work trips | | $60,000 | |
| - | Mid-Term | ▪ Add an early evening trip on Route 11 | 11 | ▪ Serves worker/student needs | | $30,000 | |
| - | Long-Term | ▪ Add trips on Route 11 during morning and afternoon commute hours; this would increase frequency<br>▪ Requires an additional bus on the route | 11 | ▪ Serves worker/student needs | | $60,000 | 1 |
| - | Long-Term | ▪ Operate service on Saturdays | 11 | | | $30,000 | - |
| - | Long-Term | ▪ Operate service on Sundays | 11 | | | $24,000 | - |
| C | TBD | ▪ Consider operating Route 11 through Dayton (requires alternative service to Amity); this connection could also be facilitated by interlining an in-county Route 44 trip with a Route 11 trip. | 11 | | | TBD | - |

Notes: [1] Based on community input obtained in March 2018. [2] See capital plan for vehicle costs

## Route Maps and Details

Figure 3-22 Service Changes: McMinnville-Salem Corridor Intercity Service (Routes 11) - Map



# MCMINNVILLE-GRAND RONDE INTERCITY SERVICE: ROUTE 22/24S

## Key Improvements

- Add stops serving west Sheridan and Wandering Spirit RV Park (others depend on shoulder improvements)
- Align schedule with YCTA Route 44/45x in McMinnville and Tillamook County Route 60x in Grand Ronde
- Add an additional evening trip serving Casino work shifts

## Key Outreach Ideas/Findings

- Desire for stops at Dairy Queen, High School, Deer Meadow Assisted Living, and Oldsville Road, and a shelter across from TJs in Sheridan

*Additional community input is summarized in Technical Memo #4, Chapter 6 and Appendix A.*

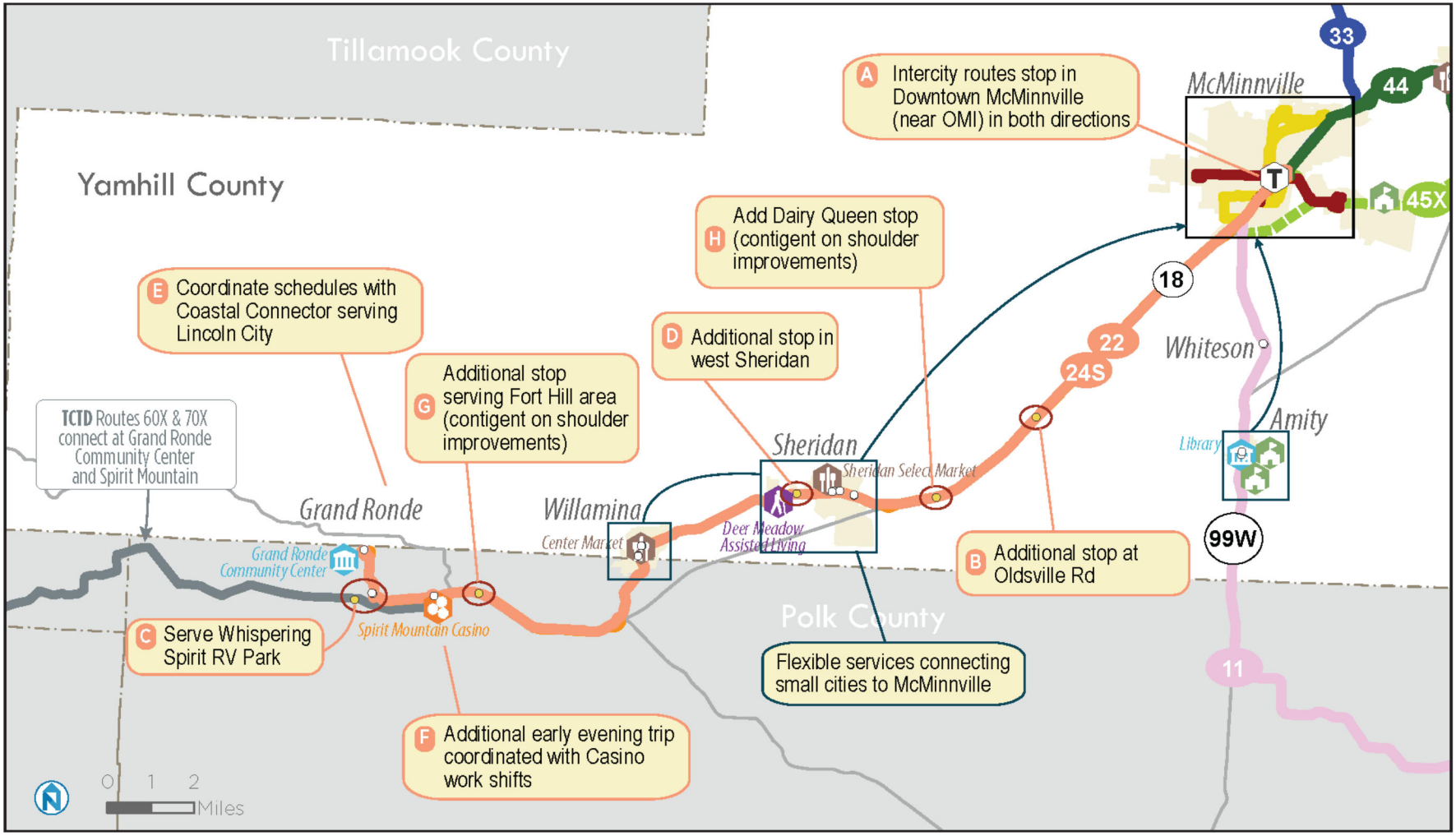
Figure 3-23 summarizes intercity service improvements between McMinnville and Grand Ronde, by time frame.

Figure 3-23 Service Changes: McMinnville-Grand Ronde Corridor Intercity Service (Route 22) - Table

| Map ID | Time Frame | Description | Routes | Benefits | Concerns [1] | Operating Cost | Additional Vehicles [2] |
|---|---|---|---|---|---|---|---|
| - | Immediate | ▪ Schedule adjustments for Routes 22/24s, including better timing with other intercity routes | 22/24s | ▪ Schedule is more accurate | | - | - |
| A | Immediate | ▪ Add a stop at OMI (5th & Cowls) in both directions | 22/24s | ▪ Improves access to activity centers in downtown McMinnville | | - | - |
| B | Immediate | ▪ Add Oldsville Road stop | 22/24s | ▪ Improves access | | | |
| C | Immediate | ▪ Add a stop at Wandering Spirit RV Park (west of Grand Ronde Road) | 22/24s | ▪ Improves access<br>▪ Improves safety | | - | |
| D | Near-Term | ▪ Add a stop in West Sheridan (near Olive or Florence Streets) | 22/24s | ▪ Improves access | | - | |
| E | Short-Term | ▪ Adjust schedule to provide better connections to/from Tillamook County 60X Coastal Connector route serving Lincoln City (at Spirit Mountain Casino or Grand Ronde Community Center) | 22/24s | ▪ Improves regional coordination | | - | |
| F | Short-Term | ▪ Add an additional evening trip, timed to serve work shifts at the Spirit Mountain Casino | 22/24s | ▪ Serve additional work commute trips | | $38,000 | - |
| G | Contingent on shoulder improvements | ▪ Add a stop serving the Fort Hill Road area, approximately one mile east of Spirit Mountain Casino, potentially near Hofenbredl Timber<br>▪ Would require coordination with ODOT to make shoulder improvements | 22/24s | ▪ Improves access | | - | |
| H | Contingent on shoulder improvements | ▪ Add Dairy Queen stop<br>▪ Would require coordination with ODOT to make shoulder improvements | 22/24s | ▪ Improves access | | - | |
| - | Long-Term | ▪ Operate service on Sundays | 22/24s | | | $47,000 | - |

Notes: [1] Based on community input obtained in March 2018. [2] See capital plan for vehicle costs

Figure 3-24 Service Changes: McMinnville-Grand Ronde Corridor Intercity Service (Route 22) - Map



## Route Maps and Details

Figure 3-25 Photos of Proposed Stop Locations on Route 22 that require shoulder improvements

| Map ID | Time Frame | Location | Photo |
|---|---|---|---|
| G | Contingent on shoulder improvements | Fort Hill Road area.<br>Shoulders are narrow and roadway is divided with a barrier in segments. | <br>Source: Google Street View |
| H | Contingent on shoulder improvements | Dairy Queen<br>North shoulder is narrow. | <br>Source: Google Street View |

# MCMINNVILLE-HILLSBORO INTERCITY SERVICE: ROUTE 33

## Key Improvements

- Improve facilities/signage at Hillsboro Transit Center
- Add trips during the morning and afternoon/early evening commute hours

## Key Outreach Ideas/Findings

- Time Route 33 to allow connections to Salem or Hillsboro in the morning (e.g., 9 am), and to Tigard route
- Desirable to connect Yamhill/Carlton to Newberg

*Additional community input is summarized in Technical Memo #4, Chapter 6 and Appendix A.*

Figure 3-26 summarizes intercity service improvements between McMinnville and Hillsboro, by time frame.

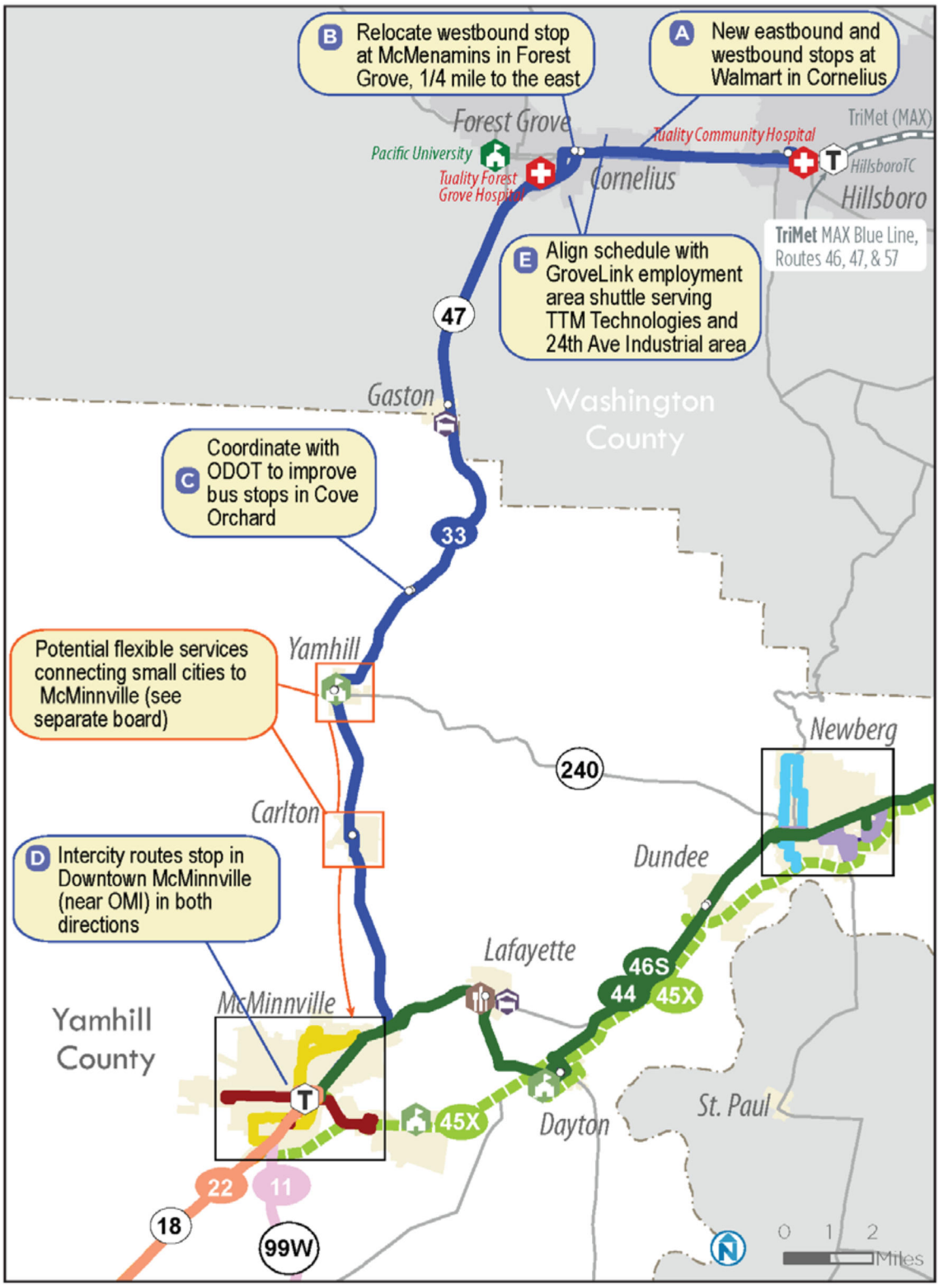
Figure 3-26 Service Changes: McMinnville-Hillsboro Corridor Intercity Service (Route 33) - Table

| Map ID | Time Frame | Description | Routes | Benefits | Concerns [1] | Operating Cost | Additional Vehicles [2] |
|---|---|---|---|---|---|---|---|
| - | Immediate | ▪ Schedule adjustments for Route 33 | 33 | ▪ Schedule is more accurate | | - | - |
| D | Immediate | ▪ Add a stop at OMI (5th & Cowls) in both directions | 33 | ▪ Improves access to activity centers in downtown McMinnville | | - | - |
| C | Near-Term | ▪ Coordinate with ODOT on shoulder and other improvements to enhance safety of the Cove Orchard stop | 33 | ▪ Improves safety | | - | - |
| A and Figure 3-28 | Near-Term | ▪ Add eastbound and westbound stops at Walmart (4th Ave) in Cornelius | 33 | ▪ Provides access to jobs/services | | - | - |
| B and Figure 3-28 | Near-Term | ▪ Relocate westbound bus stop in Forest Grove to help stay on schedule.<br>▪ Eliminate westbound stop at McMenamins Grand Lodge (west of Hwy 47).<br>▪ Add new westbound stop at the TriMet bus stop 1/4 mile east of Hwy 47. | 33 | ▪ Reduces travel time | | - | - |
| - | Short-Term | ▪ Add 1 additional AM trip; there is currently only 1 AM trip, leaving McMinnville at 6 a.m. and Hillsboro at 7:00 a.m. | 33 | ▪ Serves worker/student needs | | $45,000 | |
| - | Mid-Term | ▪ Add trips on Route 33 during early evening hours | 33 | ▪ Serves worker/student needs | | $39,000 | |
| - | Long-Term | ▪ Add trips on Route 33 during morning and afternoon commute hours; this increases frequency<br>▪ Requires a second bus operating during peak hours | 33 | ▪ Serves worker/student needs | | $78,000 | 1 |
| - | Long-Term | ▪ Operate service on Saturdays | 33 | ▪ | | $42,000 | - |
| - | Long-Term | ▪ Operate service on Sundays | 33 | ▪ | | $34,000 | - |
| E | Long-Term (Vision) | ▪ Align schedules to connect to the GroveLink employment area shuttle, serving the 24th Avenue industrial area and TTM Technologies in Forest Grove. | 33 | ▪ Serves worker needs | | - | - |

Notes: [1] Based on community input obtained in March 2018. [2] See capital plan for vehicle costs

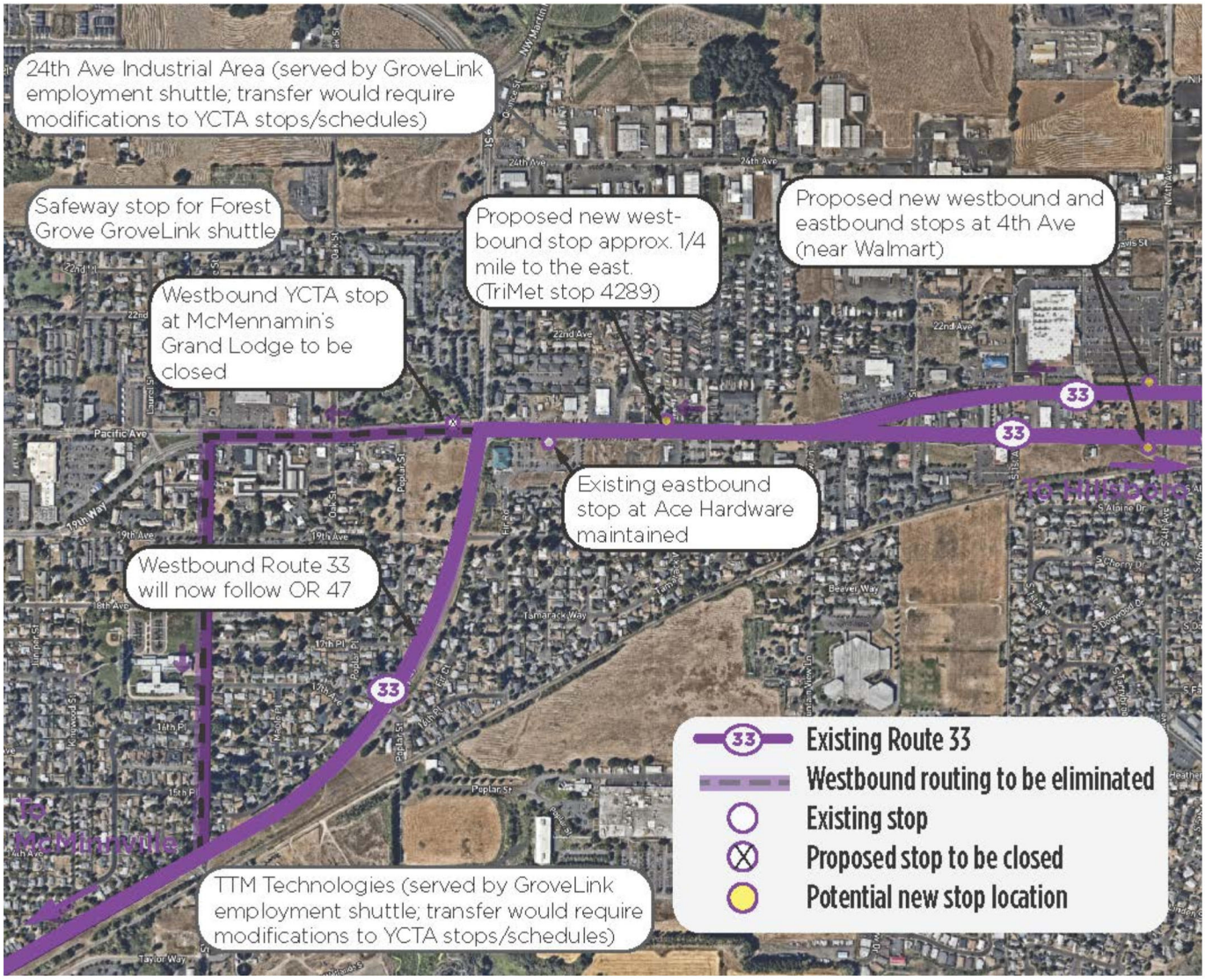
## Route Maps and Details

Figure 3-27 Service Changes: McMinnville-Hillsboro Corridor Intercity Service (Route 33) - Map



## Route 33 Forest Grove and Cornelius Stop and Routing

Figure 3-28 Proposed Changes to Route 33 in Forest Grove and Cornelius



# SERVICE WITHIN/BETWEEN SMALL CITIES

## Key Improvements

- Shopper shuttle pilot services and community-driven process to design services connecting small cities to intercity transit routes and/or key destinations/services in McMinnville and Newberg

## Key Outreach Ideas/Findings

- Over 60% of online survey respondents preferred a Rural Flex Route model, while 27% supported a rural shopper/medical shuttle

*Additional community input is summarized in Technical Memo #4, Chapter 6 and Appendix A.*

Figure 3-29 summarizes service improvements aiming at increasing connectivity within/between small cities and McMinnville/Newberg, by time frame.

Several service models were proposed in TM #4 and taken out to the community for their input in March 2018 (see Figure 3-30). In general, there was a preference for the Rural Flex Route model, but based on public comments, some aspects of the other service models, e.g., serving as a feeder to intercity routes, also have appeal in smaller cities. There was general support for using a pilot shopper/medical shuttle to help develop the specific design for each service, which could incorporate a community-driven process (or set of communities). This could evolve into a service that operates more frequently over time in the communities and markets where it is well-utilized.

The service would utilize small vans, which would allow them to serve destinations that are inaccessible in a large bus, such as Deer Meadows Assisted Living in Sheridan.

The service would incorporate on-demand technology to allow them to be used in a more real-time manner, as opposed to traditional demand-response service where reservations are required the previous day.

Note: A shopper/medical shuttle pilot is also included in the McMinnville and Newberg local service sections; due to its proximity Dundee is included in the cost of the Newberg service.

Figure 3-30 Small City Service Model Options

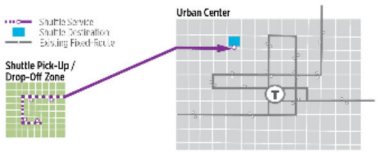
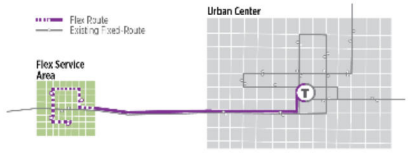
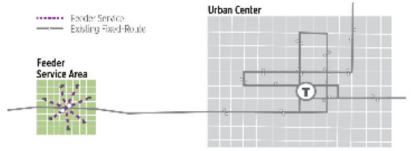
| SERVICE MODEL | RURAL SHOPPER/MEDICAL SHUTTLE | RURAL FLEX ROUTE | | RURAL FEEDER SERVICE | |
|---|---|---|---|---|---|
| Description | Door-to-door service in small cities, with advance reservations, to selected major shopping and medical destinations in McMinnville or Newberg | Scheduled stops in small cities (deviations and curb-to-curb service with advance reservations) directly serving McMinnville or Newberg Transit Centers and selected major shopping and medical destinations | | Curb-to-curb service within small cities, with advance reservations, making timed transfers with intercity buses in each city, and offering trips between points within each city | |
| Image |  |  | |  | |
| # Vehicles | 1 | 2 | 3 | 2 | 3 |
| Service Days/Hours | Limited days and hours of service: 1 day per week in each service area*, approx. 4 hours per day | Regular all-day service: 2-3 days per week in each service area, approx. 8-5 pm | Regular all-day service: 5 days per week in each service area, approx. 8-5 pm | Regular all-day service: 2-3 days per week in each service area, approx. 8-5 pm | Regular all-day service: 5 days per week in each service area, approx. 8-5 pm |
| Cost | $ | $$$$ ($$ per vehicle) | $$$$$$ ($$ per vehicle) | $$$$ ($$ per vehicle) | $$$$$$ ($$ per vehicle) |

Figure 3-31 Service between Small Cities - Table

| Time Frame | Description | Benefits | Concerns [1] | Operating Cost | Additional Vehicles [2] |
|---|---|---|---|---|---|
| Near-Term | ▪ Pilot shopper/medical shuttle, up to four daily service hours per area on one day per week; 3 service areas:<br>– Carlton/Yamhill<br>– Sheridan/Willamina/Amity<br>– Dayton/Lafayette<br>▪ McMinnville pilot shuttle is included in McMinnville local service.<br>▪ A Dundee/Newberg pilot shuttle is included in Newberg local service. | ▪ Improve access from small cities to services in McMinnville and Newberg | | $41,000 | 1 van (shared with shuttles in McMinnville and Newberg) |
| Short-Term | ▪ Expand shopper/medical shuttle to flex route service (add 3 days x 10 hours)<br>▪ Service plan could include connection from Yamhill/Carlton to Newberg (to be explored through community design process) | | | $101,000 | 1 van |
| Long-Term (Vision) | ▪ Expand program to daily service in select markets based on results of pilot program and initial implementation. | | | | |

Notes: [1] Based on community input obtained in March 2018. [2] See capital plan for vehicle cost

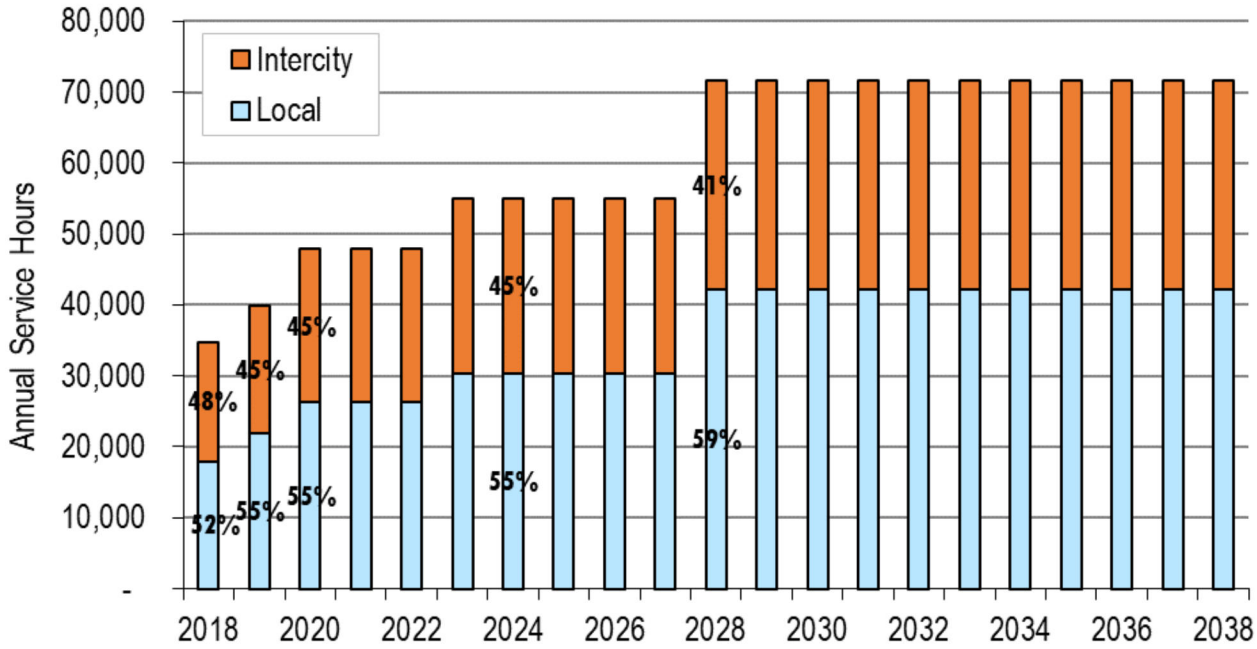
## COSTS

Plan costs are summarized in the Financial Plan chapter (see page 5-1).

## SERVICE HOURS BY SERVICE TYPE

Figure 3-32 provides a breakdown of service hours by the local and intercity service. Existing YCTA service is nearly evenly split between local and intercity services (the latter includes out-of-county service). The proposed plan increases the share of local service to nearly 60% of service hours by the long-term time frame.

Figure 3-32 Existing and Planning Service Hours by Local and Intercity Service Type




## CONCEPTUAL SCHEDULES

High-level schedule times were included in the public outreach materials used in March 2018. More detailed conceptual schedules will be included in the TDP..

# 4 CAPITAL PLAN

This section identifies investments and priorities for capital improvements, including vehicles, bus stops, and other transit facilities.

## VEHICLES

Figure 4-1 identifies the vehicle types and costs assumed in the plan.

Figure 4-1 Vehicle Types included in Plan

| Vehicle Type | Unit Cost | Typical Life |
|---|---|---|
| Large bus (35-foot)) | $450,000 [1] | 12 years |
| Medium bus (30-foot) | $140,000 [2] | 12 years |
| Cut-away (Small/Large) | $85,000 / $140,000 [1] | 5-7 years |
| Accessible Van | $50,000 [2] | 4 years |

Notes: Costs in 2018 dollars, and are adjusted for inflation based on year of purchase. [1] Recent YCTA vehicle procurement. [2] Preliminary estimate based on representative averages from Oregon DOT State Price Agreement Vehicle Contract Crosswalk, June 2017.

Figure 4-2 summarizes vehicle requirements by the type of vehicle and the number of each type that is required (i.e., maximum number in service at the same time) in each plan time frame. Total costs include replacing the full YCTA fleet in the early years of the plan, and ongoing vehicle replacements for the 20-year plan time frame (based on the typical lifetime listed in Figure 4-1 above. The plan assumes transitioning local services away from cutaways to small buses (except for Dial-A-Ride) and using heavy-duty fixed-route buses on all intercity routes.

Amenities on intercity routes could include charging ports, helping make services attractive to commuters and others traveling long distances on these services. Local routes could include community-oriented features that help riders feel a sense of ownership and be considerate of the bus and other passengers.

Figure 4-2 Capital Plan Summary – Number of Peak Vehicles Required by Type and Time Frame

| TDP Time Frame | Existing | Near-Term | Short-Term | Mid-Term | Long-Term |
|---|---|---|---|---|---|
| Vehicle Type Year | 2018 | 2019 | 2020-2022 | 2023-2027 | 2028-2038 |
| Bus - Large | 0 | 0 | 0 | 0 | 4 |
| Bus - Medium | 7 | 7 | 7 | 7 | 6 |
| Cutaway - Large | 3 | 5 | 5 | 5 | 7 |
| Cutaway - Small | 5 | 5 | 7 | 7 | 11 |
| Van | 2 | 2 | 3 | 3 | 4 |
| Total Maximum Vehicles in Service | 17 | 19 | 22 | 22 | 32 |
| Total Vehicles with Spares | 22 | 26 | 31 | 32 | 43 |

# FACILITIES

Figure 4-5 summarizes facility recommendations, which are described in the following sections.

## Bus Stops

Bus stops are the basic type of transit facility and serve as the front door of the transit system. The presence of bus stops lets people know where buses run and their appearance and condition often defines people's impressions of transit. A key near-term improvement is to sign or and mark all YCTA bus stops; funds are identified in the first year of the plan. YCTA should also set aside funds for a program to make ongoing investments in bus stops. Figure 4-6 identifies existing bus stops and amenities, focused on stops outside of McMinnville, as well as current improvement plans.

Stop improvements, and improving pedestrian and bicycle access to bus stops is an area where local jurisdictions play an important role in making improvements and setting standards to ensure that appropriate facilities are built when land is developed or redeveloped.

The Land Use and TSPs chapter of the TDP will review existing local codes and provide sample code language. The TDP will also provide a hierarchy of stops and amenities.

Figure 4-3 Bus Stop Tier and Units Costs

| Stop Amenity Category | Ridership and Land Use Context Guidelines | Elements | Unit Cost |
|---|---|---|---|
| Minimal marking or pole | None | ▪ YCTA route sign or other marking | $30 - $150 |
| Basic with no or existing pad | Low = <10 Daily Boardings | ▪ Meets ADA requirements<br>▪ Posted route and schedule information | $1,000 |
| Basic with pad and Simme Seat | Low = <10 Daily Boardings<br>Moderate-use activity center | ▪ Above plus Simme seat<br>▪ Pad | $3,500 |
| Basic with pad and bench | Low = <10 Daily Boardings<br>Moderate-use activity center | ▪ Above with expanded pad and bench | $4,500 |
| Stop with Shelter | Medium = 10-25 Daily Boardings<br>High-use stops and activity centers, intercity stops, transfer points | ▪ Above with shelter<br>▪ Optionally, enhanced information (system map) and bicycle parking | $12,500 |
| Enhanced Stop | High = >25 Daily Boardings | ▪ Above plus real-time information display, printed information, bicycle parking | $25,000 or more |

Sources: Oregon DOT Transit in Small Cities, 2013; ODOT Transit Division price agreement; industry standards; and estimates for other recent plans. Costs adjusted for inflation to 2018 $

## Secondary Transit Hubs

Secondary transit hubs are major stops that have a higher level of amenities and passenger capacity to support convenient transfers between routes outside of the downtown transit centers. The plan recommends:

- **Plan for secondary transit hubs in McMinnville** by acquiring land/easements or securing use of public right-of-way as opportunities arise. Locations could include the northeast (vicinity of OR 99W and Lafayette Avenue), and/or west, east and south parts of McMinnville.
- **Establish a secondary transit hub in eastern Newberg** (in the vicinity of Fred Meyer) to support coordinated transfers between Route 45x (assuming future re-routing to use the Dundee Bypass) and Newberg local routes. This would require an enhanced or protected pedestrian crossing.

Figure 4-4 Brutscher Street Shelter, Newberg



Brutscher Street adjacent to Fred Meyer in Newberg is a potential secondary transit hub location, where amenities such as higher capacity shelters and protected pedestrian crossing would be desirable in the future.

## Transit Centers

- **Establish a downtown transit center in Newberg** with coordinated schedules between Route 44 and local service. While it is appropriate for YCTA and Newberg to take initial steps to plan for a transit center now, the recommended mid-term implementation time frame is intended to allow existing routes to demonstrate increased ridership from proposed near-term service changes and modest stop improvements (including signage/markings at all stops), before making a significant capital investment.
- **Plan for expansion of the downtown McMinnville transit center** by acquiring land as opportunities arise.
- **Identify and acquire or partner to secure a long-term location for maintaining and storing buses.** Having its own facilities will provide YCTA with future flexibility in contracting for service.

## Park & Rides

Park & rides can primarily be secured through partnerships with institutions such as churches that do not utilize their available parking on weekdays. However, small park & ride lots could be incorporated into future transit centers, if land is available.

Figure 4-5 Capital Plan Summary - Facilities

| Improvement | Benefits | Estimated Cost* | Near-Term | Short-Term | Mid-Term | Long-Term |
|---|---|---|---|---|---|---|
| Sign and Mark Bus Stops | Communicates where vehicles stop and the presence of transit in the community | $100,000 | X | | | |
| Stop improvement program (benches, shelters, pads, and other amenities) | Provides comfortable, dignified places for passengers to catch the bus | $25,000 - $50,000 (annual) | X | X | X | X |
| Improvements at Chemeketa Community College – McMinnville. Gate access and roadway improvements. | Enables service to Virginia Garcia clinic and other housing east of Norton Lane. | $15,000 - 25,000 | | X | | |
| Newberg Downtown Transit Center (On-Street to Off-Street) | Provides visibility for transit and a restroom for drivers and passengers. | $250,000 - 1.0 M | | X | X | X |
| McMinnville Bus Maintenance & Storage Facility | Provides space for future expansion and flexibility for future service contracting. | $5.0 - $6.0 M | | | X | X |
| Plan for expansion of McMinnville Transit Center | Provides space for future expansion | $1.0 – 1.5 M | | | X | X |

* Order-of-magnitude conceptual costs

Figure 4-6 Potential Locations for Stop Improvements or Shelters

| Location | Route(s) | Detailed Location | Improvement | Partners |
|---|---|---|---|---|
| Tigard | 44, 45x | ▪ Transit Center | ▪ Shelter<br>▪ Improved wayfinding | ▪ City of Tigard<br>▪ TriMet |
| Hillsboro | 33 | ▪ Transit Center | ▪ Stop sign with Simme Seat<br>▪ Schedule<br>▪ Improved wayfinding | ▪ City of Hillsboro<br>▪ TriMet |
| Salem | 11 | ▪ Transit Center | ▪ Shelter with system map and schedule; Cherriots planned to install in Winter/Spring 2018 | ▪ Cherriots |
| Grand Ronde | 22 | ▪ Community Center | ▪ System map and schedule | ▪ Grand Ronde Tribe |
| Amity | 11 | ▪ | ▪ Shelters in both directions (current plans to install southbound) | ▪ City of Amity |
| Dundee | 44 | ▪ | ▪ Have shelter in one direction; needed in other direction | ▪ City of Dundee |
| Dayton | 44 | ▪ | ▪ Have shelter in one direction; plan to install Simme seat SB | ▪ City of Dayton |
| Lafayette | 44 | ▪ | ▪ Have shelter in one direction; shelter needed in the other direction | ▪ City of Lafayette |
| Carlton | 33 | ▪ | ▪ Have shelter in one direction; shelter needed in the other direction | ▪ City of Carlton |
| Yamhill | 33 | ▪ | ▪ Have shelter in one direction; shelter needed in the other direction | ▪ City of Yamhill |
| Sheridan | 22 | ▪ | ▪ Multiple existing shelters; one is needed eastbound | ▪ City of Sheridan |
| Willamina | 22 | ▪ | ▪ Have shelter in one direction; shelter needed in the other direction | ▪ City of Willamina |
| McMinnville | Local/Intercity | To be identified | ▪ Marked stops, shelters (multiple locations) | ▪ City of McMinnville |
| Newberg | Local/44/45x | To be identified | ▪ Marked stops, shelters (multiple locations) | ▪ City of Newberg |

# 5 FINANCIAL PLAN

## TRANSIT UNIT COST ASSUMPTIONS

Figure 5-1 (adapted from TM #3) describes assumptions about transit operating costs, capital costs, and inflation. YCTA's average operating costs are assumed to increase in the future, including due to increased administrative costs and cost sharing with Yamhill County. Average cost is assumed to increase from $59 per service hour in 2018 (estimated) to $75 per hour starting in FY 2020 for fixed-route service; variable costs are assumed for different services, i.e., Dial-A-Ride and shuttles (vans). Annual cost increases are assumed due to inflation.

Figure 5-1 Transit Service Unit Cost Assumptions

| Cost type | # of Units | Data sources for # of Units | Unit Cost Data Sources | Unit Cost |
|---|---|---|---|---|
| Transit Operations | Service Hours | Days and hours of service<br>Route frequency or headway<br>Route run times (based on average operating speed) | YCTA average operating cost per service hour<br>TDP peer analysis | Current: $59 [1a] (existing)<br>Revised Base Year Cost: [1b]<br>▪ Fixed-Route: $75 (by 2020)<br>▪ Dial-A-Ride: $58 (by 2020)<br>▪ Shuttles: $55 (2019) |
| Inflation | Annual change | Used to inform 20-year cost escalation. | US Bureau of Economic Analysis<br>Consumer Price Index [3] | 2.3% |

Notes: [1a] Based on average of fixed-route, commuter, and dial-a-ride service, based on 2014 data from the National Transit Database, 2015. [1b] An assumption for increased YCTA base year costs will be used in future cost analyses to account for the expected need to pay drivers a higher, competitive wage, increased YCTA staffing, etc. This was estimated to be approximately $75, which is consistent with the peer review conducted as part of TM #2; the assumption will be refined for the TDP Financial Plan. [3] Western Region average annual change 1996-2016. [4] Preliminary estimate.

# OPERATING COST SUMMARY BY TIME FRAME

Figure 5-2 summarizes preliminary, incremental plan operating costs by time frame. Key assumptions include:

- **Existing.** Based on an average operating cost of $59 per service hour.
- **Near-Term to Short-Term.** Assumes a phased increase to an average cost of $75 per service hour. A relatively large share of new funding (including from the STIF) is assumed to go towards stop improvements (signs/markings) and new buses, leaving a shortfall in the short-term time period, based on the assumed service and capital enhancements.
- **Mid-Term.** Similarly, additional projected STIF funding would not cover all programmed improvements.
- **Long-Term and Long-Term (Vision).** The long-term time frames are not fiscally-constrained, but are intended to provide a flexible service plan that YCTA can adapt based on actual conditions in 10 years.

Input from the PAC will be solicited, including appropriate funding levels, additional funding sources that YCTA should consider, and priorities for the enhancements.

For comparison, Figure 5-3 and Figure 5-4 show that service hours and operating spending per capita over the life of the plan are within the ranges of YCTA's peer agencies (identified in TM #2). Service hours per capita increase significantly, though they remain below the peer median. YCTA's operating spending would be lower than the peer median until the long-term time horizon.

Figure 5-2 Incremental Plan Operating Costs

| Time Period | Fiscal Years | Annual Operating Revenues | Annual Operating Costs of Existing Services | New Annual Operating Costs in Time Period | Cumulative New Annual Operating Costs | YCTA Funds used for Capital Elements | Total Annual Operating Cost | Operating Funds Remaining |
|---|---|---|---|---|---|---|---|---|
| Existing | 2018 | $2,083,000 | $2,050,000 | $0 | $0 | $0 | $2,050,000 | -$3,000 |
| Near-Term | 2018-2019 | $2,604,000 | $2,167,000 | $381,000 | $381,000 | $352,000 | $2,900,000 | -$295,000 |
| Short-Term | 2019-2022 | $3,341,000 | $2,451,000 | $317,000 | $698,000 | $221,000 | $3,370,000 | -$28,000 |
| Mid-Term | 2023-2027 | $3,778,000 | $2,690,000 | $438,000 | $1,136,000 | $86,000 | $3,912,000 | -$134,000 |
| Long-Term | 2028-2038 | $4,333,000 | $3,013,000 | $1,805,000 | $2,941,000 | $314,000 | $6,268,000 | -$1,934,000 |
| Long-Term (Vision) | N/A | $6,025,000 | $3,783,000 | $1,795,000 | $4,736,000 | $126,000 | $8,645,000 | -$2,619,000 |

Figure 5-3 Service Hours per Capita (adjusted for population growth)

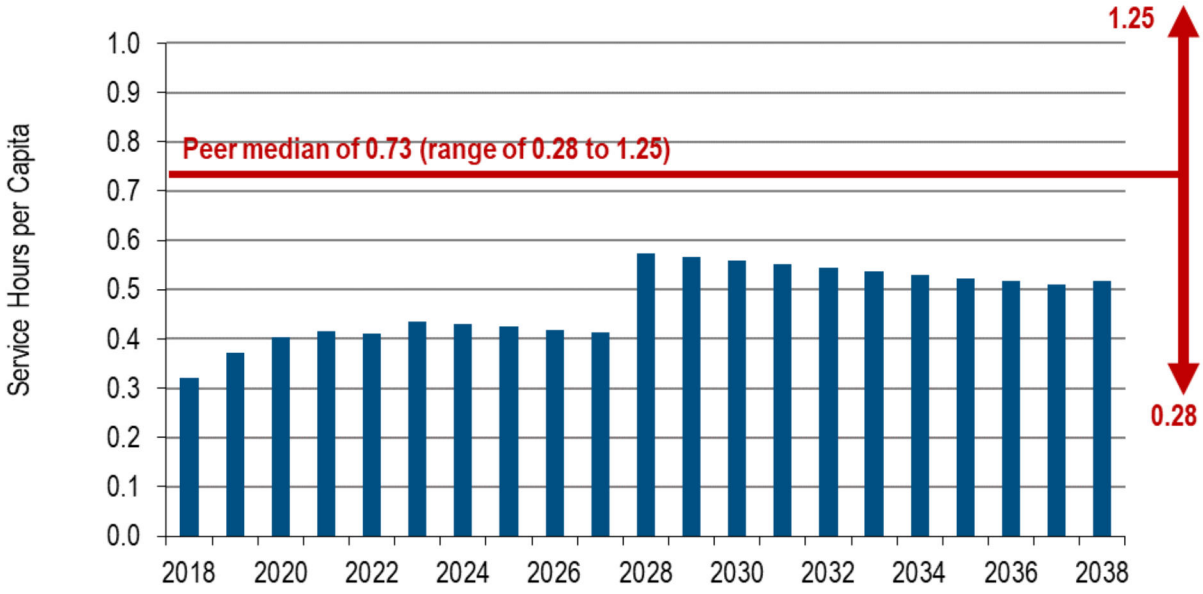
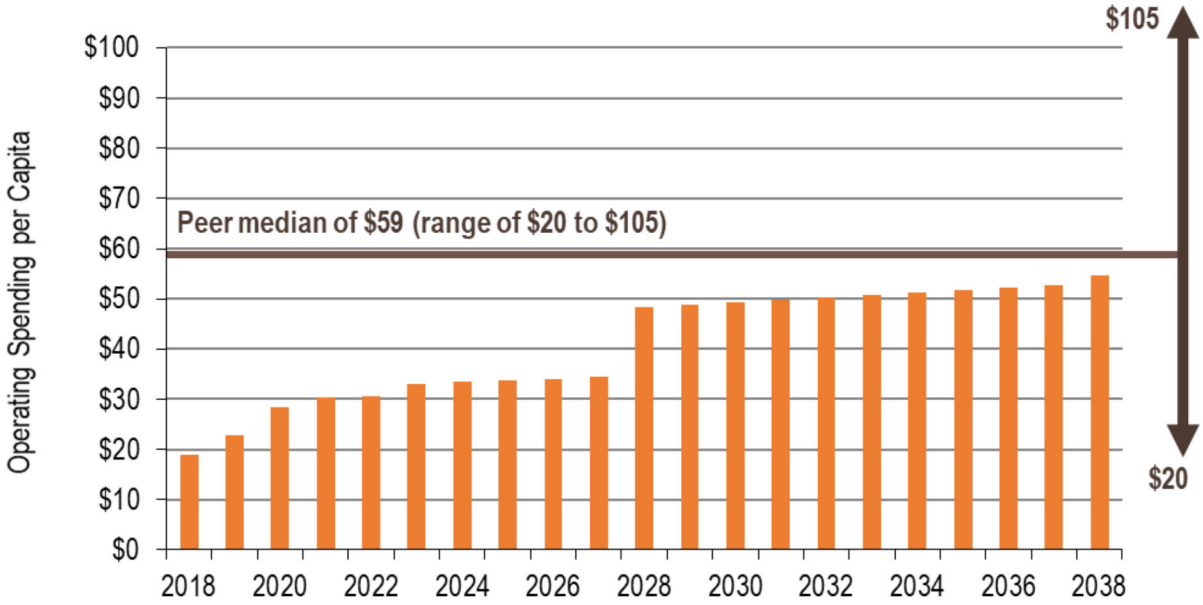



Figure 5-4 Operating Cost per Capita (adjusted for population growth)



# 6 NEXT STEPS

The project team will solicit feedback from the PAC and other stakeholders, and incorporate input on the draft service and capital plan, and funding levels, into a draft Transit Development Plan. Key next steps related to TM #5 include:

- Finalize the phasing plan
- Refine operating and capital cost assumptions/projections
- Create detailed conceptual schedules for the short-term time frame, consistent with the phasing plan; these may inform more immediate timing changes

The draft plan is scheduled to be completed by the end of July and brought to the Yamhill County Board of Commissioners for review (including public comments) and adoption in August/September 2018.

# SECTION 6

# Project Advisory Committee (PAC) Meeting Notes

# PAC Meeting #1

May 4, 2017

**Public Advisory Committee (PAC) Meeting #1**
May 4, 2017, 6:30 – 9:00 PM

# MEETING ATTENDEES

See last two pages for a list of PAC members and other meeting attendees.

# MEETING OVERVIEW

## YCTA Advisory Committee

The first meeting of the Yamhill County Transit Development Plan (TDP) Project Advisory Committee (PAC) started with a brief agenda for the YCTA Advisory Committee and a transit report from Cynthia Thompson.

## YCTA TDP Project Advisory Committee (PAC)

The TDP consultant team led the remainder of the meeting.

### TDP Project Overview

Bob Schulte provided an overview of the TDP project including a discussion of the project purpose, desired plan outcomes, steps in developing the plan, and the role of the PAC. He provided a tentative meeting schedule and the planned purpose of each meeting.

### Planning Game Exercise

Oren Eshel provided an overview of a transit planning exercise designed to (1) help the project team understand the desired local outcomes and priorities and (2) help PAC members understand tradeoffs associated with providing transit service. The presentation included a review of basic principles of transit service planning.

The PAC then broke up into small groups to go through a "planning game" exercise using Remix software and an Excel spreadsheet. PAC members were asked to:

- Identify goals for "markets" to serve and how to allocate resources between commuter, local fixed route, and dial-a-ride
- Identify key regional connections
- Draw general local routes connecting key destinations
- Suggest conclusions for YCTA priorities and service design

Each small group presented its results and Stephanie Wright and Oren Eshel facilitated a brief discussion.

### Transit Goals Overview

Stephanie then concluded the meeting with a brief discussion of public transportation goals, objectives, performance measures, and standards. The TDP project team will be developing draft goals for YCTA, considering existing Yamhill County, local jurisdiction, and state plans related to public transportation. Technical Memorandum (TM) #1 will be distributed for PAC review when completed.

## Next Steps

- Stephanie asked the PAC members to provide input on growth and development areas in their community. This input will inform future work on where new service is needed (TM #3). A paper map was handed out and a link to an online Google My Map was also sent to PAC members.
- The project team will be distributing TM #1 for PAC review.

# PLANNING GAME RESULTS/DISCUSSION

PAC members used the Remix service planning tool in small groups to explore adjustments to existing services. The sections below summarize key conclusions from the exercise and the ideas explored by PAC members. Figure 5 displays the cost of existing YCTA service (cost-neutral scenario) including a breakdown by route and service type, i.e., local fixed-route, intercity, and dial-a-ride (DAR) service. PAC members could also consider hypothetical scenarios where additional revenues are available for YCTA.

## Key Conclusions

- PAC members identified a range of transit markets they felt were good candidates for YCTA service (see Figure 1) but felt service was unlikely to attract higher income individuals.
- There was a sense that additional local service is needed, and that it is necessary to more clearly educate and inform people about where local service runs—most people don't know. There are areas where additional coverage is needed.
- Responding to the share of service dedicated to intercity (commuter) service, various groups considered options to reduce the cost of YCTA intercity service in order to prioritize / reallocate resources to local service. Multiple groups explored truncating some services (e.g., Route 44 in Sherwood and Route 33 in Forest Grove), but found that the potential savings were more limited than they anticipated (15-20% of the total cost). One group considered reducing midday service.
- There were suggestions to explore increased express services, particularly during peak hours, including between McMinnville-Newberg-Tigard and between McMinnville-Newberg specifically, using the bypass when it opens.
- There was a sense that YCTA should connect *all* communities in Yamhill County together (one of the original goals for transit in Yamhill County) as well as connect to communities outside of Yamhill County.
- There was a sense that YCTA should increase the resources allocated to dial-a-ride service, particularly in McMinnville and Newberg, but there is also a need to better serve smaller communities.
- It is important to address access issues, which would allow more dial-a-ride customers to use the fixed-route services, and improve coordination between YCTA and local jurisdictions/state agencies.

## Transit Markets

Discussion of potential markets for YCTA is summarized in Figure 1.

Figure 1 Potential Transit Markets

| Transit Market | Destinations or Market Characteristics | Target Market for YCTA? |
|---|---|---|
| ▪ Low income<br>▪ Older adults<br>▪ People with disabilities | ▪ Senior Center<br>▪ Walmart | Yes |
| Employment | ▪ West County to Central County<br>▪ Job hubs in McMinnville and Newberg<br>▪ Agricultural jobs<br>– Seasonal demand<br>▪ Weekend jobs (match hours and locations) | Yes |
| Shopping | ▪ Shopping days for each city | Yes |
| Special Events | ▪ Special service to festivals | Yes – but there are restrictions on public agencies providing "charter" services |
| Tribal Community | | Yes |
| Higher income | | No |

## Service Concepts

Service concepts or considerations identified by the small groups include:

- Local Service
  - General
    - Consider reviving old routes
    - Provide front door service along OR 99W; less frequency is OK. Providing more direct service to the Senior Center in McMinnville could reduce DAR demand.
    - Address needs for growth in McMinnville/Newberg, then extend to smaller communities
    - Improve efficiency by removing service on loops where no one rides the bus; in some cases DAR may be more appropriate/efficient.
  - McMinnville
    - Additional service is needed along 27th Ave
    - Additional service is needed in the vicinity of Baker & Hill Road
    - See Figure 3 for an alternative routing concept for Route 2 that would provide additional coverage along Hill Road south of 2nd Street and along Fellows Street between Hill Road and OR 99W; Route 2 currently goes outbound and inbound on 2nd Street between Hill Road and OR 99W.
  - Other Communities
    - Dial-A-Ride in each community
- Intercity Service
  - General
    - Frequency: One group suggested service every 2 hours is an acceptable service level for intercity service.

  - Weekend Service: One group suggested that weekend service could be considered less of a priority on intercity routes (currently only provided on the McMinnville-Tigard and McMinnville-Grand Ronde routes), except for Grand Ronde. Another group suggested cutting both current Saturday services.
  - One group identified McMinnville-Hillsboro and McMinnville-Newberg-Tigard as key corridors
  - Rider connections in Portland are important
- McMinnville-Salem (Route 11)
  - Identified as important for medical trips (e.g., shuttles)
- McMinnville-Hillsboro (Route 33)
  - One group suggested reducing midday service on Hillsboro route.
  - Consider providing Saturday service to Hillsboro for people going to work or going to PDX Airport
  - Multiple groups suggested considering a more convenient stop location and/or improved transfers in Forest Grove.
  - One group explored truncating Route 33 in Forest Grove, which they estimated to save about $25,000, approximately 20% of the total cost of Route 33.
- McMinnville-Newberg-Tigard (Routes 44, 45x, and 46s)
  - Multiple groups considered increasing express service in the McMinnville-Newberg-Tigard market (e.g., Route 45x). One group considered providing express service in the peak periods specifically (5 a.m. – 10 a.m, and 4 p.m. – 9 p.m.); the group wondered about the ridership impact of having fewer stops on the express service.
  - Multiple groups felt that provide more service between McMinnville and Newberg is important. One group's concept, shown in Figure 4, estimated a cost of about $140,000 annually for service every two hours between 6 a.m. and 7 p.m. on weekdays. It was also suggested that there could be express service between the two cities that uses the bypass after it opens (this would bypass Dundee).
  - Multiple groups considered truncating Route 44 in Sherwood—generally or during the midday period—and relying on connections to TriMet for travel north of Sherwood. One group's concept suggested that truncating Route 44 in Sherwood might save approximately $70,000 annually, approximately 15% of the annual cost of Route 44. Truncating service *and* reducing frequency to every two hours (currently there is high frequency at peak times) between 6 a.m. and 7 p.m. on weekdays would save about $173,000 annually, or a little over a third of the annual cost.

- Dial-A-Ride
  - Consider a shopper shuttle between McMinnville Transit Center and shopping destinations on limited days, e.g., Tuesdays and Thursdays. Figure 4 illustrates this concept.
- Infrastructure, Amenities, and Vehicles
  - Improve amenities at stops in outlying areas, e.g., Willamina, Sheridan, etc.
  - Good, well-marked stops and shelters are needed in McMinnville and Newberg
  - Due to access issues, riders use DAR service (e.g., Virginia Garcia clinic)
  - It was mentioned that there is an important role for municipalities and the state (ODOT)—they need to provide access and turnarounds for buses and coordinate when changes are planned (e.g., ODOT took out major stop areas serving Fred Meyer and Safeway in Newberg)
  - "Right-size," i.e., consider smaller, buses where appropriate

- Programs
  - Travel Training
  - Ensure fares (e.g., passes) are widely available
  - Expand use of volunteer drivers for trips in rural areas

    Consider partnerships with taxis, Lyft, and Uber where it makes sense, although it is important to consider affordability and be sensitive to the populations that typically don't use these services.

Figure 2 Shopper Shuttle Concept

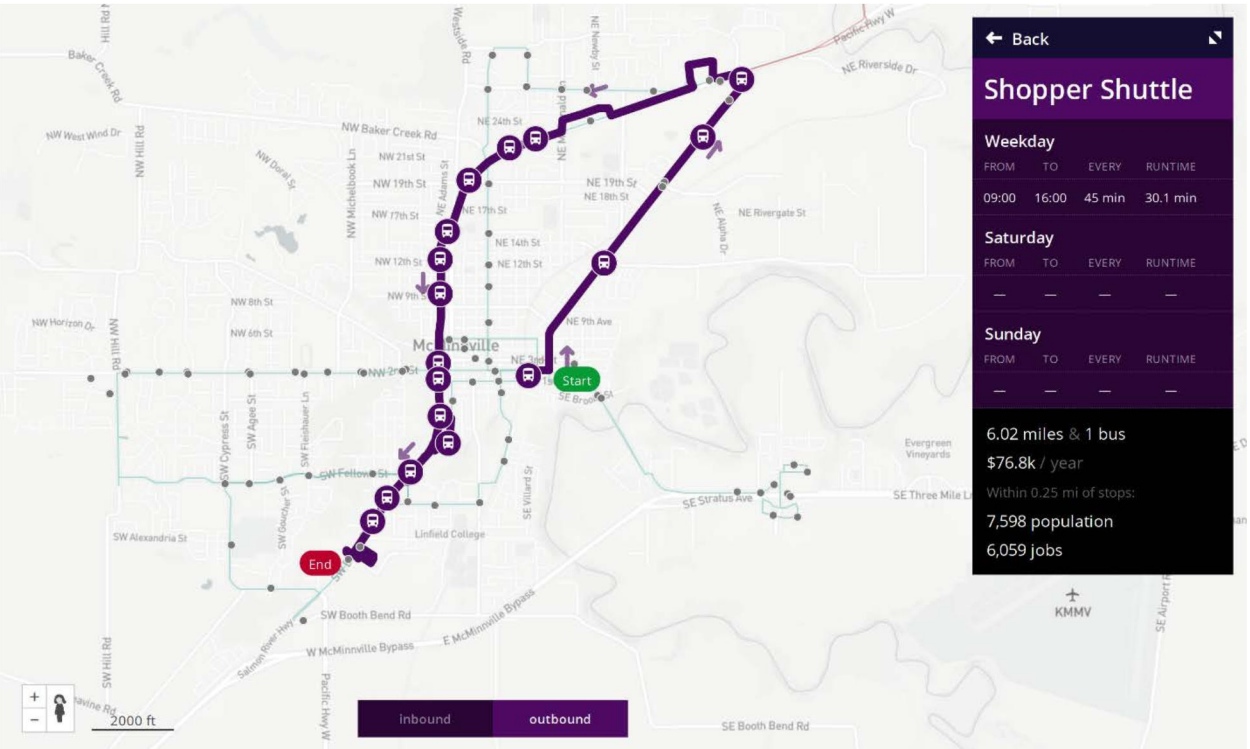


Figure 3 McMinnville Route 2 Alternative Routing Concept

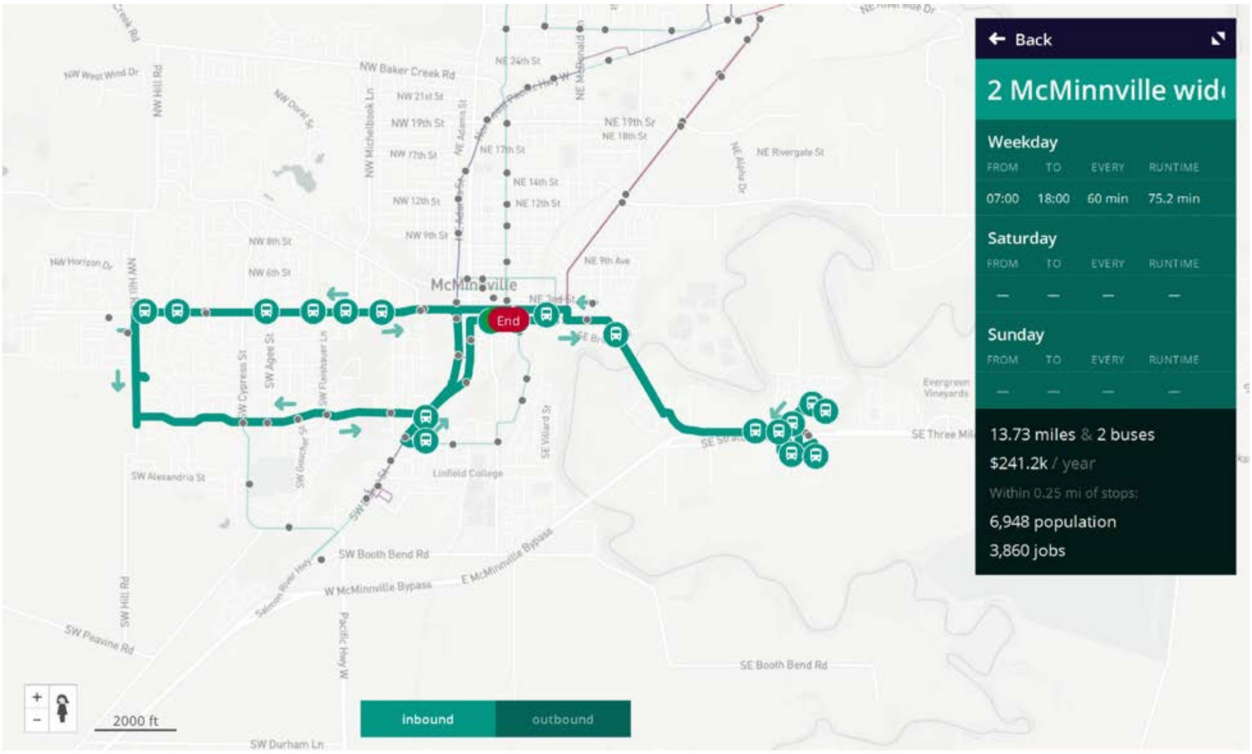



Figure 4 McMinnville-Newberg Service Concept

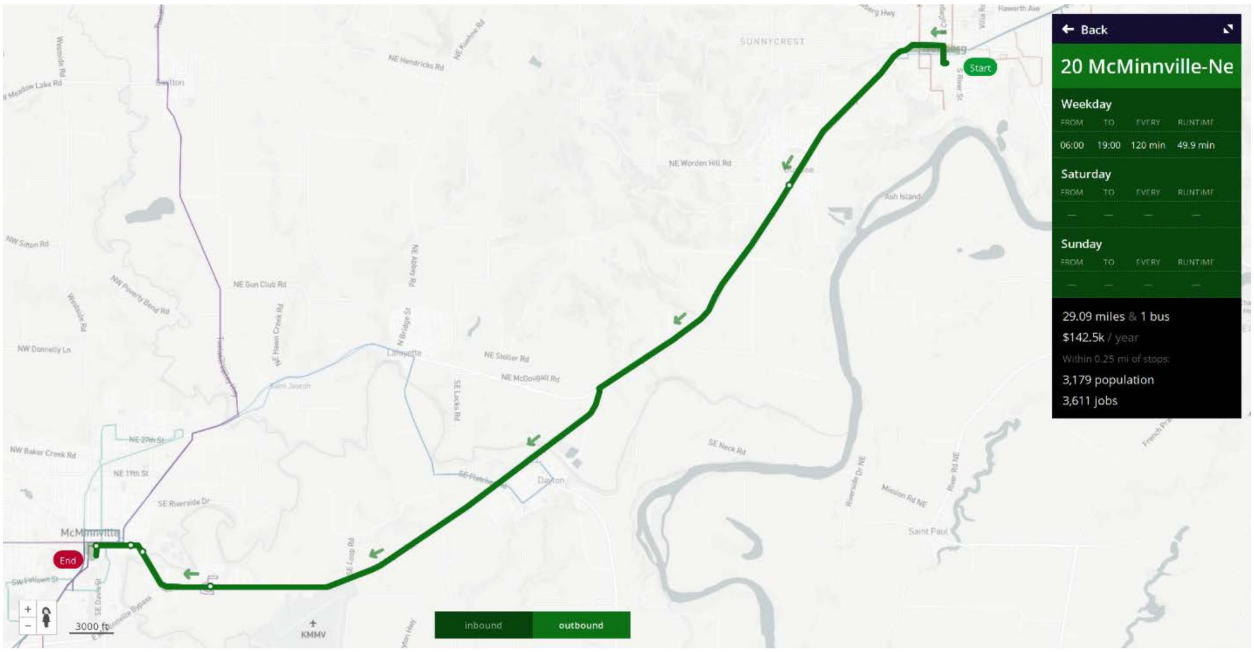


Figure 5 Planning Game Exercise – Version Showing Existing YCTA Service

**INSTRUCTIONS:**
1. After you develop the routes in Remix, export out the results to Excel and paste in the route names and total cost in ***Table 1: Route Details, Columns B and H***, *or enter manually.*
2. Cells with a light salmon color ( ) should be filled in by your team.
3. In Table 1, set the Service Type for each route (Commuter or Local) and assign a Priority.
4. If you wish to include local dial-a-ride service in communities throughout Yamhill County, select *Yes* or *No* from the *In Operation* column in ***Table 2: Dial-a-Ride Details***. Set the priority and # of days per week.

**Table 1: Route Details**

| Route | Service Type | Prioritization | Annual Cost |
|---|---|---|---|
| 2 McMinnville East-West Express | Local | 1. Cost-neutral | $ 241,230 |
| 3 McMinnville City Loop | Local | 1. Cost-neutral | $ 219,300 |
| 5 Foothills Drive | Local | 1. Cost-neutral | $ 60,308 |
| 7 Providence | Local | 1. Cost-neutral | $ 65,790 |
| 11 McMinnville - Salem | Commuter | 1. Cost-neutral | $ 82,238 |
| 22 McMinnville - Grand Ronde | Commuter | 1. Cost-neutral | $ 150,769 |
| 24S McMinnville - Grand Ronde | Commuter | 1. Cost-neutral | $ 17,146 |
| 33 McMinnville - Hillsboro / MAX Link | Commuter | 1. Cost-neutral | $ 128,839 |
| 44 Tigard Transit Center - McMinnville | Commuter | 1. Cost-neutral | $ 457,789 |
| 45X Express McMinnville - Tigard Transit Center | Commuter | 1. Cost-neutral | $ 74,014 |
| 46S | Commuter | 1. Cost-neutral | $ 26,015 |
| | | | $ - |
| | | | $ - |
| | | | $ - |
| TOTAL | | | $ 1,523,438 |

**Table 2: General Public Dial-a-Ride Details***

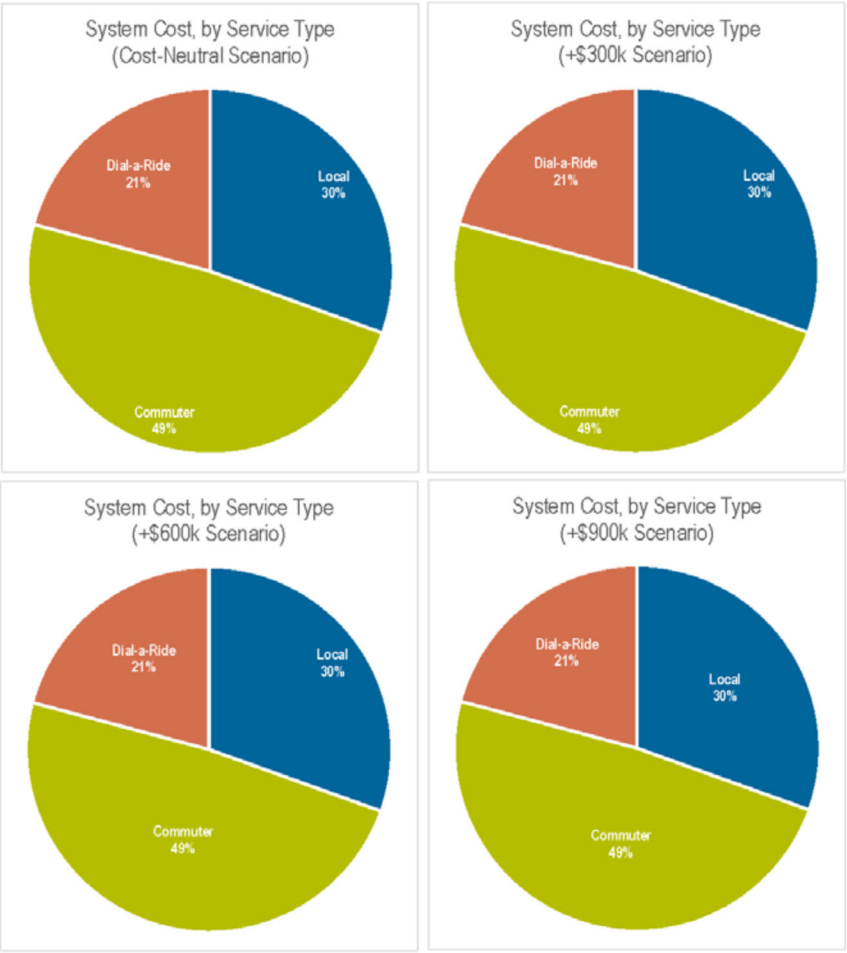
| Communities Served | In Operation | Prioritization | Days per week | Vehicles | Weekly Hours | Annual Cost |
|---|---|---|---|---|---|---|
| McMinnville | Yes | 1. Cost-neutral | 5 | 2 | 90 | $ 201,240 |
| Newberg | Yes | 1. Cost-neutral | 5 | 2 | 90 | $ 201,240 |
| Lafayette / Dayton / Dundee / Amity / Whiteson | | | | 0 | 0 | $ - |
| Sheridan / Willamina / Grande Ronde | | | | 0 | 0 | $ - |
| Carlton / Yamhill / Cove Orchard / Gaston | | | | 0 | 0 | $ - |
| TOTAL | | | | 4 | 180 | $ 402,480 |

* Does not include ADA Paratransit within 3/4 mile of a route in McMinnville and Newburg

**Table 3: System Operating Cost, by Scenario**

| Service Type | 1. Cost-neutral | 2. +$300k | 3. +$600k | 4. +$900k |
|---|---|---|---|---|
| Local | $ 587,000 | $ 587,000 | $ 587,000 | $ 587,000 |
| Commuter | $ 937,000 | $ 937,000 | $ 937,000 | $ 937,000 |
| Dial-a-Ride | $ 402,000 | $ 402,000 | $ 402,000 | $ 402,000 |
| TOTAL | $ 1,926,000 | $ 1,926,000 | $ 1,926,000 | $ 1,926,000 |
| Budget | $ 2,000,000 | $ 2,300,000 | $ 2,600,000 | $ 2,900,000 |
| Available funds | $ 74,000 | $ 374,000 | $ 674,000 | $ 974,000 |

You have a remaining budget of: $74,000 in the Cost-Neutral scenario.



## YCTA Advisory Committee, YCTA TDP Project Advisory Committee (PAC), and Other Attendees

| Name | Represents | Role | Mtg #1 |
|---|---|---|---|
| PAC Members | | | |
| Josh Simonson | City of Amity | YCTA Advisory Committee and PAC Member | - |
| Andrew (Andy) Eldien | City of Carlton | YCTA Advisory Committee and PAC Member | Yes |
| Scott Pingel | City of Dayton | YCTA Advisory Committee - Chair; PAC - Chair | Yes |
| Tim Weaver | City of Dundee | YCTA Advisory Committee and PAC Member | - |
| Larry Pritchett | City of Lafayette | YCTA Advisory Committee and PAC Member | Yes |
| Kevin Jeffries | City of McMinnville | YCTA Advisory Committee and PAC Member | - |
| Heather Richards | City of McMinnville, Planning Director | PAC Member | - |
| Scott Essin | City of Newberg | YCTA Advisory Committee and PAC Member | Yes |
| Brad Allen | City of Newberg, Asst City Planner | PAC Member | Yes |
| Paula Necas | City of Sheridan | YCTA Advisory Committee and PAC Member | - |
| Frank Sheridan | City of Sheridan | Liaison from STFAC to YCTA Advisory Committee and PAC Member | Yes |
| Kenna West | City of Willamina | YCTA Advisory Committee and PAC Member | - |
| Bob Sivick | City of Willamina, City Manager (outgoing) | | Yes |
| Ken Moore | City of Yamhill | YCTA Advisory Committee and PAC Member | Yes |
| Chris Mercier | Grand Ronde | YCTA Advisory Committee and PAC Member | Yes |
| Kristi Long | NW Senior and Disabled Services | PAC Member; Also serves on STFAC | Yes |
| Gregorio Benavides | Unidos (affiliate) | PAC Member - Representative of Latino and LEP populations | Yes |
| Rick Olson | Yamhill County Commissioner, Liaison to Transit | Liaison from BOC and PAC Member | - |
| Paul Patridge | Yamhill County, Program Mgr DD & Veterans Services | PAC Member - Representative of Veterans and other E&D and low income populations | Yes |
| YCTA Staff | | | |
| Cynthia Thompson | YCTA Staff | Transit Manager | Yes |
| Renee Guerrero | YCTA Staff | First Transit (Service Provider), General Manager | Yes |
| Patty Fink | YCTA Staff Support (PF Consulting) | | Yes |
| ODOT Staff | | | |
| Arla Miller | ODOT RPTD | Public Transit Coordinator | Yes |
| Naomi Zwerdling | ODOT TGM Region 2 | Grant Manager | Yes |

| Name | Represents | Role | Mtg #1 |
|---|---|---|---|
| Consultant Team | | | |
| Stephanie Wright | Nelson\Nygaard | Project consultant team | Yes |
| Oren Eshel | Nelson\Nygaard | Project consultant team | Yes |
| Bob Schulte | DKS Associates | Project consultant team | Yes |
| General Public | | | |
| Donna Belander | Friends of the Bus (FOB) | | Yes |
| Martha O'Donnell | Friends of the Bus (FOB) | | Yes |
| Florence Hoffman | Friends of the Bus (FOB) | | Yes |
| Elena Thies | Friends of the Bus (FOB) | | Yes |
| Mark Schiffmacher | Friends of the Bus (FOB) | | Yes |
| John Francis | Friends of the Bus (FOB) | | Yes |
| Caye Poc | Friends of the Bus (FOB) | | Yes |
| Peter Shultz | Friends of the Bus (FOB) - Carlton | | Yes |
| Gwen Jernstedt | Manager of Yamhill Carlton Volunteer Bus Program | | Yes |

# PAC Meeting #2

September 14, 2017

**YAMHILL COUNTY TRANSIT AREA ADVISORY COMMITTEE**
**and PAC**
**STAKEHOLDER MEETING**

September 14, 2107, 6:30 p.m. Room 32 Yamhill County Courthouse

ATTENDEES

Meeting facilitated by Oren Eshel, Stephanie Wright, Jamey Dempster of Nelson/Nygaard,

YCTA Committee Members present:
Scott Pingel, Dayton City Manager
Rick Olson, Yamhill County Commissioner, Liaison to Transit
Heather Richards, City of McMinnville Planning Director
Paula Necas, City of Sheridan
Scott Essin, City of Newberg Councilor
Kristi Long, NW Senior and Disabled Services
Craig Johnson, City of Willamina
Paul Patridge, Yamhill County, Program Mgr DD and Veterans Services

Others Present:
Arla Miller, ODOT Rail and Public Transit
Donna Belander, Friends of the Bus
Martha O'Donnell, Friends of the Bus
Florence Hoffman, Friends of the Bus
Mark Schiffmacher, Friends of the Bus
John Francis, Friends of the Bus
Carolyn O'Brien, Friends of the Bus

Staff Present:
Cynthia Thompson, Transit Manager
Renee Guerrero, First Transit Manager
David Pletz, First Transit
Shana Reid, Transit Assistant

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The meeting was called to order at 6:30 p.m. by Chairman Scott Pingel. Welcome and Introductions.

**Public comment –** (*This time period is reserved for public comment on matters not scheduled for a separate public hearing. Unless extended or restricted by the Chair or majority of the committee, public comment will be limited to five minutes per person.)*

Yamhill County Transit Area

Topics of concern:

- Bus stops are often located along dangerous streets or highways. It was suggested that a way to fix this problem would be for buses to go into store parking areas to pick up and drop off individuals rather than stopping along the road. Additionally, in the past when buses went into the stores, there used to be a lot more people using the buses; now many feel it is too dangerous to get on when the buses stop on the highway, especially on Hwy 99. Some possible stop locations recommended were store parking lots and the Senior Center parking area. It was pointed out that route changes could make getting on and off the bus safer and also eliminate the need for buses to have to idle as much thereby reducing costs. Cynthia Thompson noted that YCTA has copies of older route schedules that can be considered for potential route changes as part of the plan.

- The safety of the buses was a consideration discussed. It was brought up that recently a bus driver had difficulty stopping his bus due to the condition of the brakes. It was also suggested that drivers need more training and to be paid more.

- It was mentioned at a large portion of funding grants are earmarked for transit is for aiding disabled and elderly persons, however, many disabled and seniors feel their concerns are being ignored and they need better, more accessible service.

- More care should be taken to ensure connections can be made. If a person misses his/her connection, they may have to wait several hours for the next connection.

**Management Update:**

Cynthia Thompson thanked everyone for their input and for taking the time to attend the meeting pointing out how important it is to create a good bus system and work together for a common goal. Ms. Thompson noted that ridership in fiscal year 2017 has been higher than ever before. Over the past year, the Transit Department has been working diligently to solicit input as well as provide better information to the public through surveys, focus groups and other community outreach projects. It is clear from the results of the outreach activities, the public is interested in making needed improvements to the transit system, and many suggestions and ideas have been received.

Commissioner Rick Olsen mentioned that earlier today, the county approved funding to put new locks and doors on the transit center restrooms. The county also agreed to increase the contract for more janitorial services at the transit center and more landscaping services are in the works for the transit center.

## YCTA TDP Project Advisory Committee (PAC)

The Nelson/Nygaard consultant team led the remainder of the meeting. A complete copy of the presentation from the TDP consulting team is available on the YCTA Development Plan website at https://yamhilltransitplan.com.

**TDP Project Overview**

Topics presented included:

- Meeting Agenda
- Project schedule
- Potential/desired outcomes of the plan
    - Improve existing service
    - Promote full range of transportation options
    - Meet expected growth and tourism needs
- PAC member's roles
    - Review deliverables
    - Provide policy advice
    - Provide community input from persons in his/her community or constituents
    - Attending project meetings
- Meeting Objectives
    - Review goals
    - Understand state of system
    - Understand input from riders and public
    - Understand where growth will occur
    - Provide input on financial scenarios and priorities

**Performance Measures and Standards**

The Transit Development Plan is guided by six planning goals created by the project team with input and approval by the Policy Advisory Committee. The goals include:

- **Goal 1: Mobility** – provide convenient, reliable public transportation serving a range of customer needs.

    *This goal could include:*
    - *Transit service convenient for commuters*
    - *Weekend service*
    - *Better timing of connections*
    - *Connections to other cities*
- **Goal 2: Accessibility** – provide public transportation services that are equitable and address the needs of all users.

    *This could include service within a short walk for residents*

- **Goal 3: Passenger experience** – make public transportation a convenient, attractive and welcoming way to travel.

  *This could include running on-time and more bus stops*

- **Goal 4: Safety and security** – ensure transit riders and drivers have safe and secure vehicles and facilities.
- **Goal 5: Livability and economy** – integrate public transit in the transportation system to support a prosperous, healthy community
- **Goal 6: Efficiency and financial accountability** – manage the transit system in a fiscally responsible way to maximize return on investment.

The PAC was generally satisfied with the goals as presented in the meeting, but it was suggested that an additional goal of the plan should be improved marketing to make buses and their markings more recognizable and understandable

The goals will inform strategy development and evaluation, to ensure the Transit Development Plan recommendations meet the needs of Yamhill Counties and its local communities.

**Existing conditions – market analysis findings:**

Demographics – High disability and low income in Willamina and Dayton
- Limited English speaking – Dayton
- Race – non-white population predominately in Sheridan, Dayton and Amity areas

Economy –
- There are a lot of late night shifts, so perhaps more buses into the evening might be needed. Also, some businesses also are more spread out into rural areas making it more challenging to try to serve the markets for persons who work there.

McMinnville/Newberg Employment Density –
- People would like more stops in denser areas.
- Some areas of Newberg with major areas of employment have no service.

Major commute patterns from Yamhill County not bus related –
- Most people travel to Portland area, smaller amount to Salem and outlying areas

Major commute patterns to Yamhill County not bus related –
- 16% from Portland, 5% from Salem

PAC Comments included:
- Commissioner Olsen suggested the statistics from Yamhill/Carlton area would be interesting to look at for future transit requirements
- Heather Richards, City of McMinnville Planning Director, requested the data be drilled down to specific market sectors. The consultants indicated this is possible if they know specifically what information is being requested (the data was provided to Heather).

**Existing Conditions – Transit Service**

**Existing YCTA Service Types**

- Requirement to run ADA Paratransit service on fixed route areas for people that cannot use the fixed route service
- Dial-a-Ride is available but with some limitations to date. Three people per hour is pretty typical for Dial-a-Ride. There is a goal of 15 people/hour for fixed routes.

**Existing YCTA Ridership and Service Hours**

- Map of existing transit area for McMinnville and Newberg was presented and is available on the YCTA project website at https://**yamhilltransitplan.com.**

**Route performance**

- Trips per revenue hour – current system is relatively efficient in comparison to other transit areas
- Fixed route schedule – in the McMinnville and Newberg areas it is important to understand routes and the amount of service needed
- Scott Essin brought up the idea that the ridership model for Newberg does not seem to be working, and suggested that City Council might need to come up with a better plan to get the ridership up.
- Oren Eshel noted there is a fairly large use of dial-a-ride in Newberg along with substantial usage of services in the inner city. The plan will include options for modifying the routes in Newberg.
- Commissioner Rick Olsen mentioned it would be good if there were some method for people to understand when new building projects are being developed so transit can understand the needs of newly built areas and respond before or as new development comes on line.

**Community input:**

Outreach surveys have been conducted to determine perceived needs and other factors including:

On-board survey rider characteristics

- Purpose – primarily for work, 47%
- Access to Transit – 60% walk, 20% transfer
- Frequency – 81% two or more days/week
- Reliance – 32% bus transit is only option

Origins and Destinations
Rider satisfaction
- Predominately good or excellent

Improvement priorities
- More weekend service
- More frequent weekday
- Later evening weekday

- Ms. Richards asked if the data could be filtered to see how many of those who wanted weekend service or more frequent weekday service used the services for work related transportation. It was indicated that those kinds of breakdowns are possible.
- Craig Johnson, City of Willamina, mentioned that often people who work at the casino are precluded from riding the bus to the casino for work because the bus may not have a route that would bring them back. Commissioner Olsen agreed this is a problem for several people throughout the county who work at the casino, and asked whether YCTA coordinated with the Tribe and their bus service in anyway? Oren Eshel stated this would be an area for consideration when looking at the proposed plan.

Regional/local priorities
Door-to-door Lifeline services
Regional connections
Connections between county cities
Local service curb-to-curb for general public

Focus Group Highlights
People not aware of current service
Transit particularly important for older and younger people
Lack of signage and marked stops a major barrier
Door-to-door service important for older people
Weekend service and earlier/later hours are a priority

Operator interview/field observation highlights –
Drivers are doing their best but lack or quality of infrastructure is challenging
Lack of bus stops and flag stops are challenging
Some schedules aren't realistic
Technology can be a challenge

It was brought up that drivers are very low paid compared to other cities, causing a lot of driver turnover.

Sometimes new drivers come on, but the pay is so low they move on to other higher paying jobs once they are trained.

Key Findings

Local Route Service

Changes to schedules and route design are needed
Some key destinations lack service
Some routes may need a different type of service model
Transitioning to fixed stops will improve travel time
Opportunity for shopper or other types of shuttles to improve access

Intercity Route

Congestion results in major delays, uncertain impact of Dundee bypass
Need for schedule adjustments including better timing of connections
Opportunity for shuttle type service to improve access

Capital Equipment and Infrastructure

Need for signage, shelters, and information at stops
Improved quality and branding of vehicles
Improve communications, website and ability to provide real-time information

Density & Transit Service

Future population – Predominate growth in McMinnville, Newberg, Lafayette, Dundee and Carlton

Future employment – Predominately in McMinnville and Newberg area

**Existing and potential additional service area**

PAC discussion:

Where should YCTA plan for growth and new development?

- The question was raised whether there are upcoming changes in the communities important to consider for planning purposes.
- Heather Richards pointed out that the City of McMinnville submits population growth information to the State, therefore it is available for review and consideration in planning. Additionally, Craig Johnson mentioned that there are several development projects currently in the works for both Willamina and Sheridan. It was requested that pertinent information be forwarded to the consultants or YCTA

Break

**Planning Framework:**

Operating funding – existing sources
- Local Funds –
  - Fares
  - Contracts
  - County General Fund
- State and Federal Funds –
  - Oregon Special Transportation Fund
  - Federal 5310 Elderly and Disabled
  - Federal 5311 Rural General

State Transportation Improvement Fund (payroll tax) has been approved this year. By the year 2021, Yamhill County will be getting and estimated $1.7M annually from this fund

Other Potential Funding Sources;
- Local service contracts
- Product specific tax
- Motor vehicle registration fee
- Utility fee
- Local option property tax
- Gasoline

- Rick Olsen noted that county commissioners are able to approve some tax increases, such as gasoline and utility while other new taxes have to be approved by people within the county. Often commissioners will look at where they will get the more return. If they can't just put things through as a tax, they might be able to implement a fee.
- Lodging taxes were discussed as a possible source of revenue.
- There was discussion relative to raising additional revenue by having buses go where the people want the buses thus increasing ridership.
- It was brought up that the dial-a-ride service in Carlton is all volunteer. The suggestion was that the volunteer potential for YCTA is tremendous and an aspect that should be explored.
- Ms. Thompson pointed out we need to plan for infrastructure, and that it is not cheap. The revenues received from HB 2017 may cover most of the operating expenses over time. There will continue to be a need for capital funds. Other potential sources of revenue currently being looked at are federal and state grants. As yet the potential for private grants has not yet been explored.

Yamhill County Transit Area

## SMALL GROUP EXERCISE SUMMARY

The group exercises facilitated input in two different but related exercises. The first was a ranking exercise to collect participant feedback on relative priorities. The second was a service planning "game" in which participants were ask to select public transportation improvements and appropriate budget amounts. Both processes are summarized below.

## Relative Priorities and Ranking

This exercise included a discussion about 12 public transportation need categories in Yamhill County. These categories were presented to public transportation riders and the general public in an online and in-person survey conducted in Summer 2017. The survey results were summarized as general, 0rder-of-magnitude priority levels (i.e., high, medium, low).

PAC members were asked to prioritize the need categories given the constituencies they represent on the PAC. They were asked to assign priority relative to all other needs; that is, the prioritizing should result in low to high rankings and not all high priority (reflecting funding constraints). The table below highlights where priorities aligned between rider input, general community inputs, and the PAC; four of the categories received a Medium or higher priority from all groups.

| | Surveys | | PAC Meeting 2 | | |
|---|---|---|---|---|---|
| Public Transportation Need | Riders | General Public | Group 1 | Group 2 | Group 3 |
| More weekend service – Saturday | High | High | High | High | Medium |
| More weekend service – Sunday | High | Medium | Medium | High | Low |
| More frequent weekday service | High | High | High | Low | Medium |
| Later evening weekday service - until 8 pm | High | Medium | Medium | Medium | Medium |
| Later evening weekday service - until 10 pm | High | Medium | Medium | Low | Low |
| Better bus stops / shelters | Medium | Medium | Medium | High | Medium |
| Earlier morning weekday service | Medium | Low | Low | Medium | Low |
| Better regional connections | Low | High | High | Low | Low |
| Expand coverage (new areas) | Low | Low | Low | High | Low |
| New bus stops / closer to destination | Low | High | High | Low | High |
| Faster, more direct service | N/A | Medium | Medium | Low | Medium |
| Better information, easier to understand | N/A | Medium | Medium | Medium | Medium |

## Conceptual Service Options

The second exercise included selecting and budgeting funds for public transportation improvements. The exercise was informed by a budget worksheet in Excel, and an online transit mapping and costing tool called Remix. The feedback is collected in the comments summary below. The conceptual service options included:

- Increase span to 7 pm and provide additional fixed-route and intercity trips
- Add evening service until 9 pm
- Add Saturday Service (McMinnville, Newberg, and Routes 11 and 33)
- Add Sunday Service (All Service Areas)
- Additional Fixed-Route Coverage in McMinnville & Newberg
- Additional General Public Dial-A-Ride Capacity in McMinnville & Newberg
- Additional evening service on Routes 11, 22, and 33
- Additional daytime trips on Routes 11 and 33
- General Public Dial-A-Ride Vehicle for Limited Countywide Service, e.g., shopper shuttles
- Additional Express trip McMinnville-Tigard and McMinnville-Newberg Connector
- 30-minute fixed-route frequency in McMinnville and Newberg

## Comments

The meeting facilitators organized meeting attendees into three groups, and took notes about conversations, comments and recommendations. The group comments are summarized below.

**Group 1**

- The group members were from or representing areas outside McMinnville and Newberg.
- Yamhill County needs increased transit service to and from **Yamhill, Carlton, Sheridan, and Willamina**.
- Routes and times **getting people to and from jobs** are considered the highest customer priority. Today transit service ends too early to get people to and from work, especially for the **intercity services**. Since many people work weekends, adding **Saturday and Sunday** service was similarly considered a high priority.
- The morning start times for Routes 11, 22, 33, and 44 are sufficient to serve work commuters.
- The number of intercity runs per day are sufficient today, although some said that trips could occur further apart to provide **later evening service**.
- YCTA should work with **Spirit Mountain Casino** to understand shift times to support employee trips.
- YCTA used to store a vehicle at Sheridan City Hall. This allowed YCTA to use two vehicles on Route 22 and start them simultaneously, providing **early morning service from Grand Ronde** rather than deadheading (running without passengers) from McMinnville.
- There is a need for **dial-a-ride services in Sheridan, Carlton, Willamina, and Yamhill**. The existing volunteer service in Carlton is not enough.
- The group suggested increasing **driver pay** to reduce staff turnover, particularly those YCTA reimbursed for Commercial Drivers License tests.

**Group 2**

- **Weekend and early/late hours** are important to providing affordable mobility for County workers. Relevant job sectors most in need include **agriculture, food production, manufacturing, retail**.
- **Weekends are important to older adults** visiting family and attending events at senior centers, shopping, etc., and public transportation could serve this market.
- YCTA needs to prepare for **new service areas.** This was seen as particularly important in McMinnville, where planned growth is occurring beyond existing service.

- **Transit marketing** information, electronic bus information, and bus stops are important to increasing service visibility and making it easy to ride the bus. These were considered relatively small yet effective investments.
- **Vanpools and other ridesharing options** (whether operated by the County or not) need to be considered to give the public transit system flexibility to respond to rider and business needs. Examples included Woodburn to McMinnville trips, and trips to agricultural areas.
- YCTA should expect a growing travel market **between McMinnville and Newberg** as population and employment grows.
- McMinnville and Newberg are relatively well-served by demand response services. Consider **expanding the dial-a-ride to serve communities without access** today.
- The County needs **funds allocated to hire, train, and retain quality drivers** and other staff. More funds should be spent on staff to avoid employee turnover costs.

**Group 3**

- Improvements to **stops and service closer to destinations** are important priorities.
- Sunday and later night service were not among the "High" priority improvements
- **Extending service until early evening** is a priority, primarily on local routes. Additional evening service should be prioritized where it is warranted, such as in Grand Ronde.
- The group prioritized **Saturday** service, but only within Yamhill County on **intercity routes 11 and 33**.
- The group favoring increased local fixed-route and dial-a-ride service within **McMinnville and Newberg**, but wanted consideration of **alternative service models and shuttle services**.
- The group only supported increasing **daytime service on Routes 11 and 33** where needed to support peak-hour needs, and wanted to consider **terminating the Tigard route in Sherwood**.
- **Shuttle-type services** might better connect communities in the county, or flexible for-hire services (like Uber, Lyft or Taxis).

**Next Steps**

Provide comments back relative to memos to Cynthia Thompson, YCTA, or Oren Eshel, Nelson/Nygaard, by October 6th to allow for adequate review before the next PAC meeting.

Email addresses:
thompsonc@co.yamhill.or.us
oeshel@nelsonnygaard.com

A discussion was held to determine when the next meeting should be. As the next regularly scheduled meeting date was only one month from the current meeting, it was decided by the committee members in attendance to postpone the next regular meeting until January 25th, 2018.

**PAC Meeting 3 – January 25th, 2018 (place to be determined)**
**PAC Meeting 4 – April 26th, 2018 (place to be determined)**

# PAC Meeting #3

January 25, 2018

**YAMHILL COUNTY TRANSIT AREA ADVISORY COMMITTEE (YCTA AC)**
**and TDP PROJECT ADVISORY COMMITTEE (PAC)**
**STAKEHOLDER MEETING**

January 25, 2018, 6:30 p.m. Kent Taylor Room, 200 Second St, McMinnville, OR

ATTENDEES

Meeting facilitated by Oren Eshel and Jamey Dempster of Nelson/Nygaard

PAC/YCTA Committee Members present:
- Ken Moore, City of Yamhill
- Heather Richards, City of McMinnville, Planning Director
- Kellie Menke, City of McMinnville
- Scott Essin, City of Newberg, Councilor
- Brad Allen, City of Newberg
- Joe Hannan, City of Newberg, Manager
- Frank Sheridan, City of Sheridan, Manager
- Paula Necas, City of Sheridan
- Kenna West, City of Willamina
- Craig Johnson, City of Willamina
- David Sword, City of Lafayette
- Chris Mercier, Confederated Tribe of Grand Ronde
- Andrew Eldien, City of Carlton

Others Present:
- Donna Belander, Friends of the Bus
- Martha O'Donnell, Friends of the Bus
- Florence Hoffman, Friends of the Bus
- Caye Poe, Friends of the Bus
- John Francis, Friends of the Bus
- Carolyn O'Brien, Friends of the Bus
- Gene Harris, Friends of the Bus
- Greg Tompkins, Advocate

Staff Present:
- Cynthia Thompson, Transit Manager
- Renee Guerrero, First Transit Manager
- Shana Reid, Transit Assistant

Yamhill County Transit Area

## YCTA Advisory Committee

The meeting was called to order at 6:30 p.m. by Acting Chairman Ken Moore.

**Welcome and Introductions:**
Acknowledgement was made of the great representation of members from Friends of the Bus at the meeting.

**Intro of new members:**

David Sword – City Council Lafayette; YCTA Advisory, interested in transit issues
Kellie Menke – City of McMinnville; YCTA Advisory
Kenna West – City of Willamina; YCTA Advisory
Pat Johnson – City of Newberg; PAC member
Adam Argo – New ODOT TGM Project Manager
Joe Hannan – Newberg City Manager (Newberg is short on planners, so he may be staff representative for a while)

**Meeting Agenda (Appendix A)**

Approval of Minutes – Acting Chair Ken Moore, mentioned that the minutes from the previous meeting were excellent representation on where we have been and where we are going for those needing more information about the process, along with a good description on the survey, ridership, and issues and priorities.

Motion was made and seconded to approve the minutes.

**Management Update:**

Cynthia Thompson, Transit Manager thanked everyone for their participation, and provided an update on transit issues including:

1. Ridership report highlighting accomplishments and goals (Appendix B). Ridership increased from 15/16 to 16/17 from 289,271 to 318,794; page two of the report provides a breakdown of useful ridership information.

2. The customer conduct ordinance, which was reviewed by YCTA committee in late 2016 is being evaluated by the Board of Commissioners. Hearings are scheduled for Feb 1st and 15th with the ordinance to be voted on at the Feb 15th hearing. A copy of the updated ordinance, is available at the YCTA office or on-line at YCTA website.

Expectation for local police involvement with the ordinance is that once it is adopted, it will provide a mechanism to allow law enforcement to handle problems or situations as they arise, something that has been previously missing up to this point. The police have been asking for this and are very happy and supportive of the ordinance being adopted. If approved by the board the ordinance will go into effect 30 days from the date of adoption, and will technically be effective throughout all of Yamhill County.

3. Mark Schiffmacher, an active supporter of STF and an active member of the grass roots group, Friends of the Bus, passed away unexpectedly in January. He was very committed to transportation issues, specifically transportation concerns for elderly and disabled, and was very involved with, and provided a good deal of benefit to transit matters throughout YCTA. As part of this plan, we will be beginning another round of outreach soon, and it would be nice if we could do something to honor Mark for his service to the YCTA, perhaps a rider appreciation day, a free fare day, or something along those lines and if possible do something to honor him on an ongoing basis, perhaps with something we could do every year. There are a lot of details to work out but if anyone is interested in working on this please let me know.

4. A new source of funding for transit is being implemented through the State soon through HB2017. Currently meetings are taking place on how that funding is to be allocated. A copy of the latest version of the summary and rules is available for anyone who would like a copy on YCTA's website. The money is starting to be collected soon and it is possible that YCTA might start receiving funds as soon as Jan 2019. The amount YCTA will receive is unknown, but thought to be around $1M annually. Monies received could help with funding some of the improvements discussed as part of this plan.

**YCTA TDP Project Advisory Committee (PAC)**

The role of PAC (Project Advisory Committee) members in the planning process is to review deliverables and methodologies, provide policy advice, act as a sounding board on proposals, provide local knowledge and input, and attend the PAC meetings. This is the third of four meetings; the last will be held in April.

The Project Advisory Committee includes all members of the YCTA advisory committee, an ongoing committee representing the people of Yamhill County and providing advice regarding transit needs throughout the County. Once the project planning is completed, the PAC will no longer function as a committee however, the YCTA advisory committee will continue.

## YCTA Transit Development Plan

The Nelson/Nygaard consultant team led the remainder of the meeting which primarily covered Tech Memo 4, Solution Strategies, and next steps. A complete copy of the presentation from the TDP consulting team is available on the YCTA Development Plan website at https://yamhilltransitplan.com.

## TDP PROJECT OVERVIEW

The project is currently at step 6 of the plan (see project schedule) which constitutes a high level, macro look at the process as opposed to a detailed assessment - considering ways and strategies to improve the system, honing in on solutions to concerns talked about previously, while considering ideas heard from people throughout the past few months.

**Topics considered will include:**

- Project Schedule/Process
- TM #4: Solution Strategies
    - Solutions
    - Potential Scenarios
    - Group Exercise: Preferred Scenario
    - Debrief
    - Short-Term Recommendations (Highlights)
- Next Steps
    - Public Outreach #2 – Late February




**Planning Framework**

The project is currently at the solution strategies/conceptual service design stage of the project. We are not yet at the point of having detailed lines on the map – that is the next stage after we receive feedback from the PAC and the public on strategies the concept level.

- Analyze existing conditions
- Planning:  Goals and Performance Measurements
- Solutions Strategies and Service Design
- Draft and Final TDP
- Implementation and Ongoing Monitoring

Issues that riders and the community overall have expressed concern about (e.g., from surveys conducted in Spring/Summery 2017) include:

- Buses running at convenient hours to help people get to jobs
- Weekend service
- Well timed connections outside of the County and connections between Cities within the County
- Bus stops clearly marked and within a short walk of most residents
- Service to run on time

**Transit Goals for YCTA**

Since there are new members on the PAC, the transit goals for YCTA were reviewed. There was public input on the goals in Spring/Summer 2017 and these are described in more detail in Technical Memo #1.

- **Goal 1: Mobility** – convenient, reliable public transportation serving a range of customer needs
- **Goal 2: Accessibility** – equitable and address the needs of all users
- **Goal 3: Passenger experience** – convenient, attractive and welcoming way to travel
- **Goal 4: Safety and security** – transit riders and drivers have safe and secure vehicles and facilities
- **Goal 5: Livability and economy** – integrate public transit in the transportation system to support a prosperous, healthy community
- **Goal 6: Efficiency and financial accountability –** manage the transit system in a fiscally manner. We want to meet the needs, while being as efficient as possible.

**How should YCTA resources be allocated?**

As the PAC considers tonight's discussion of solutions to address the various transit goals and needs, we are asking PAC members to think about how resources should be allocated in Yamhill County. A presentation slide illustrated two approaches to allocating transit resources, one focusing on coverage and the other on productivity. We need your help to inform us in our path forward.

**Strategies in TM #4**

Technical Memo #4 is organized into four parts:

- The first is **Solution Strategies**, which describes high-level solutions (strategic and corridor level) for meeting YCTA goals.
- The second is **Long-Term Service Scenarios**, which packages the general solutions into two scenarios: **Locally-Focused** and **Regionally-Focused**. These are intended as "Bookends" to understand impact of shifting allocation of YCTA resources in either direction. We anticipate that the preferred scenario for the TDP will be somewhere between these bookends.
- The third is **Policies & Programs**, which includes **Regional Coordination** and **Transit-Supportive Programs & Technology.**
- Finally, there are **Short-Term Recommendations** for what YCTA can implement at no or low-cost.

## SOLUTION STRATEGIES

Some of the strategies we're considering based on what we've heard from the community (both current riders and the public) and the PAC that they would like to see implemented are:

- Service Days and Hours
  - Run later in evening
  - Start service earlier
  - Run on weekends

- Intercity Routing and Frequency
  - Increase frequency
  - Shorten intercity routes (to focus more resources on service within Yamhill County)
  - Add express trips
  - Extend routes (where needed) to provide better regional connections

- Local Urban Service Design and Frequency
  - Add routes/frequency in McMinnville and/or Newberg (including addressing operational issues affecting service today)
  - Consider running local service closer to retail store front doors
  - Rural Cities
    - Add local stops on the intercity routes serving small cities
    - Consider other service models to improve service in small cities: flex routes, feeder service (to intercity), or rural shopper/medical shuttles – these would provide some scheduled service for small cities, with the ability to provide local on-demand stops with prior reservations, to a few major destinations in McMinnville or Newberg. An alternative model would be to provide some county-wide dial-a-ride – this would be the most flexible but would likely serve relatively few riders due to long distances between cities.
  - Demand Response
    - Additional options such as shopper/medical shuttles within McMinnville and Newberg
    - ADA Paratransit within ¾ mile of fixed-route service

- Regional Service Coordination
  - Coordination with Cherriots (Salem), TriMet (Portland/Hillsboro), Tillamook County Transportation District, and Confederated Tribes of Grand Ronde around schedules, capital facilities, wayfinding, etc.

- Capital Strategies. Examples of capital strategies being considered include:
  - New (or replacement) vehicles, with consistent markings/branding
  - Mark or place signage at all bus stops

- Move to eliminating flag stops
- Bus stop amenities (shelters)
- Transit Center in Newberg
- High capacity bike racks where warranted

- Policies, Programs, Technology. Examples of other "transit-supportive" strategies being considered include:
  - Improve customer information and signage
  - Investigate electronic fares (e.g., a smart card for passes and tickets) and coordinate with efforts in adjacent areas e.g., Cherriots
  - Improve access to transit, i.e., safe walking and biking routes to transit stops
  - Partner with ride-hailing services
  - Develop marketing & branding plan
  - Education & Outreach programs
  - Coordinate with local jurisdictions

## SCENARIOS: LOCALLY-FOCUSED AND REGIONALLY-FOCUSED

The solutions strategies were packaged (or grouped) into two hypothetical "bookend" scenarios with two different emphases:

1. Locally-focused:
   - Reduce or maintain resources allocated to out-of-county service
   - Focus new resources on local service and connections
2. Regionally-focused
   - Enhance regional connections
   - More modest local and intra-county improvements

YCTA's current service is roughly balanced between resources directed towards locally-focused and regionally-focused service. The intent is to develop a hybrid of the two scenarios for the TDP, based on PAC and public input that best meets the YCTA goals.




Tech Memo 4 provides more detail on the scenarios and how they were evaluated. The remainder of the meeting consisted of a small group exercise where PAC members worked to prioritize strategies within a constrained budget.

Yamhill County Transit Area

## Small Group Strategy Prioritization Exercise

### Summary

PAC members organized into three small groups. Each group was provided with a poster-size YCTA system map and a list of potential local and regional strategies to select (adapted from Technical Memo #4), each with an approximate operating and capital cost (see Figure 2 and Figure 4). For simplicity, each "$" represented an annual operating cost of +/- $100,000. Each group had a total operating budget range constrained to 20 to 30 "$"corresponding to the $2 to $2.5 million in additional operating revenue that YCTA is expected to have over the next 20-years. The participants chose and prioritized strategies based on expected resources.

There was **moderate to strong support** (i.e., strategy identified by at least two of the groups) around prioritizing the following elements within the constrained set of resources that was available (these correspond to the green-shaded rows in Figure 1):

- **Local Service in McMinnville and Newberg:**
  - **Provide Saturday service on local routes in McMinnville** (all groups) **and Newberg.**
  - **Increase local service in McMinnville and Newberg** to improve coverage and/or frequency (with a greatest emphasis on covering areas that lack service and addressing operational issues; increasing frequency overall, e.g., to every 30 minutes, was a lower priority).
  - **Start service earlier (6 am)** – this was seen more important for McMinnville than for Newberg.
- **Intercity Service**
  - **Provide additional express service on Route 45X, operating via the Dundee Bypass.** It was generally felt that this would need to be accompanied by service that maintained (or increased) access to these connections from Dundee and downtown Newberg.
  - **Extend Route 11 to downtown Salem and add trips during the morning and afternoon commute**, including early evening to meet commuter needs, although not necessarily as late as 9 pm.
  - **Add weekday evening service to 9 pm on Route 22 to Grand Ronde**
  - **Add trips on Route 33 to/from Hillsboro during the morning and afternoon commute**, including evening service although not necessarily as late as 9 pm.
- **Service to Small Yamhill County Cities:**
  - **Add stops on intercity routes** where needed to improve access to the routes.
  - **Introduce flex service to connect smaller cities to McMinnville and Newberg,** particularly for the Sheridan/Willamina/Amity and Yamhill Carlton community clusters. Two of the groups also included flex service for Dayton, Lafayette, and Dundee. It was also suggested that:
    - YCTA could start with one day per city to assess level of demand and desired destinations (a shopper/medical service shuttle was suggested as an initial strategy).

    - The service could be utilized to provide seasonal connections to recreation opportunities, e.g., Yamhill/Carlton to McMinnville.
    - A flex service could be useful in Grand Ronde.
- **Capital and Programs:**
    - Mark and/or install **signs at bus stops** to transition away from flag stops
    - Replace existing **vehicles** and expand fleet to support new routes
    - Provide **real-time information**

There was **limited to mixed support** (i.e., strategy identified by one group, or for different markets) among the small groups for prioritizing the following elements in the exercise:

- **Run service later in the evening service (e.g., to 9 pm**) in McMinnville and Newberg.
- **Add Saturday service on Route 11 to Salem and Route 33 to Hillsboro.**
- **Provide Sunday service on intercity routes**. Two groups identified Sunday service to Grand Ronde and one group each identified service to Tigard and Hillsboro. **None of the groups prioritized Sunday service on local routes** in McMinnville and Newberg
- **Consider truncating Route 44** in Sherwood (to save/reallocate resources).
- **Other types of demand-responsive services, including:**
    - **Initiate local shopper/medical shuttles** in McMinnville and Newberg
    - **Expand general public Dial-A-Ride capacity** in McMinnville
    - **Initiate a non-emergency out-of-town medical shuttle** service to appointments in the Portland area

PAC Members were also asked to prioritize two of the following five potential strategies for the near-term, if YCTA has the funding available (all of these strategies would require additional operating resources beyond what is available to YCTA today). The highest priority of these strategies were, in order of preference:

- **Initiate a pilot program to test a local shopper/medical shuttle program connecting small cities in Yamhill County to key destinations in** McMinnville and Newberg (11 votes).
- **Add express trips on Route 45x and use the Dundee Bypass to decrease travel time** (7 votes).
- **Add one bus each in McMinnville and Newberg** to address service reliability and on-time performance (4 votes total, 2 each).
- Extend Route 11 to downtown Salem (0 votes)
- Initiate local shopper/medical shuttles in McMinnville and Newberg (0 votes)

The results will inform the strategies included in the recommended TDP scenario and phasing approach, along with other public and stakeholder input received. Outreach will be conducted in February and March 2018 to obtain public input on strategies and priorities. The strategies were not intended to represent final concepts, and some strategies changes based on further input and more detailed service design and analysis

## Detailed Exercise Materials and Results

Figure 1 summarizes the level of priority each strategy received from PAC members. These results were tabulated from the strategies each small group placed on the maps (shown in Figure 5, Figure 6, and Figure 7.

*Figure 1 Summary of Strategies by Small Group*

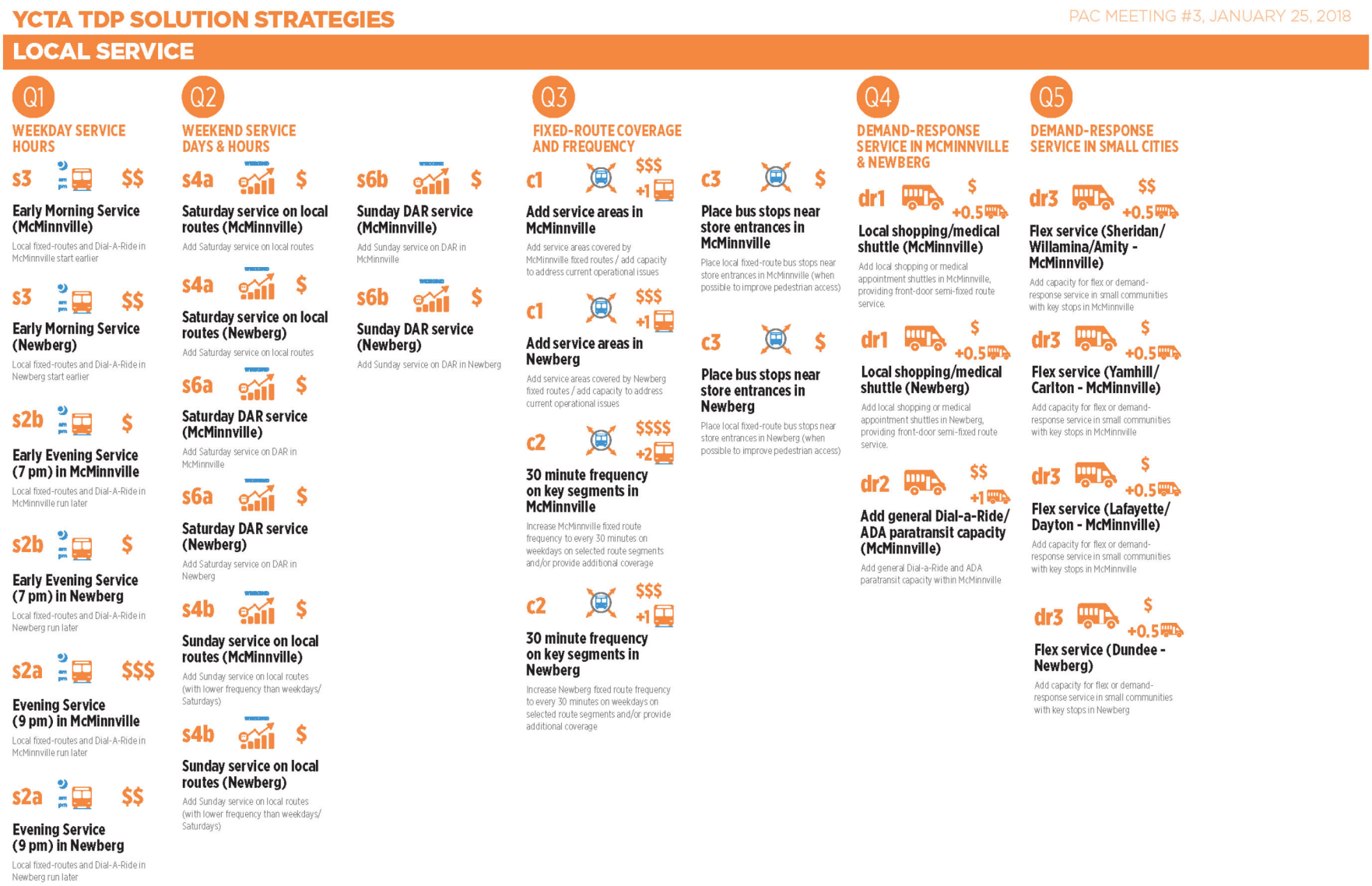
| ID | Strategy Name | Identified by: | | | Overall Level of Support | Notes |
|---|---|---|---|---|---|---|
| | | Group 1 | Group 2 | Group 3 | | |
| | **Local bus service** | | | | | |
| s4a | **Add Saturday service on local routes** | ✓ | ✓ | ✓ | **High** | McMinnville, Newberg |
| c3 | **Place local fixed-route bus stops near store entrances when possible to improve pedestrian access** | ✓ | ✓ | ✓ | **High** | |
| c1 | **Add service areas covered by McMinnville and/or Newberg fixed routes / add capacity to address current operational issues** | ✓ | ✓ | | **Medium** | |
| s3 | **Add early morning service on local routes (6 a.m. all days)** | ✓ | ✓ | | **Medium** | Identified in McMinnville by two groups, by one group in Newberg |
| s2b | Add evening service on local routes (7 p.m. all days) | | ✓ | | Low | Generally preferred over ending at 9 pm |
| c2 | Increase McMinnville and Newberg fixed route frequency to every 30 minutes on weekdays on selected route segments and/or provide additional coverage | ✓ | | | Low | |
| s2a | Add evening service on local routes (9 p.m. all days) | | | | None | |
| s4b | Add Sunday service on local routes (with lower frequency than weekdays/Saturdays) | | | | None | |
| | **Demand response service** | | | | | |
| dr3 | **Add capacity for flex or demand-response service in small communities (Sheridan, Willamina, Amity; Yamhill, Carlton; Lafayette, Dayton, Dundee) with key stops in McMinnville or Newberg.** | ✓ | ✓ | ✓ | **High** | All groups identified Sheridan/Willamina/Amity and Yamhill/Carlton |
| dr1 | Add local shopping or medical appointment shuttles in McMinnville and Newberg, providing front-door semi-fixed route service. | ✓ | | | Low | |
| dr4 | Add medical appointment shuttle from McMinnville and Newberg to hospitals and clinics in the Portland area | | ✓ | | Low | |
| dr2 | Add general Dial-a-Ride and ADA paratransit capacity within McMinnville on weekdays | ✓ | | | Low | |
| dr5 | Add DAR capacity countywide | | | ✓ | Low | |
| s6a | Add Saturday service on DAR in McMinnville and Newberg | | | ✓ | Low | |
| s6b | Add Sunday service on DAR in McMinnville and Newberg | | | | None | |

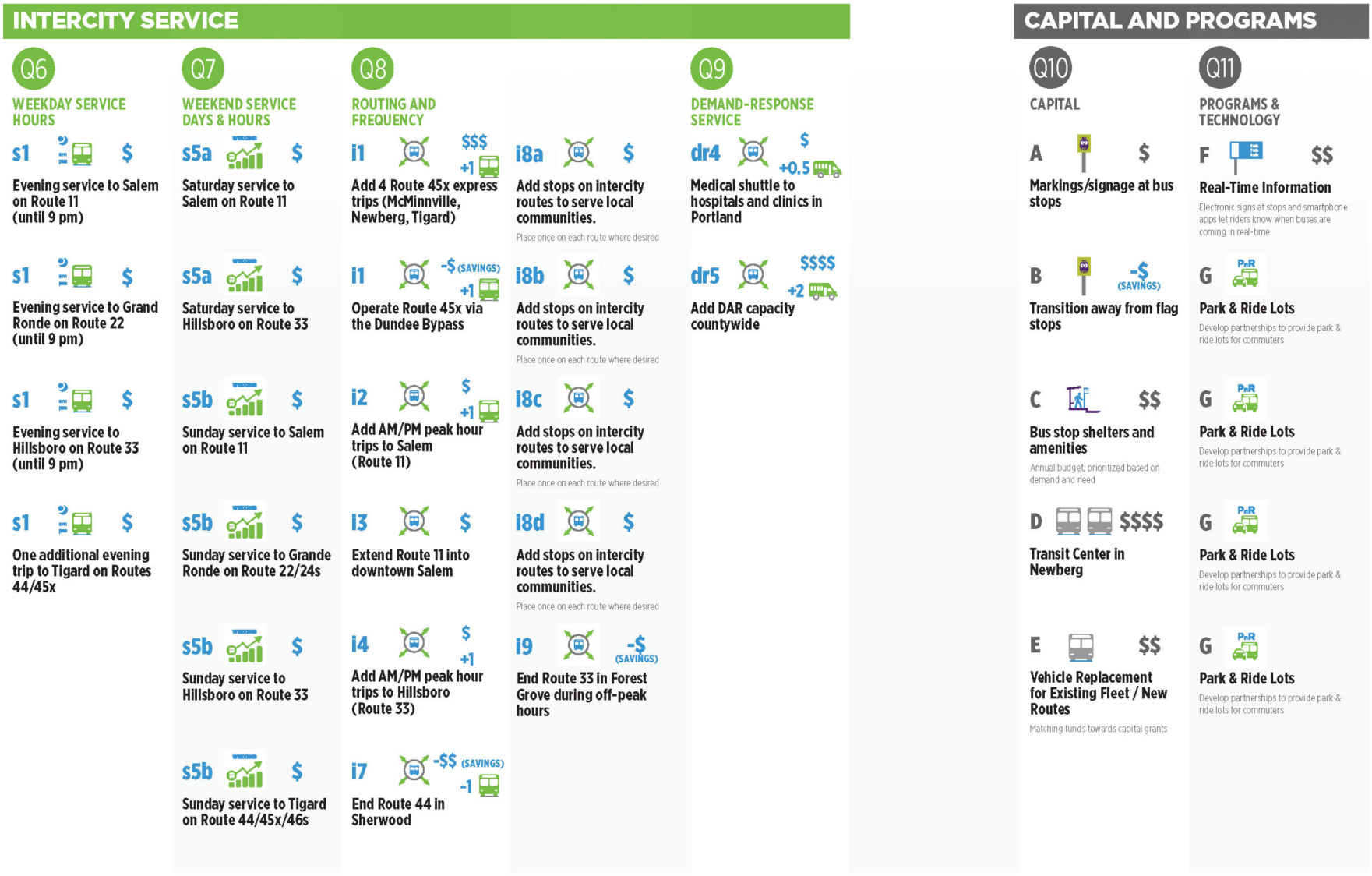
Key: **Green highlight and bolded text** = high level of support (selected by all three groups); **Light green and bolded text** = moderate level of support (two out of three groups)

| ID | Strategy Name | Identified by: | | | Overall Level of Support | Notes |
|---|---|---|---|---|---|---|
| | | Group 1 | Group 2 | Group 3 | | |
| | **Intercity service** | | | | | |
| s1 | **Add evening service on intercity routes (9 p.m. all days)** | ✓ | ✓ | ✓ | **High** | Grand Ronde, Hillsboro, Tigard (varied by market) |
| i1 | **Operate Route 45x express 5 times per day (McMinnville, Newberg, Tigard) via the bypass** | ✓ | ✓ | | **Medium** | |
| i2 | **Add two trips on Route 11 Salem during weekday morning and evening commute hours** | ✓ | ✓ | | **Medium** | |
| i3 | **Extend Route 11 into downtown Salem** | ✓ | ✓ | | **Medium** | |
| i4 | **Add two trips on Route 33 Hillsboro during weekday morning and evening commute hours** | ✓ | | ✓ | **Medium** | |
| i8 | **Add stops on intercity routes to serve local communities.** | ✓ | | ✓ | **Medium** | |
| s5a | **Add Saturday service on intercity routes** | ✓ | | ✓ | **Medium** | Hillsboro, Salem (varied by group) |
| s5b | **Add Sunday service on intercity routes** | ✓ | | ✓ | **Medium** | Grand Ronde, Hillsboro, Tigard (varied by group) |
| i7 | End Route 44 in Sherwood | | ✓ | | Low | |
| i9 | End Route 33 in Forest Grove during off-peak hours | | | | None | |
| | **Capital/Technology** | | | | | |
| A | **Markings/signage at bus stops** | ✓ | ✓ | ✓ | **High** | |
| B | **Transition away from flag stops** | ✓ | ✓ | ✓ | **High** | |
| E | **Vehicle Replacement for Existing Fleet / New Routes** | ✓ | ✓ | ✓ | **High** | |
| F | **Real-Time Information** | ✓ | ✓ | ✓ | **High** | |
| C | **Bus stop shelters and amenities** | ✓ | ✓ | | **Medium** | |
| D | **Transit Center in Newberg** | ✓ | ✓ | | **Medium** | |
| G | Park & Ride Lots | | ✓ | | Low | |

Key: **Green highlight and bolded text** = high level of support (selected by all three groups); **Light green and bolded text** = medium level of support (two out of three groups)

*Figure 2 Local Solution Strategies Exercise Handout*




INTERCITY SERVICE
Q6
WEEKDAY SERVICE HOURS
s1 $
Evening service to Salem on Route 11 (until 9 pm)
s1 $
Evening service to Grand Ronde on Route 22 (until 9 pm)
s1 $
Evening service to Hillsboro on Route 33 (until 9 pm)
s1 $
One additional evening trip to Tigard on Routes 44/45x
Q7
WEEKEND SERVICE DAYS & HOURS
s5a $
Saturday service to Salem on Route 11
s5a $
Saturday service to Hillsboro on Route 33
s5b $
Sunday service to Salem on Route 11
s5b $
Sunday service to Grande Ronde on Route 22/24s
s5b $
Sunday service to Hillsboro on Route 33
s5b $
Sunday service to Tigard on Route 44/45x/46s
Q8
ROUTING AND FREQUENCY
i1 $$$ +1
Add 4 Route 45x express trips (McMinnville, Newberg, Tigard)
i1 -$ (SAVINGS) +1
Operate Route 45x via the Dundee Bypass
i2 $ +1
Add AM/PM peak hour trips to Salem (Route 11)
i3 $
Extend Route 11 into downtown Salem
i4 $ +1
Add AM/PM peak hour trips to Hillsboro (Route 33)
i7 -$$ (SAVINGS) -1
End Route 44 in Sherwood
i8a $
Add stops on intercity routes to serve local communities.
Place once on each route where desired
i8b $
Add stops on intercity routes to serve local communities.
Place once on each route where desired
i8c $
Add stops on intercity routes to serve local communities.
Place once on each route where desired
i8d $
Add stops on intercity routes to serve local communities.
Place once on each route where desired
i9 -$ (SAVINGS)
End Route 33 in Forest Grove during off-peak hours
Q9
DEMAND-RESPONSE SERVICE
dr4 $ +0.5
Medical shuttle to hospitals and clinics in Portland
dr5 $$$$ +2
Add DAR capacity countywide
CAPITAL AND PROGRAMS
Q10
CAPITAL
A $
Markings/signage at bus stops
B -$ (SAVINGS)
Transition away from flag stops
C $$
Bus stop shelters and amenities
Annual budget, prioritized based on demand and need
D $$$$
Transit Center in Newberg
E $$
Vehicle Replacement for Existing Fleet / New Routes
Matching funds towards capital grants
Q11
PROGRAMS & TECHNOLOGY
F $$
Real-Time Information
Electronic signs at stops and smartphone apps let riders know when buses are coming in real-time.
G
Park & Ride Lots
Develop partnerships to provide park & ride lots for commuters
G
Park & Ride Lots
Develop partnerships to provide park & ride lots for commuters
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Park & Ride Lots
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Park & Ride Lots
Develop partnerships to provide park & ride lots for commuters

*Figure 4 Group 1 Strategy Selections*

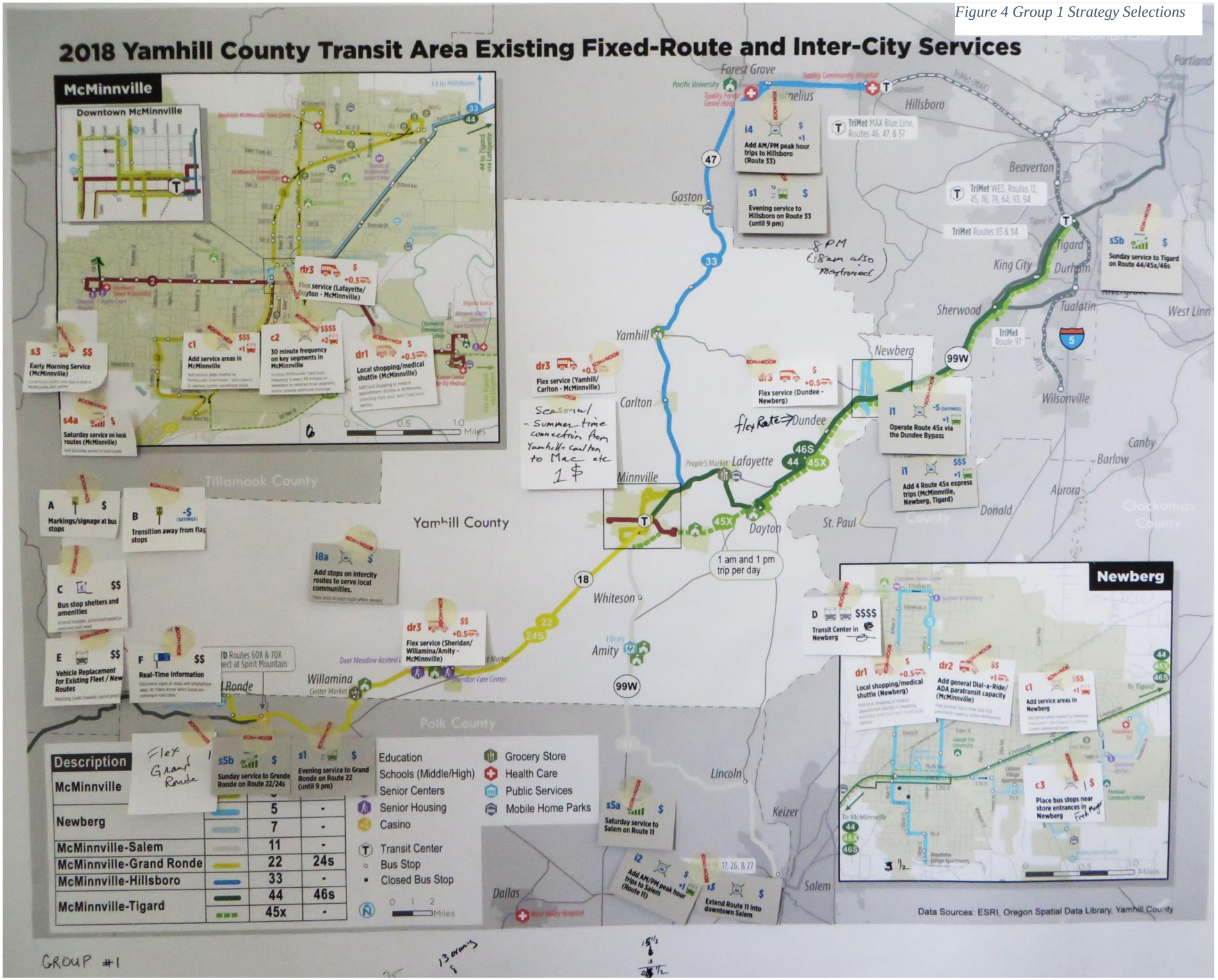


*Figure 5 Group 2 Strategy Selections*

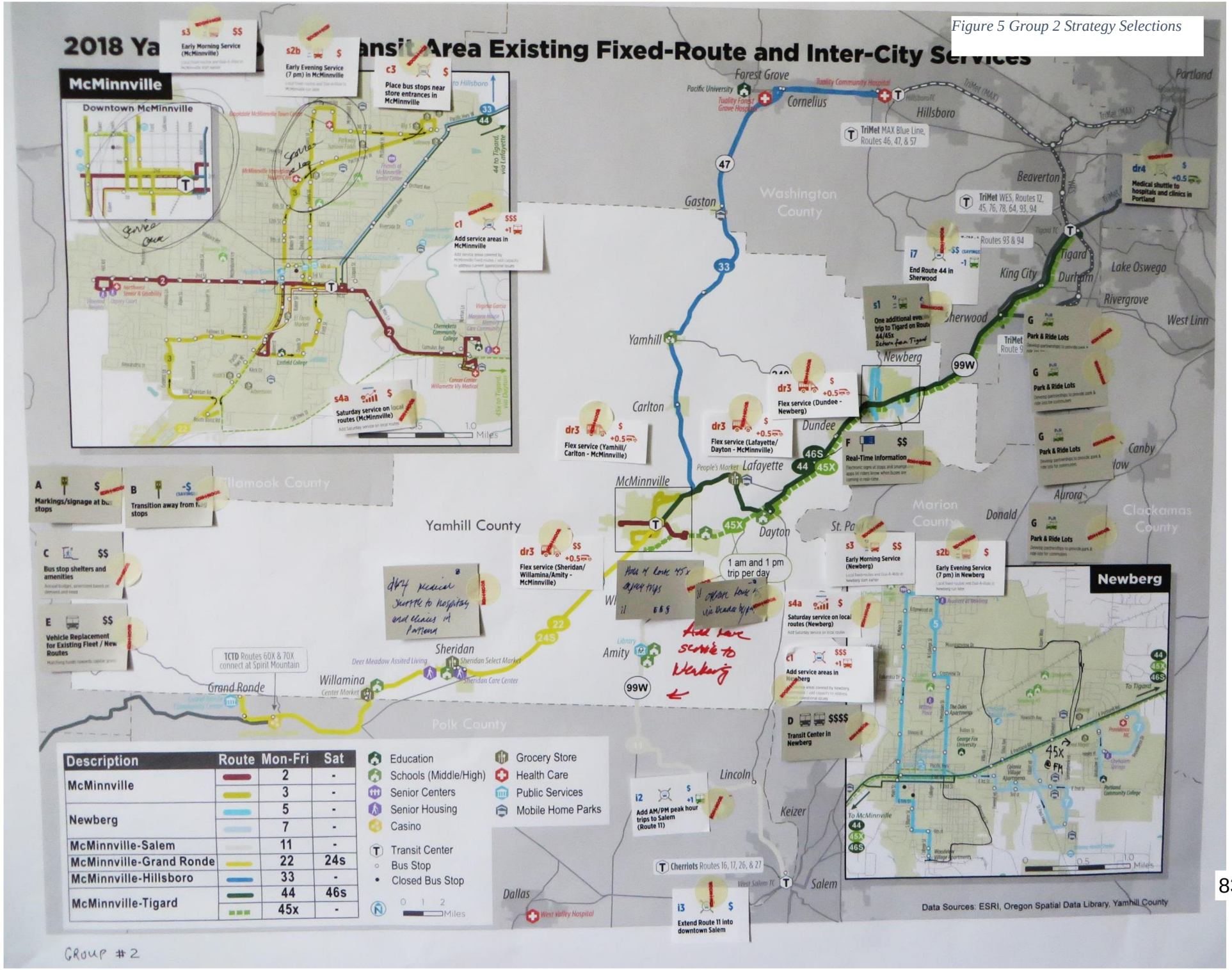
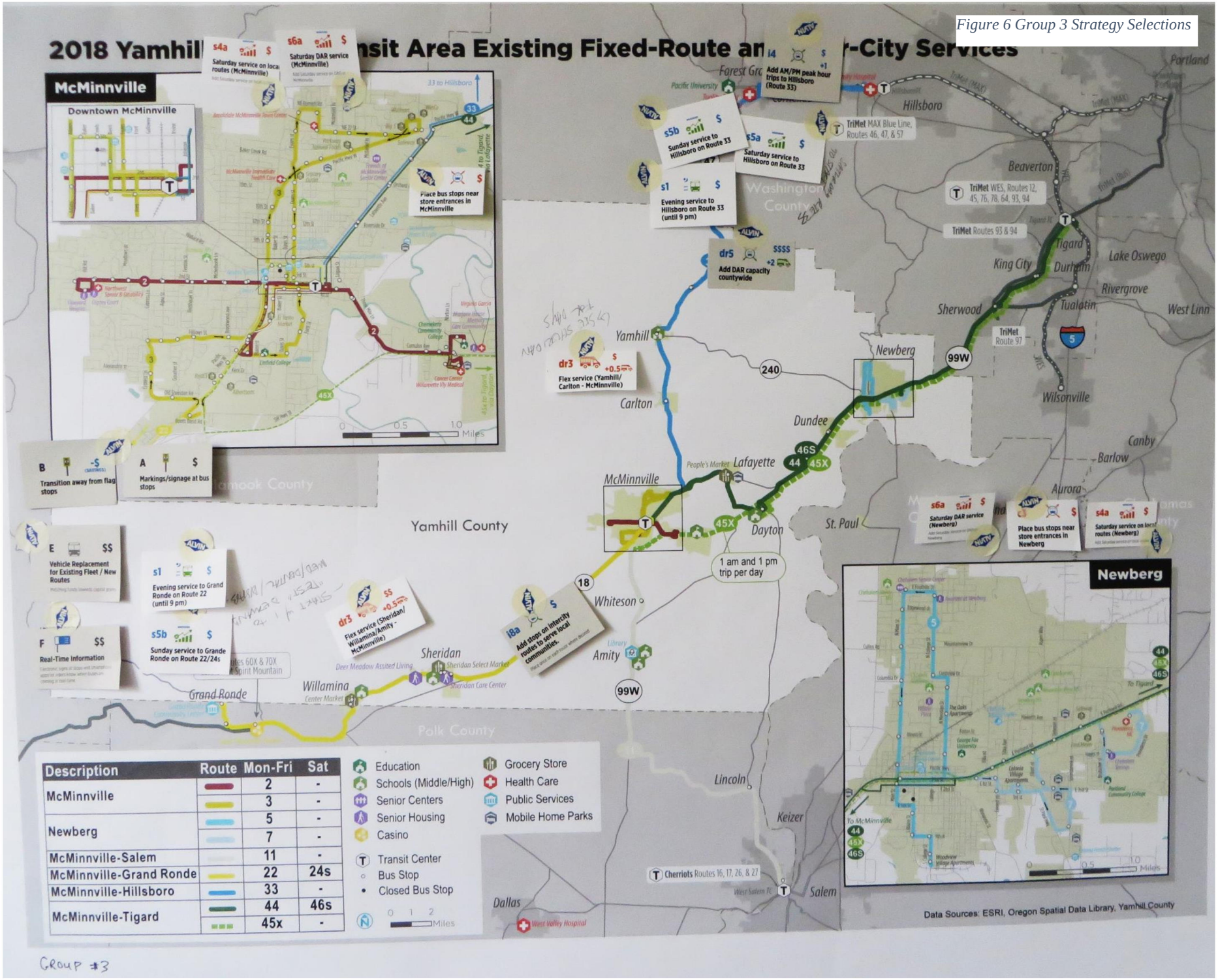


*Figure 6 Group 3 Strategy Selections*



## NEXT STEPS

The second set of public outreach events is planned for late February and early March. The PAC was asked for input on potential outreach locations. Suggested locations included:

- Annual county homeless count on January 31, 2018 (did not occur due to insufficient preparation time).
- McMinnville Senior Center in McMinnville.
- Newberg Cultural Center / Library in Newberg.
- Grand Ronde Community Center for the West Valley area.

Please provide any comments relative to Memo #4 to:
Cynthia Thompson, YCTA, thompsonc@co.yamhill.or.us
or
Oren Eshel, Nelson/Nygaard, oeshel@nelsonnygaard.com

**Public comment –** (*This time period is reserved for public comment on matters not scheduled for a separate public hearing. Unless extended or restricted by the Chair or majority of the committee, public comment will be limited to five minutes per person.)*

Gene Harris wanted to mention one of the bus drivers he encountered recently treated him very politely and courteously, and was a great representative for the Transit Department. Additionally, Gene has been very pleased with the bus services he has received.

Upcoming YCTA/PAC Meeting #4:

**April 26th, 2018,**
**Kent Taylor Room,**
**200 Second St.**
**McMinnville, OR**

Yamhill County Transit Area

**APPENDIX A**

# Agenda

Call to Order (Ken Moore – ActingChairman)

I. Welcome and Introductions of New Members
a. David Sword – City of Lafayette YCTA Advisory
b. Kellie Menke- City of McMinnville- YCTA Advisory
c. Kenna West – City of Willamina – YCTA Advisory
d. Pat Johnson- City of Newberg- PAC member
e. Adam Argo – New ODOT TGM Project Manager

II. Approval of Last Meeting's Minutes

III. Transit Managers Report
a. Ridership/Accomplishments 2017
b. YCTA Ordinance #1 – Public Hearing February 1,2018
c. Rider Appreciation Day- Honor Mark Schiffmacher

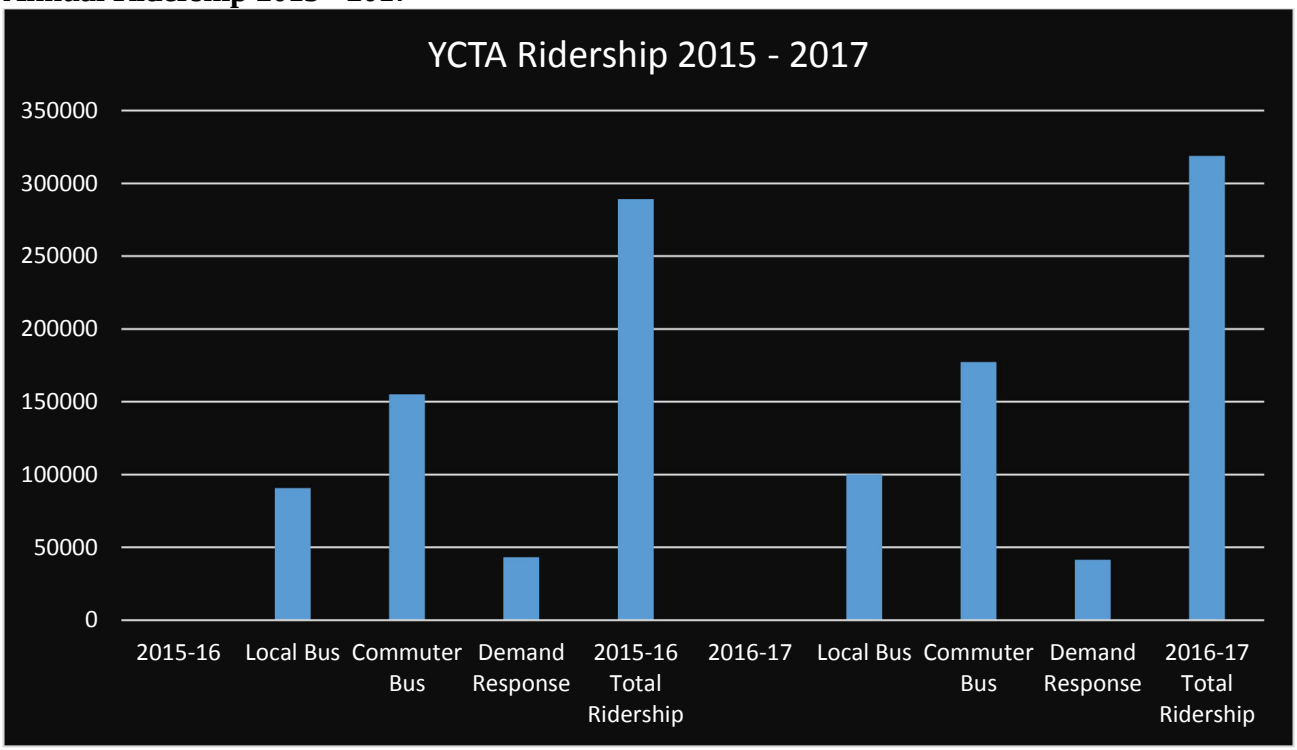
IV. Transit Development Plan
a. Nelson Nygaard- Oren Eshel, Jamey Dempster
b. Tech Memo # 4 Presentation

V. Small Group Exercise
VI. Next Meeting Date - Confirmation
VII. Adjournment

Yamhill County Transit Area

## APPENDIX B

**Annual Ridership 2015 - 2017**




| 2015-16 | |
|---|---|
| Local Bus | 90848 |
| Commuter Bus | 155,057 |
| Demand Response | 43,366 |
| 2015-16 Total Ridership | 289,271 |
| **2016-17** | |
| Local Bus | 100,139 |
| Commuter Bus | 177,216 |
| Demand Response | 41,439 |
| 2016-17 Total Ridership | 318,794 |

Yamhill County Transit Area

# FISCAL YEAR 2016 - 2017

| | Children | Senior Disabled | General Public | Total Boardings |
|---|---|---|---|---|
| **McMinnville DAR** | 62 | 29,317 | 86 | 29,465 |
| **Newberg DAR** | 37 | 11,909 | 28 | 11,974 |
| **Total** | **99** | **41,226** | **114** | **41,439** |
| **Route 2** | 2,081 | 9,362 | 30,624 | 42,067 |
| **Route 3** | 2,597 | 10,134 | 31,626 | 44,357 |
| **Route 5** | 390 | 2,014 | 5,000 | 7,404 |
| **Route 7** | 301 | 1,318 | 4,692 | 6,311 |
| **Total** | **5,369** | **22,829** | **71,942** | **100,139** |
| **Route 11** | 356 | 3,304 | 12,981 | 16,641 |
| **Route 22** | 616 | 6,878 | 31,317 | 38,811 |
| **Route 24S** | 78 | 485 | 2,042 | 2,605 |
| **Route 33** | 591 | 2,896 | 16,937 | 20,424 |
| **Route 44** | 1,799 | 11,133 | 72,705 | 85,637 |
| **Route 45** | 61 | 901 | 4,828 | 5,790 |
| **Route 46** | 254 | 948 | 6,106 | 7,308 |
| **Total** | **3,756** | **26,545** | **146,915** | **177,216** |
| **Special Event** | 6 | 14 | 33 | 53 |
| **McMinnville Total** | **8,496** | **75,358** | **209,251** | **293,105** |
| **Newberg Total** | **728** | **15,242** | **9,719** | **25,689** |
| **Fixed Route Total** | **9,125** | **49,374** | **218,857** | **277,355** |
| **System Total** | **9,230** | **90,614** | **219,004** | **318,847** |

# PAC Meeting #4

April 26, 2018

Yamhill County Transit Area

**YAMHILL COUNTY TRANSIT AREA ADVISORY COMMITTEE (YCTA AC)**
**and TDP PROJECT ADVISORY COMMITTEE (PAC)**
**STAKEHOLDER MEETING**

April 26, 2018, 6:30 p.m. Kent Taylor Room, 200 Second St, McMinnville, OR

ATTENDEES

Meeting facilitated by Oren Eshel of Nelson/Nygaard

PAC/YCTA Committee Members present:
- Stan Primozich, YCTA Board Liason, County Commissioner
- Heather Richards, City of McMinnville, Planning Director
- Kellie Menke, City of McMinnville
- Scott Essin, City of Newberg, Councilor
- Joe Hannan, City of Newberg, Manager
- Frank Sheridan, City of Sheridan, Manager
- Craig Johnson, City of Willamina
- David Sword, City of Lafayette
- Chris Mercier, Confederated Tribe of Grand Ronde
- Andrew Eldien, City of Carlton
- Pat Johnson – City of Newberg; PAC member

Others Present:
- Donna Belander, Friends of the Bus
- Martha O'Donnell, Friends of the Bus
- Florence Hoffman, Friends of the Bus
- Carolyn O'Brien, Friends of the Bus
- Josh Rojos, Concerned Citizen
- Arla Miller – ODOT Regional Transit Coordinator
- Adam Argo – ODOT TGM Project Manager

- Mike Schmidt, MV Advancements

Staff Present:
- Cynthia Thompson, Transit Manager
- Renee Guerrero, First Transit Manager
- Shana Reid, Transit Assistant

Yamhill County Transit Area

## YCTA Advisory Committee

The meeting was called to order at 6:30 p.m. by Yamhill County Commissioner, Stan Primozich as Acting Chairman.

## Welcome and Introductions

Commissioner Primozich thanked everyone for attending.

## Meeting Agenda – (Attachment #1)

Approval of Minutes – Postponed until next meeting

## Management Update:

Cynthia Thompson, Transit Manager thanked everyone for their participation, and provided an update on transit issues including:

1. For YCTA members present, the Board of Commissioners has approved a Fare-Free and reMARKable rider appreciation day, this year's date is scheduled for August 6th. Every year going forward it will be the first Monday of August. This year we will recognize Mark Schiffmacher and other riders who have contributed significantly to the transit system throughout this past year and also to celebrate our riders.

2. YCTA will begin using new scheduling software soon. The Board has one more piece of work to complete, and will probably be able to vote on it next week. The new software will be a big improvement for our paratransit and dial-a ride passengers. The current system does not do a lot of the things we would like it to do, so we are excited about moving to the new system.

3. In the last couple of weeks we have had several break down issues with our buses. We have three new buses coming later this year, and had been considering leasing buses until the new buses come, however the Board of Commissioners has decided that they will purchase four new buses immediately. These buses are smaller and will be used in the dial-a-ride service in the future when we get the additional, larger buses. We should have these buses within the next couple of weeks.

4. The transit center will be moving temporarily this summer due to street/road construction. We do not have the details of that yet but will let you know as they are available.

5. We are going to be purchasing a used bus, which we can use as a backup bus, but it will also be used as a special events bus. We will be using it during the upcoming UFO festival as a shuttle bus and also in the parade to promote the Yamhill County Transit Area.

## YCTA TDP Project Advisory Committee (PAC)

The role of PAC (Project Advisory Committee) members in the planning process is to review deliverables and methodologies, provide policy advice, act as a sounding board on proposals, provide local knowledge and input, and attend the PAC meetings.

The Project Advisory Committee includes all members of the YCTA advisory committee, an ongoing committee representing the people of Yamhill County and providing advice regarding transit needs throughout the County. This was the fourth, and last scheduled meeting of the PAC. A final fifth meeting is planned at the end of July. Once the project planning is completed the PAC will no longer function as a committee; however, the YCTA advisory committee will continue.

## YCTA Transit Development Plan

The Nelson/Nygaard consultant team led the remainder of the meeting which primarily covered Tech Memo 5, The Service Design Draft. A complete copy of the presentation from the TDP consulting team is available on the YCTA Development Plan website at https://yamhilltransitplan.com.

## TDP Project Overview

The project has been going for about a year. The purpose of this meeting is:

- Go over some of the things we have heard through our surveys, meeting, and other forms of public input
- Talk about what we want to implement going forward, what is in the plan, when proposed changes will be accomplished
- Get input on whether that is the right order and if we are missing things
- Listen to public comment
- Discuss what will fit within the amount of e, and what does not,



The project is currently just past the last piece of public outreach in the improvement strategies phase. The next step will be to produce a draft of the plan during the May/June time frame which will go before the board for public review and adoption in the summer time frame.

This meeting is very focused on service design, getting the lines on the maps, rather than the big picture high level strategies. We are looking to this group to help us review our deliverables and make sure we are not missing things. Specifically during this meeting we will consider what is possible for YCTA to accomplish given the level of funding available now and in the near future.

## Public Outreach Summary (March 2018)

Results from public input sources included online surveys and in-person events:

**What are the overall top priorities? (See Attachment #2)**

- Enhanced local service in McMinnville and Newberg including on Saturdays—top priority for 32% of people who responded to the survey and among top 3 priorities for 67%.
- Regular all-day service on OR 99W (Route 44) connecting McMinnville, Lafayette, Dayton, Dundee, and—top priority for 25% and among top 3 priorities for 65% of respondents.
- The next priority is to add commute period and early evening service on intercity routes—among top 3 priorities for 44% of people.

**Two most important things to implement first:**

- The highest priorities were to add Saturday service in McMinnville and Newberg, and initiate a local shopper/medical shuttle pilot program (Newberg, McMinnville, and smaller cities).
- The next highest priorities were to add a local route in McMinnville and run McMinnville and Newberg local bus routes earlier in the morning and in the early evening.
- A third tier of near-term priorities was to improve service on Routes 44 and 45x—both more frequent service between McMinnville and Newberg (including connecting Lafayette, Dayton, and Dundee) and more express service between McMinnville, Newberg, and Tigard.

## Long Range Vision for Transit

The long-term vision for transit in Yamhill County includes:

- Enhanced local service in McMinnville and Newberg, including on Saturdays.
- Regular all-day service on OR 99W (Route 44) connecting McMinnville, Lafayette, Dayton, Dundee, and Newberg, with some trips continuing to Sherwood and Tigard.

- Express service (Route 45x) between McMinnville (via Linfield College and hospital area), Newberg, and Tigard. Route 45x may run on OR 99W through Dundee and downtown Newberg or use the Dundee Bypass (latter would not serve Dundee and downtown Newberg).
- More morning and afternoon peak period and early evening service on intercity routes.
- Route 11 extended to downtown Salem.
- Flex-route service connecting small cities to key destinations in McMinnville and/or Newberg.
- Marked bus stops, more shelters, better customer information, and new buses with a consistent look.
- Sunday service is a lower priority, but may be possible on some routes in the long-term.

## What can we do right away?

Summer 2018 – Local Routes:

- Schedule timing changes to Routes 2 and 3 (McMinnville)
  - Will be interlined
  - Possibly rename the routes (there would be four total)
- McMinnville stop and routing changes:
  - Route 3N in Winco/Walmart parking lot
  - Route 3S at Booth Bend Road (Carl's Junior)
  - DHS/Housing Authority
- Schedule timing changes to Routes 5 and 7 (Newberg)
- Place shelters when routes/stops are confirmed

Summer 2018 – Intercity Routes:

- Schedule timing changes: Routes 33/44
  - Route 33 stop at OMI
  - Improve intercity-local route timings where possible
- Stop pole/Simme seat and map in Hillsboro (Rt 33)
- Newberg Providence and Dayton RV Park stops no longer "on-call" (Rt 44)
- Wandering Spirit RV Park and Oldsville Road stops (Rt 22)

## Service Design – Public Input Takeaways

**McMinnville:**

- Fixing Route 3 and enhancing local service (including Saturdays) are top priorities
- Start running as early as 5:30 or 6:00 a.m.
- Last bus should leave transit center at 8:00 pm

  - 25% wanted service to run later
- Some concerns about eliminating flag stops
  - Could be addressed by having more frequent fixed stops?
- Serve Riverside Drive sooner if possible

**Newberg, Small Cities, Intercity Routes:**

Newberg:
- Near-term:
  - Convert 1 DAR bus to fixed-route (2 total)
  - 4 CCW routes, every 60 minutes
- Some concern about losing flag stops and dial-a-ride capacity
- Need to demonstrate increased ridership with stop/route improvements
- Transfer to possible 45x using bypass
- Seasonal service to park

Small Cities:
- Pilot shopper shuttle expanding to rural flex routes
  - Including McMinnville and Dundee/Newberg
- Community-driven process to develop specific service design

McMinnville – Newberg – Tigard
- Key concerns are related to 45x express using Dundee Bypass
- Desire to fill gaps in schedule
- Highest public support for Sunday service

McMinnville – Salem
- Suggestion to serve Salem via Dayton
- Highest public support for adding Saturday intercity service

McMinnville – Grand Ronde
- Desire for additional stops, some require shoulder upgrades
- Highest public support for adding Sunday intercity service

McMinnville – Hillsboro
- Desire for connections to other routes/cities
- Schedule gaps are key concern

## Phasing and Priorities

### Near-Term Priorities: 2018 – 2019

- New Revenues: Partial STIF (Statewide Transportation Investment Fund) for 2019

- Cost-Neutral Changes
  - Newberg service redesign
- Possible with projected funding:
  - Local match for new buses
  - Mark and sign bus stops
  - Add bus to address reliability issues on Rt3 North in McMinnville
  - Start pilot shopper/medical shuttle 3 days/week, 4 hours/day
  - Phase in operating cost increases
- Funding gap: (move to short-term)
  - McMinnville – Newberg Connector, Phase 1
  - Start Route 2 in McMinnville an hour earlier (7 a.m.)
  - Additional 2 days/week for pilot shopper/medical shuttle

**Short-Term Priorities: 2020 – 2022**

- New Revenues: Full STIF for 2020 and beyond
- Cost-neutral changes
- Possible with projected funding:
  - Local match for buses, bus stop improvements, technology upgrades, Chemeketa access road improvements
  - Saturday service in McMinnville (1 fixed-route + 1 dial-a-ride bus)
  - McMinnville-Newberg Connector, Phase 1+2
  - Additional Route 44 early evening trip (Tigard)
  - Extend Route 11 to Downtown Salem
  - Additional Route 22 early evening trip (Grand Ronde)
  - Expand rural flex route service for small cities
  - Complete phase-in of operating cost increase
- Funding gap: (after 1st year of short-term)
  - Additional 1 hour of evening service in McMinnville and additional ½ hour in Newberg
  - Additional Route 33 morning trip – 8 a.m. (Hillsboro)

**Mid-Term Priorities: 2023 – 2027**

- Possible with projected funding:
  - Later evening service in McMinnville
  - Additional McMinnville – Tigard express trips, potentially using bypass
- Funding gap: Approx. $300K
  - Earlier morning service in McMinnville
  - Expanded Saturday service in McMinnville
  - Additional Route 11 morning and afternoon trips
  - Additional Route 11 and Route 33 early evening trips
  - Anything else not implemented in the short-term

**Long-Term Priorities**

- Intended as a "flexible" service plan to address future needs
- Additional resources required
- More frequent peak service on Routes 11 and 33
- Early morning and later evening service in Newberg
- Saturday service in Newberg and on Routes 11 and 33
- More regular Saturday service on Route 44
- Sunday Service
- Additional Dial-A-Ride capacity

**Capital – Facilities**

- Project team still needs to work through fleet plan; below are major capital expenses, including marking all bus stops

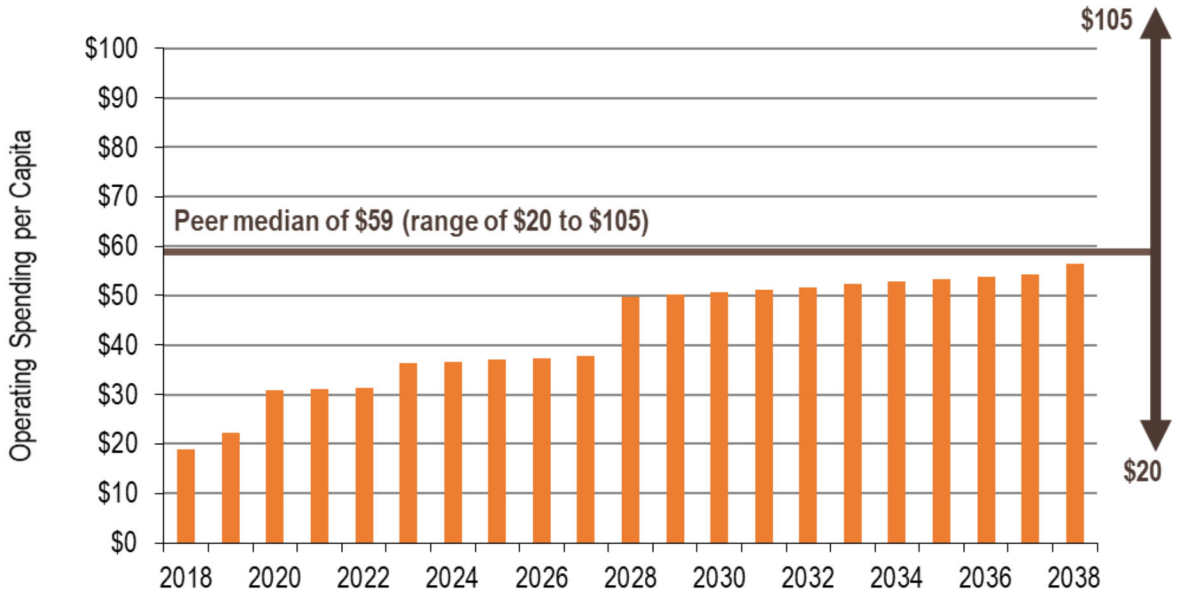
| Improvement | Benefits | Estimated Cost* | Near-Term | Short-Term | Mid-Term | Long-Term |
|---|---|---|---|---|---|---|
| Sign and Mark Bus Stops | Communicates where vehicles stop and the presence of transit in the community | $100,000 | X | | | |
| Stop improvement program (benches, shelters, pads, and other amenities) | Provides comfortable, dignified places for passengers to catch the bus | $50,000 (annual) | | X | X | X |
| Improvements at Chemeketa Community College – McMinnville. Gate access and roadway improvements. | Enables service to Virginia Garcia clinic and other housing east of Norton Lane. | $25,000 | | X | | |
| Newberg Downtown Transit Center | Provides visibility for transit and a restroom for drivers and passengers. | $1.0 M | | | X | X |
| McMinnville Bus Maintenance & Storage Facility | Provides space for future expansion and flexibility for future service contracting. | $5.0 - $6.0 M | | | X | X |
| Plan for expansion of McMinnville Transit Center | Provides space for future expansion | $1.0 – 1.5 M | | | X | X |

* Order-of-magnitude conceptual costs

## Funding

- Even with even all the long-term enhancements, YCTA operating spending per capita would be lower than peer median, but roughly in the middle third of the peers agencies.
- As highlighted earlier in the meeting, there are funding gaps between what is available to YCTA even with the STIF funding, and the desired transit service enhancements as well as capital needs.
- Commissioner Primozich led a further brief discussion of YCTA funding and a planned sub-committee that will be focusing on YCTA funding.

**Operating funding per capita**




## Next Steps

- Finalize TM #5
- Draft TDP in June
- Board review/adoption process in July/August
- Final TDP in September

Yamhill County Transit Area

# ATTACHMENT #1: MEETING AGENDA

**YAMHILL COUNTY TRANSIT AREA**
**TRANSIT DEVELOPMENT PLAN**

**PUBLIC ADVISORY COMMITTEE (PAC) MEETING #4**
**KENT-TAYLOR ROOM, 200 SECOND STREET, MCMINNVILLE**
**APRIL 26, 2018 – 6:30-9:00 PM**

**AGENDA**

| TIME | SUBJECT |
|---|---|
| 6:30-7:00 | ▪ YCTA Advisory Committee and Public Comments (10 min)<br>▪ Transit Managers Report |
| 7:00-7:05 | ▪ Project Overview/Schedule Update (5 min) |
| 7:05-7:15 | ▪ Long-Term Vision and Summary of Overall Community Input (10 min) |
| 7:15-7:45 | ▪ Implementation of Immediate Changes (Spring/Summer 2018) (15 min)<br>▪ McMinnville Local Service Design & Phasing (15 min) |
| 7:45-7:55 | ▪ Public Comments (10 min) |
| 7:55-8:25 | ▪ McMinnville-Newberg-Tigard Corridor Service Design & Phasing (10 min)<br>▪ Newberg Local Service Design & Phasing (10 min)<br>▪ Small City Service and Connections<br>▪ Grand Ronde, Hillsboro, Salem Service (10 min)<br>▪ Programs and Capital |
| 8:25-8:35 | ▪ Break (10 min) |
| 8:35-8:55 | ▪ YCTA Financial Plan and Funding Levels/Funding Sources (35 min)<br>▪ Appoint Funding Sub-Committee (City contributions/Local funding long term) |
| 8:55-9:00 | ▪ Next Steps / Wrap Up (10 min)<br>▪ Potential Special Meeting- Select date – Does June 28th- afternoon or 5:30 pm work? |

Yamhill County Transit Area

## ATTACHMENT #2: ISSUES FROM PUBLIC INPUT

At approximately the mid-point of the meeting, there was a pause to receive input from members of the public in attendance.

| Issue | Service Area / Routes | When will the plan address this? | How will YCTA and/or the plan address this? |
|---|---|---|---|
| Pedestrian accessibility for older adults | All | Varies | YCTA will site stops in the most accessible locations possible and will work with local jurisdictions to prioritize stop improvements in key locations. A programmatic plan recommendation is to develop a Safe Routes to Transit program that would prioritize and provide funding for improvements. |
| Serve Senior Center, including front-door service | Route 3 (North) | Near-Term (2019) | YCTA will use STIF funds to allocate a full bus to Route 3 (North), which will enable service on McDaniel. The bus can serve the parking lot. |
| Big 5 stop on OR 99 | Route 3 (North) | Immediate (Summer 2018) | YCTA is working with the Winco/Walmart store management to approve stopping in the store parking lots (between the two stores). This could be implemented as early as Summer 2018. |
| Bus runs on Irvine; this is not convenient. Would prefer previous routing on Davis. | Route 3 | N/A | N/A. It was discussed that this change was made in part to serve Village Quarter (affordable senior housing). However, the possibility of running a route on Davis or Evans through downtown will be considered as part of near-term changes. |
| Would like Route 2 West to go further on 2nd Street beyond Hill Road. There was discussion of using Mt. Mazama and Redmond Hill Road. | Route 2 West | Near-Term | This was not explicitly included in the project phasing presented at the PAC meeting, but additional STIF funding can be used to expand Route 2 West to a full bus, which would allow service further west on 2nd Ave. The proposed routing on SW Mount Mazama Rd, SW Redmond Hill Road, and SW Mallard St. has been incorporated into the near-term TDP scenario. |
| Stop at Walgreen's, specifically on Baker Street | Route 2 West | Immediate | YCTA has identified a southbound stop location on the east side of Adams Street, north of Walgreens. YCTA will also sign/mark an existing northbound stop location on the east side of Baker Street, and work with the City of McMinnville and ODOT to install a marked crossing serving Walgreens. |
| Coordinate timing of Routes 2 and 3 in McMinnville | Routes 2 and 3 | Varies | This will be considered in developing updated schedules |

# Additional Meetings

July – October 2018

# ADDITIONAL MEETINGS

The following additional meetings occurred after the initial four Project Advisory Committee (PAC) meetings that were scheduled as part of the Transit Development Plan (TDP) process, leading up to adoption of the TDP by the Yamhill County Transit Area Board of Directors and Yamhill County Board of Commissioners. Meeting information can be found using the website links provided below. The following bullets briefly summarize the meetings.

### Project Advisory Committee Meeting #5 - July 26, 2018

A presentation was made updating the PAC on the TDP contents, and refinements to the service design and other plan elements since the April 2018 PAC meeting. There was also a discussion of work by the PAC subcommittee looking at funding options. The PAC approved the TDP and recommended that the YCTA Board of Directors approve and adopt the TDP.

More information: https://yamhilltransitplan.com/

### YCTA Board of Directors / Yamhill County Board of Commissioners Meeting Meeting – September 18, 2018

The YCTA Board of Commissioners discussed and approved bylaws for the restructured YCTA advisory committee, consistent with Statewide Transportation Improvement Fund (STIF) requirements.

Further Information: https://www.co.yamhill.or.us/content/board-commissioners-informal-work-session-26

### YCTA Advisory Committee Meeting – October 2, 2018

The YCTA Advisory Committee recommended that the YCTA Board of Directors adopt the TDP.

Further Information: https://www.co.yamhill.or.us/content/transit-area-advisory-committee-meeting-ycta-3

### YCTA Transit Advisory Committee (STIF Committee) Meeting – October 17, 2018

The YCTA Transit Advisory Committee (YCTAC), which serves as the STIF committee for YCTA consistent with the requirements of the approved STIF administrative rules (OAR Chapter 732, Division 40, Sections 0030 and 0035, Division 42, Section 0020, and Division 44, Section 0025), prioritized project rankings for the FY 2019-2021 STIF Plan.

Further Information: https://www.co.yamhill.or.us/content/yamhill-county-transit-advisory-committee-yctac

### YCTA Board of Directors / Yamhill County Board of Commissioners Meeting – October 18, 2018

The YCTA Board of Directors and the Yamhill County Board of Commissioners voted to approve and adopt the Transit Development Plan.

Further Information:

https://www.co.yamhill.or.us/content/yamhill-county-transit-area-board-directors-meeting-ycta

https://www.co.yamhill.or.us/content/board-commissioners-formal-session-92

## YCTA Board of Directors / Yamhill County Board of Commissioners Meeting – October 25, 2018

The YCTA Board of Directors and the Yamhill County Board of Commissioners voted to approve the YCTA FY 2019-2021 STIF Plan.

Further Information: https://www.co.yamhill.or.us/content/board-commissioners-formal-session-93

# REQUEST FOR COUNCIL ACTION

| DATE ACTION REQUESTED: February 19, 2019 | | | | |
|---|---|---|---|---|
| **Order No.** ___ | **Ordinance No.** ___ | **Resolution No.** ___ | **Motion** XX | **Information** ___ |
| **SUBJECT: 2018-2019 Notice of Funding Availability for the Newberg Affordable Housing Trust Fund** | | | **Contact Person (Preparer) for this Motion: Doug Rux, Director<br>Dept.: Community Development<br>File No.:** | |

**RECOMMENDATION:**

Motion: I move approving the content of the 2018-2019 Notice of Funding Availability (NOFA) for the Newberg Affordable Housing Trust Fund (NAHTF) as shown in Attachment 1 and authorize staff to proceed with notification and publication of the NOFA with a May 31, 2019 application deadline.

**EXECUTIVE SUMMARY:**

Resolution No. 2012-2988 established the Policies and Procedures for the Administration of the Newberg Affordable Housing Trust Fund (NAHTF). Resolution No. 2015-3202 amended the Policies and Procedures for the Administration of the NAHTF. Resolution No. 2015-3211, 2016-3306, and 2018-3457 further amended the Policies and Procedures for the Administration of the NAHTF. Section 5.4 states that "The City of Newberg shall annually issue a notice of funding availability (NOFA) to announce the availability of funds. The City shall also issue a request for proposals (RFP) for affordable housing projects that are not time sensitive."

On January 22, 2019, the Newberg Affordable Housing Commission (NAHC) approved a draft of the 2018-2019 NOFA as shown in Attachment 1. As stated in Section 5.7 of Resolution No. 2018-3457, "…the commission shall meet annually to prepare the NAHTF's annual NOFA and RFP for consideration of approval by the city council…"

There are no substantive changes in the proposed 2018-2019 NOFA as compared to the 2017-2018 NOFA. The median family income was adjusted to reflect the U.S. Housing and Urban Development value which is $81,400 for 2018.

The Newberg Affordable Housing Commission passed a motion 3-0 on January 22, 2019 recommending the City Council accept the NOFA documents.

**FISCAL IMPACT:**

Fund 14 has funds budgeted for loans in FY 2018-2019 of $31,981.

**STRATEGIC ASSESSMENT (RELATE TO COUNCIL PRIORITIES FROM SEPTEMBER 2017):**

GOAL 8: Encourage Affordable Housing.

Accepting the NOFA would further Goal 8 by providing funding opportunities to assist local affordable

housing projects.

Attachments:

1. NOFA Documents

# Newberg Affordable Housing Trust Fund
# Funding Request Application
# FY 2017-2018 Competitive Awards Loan Program

**NOTE: The first round of applications are due May 31, 2019 at 4:30 p.m. Applications are to be submitted to Doug Rux, Community Development Director by email at doug.rux@newbergoregon.gov or by postal mail via City of Newberg, PO Box 970, Newberg, Oregon, 97132 or by hand delivery to City Hall, 414 E. First Street.**

**If you would like to request a Word format version of this application please contact Doug Rux at doug.rux@newbergoregon.gov**

**Project name:**

**Organization name:**

**Is your organization a for-profit or non-profit?**

**Contact name/title:**

**Mailing address:**

**Telephone:**

**Email address:**

**Total project cost:**

**Requested amount of funding: Please specify amount of loans you are requesting.**

**Amount and description of matching resources being contributed to the project:**

**Project partners and their contributions to the project:**

**Estimated project beginning and completion date:**

**Please briefly describe the affordable housing problem you are trying to solve and how your project help in solving that challenge:**

**Please describe how your project will address the Competitive Awards Selection Criteria described in "Attachment A" of this form, including additional documentation/evidence as needed:**

# ATTACHMENT A

## Newberg Affordable Housing Trust Fund
## FY 2018-2019 Competitive Awards Program Selection Criteria

| Minimum Threshold Criteria | Potential Points |
|---|---|
| 1. The project is considered an eligible use or activity under Section 3, and benefits households earning less than 80% of the area median income (threshold verification)*. | NA |
| 2. If the project is related to the provision of technical assistance to affordable housing providers, the use of Newberg Affordable Housing Trust Funds functions to increase the capacity of the organization to specifically address the mission of the NAHTF (threshold verification). | NA |
| 4. The project is ready for implementation. | NA |
| 5. If the project includes the acquisition of property, the identified property is currently available for acquisition and the applicant has secured either a purchase option or letter of interest from the seller. If the applicant is also applying for federal funding (i.e. Community Development Block Grants or HOME) they should carefully review procurement requirements and limitations before obtaining a purchase option. | NA |
| 6. That relocation of existing residents will be minimized, and when necessary, the applicant has included accurate relocation assistance costs as part of the project pro forma. | NA |
| 7. The proposal demonstrates that the Newberg Affordable Housing Trust Funds are the most appropriate funding source, and necessary, for the project. | NA |
| **Scored Application Criteria** | |
| 10. The project provides new affordable housing, or new affordability, through retention or rehabilitation of existing housing, within the city. | Up to 10 points |
| 11. The project retains the affordable housing units as affordable. The longer period of time the units remain affordable, the higher ranking the project shall be given. | Up to 15 points |
| 12. The project addresses energy conservation through the integration of green building technologies in new construction, or achieves greater energy efficiency and cost savings to tenants through rehabilitation of existing housing. | Up to 5 points |
| 13. The project maximizes partnerships in the community (volunteers, in-kind contributions, cash contributions, multiple organization involved, etc.). | Up to 5 points |
| 14. The project utilizes already existing resources in effective and innovative ways. The project shall not duplicate services provided by another organization. | Up to 10 points |

| | |
|---|---|
| 15. The agency submitting the proposal has the capacity to carry out the project and has had demonstrated successes completing projects of similar scope. | Up to 10 points |
| 16. The budget and timeline are thorough and realistic (evidence of construction and/ or service costs required with application). | Up to 10 points |
| **Total Potential Points** | **65** |

*FOR 2018, the Median Family Income for the City of Newberg was $81,400.

DEFINITIONS:

"Gross Income" (GI) is income before taxes for all members of one family in the previous twelve months. Income can be derived from salaries, investments, self-employment, farming, and other sources. Assets such as a house or a farm are not income. For people who have wages, gross income means the figure that they would have received in their paychecks if there were no taxes. Gross income before taxes when applied to farm income means the figure that results when farm expenses are subtracted from farm sales. Gross income also includes unemployment and disability compensation, worker's compensation and severance pay; and welfare assistance payments.

"Family" means all persons living in the same household who are related by birth, marriage or adoption.

"Median Family Income" (MFI) includes the income of the householder and all other individuals 15 years old and over in the household, whether they are related to the householder or not. Because many households consist of only one person, average household income is usually less than average family income. Although the household income statistics cover the past 12 months, the characteristics of individuals and the composition of households refer to the time of application. Thus, the income of the household does not include amounts received by individuals who were members of the household during all or part of the past 12 months if these individuals no longer resided in the household at the time of application. Similarly, income amounts reported by individuals who did not reside in the household during the past 12 months but who were members of the household at the time of application are included. However, the composition of most households was the same during the past 12 months as at the time of application, as defined by the U.S. Census.

# Notice of Funding Availability
# Newberg Affordable Housing Trust Fund
# Fiscal Year 2018 - 2019

The Newberg Affordable Housing Trust Fund (NAHTF) has funding available for the current fiscal year ending June 30, 2019. Funds are available to organizations (non-profit and for-profit) and individuals that provide affordable housing and/or related services within Newberg. Funds are to assist with the creation/acquisition of new affordable housing or the maintenance of existing affordable housing inventory within the community. Up to approximately $31,980 in loans are available from the NAHTF.

**Deadlines:**
**For the first application cycle deadline of May 31, 2019, the NAHC will consider awarding loan awards totaling up to $31,980 ($15,990 for the Competitive Loan Program, and $15,980 for the Time Sensitive Loan Program and Rehabilitation Loan Program combined).**

**If funds remain following the first application cycle, or if the NAHTF fund is replenished, the City of Newberg may consider solicitation of a second round of loan funds prior to the end of the fiscal year.**

For a more detailed description of this NOFA, please visit the following website link XXXXXX or visit City Hall at 414 E. First Street. For questions about the NAHTF, please contact Doug Rux at 503-537-1212 or at doug.rux@newbergoregon.gov, P.O. Box 970 Newberg, OR 97132.

*FOR 2018, the Median Family Income for the City of Newberg was $81,400.

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***Release Date: February XX, 2019***

# Notice of Funding Availability
# Newberg Affordable Housing Trust Fund
# Fiscal Year 2018 - 2019

This Notice of Funding Availability (NOFA) is directed to organizations (non-profit and for-profit) and individuals that provide affordable housing and/or related services within the City of Newberg. The goal of this NOFA is to inform the intended audience of the availability of funds to assist with activities that will assist with the creation/acquisition of new affordable housing or the maintenance of existing affordable housing inventory within the community.

**Funding Availability by Program**

Funding of up to $31,980 is available for the fiscal year ending June 30, 2018 for the following programs:

**Competitive Loan Program: At least $15,990 is available for this program. This program provides loans for projects that create, acquire, or retain affordable housing in the city.**

**Rehabilitation Loan Program:** Up to $7,995.25 is available for this program. This program provides loans to landlords so they can rehabilitate dwellings and make them safe and decent for rental to low or very low income families. Loans are available in amounts ranging between $2,000 and $5,000, and may be increased up to $7,995.25 if recommended by the Newberg Affordable Housing Commission (NAHC) and approved by the City Council. The standard loan term is five years. The standard interest rate is 2% below prime rate. Applicants seeking funding assistance must be willing to enter into a contractual agreement with the city to ensure the future affordability of the project units for a specific period of time. Applications will be accepted at any time during the fiscal year.

**Time Sensitive Loan Program:** Up to $7,995.25 is available for this program. This program offers loans for projects that create, acquire, or retain affordable housing in the community that

have particular needs that are opportunity driven and time sensitive. The standard loan term is two years. The standard interest rate is 2% below prime rate. Security shall be demonstrated based upon 80% loan to value ratio based on the most current County Assessor records. These funds are available on a first come/first served basis, subject to approval.

**Deadlines:**
**For the first application cycle deadline of May 31, 2019, the NAHC will consider awarding loan awards totaling up to $31,980 ($15,990 for the Competitive Loan Program, and $15,990 for the Time Sensitive Loan Program and Rehabilitation Loan Program combined).**

**If funds remain following the first application cycle, or if the NAHTF fund is replenished, the City of Newberg may consider solicitation of a second round of loan funds prior to the end of the fiscal year.**

## What is the Newberg Affordable Housing Trust Fund (NAHTF)?

The NAHTF is a financial resource intended to support the development, preservation, and rehabilitation of affordable housing that is affordable to the citizens of Newberg. The primary purpose of the NAHTF is to encourage the development, preservation, and rehabilitation of housing for homeownership or rent, at a cost that will enable very low, low and moderate-income families to afford quality housing while paying no more than thirty percent of gross household income on housing. To promote the rehabilitation, preservation and production of quality, well-designed rental and ownership housing, the NAHTF will award funds to community development partners that are furthering the NAHTF mission. It is expected that the local contributions made through Newberg's Affordable Housing Trust Fund will maximize the leveraging of state and federal funds, as well as encourage private sector investment in affordable housing.

The City of Newberg defines affordable housing as residential housing primarily for households or persons earning less than 80% of the median family income (MFI) and where housing and/or rental costs do not constitute more than 30% of a household's income. MFI shall be established by the most current U.S. Department of Housing and Urban Development Department data for Yamhill County, Oregon as determined by the Community Development Director in the year of application submission.

**What are the eligibility requirements?**

*FOR 2018, the Median Family Income for the City of Newberg was $81,400.

DEFINITIONS:
"Gross Income" (AGI) is income before taxes for all members of one family in the previous

twelve months. Income can be derived from salaries, investments, self-employment, farming, and other sources. Assets such as a house or a farm are not income. For people who have wages, gross income means the figure that they would have received in their paychecks if there were no taxes. Gross income before taxes when applied to farm income means the figure that results when farm expenses are subtracted from farm sales. Gross income also includes unemployment and disability compensation, worker's compensation and severance pay; and welfare assistance payments.

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## How was the NAHTF created?

The creation of a NAHTF was a proposal identified in the Newberg Affordable Housing Action Plan. This Plan was created by an ad-hoc committee created by the Newberg City Council, which consisted of from a wide range in interests in community interested in the development and preservation of affordable housing. The Plan was adopted by Council via Resolution No. 2009-2843. A subsequent Newberg Affordable Housing Action Committee was appointed by the City Council to further develop the action items listed in the Plan, including the creation of an affordable housing trust fund. The Committee created a multiple documents for consideration of adoption by the Council. In 2012, the Council adopted Ordinance No. 2012-2749, establishing the NAHTF as well as Resolution No. 2012-2988, establishing the policies and procedures for the administration of the NAHTF which later amended by Resolution No. 2015-3202, Resolution No. 2015-3211, Resolution No. 2016-3306 and Resolution No. 2018-3457.

## Who can access funding from the NAHTF?

Eligible recipients of resources from the NAHTF are organizations with interests in developing and/or preserving affordable housing in Newberg. Potential recipients include governmental subdivisions, community development corporations, local housing authorities, community action

agencies, community-based or neighborhood-based non-profit housing organizations, other non-profit organizations, for-profit entities and private employers, and private landlords.

## What types of projects qualify for funding under the NAHTF?

The Newberg Affordable Housing Trust Funds can be provided as either a grant or a loan depending on the project or program receiving funding.

To retain a significant degree of flexibility, the eligible uses have a broad application including the following:

***Acquisition and construction of new affordable housing***. Eligible acquisition and construction costs include reasonable costs associated with building or land purchase, including but not limited to:

- Purchase price
- Option costs
- Financing fees including but not limited to the recording of trust deeds and promissory notes, title searches, and other third party costs related to securing the loan.
- Appraisal costs
- Closing costs
- Inspection fees
- Title insurance
- Relocation costs
- Architectural/engineering fees
- Permit fees
- System development charges
- Construction costs

***Conservation*** of energy through the use of "green" technologies provided that the benefits of the energy savings is passed on in the form of reduced costs to the qualified occupants of the affordable housing.

***Land banking*** to include the purchase of land to be dedicated toward the development of affordable housing in the near or long-term.

***Predevelopment activities*** undertaken by a community development organization in support of the development of affordable housing including planning, architectural services, engineering services, landscape design, legal services, surveys, appraisals, site clearance and demolition, environmental clearance, permit application fees and system development charges. Grant funding for these types of activities may be required to convert to a loan if the project receives full funding. For-profit developers are not eligible to apply for Newberg's Affordable Housing Trust Funds to assist with predevelopment costs.

***Bridge loans*** to assist in development of affordable housing (for rental or owner occupancy). Bridge loans are intended to provide funding to permit housing projects to proceed in advance of

the availability of permanent project funding. Bridge loan funding is available for acquisition or construction activities.

***Capacity building*** for non-profit affordable housing providers in the form of direct grant awards to fund administration of an affordable housing project or program.

***Rehabilitation and emergency repairs*** as part of an established program to secure units as affordable or to provide direct benefits to existing very low to moderate income households. Eligible rehabilitation and emergency repair costs include but are not limited to:

- Architectural/engineering fees
- Consultations
- Construction costs
- Relocation costs
- Financing fees including but not limited to the recording of trust deeds and promissory notes, title searches, and other third party costs related to securing the loan.
- Hazardous materials abatement including lead based paint noticing consistent with the Federal Lead Safe Housing Regulations HUD requirements at 24 CFR §35

***Direct benefits*** to very low to moderate income households through an established program including down payment assistance, rental assistance, mortgage foreclosure prevention, emergency housing vouchers, homeownership training, renter education, or other programs intended to increase housing opportunities for Newberg's low to moderate income residents.

***Transitional and emergency housing*** for homeless individuals and families through an established program to move people toward self-sufficiency.

***Educational programs and services*** for potential home owners and renters.

***Other uses as deemed appropriate*** by the Newberg City Council as supporting the development or preservation of affordable housing within the City of Newberg.

## How does one apply for funding under NAHTF?

The application form for funding under the NAHTF can be found at (city web site link) or may be picked up at the Newberg City Hall at 414 E. First Street.

## Who do I contact with questions about the NAHTF?

For questions about the NAHTF, please contact Doug Rux at 503-537-1212 or at Doug.Rux@newbergoregon.gov , P.O. Box 970 Newberg, OR 97132

# Council Priorities 2019-20 Worksession

Purposes:

- Discuss 2017-18 priorities in detail with intent of using 2017-18 priorities to develop 2019-20 budget
- To set stage for council priorities setting for 2019-2022
- To identify any issues a majority of Council is interested in including in 2019-20 budget
- To discuss current and projected  financial health of General Fund

# Goal: Repair and maintain City's streets and sidewalks and secure funding 2017-20

*Strategies & Actions:*

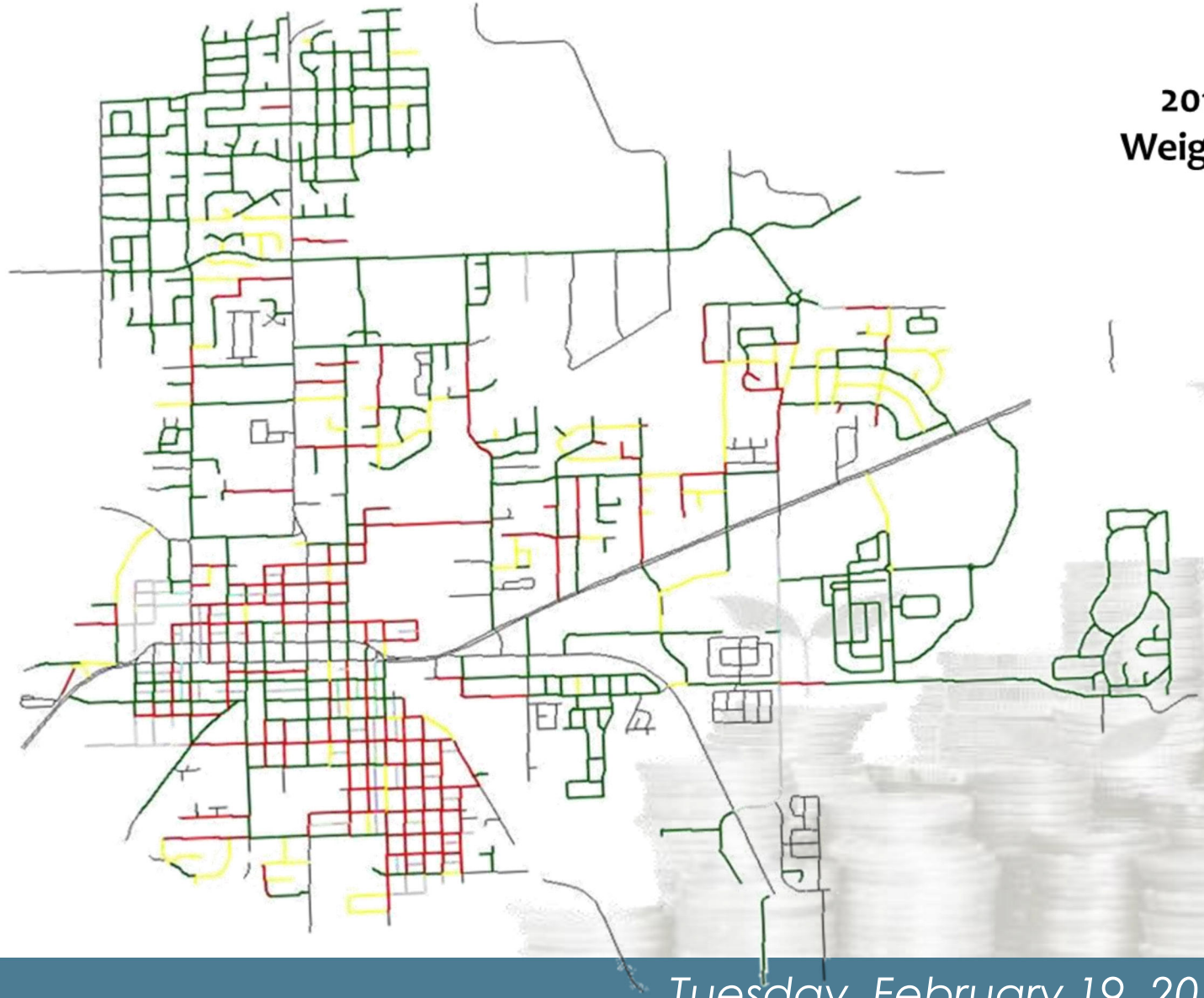
1. *Determining desired level of service*

   *The Council determined that the desired index was to maintain the current Pavement Condition Index (PCI).*

2. *Determining condition of city streets & sidewalks and estimate cost of repairs*

   *Street condition report was completed, September 2016. Report indicated that the current PCI was 73. This report will be updated every 4 years (2020).*

# Pavement Condition Index Map



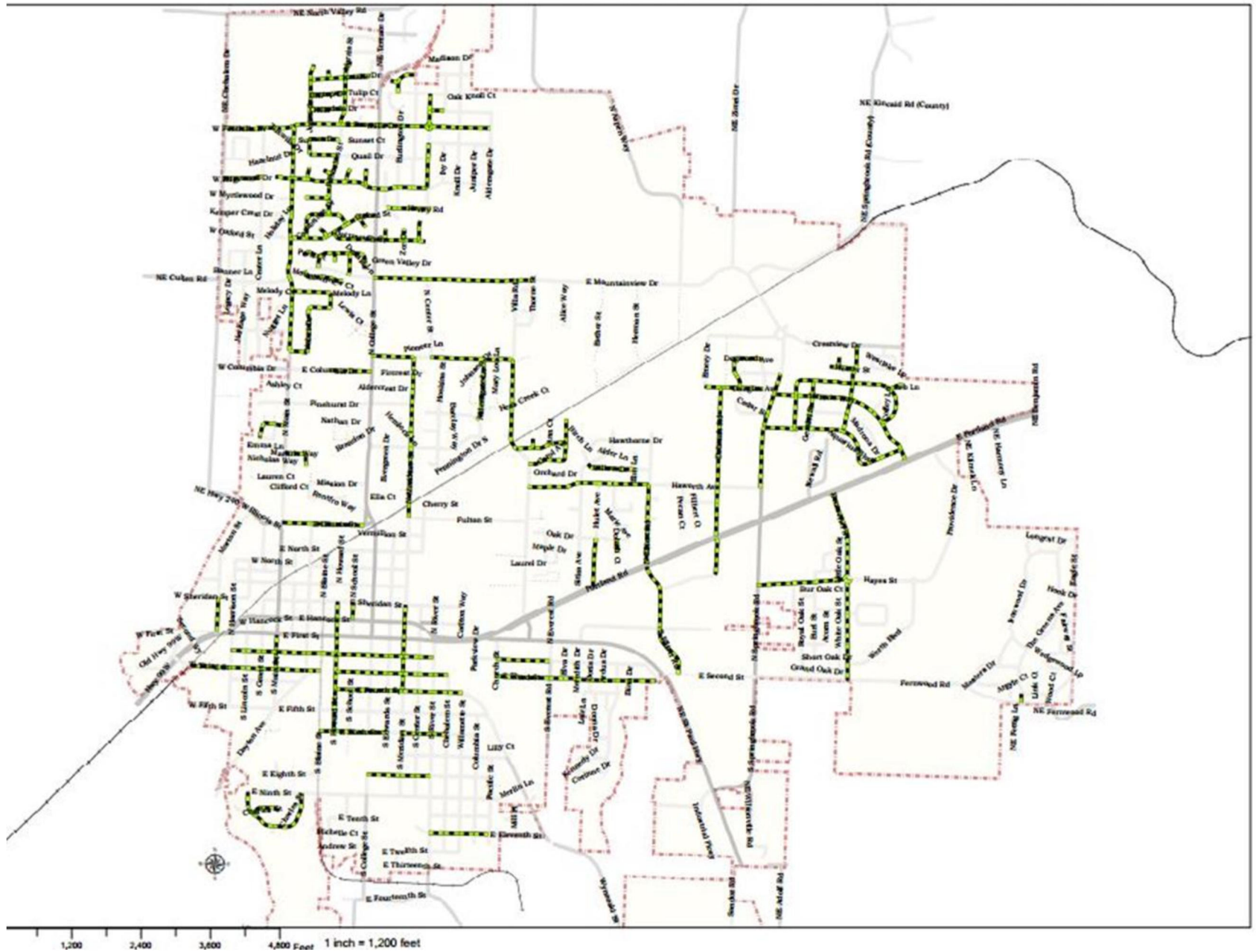
**2016 City wide**
**Weighted Average**
**PCI=73**

| PCI Rating Scale |
|---|
| Good (70 – 100) |
| Fair (55 – 70) |
| Poor (0 – 55) |
| Not Managed by City or Gravel |

| Rating Distribution | |
|---|---|
| 66% | Good |
| 12% | Fair |
| 22% | Poor |

*Tuesday, February 19, 2019* | Jay Harris Public Works Director

# NEWBERG PAVEMENT PROJECTS (2013 - 2017)



# Goal: Repair and maintain City's streets and sidewalks and secure funding 2017-2020

Strategies & Actions:

3. Develop and approve finance strategy

   The Transportation Utility Fee was adopted by the City Council in June 2017. Funding package allowed for a portion of the needed funds to maintain the PCI. The State has also implemented increased gas tax funding that can be utilized for pavement and sidewalk repair and maintenance. Other long term funding was deferred by the Council in February 2018.

4. Producing a five year schedule of street restoration, repair and maintenance

   A project list for 2018 was created and implemented. The five year plan was created based on current funding. This plan is being utilized to inform not only the pavement maintenance/preservation investments but also water, wastewater and storm water investments.

5. Strategies and actions related to the repair and maintenance of sidewalks have not been completed.

   - Per the Newberg Municipal Code, proper maintenance and repair of sidewalks are the responsibility of the adjacent property owner. This review of these sidewalks requires a proactive approach to Code Enforcement. The Council determined that the efforts of the Code Enforcement program needed to be focused on responding to complaints

   - City has made strides in repairing and maintaining the sidewalks that are under our jurisdiction. Additionally as construction occurs, the sidewalks adjacent to the site are repaired or installed.

# Goal: Repair and maintain City's streets and sidewalks and secure funding 2019-20

*Potential Strategies & Actions:*

1. ***Update condition of city streets***

   *The arterials and collector streets will be reviewed every 2 years and the local streets every 4 years. The pavement condition report will be updated every 4 years.*

2. ***Evaluate funding levels and additional needs for repair and maintenance of city streets***

   *The Transportation Utility Fee will be reviewed by the Citizen Rate Review Committee every 2 years to determine the need for additional funding.*

3. ***Produce a five year schedule of street restoration, repair and maintenance***

   *The five year plan will be created every year based on proposed funding availability. This plan informs not only the pavement maintenance/preservation investments but also water, wastewater and storm water investments. This five year plan will be presented to the City Council as a part of the Capital Improvement Plan.*

4. ***Continue to have existing sidewalks repaired****:*

   *a) As development/construction occurs*

   *b) Adjacent to City owned properties*

   *c) As complaints are received via Code Enforcement*

5. ***Present to the Council options on a Sidewalk Repair Program and Funding****.*

City of Newberg

# Encourage Affordable Housing

*Purpose: Address Newberg's Housing Affordability Issues*

- *Housing Newberg Proposals (Dec 2017) – Completed R-3/Annexation, ADUs. In process CET and Duplex/Triplex in R-1.*
- *HB 4006 – Cost Burdened Rental Households and Annual reporting on residential development*
- *Housing Needs Analysis – Underway and to be completed June 2019*
- *Tiny Homes*
- *Recreational Vehicles*
- *Manufactured Home/Mobile Home Parks*

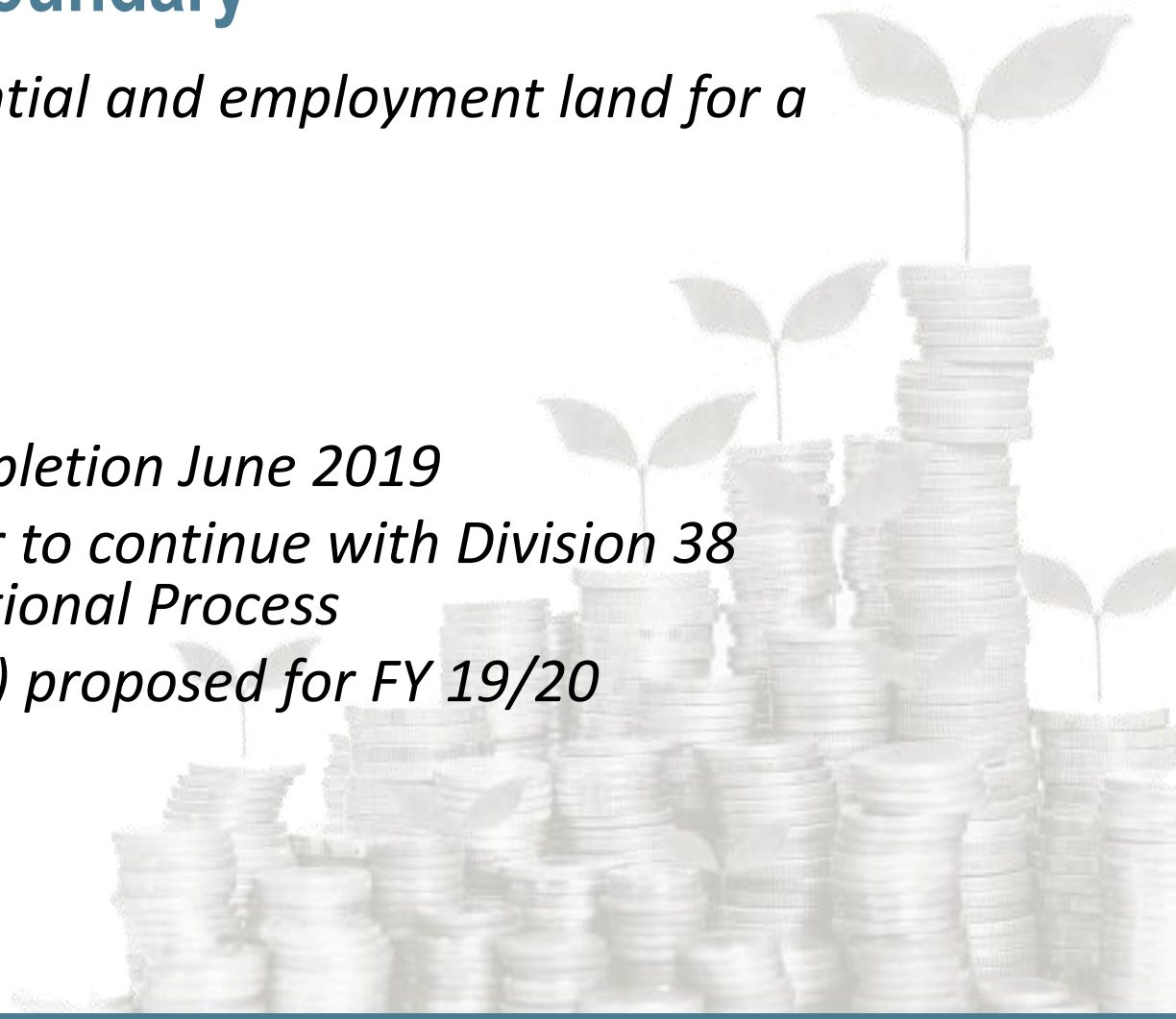
- *2019 Legislative actions TBD*
- *Housing on Religious Institution Sites*

# Expand the City's Urban Growth Boundary

*Purpose: Adequate land supply for residential and employment land for a 14 – 20 year horizon*

*Division 38 Simplified Process*

- *Phase 1 Completed May 2017*
- *Phase 2 Underway, scheduled for completion June 2019*
- *Summer 2019 Council decides whether to continue with Division 38 process or refocus to Division 24 Traditional Process*
- *Economic Opportunities Analysis (EOA) proposed for FY 19/20 ($55,000 2019-20 Budget)*



# Develop a Riverfront Master Plan

*Purpose: Develop a Master Plan for the Riverfront area post Bypass construction*

- *Mix of residential, commercial and industrial uses*
- *Parks, open space and trails*
- *Infrastructure to support existing and new development (transportation, water, wastewater, stormwater)*
- *Master Plan to be completed in August 2019*
- *Will lead to phased in Comprehensive Plan, Development Code, Comprehensive Plan Designation & Zone Changes starting in Fall 2019*

City of Newberg

# Implement Newberg Economic Development Strategy

*Purpose: Enhance the Economy of Newberg*

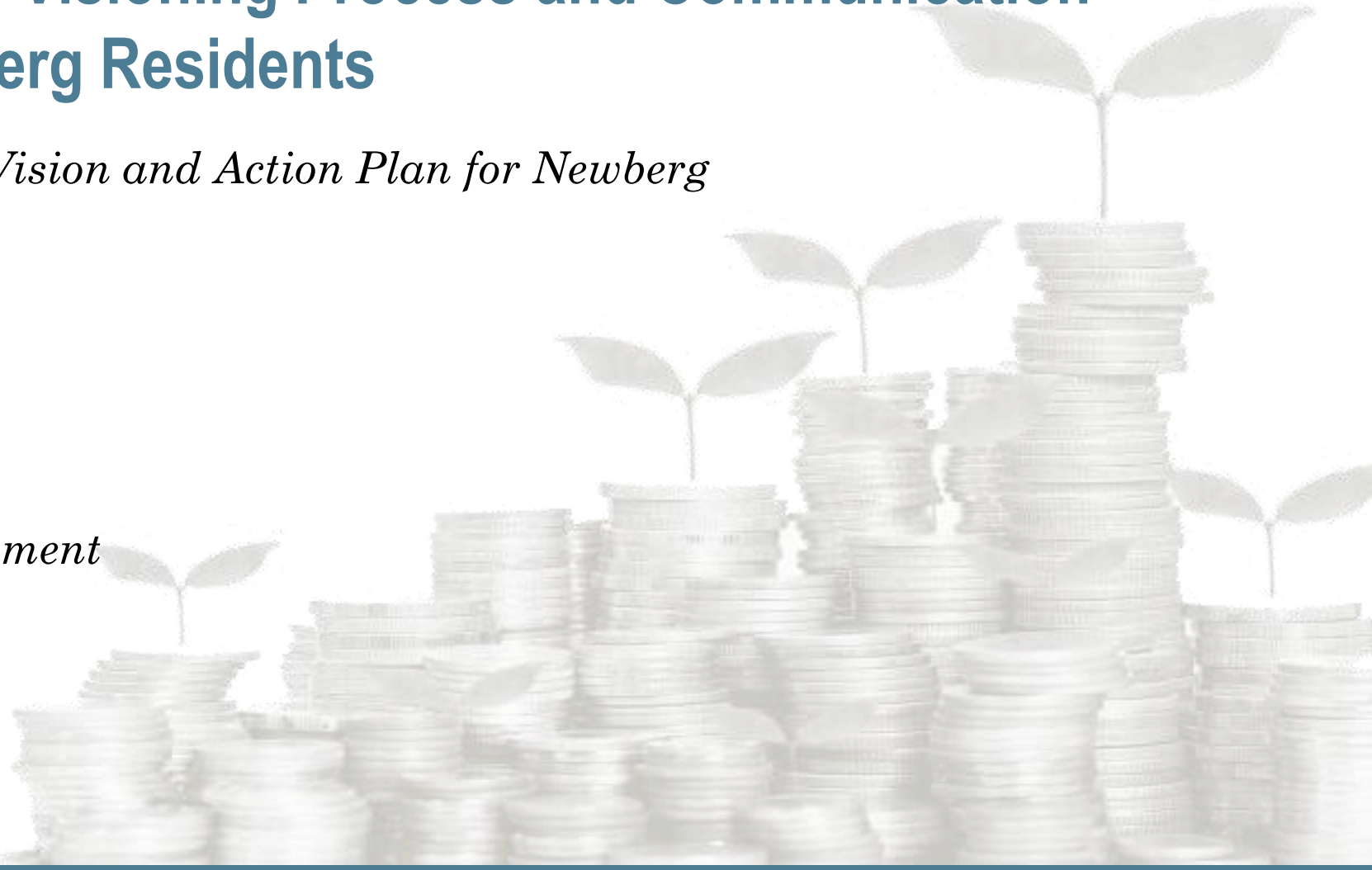
- *Four Pillars of Activity – Industrial/Commercial/Business Development & Workforce/Tourism & Hospitality*
- Work to Reopen or redevelop Westrock mill site
- *Federal Opportunity Zone*
- *Advance the Riverfront Master Plan for employment opportunities*
- *Implement the Newberg Downtown Improvement Plan*
- *Implement the Enterprise Zone program*
- *Economic Development is a topic of the Community Visioning program*

# Complete Community Visioning Process and Communication Plan to Engage Newberg Residents

*Purpose: Establish a 20 year Vision and Action Plan for Newberg*

*Topics:*

- *Community Support*
- *Community Identity*
- *Culture*
- *Natural and Built Environment*
- *Community Leadership*
- *Economic Development*



City Council Work Session | *Tuesday, February 19, 2019* | Doug Rux, Community Development Director

# Complete Community Visioning Process and Communication Plan to Engage Newberg Residents

*Purpose: Establish a 20 year Vision and Action Plan for Newberg*

- *Project to be completed in August 2019*
- *Will lead to future Comprehensive Plan and Development Code Amendments starting in FY 19/20*

*Outreach*

* *Open House, public meeting, 40 stakeholder interviews, community survey*

# Improve the Transit System In and Out of Newberg

*Purpose: Implement the Yamhill County 2018 Transit Development Plan*

- *Update Newberg Comprehensive Plan, Development Code and Public Works Design and Construction Standards*
- *Coordinate on implementation of new transit routes including signage and shelters identified in the plan*
- *Coordinate on a transit center location and construction in downtown Newberg*

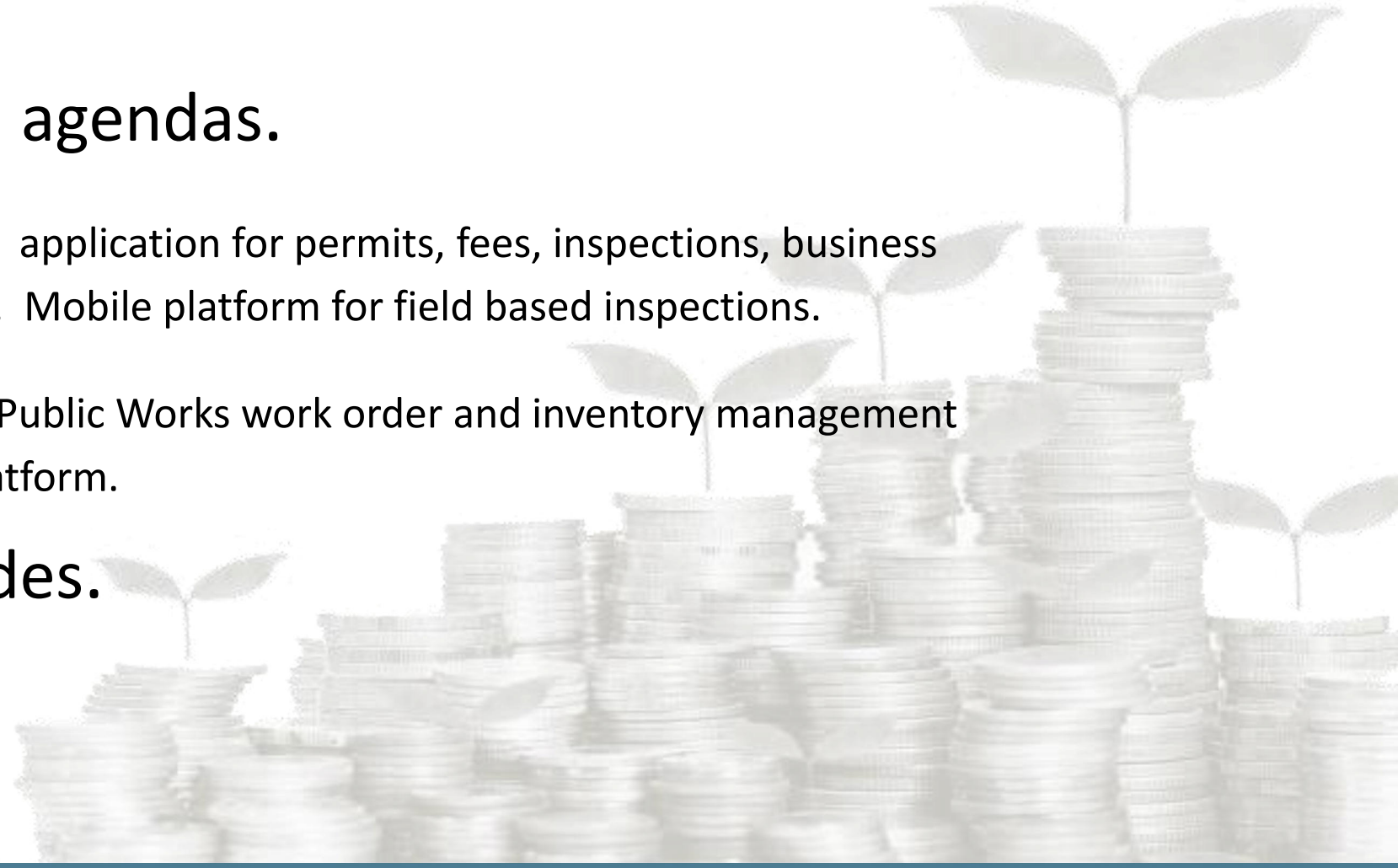
# Information Technology

***Utilize technology to improve and economize City services and within 3 years obtain functional software/hardware that reduces redundancies and duplications through the integration of department systems***



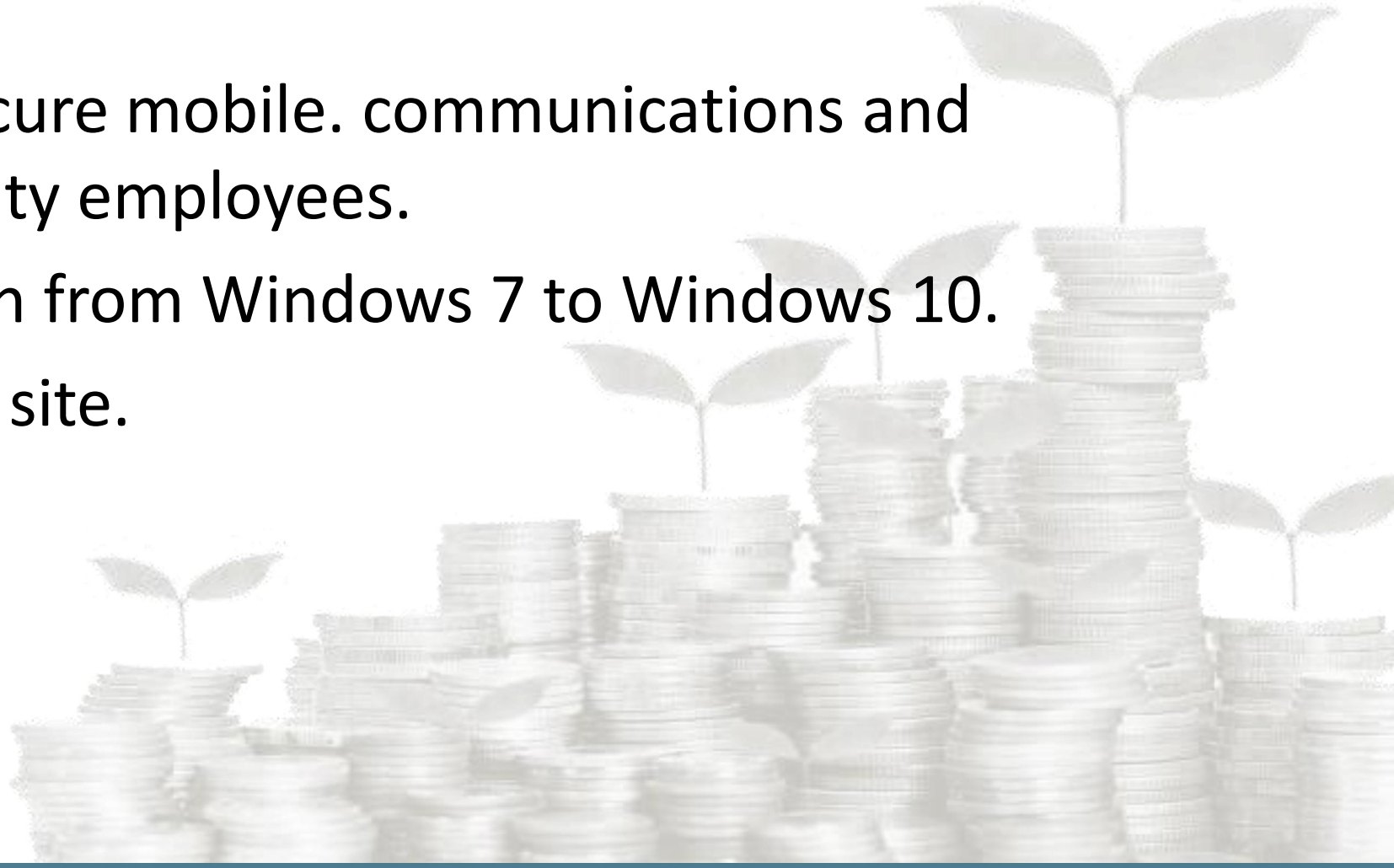
# Completed technology projects

- Electronic council agendas.
- E-trakit internal/external application for permits, fees, inspections, business licenses, code enforcement. Mobile platform for field based inspections.
- Cartegraph OMS Public Works work order and inventory management system. Includes mobile platform.
- IT Security upgrades.



# Current IT projects

- Smartphones- secure mobile. communications and productivity for city employees.
- Desktop migration from Windows 7 to Windows 10.
- Disaster recovery site.



# Proposed project- Intranet upgrade

- Existing site built in 2006.  Software is no longer maintained.
- Currently used for templates, knowledgebase, Wiki.
- 2015 long range IT plan identified a need to upgrade the existing site with new capabilities to meet requests in Public Works, Community Development, Public Works, Finance, Legal, and Administration.
- 2016 budget request to implement Microsoft Share Point for ~$50,000.

* Internal website and document management system
* Team sites  Workflows
- External communications with citizens, contractors,
- Addresses specific needs identified in the IT long range plan

- Electronic purchase orders
- Electronic time cards
- Legal case management
- Large file sharing w/external
- Project management
- Document management

# Proposed project- replace existing network equipment

- The bulk of equipment was purchased in 2007.
- Some minor equipment replacements mainly to firewalls and a voice router.
- Most of the inventory is EOL / EOS.  Core router is still supported.
- Existing equipment does not meet current encryption standards.  This was noted as non-compliant on the 2018 CJIS audit.
- Increasing risk of network failure the older equipment gets.
- Cannot expand wireless network.
- Budget requests 2016, 2017, and 2018 to begin incremental upgrades not funded.  Cost of upgrade is $200,000.

# Police Department Technology projects

- E-Ticketing- Eliminate paper citations. Increases productivity, reduces mistakes, eliminates manual entry in dispatch and court. Recent issue of smartphones to Officers is the first step to implementing this project.
- Body worn cameras- video cameras to film police contacts. Currently exploring options, no funding source identified.
- CAD / MOBILE upgrade- Computer aided dispatch software and mobile server to communicate with patrol vehicles.

# LONG RANGE FINANCIAL PLANNING AND CLOSE STRUCTURAL DEFICIT

*Planning for stable funding of city services*



City of Newberg

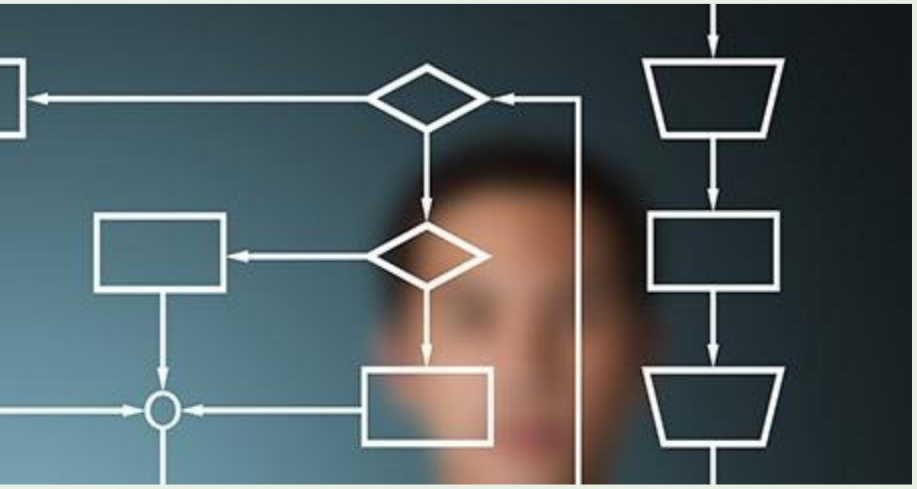
City Council Work Session | *Tuesday, February 19, 2019* | Joe Hannan, City Manager
Matt Zook, Finance Director



# COUNCIL GOAL

Complete a 5-year financial plan & fiscal policies

# PROCESS



- Develop reporting & forecasting tools
- Define challenge & goal
- Explore alternatives
- Engage & inform residents about the challenge
- Ask residents for their service priorities
- Evaluate forecasting effectiveness

# IMMEDIATE GOAL

Close $1.4-1.6 million structural deficit in the General Fund



# BUDGET UPDATE (since 10/1/18 presentation)

Fund Balance

- 2017-18 final ending balance $4.23 million (29.19%), a $544,919 higher balance than budgeted
- 2019-20 estimated ending fund balance $1.57 million (12.14%)

Revenue

- Ongoing revenue
  - Property Tax revenue $70-95k lower per year due to reduced Tax Assessed Value (TAV) 2017-18 tax roll adjustments
  - Electric Lightwave privilege tax ($6-18k higher than budget)
  - Internal franchise fee (from 5% to 7%) ($300k per year)

# BUDGET UPDATE (since 10/1/18 presentation)

Revenue

- One-time revenue (accomplished)
  - Property Tax – prior year back payment (Comcast) ($188k higher)
  - Animal shelter ($35k, net of loan payoff to Water SDC Fund, plus loan pmts from NASF for $88k over 15 yrs)
  - Electric Lightwave retroactive payment of privilege tax ($100k higher)
  - Beginning Fund Bal. in Debt Service Fund saves GF pmt for Public Safety Debt($48k)
- One-time revenue (in process)
  - Butler property sale TBD
  - Sale of surplus fire equipment (est. $135k)

# BUDGET UPDATE (since 10/1/18 presentation)

Revenue

- Future revenues (outside our control)
  - 100 Room hotel estimate ($80k)
  - Hotel feasibility study ($20,000)

- Future revenue (within our control)
  - Waste Mgt privilege tax - 5% to 7% ($80k)
  - Revenue audits (marijuana, TLT, privilege tax)
  - Lodging taxes
  - City of Eugene Payroll tax proposal

# BUDGET UPDATE (since 10/1/18 presentation)

Expenses

- Communication Upgrade ($3.15 mill)
  - 1st of ten payments scheduled ($372,000 Last payment 2028). Pmts coming from General Fund revenue.
  - Tower & shelter components ordered. General contractor out to bid. Tower drawings in next couple months. Groundbreaking in late spring. Radios scheduled for programming in next month.
  - Project anticipated to be at or below budget. More detailed report to come in future.
- WCCCA update

# KEY ASSUMPTIONS

- Tax Assessed Value Growth of 4.3% per year
- Property Tax Rate Growth of 3% per year.  Allowed per charter.  $2.50 for FY 2018-19, $2.575 for FY 2019-20, etc.
- Employee wage Cost of Living Adjustment (COLA) of 2% per year
- No changes in number of employees (General Fund)
- General Inflation of 2-3%
- Status quo service levels

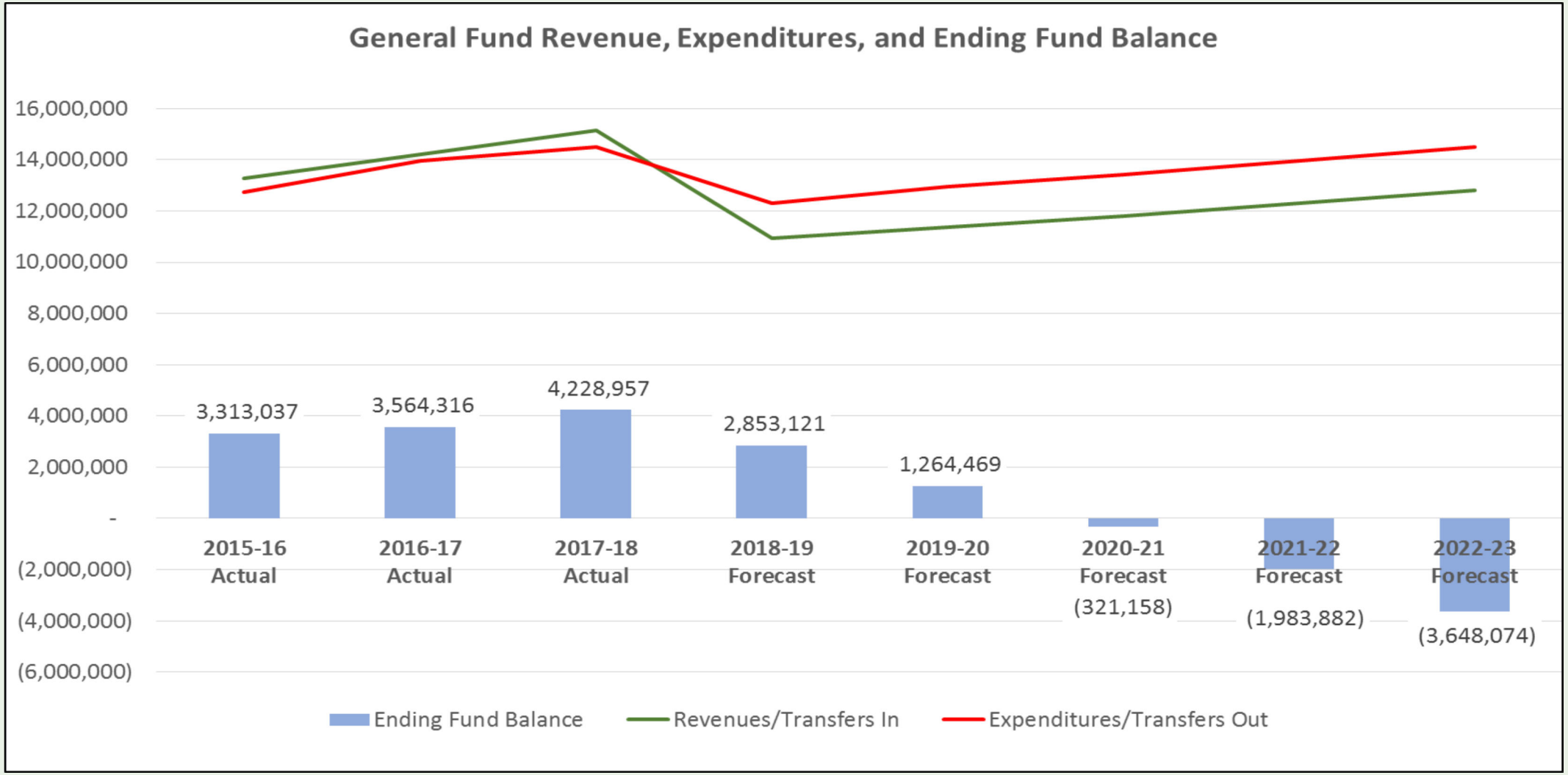
# GENERAL FUND – Oct 2018

| | 2015-16 Actual | 2016-17 Actual | 2017-18 Actual | 2018-19 Forecast | 2019-20 Forecast | 2020-21 Forecast | 2021-22 Forecast | 2022-23 Forecast |
|---|---|---|---|---|---|---|---|---|
| Beginning Fund Balance | 2,797,675 | 3,313,037 | 3,564,316 | 4,228,957 | 2,853,121 | 1,264,469 | (321,158) | (1,983,882) |
| Revenue & Transfers In | 13,266,735 | 14,212,032 | 15,153,008 | 10,920,321 | 11,355,252 | 11,816,166 | 12,304,681 | 12,824,198 |
| Expenditures & Transfers Out | (12,751,373) | (13,960,753) | (14,488,366) | (12,296,157) | (12,943,904) | (13,401,793) | (13,967,405) | (14,488,390) |
| Annual Surplus/Shortfall * | 515,361 | 251,279 | 664,642 | (1,375,836) | (1,588,652) | (1,585,627) | (1,662,724) | (1,664,192) |
| Ending Fund Balance | 3,313,037 | 3,564,316 | 4,228,957 | 2,853,121 | 1,264,469 | (321,158) | (1,983,882) | (3,648,074) |
| *Fund Balance % (Target = 16%)* | *25.98%* | *25.53%* | *29.19%* | *23.20%* | *9.77%* | *-2.40%* | *-14.20%* | *-25.18%* |

* Annual Surplus/(Shortfall) Composition

| | | | | | | |
|---|---|---|---|---|---|---|
| Public Safety communication project debt payments | - | (372,575) | (372,575) | (372,575) | (372,575) | (372,575) |
| Operational surplus/(shortfall) | 664,642 | (1,003,261) | (1,216,077) | (1,213,052) | (1,290,149) | (1,291,617) |
| Annual Surplus/(Shortfull), as stated above | 664,642 | (1,375,836) | (1,588,652) | (1,585,627) | (1,662,724) | (1,664,192) |

# GENERAL FUND – Oct 2018



# GENERAL FUND – Feb 2019

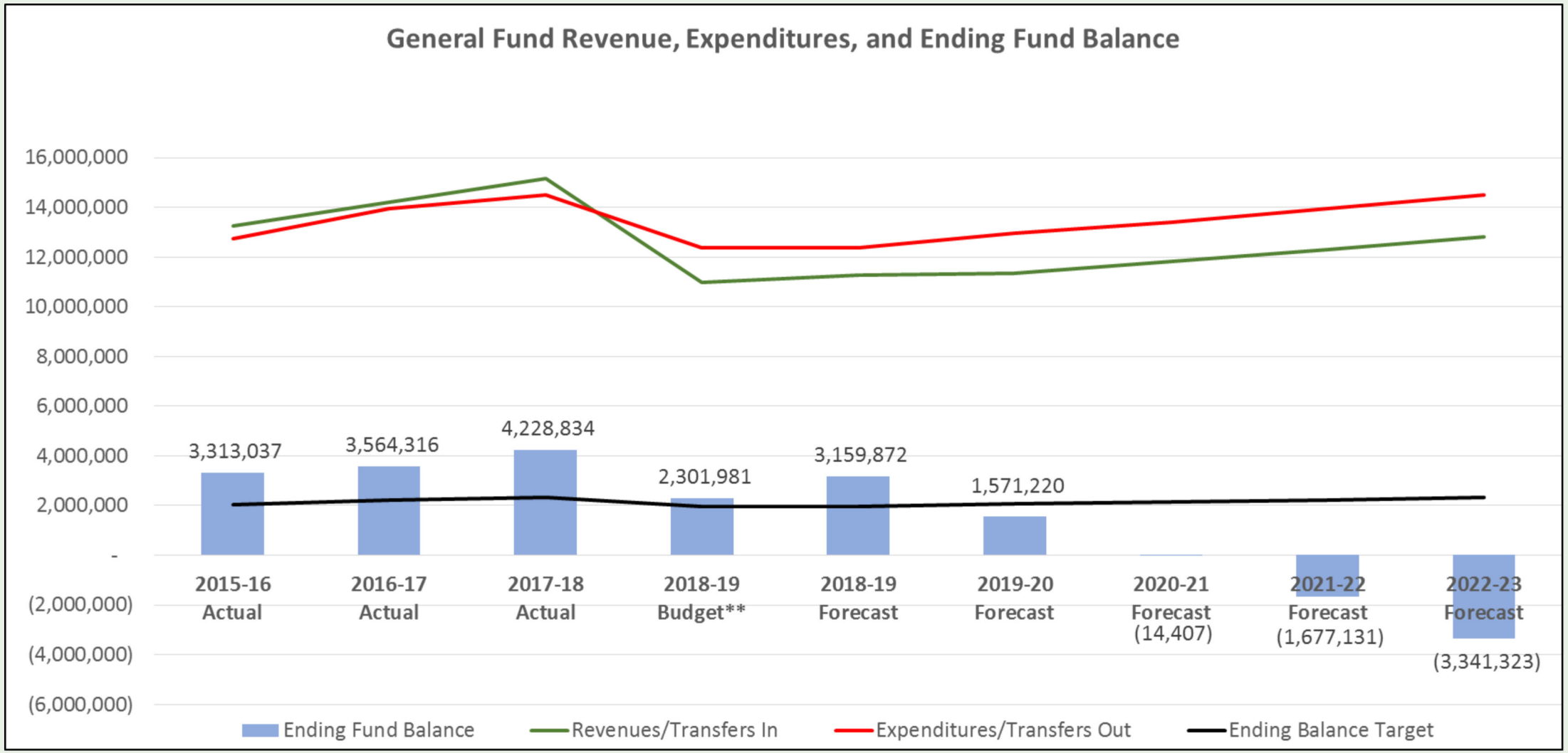
| | 2015-16 Actual | 2016-17 Actual | 2017-18 Actual | 2018-19 Budget** | 2018-19 Forecast | 2019-20 Forecast | 2020-21 Forecast | 2021-22 Forecast | 2022-23 Forecast |
|---|---|---|---|---|---|---|---|---|---|
| **Beginning Fund Balance** | 2,797,675 | 3,313,037 | 3,564,316 | 3,683,915 | 4,228,834 | 3,159,872 | 1,571,220 | (14,407) | (1,677,131) |
| **Revenue & Transfers In** | 13,266,735 | 14,212,032 | 15,153,008 | 10,975,171 | 11,289,532 | 11,355,252 | 11,816,166 | 12,304,681 | 12,824,198 |
| **Expenditures & Transfers Out** | (12,751,373) | (13,960,753) | (14,488,490) | (12,357,105) | (12,358,494) | (12,943,904) | (13,401,793) | (13,967,405) | (14,488,390) |
| **Annual Surplus/Shortfall *** | 515,361 | 251,279 | 664,518 | (1,381,934) | (1,068,962) | (1,588,652) | (1,585,627) | (1,662,724) | (1,664,192) |
| **Ending Fund Balance** | 3,313,037 | 3,564,316 | 4,228,834 | 2,301,981 | 3,159,872 | 1,571,220 | (14,407) | (1,677,131) | (3,341,323) |
| ***Fund Balance % (Target = 16%)*** | *25.98%* | *25.53%* | *29.19%* | *18.63%* | *25.57%* | *12.14%* | *-0.11%* | *-12.01%* | *-23.06%* |

* Annual Surplus/(Shortfall) Composition

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Public Safety communication project debt payments | - | (372,575) | (324,766) | (372,575) | (372,575) | (372,575) | (372,575) |
| Operational surplus/(shortfall) | 664,518 | (1,009,359) | (744,196) | (1,216,077) | (1,213,052) | (1,290,149) | (1,291,617) |
| Annual Surplus/(Shortfull), as stated above | 664,518 | (1,381,934) | (1,068,962) | (1,588,652) | (1,585,627) | (1,662,724) | (1,664,192) |

** Includes Dec 2018 Supplemental Budget

# GENERAL FUND – Feb 2019



# GENERAL FUND EXPENDITURES

Personnel Services - $7,868,000 (64%)

Materials and Services - $4,024,000 (32%)

Capital Outlay - $40,000 (0.3%)

Debt Payments $425,000 (3.7%)

*Based on 2018-19 Adopted Budget*

# FINANCIAL POLICIES

Spring 2019

- Revenue Policy
- Operating Budget Policy
- Capital Improvement Policy
- Accounting Policy
- Debt Policy
- Long-Range Financial Planning Policy

Summer 2019

- Fund Balance and Reserve Policy

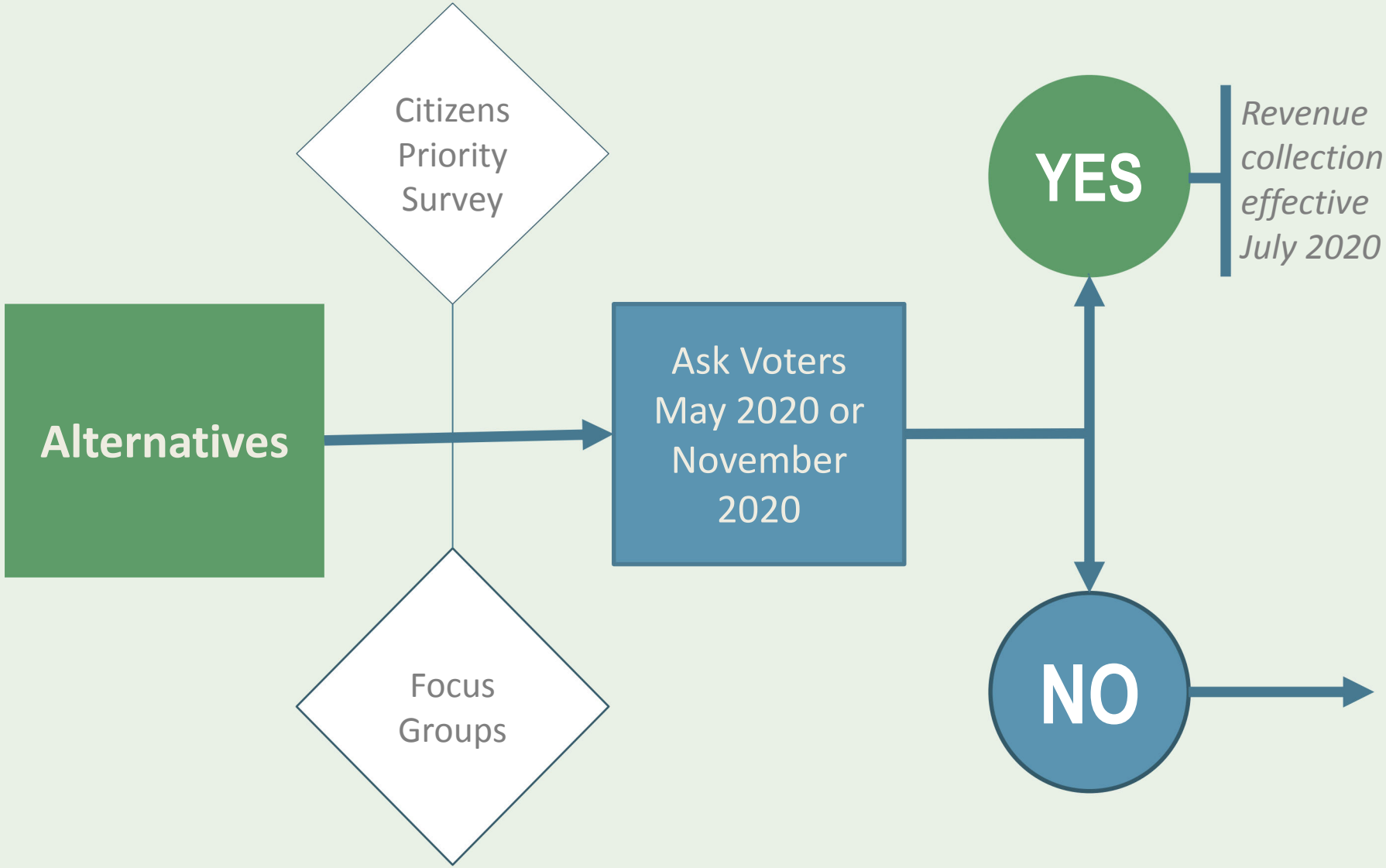
# Alternatives

Increase property tax levy

OR

Increase Public Safety Fee

OR CUTS



# Alternatives

Property Taxes

1) $.75 per $1,000 of assessed value = $1.4 million in 2019-20

2) $.50 per $1,000 of assessed value = $940,000

Public Safety Fee (One year fix)

1) $14 additional Public Safety Fee = $1.4 million in 2019-20

2) $ 9.40 = $940,000

Public Safety Fee (3 year fix)

1) $4 additional Public Safety Fee in 2020; $5 in 2021; $ 5 in 2022

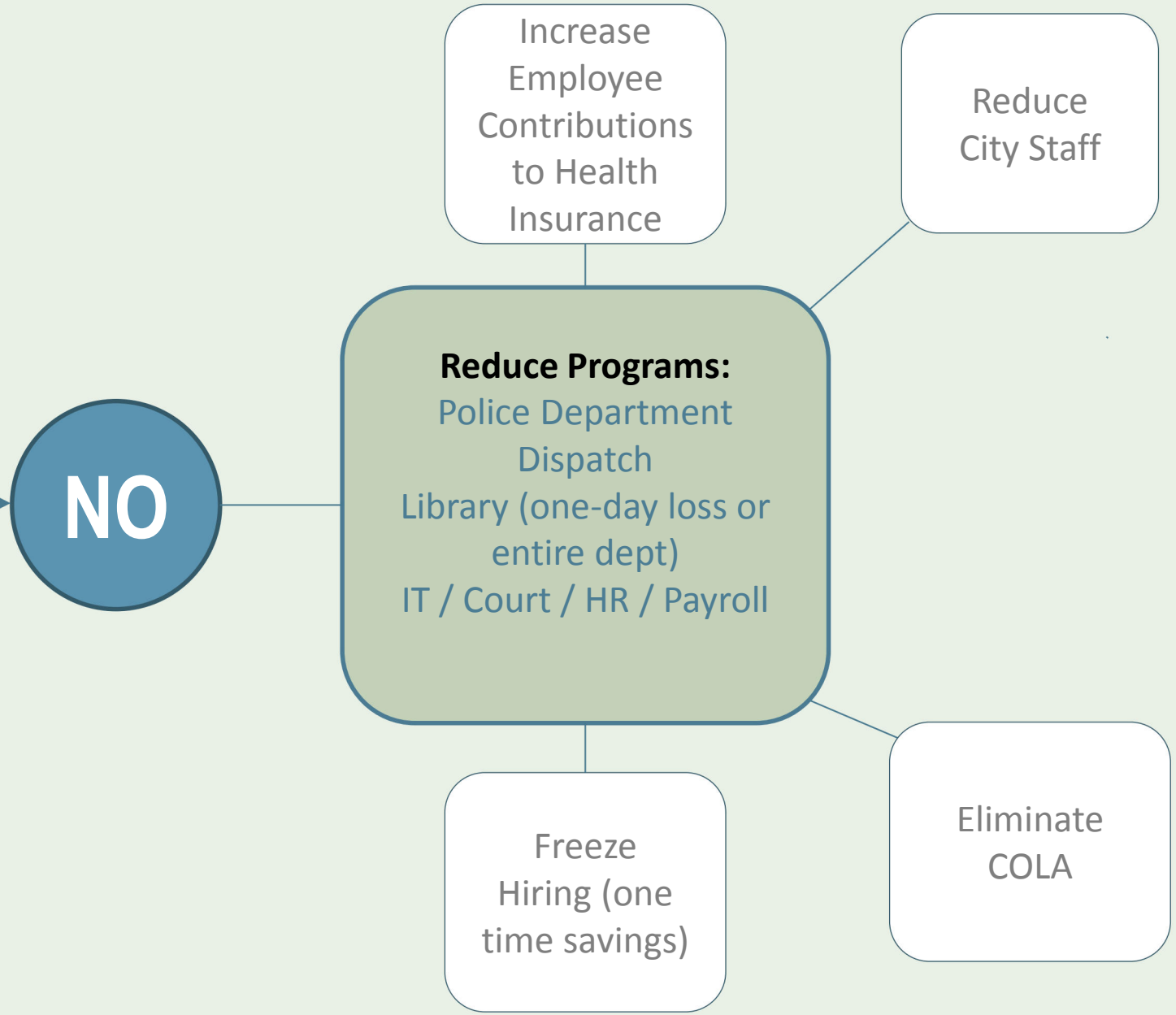
- Assumed increase in Tax Assessed Value is 4.30% annually. Final proposal will address needs of low income residents

# Alternatives

Increase property tax levy

OR

Increase Public Safety Fee



# Goal: Implement Emergency Preparedness and Response Program *2017-2020*

*Strategies and Actions:*

1. *Develop an effective emergency program that plans, trains and coordinates*
    1. *Training for staff is continuing – there are still 35 that need to complete the FEMA coursework*
    2. *The Emergency Operations plan was updated in 2017*
    3. *The digital update is underway. Coordination has begun with local HAM radio operators. Code Red is functional and the City has started the switch to AT&T FirstNet cell phones.*
    4. *Monthly meetings are underway to coordinate fire and medical communications.*



City of Newberg

# Goal: Implement Emergency Preparedness and Response Program 2017-20

Strategies and Actions:

1. Maintain the Emergency Operations Center (EOC) in a continuous state of readiness
    1. Additional storage units are being acquired and additional space is being reviewed.
    2. The City obtained a grant to seismically retrofit the Public Safety Building.
    3. Training of staff in the operations of the EOC is ongoing.
2. Develop, foster and maintain private and non profit sector interest
    1. City staff has been working with GFU on their Emergency Operations Plan.
    2. Newberg School District is participating in the City's monthly meetings






# Goal: Implement Emergency Preparedness and Response Program 2017-2020





*Strategies and Actions:*

4. *Establish and maintain coordination with other Cities, Counties and State agencies*
    1. *City has met with Providence Hospital, PGE, Yamhill County*
    2. *Coordination is ongoing*

5. *Facilitate disaster planning in partnership with Newberg's faith community*
    1. *Two introduction/planning meetings with churches have been held.*
    2. *One church has volunteered to become the first pilot location to develop a response plan and accept emergency equipment and supplies. Two other churches are considering their level of participation.*
    3. *Several training fairs have been held. City staff will receive an all-weather grab and go bag for emergencies.*

City of Newberg

# Goal: Implement Emergency Preparedness and Response Program 2019-2020

Develop an effective emergency program that plans, trains and coordinates public, non-profit, and private efforts in emergency response, mitigation and recovery.
Actions:

- Continue coordination and outreach efforts with other public and private entities, such as the State, Yamhill County, TVF&R, CPRD, large/small employers, other Cities, Newberg School District, medical and senior care providers, and private citizens.
- Continue to coordinate mitigation, first responder, and recovery efforts with identified faith-based organizations.
- Plan and operate, maintain, and upgrade a multi-tiered redundant emergency communication system that includes an 911 call center, emergency operations center land lines, satellite phones, citizens band radios, ham radios, cell phones, email system, and city-wide code red alert system.

Maintain Emergency Operations in a continuous state of readiness.
Actions:

- Review/upgrade equipment and infrastructure required to effectively conduct emergency operations.
- Assign Incident Command System (ICS) roles and required training to specific job descriptions.
- Activate the primary Emergency Operations Center (EOC) at least annually per FEMA ICS exercise/training requirements.
- Provide pre and post documentation when holding applicable training to meet FEMA requirements.
- Budget for current and ongoing program goals.

City of Newberg

# ,,,,and communications plan to engage Newberg residents



City Council Work Session | *Tuesday, February 19, 2019* |

# Maintain a state of the Art 911 Dispatch center and 800 MHz radio communications

**Dispatch/911** Newberg-Dundee 9-1-1 Communications Center is the primary answering point for all 9-1-1 emergency calls for Newberg, Dundee and eastern Yamhill County. The center operates 24 hours a day, 7 days a week.

* Newberg-Dundee Communications Center is staffed with ten full-time dispatchers.

They receive 9-1-1 emergency calls, as well as act as the answering point for the police department.

Newberg-Dundee Communications Center dispatches for the Newberg-Dundee Police Department.

* Emergency fire or medical calls for Newberg Fire Department and Dundee Fire Department are transferred to the Washington County Consolidated Communications Agency (WCCCA) for dispatch of appropriate personnel.

# Maintain a state of the Art 911 Dispatch center and 800 MHz radio communications

**Computer Aided Dispatch System (CAD)** allows our dispatcher to enter calls for service. The system routes calls for service to the appropriate dispatcher based on the location. The CAD system is integrated with our 9-1-1 phone system and allows for plotting of wireless and landline 9-1-1 calls. **Cost:**

CAD system allows us to communicate with surrounding dispatch agencies giving us the flexibility to send calls for mutual aid without having to pick up the phone.

WCCAA maintains the software and programs that enable computer-aided dispatching (CAD) services, and providing information to Users and the public. They are also responsible for maintaining agency computers and software and the network they operate on.

# Maintain a state of the Art 911 Dispatch center and 800 MHz radio communications

## Communications Upgrade:

Update the Motorola's 800 megahertz digital radio system and move from an analog to a digital public safety radio system
**Cost: $3.1 million**

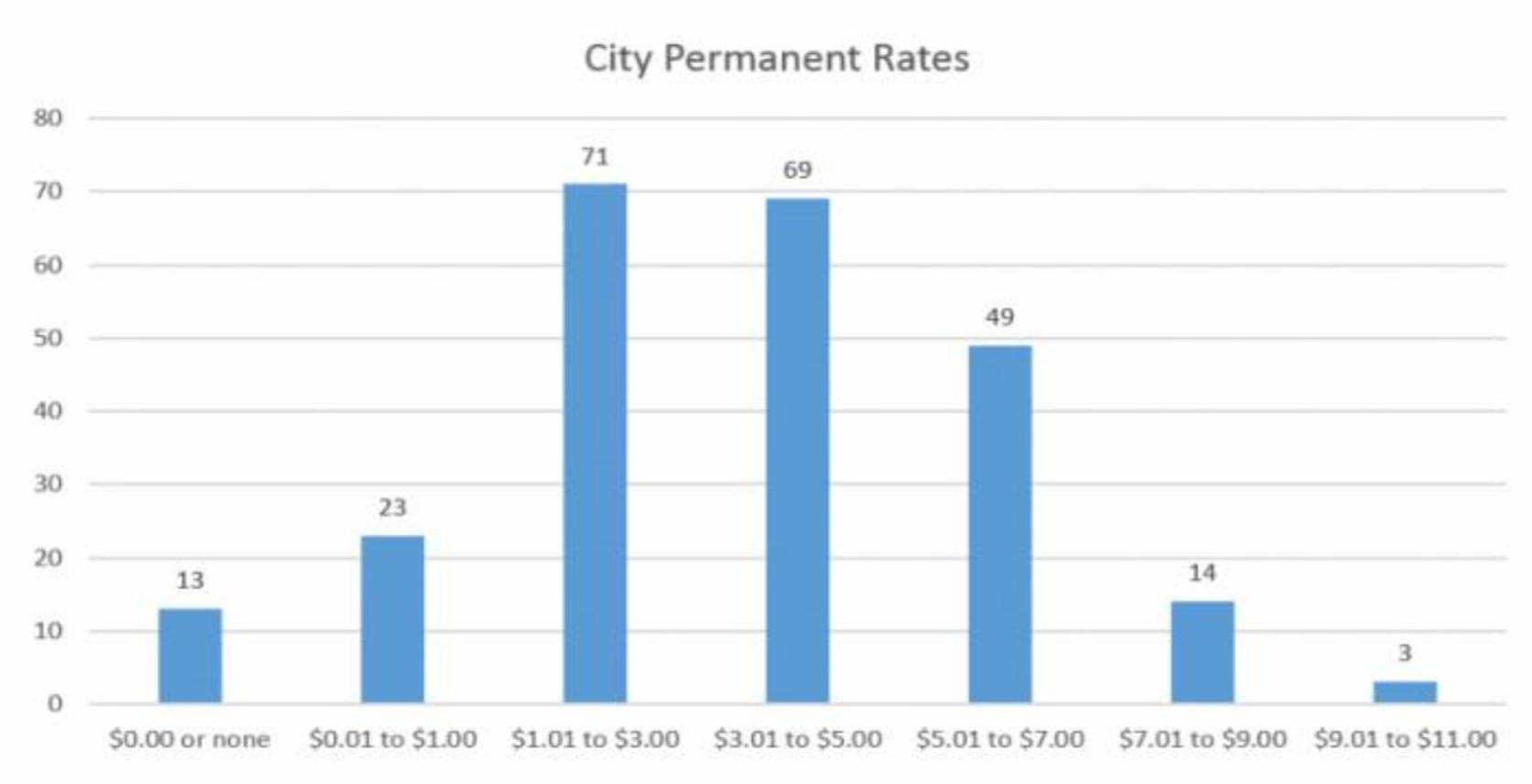
- Erect a 250-foot emergency communications tower which is required to communicate with the WCCCA and other regional dispatch agencies
- Radios replace about 86 analog radios
- Update Dispatch Software at Newberg and WCCA
- Replace radios at Newberg Dispatch Center

City of Newberg

# Improve Newberg Employee Retirement Pension System

| | *2018* | *2019* |
|---|---|---|
| *Newberg Employee Retirement system* | *63* | *57* |
| *Public Employee Retirement System* | *69* | *76* |

*Effective 2018 all new hires will be covered by PERS*




City of Newberg

Corey Zielsdorf text message to Mayor 2019-0219

From: +15039976094@tmomail.net
Sent: Tuesday, March 05, 2019 3:27 PM
To: Sue Ryan
Attachments: text_0.txt

Shouldn't the Bell Rd developer have to pay SDCs' for future infrastructure needs? (Water
reservoir is above the site! Shouldn't they have to pay for that at least? I believe that reservoir
had is needs earthquake improvements)

# Council Meeting Roll Call & Voting Log

## Meeting Date: 2/19/19 Start Time: 5:00 p.m. End Time: 8:51 p.m.

**Roll Call**

__✓_____Councilor Findley
___✓____Councilor Bacon
___✓____Mayor Rogers
___✓____Councilor Curtis Gemeroy
__✓___Councilor Corey
___✓__Councilor Yarnell Hollamon
____✓___Councilor Johnson

____✓___Joe Hannan, CM
____✓___Truman Stone, CA
____✓___ Sue Ryan, CR
____✓__ Doug Rux, CDD
____✓___ Brian Casey, PD
_____✓__ Leah Griffith, Library
_____✓_ Matt Zook, FD
_____✓__ Jay Harris, PWSD
____✓___Dave Brooks, IT
____✓___Anna Lee, HR
____✓___Kaaren Hofmann, ENG
_____✓__ Rosa Olivares, CE
_____✓__ Mary Newell, PD
_____✓__ Jeff Kosmicki, PD
_____✓___ Cheryl Caines, CDD

**Voting – see additional pages as needed**

| | Res 3538<br>Bell Road partition | Res 3533 Visit Newberg startup money | Res 3534 YCTA transit plan adoption |
|---|---|---|---|
| Findley | Yes | Yes | Yes |
| Bacon | Yes | Yes | Yes |
| Rogers | Yes | Yes | Yes |
| Curtis Gemeroy | Yes | Yes | Yes |
| Corey | Yes | Yes | Yes |
| Yarnell Hollamon | Yes | Yes | Yes |
| Johnson | Yes | Yes | Yes |
| | Corey/Bacon | Bacon/Johnson | Curtis Gemeroy/Johnson |
| | Yes - 7<br>No - 0<br>Absent - 0 | Yes - 7<br>No - 0<br>Absent - 0 | Yes - 7<br>No - 0<br>Absent - 0 |

| | | | | |
|---|---|---|---|---|
| 2/19/19 continued | NOFA Availability | | | |
| Findley | Yes | | | |
| Bacon | Yes | | | |
| Rogers | Yes | | | |
| Curtis Gemeroy | Yes | | | |
| Corey | Yes | | | |
| Yarnell Hollamon | Yes | | | |
| Johnson | Yes | | | |
| | Johnson/Corey | | | |
| | Yes - 7<br>No - 0<br>Absent - 0 | | | |