Image: Doug Kerr

Yamhill County Transit Area Transit Development Plan

Volume II

October 2018

Yamhill County Transit Area

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Goals and Objectives

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Yamhill County Transit Area Transit Development Plan

Memo #1: Goals and Objectives

September 2017

Yamhill County Transit Area

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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. ▪ Goal to ensure the transit system is **easy-to-use, reliable, cost-effective, and accessible.** ▪ Encourages governments to consider new facilities and connections that support an **efficient transportation system** and meet the needs of the growing community. ▪ **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. ▪ 10 goals address **user experience, connectivity, livability, equity, health, safety and security, environment, land use, efficient investments, and coordination.** ▪ 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. ▪ 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). ▪ Policies encouraging transit systems that support **multimodal connections.** ▪ 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.). ▪ 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. ▪ Presents policies to **coordinate within and between state agencies and local jurisdictions** to ensure transit facility design integrates pedestrian and bicycle projects. ▪ 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) Yamhill County Comprehensive Land Use Plan	▪ **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. ▪ **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. ▪ 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. ▪ Plan stakeholders identified transportation – including public and private transit options – as a need to **support agri-tourism**. ▪ 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 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	▪ 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 will present 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 will present an opportunity to understand and inform communities interested in implementing **transit-supportive land use** regulations and decision-making processes.

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

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[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 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 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) Percentage of vehicles and stops meeting ADA standards (quantitative)	NA	Service denials per registered ADA paratransit rider (quantitative) Percentage of vehicles and stops meeting ADA standards (quantitative)	0% total requests. 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) Service hours per capita (quantitative)	Service hours per capita (quantitative)	Riders per capita (quantitative) 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) Bilingual materials and printed materials (yes/no) Cities and # of locations where YCTA maintains printed materials	XX hits or online traffic per month, (TBD) Schedules, maps in other languages as determined based on YCTA Title VI and Limited English Proficiency (LEP) plan. Locations to be set in TDP
	2. Enhance marketing, education, and promotion efforts	NA	NA	Number of travel training customers (quantitative) 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) 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 Customer complaints by category	80% 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) % residents within ¼ mile of a transit stop (quantitative)	% employees within ¼ mile of a transit stop (quantitative) % residents within ¼ mile of a transit stop (quantitative)	% employees within ¼ mile of a transit stop (quantitative) % 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) Sidewalk coverage proximate to key bus stops (qualitative) % 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 Transit projects included in County TSP (quantitative)	Transit operating funding per capita, relative to peers	Annual percentage increase in transit operations funding Transit projects included in County TSP (quantitative)	Targets based on TDP analysis
	2. Improve system productivity and reliability to ensure efficient resource utilization	Cost per revenue hour compared to peers Riders per revenue hour compared to peers On-time performance (quantitative)	Riders per revenue hour compared to peers (qualitative) On-time performance (qualitative)	Cost per revenue hour compared to peers Riders per revenue hour compared to peers On-time performance (quantitative)	Within X% of peer cost Within X% of peer productivity 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:
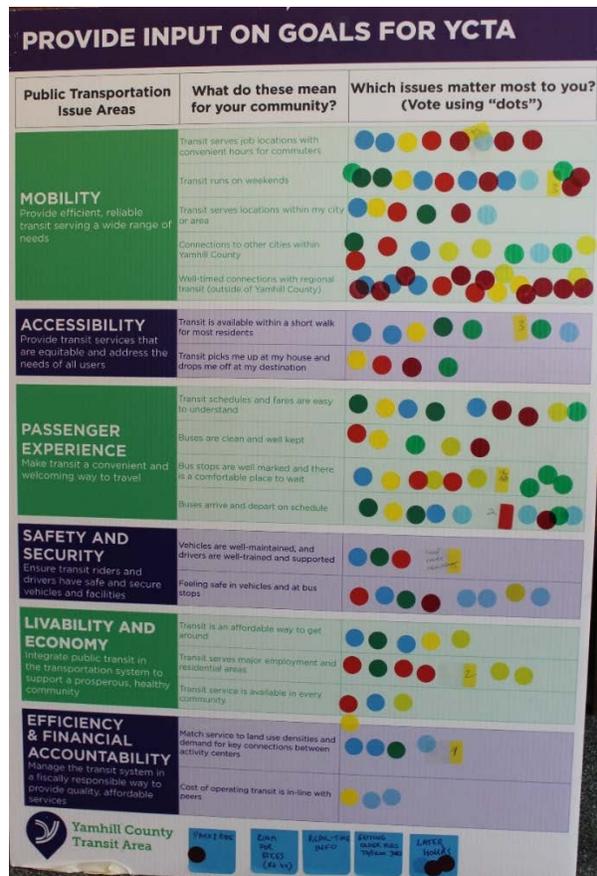
1. Well-timed connections with regional transit (outside of Yamhill County) – 18 dots

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 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 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 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 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 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 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.

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[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

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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:
    - o 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)
    - o 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;
    - o 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;
    - o 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:
    - o 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)
    - o 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:
    - o 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.
    - o 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.
    - o 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.
    - o 103.00: The City of McMinnville shall encourage development of mass transit systems in existing transportation corridors where possible.
    - o 104.00: The City of McMinnville shall encourage a centrally located bus terminal, for intercity and intracity bus services.
    - o 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:

o 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:

o 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:

o 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:

o 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.

o 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:

o 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:

o 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:

o 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:

- o 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)
- o 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)
- o 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)
- o 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)
- o 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:
- o 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)
- o 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)
- o 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.

- o 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:
    - o 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

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[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

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[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
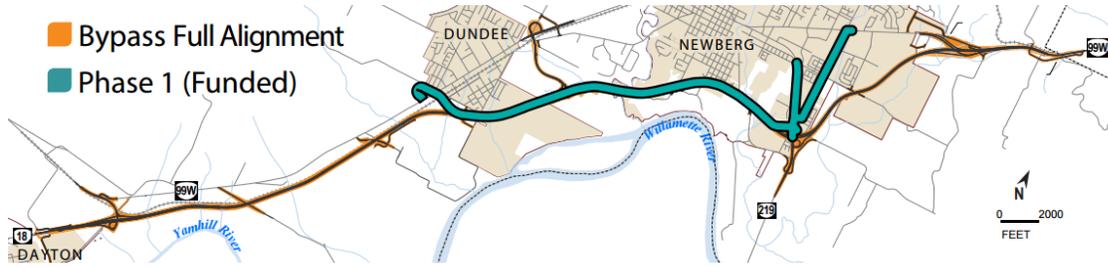
Source: Yamhill County TSP 2015

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.

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[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

**Population Density
(by Census Block Group)
Yamhill County, Oregon**
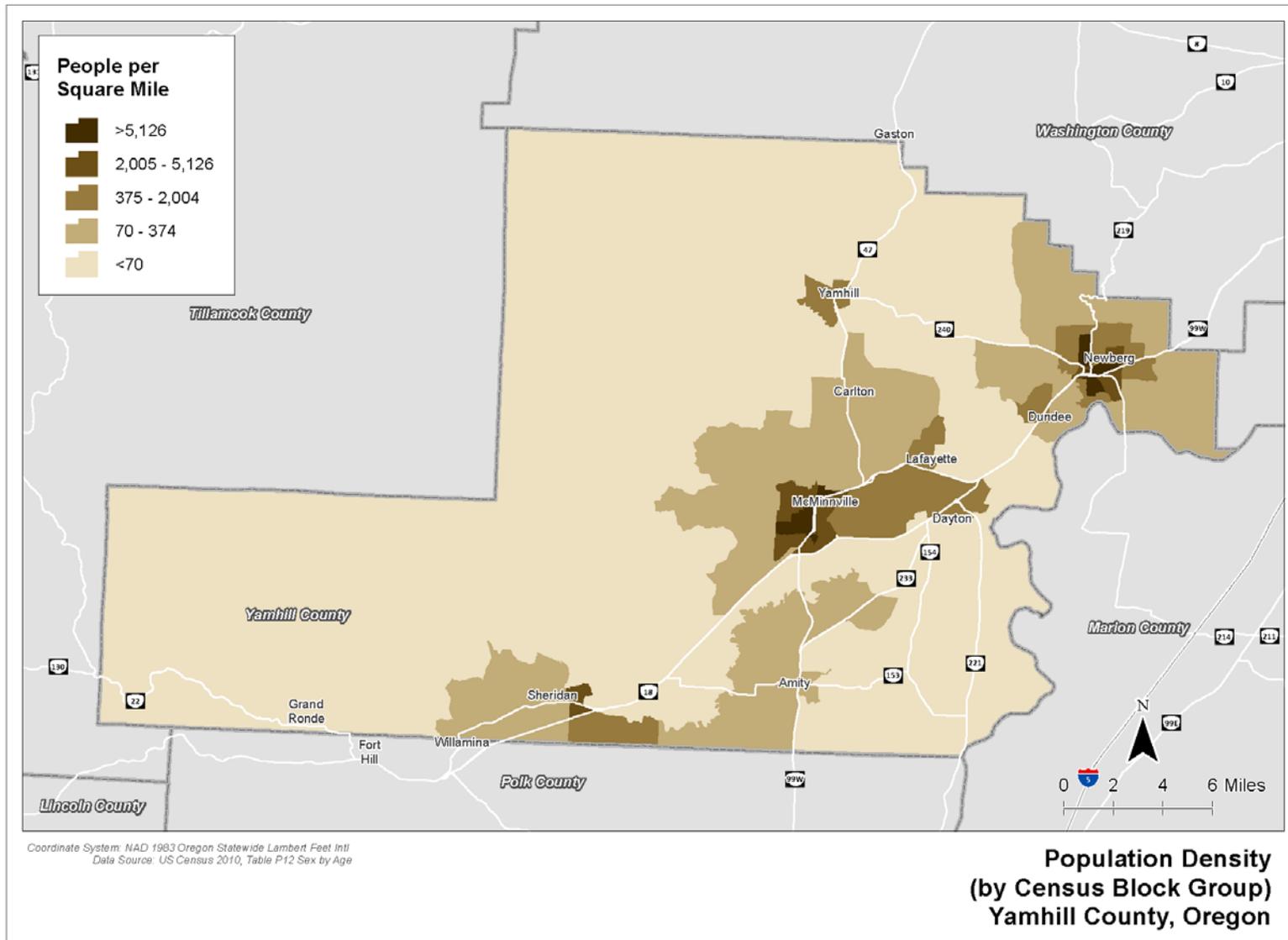
Source: 2016 YCTA Coordinated Public Transit – Human Services Transportation Plan

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

Age	2010		2015		2020		2025		2030		2035	
	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.

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[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
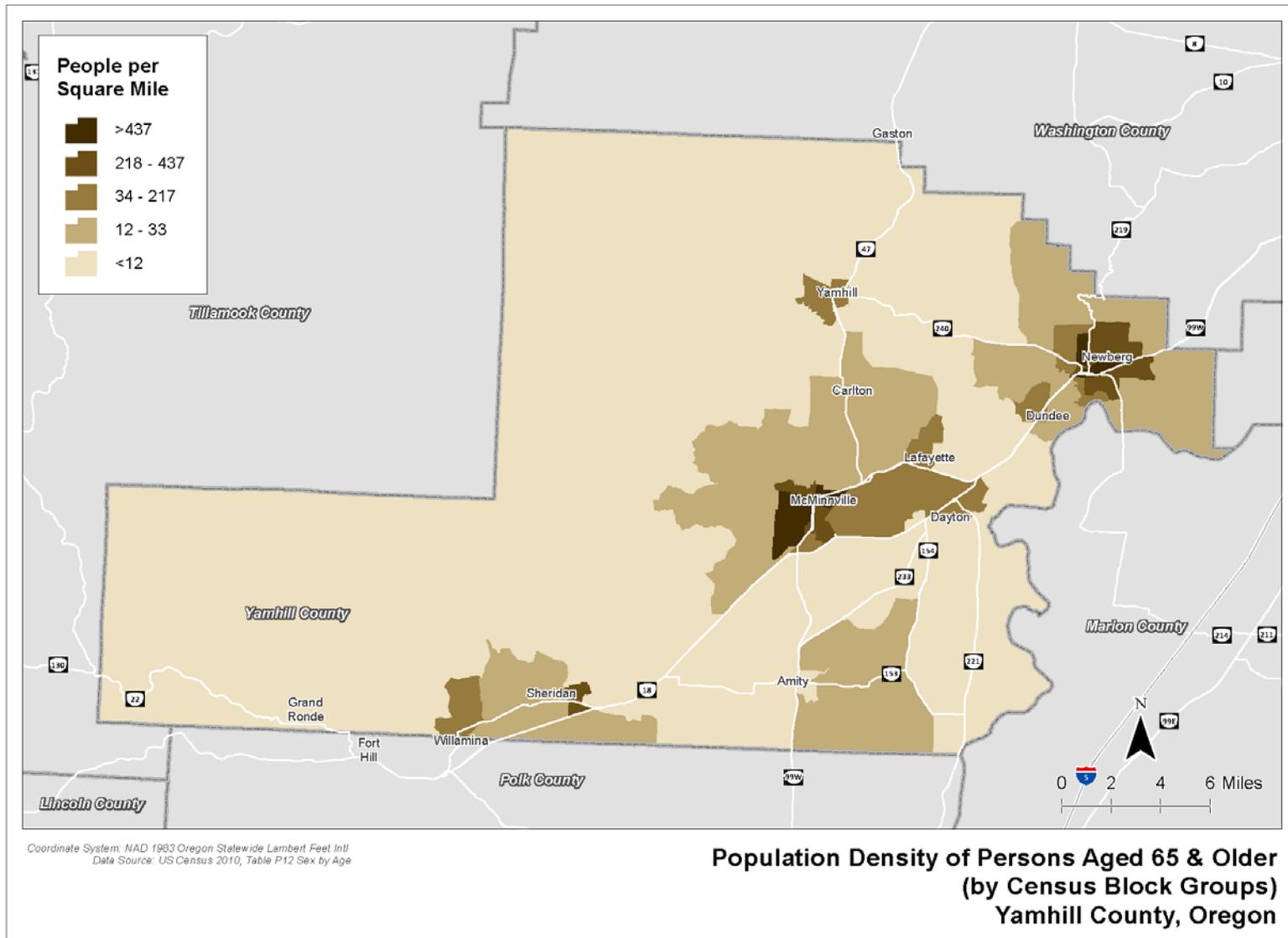
Population Density of Persons Aged 65 & Older
(by Census Block Groups)
Yamhill County, Oregon

Source: 2016 YCTA Coordinated Public Transit – Human Services Transportation Plan

Figure 2-8   Density of Persons with Disabilities in Yamhill County, 2014
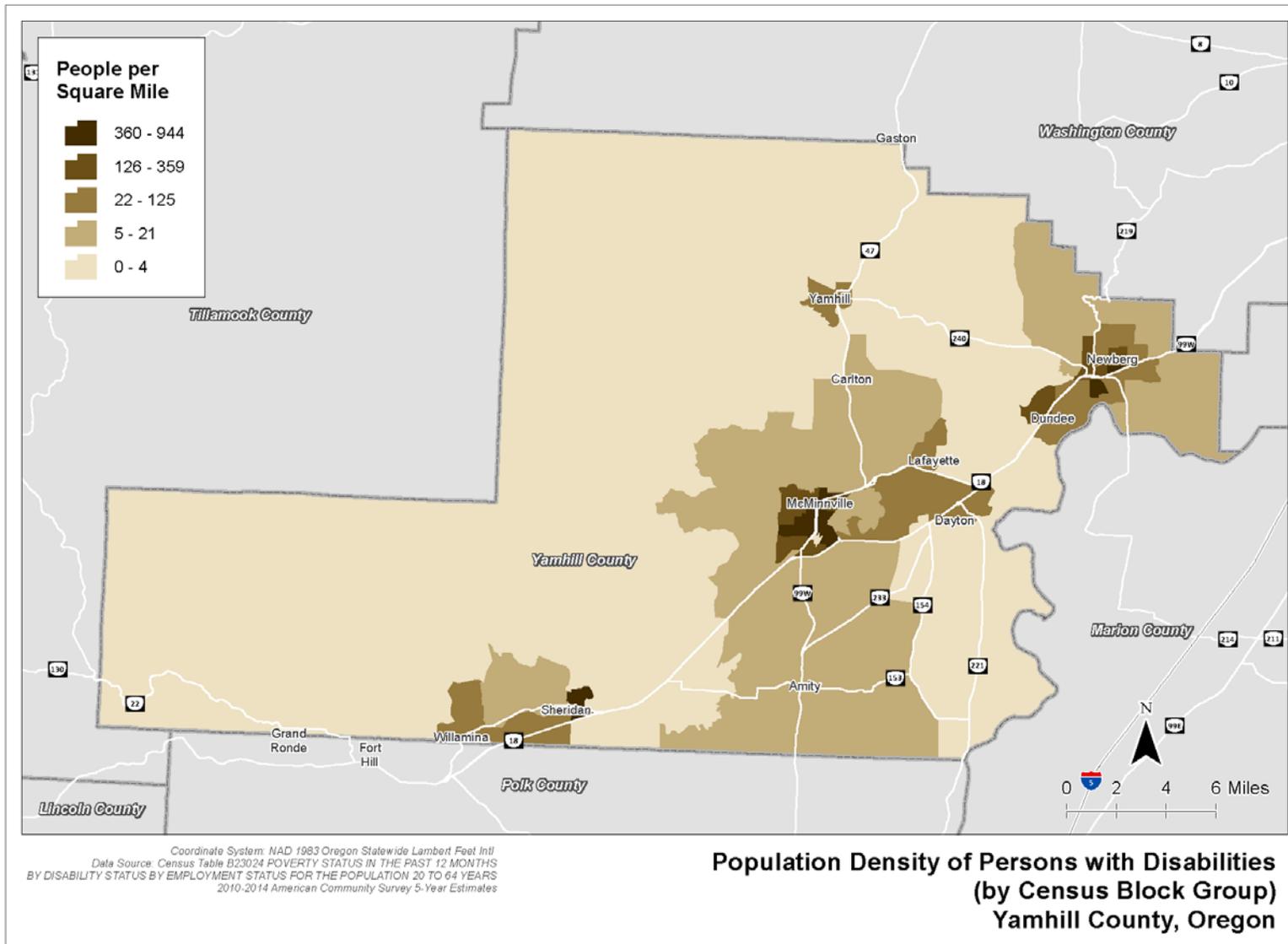
Population Density of Persons with Disabilities
(by Census Block Group)
Yamhill County, Oregon

Source: 2016 YCTA Coordinated Public Transit – Human Services Transportation Plan

Figure 2-9   Density of People Living in Poverty in Yamhill County, 2014

Density of People Living in Poverty
(by Census Block Group)
Yamhill County, Oregon
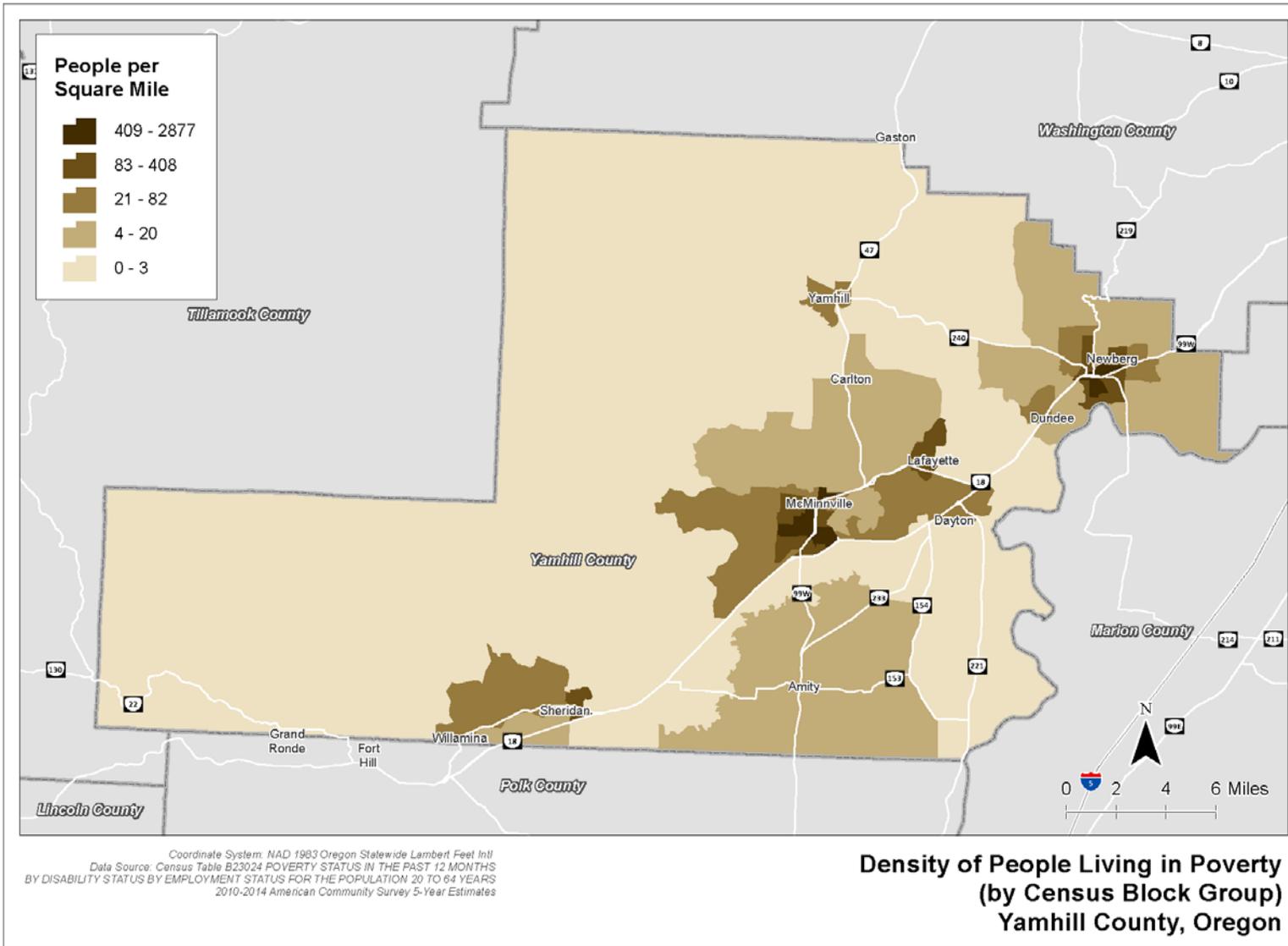
Source: 2016 YCTA Coordinated Public Transit – Human Services Transportation Plan

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.

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[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
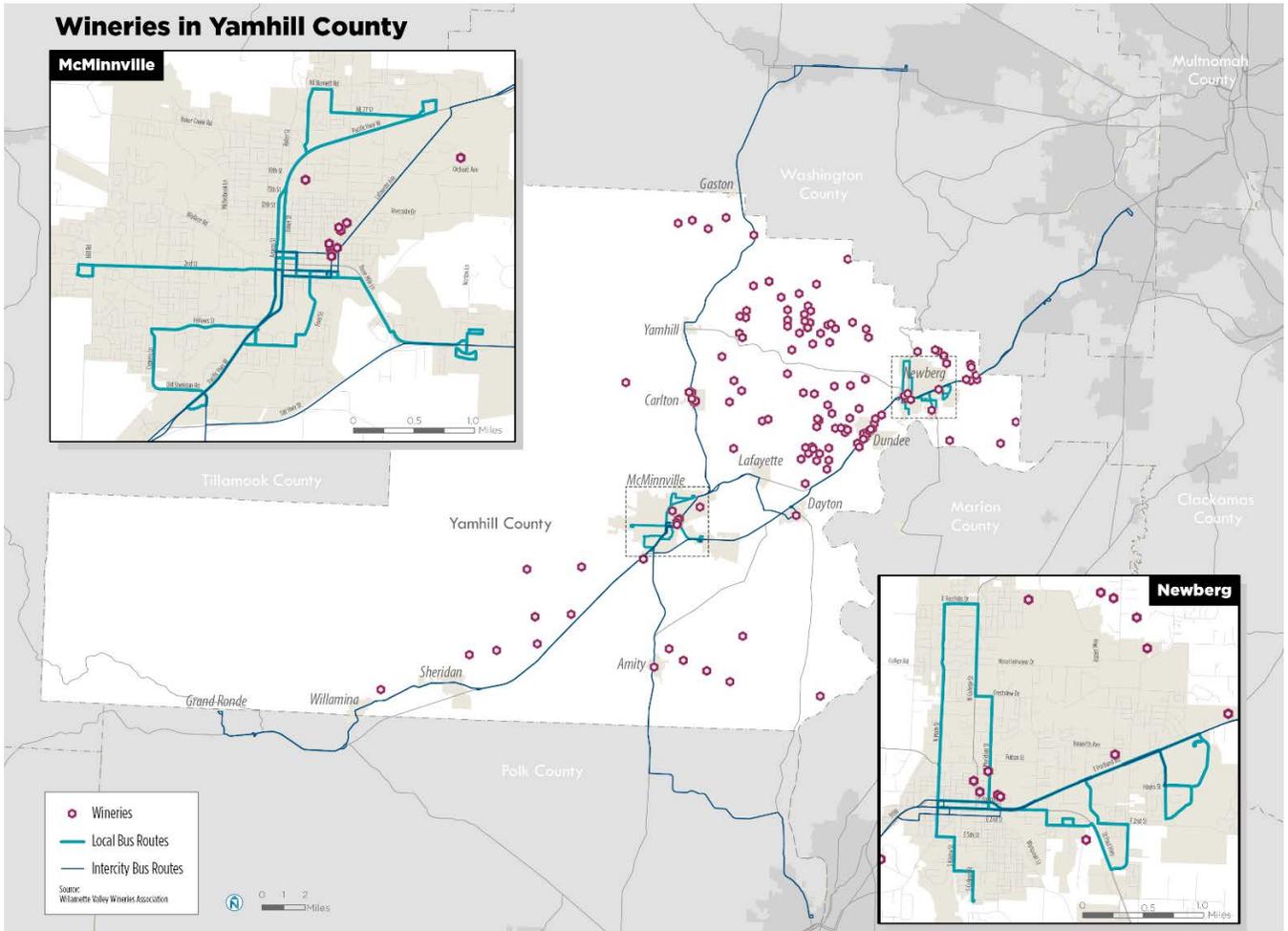
Source: Willamette Valley Vineyards, Yamhill-Carlton AVA

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[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
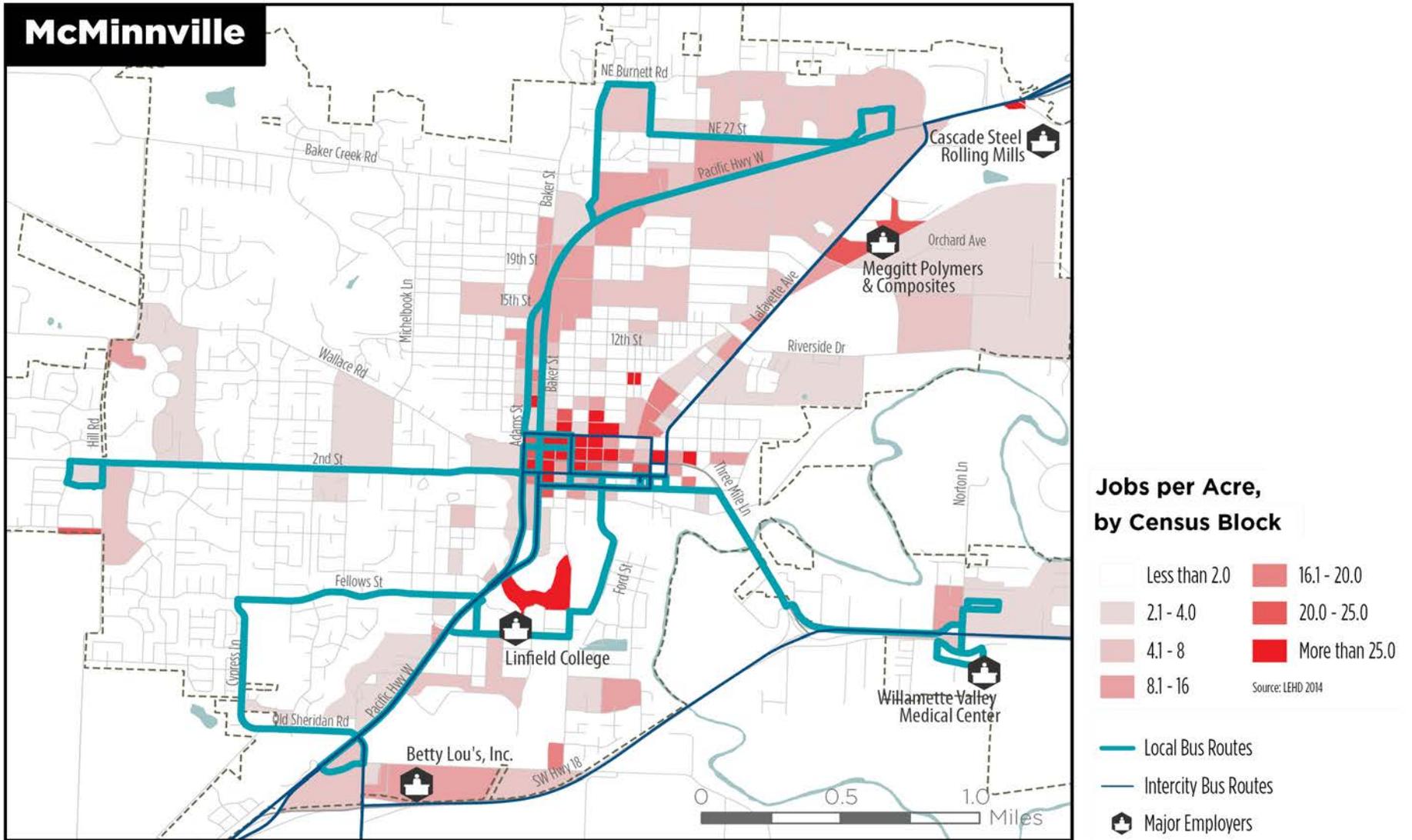
Source: US Census Bureau, LEHD, 2014

Figure 2-14   Newberg Employment Density, 2014
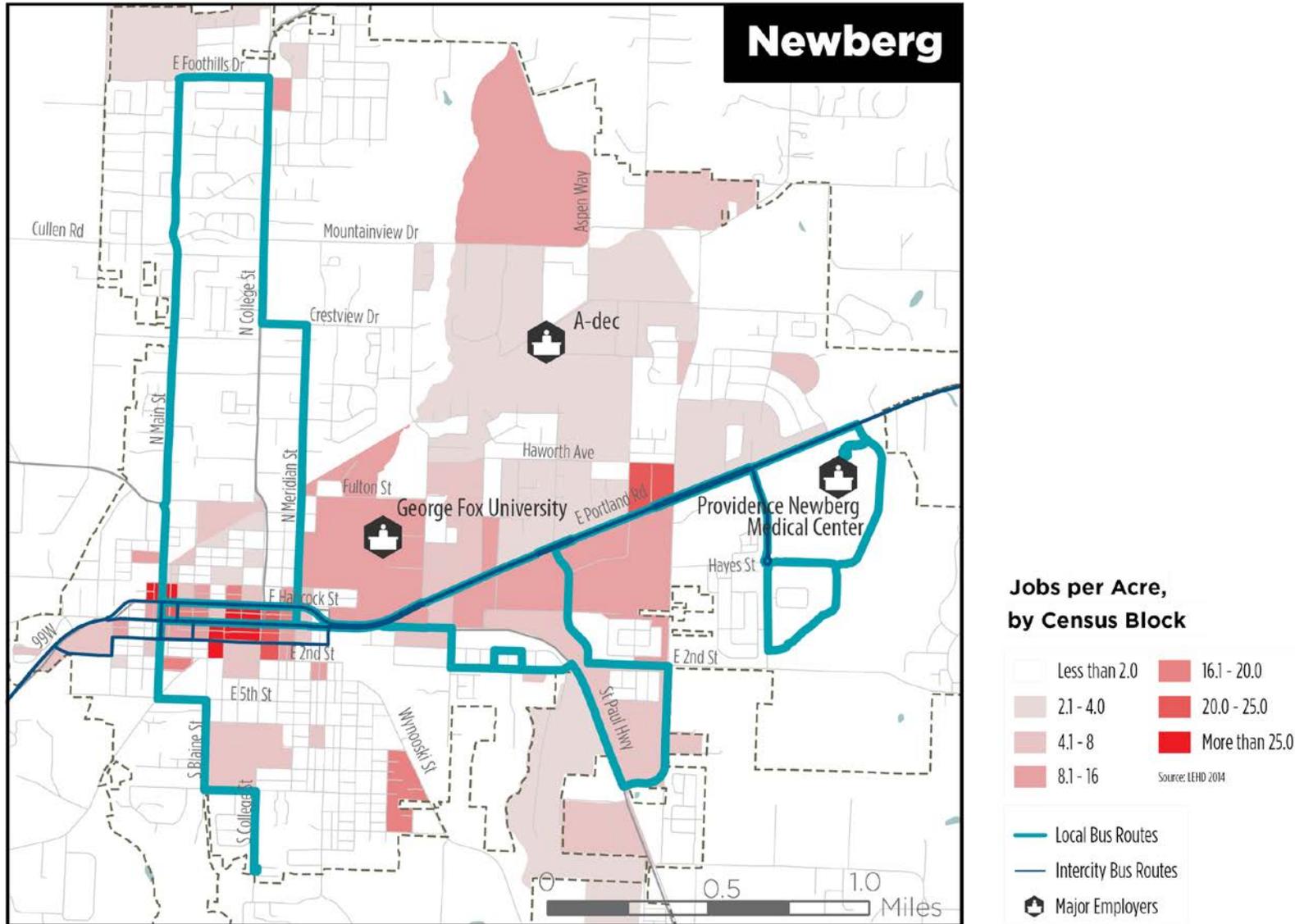
Source: US Census Bureau, LEHD, 2014

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
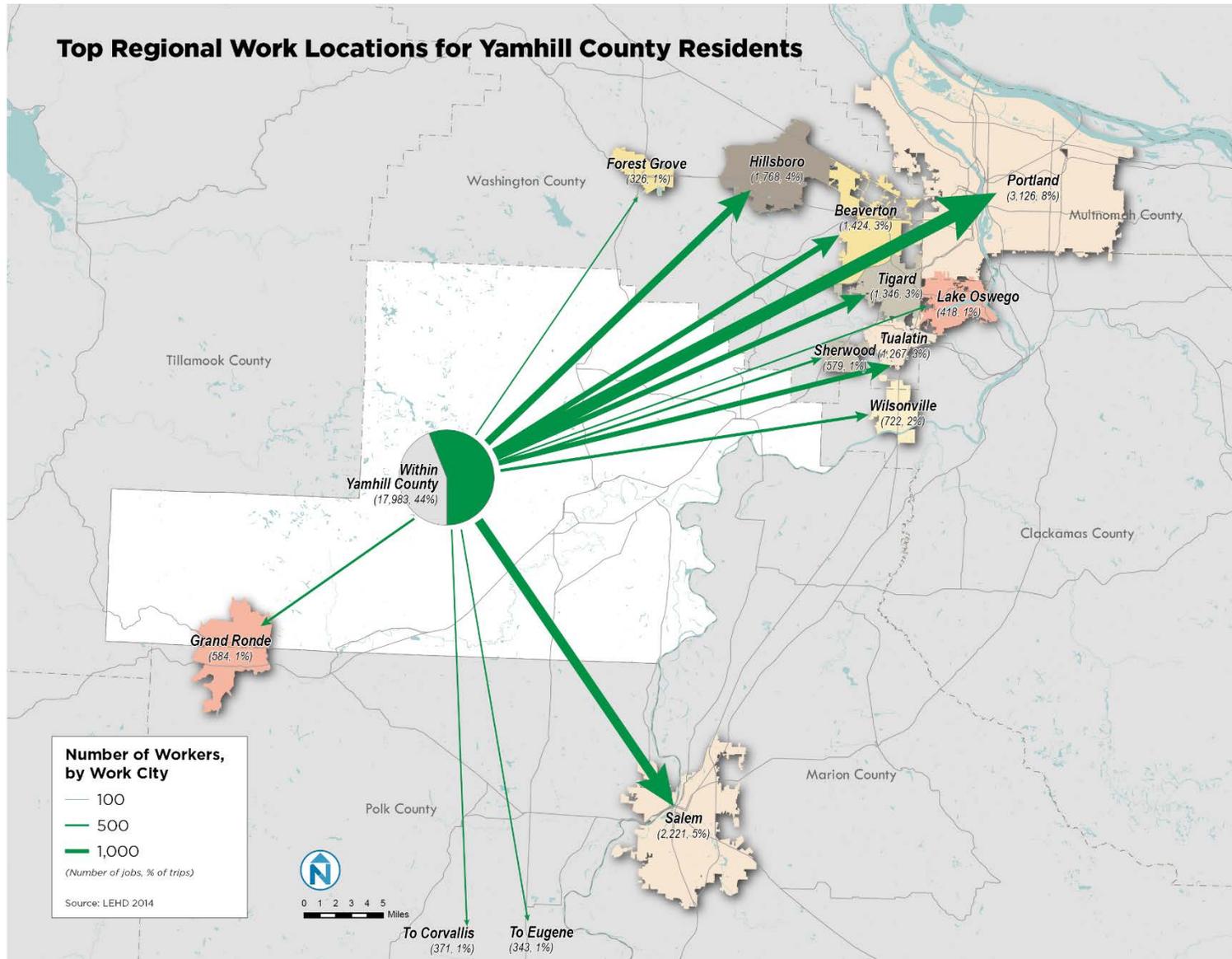
Figure 2-16   Work Locations of Yamhill County Residents, 2014

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

Density of Work Locations for Yamhill County Residents
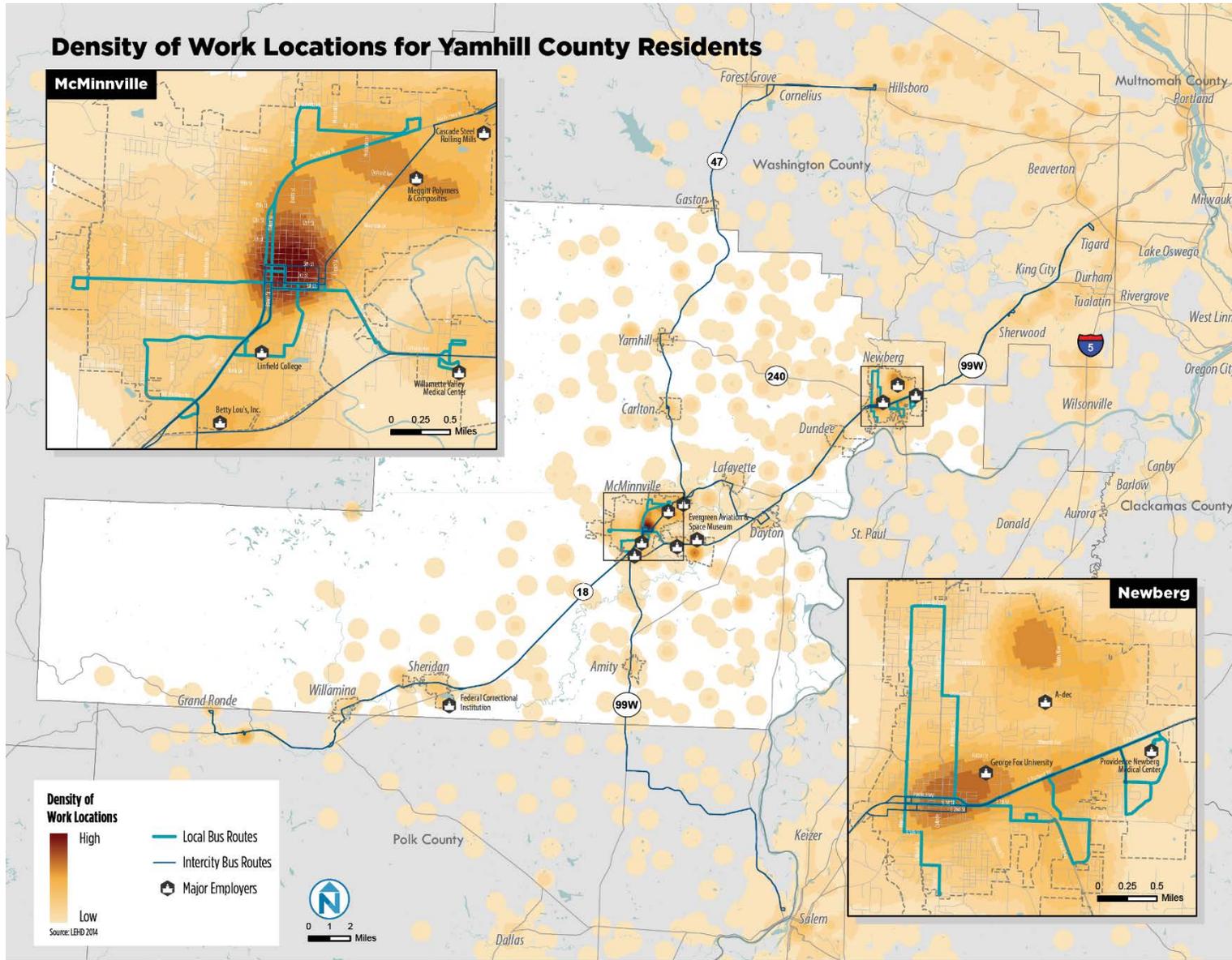
McMinnville and Newberg Work Locations

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
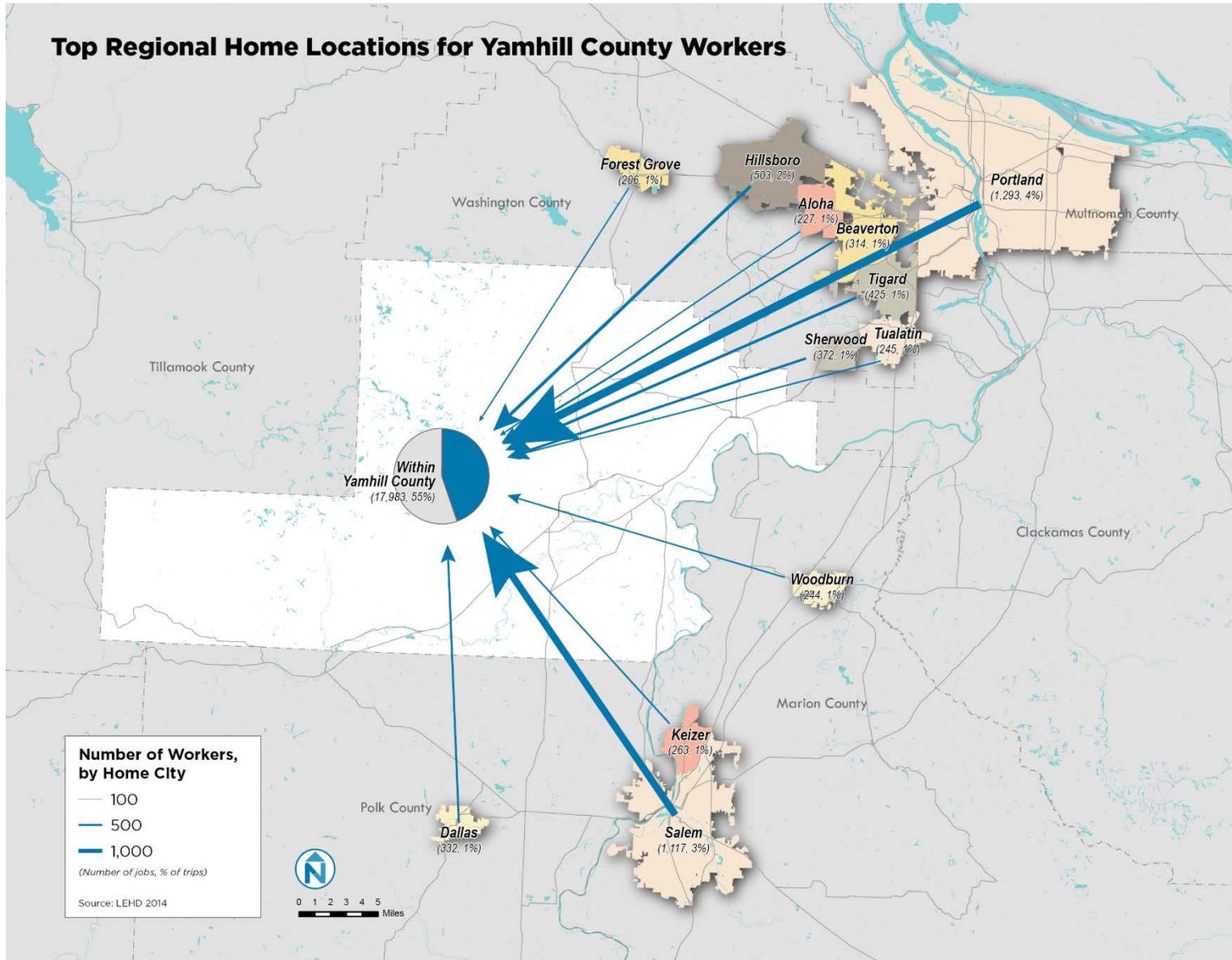
Figure 2-21   Home Locations of Workers Employed in Yamhill County, 2014

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
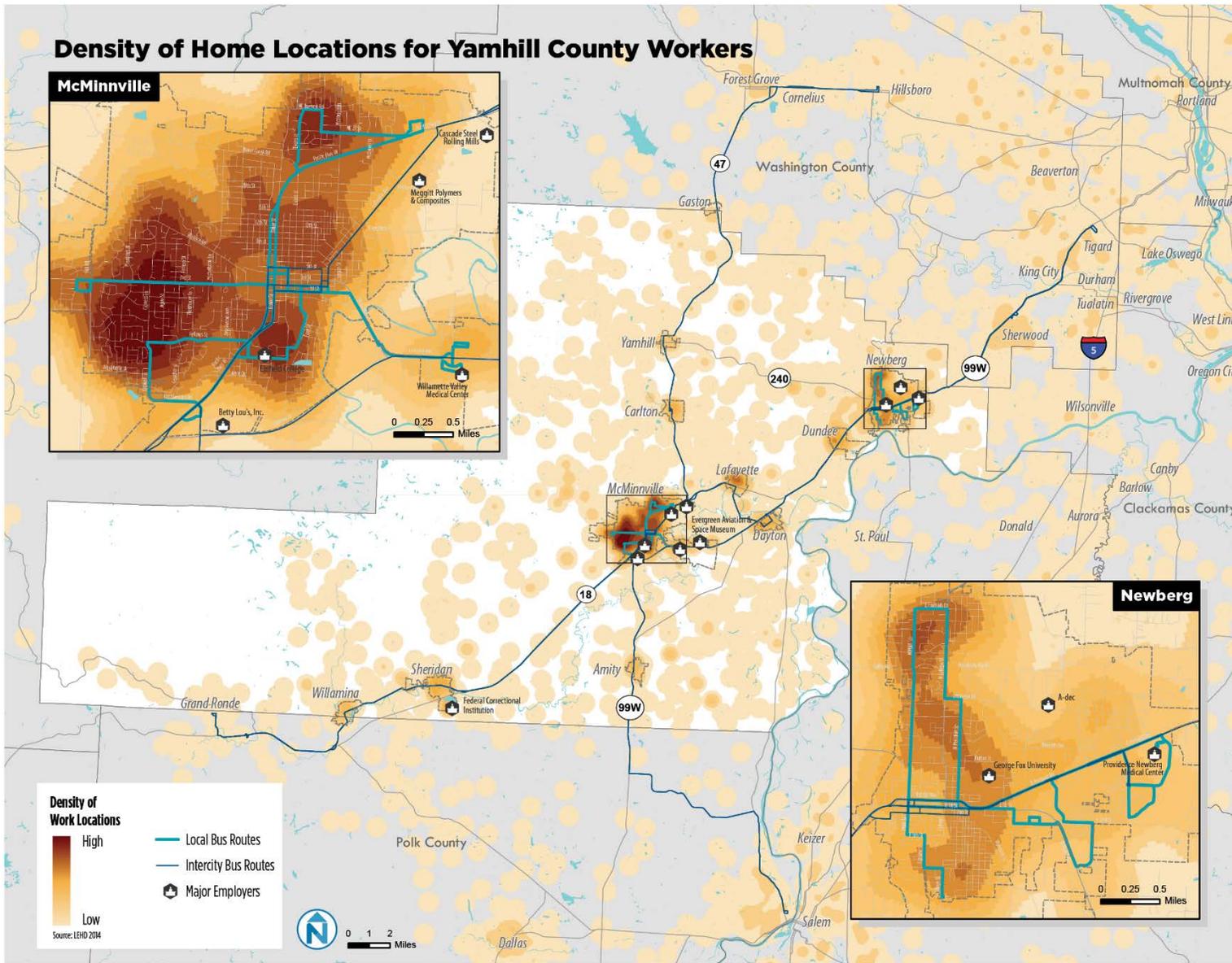
McMinnville and Newberg Home Locations

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]

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[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.

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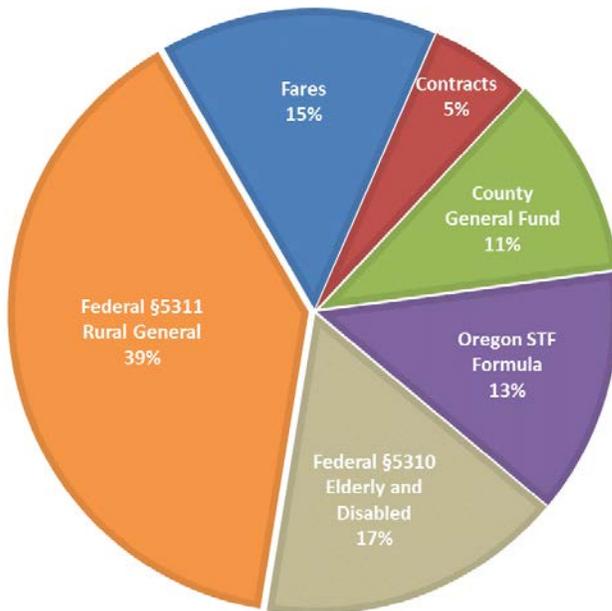
Sources: Yamhill County Transit Area, Oregon Department of Transportation, Federal Transit Administration

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 2 routes in McMinnville	¾ mile distance around fixed-route service 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. 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 <u>not</u> 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.

2017 Yamhill County Transit Area Existing Fixed-Route and Inter-City Services

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

Data Sources: ESRI, Oregon Spatial Data Library, Yamhill County

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		-

Legend:
- 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
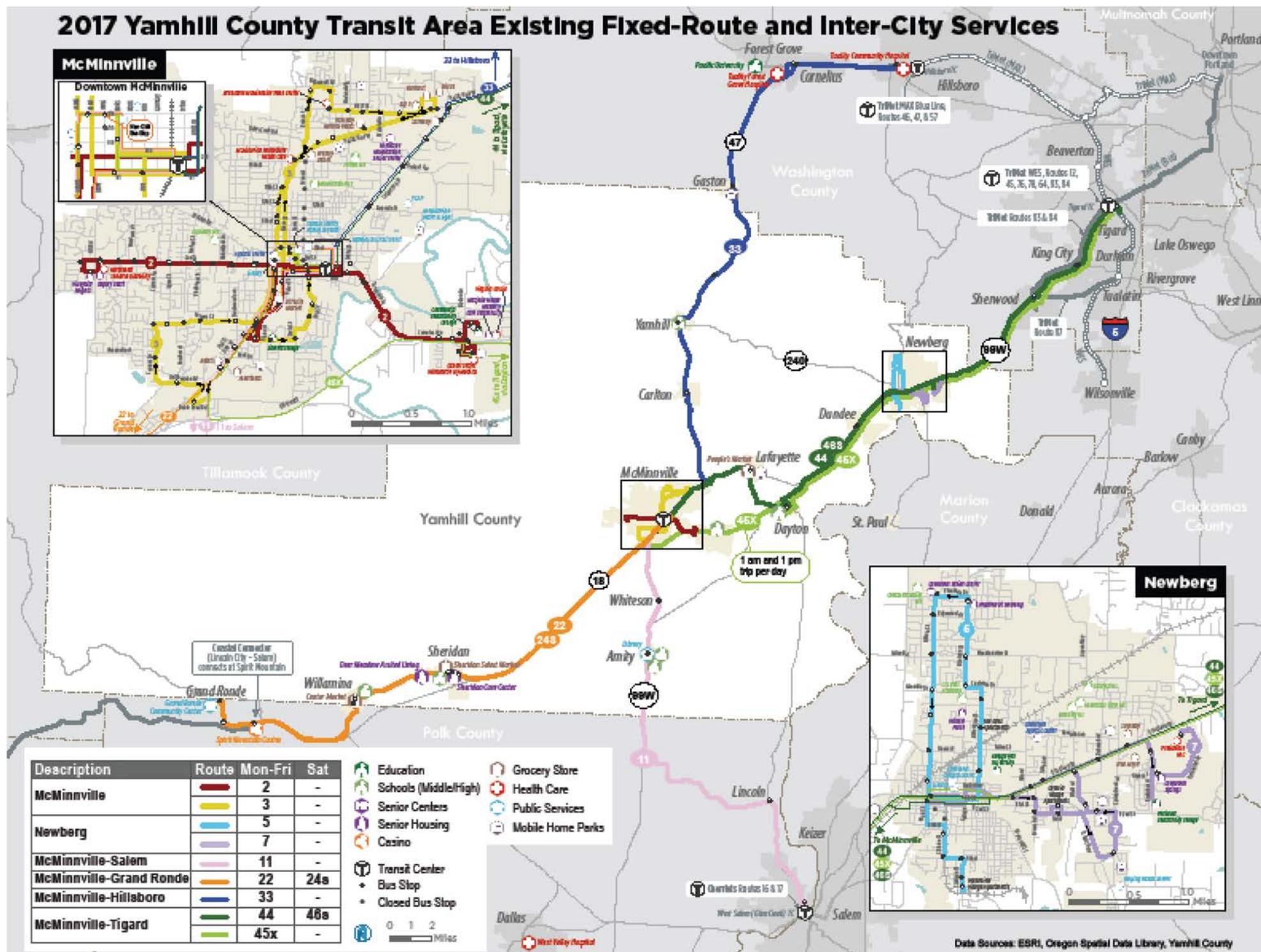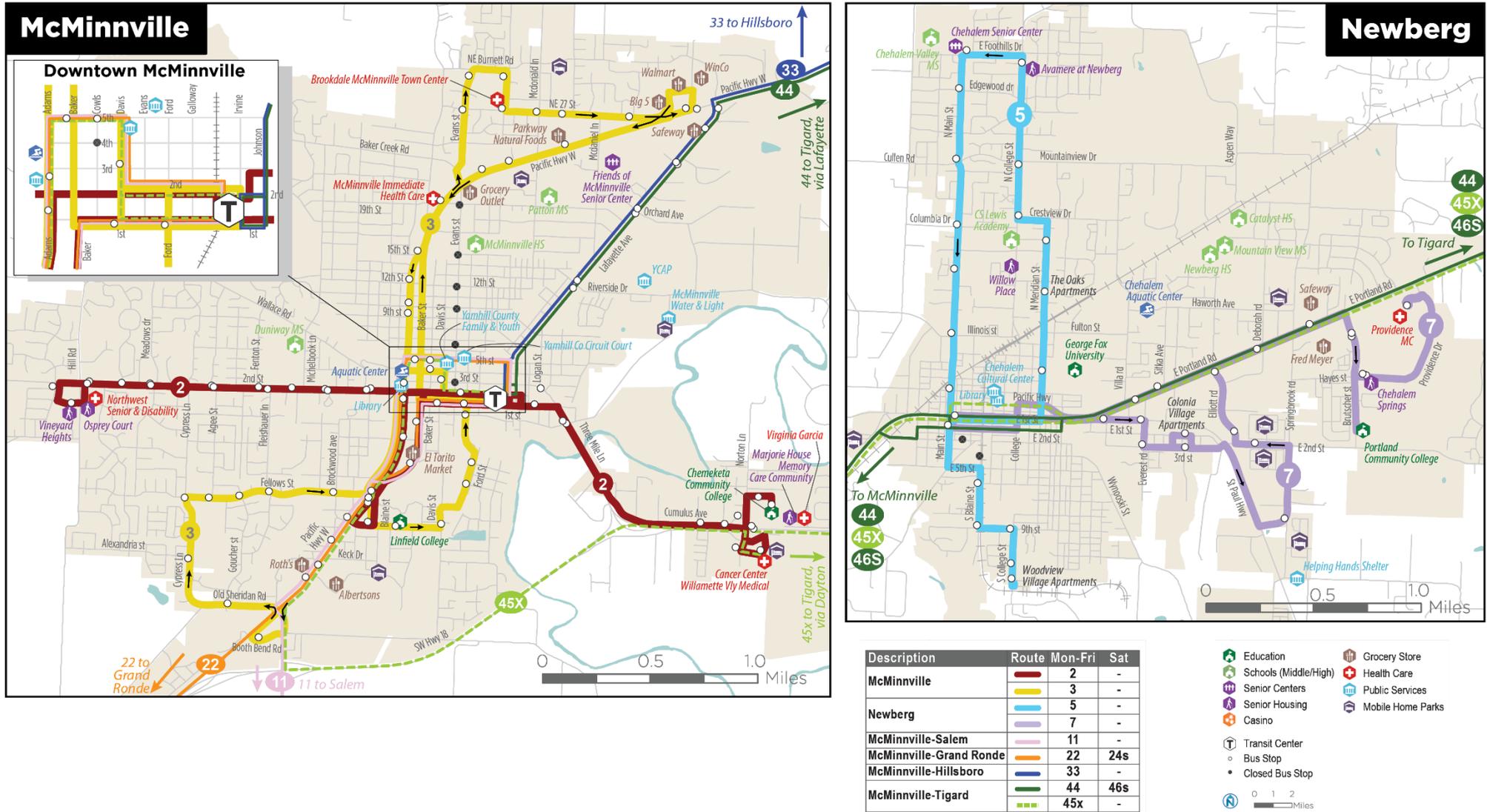
Figure 3-6   Yamhill County Transit Area Route Summaries, Spring 2017

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. ▪ 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. (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. ▪ 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. (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).

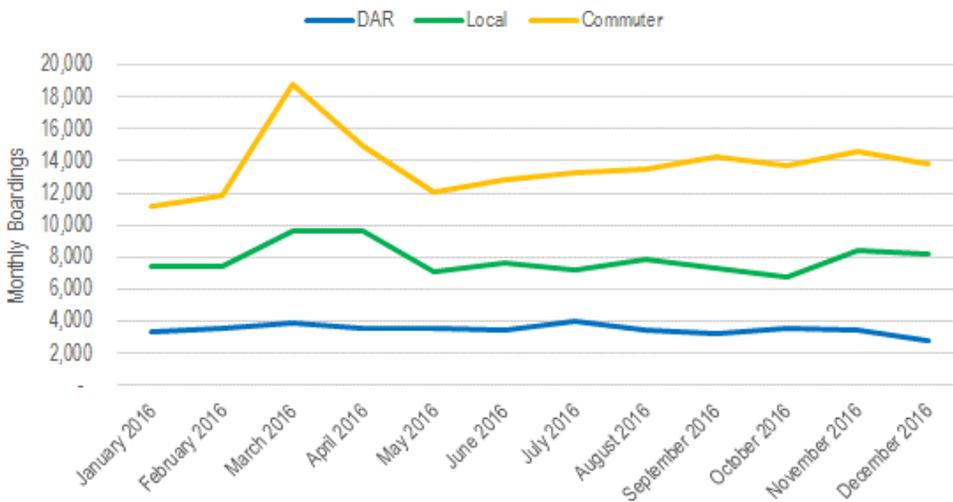Figure 3-11   YCTA Monthly Boardings by Route, 2016
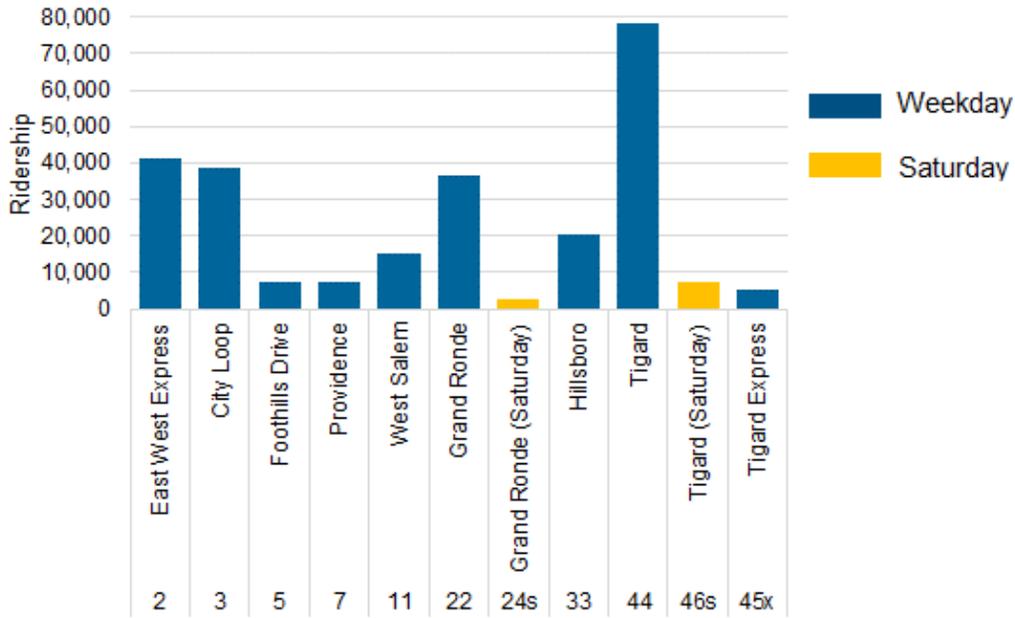
Source: Yamhill County Transit Area monthly reports

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
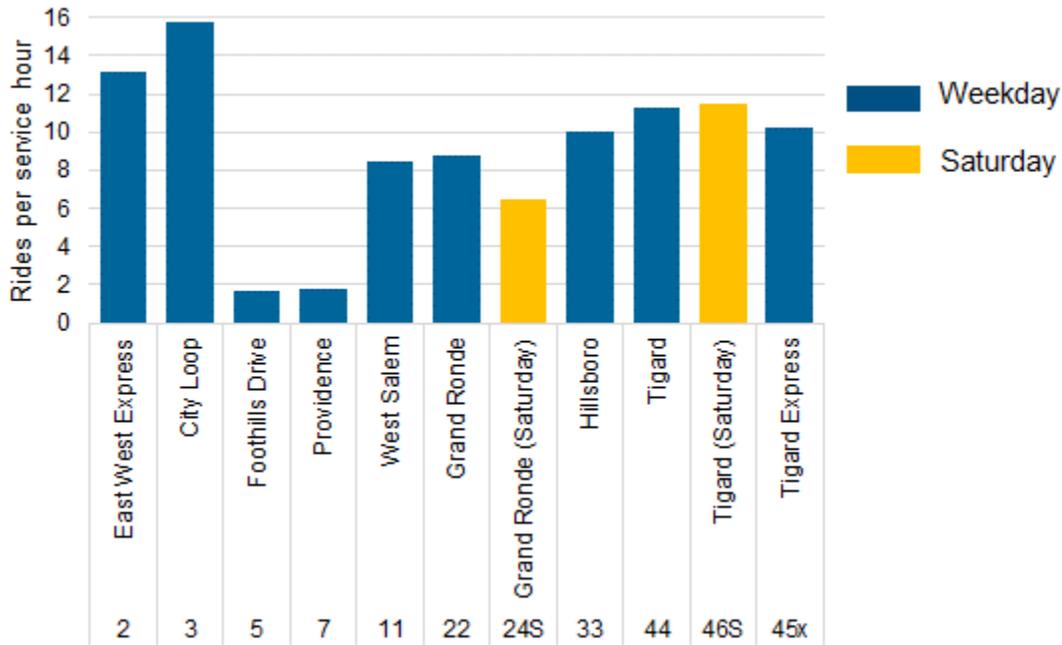
Source: Ridecheck, April-May 2017 (one-day sample for each trip)

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
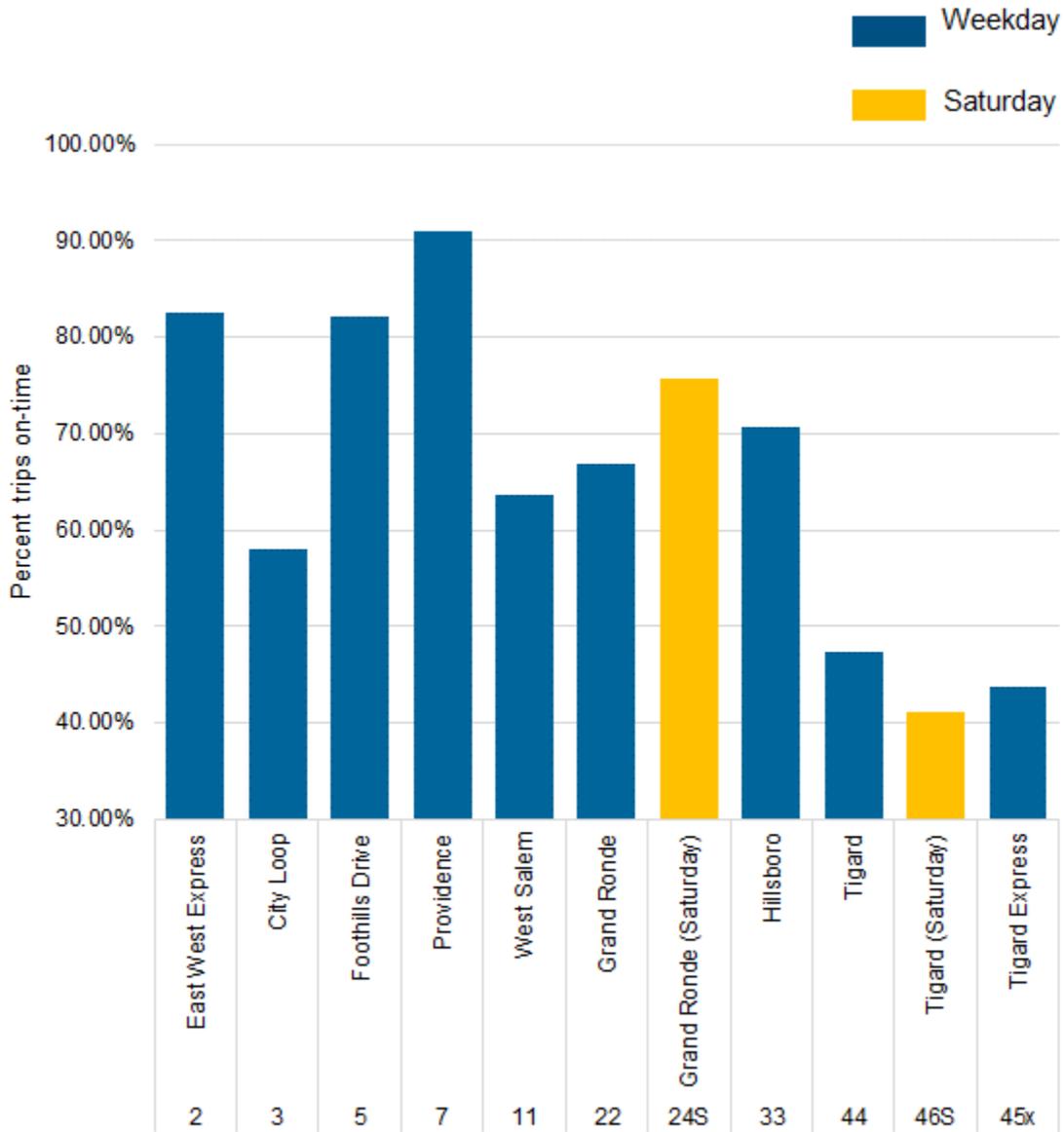
Source: Ridecheck, April-May 2017 (one-day sample for each trip).

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.

Major Destinations

- Chemeketa Community College
- Department of Human Services
- Linfield College
- McMinnville Transit Center
- McMinnville Public Library
- Willamette Valley Medical Center

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%

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

Ridership

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%

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.

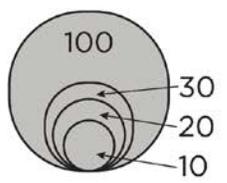Figure 3-17   Route 3 Routing Near Big 5 Stop

Figure 3-18   McMinnville Routes Daily Ridership Map
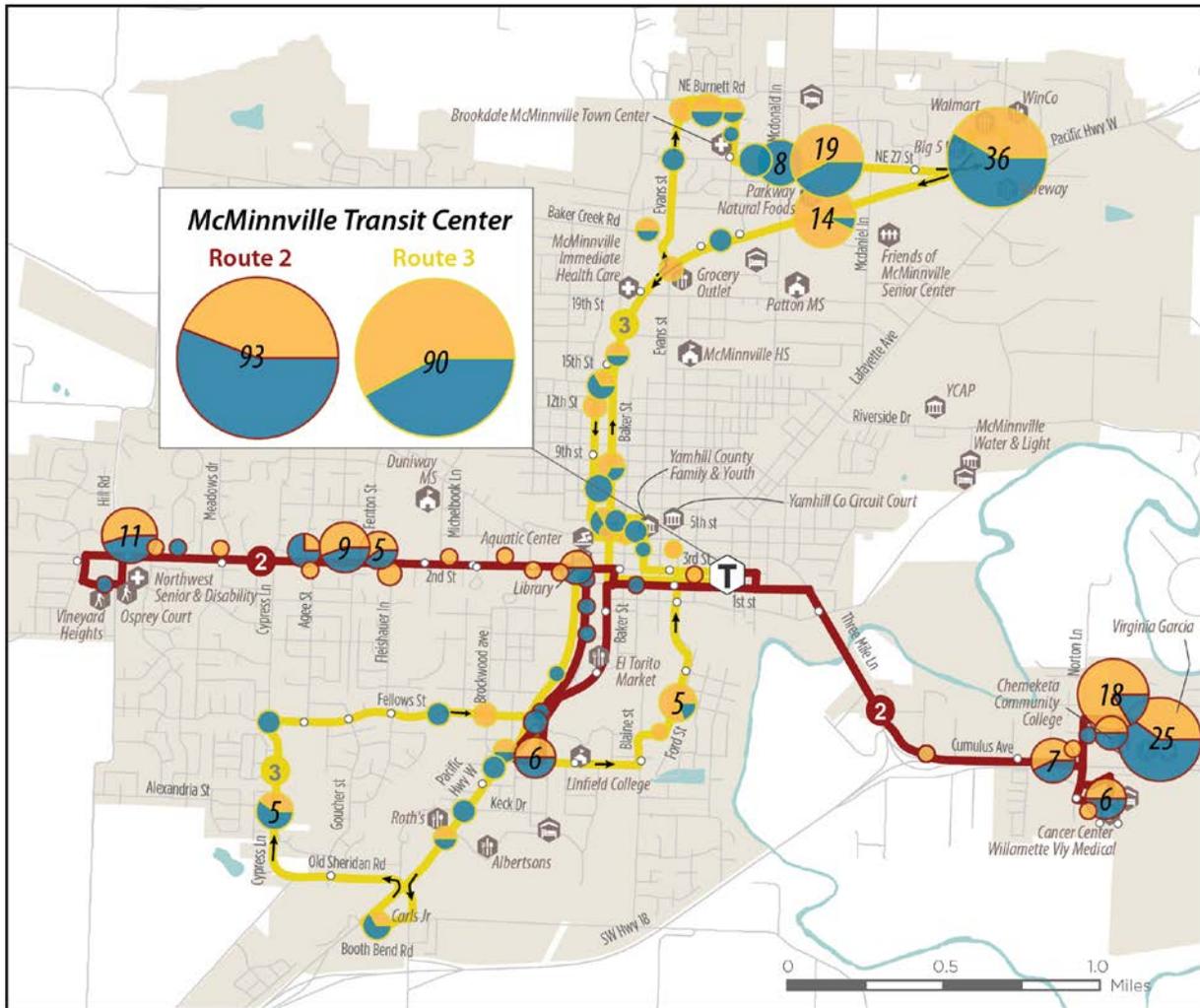
Newberg Routes

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.

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

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%

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.

Major Destinations

- Downtown Newberg
- Fred Meyer
- Portland Community College
- Providence Medical Center
- Safeway

| 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%

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.
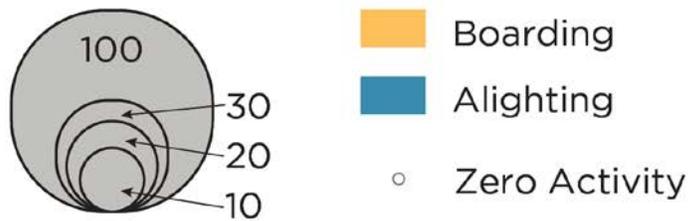
Figure 3-19   Newberg Routes Daily Ridership Map
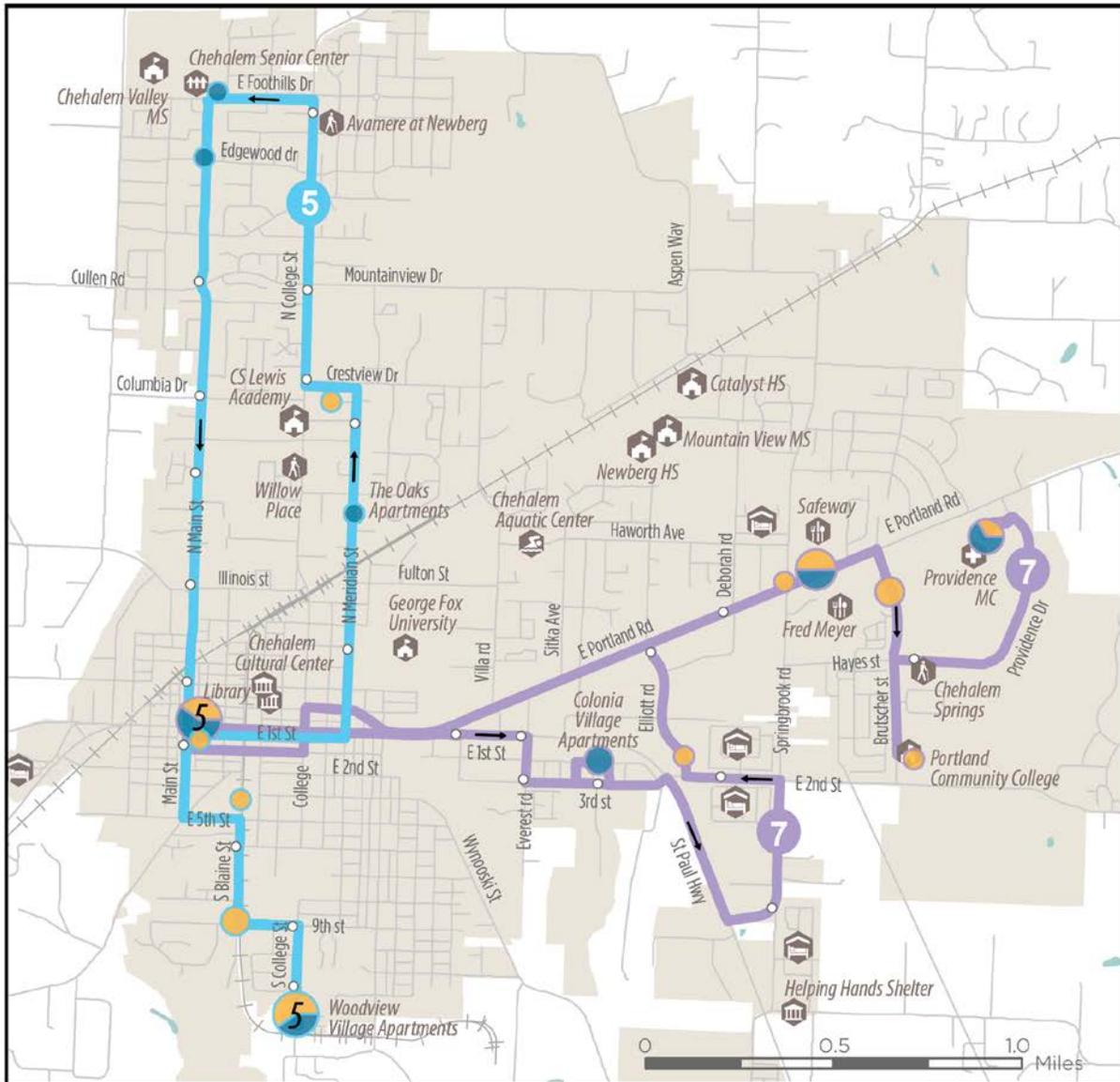
Average Daily
Total Activities (Ons + Offs)

Weekday, June 2017

100

30

20

10

(Proportionally sized)

■ Boarding

■ Alighting

○ Zero Activity

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

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 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%

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

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

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%

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

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.

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%

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

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.

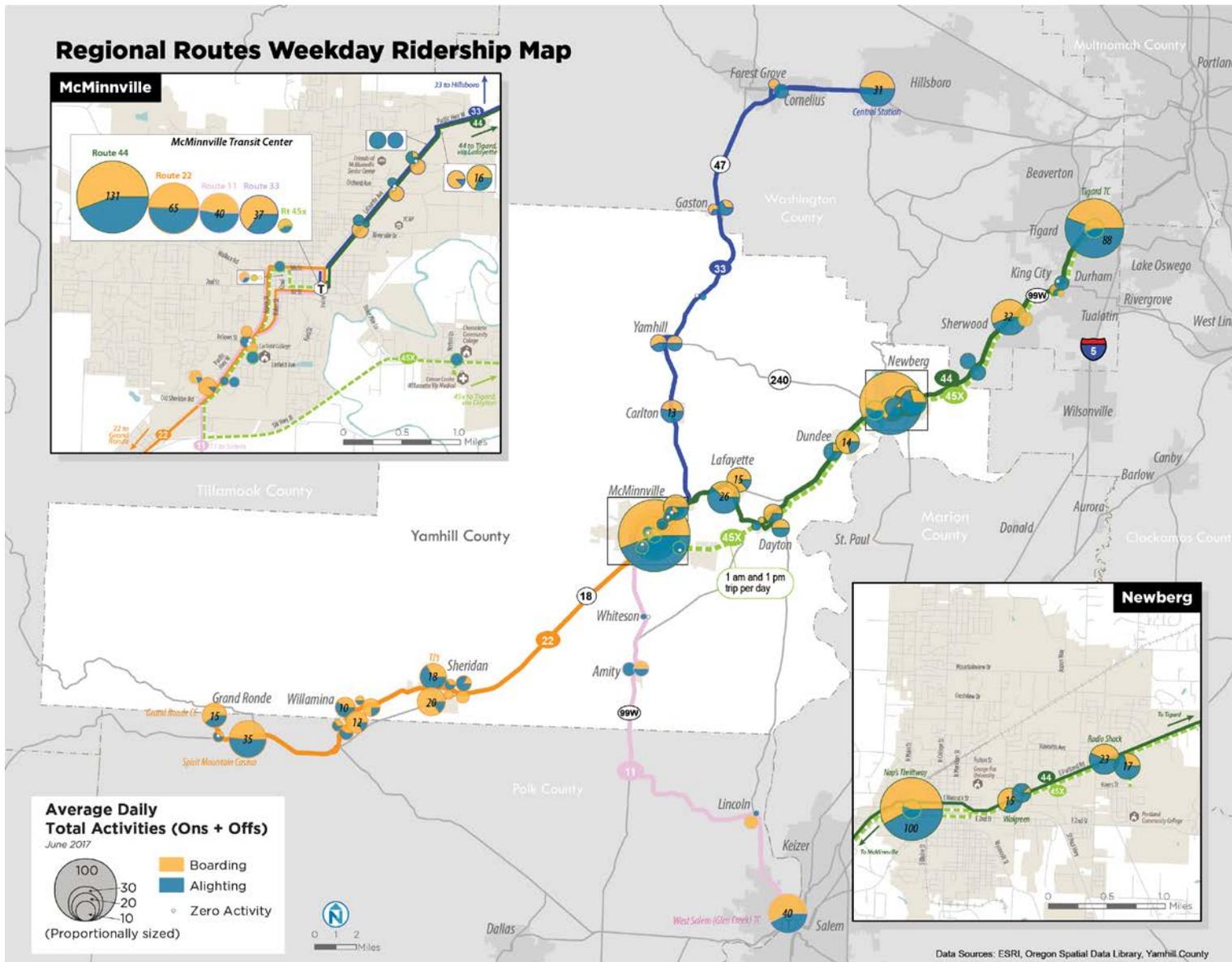| Route Characteristics		Weekday (44)	Weekday Express (45X)	Weekend (46S)
Start Time		5:10 a.m.	6:40 a.m.	8:00 a.m.
End Time		9:00 p.m.	6:10 p.m.	7:30 p.m.
Average Daily Boardings		275	22	107
Service Hours		22.9	2.2	9.3
Boardings per Service Hour		12.0	10.2	11.5
Average Headway (mins)		45 min.-	2 trips, 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%

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
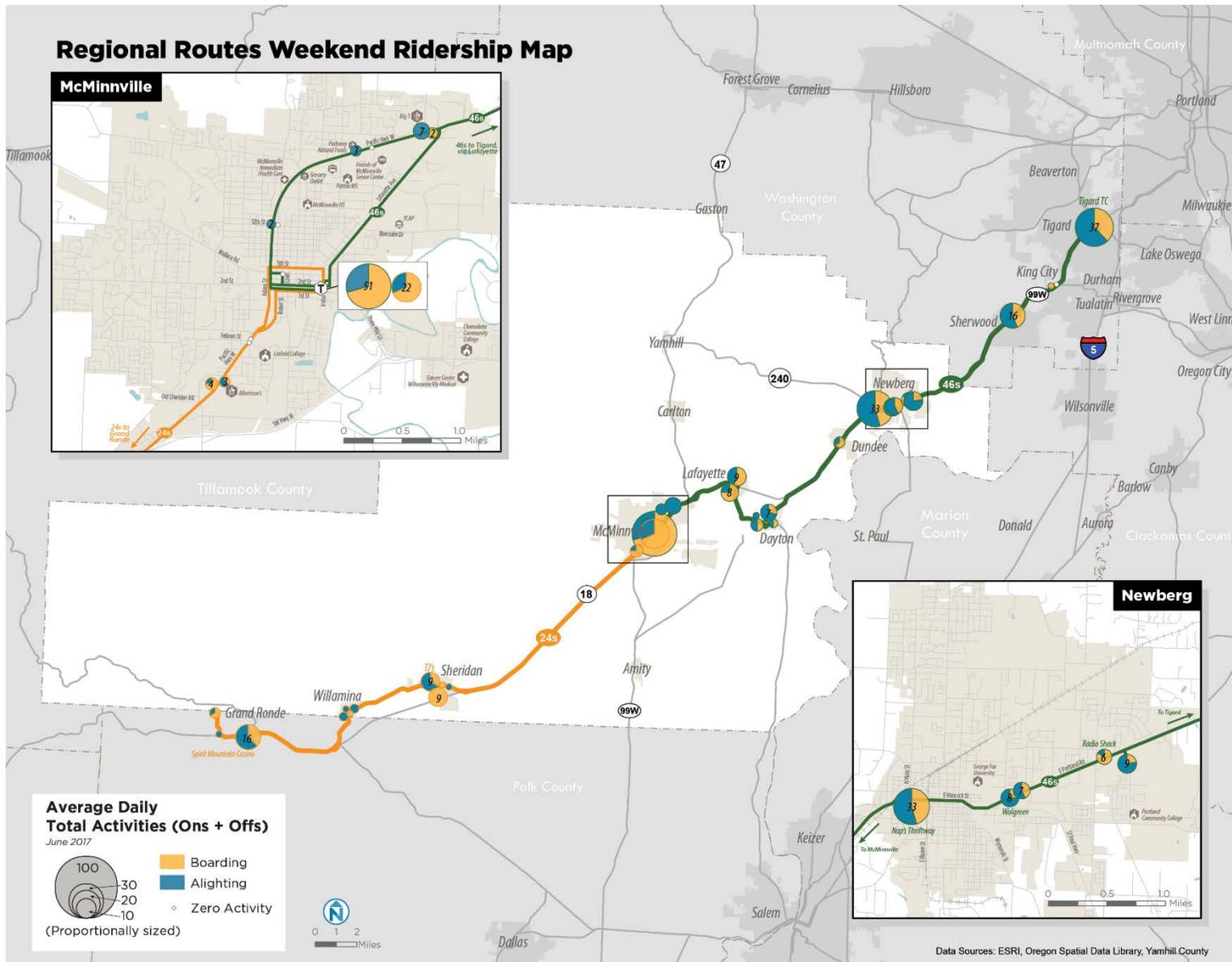
Dial-a-Ride Performance

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
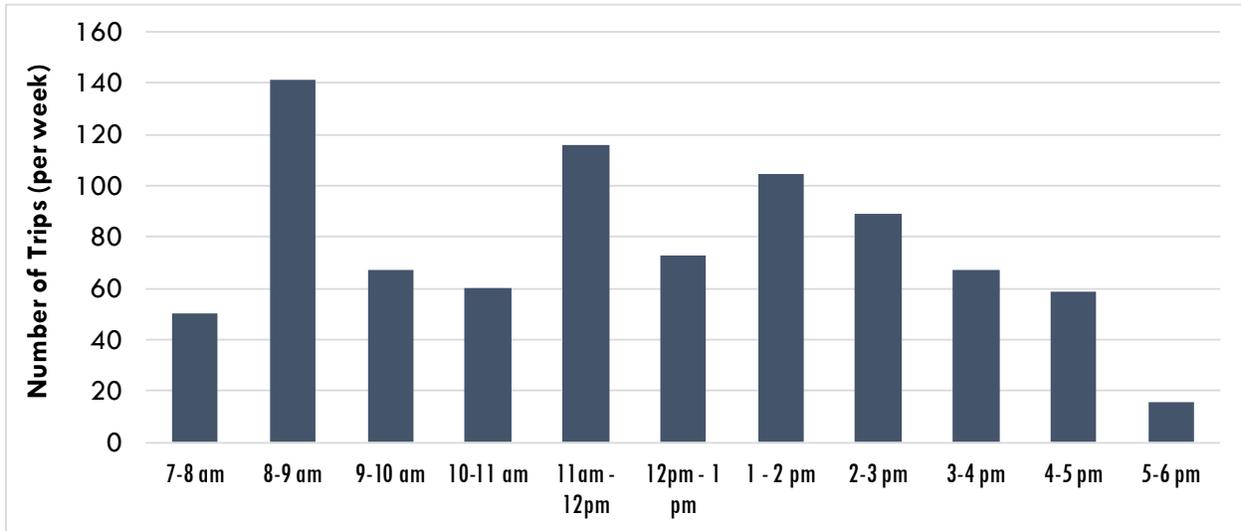
Source: Analysis of Data from Dial-A-Ride Manifests, April 10 to April 22, 2017

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
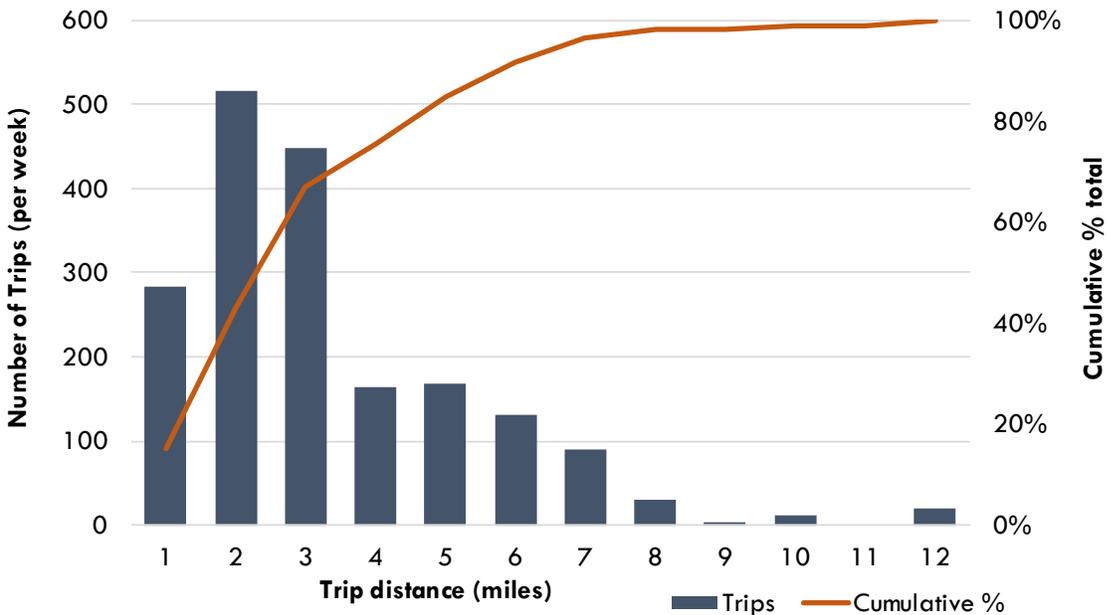
Source: Analysis of Data from Dial-A-Ride Manifests, April 10 to April 22, 2017

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
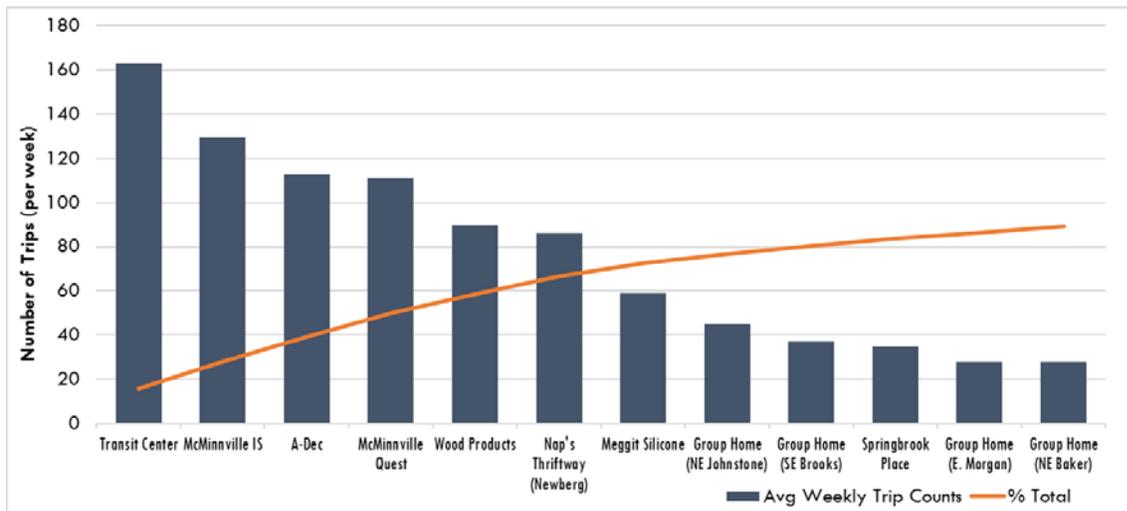
Source: Analysis of Data from Dial-A-Ride Manifests, April 10 to April 22, 2017

Figure 3-25   Dial-A-Ride Origin Destination Patterns, McMinnville
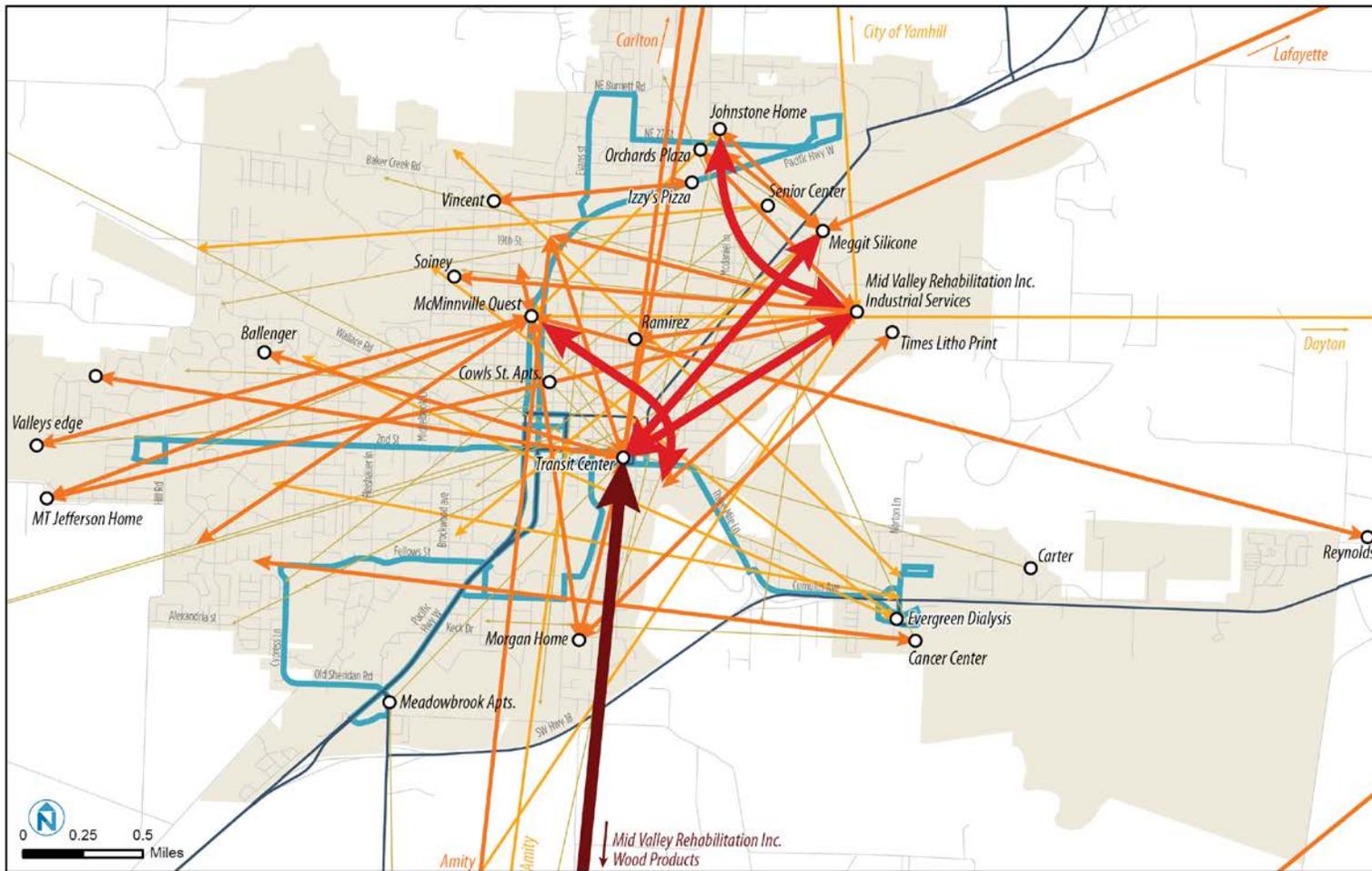
Number of Dial-a-Ride Trips by Trip Pairs
Average Weekly (April 10-22, 2017)

not shown 1 - 5	16 - 20	○ Major Trip Ends
6 - 10	21 - 56	— Local Bus Routes
11 - 15	121	— Intercity Bus Routes
		▨ City Limits

Figure 3-26   Dial-A-Ride Origin Destination Patterns, Newberg

Number of Dial-a-Ride Trips by Trip Pairs
Average Weekly (April 10-22, 2017)

not shown 1 - 5		16 - 20
6 - 10		21 - 56
11 - 15		121

○ Major Trip Ends
Local Bus Routes
Intercity Bus Routes
City Limits
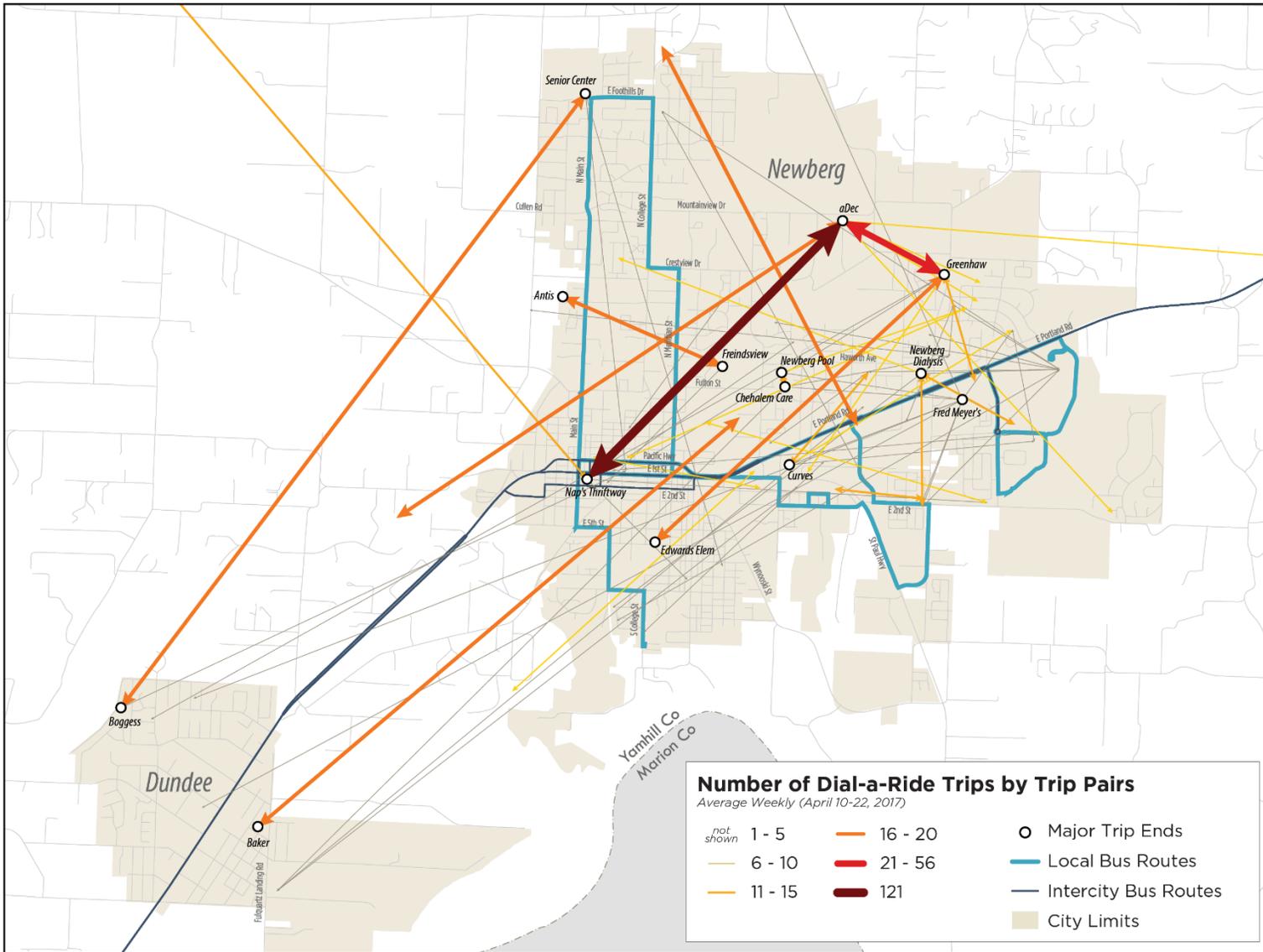
PEER COMPARISON

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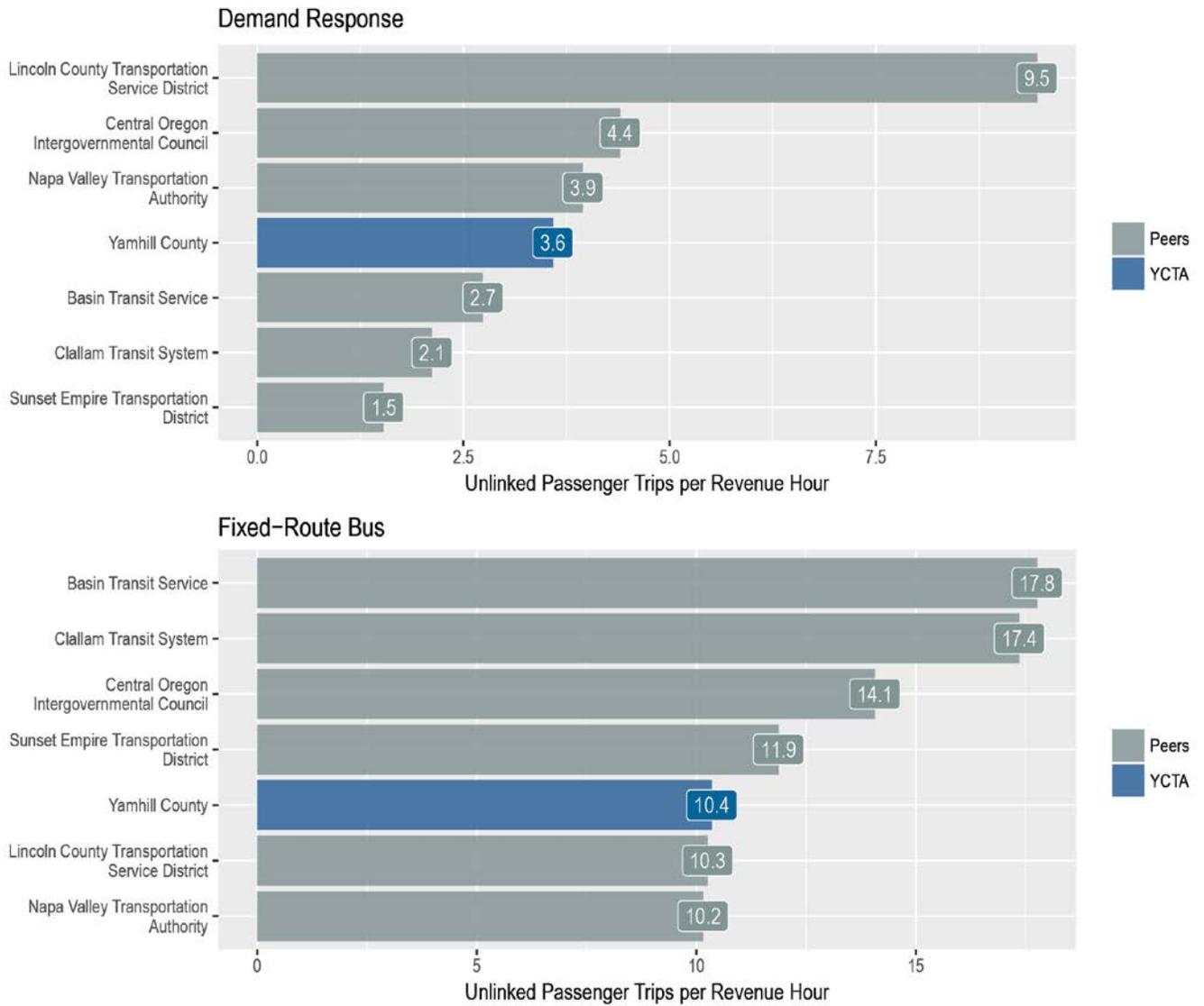
Source: National Transit Database 2015; US Census Bureau American Community Survey 5-year estimate.

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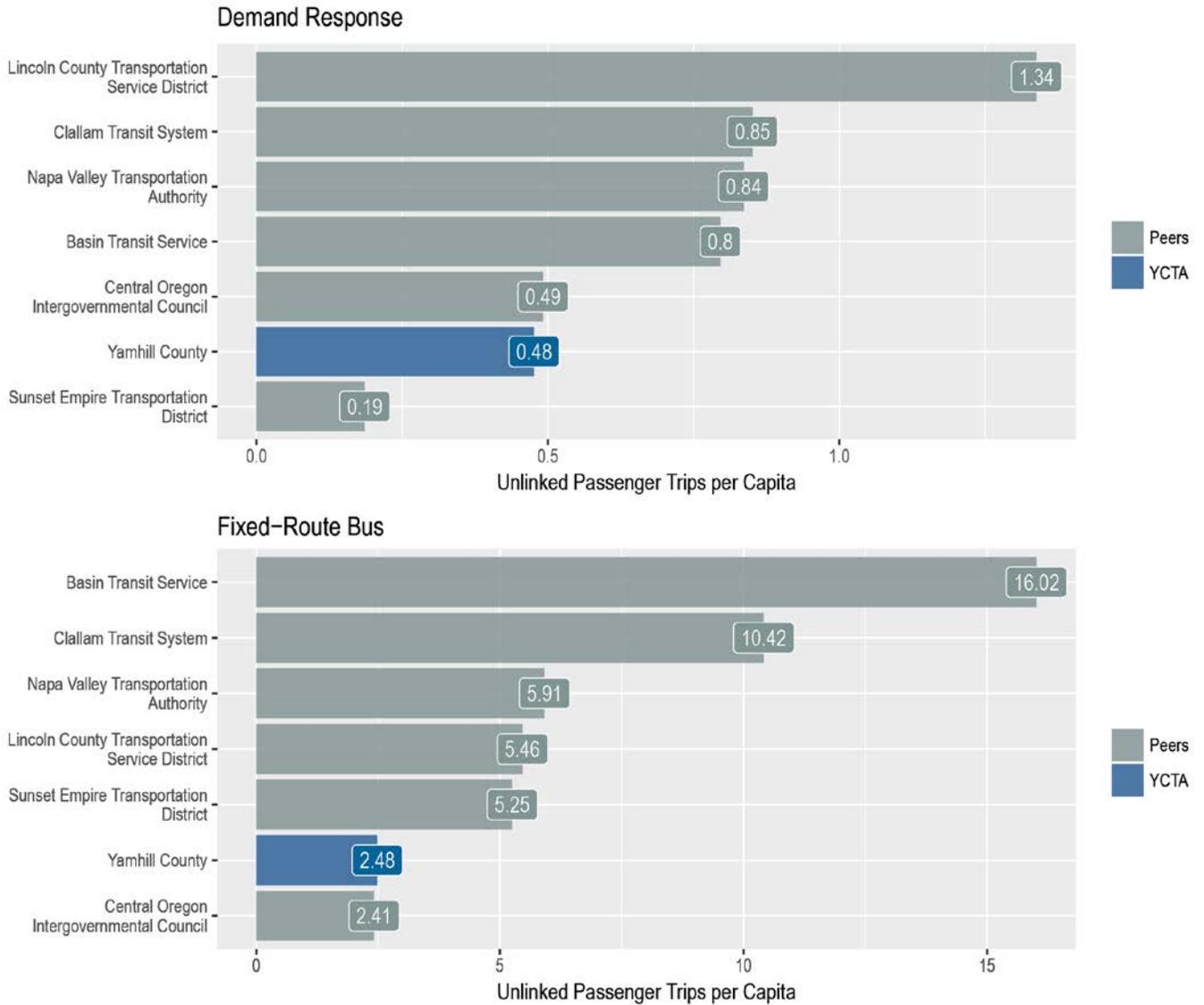
Source: National Transit Database 2015; US Census Bureau American Community Survey 5-year estimate.

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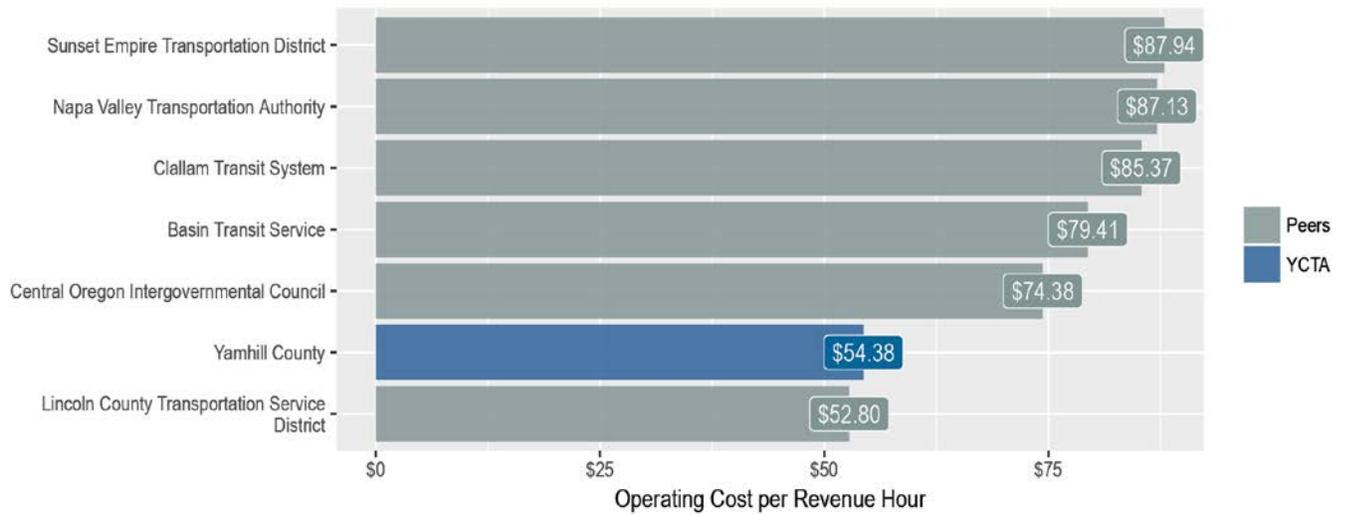
Source: National Transit Database 2015; US Census Bureau American Community Survey 5-year estimate.

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.
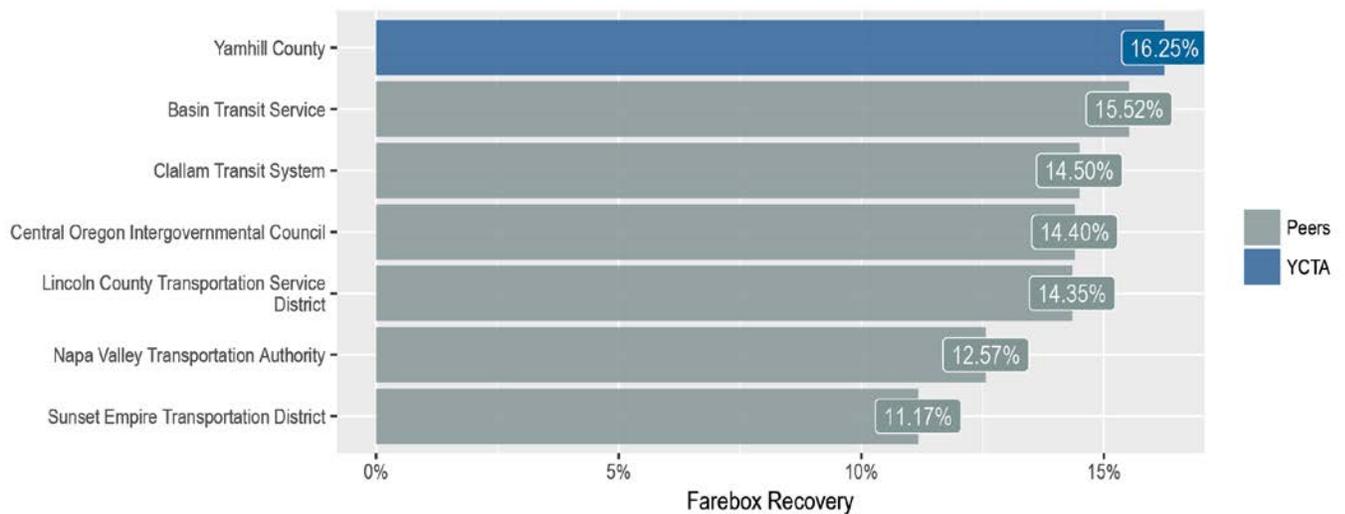
Figure 3-31   YCTA Financial Effectiveness (Farebox Recovery Ratio) Peer Comparison

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).

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[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 Routes 12, 45, 64, 76, 78, 93
		YCTA	Routes 44, 45X, 46S
Hillsboro	Transit Center	TriMet	MAX Blue Line 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:

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[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
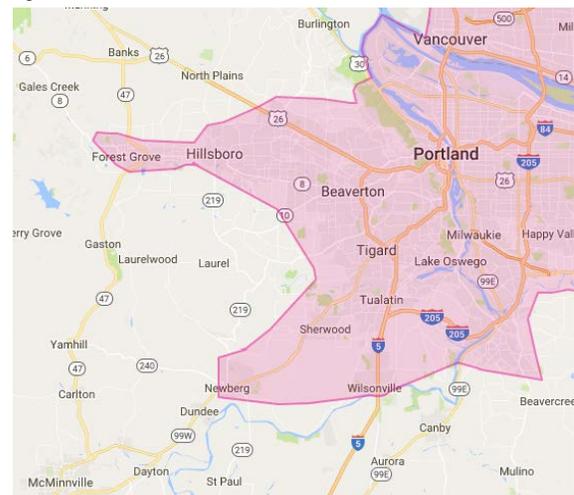
Tourist-Oriented Services

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.

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[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.
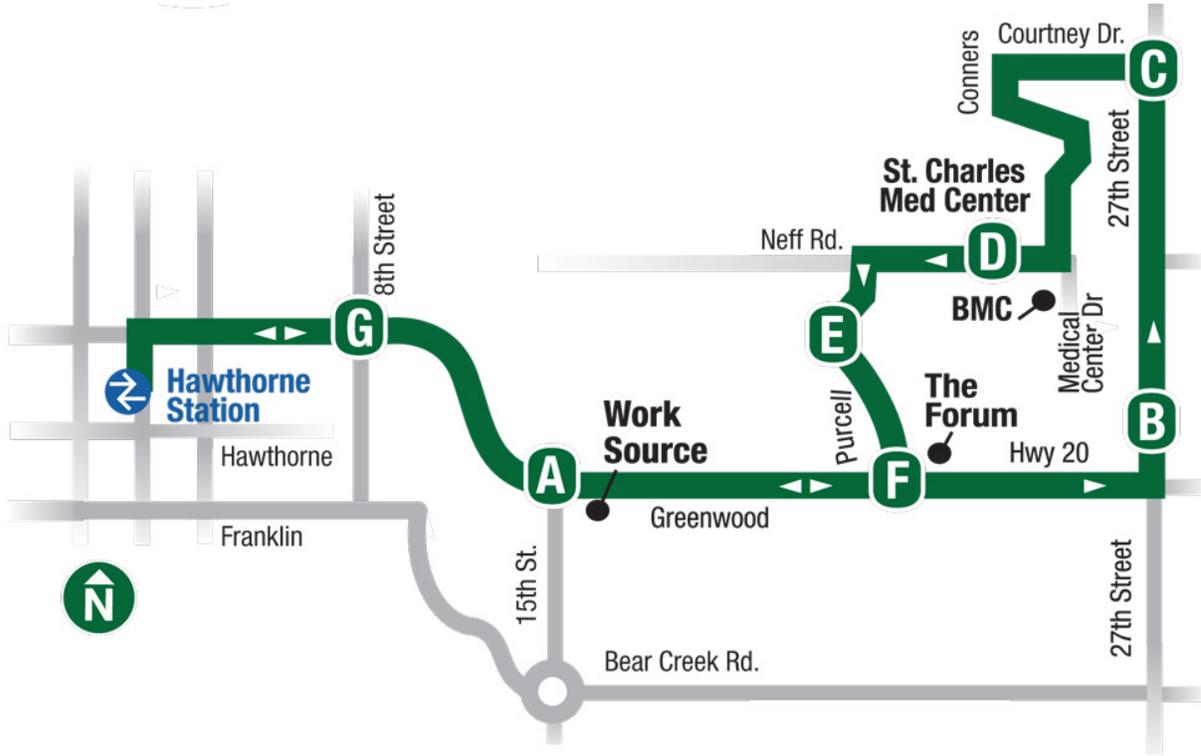
ODOT awarded YCTA $200,000 in STF Discretionary funds to be used for information technology, communications and marketing services.

Figure 3-36   Examples of Printed YCTA Route Schedule
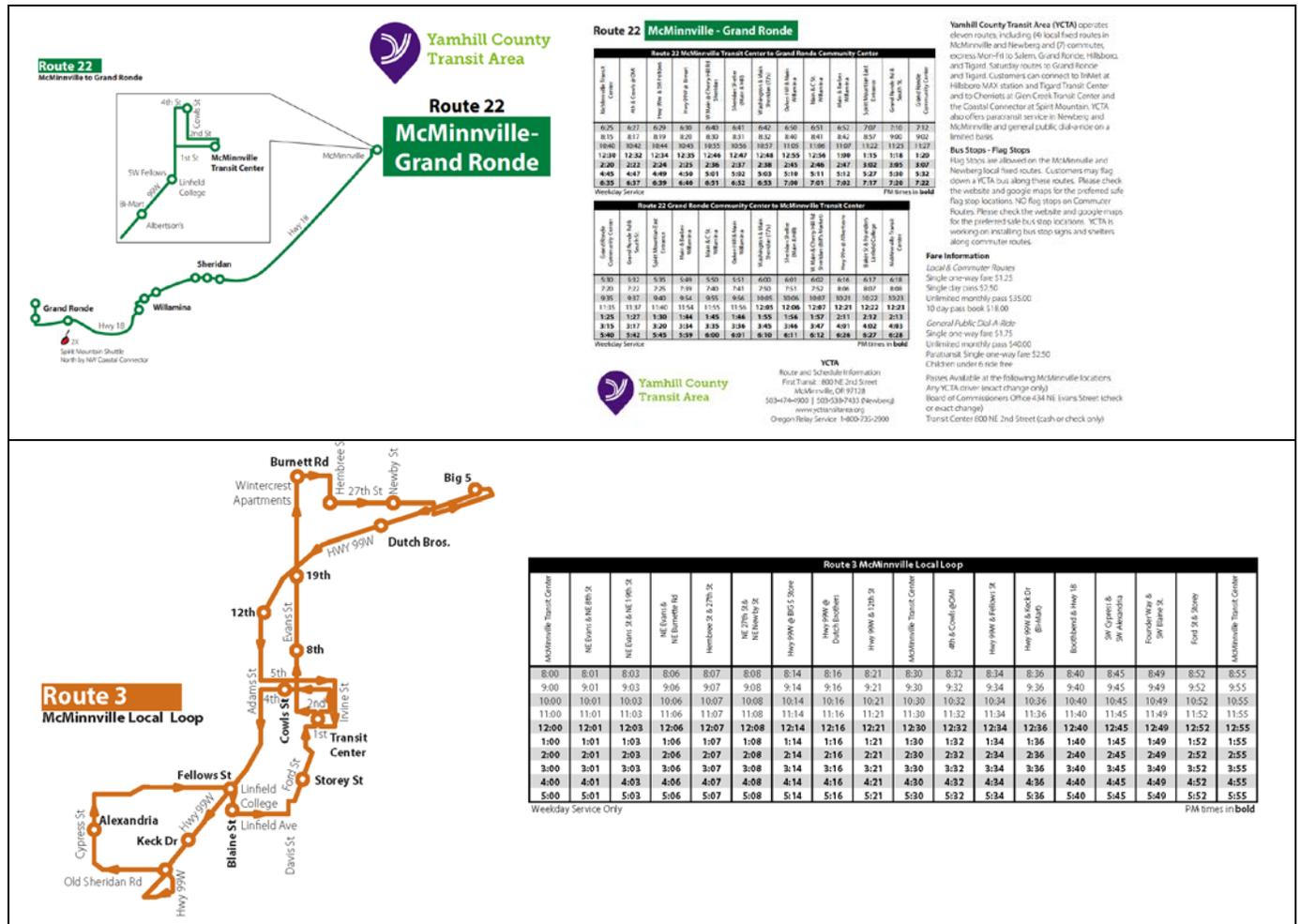
Figure 3-37   Example of Peer Agency Schedule and Route Map with Numbered Timepoints

HAWTHORNE STATION	A GREENWOOD AT 15TH	B 27 AT GRAND WAY	C COURTNEY AT 27TH	D ST. CHARLES MEDICAL CENTER	E PURCELL AT LOTUS	F GREENWOOD AT PURCELL	G 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
9:30	9:32	9:35	9:38	9:42	9:44	9:47	9:50

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* Existing Conditions	▪ On-board rider survey	▪ Appendix D
		▪ Outreach events ▪ Community survey	▪ Appendix E
		▪ Stakeholder meetings and focus groups	▪ Appendix F
		▪ Bus operator interviews	▪ Appendix G
Winter/Spring 2018	Solution Strategies Service Design	▪ Outreach events ▪ 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 ▪ 6 interested in participating in plan ▪ 6 interested in e-mail updates ▪ 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 ▪ 41 completed surveys ▪ 6 interested in participating in plan ▪ 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
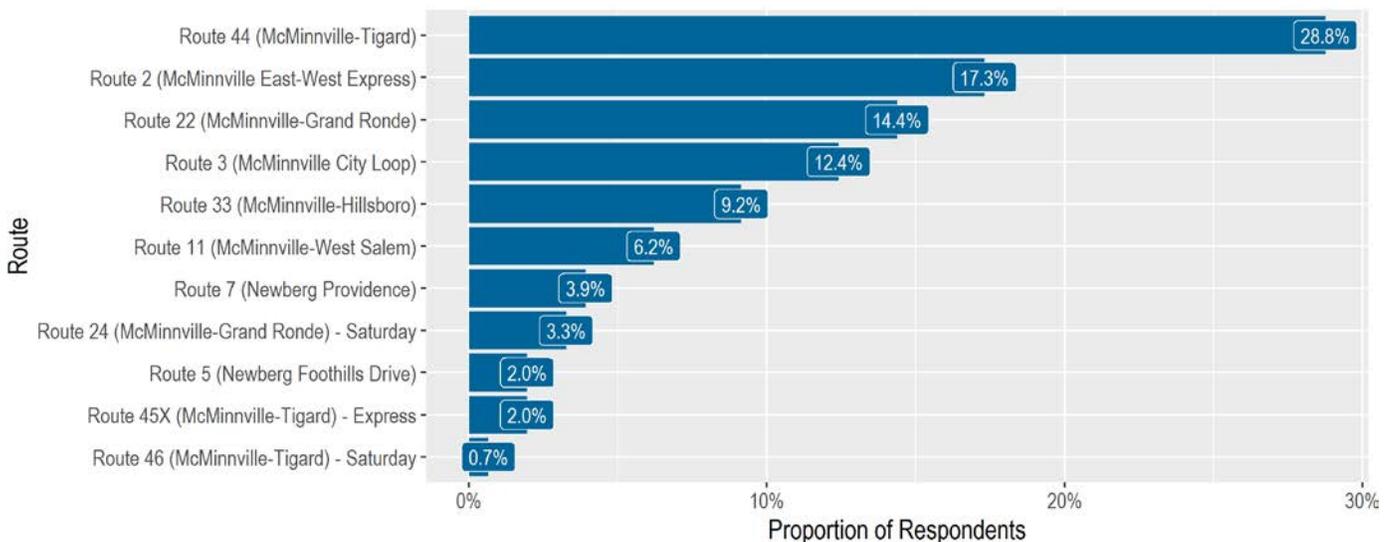

Summary of Survey Results

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)
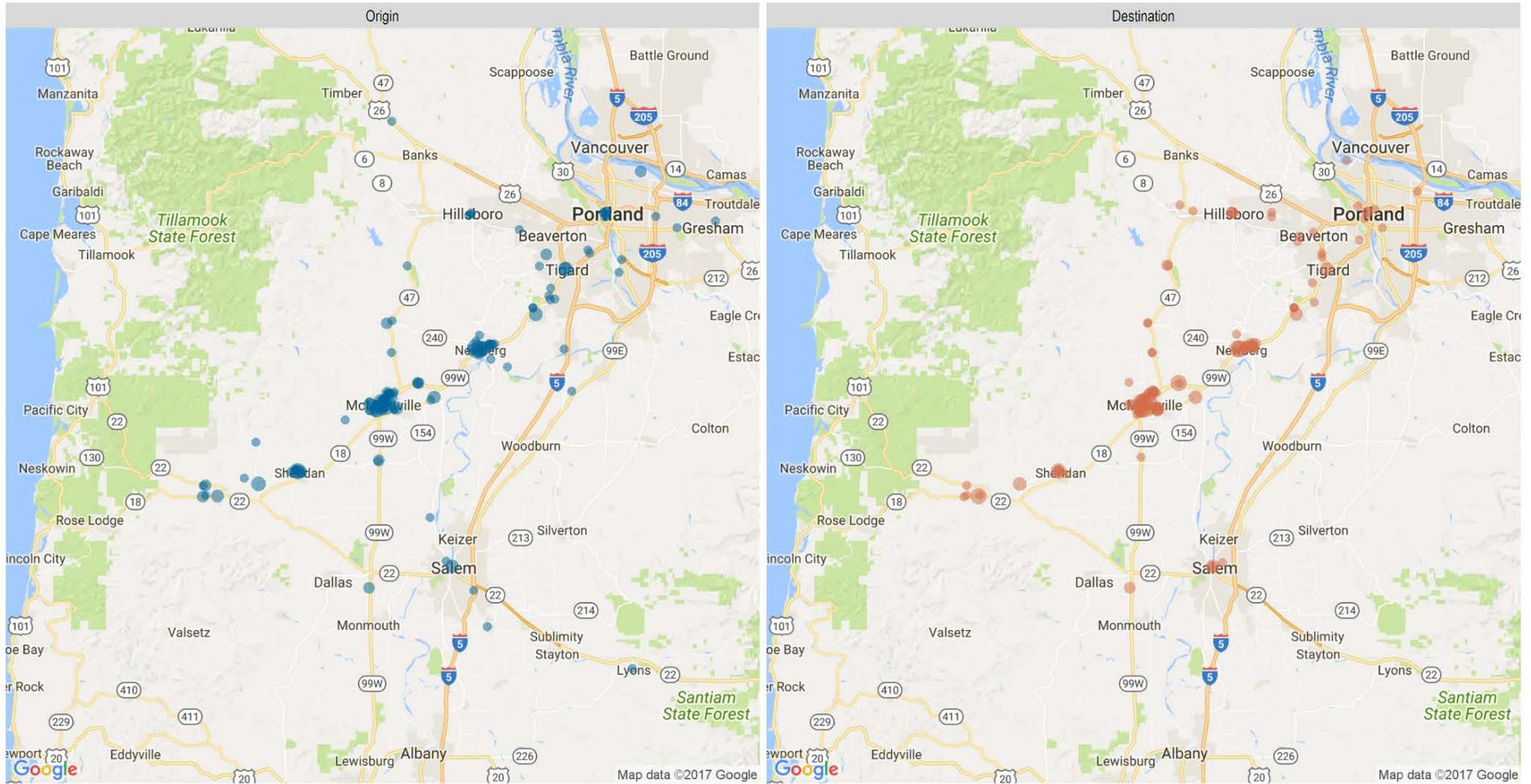
Passenger Characteristics and Use of YCTA Service

- **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
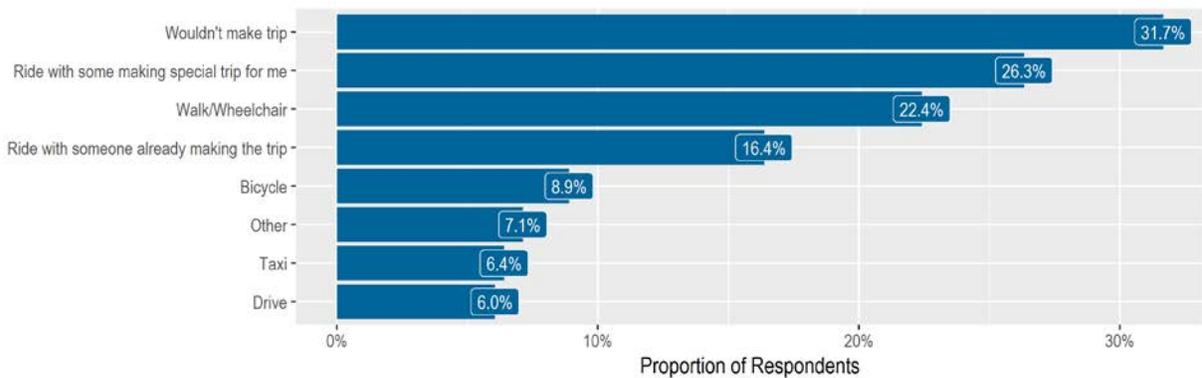
Q7: How would you have made this trip if bus service was not available? (N=281)

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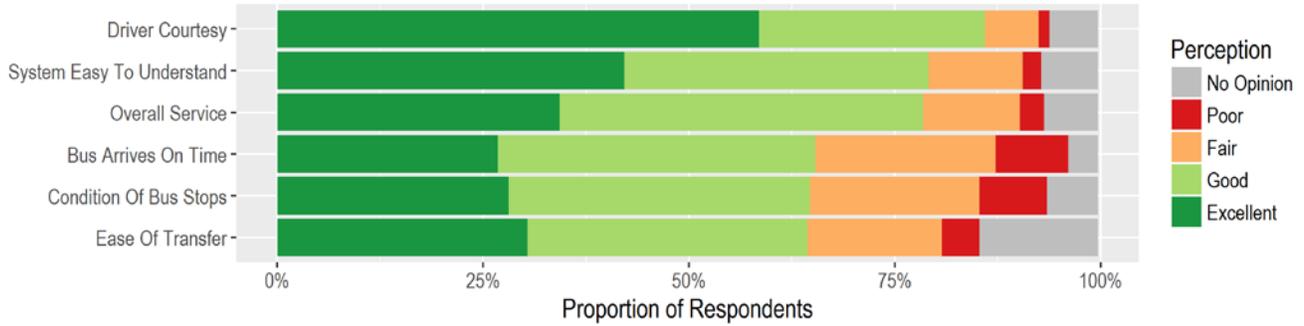
Q10: Please rate your perception of YCTA service (N=306)

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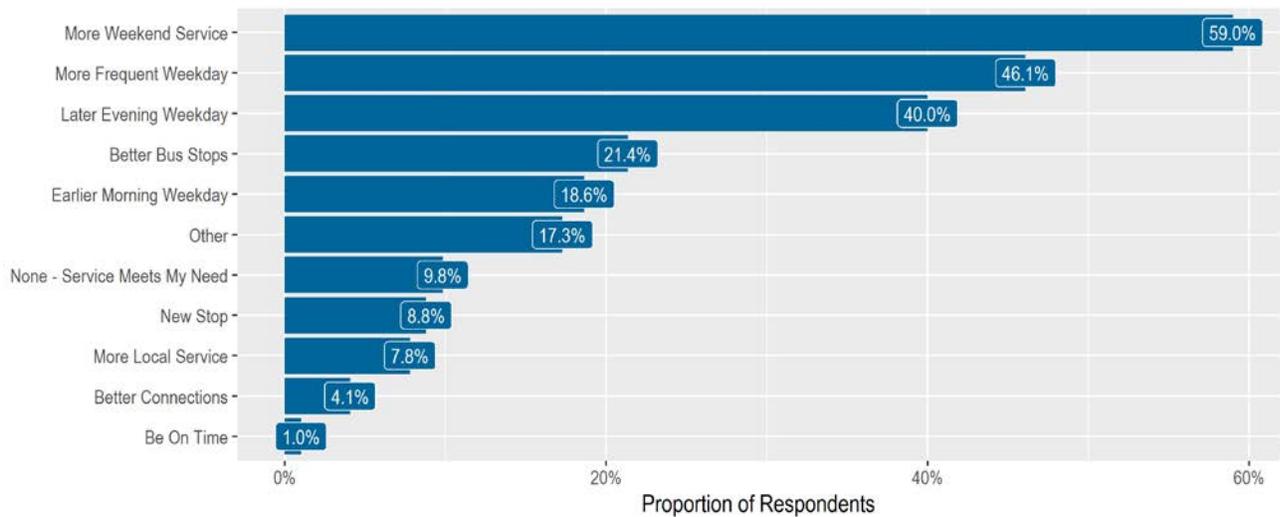
Q11: Please select up to THREE improvements that would help you choose to ride the bus more often (n=296)

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
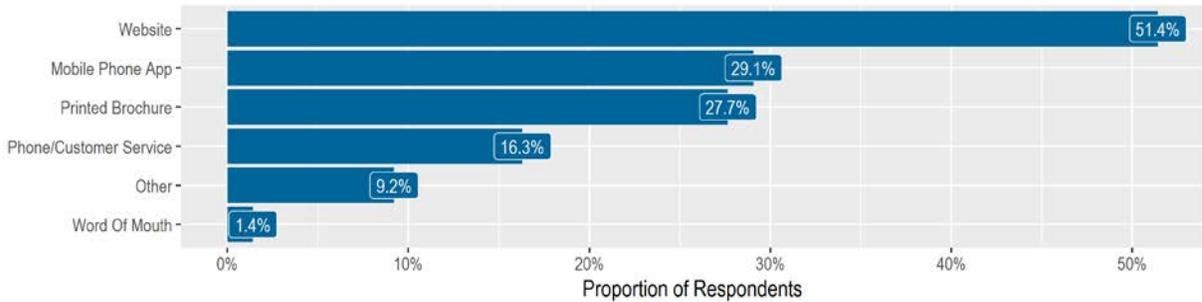
Q9: How do you get (or would you like to get) the information you need to ride the bus? (N=282)

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
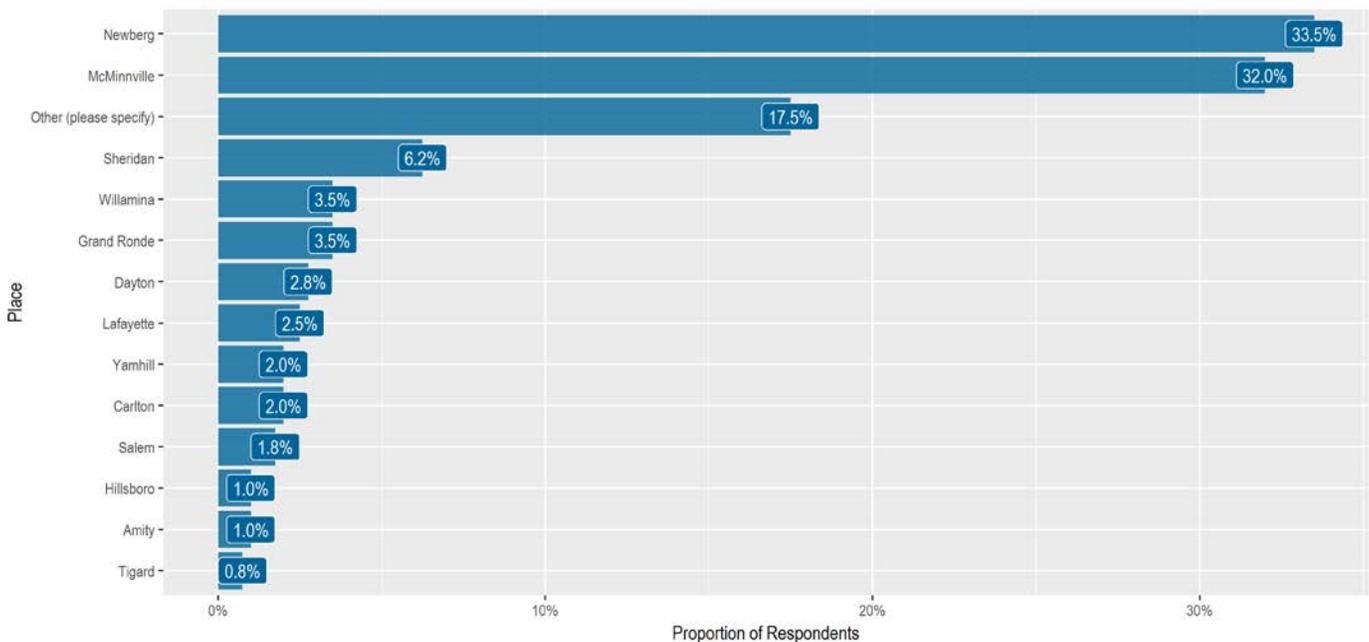
Q1 What city/ZIP code do you live in?

Figure 4-10   Map of Respondents' Place of Residence by Zip Code

# of Respondents   ● 5   ● 10   ● 15   ● 20
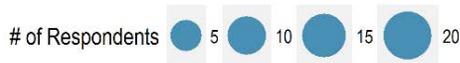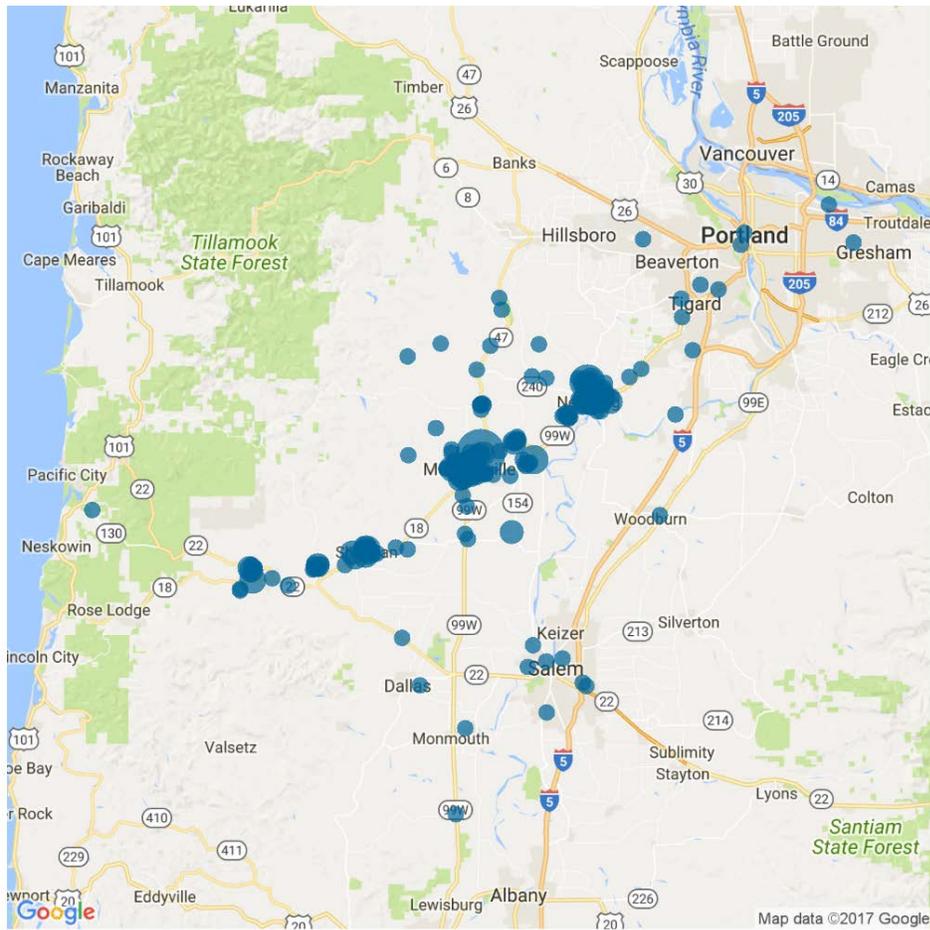
Summary of Survey Results

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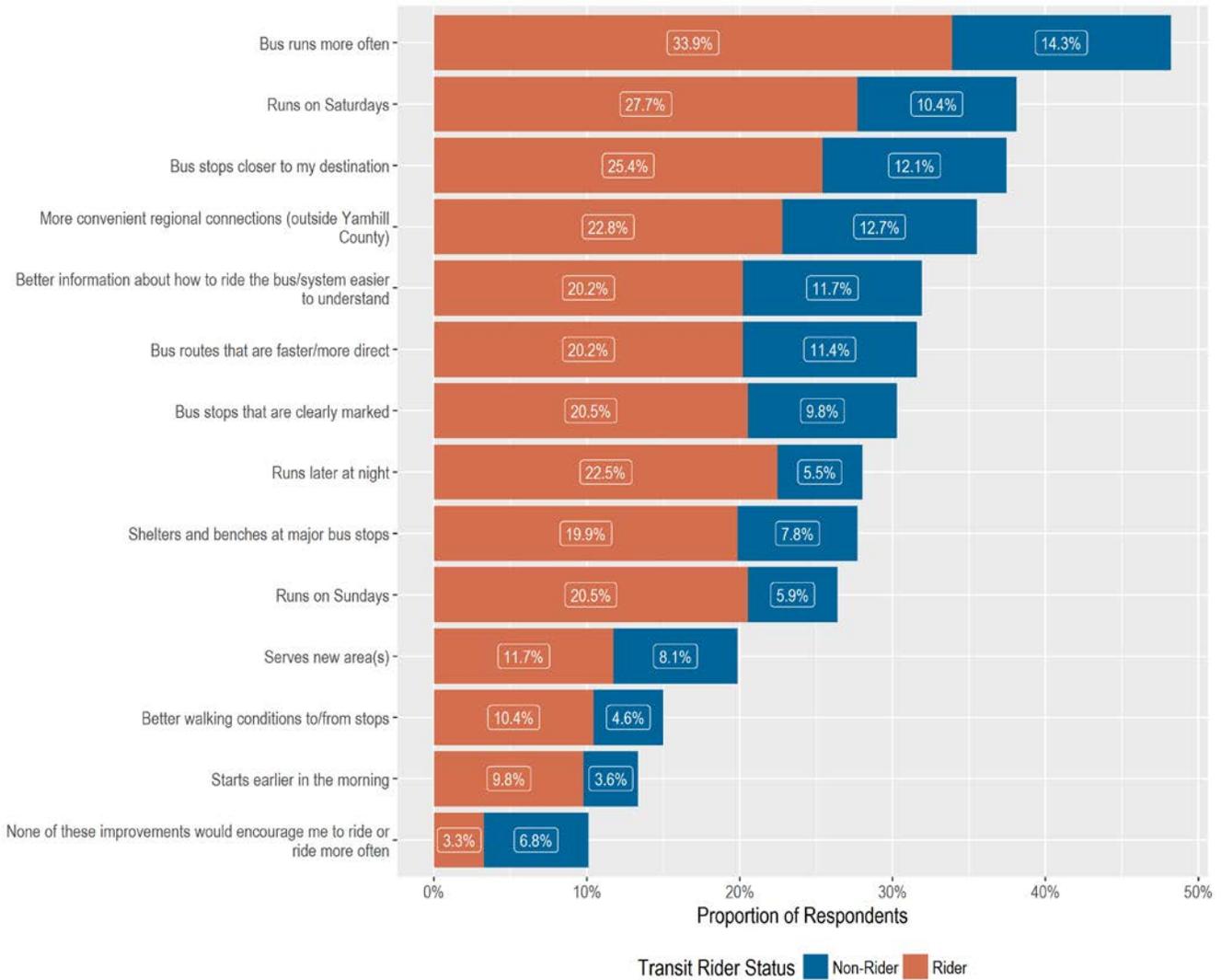
Q20 (Q8) What types of improvements to bus service would help you ride Yamhill County Transit or ride more often? Please rank your top five choices. (n=307)

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)
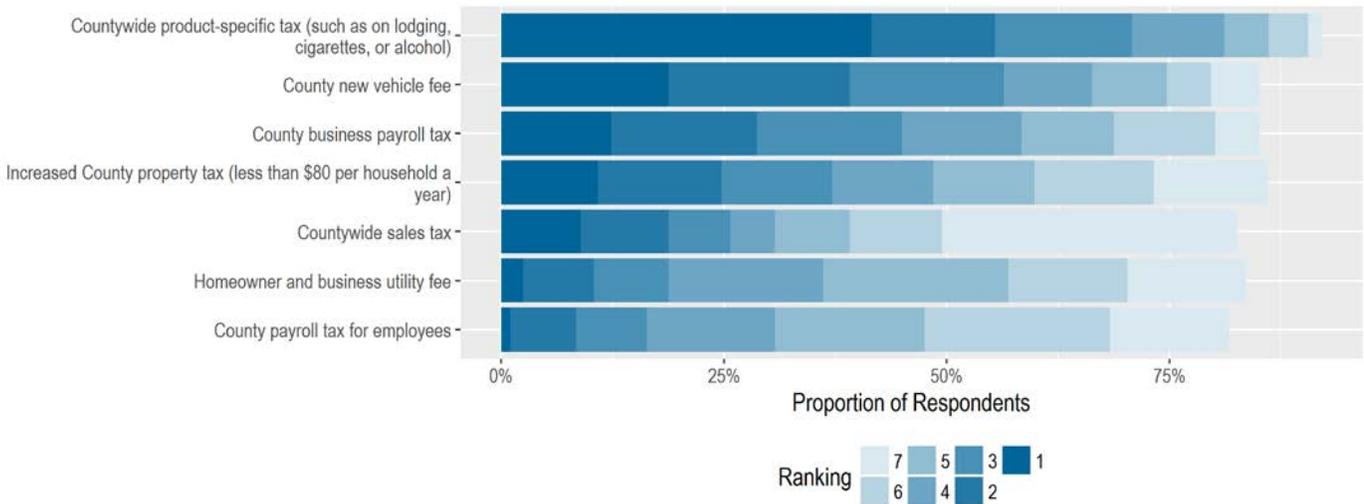
Q22 (Online Only): Today, the County General Fund makes up about 10% of the YCTA operating budget (about $2 million annually). State and Federal funding may not keep pace with the cost of YCTA's current service levels. Please rank the following local funding options for public transportation improvements 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
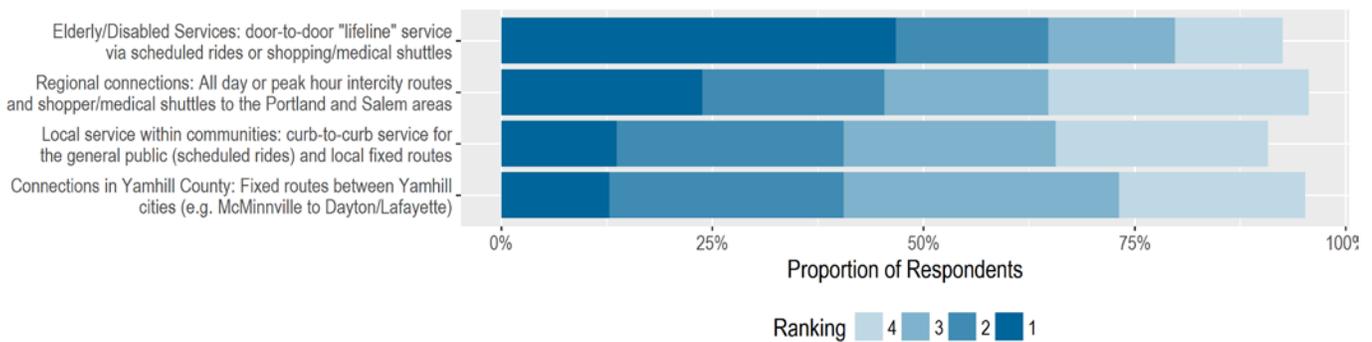
Q23 (Online Only): How should Yamhill County Transit prioritize resources between local and regional service? Please rank the following service types in order of priority. 1 is highest priority, 4 is lowest priority. (n=227)

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 ▪ Travel training and transit ambassadors could raise awareness ▪ YCAP could do travel training at events; could use events at the Presbyterian Church

Importance of transit in the community	▪ Transit is important for:
	  – Older and younger people who can't drive
	  – Kids (because major roadways and crossings are not safe for kids)
	  – Environmental reasons
	▪ 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 ▪ 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 ▪ Great way to get to the coast (Coastal Connector)	
Service to Hillsboro (Route 33)	▪ Reliability is an issue ▪ There was a desire for more stops in Forest Grove	
Service to Tigard (Route 44)	▪ Reliability is an issue (Dundee) ▪ Good way to get to Portland ▪ 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 ▪ Flag stops are not ideal, but should be better advertised ▪ 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 ▪ Safety of stops along OR 99W; difficult to navigate to front door of stores through parking lots (for example, Winco/Walmart in McMinnville) ▪ No stop directly at Senior Center in McMinnville ▪ Roth's (across from Albertson's in McMinnville) is not directly served ▪ Route 3 changes made it harder and less safe to access the Walgreens/Waterfall stop in McMinnville ▪ The McMinnville Hospital two-way loop is unsafe and should be one-way ▪ Safeway in McMinnville is no longer served by local buses ▪ Main roads in Newberg are far from many locations	▪ Consensus was that a "shopper shuttle" could provide the desired access ▪ 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 - Dial-A-Ride is inconvenient – need to reserve in advance - 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 - A modest increase in exchange for more service would be OK - Pass costs are high for some populations and fare cost can be high for large families - May not be able to purchase passes in Newberg	- Consider 12 and under, student, and low-income discounts (latter using other agencies' screening processes) - Consider bulk pass program - Confirm/expand locations where passes can be purchased (e.g., Newberg)
Communications	- Use a variety of communication mechanisms (email, phone, etc.) - Baker/Evans change not communicated well - Challenging due to driver turnover - Language barrier – drivers and dispatchers; people may not be awareness of the translation service that is available - Send service alerts through Facebook and Twitter and post on website	- Ensure policies allow/facilitate communications and coordination between drivers - YCTA should communicate detour routes to riders (e.g., parades, construction) - Worksource training grants are available and could help to increase diversity (and ability to speak multiple languages) among drivers - Explore possible partnership with High School computer lab (around website/service alerts)
Information	- Difficult to obtain printed materials in the past - Website and online are both important - An online trip planner would be useful – website and hone	- Place printed materials at key locations in the community - 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) - Apartments near 27th & Hembree near Goodwill (south of Hembree, north of 27th); Burnett Road - Housing at Baker Creek & Hill Road - North American Plants (east of McMinnville)	
Newberg	- Cultural Center/Library needs to be served - Springbrook north of Fred Meyer (lower-income housing) needs to be served - NE Newberg – High School, Aquatic Center – needs to be served - 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. ▪ 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 ▪ Schedules need to get people to arrive at work at 8 am and 9 am (including connections between intercity and local routes) ▪ 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 ▪ 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 ▪ Focus Group 2 participants saw frequency as more important	
Local vs. Regional Service	▪ Regional connections are useful, but local service needs improvement ▪ 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 ▪ 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: – Latino Advisory Committee – Services Integration Teams (SIT) in each community – YCCO – Providence Community Connections – Community Coalition (Newberg) ▪ 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 ▪ 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

Route	Issues/Concerns/Observations					Opportunities
	Passenger Activity, Transfers, & Connections	Routing, Stops, & Legibility	Schedule, On-Time Performance	Safety, Accessibility, Buses	Passenger Amenities and Information	
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 ▪ Bus stops are not signed ▪ Flag stops are challenging for drivers	▪ Schedules need to be retimed to reflect realistic running times ▪ 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 ▪ Snow chains ▪ Some buses are not marked, not recognizable as public ▪ Some readerboards do not work ▪ Some buses have maintenance issues ▪ Radios don't work in some areas (provider issue)	▪ GPS not enabled – needed for real-time information ▪ 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 ▪ Review protocols for snow chain installation and integrate chains into new vehicle procurements ▪ Ramps to reduce wheelchair boarding times ▪ New and/or consistently branded vehicles ▪ 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 ▪ Could serve Virginia Garcia clinic just east of Chemeketa Community College, and adjacent apartments ▪ 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 ▪ 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 ▪ 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 ▪ 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 ▪ 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) ▪ 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

Route	Issues/Concerns/Observations					Opportunities
	Passenger Activity, Transfers, & Connections	Routing, Stops, & Legibility	Schedule, On-Time Performance	Safety, Accessibility, Buses	Passenger Amenities and Information	
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) ▪ 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 ▪ Inbound to Nap's Thriftway, left-turn from Brutscher to OR 99W is challenging (has to yield to southbound through traffic on Brutscher) ▪ 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. ▪ 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) ▪ Equip shelters with a beacon that allows drivers to easily see when passengers are waiting
11	▪ Connections to school in Amity ▪ In West Salem, passengers typically walk a short distance to destinations or transfer to Cherriots ▪ Primary connecting route is Cherriots Route 17, which runs every 15 minutes ▪ 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 ▪ There is no recovery time before the 5:30 pm departure in McMinnville ▪ Bike capacity is sometimes constrained		▪ Cherriots Route 17 brochure lists YCTA Route 11 as a transfer opportunity ▪ Cherriots system map could show YCTA Route 11 ▪ No posted signage or information at West Salem TC ▪ 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) ▪ No fare reciprocity or other agreement with Cherriots
22, 24s	▪ Low ridership at the Grand Ronde Community Center ▪ Passengers need transfers between Routes 22 and 44 ▪ 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 ▪ There is transit demand from Deer Meadow but no safe place to stop the bus				▪ Make Grand Ronde Community Center stop on demand ▪ Add a stop west of the South Yamhill River crossing in front of Hofenbredl Timber ▪ Additional service in Sheridan

Route	Issues/Concerns/Observations					Opportunities
	Passenger Activity, Transfers, & Connections	Routing, Stops, & Legibility	Schedule, On-Time Performance	Safety, Accessibility, Buses	Passenger Amenities and Information	
33	▪ MAX Blue Line is frequent and wait times are 11 minutes or less for either direction of travel ▪ 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 ▪ 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. ▪ 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) ▪ 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 ▪ 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 ▪ TriMet Line 12 stops at Tigard TC and provides frequent service; the maximum wait time is 15-17 minutes, but often is less. ▪ 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. ▪ 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. ▪ Passengers were observed to use Sherwood Shari's stop as a park-and-ride. ▪ 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 ▪ There is a YCTA sign on the stop post at the 124th stop ▪ 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) ▪ Deviation to Sherwood Shari's requires approx. 3 minutes northbound and 5 or more minutes southbound ▪ Peak service is relatively frequent but there are several 2-3 hours gaps ▪ 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. ▪ 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 ▪ Real-time information (or social media alerts) would be a particular asset given the level of chronic congestion affecting this route ▪ Look at schedule adjustments both to local service in Yamhill County and to connecting services outside of Yamhill County ▪ 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. 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. 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. 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. 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 3 demand response passengers per hour	▪ FR: 10.4* ▪ 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. ▪ 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). ▪ 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 Percentage of vehicles and stops meeting ADA standards	0% of total requests. 100% of vehicles and stops	▪ Denials not available ▪ All vehicles are ADA accessible ▪ 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 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) ▪ 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 ▪ 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. ▪ 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. ▪ 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 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. ▪ Residents: 60% across all cities and 36% in cities other than McMinnville and Newberg. ▪ 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 Sidewalk coverage proximate to key bus stops 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. • Sidewalk coverage is generally good at bus stops. • 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 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 Riders per revenue hour compared to peers On-time performance	Within X% of peer cost Within X% of peer productivity 85% bus runs arriving at time point within 4 minutes of scheduled time	• YCTA cost per hour is on low end of peers • YCTA productivity is within peer range • 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

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

Stop Activity for Route 2

Trip Profile for Route 2

Weekday Runtime Profile for Route 2
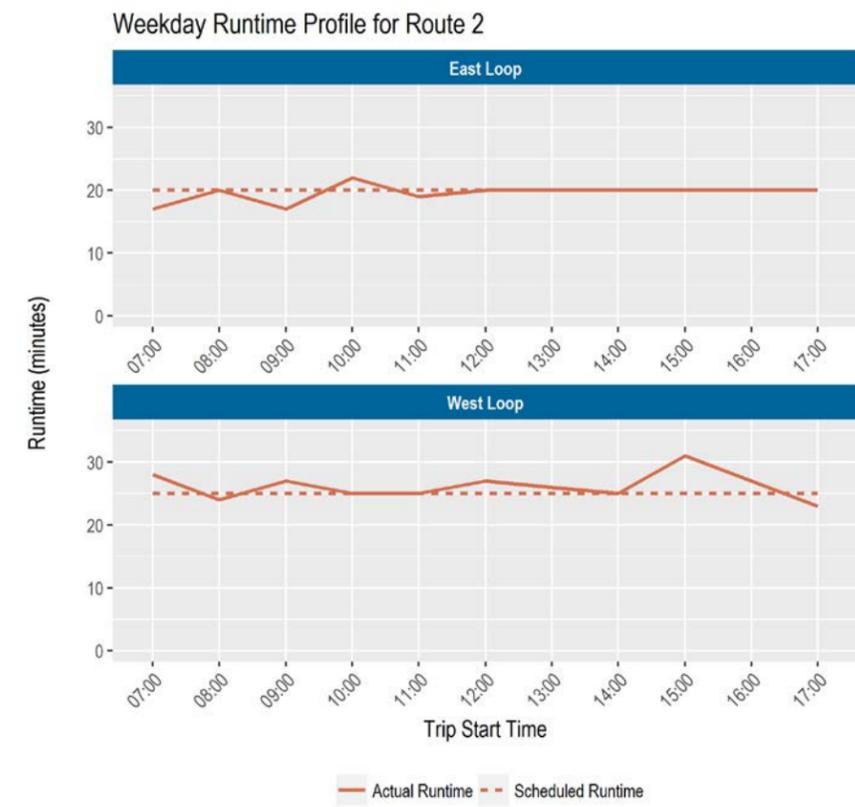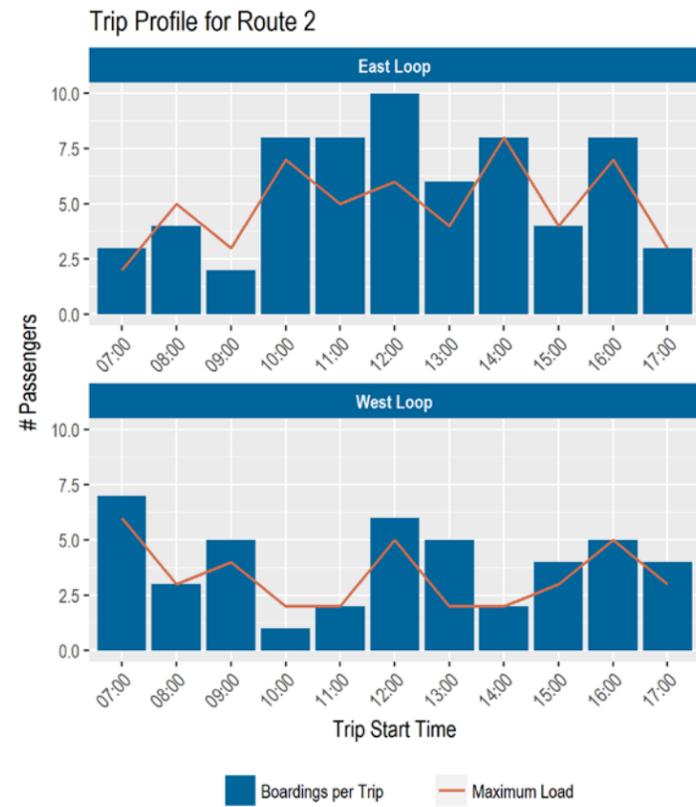
ROUTE 3

Summary by Direction

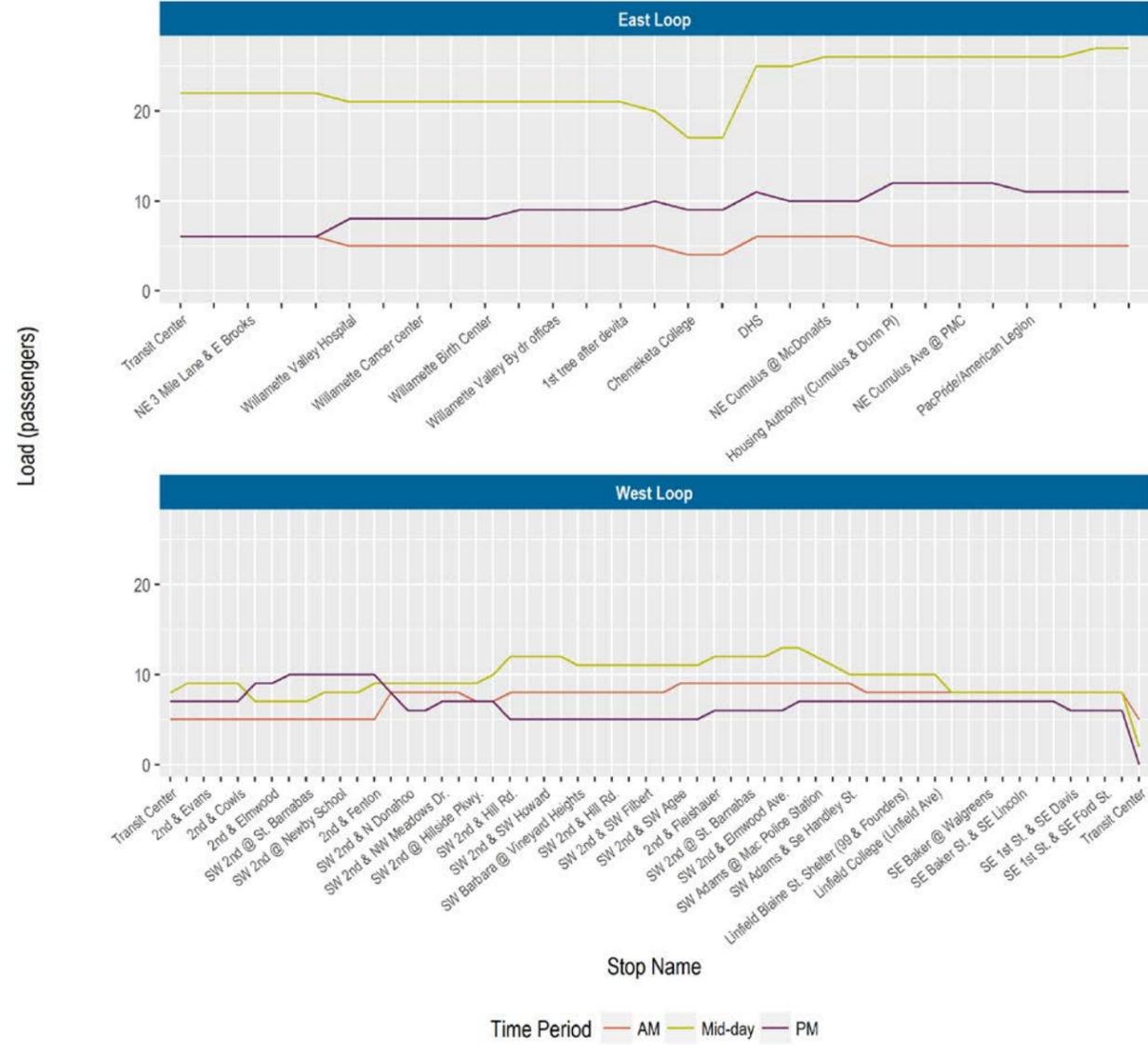| Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
North Loop	104	86	3.5	29.7	53.2%	0.0%	46.8%	11	Town Center / Dutch Bros.
South Loop	29	45	4.2	7.0	62.6%	2.6%	34.8%	7	Linfield College (Blaine)
Total	133	131	7.7	1.0	57.9%	1.3%	40.8%	11	Town Center / Dutch Bros.

Summary by Segment

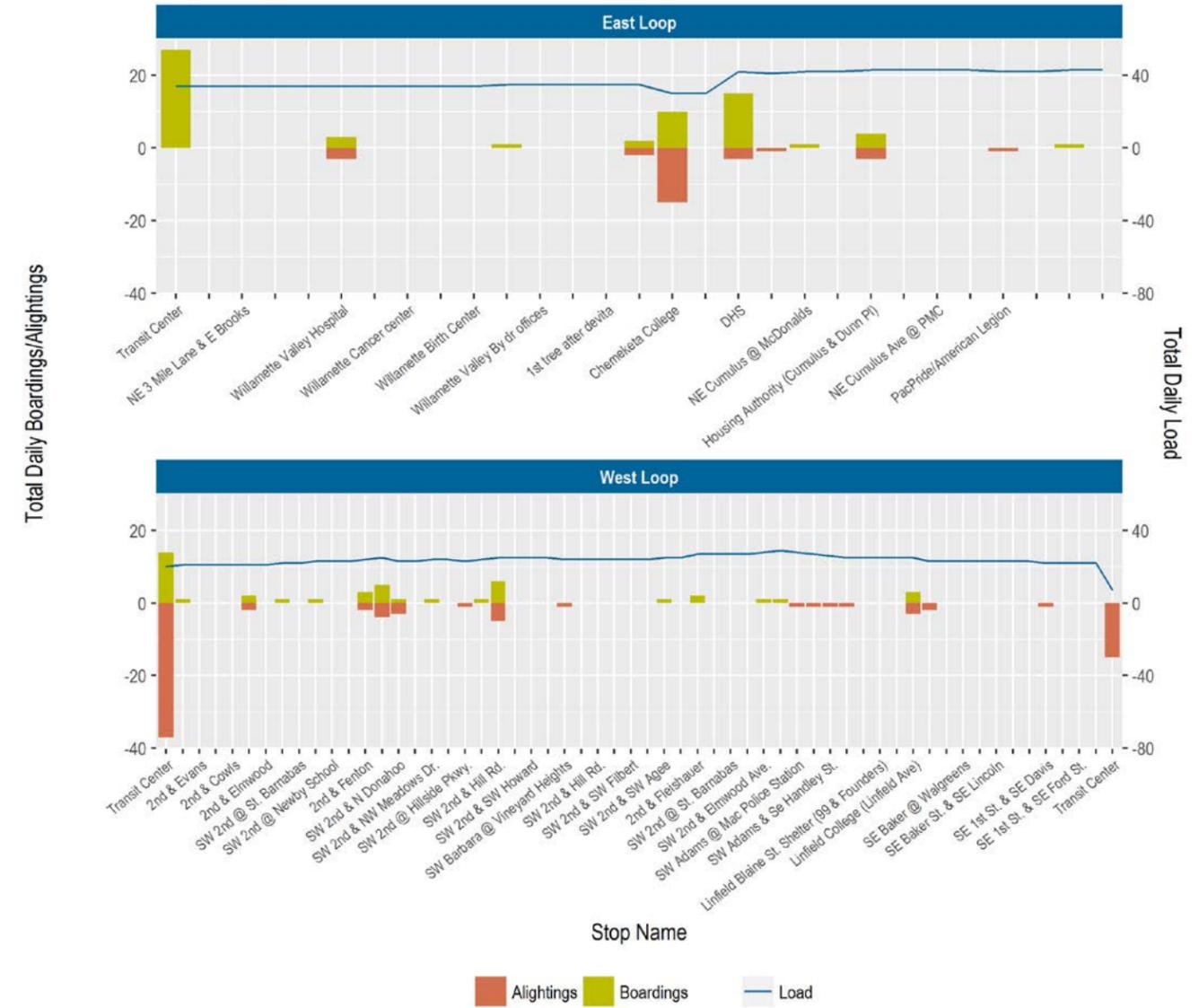| Direction	Segment Name	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
North Loop	McMinnville Transit Center to NE 27th St & NE Newby St (Orchard Plaza)	47.7	13.8	9.2	5.2	10	71.4%	2.0%	26.5%	Hembree & 27th
North Loop	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

Stop Activity for Route 3

Trip Profile for Route 3

Weekday Runtime Profile for Route 3

ROUTE 5

Summary by Direction

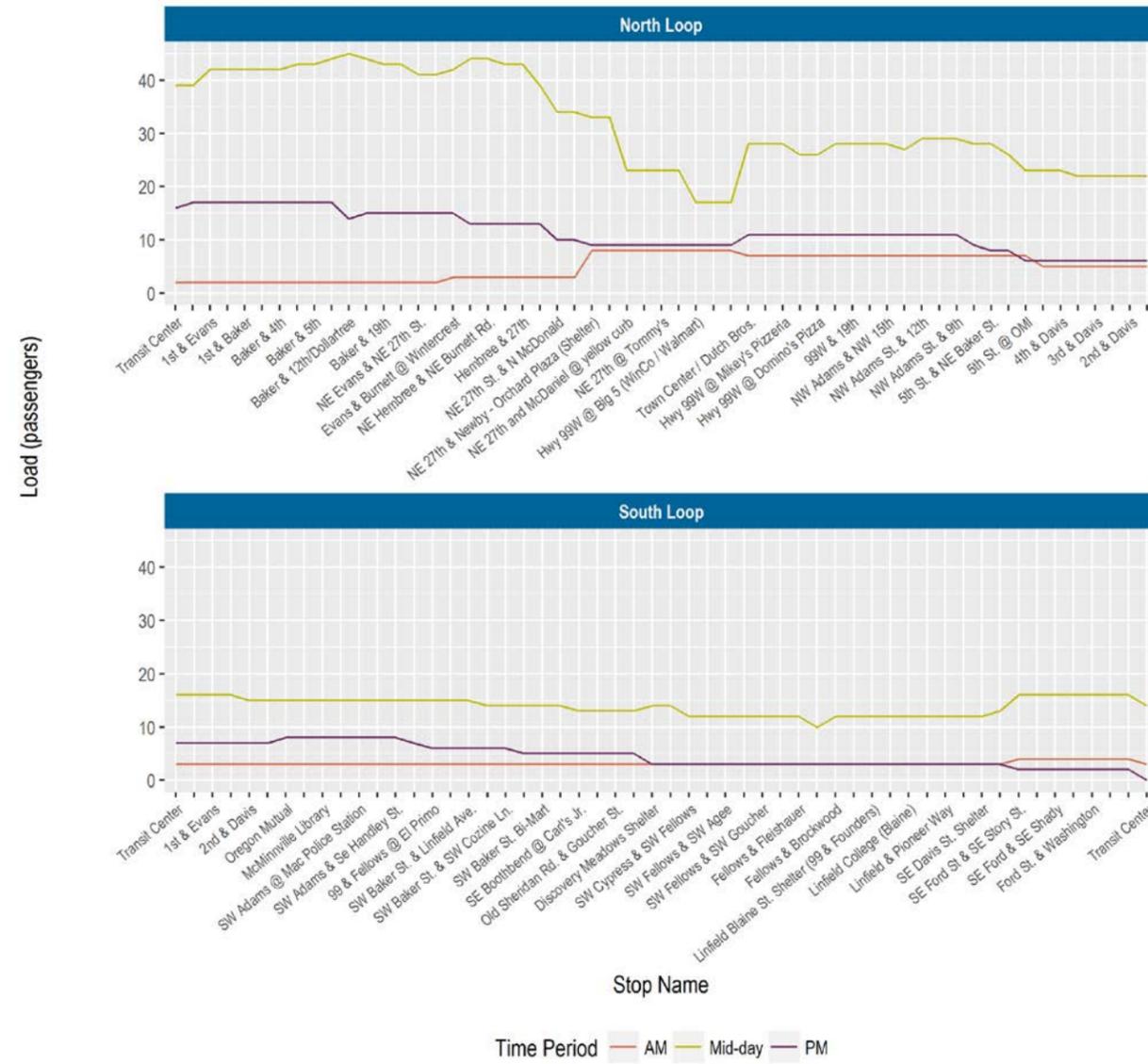| Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
Loop	8	5	4.6	1.7	83.2%	4.2%	12.6%	2	Nap's Thriftway (Newberg)
Total	8	5	4.6	1.0	83.2%	4.2%	12.6%	2	Nap's Thriftway (Newberg)

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

Time Period —— AM —— Mid-day —— PM

Total Weekday Boarding/Alighting Profile for Route 5

■ Alightings ■ Boardings —— Load

Trip Profile for Route 5

■ Boardings per Trip —— Maximum Load

Weekday Runtime Profile for Route 5
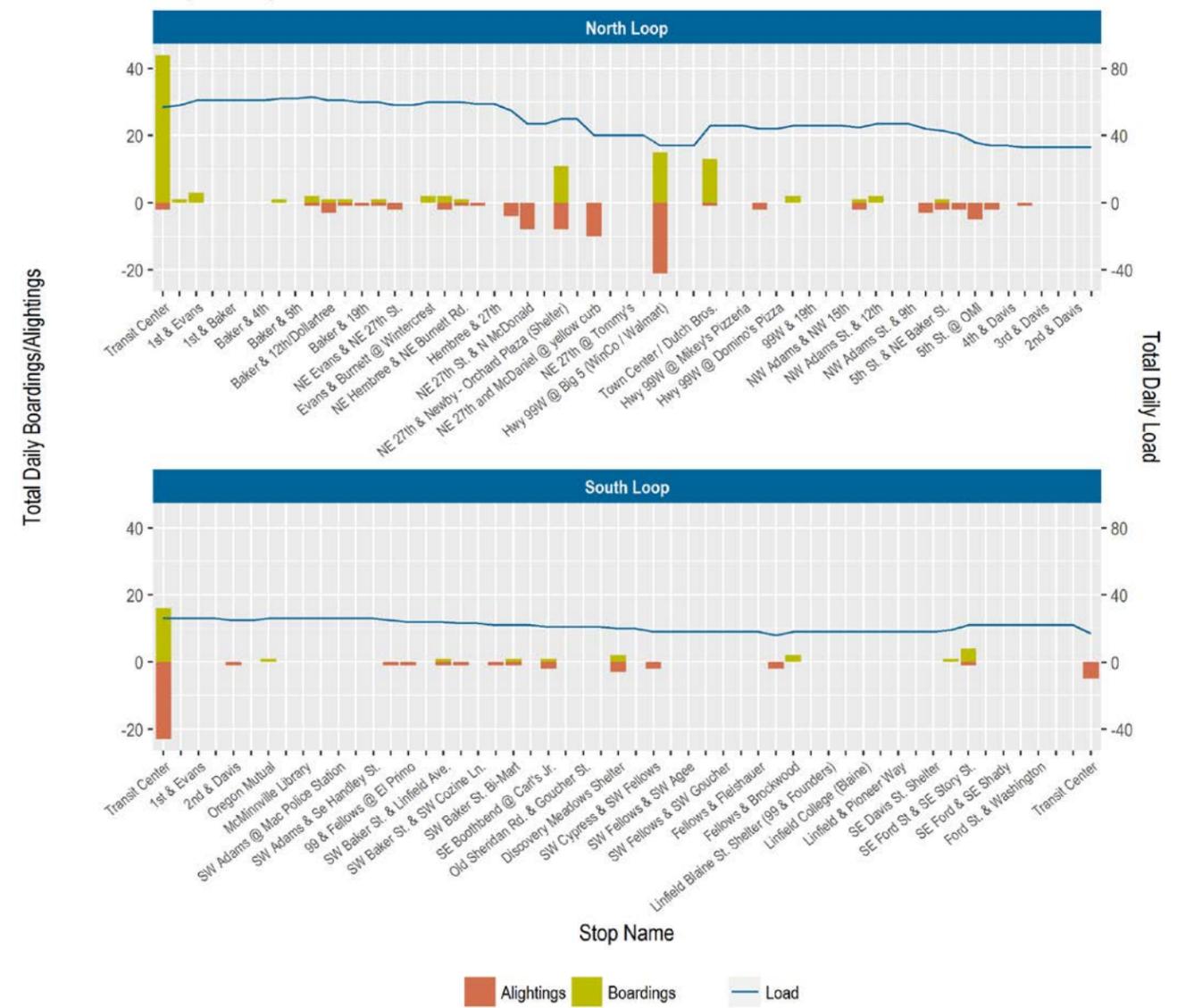

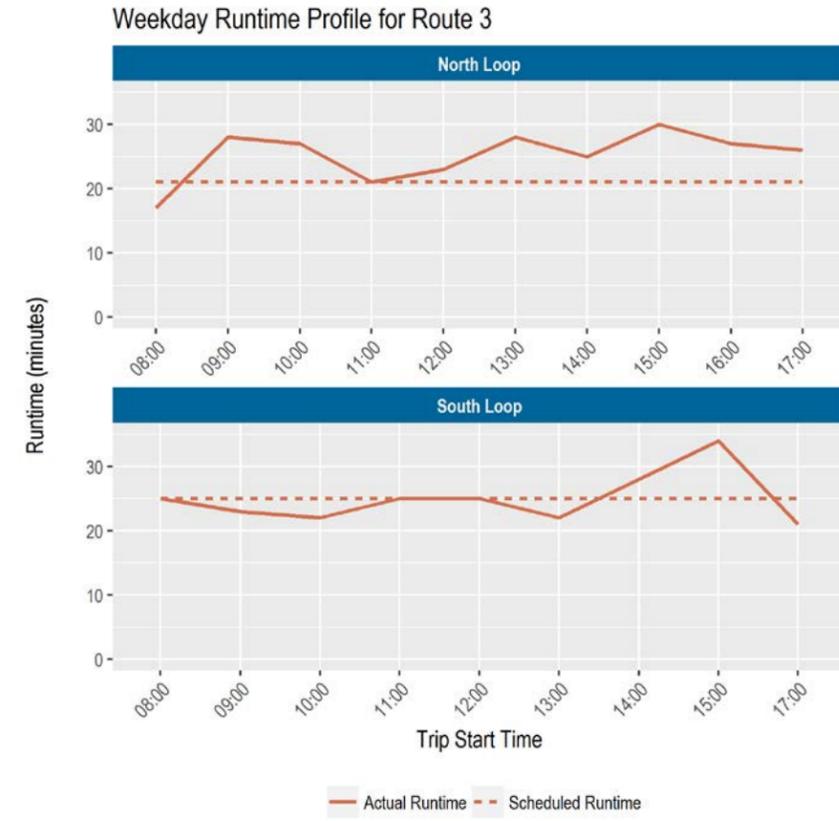—— Actual Runtime ---- Scheduled Runtime

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
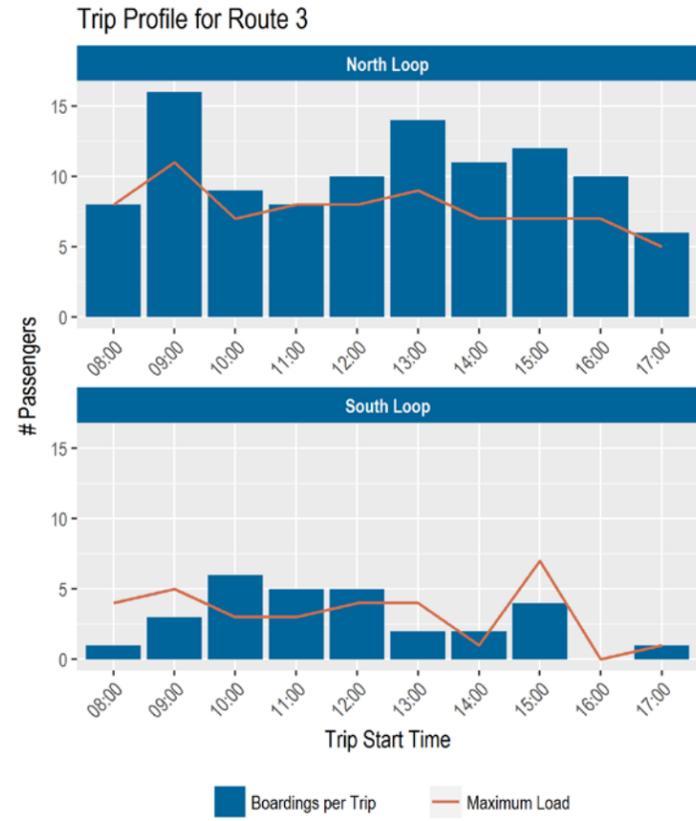
Direction	Segment Name	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
Loop	Nap's Thriftway (Newberg) to E 3rd St.	5.0	3.0	6.0	0.8	2	91%	6.1%	3.0%	Nap's Thriftway (Newberg)
Loop	E 3rd St. to Newberg PCC Campus	NA	NA	NA	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

Stop Activity for Route 7

Trip Profile for Route 7
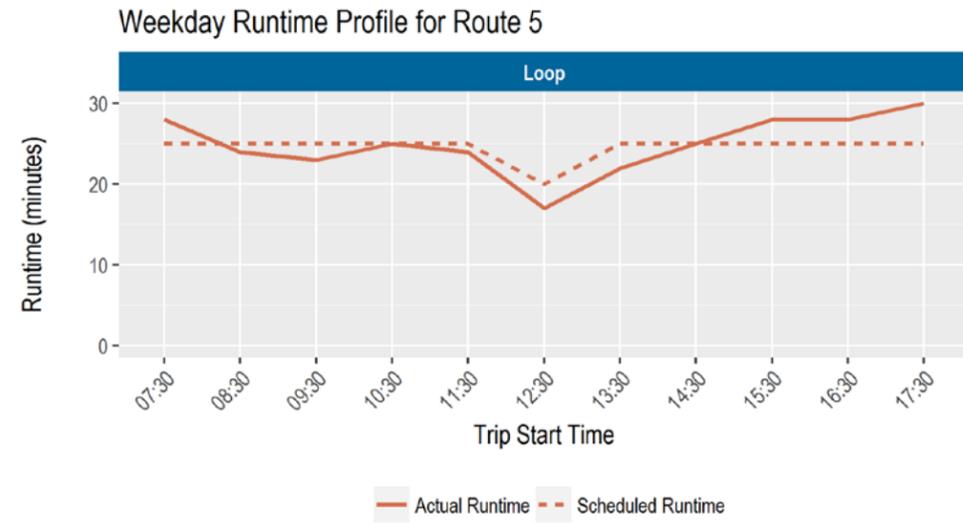

Weekday Runtime Profile for Route 7

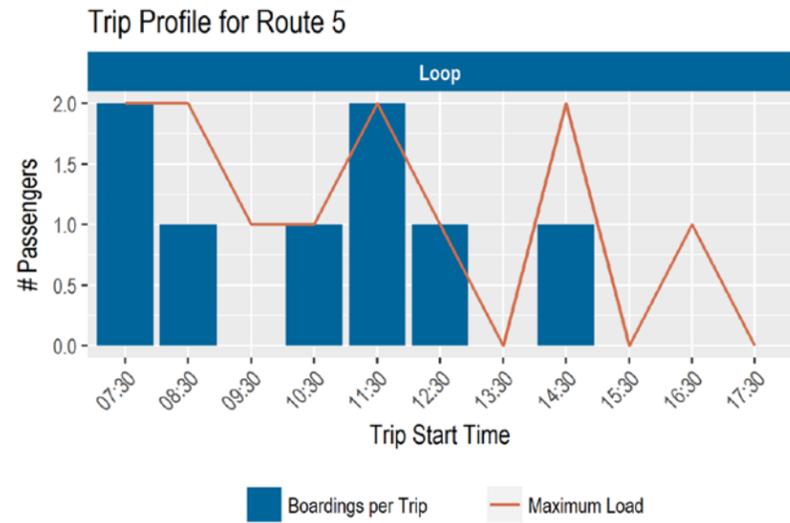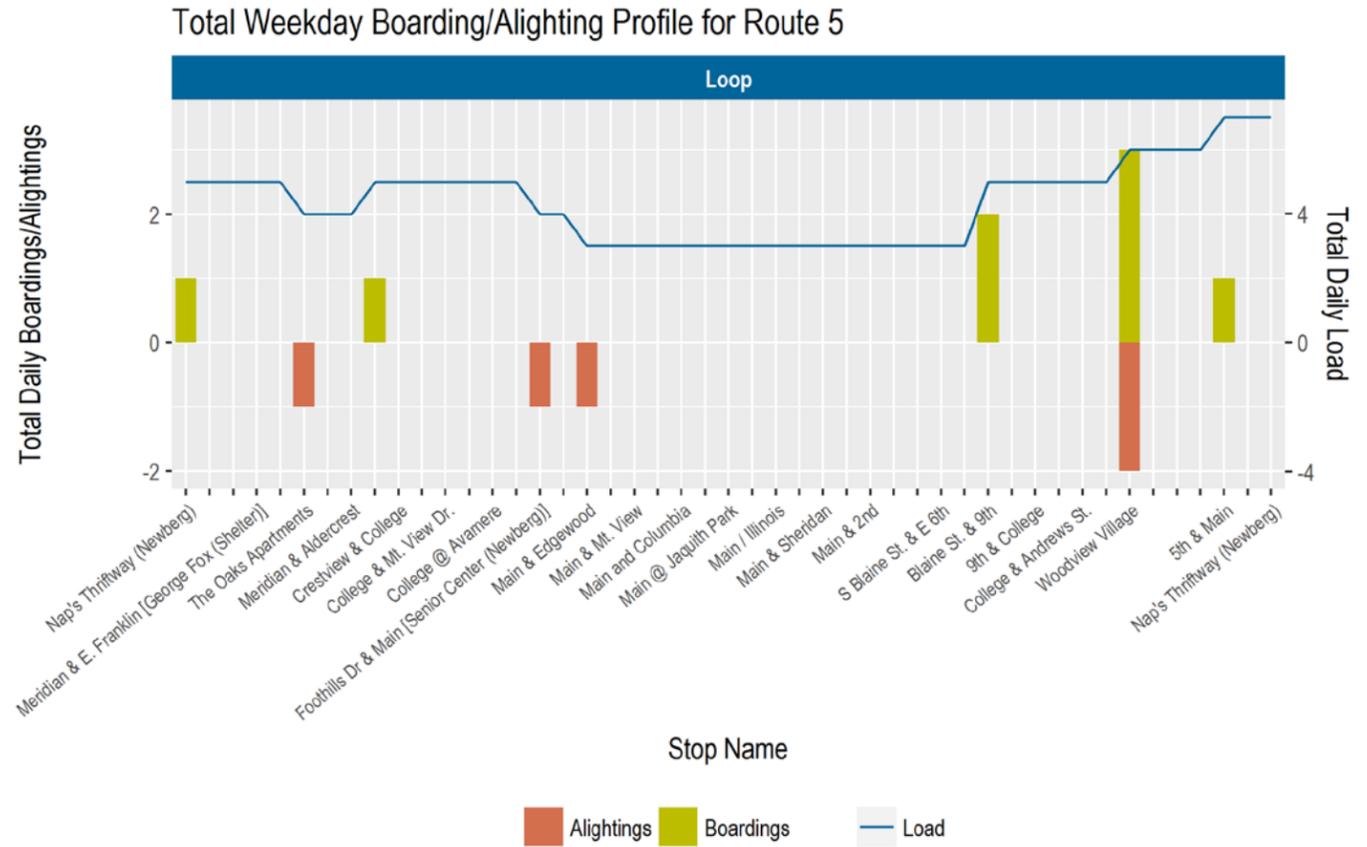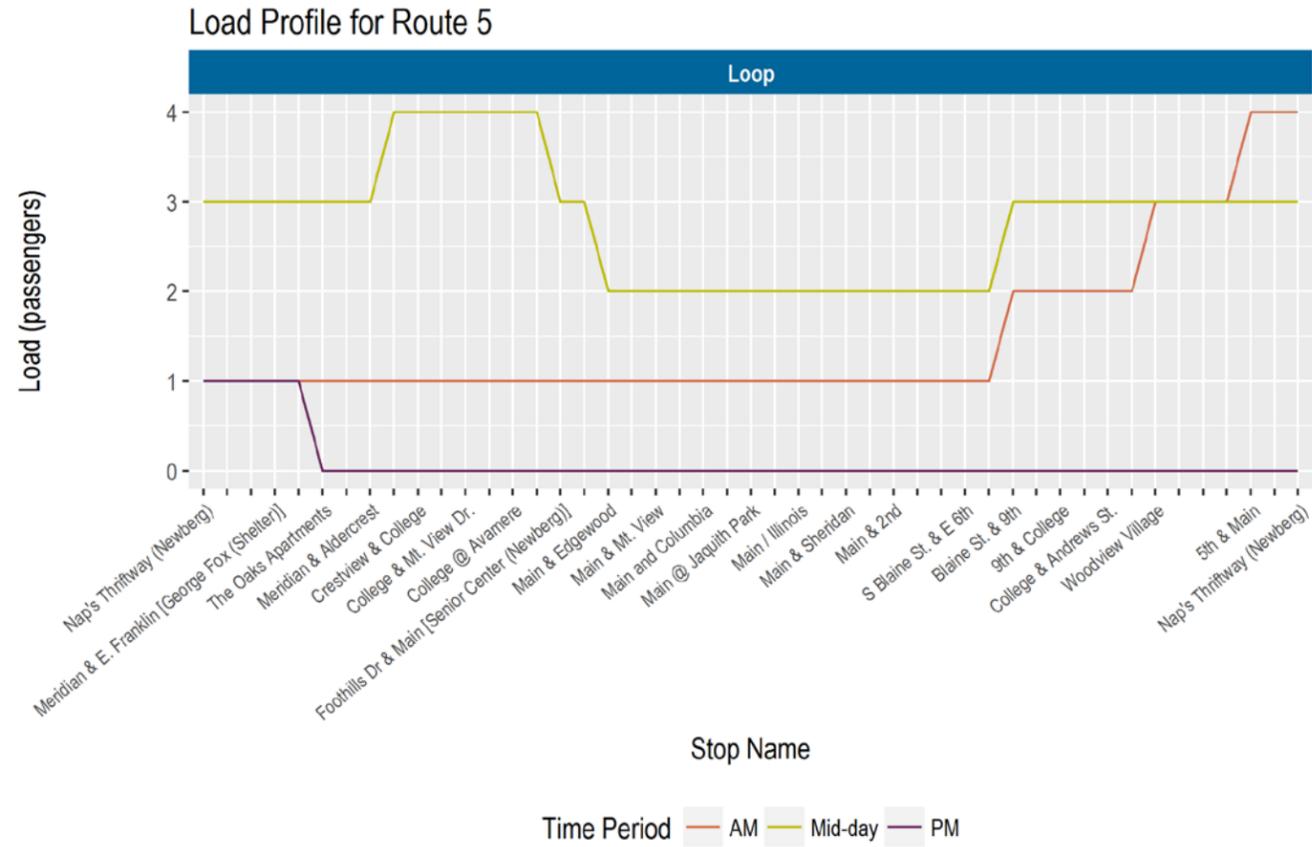# ROUTE 11

Summary by Direction

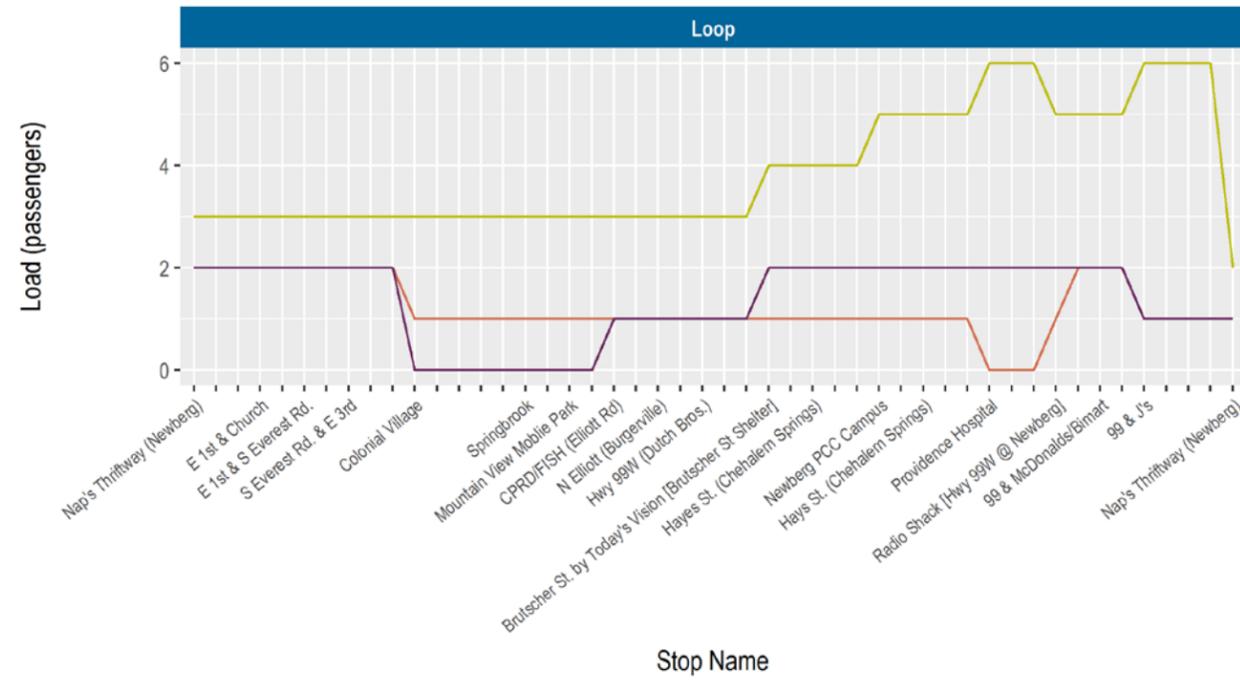| Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
McMinnville TC	28	27	3.3	8.6	57.1%	17.9%	25%	10	Hwy 99W & SE Whiteson Road
West Salem TC	28	26	3.3	8.4	70.0%	5.0%	25%	12	Amity Hwy 99 @ Chevron
Total	56	53	6.6	1.0	63.6%	11.4%	25%	12	Amity Hwy 99 @ Chevron

Summary by Segment

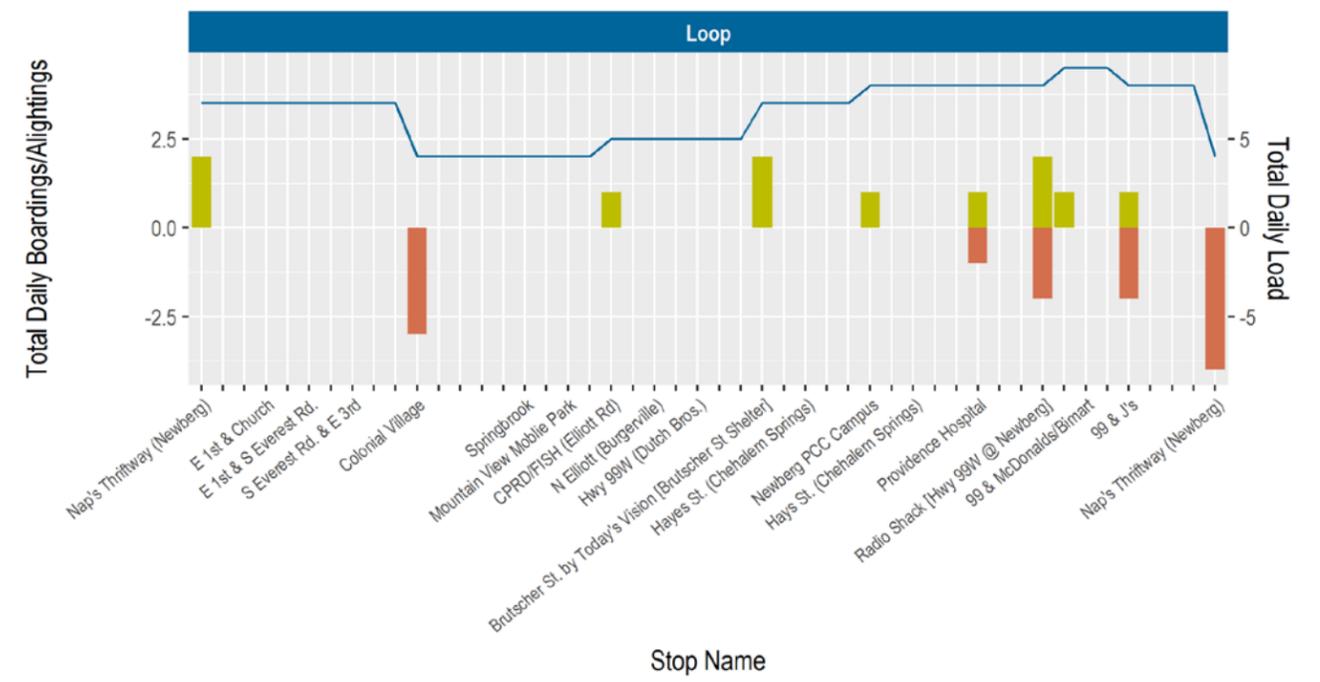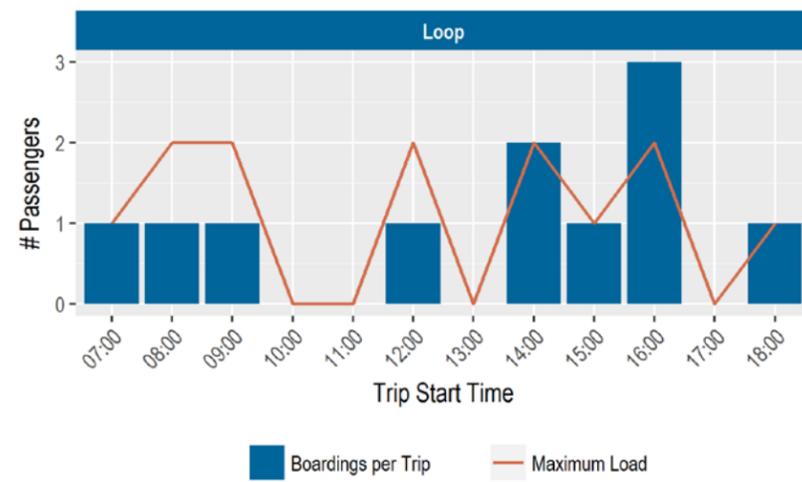| Direction	Segment Name	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
West Salem TC	McMinnville Transit Center to Hwy 99W @ Bimart	21	1	0.4	50.4	9	80.0%	0.0%	20%	Hwy 99w & SW Fellows - Linfield College
West Salem TC	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

Stop Activity for Route 11

Weekday Runtime Profile for Route 11

Trip Profile for Route 11
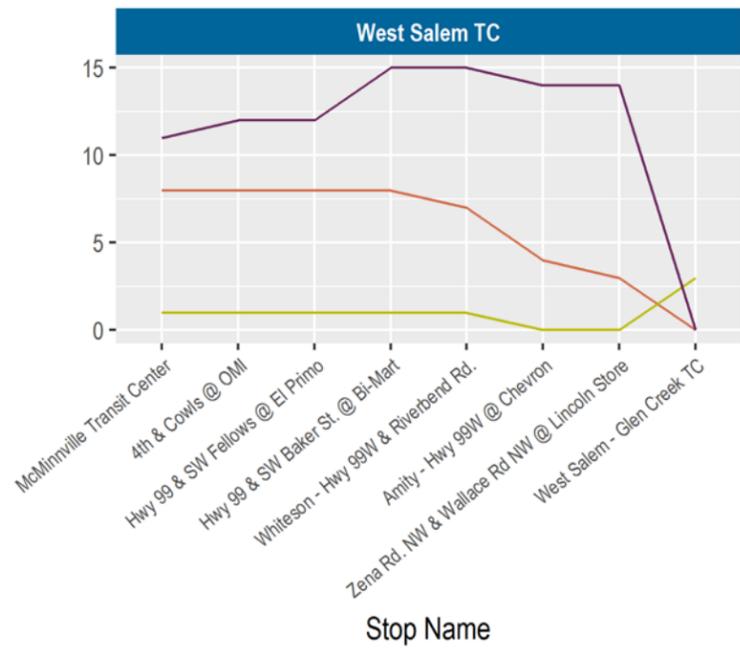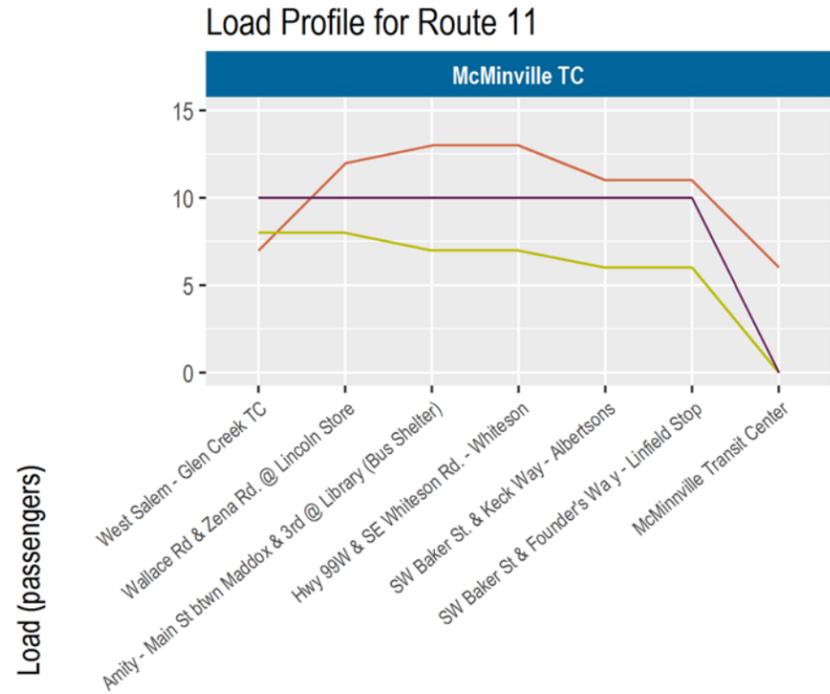
ROUTE 22

Summary by Direction

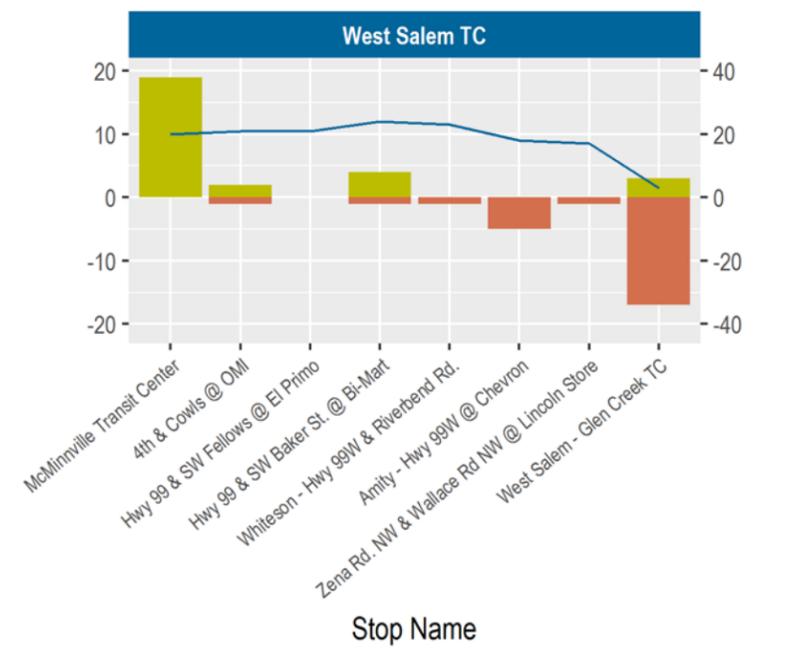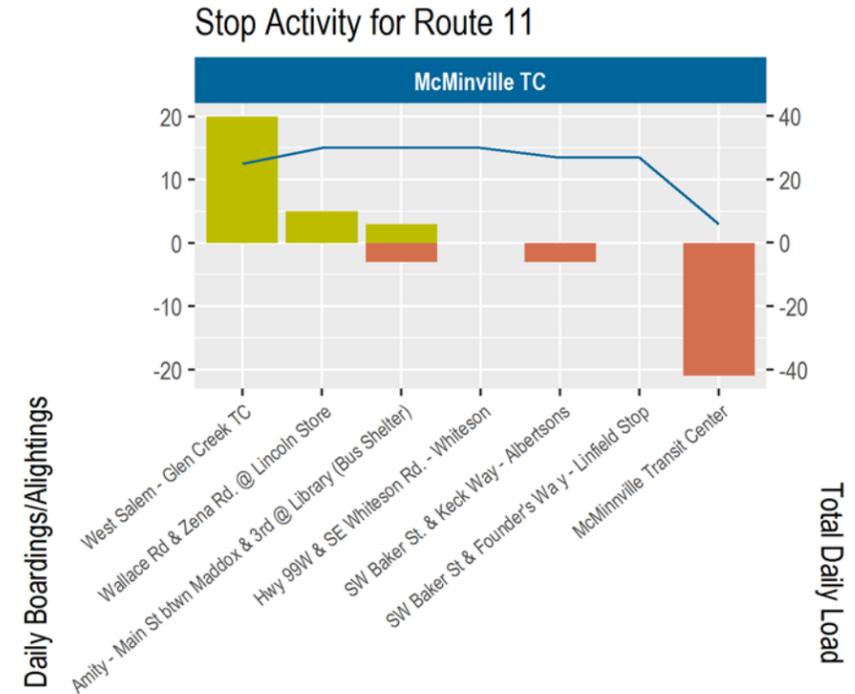| Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
Grand Ronde Community Center	68	56	5.5	12.3	51.6%	1.1%	47.3%	11	Spirit Mountain East Entrance
McMinnville TC	56	48	5.6	10.0	84.3%	10.8%	4.8%	13	Spirit Mountain East Entrance
Total	124	104	11.1	1.0	68.0%	6.0%	26.0%	13	Spirit Mountain East Entrance

Summary by Segment

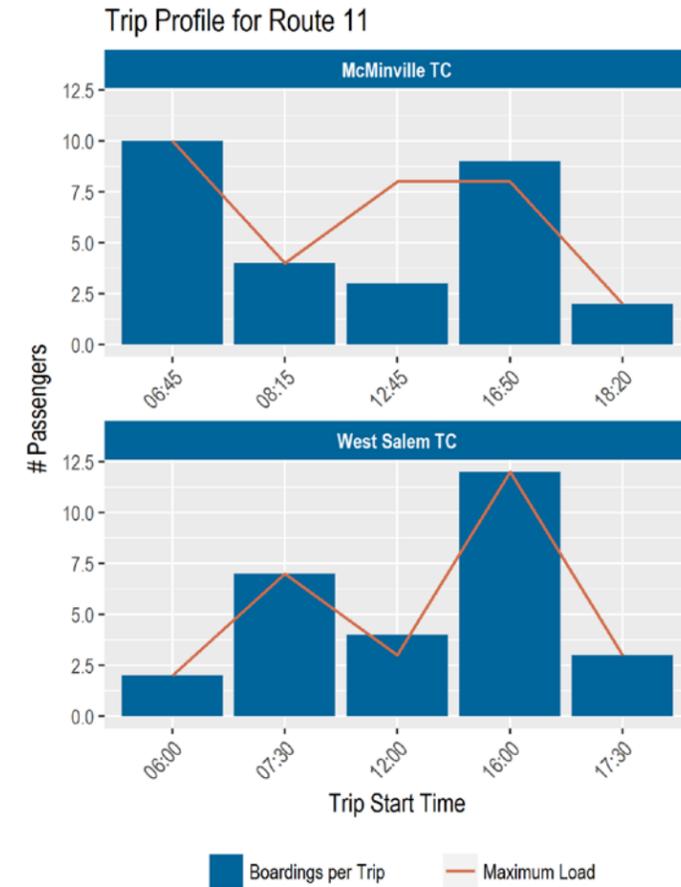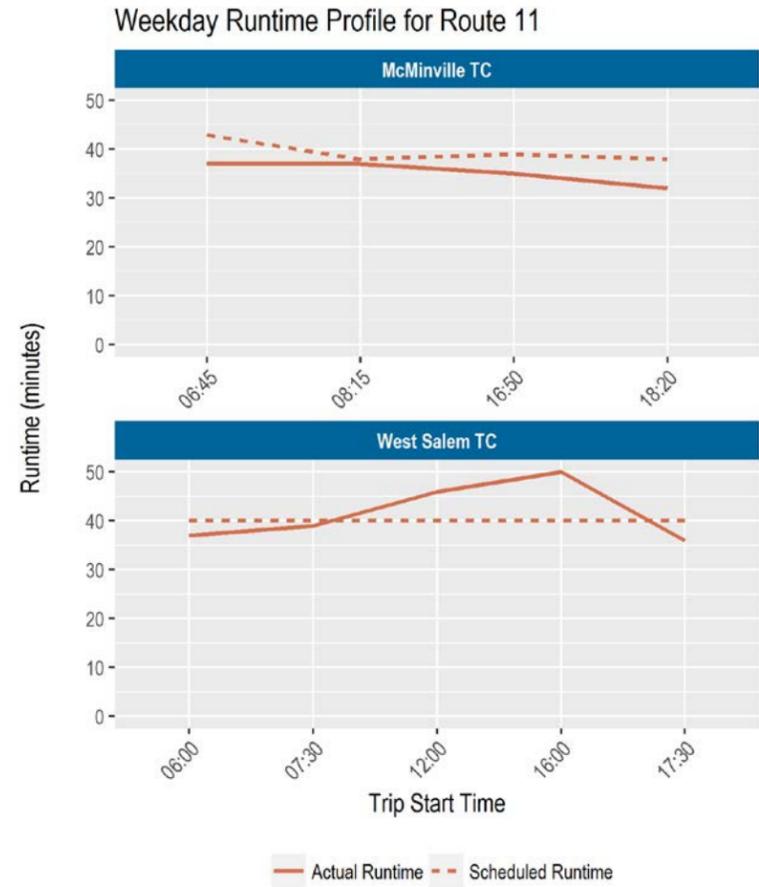| Direction	Segment Name	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
McMinnville TC	Grand Ronde Community Center to Spirit Mountain East Entrance	7	0	0.6	12.0	5	100.0%	0.0%	0.0%	Grand Ronde Community Center
McMinnville 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

Stop Activity for Route 22

Trip Profile for Route 22

Weekday Runtime Profile for Route 22
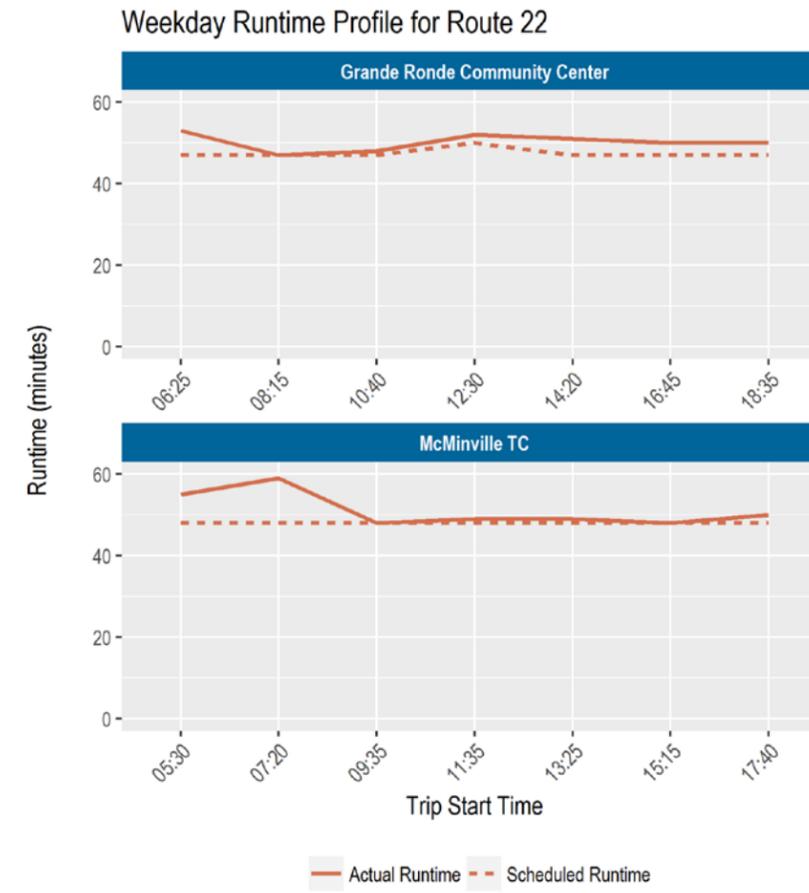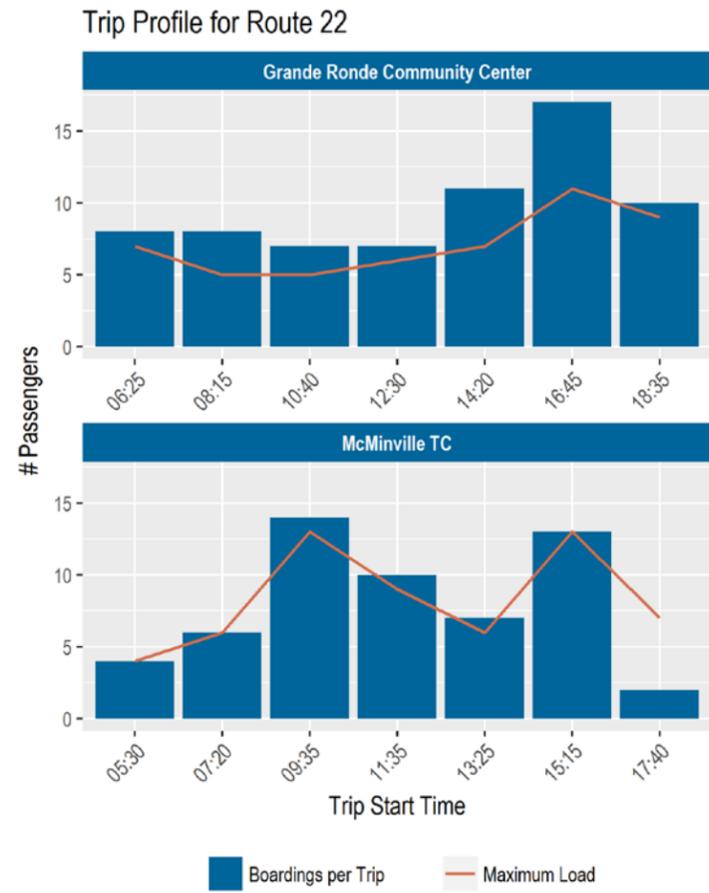
ROUTE 24S

Summary by Direction

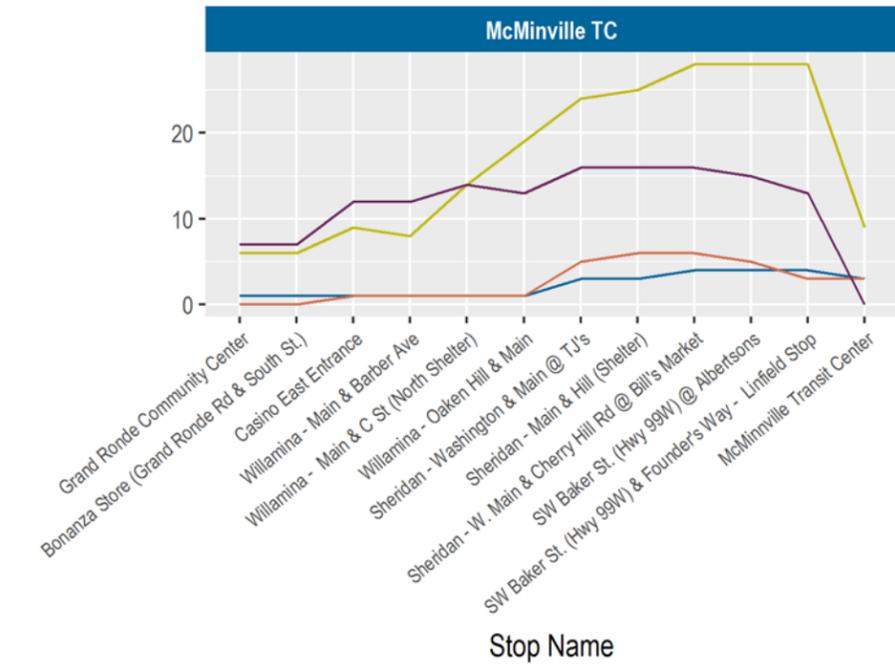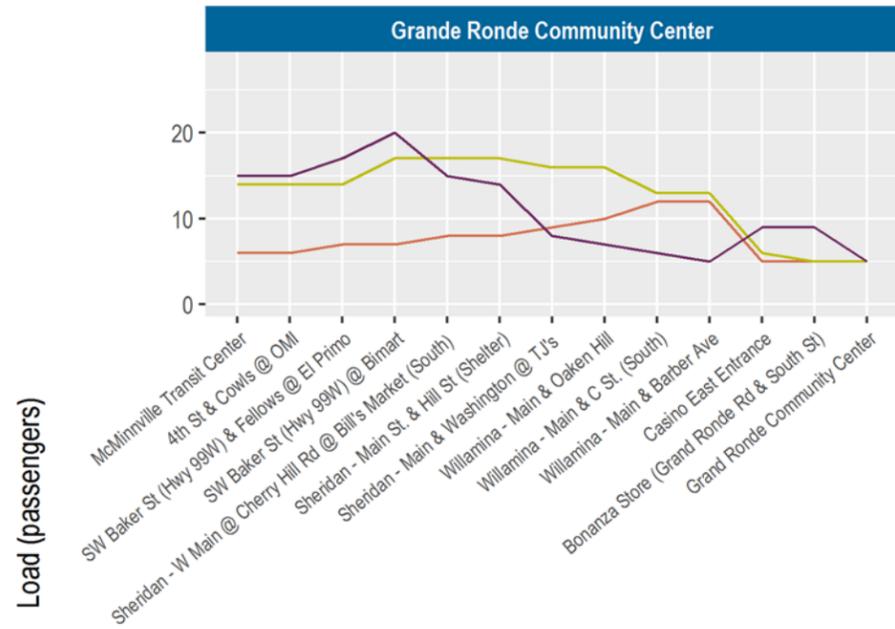| Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
Grand Ronde Community Center	26	23	3.3	7.8	67.3%	0.0%	32.7%	6	Spirit Mountain East Entrance
McMinnville TC	15	11	3.0	5.0	84.1%	2.3%	13.6%	5	Spirit Mountain East 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

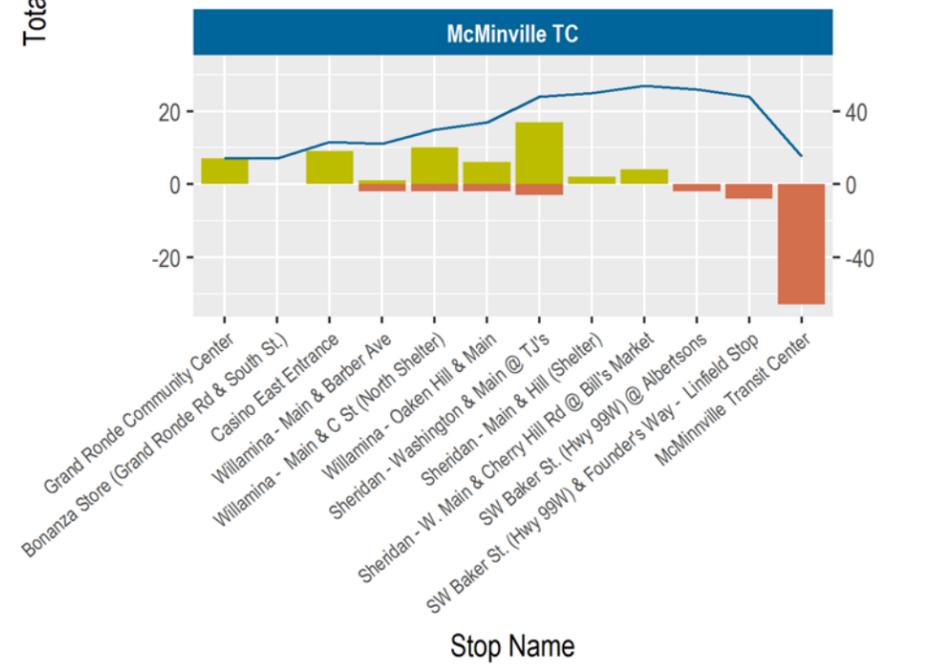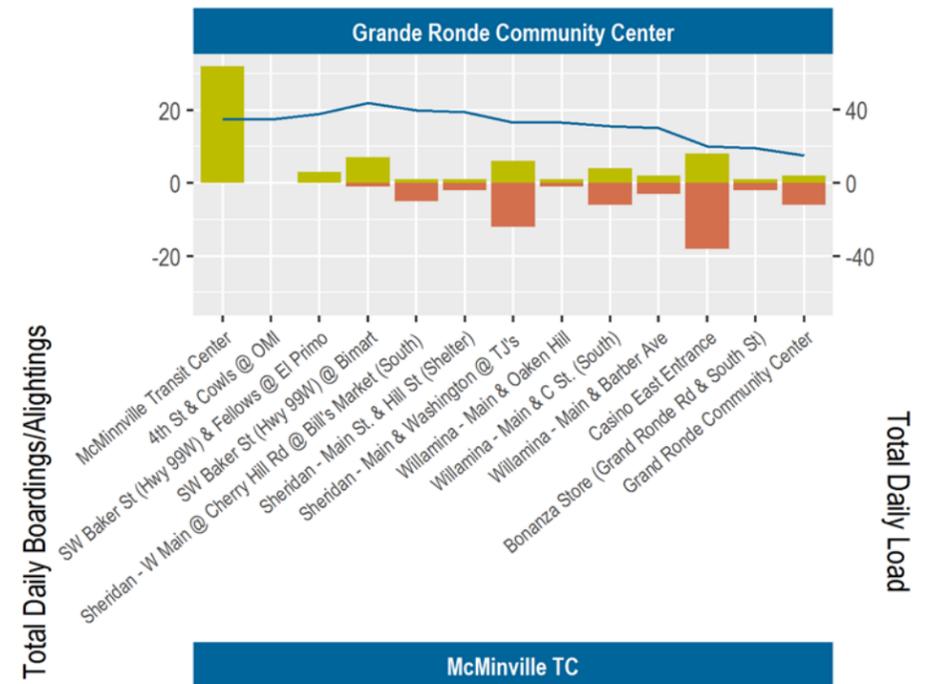### Summary by Time of Day

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

Stop Activity for Route 24S

Trip Profile for Route 24S

Weekday Runtime Profile for Route 24S

ROUTE 33

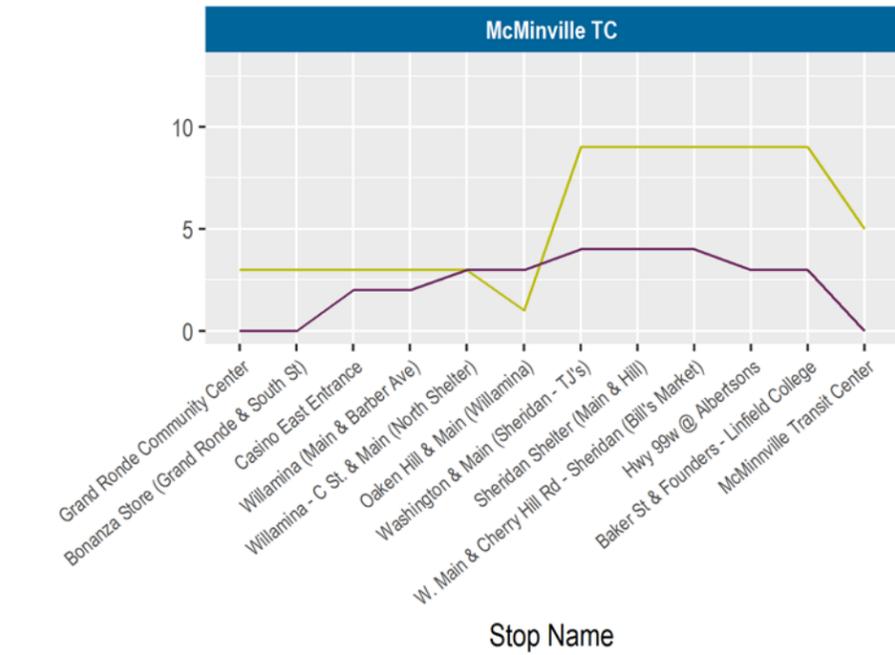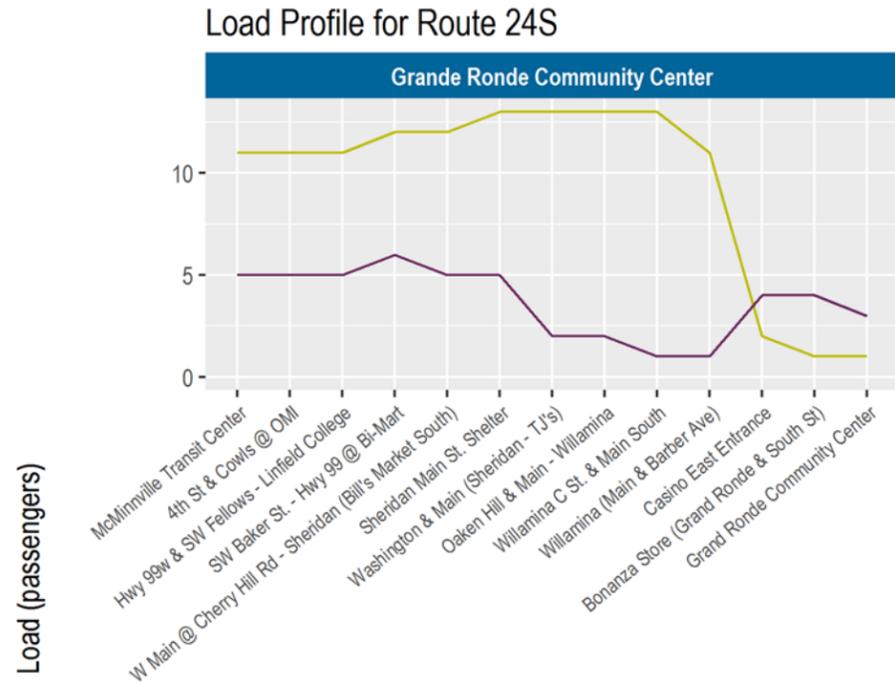### Summary by Direction

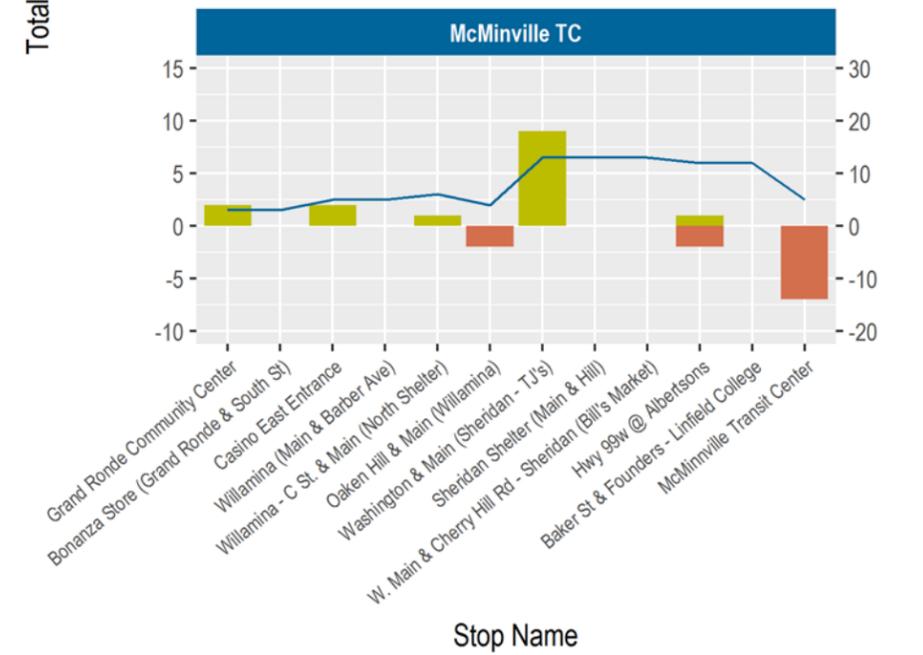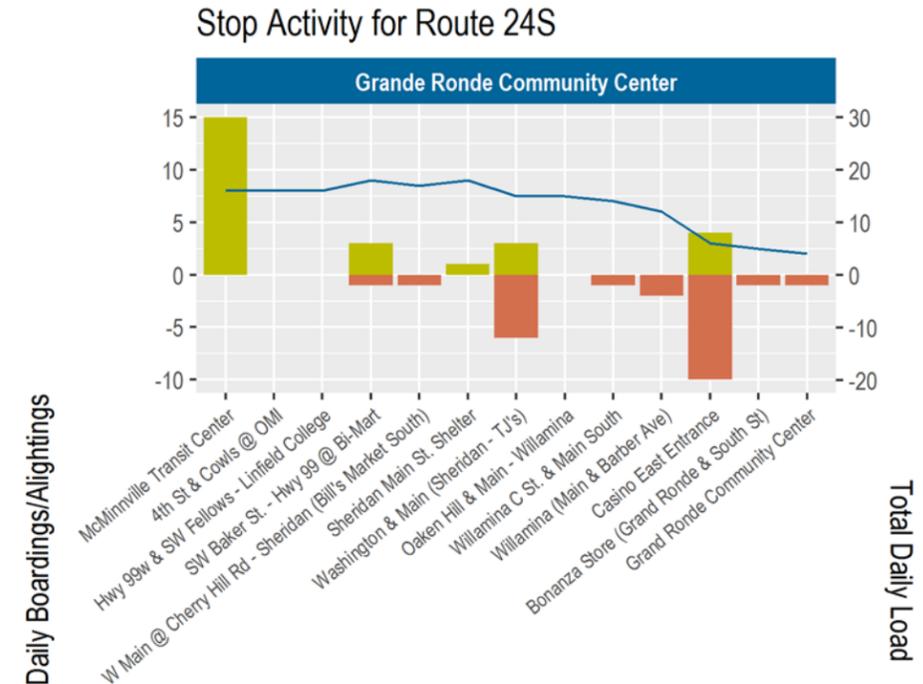| Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
Hillsboro Central Station	56	37	4.3	12.9	74.5%	0.0%	25.5%	24	Carlton - N Pine St. Bus Shelter
McMinnville TC	29	24	4.2	7.0	66.7%	3.7%	29.6%	8	Carlton - N Pine 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
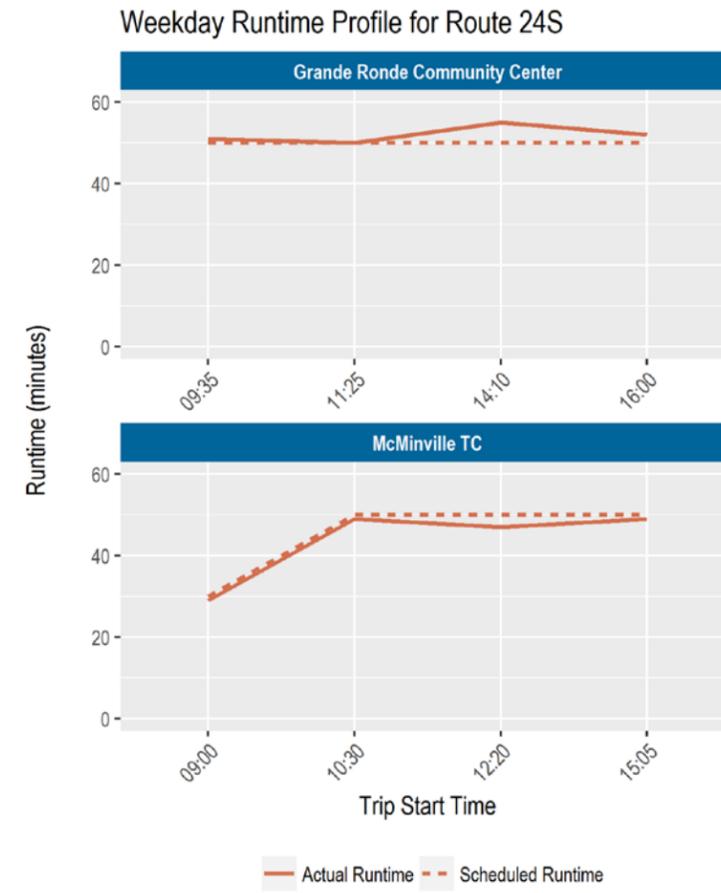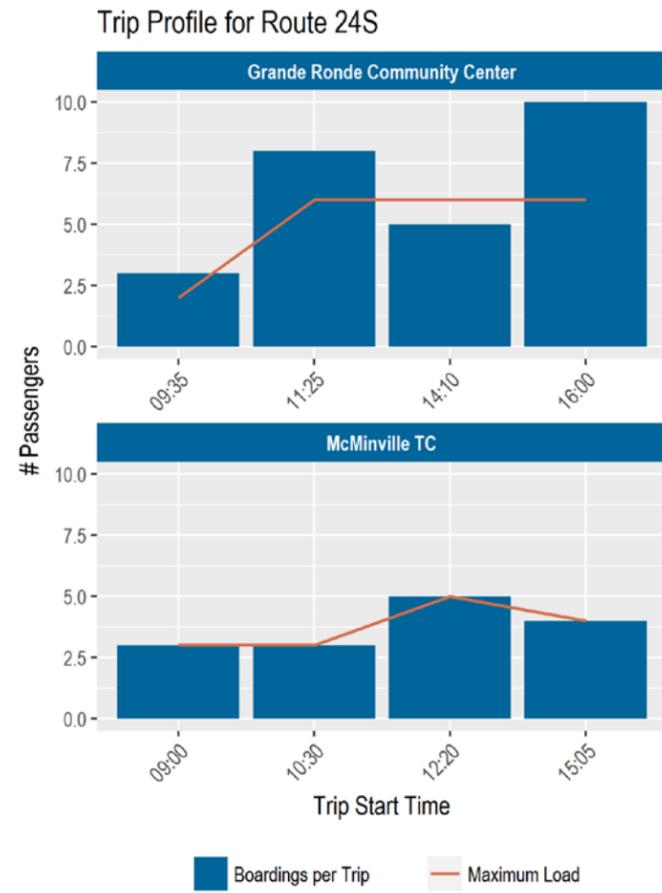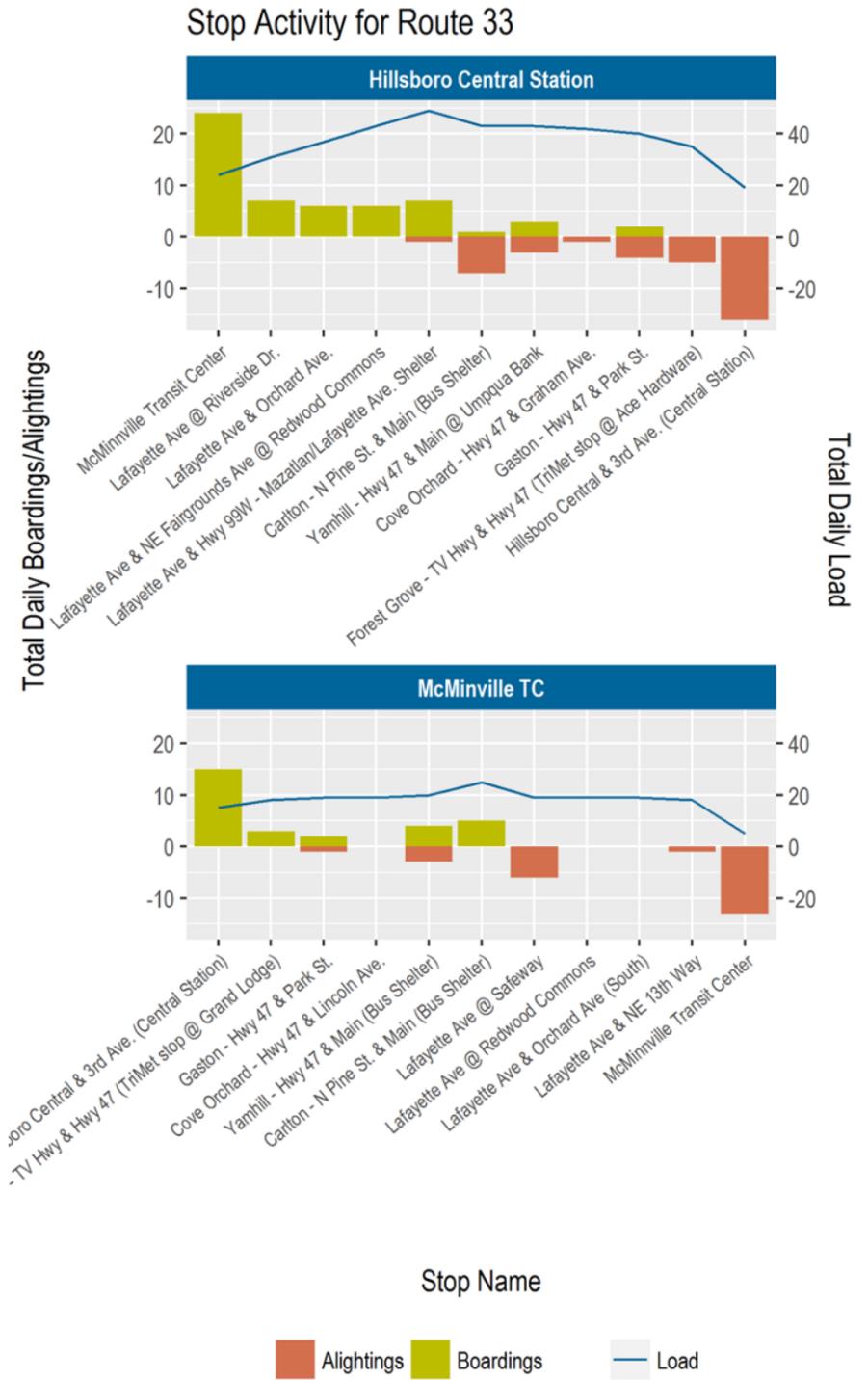
Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
Hillsboro Central Station	AM	9	8	0.9	10.4	8	100.0%	0.0%	0.0%	Carlton - N Pine St. Bus Shelter
Hillsboro Central Station	Mid-day	33	15	1.7	19.4	24	86.4%	0.0%	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

McMinville TC

Load (passengers)

Stop Name

Time Period — AM — Mid-day — PM

Stop Activity for Route 33

Hillsboro Central Station

McMinville TC

Total Daily Boardings/Alightings

Total Daily Load

Stop Name

Alightings   Boardings   — Load

Trip Profile for Route 33

Weekday Runtime Profile for Route 33
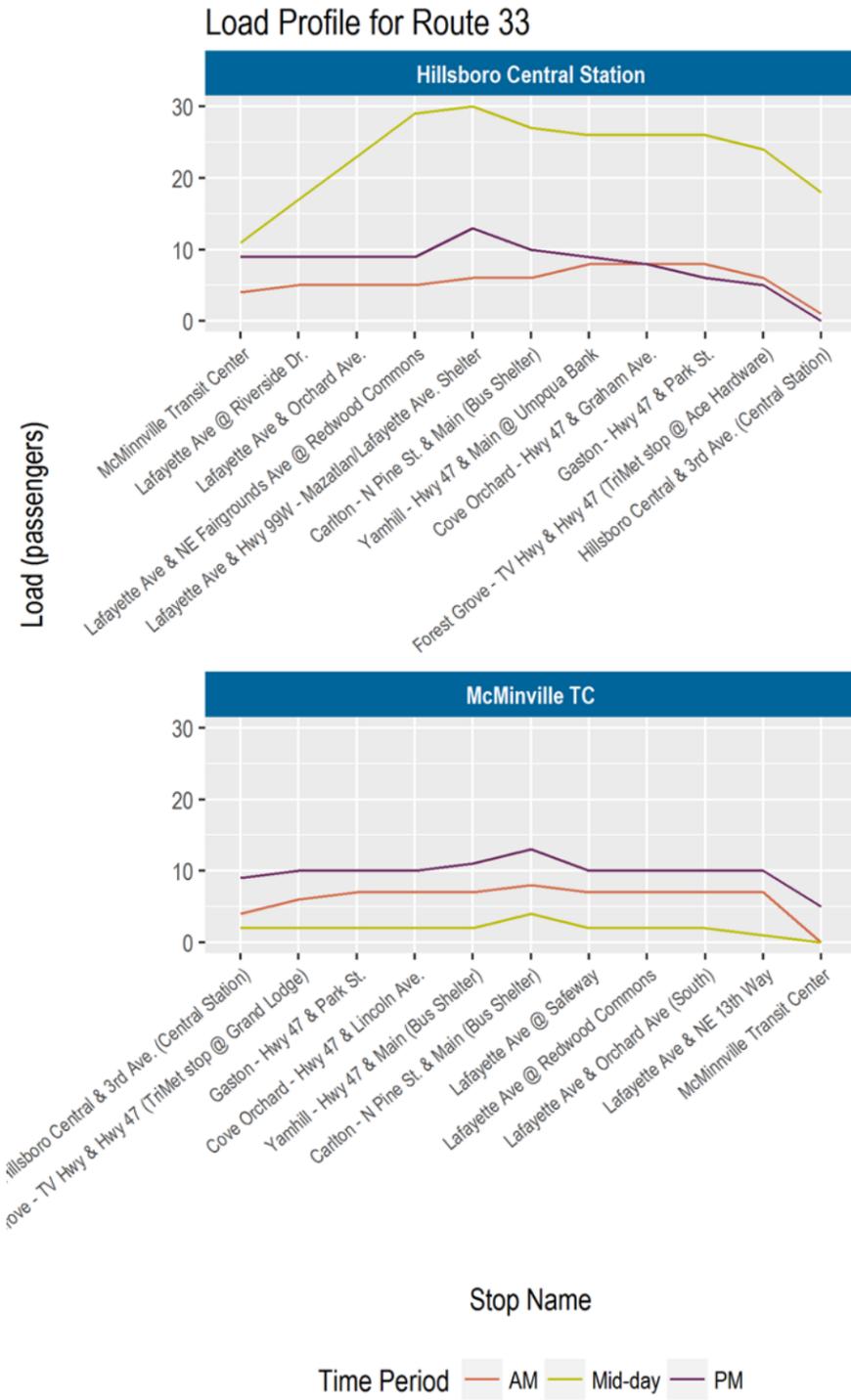
ROUTE 44

Summary by Direction

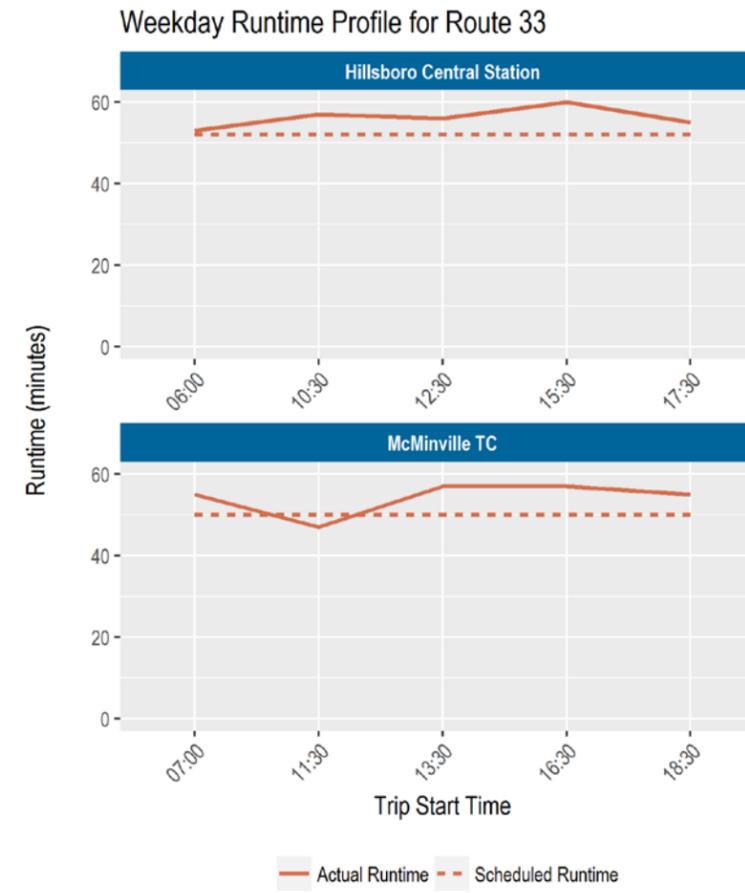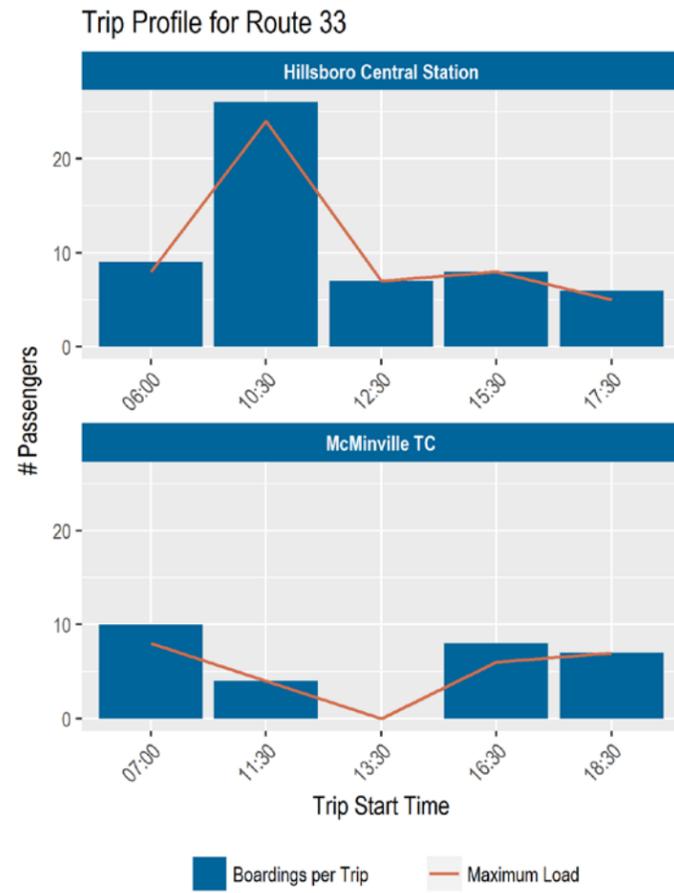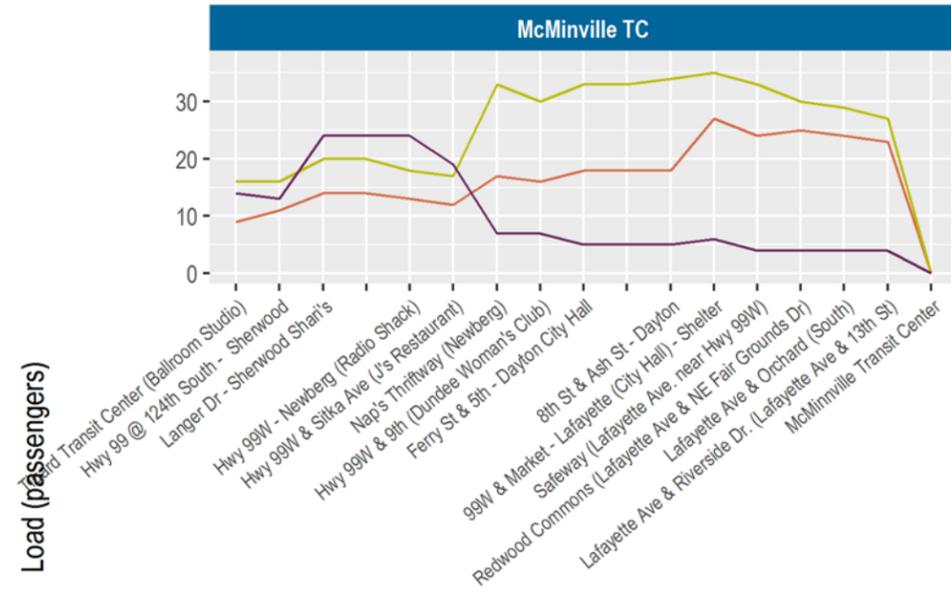| Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
McMinnville TC	121	121	12.0	10.1	39.7%	2.9%	57.4%	17	Sherwood Shari's
Tigard TC	154	144	10.9	14.1	55.6%	8.1%	36.3%	25	Sherwood Shari's
Total	275	265	22.9	1.0	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

Stop Activity for Route 44

Trip Profile for Route 44

Weekday Runtime Profile for Route 44
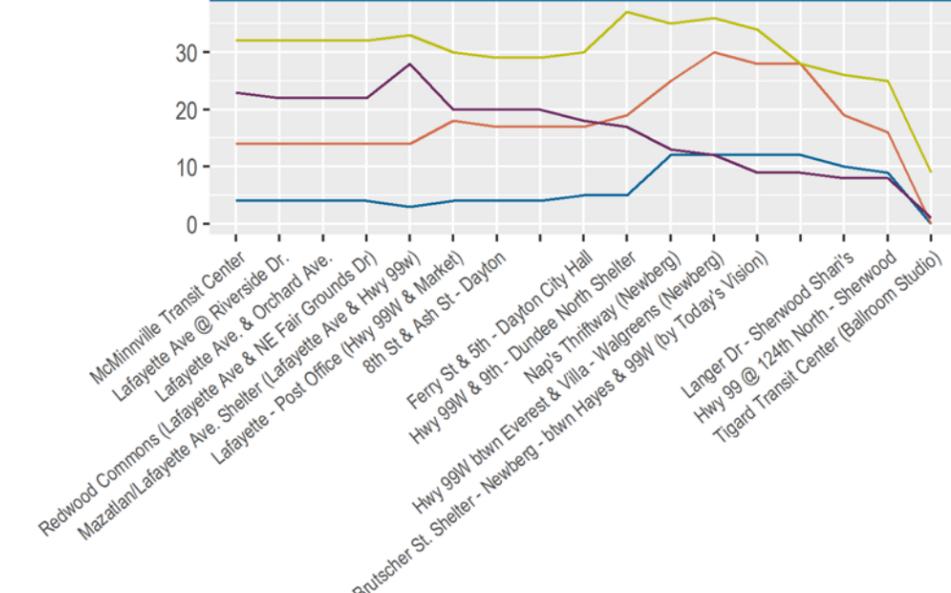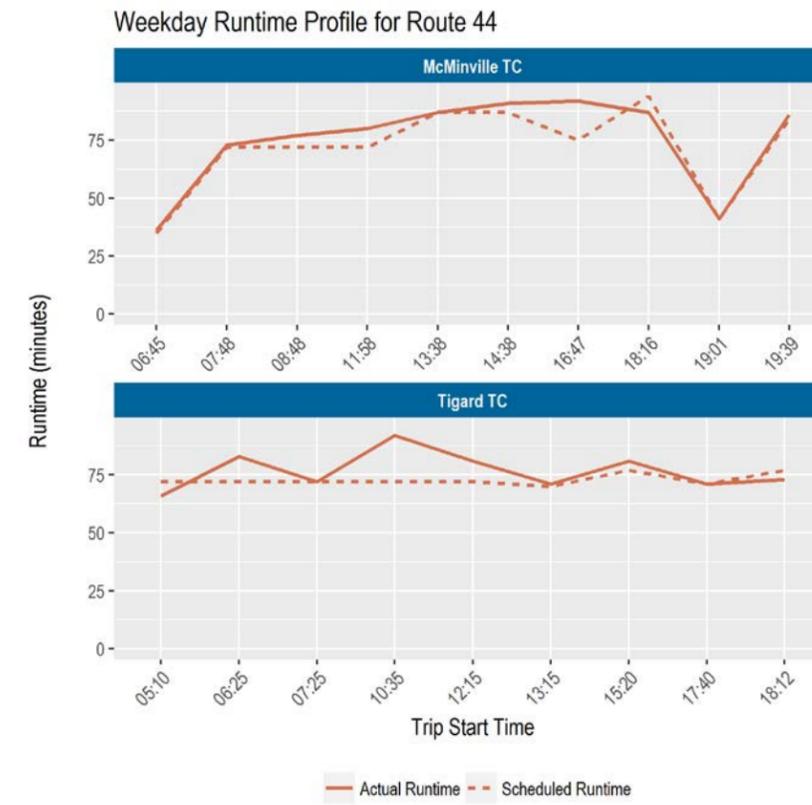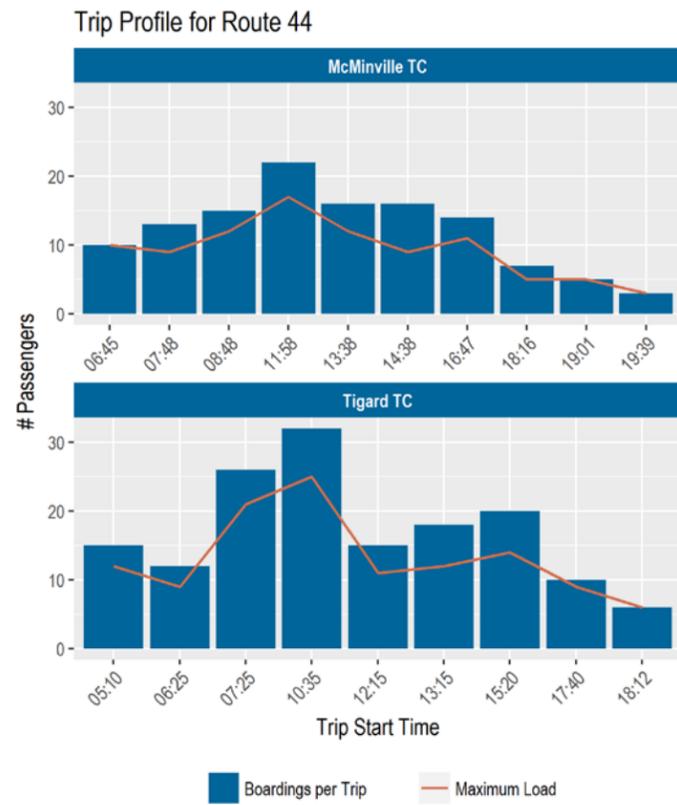
ROUTE 45X

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

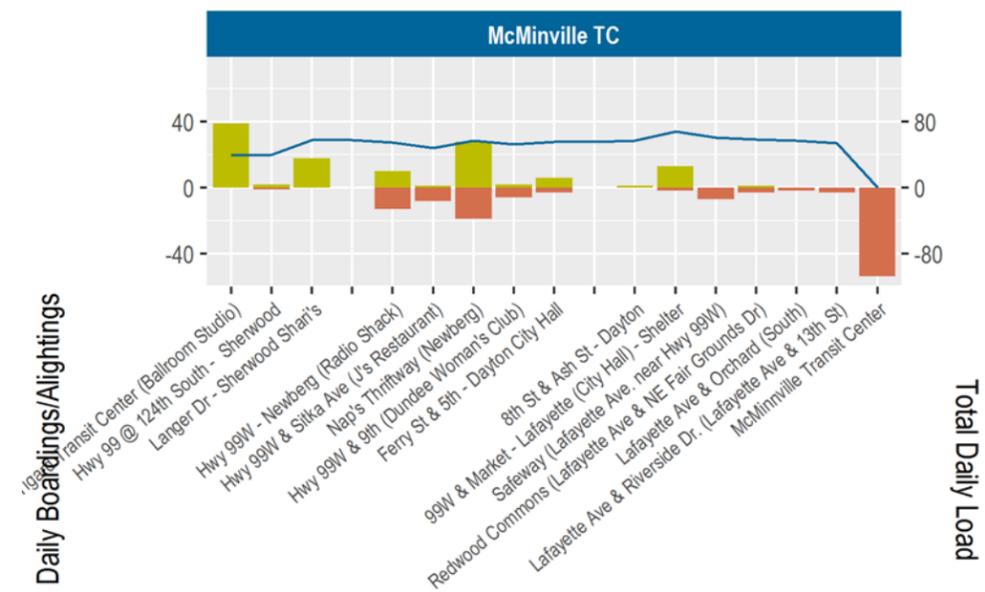| Direction	Segment Name	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
Tigard TC	McMinnville Transit Center to Linfield Blaine St. Shelter (99 & Founders)	4	0	0.1	34.3	4	100%	0%	0%	McMinnville Transit Center
Tigard TC	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

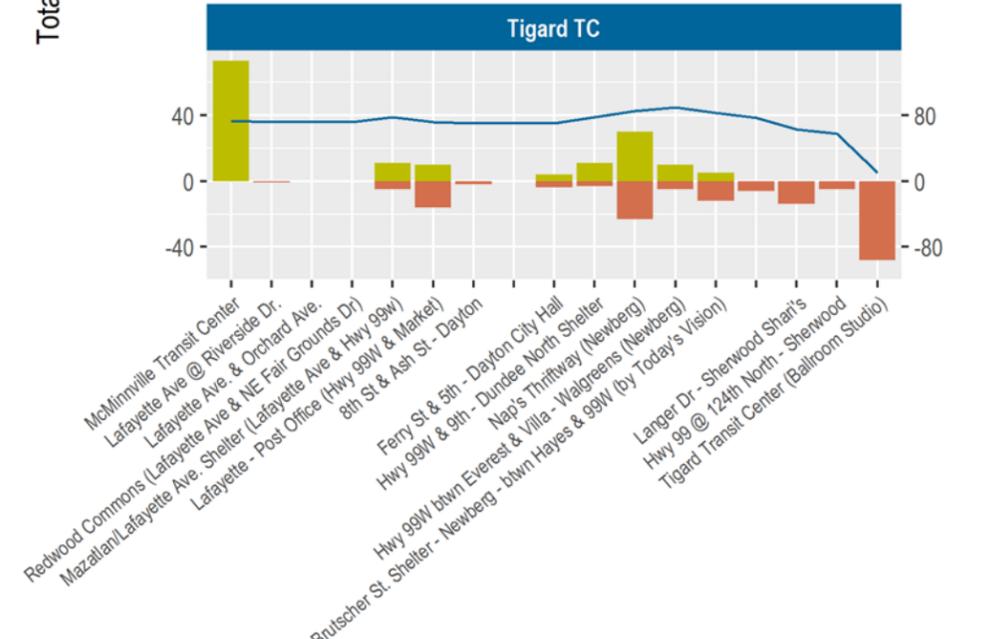| Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
McMinnville TC	AM	14	14	1.1	12.4	13	50.0%	12.5%	37.5%	Sherwood Shari's
Tigard TC	PM	8	8	1.0	7.9	7	37.5%	0.0%	62.5%	Sherwood Shari's

Load Profile for Route 45x

Stop Activity for Route 45x

ROUTE 46S

Summary by Direction

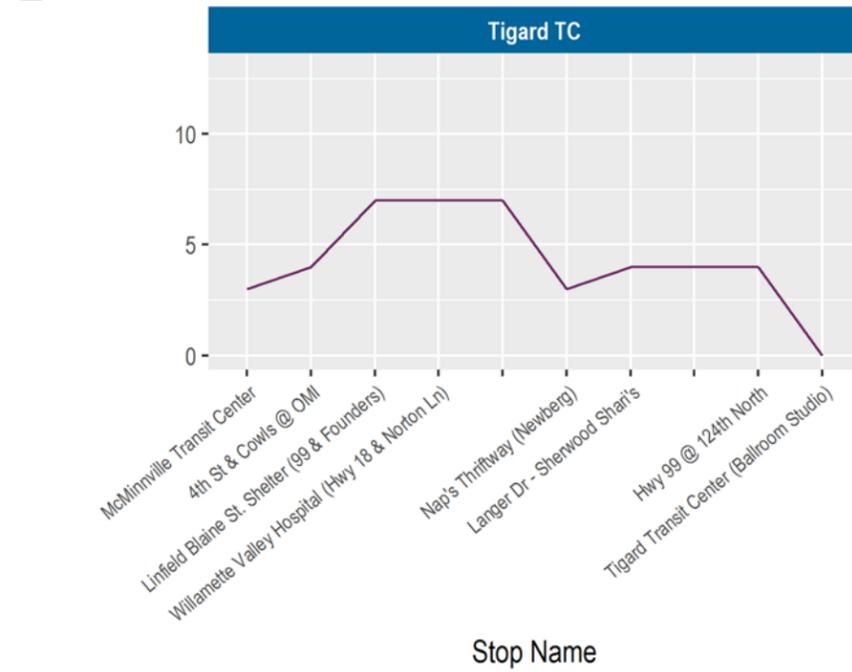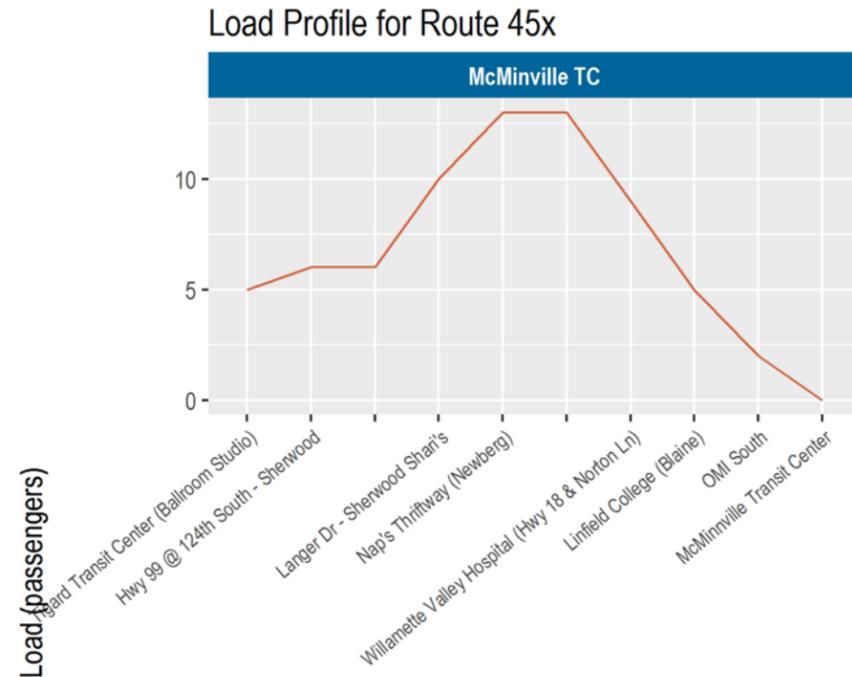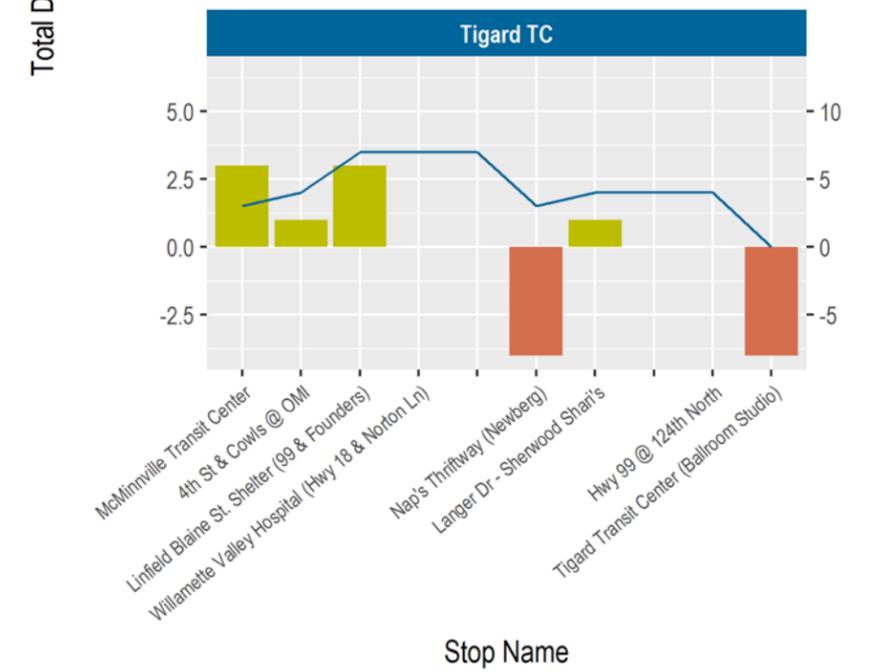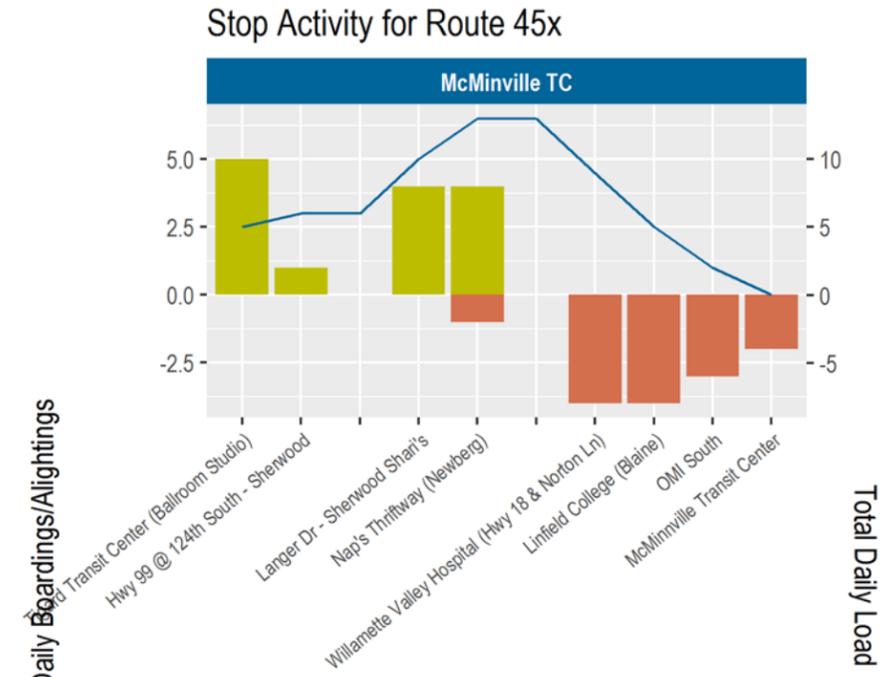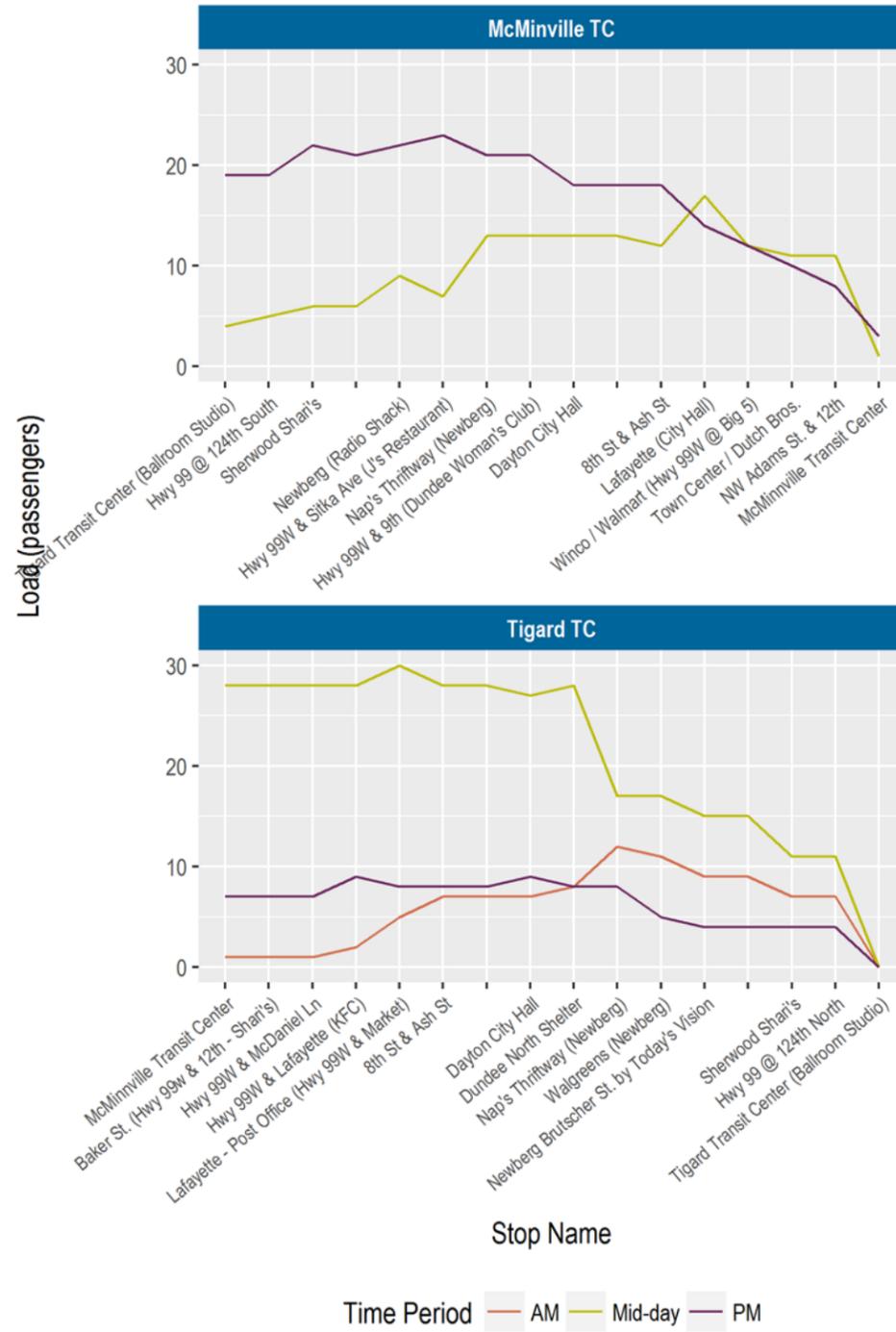| Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
McMinnville TC	49	54	4.8	10.2	37.5%	1.8%	60.7%	16	Town Center / Dutch Bros.
Tigard TC	58	58	4.5	12.8	44.6%	3.6%	51.8%	17	Sherwood Shari's
Total	107	112	9.3	1.0	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

Stop Activity for Route 46S
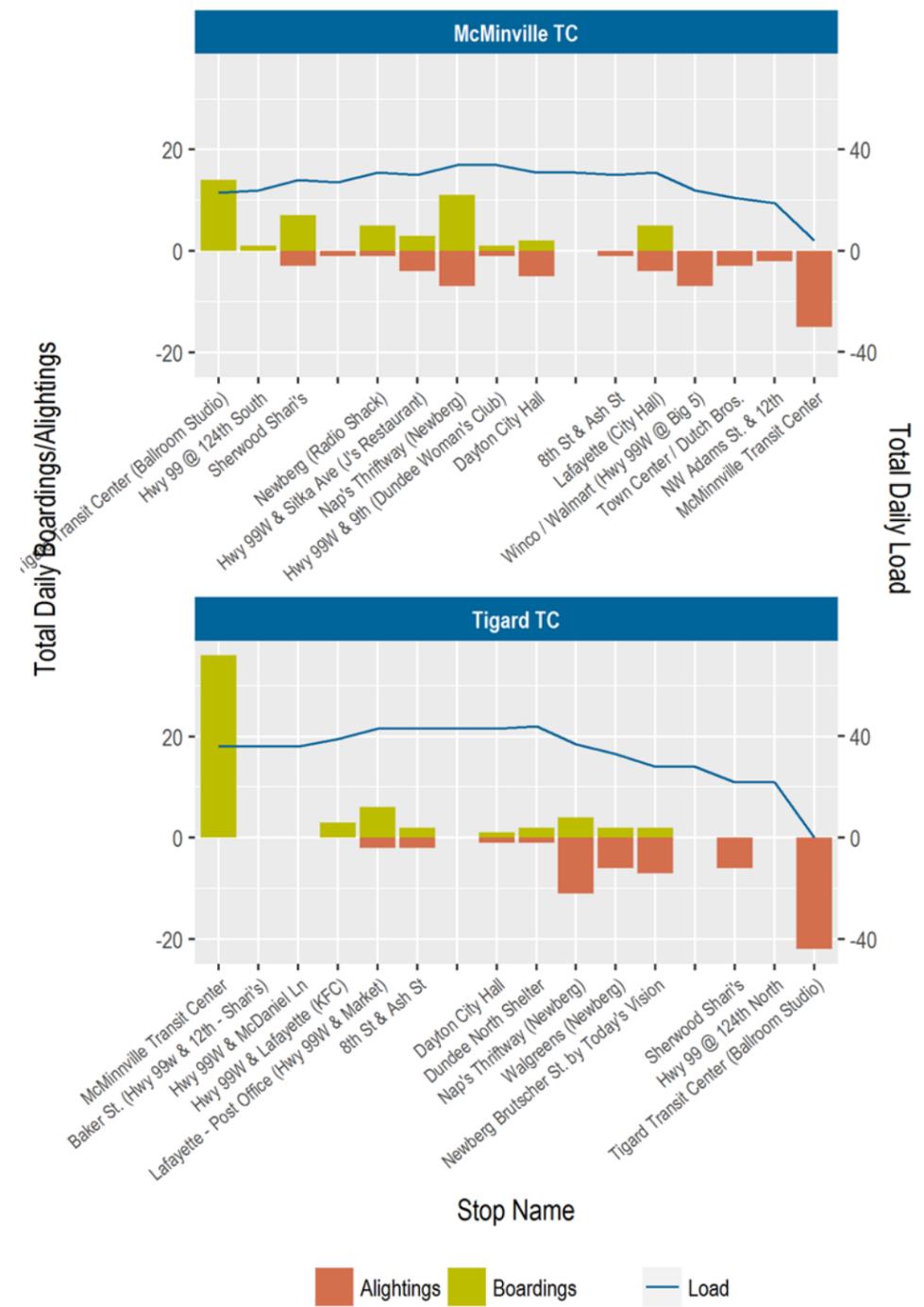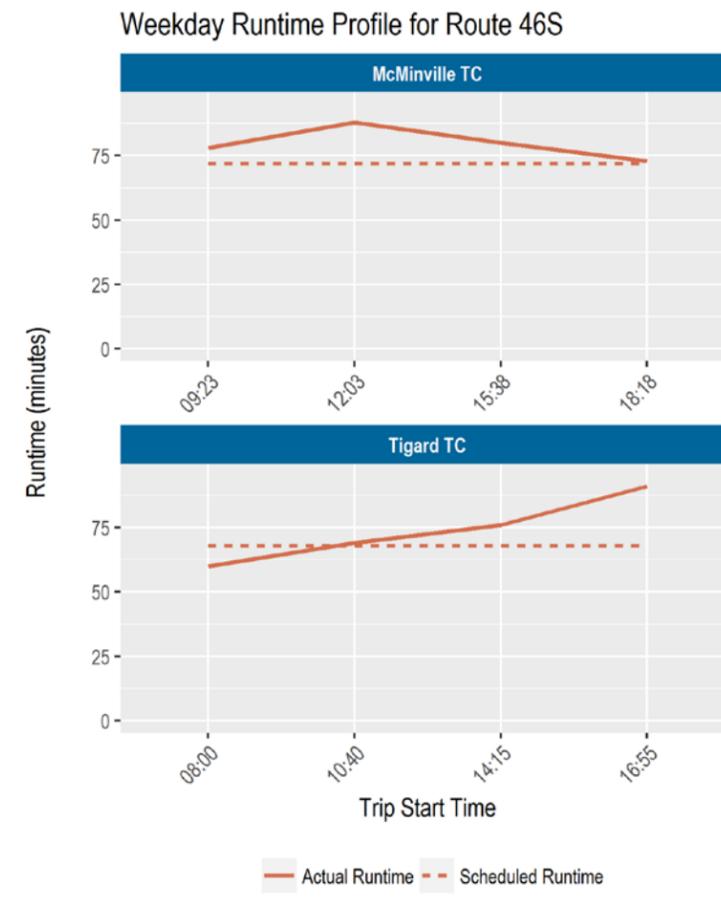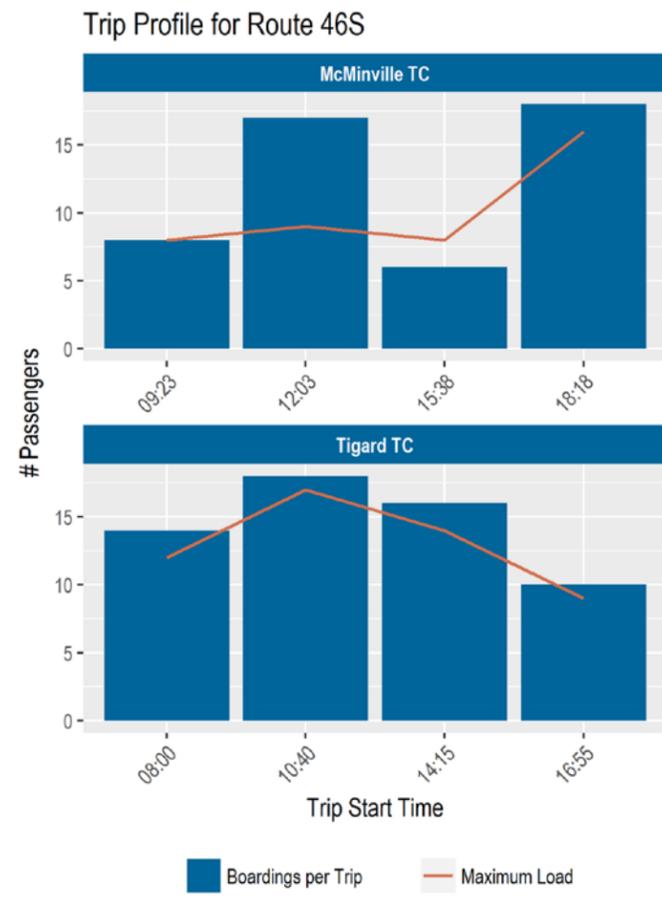
Trip Profile for Route 46S

Weekday Runtime Profile for Route 46S

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
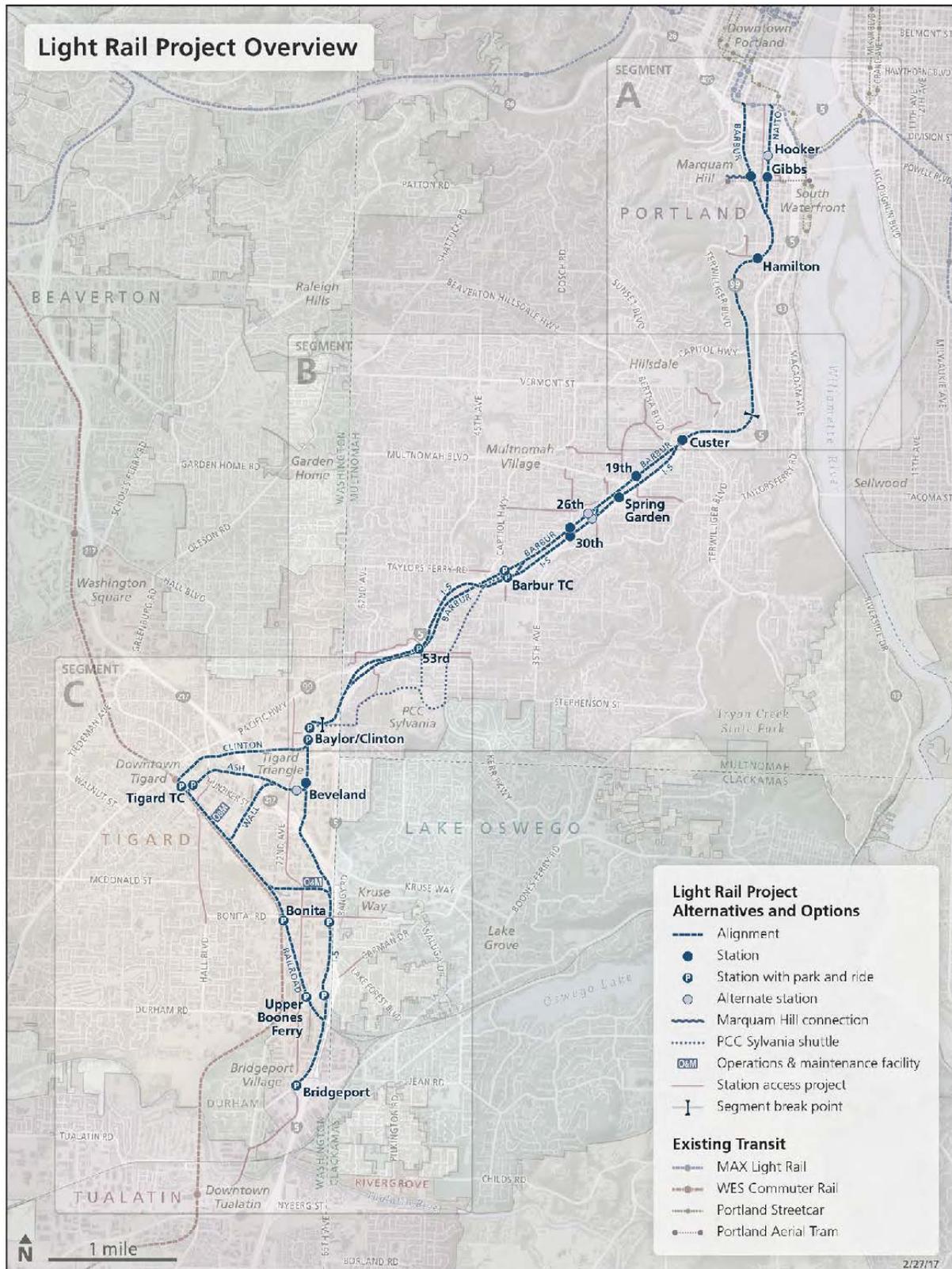
Source: Southwest Corridor Light Rail Project Alternatives for Environmental Review, February 2017

Figure B-3   TriMet Southwest Service Enhancement Plan Map
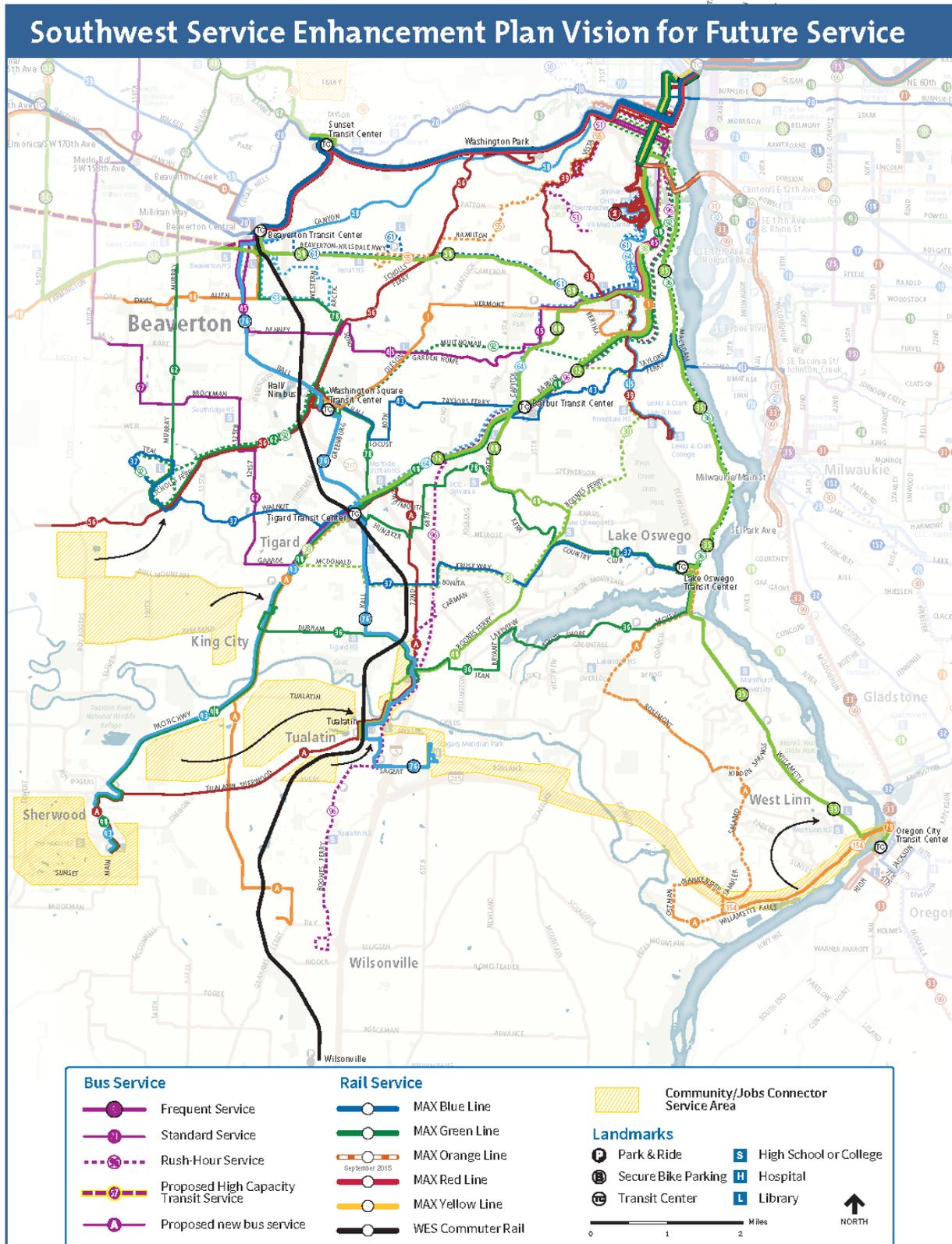
APPENDIX C
Peer Review Charts and Tables

Revenue Miles

Demand Response

	Revenue Miles
Clallam Transit System	371.5 k
Central Oregon Intergovernmental Council	278.1 k
Napa Valley Transportation Authority	276.9 k
Lincoln County Transportation Service District	172.8 k
Yamhill County	139.3 k
Basin Transit Service	64.8 k
Sunset Empire Transportation District	60.6 k

Legend: Peers, YCTA

Fixed–Route Bus

	Revenue Miles
Napa Valley Transportation Authority	1,490.4 k
Clallam Transit System	950.5 k
Central Oregon Intergovernmental Council	630.9 k
Yamhill County	530.1 k
Lincoln County Transportation Service District	374.3 k
Sunset Empire Transportation District	372.8 k
Basin Transit Service	267.9 k

Legend: Peers, YCTA

Total

	Revenue Miles
Napa Valley Transportation Authority	
Central Oregon Intergovernmental Council	
Clallam Transit System	1,979.7 k
Yamhill County	669.4 k
Lincoln County Transportation Service District	547.1 k
Sunset Empire Transportation District	433.4 k
Basin Transit Service	332.6 k

Legend: Peers, YCTA

Revenue Hours

Demand Response

Agency	Revenue Hours
Napa Valley Transportation Authority	29.7 k
Clallam Transit System	29.1 k
Central Oregon Intergovernmental Council	23.4 k
Yamhill County	13.4 k
Lincoln County Transportation Service District	6.6 k
Basin Transit Service	6.2 k
Sunset Empire Transportation District	4.5 k

Legend: Peers, YCTA

Fixed−Route Bus

Agency	Revenue Hours
Napa Valley Transportation Authority	81.7 k
Clallam Transit System	43.4 k
Central Oregon Intergovernmental Council	36.0 k
Lincoln County Transportation Service District	24.7 k
Yamhill County	24.3 k
Basin Transit Service	19.2 k
Sunset Empire Transportation District	16.5 k

Legend: Peers, YCTA

Total

Agency	Revenue Hours
Napa Valley Transportation Authority	
Central Oregon Intergovernmental Council	
Clallam Transit System	89.5 k
Yamhill County	37.7 k
Lincoln County Transportation Service District	31.2 k
Basin Transit Service	25.4 k
Sunset Empire Transportation District	21.1 k

Legend: Peers, YCTA

Max Vehicles in Operation

Demand Response

Agency	Value
Central Oregon Intergovernmental Council	22
Clallam Transit System	17
Napa Valley Transportation Authority	12
Yamhill County	7
Lincoln County Transportation Service District	4
Sunset Empire Transportation District	3
Basin Transit Service	2

Max Vehicles in Operation

Legend: Peers, YCTA

Fixed-Route Bus

Agency	Value
Napa Valley Transportation Authority	31
Central Oregon Intergovernmental Council	19
Sunset Empire Transportation District	16
Clallam Transit System	15
Yamhill County	12
Lincoln County Transportation Service District	9
Basin Transit Service	6

Max Vehicles in Operation

Legend: Peers, YCTA

Total

Agency	Value
Napa Valley Transportation Authority	
Central Oregon Intergovernmental Council	
Clallam Transit System	58
Yamhill County	19
Sunset Empire Transportation District	19
Lincoln County Transportation Service District	13
Basin Transit Service	8

Max Vehicles in Operation

Legend: Peers, YCTA

Unlinked Passenger Trips

Demand Response

Agency	Value
Napa Valley Transportation Authority	117.3 k
Central Oregon Intergovernmental Council	103.1 k
Lincoln County Transportation Service District	62.0 k
Clallam Transit System	61.6 k
Yamhill County	48.2 k
Basin Transit Service	16.9 k
Sunset Empire Transportation District	6.9 k

Unlinked Passenger Trips

Peers / YCTA

Fixed-Route Bus

Agency	Value
Napa Valley Transportation Authority	829.7 k
Clallam Transit System	754.1 k
Central Oregon Intergovernmental Council	506.2 k
Basin Transit Service	340.5 k
Lincoln County Transportation Service District	253.1 k
Yamhill County	251.0 k
Sunset Empire Transportation District	196.4 k

Unlinked Passenger Trips

Peers / YCTA

Total

Agency	Value
Napa Valley Transportation Authority	946.9 k
Clallam Transit System	921.7 k
Central Oregon Intergovernmental Council	609.3 k
Basin Transit Service	357.4 k
Lincoln County Transportation Service District	315.2 k
Yamhill County	299.2 k
Sunset Empire Transportation District	203.4 k

Unlinked Passenger Trips

Peers / YCTA

Revenue Miles per Capita

Demand Response

System	Revenue Miles per Capita
Clallam Transit System	5.13
Lincoln County Transportation Service District	3.73
Basin Transit Service	3.05
Napa Valley Transportation Authority	1.97
Sunset Empire Transportation District	1.62
Yamhill County	1.38
Central Oregon Intergovernmental Council	1.33

Fixed−Route Bus

System	Revenue Miles per Capita
Clallam Transit System	13.13
Basin Transit Service	12.6
Napa Valley Transportation Authority	10.62
Sunset Empire Transportation District	9.97
Lincoln County Transportation Service District	8.08
Yamhill County	5.24
Central Oregon Intergovernmental Council	3.01

Total

System	Revenue Miles per Capita
Clallam Transit System	27.35
Basin Transit Service	15.64
Napa Valley Transportation Authority	12.6
Lincoln County Transportation Service District	11.8
Sunset Empire Transportation District	11.59
Yamhill County	6.62
Central Oregon Intergovernmental Council	4.34

Legend: Peers, YCTA

Revenue Hours per Capita

Demand Response

Agency	Revenue Hours per Capita
Clallam Transit System	0.4
Basin Transit Service	0.29
Napa Valley Transportation Authority	0.21
Lincoln County Transportation Service District	0.14
Yamhill County	0.13
Sunset Empire Transportation District	0.12
Central Oregon Intergovernmental Council	0.11

Legend: Peers, YCTA

Fixed−Route Bus

Agency	Revenue Hours per Capita
Basin Transit Service	0.9
Clallam Transit System	0.6
Napa Valley Transportation Authority	0.58
Lincoln County Transportation Service District	0.53
Sunset Empire Transportation District	0.44
Yamhill County	0.24
Central Oregon Intergovernmental Council	0.17

Legend: Peers, YCTA

Total

Agency	Revenue Hours per Capita
Clallam Transit System	1.24
Basin Transit Service	1.19
Napa Valley Transportation Authority	0.79
Lincoln County Transportation Service District	0.67
Sunset Empire Transportation District	0.56
Yamhill County	0.37
Central Oregon Intergovernmental Council	0.28

Legend: Peers, YCTA

Unlinked Passenger Trips per Capita

Demand Response

Lincoln County Transportation Service District	1.34
Clallam Transit System	0.85
Napa Valley Transportation Authority	0.84
Basin Transit Service	0.8
Central Oregon Intergovernmental Council	0.49
Yamhill County	0.48
Sunset Empire Transportation District	0.19

Unlinked Passenger Trips per Capita

Fixed-Route Bus

Basin Transit Service	16.02
Clallam Transit System	10.42
Napa Valley Transportation Authority	5.91
Lincoln County Transportation Service District	5.46
Sunset Empire Transportation District	5.25
Yamhill County	2.48
Central Oregon Intergovernmental Council	2.41

Unlinked Passenger Trips per Capita

Total

Basin Transit Service	16.81
Clallam Transit System	12.73
Lincoln County Transportation Service District	6.8
Napa Valley Transportation Authority	6.75
Sunset Empire Transportation District	5.44
Yamhill County	2.96
Central Oregon Intergovernmental Council	2.91

Unlinked Passenger Trips per Capita

Peers
YCTA

Unlinked Passenger Trips per Revenue Hour

Demand Response

	Value
Lincoln County Transportation Service District	9.5
Central Oregon Intergovernmental Council	4.4
Napa Valley Transportation Authority	3.9
Yamhill County	3.6
Basin Transit Service	2.7
Clallam Transit System	2.1
Sunset Empire Transportation District	1.5

Unlinked Passenger Trips per Revenue Hour

Fixed-Route Bus

	Value
Basin Transit Service	17.8
Clallam Transit System	17.4
Central Oregon Intergovernmental Council	14.1
Sunset Empire Transportation District	11.9
Yamhill County	10.4
Lincoln County Transportation Service District	10.3
Napa Valley Transportation Authority	10.2

Unlinked Passenger Trips per Revenue Hour

Total

	Value
Basin Transit Service	14.1
Clallam Transit System	10.3
Central Oregon Intergovernmental Council	10.3
Lincoln County Transportation Service District	10.1
Sunset Empire Transportation District	9.6
Napa Valley Transportation Authority	8.5
Yamhill County	7.9

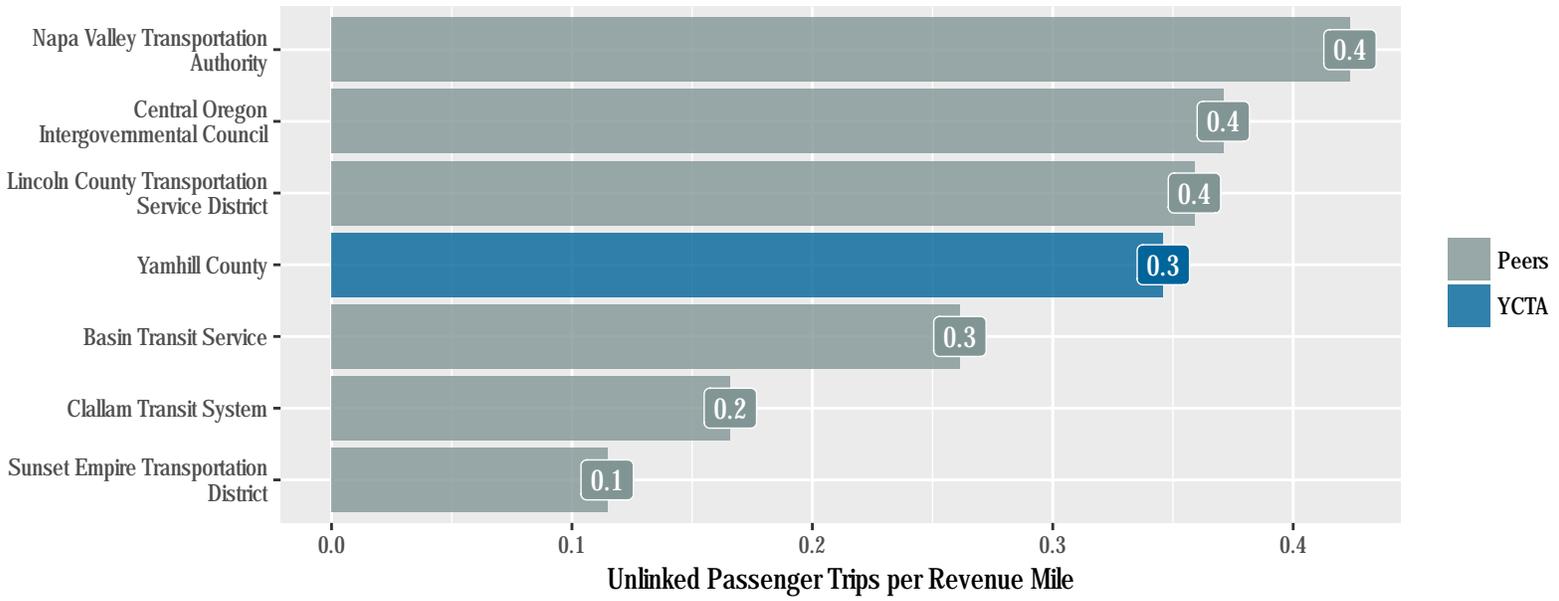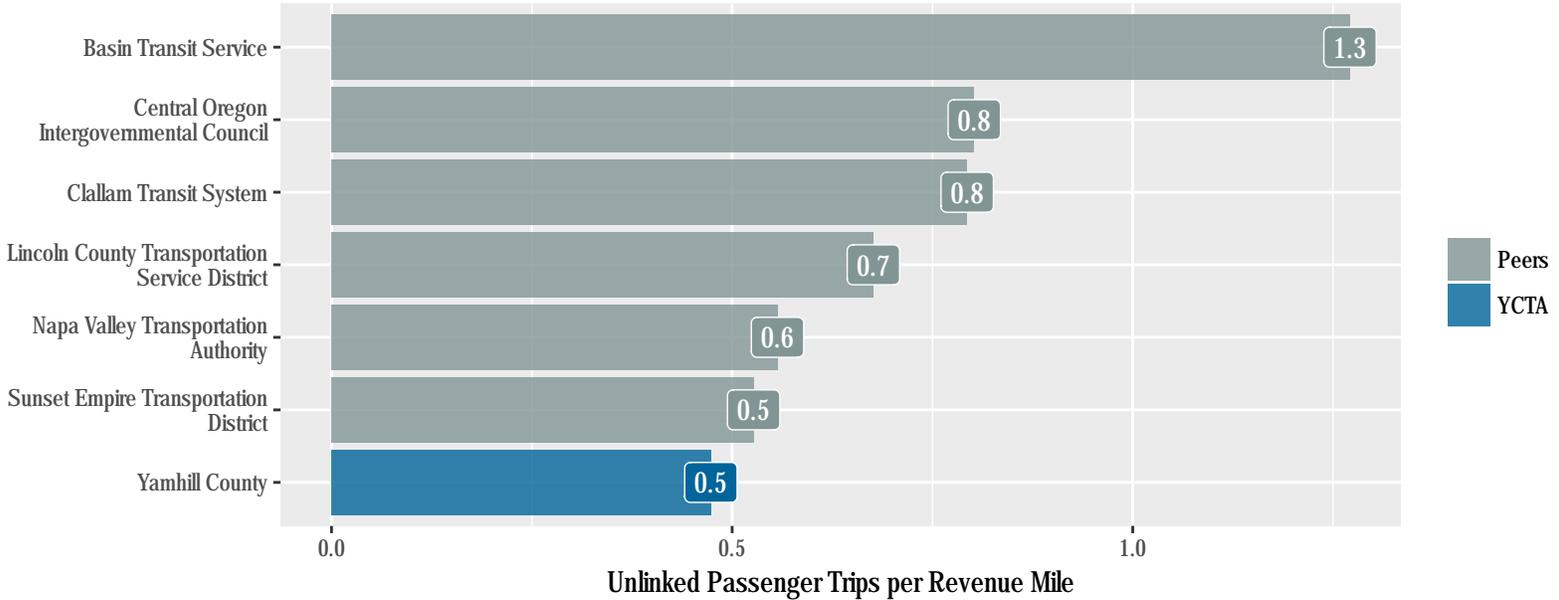Unlinked Passenger Trips per Revenue Hour

Peers
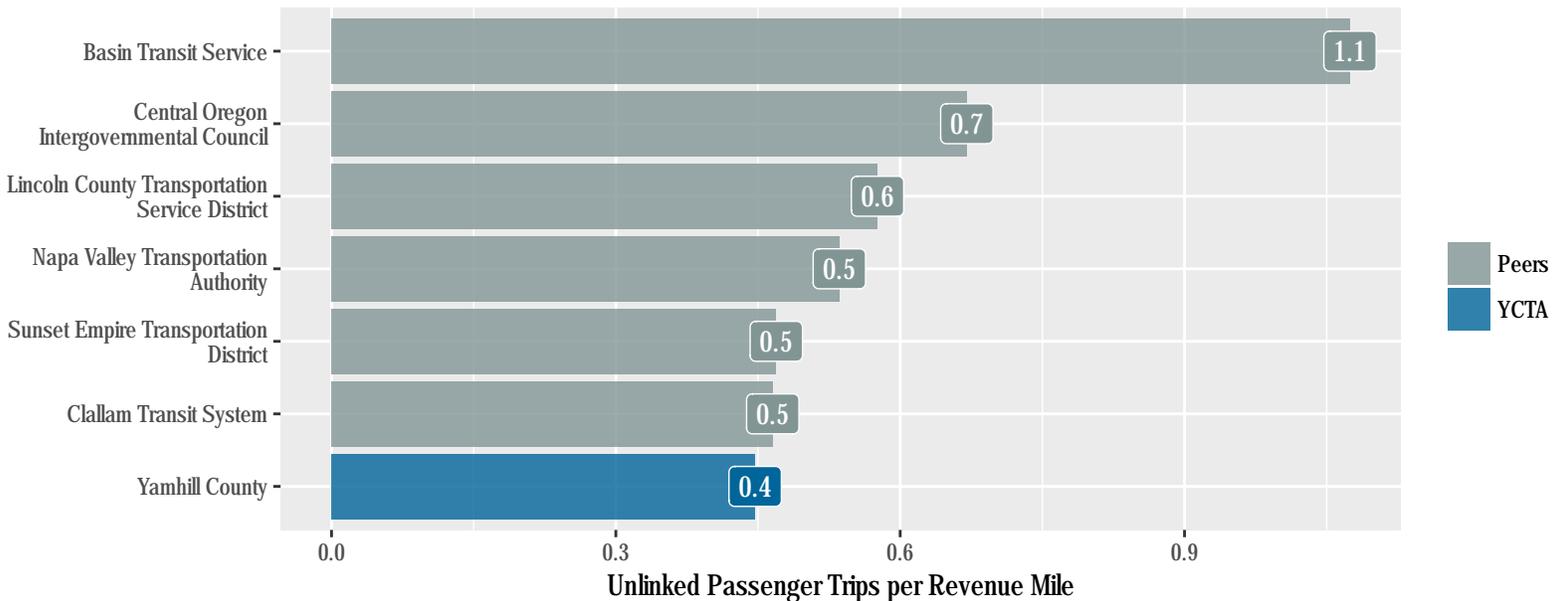YCTA

Unlinked Passenger Trips per Revenue Revenue Mile

Demand Response

Fixed–Route Bus

Total

Service Area Description

Service Area Population by Agency

Agency	Population
Central Oregon Intergovernmental Council	209,639
Napa Valley Transportation Authority	140,295
Yamhill County	101,119
Clallam Transit System	72,397
Lincoln County Transportation Service District	46,347
Sunset Empire Transportation District	37,382
Basin Transit Service	21,261

Legend: Peers, YCTA

Service Area Size by Agency

Agency	Service Area Size (sq. mi.)
Central Oregon Intergovernmental Council	7,778.00
Clallam Transit System	1,738.00
Lincoln County Transportation Service District	980.00
Sunset Empire Transportation District	829.00
Napa Valley Transportation Authority	748.36
Yamhill County	716.00
Basin Transit Service	19.81

Legend: Peers, YCTA

Population Density by Agency

Agency	Population Density (persons per sq. mi.)
Basin Transit Service	1073.2
Napa Valley Transportation Authority	187.5
Yamhill County	141.2
Lincoln County Transportation Service District	47.3
Sunset Empire Transportation District	45.1
Clallam Transit System	41.7
Central Oregon Intergovernmental Council	27

Legend: Peers, YCTA

Finance

Operating Cost by Agency

Agency	Operating Cost
Napa Valley Transportation Authority	$9,652,46
Clallam Transit System	$7,643,378
Central Oregon Intergovernmental Council	$4,392,343
Yamhill County	$2,049,797
Basin Transit Service	$2,013,485
Sunset Empire Transportation District	$1,853,581
Lincoln County Transportation Service District	$1,649,763

Legend: Peers, YCTA
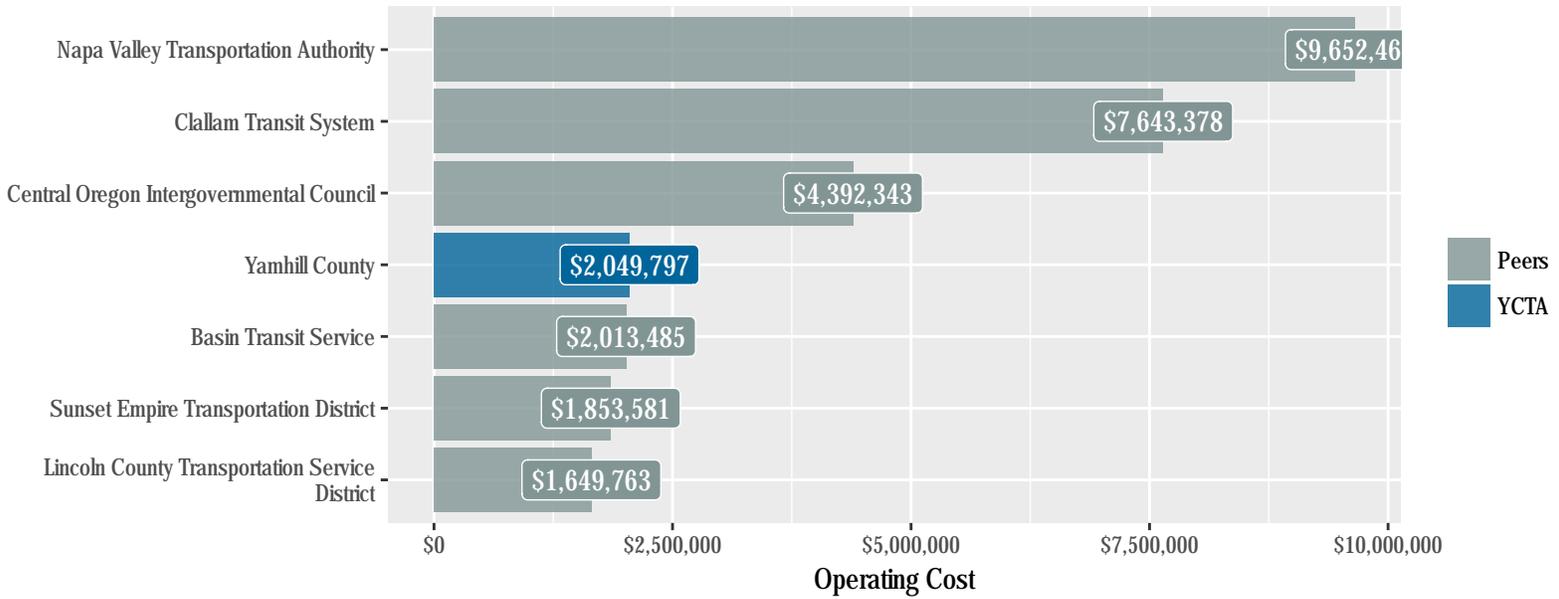
Operating Cost per Capita by Agency

Agency	Operating Cost per Capita
Clallam Transit System	$105.58
Basin Transit Service	$94.70
Napa Valley Transportation Authority	$68.80
Sunset Empire Transportation District	$49.58
Lincoln County Transportation Service District	$35.60
Yamhill County	$20.27
Central Oregon Intergovernmental Council	$19.52

Legend: Peers, YCTA
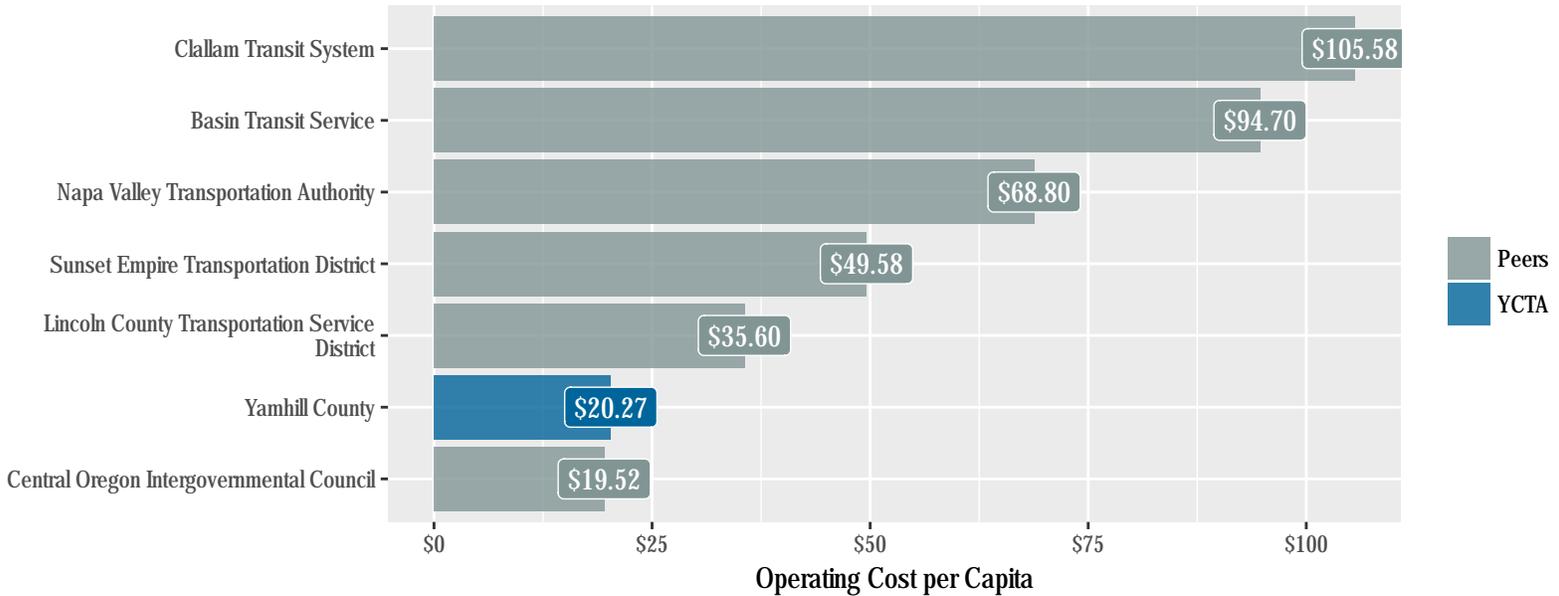
Farebox Recovery by Agency

Agency	Farebox Recovery
Yamhill County	16.25%
Basin Transit Service	15.52%
Clallam Transit System	14.50%
Central Oregon Intergovernmental Council	14.40%
Lincoln County Transportation Service District	14.35%
Napa Valley Transportation Authority	12.57%
Sunset Empire Transportation District	11.17%

Legend: Peers, YCTA
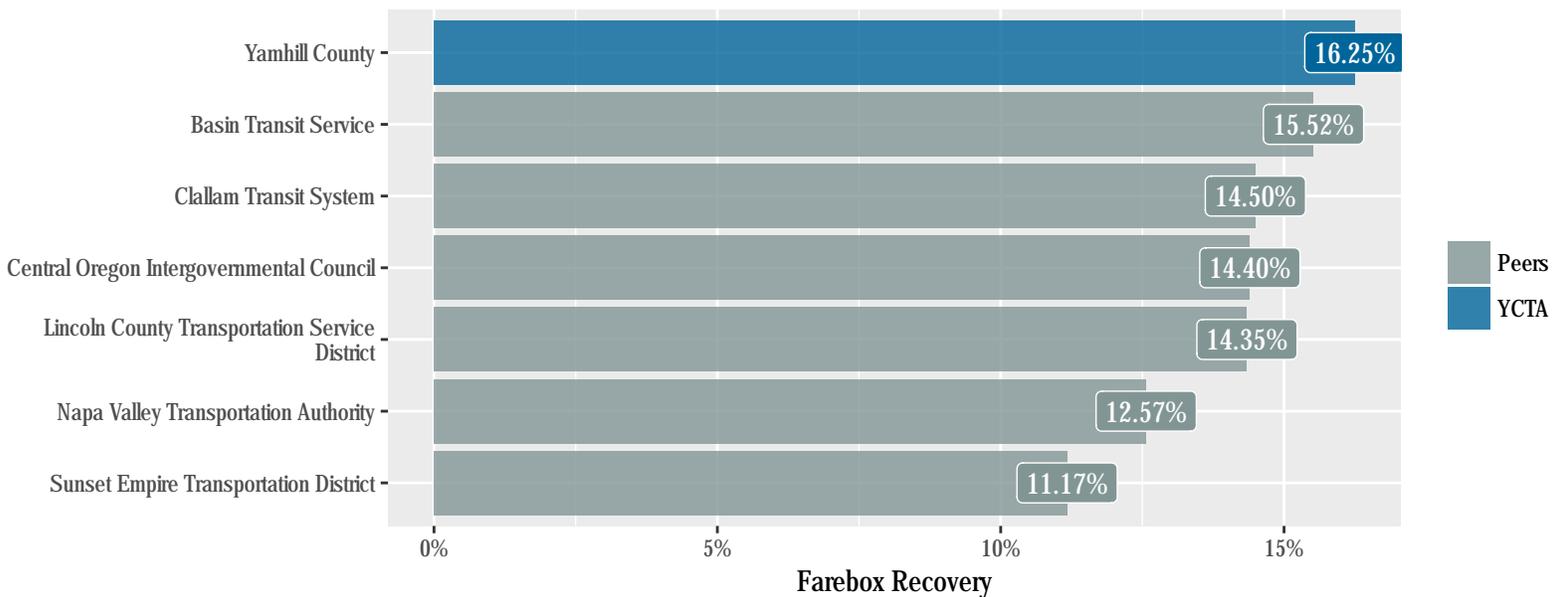
Finance

Operating Cost per Trip by Agency

Agency	Operating Cost per Trip
Napa Valley Transportation Authority	$10.19
Sunset Empire Transportation District	$9.11
Clallam Transit System	$8.29
Central Oregon Intergovernmental Council	$7.21
Yamhill County	$6.85
Basin Transit Service	$5.63
Lincoln County Transportation Service District	$5.23

Operating Cost per Revenue Mile by Agency

Agency	Operating Cost per Revenue Mile
Basin Transit Service	$6.05
Napa Valley Transportation Authority	$5.49
Central Oregon Intergovernmental Council	$4.86
Sunset Empire Transportation District	$4.28
Clallam Transit System	$3.86
Yamhill County	$3.06
Lincoln County Transportation Service District	$3.02

Operating Cost per Revenue Hour by Agency

Agency	Operating Cost per Revenue Hour
Sunset Empire Transportation District	$87.94
Napa Valley Transportation Authority	$87.13
Clallam Transit System	$85.37
Basin Transit Service	$79.41
Central Oregon Intergovernmental Council	$74.38
Yamhill County	$54.38
Lincoln County Transportation Service District	$52.80

Legend: Peers, YCTA

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
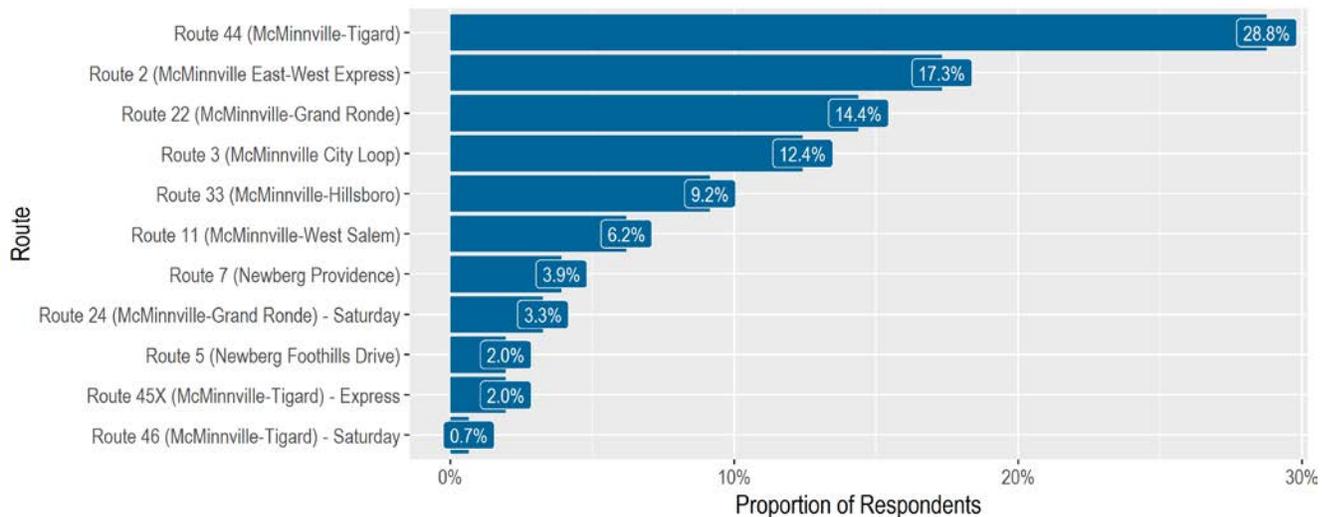
Trip Purpose

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
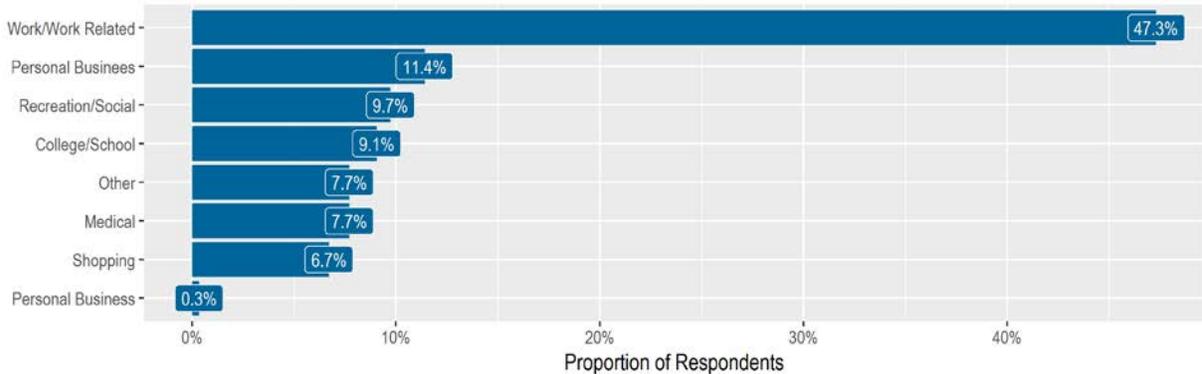
Q2 What is the primary purpose of your trip? (N=298)

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
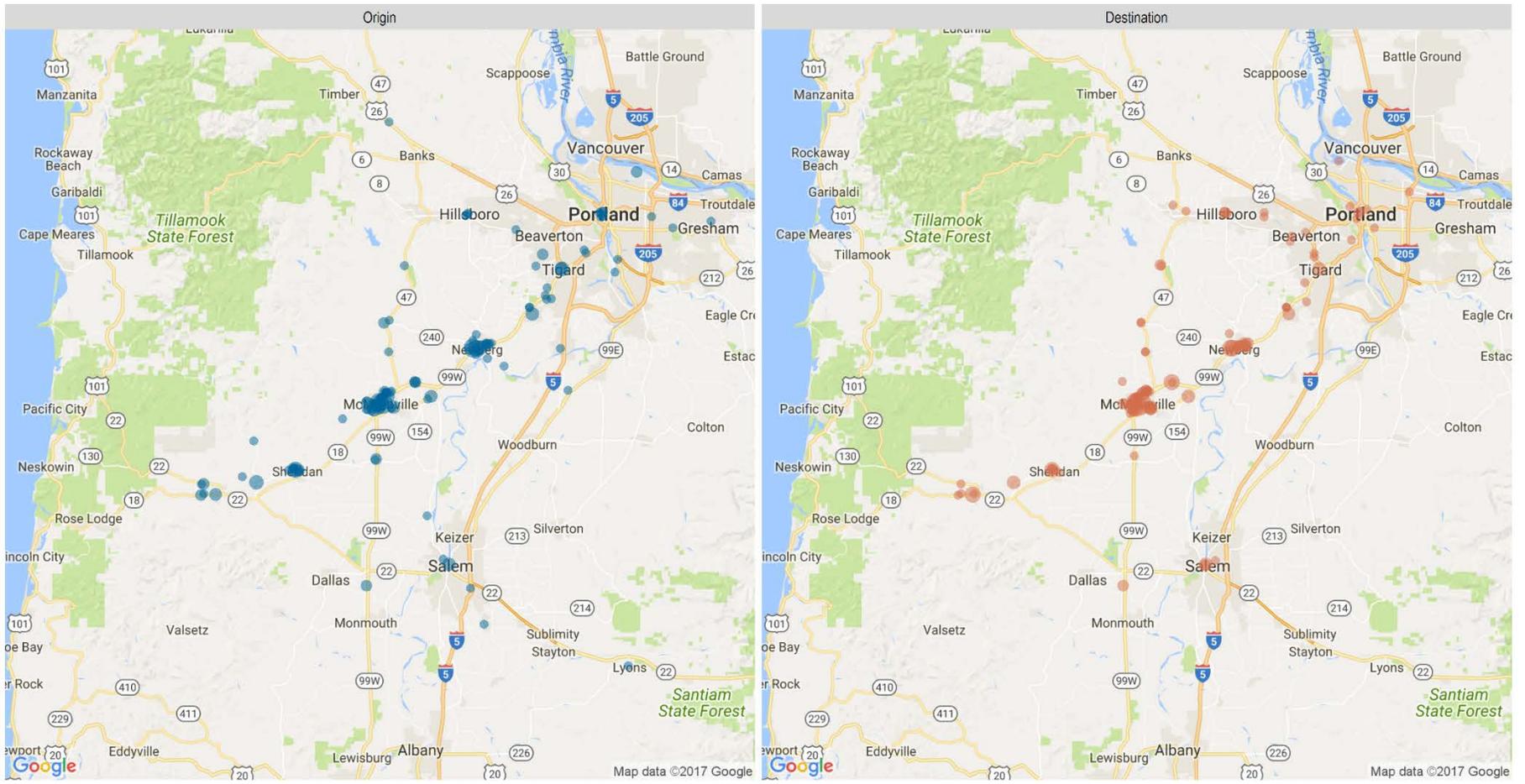
Figure D-4   Trip Origins (left panel) and Destinations (right panel), McMinnville Area
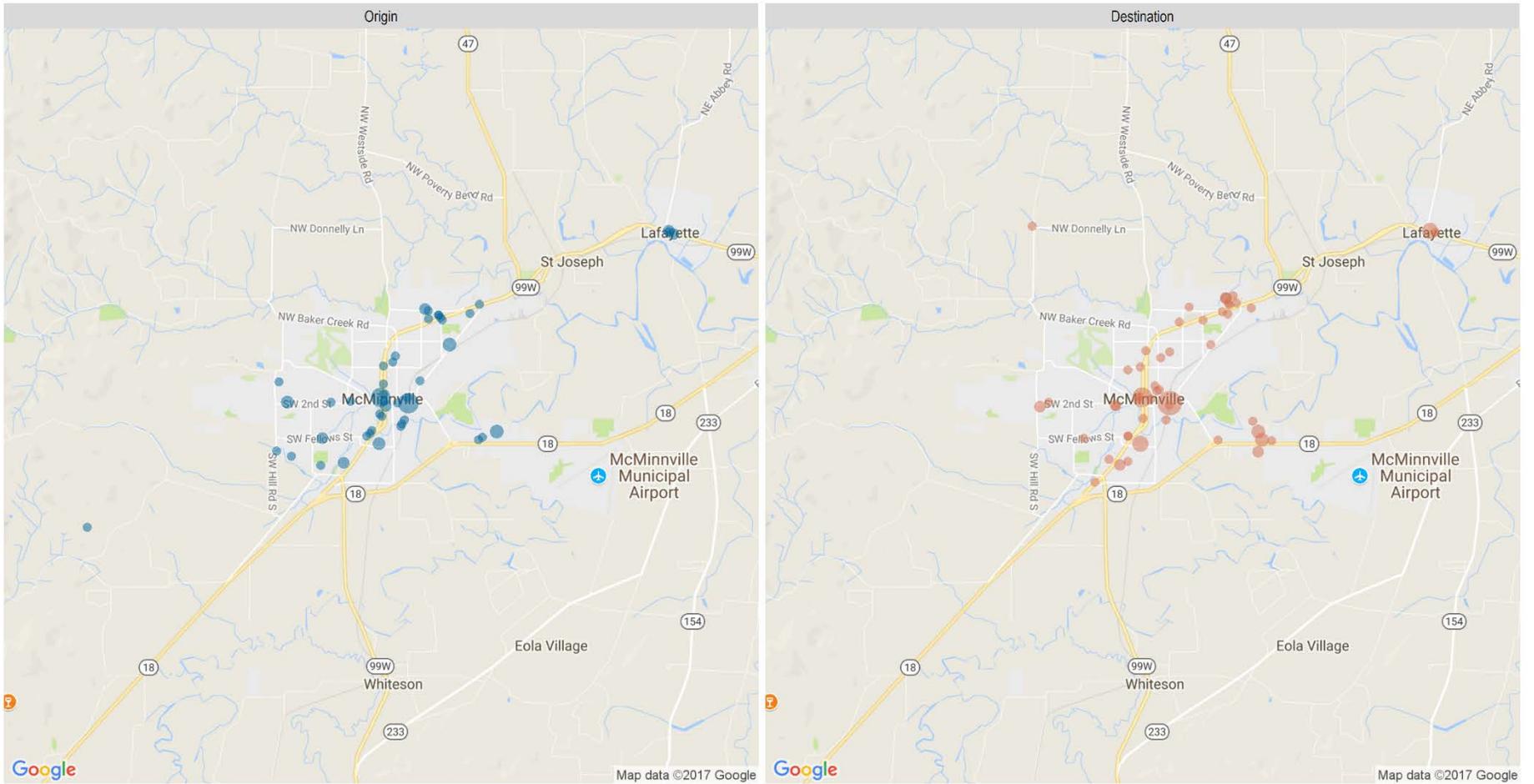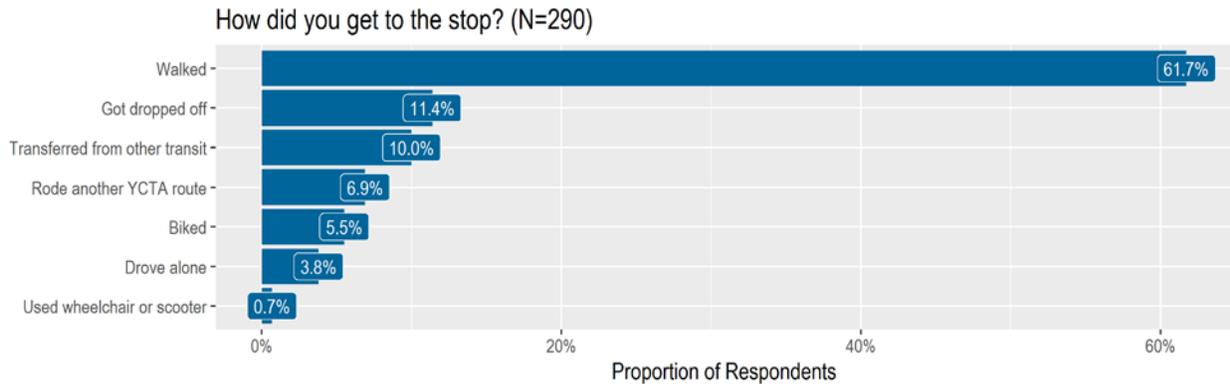
Access to Transit

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.
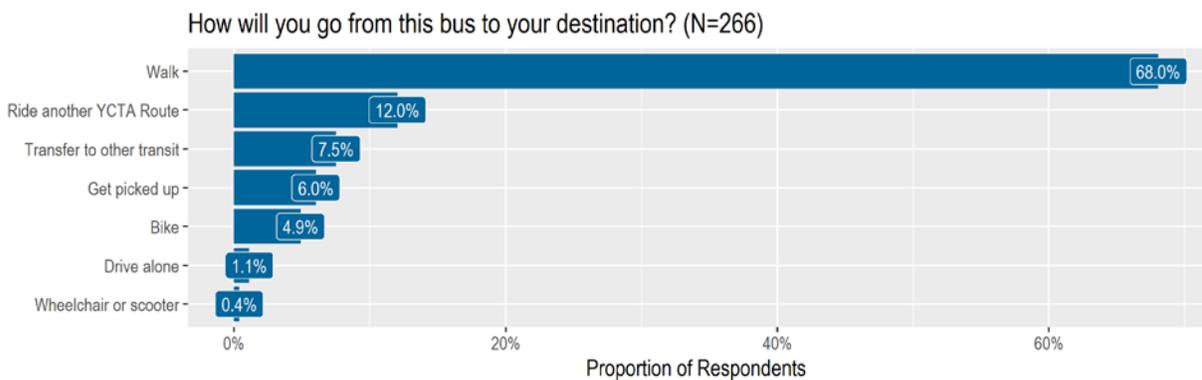
Figure D-6 shows the amount of time people walked to access transit. The charts illustrate that:

- 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

How did you get to the stop? (N=290)

Mode	Proportion of Respondents
Walked	61.7%
Got dropped off	11.4%
Transferred from other transit	10.0%
Rode another YCTA route	6.9%
Biked	5.5%
Drove alone	3.8%
Used wheelchair or scooter	0.7%

Q4: How did you get to the first bus stop on your trip? (n = 290)

How will you go from this bus to your destination? (N=266)

Mode	Proportion of Respondents
Walk	68.0%
Ride another YCTA Route	12.0%
Transfer to other transit	7.5%
Get picked up	6.0%
Bike	4.9%
Drive alone	1.1%
Wheelchair or scooter	0.4%

Q6: How will you go from the bus to your destination? (n = 290)

Figure D-6   Walking Time between Origin/Destination and Bus Stop
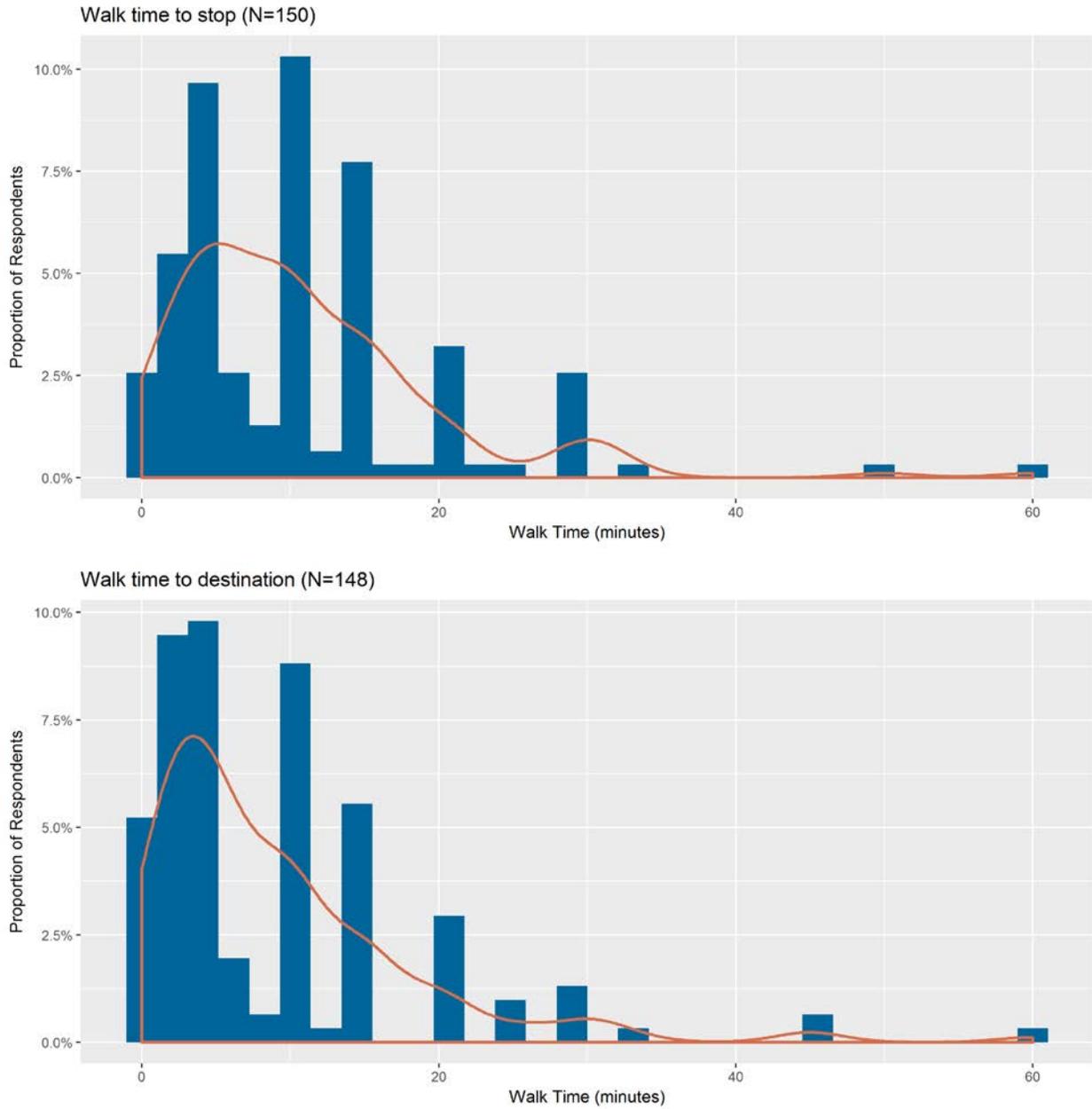
Q4: Approx. # of minutes [to get to the first bus stop on trip], n = 150
Q6: Approx. # of minutes [to get from the bus to your destination], n = 148

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 ↓ 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

Surveyed YCTA Route	Transfer to/from 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
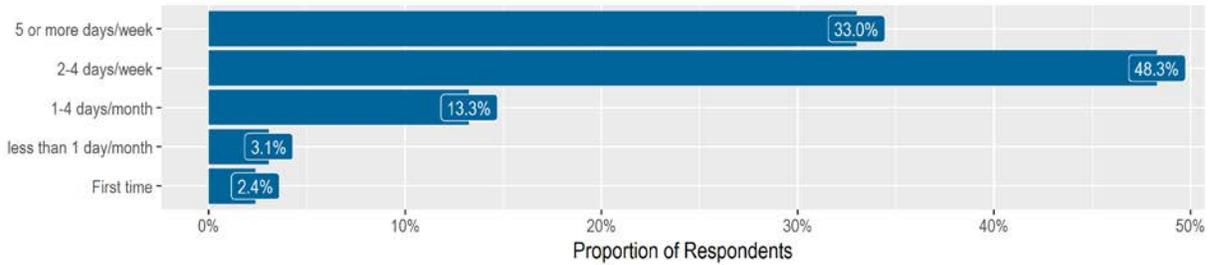
Q8: How often do you ride YCTA buses? (n = 294)

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
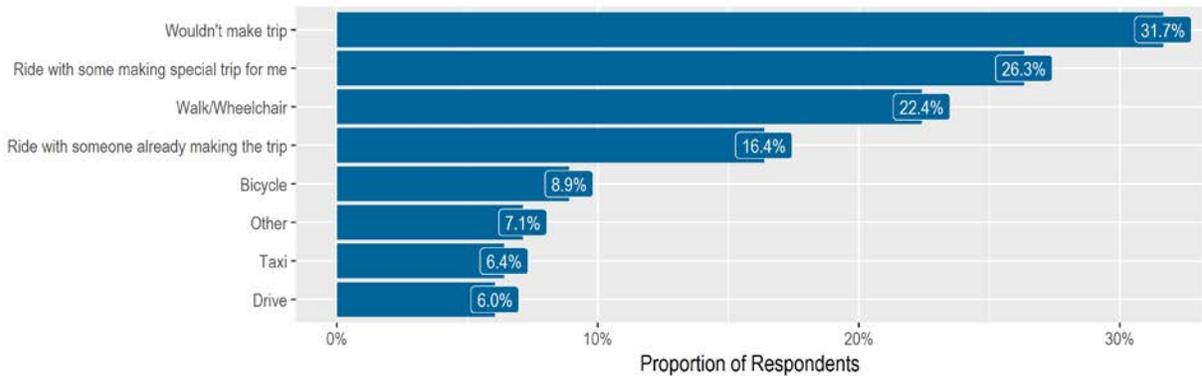
Q7: How would you have made this trip if bus service was not available? (N=281)

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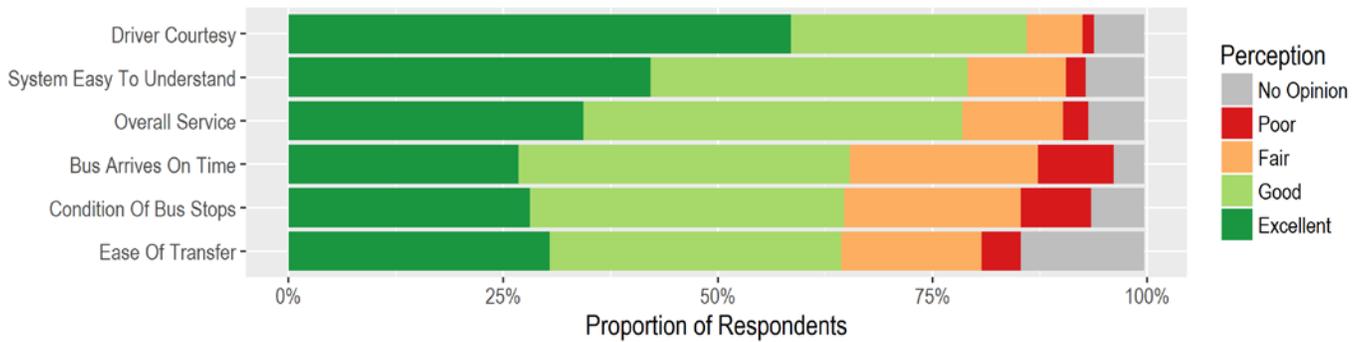
Q10: Please rate your perception of YCTA service (N=306)

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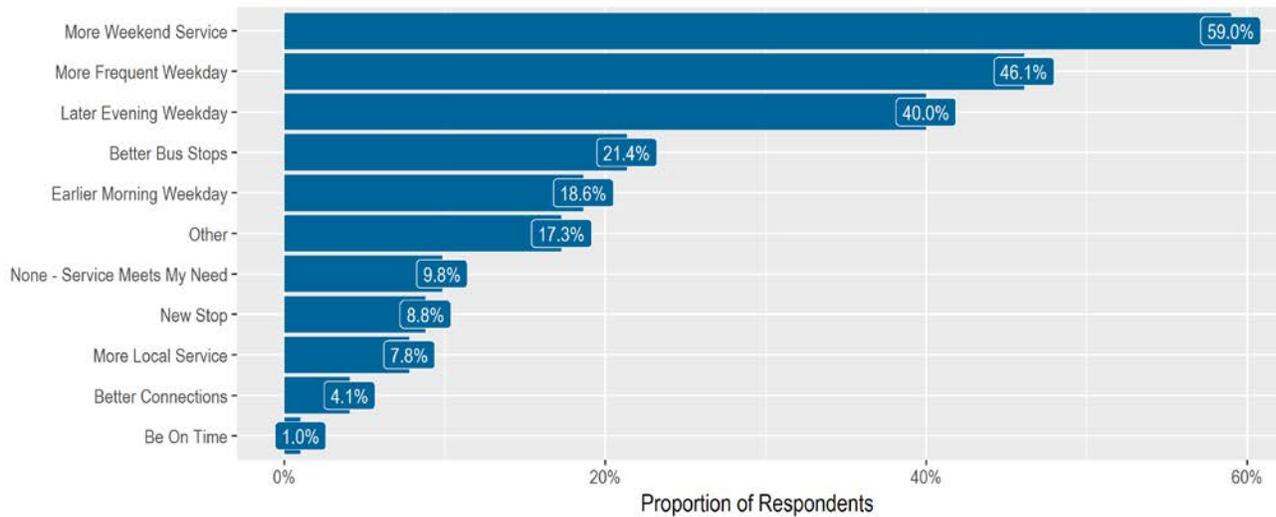
Q11: Please select up to THREE improvements that would help you choose to ride the bus more often (n=296)

Figure D-13   Most Important Service Improvement Requested
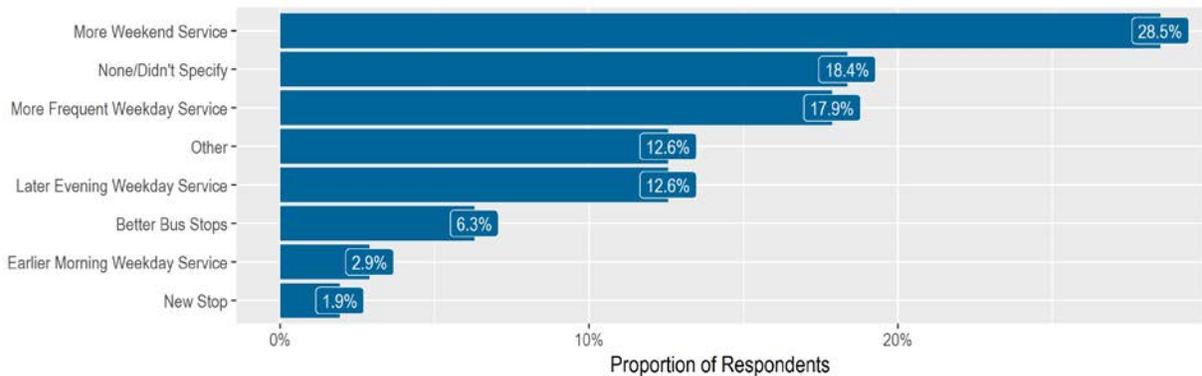
Q12: Please identify the ONE improvement in #11 that would help you choose to ride the bus more often (n=207)

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
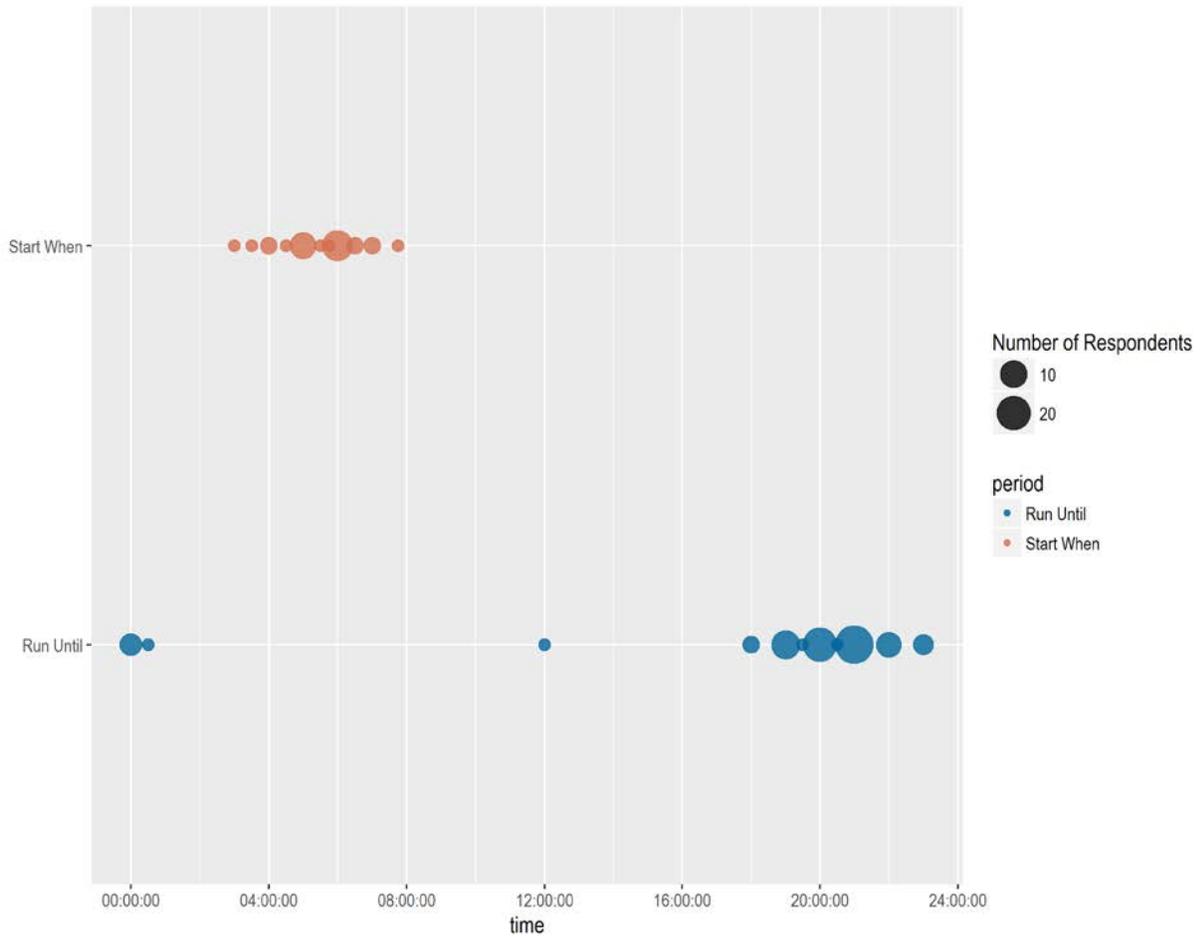
New Stops/Service

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
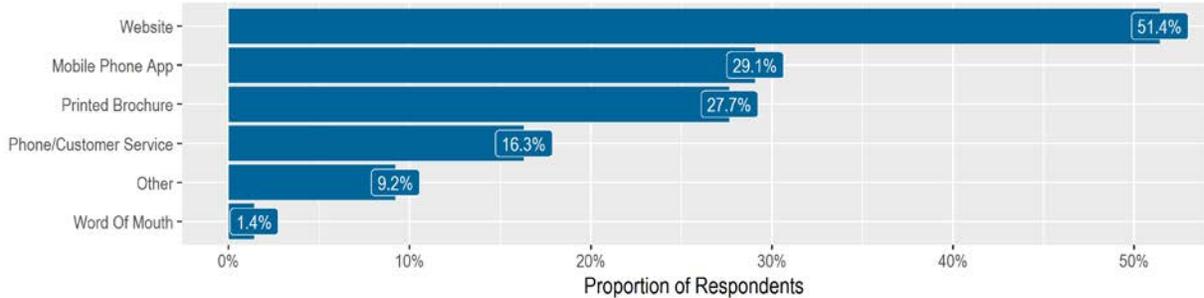
Q9: How do you get (or would you like to get) the information you need to ride the bus? (N=282)

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%).
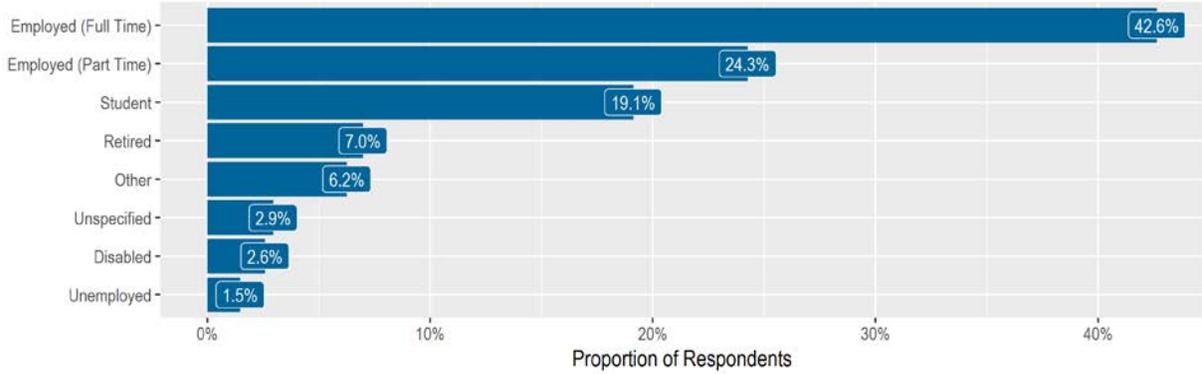
Figure D-17   Age Distribution
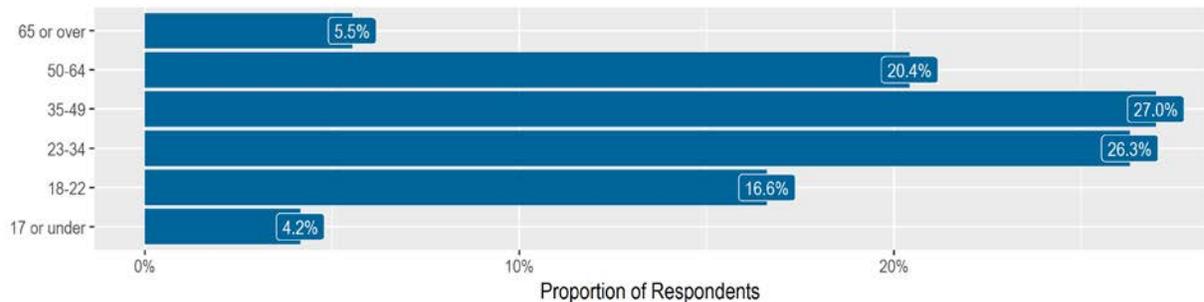
Q14: What is your age? (N=289

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
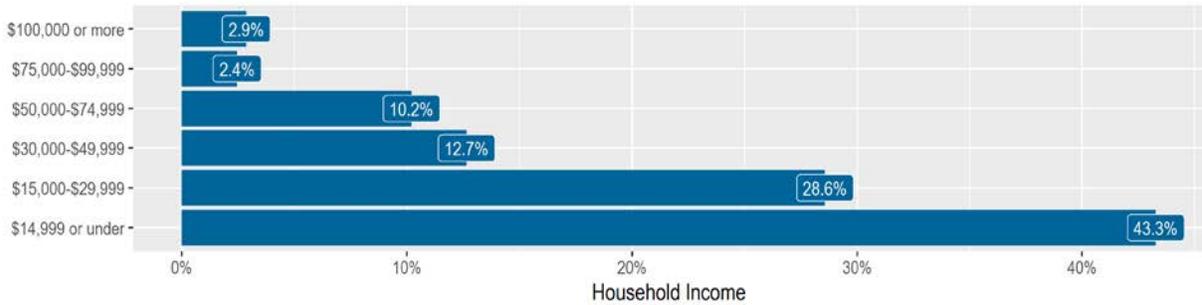
Q15: What is your total household income before taxes? (N=245)

SURVEY INSTRUMENTS

Figure D-20   On-board Survey Instrument, English

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
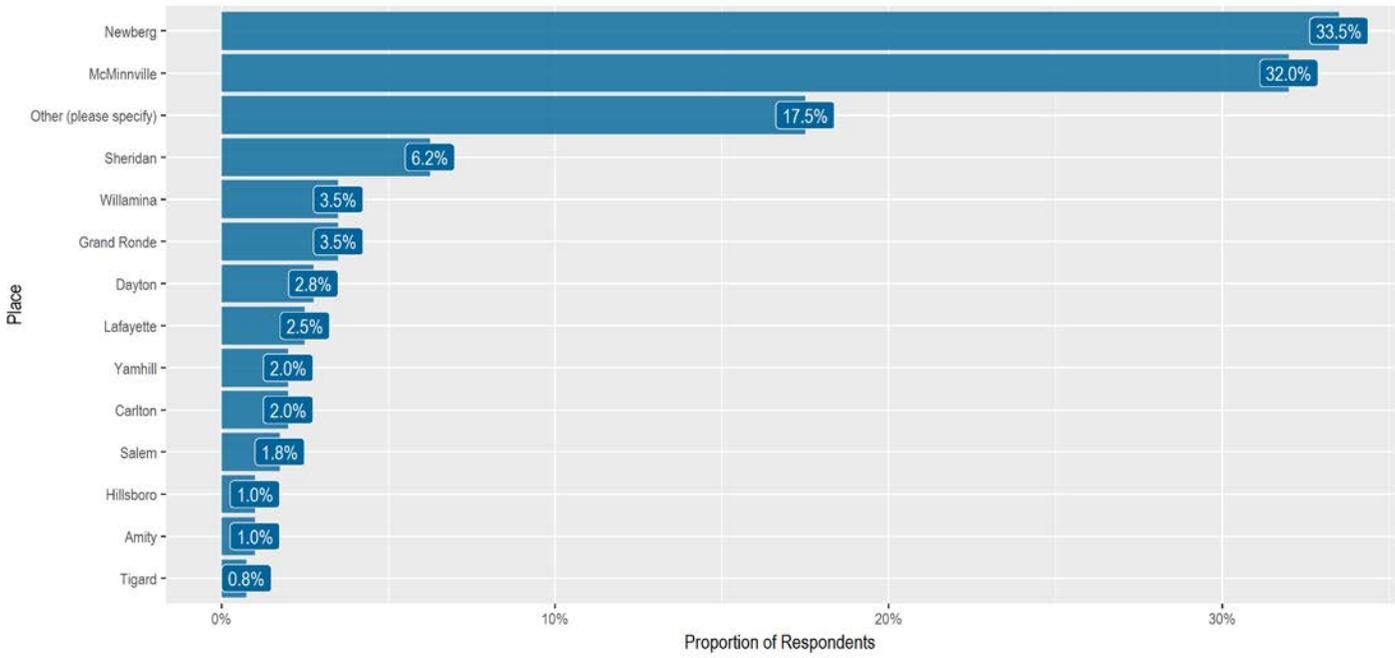
Q1 What city/ZIP code do you live in?

Figure E-2   Respondents' Place of Residence by City and Zip Code

Home Cities

Home Zip Code

# of Respondents   50   100

# 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 ▪ George Fox University, Newberg ▪ Newberg Public Library ▪ Safeway, Newberg
McMinnville	128	▪ WinCo, McMinnville ▪ Walmart, McMinnville ▪ Safeway, McMinnville ▪ Albertson's, McMinnville
Sheridan	25	▪ WinCo, McMinnville ▪ Walmart, McMinnville ▪ Confederated Tribes of Grand Ronde
Grand Ronde	14	▪ WinCo, McMinnville ▪ Walmart, McMinnville ▪ Confederated Tribes of Grand Ronde
Willamina	12	▪ Walmart, McMinnville ▪ Confederated Tribes of Grand Ronde
Dayton	11	▪ McMinnville ▪ Newberg ▪ Fred Meyer
Lafayette	10	▪ Walmart, McMinnville ▪ WinCo, McMinnville ▪ Tigard Transit Center ▪ Fred Meyer ▪ Downtown McMinnville
Dundee	10	▪ Fred Meyer, Newberg ▪ George Fox University, Newberg ▪ Providence Newberg Medical Center
Carlton	8	▪ Walmart, McMinnville ▪ WinCo, McMinnville ▪ Safeway, McMinnville ▪ McMinnville ▪ Newberg
Yamhill	5	▪ McMinnville ▪ Salem ▪ Fred Meyer (McMinnville or Cornelius)
Amity	4	▪ McMinnville ▪ Salem ▪ 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?
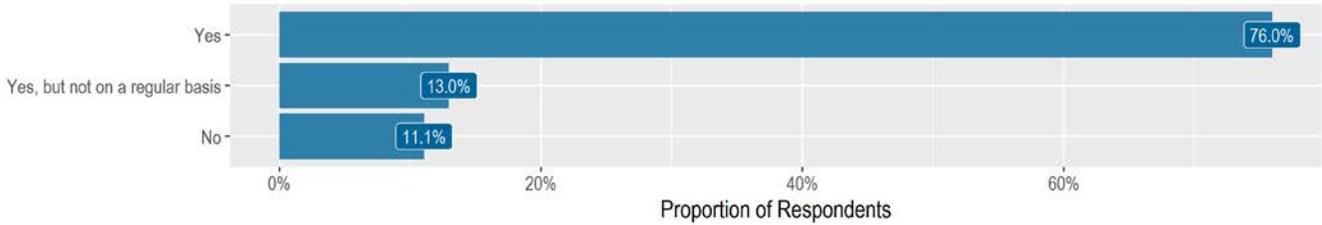
Q10 (Q4) Do you have access to an automobile?

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
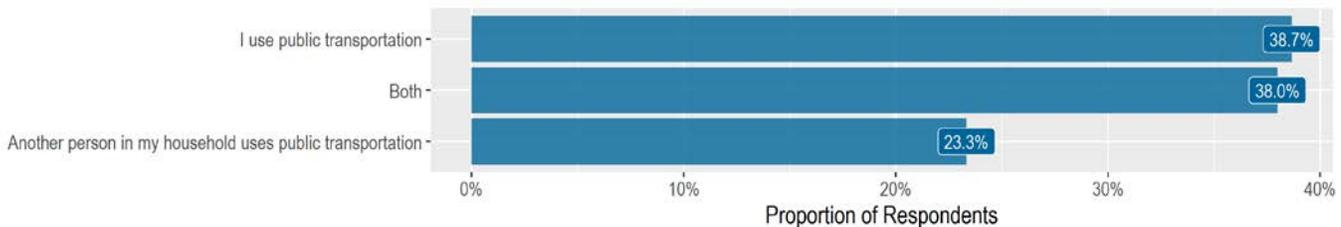
Q13 (online only) Who in your household uses public transportation?

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
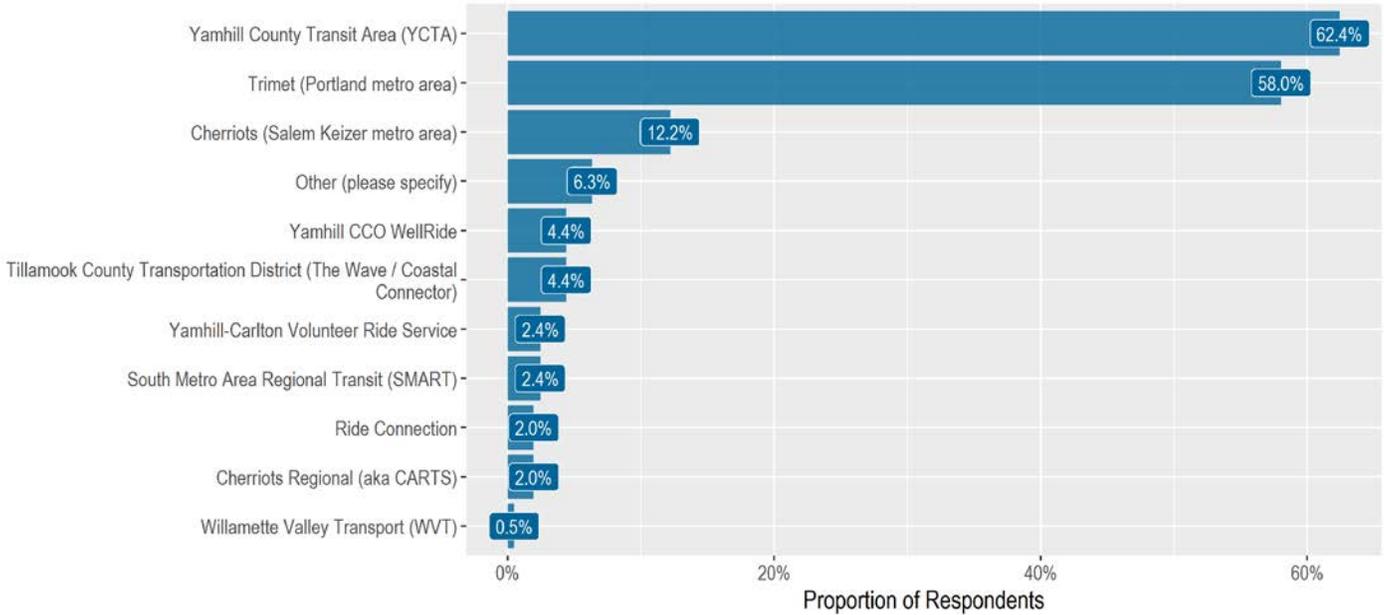
Q14 (Q6) Which public transportation services did you or persons in your household use in the past year?

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
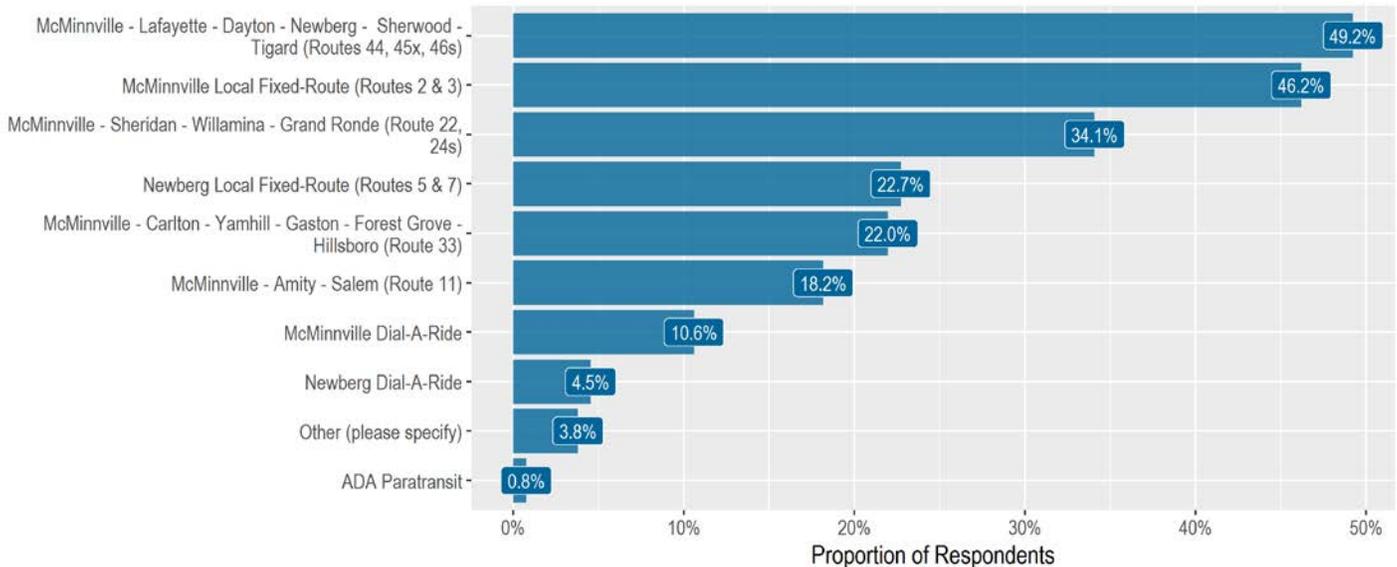
Q15 (Q6a) Which Yamhill County Transit services have you or anyone in your household used in the past year? (Select all that apply) (n=132)

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
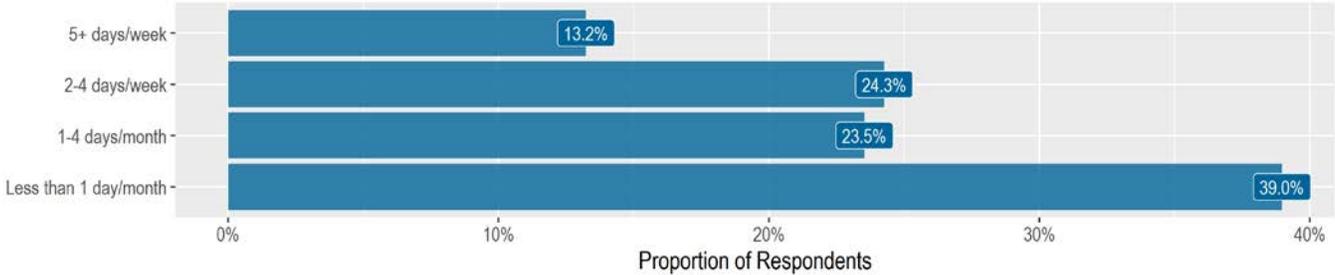
Q16 (Q6b) How often do you (or anyone in your household) use Yamhill County Transit? (n=136)

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
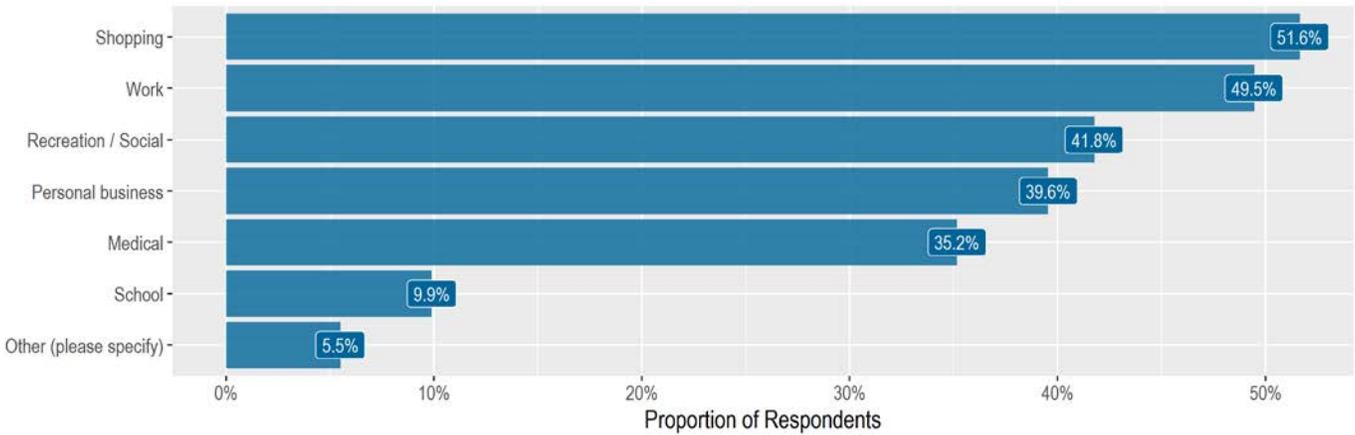
Q17 (online only) For what types of trips do you primarily use Yamhill County Transit service? (n=91)

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
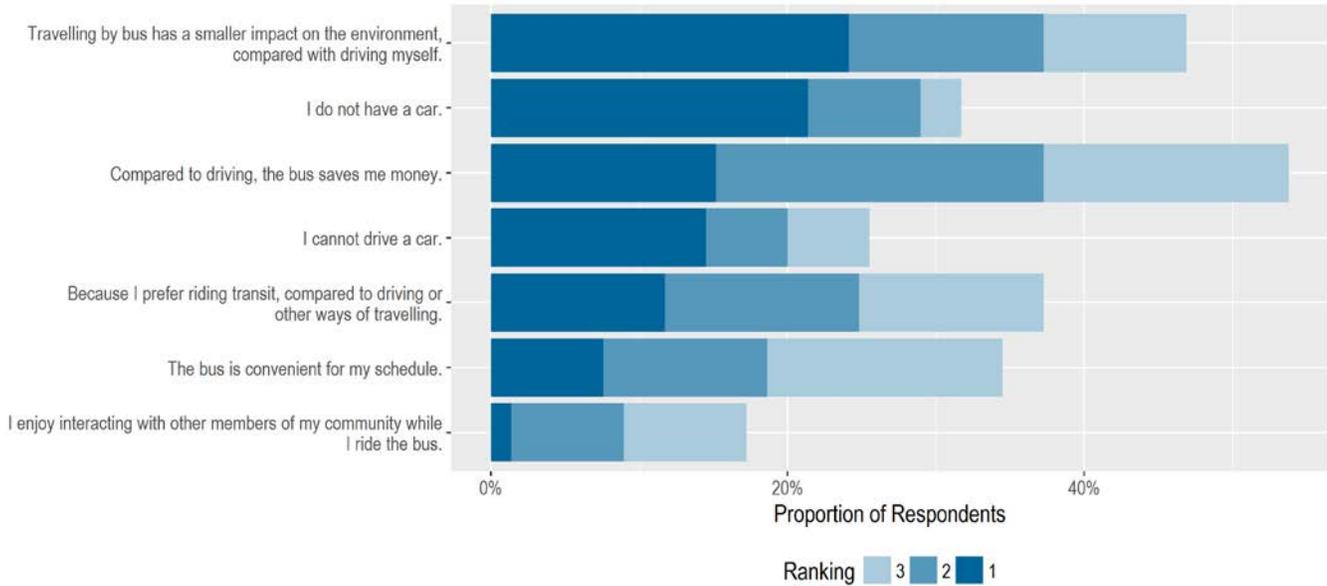
Q18 (online only) Why do you ride public transportation (top 3 reasons)? (n=145)

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
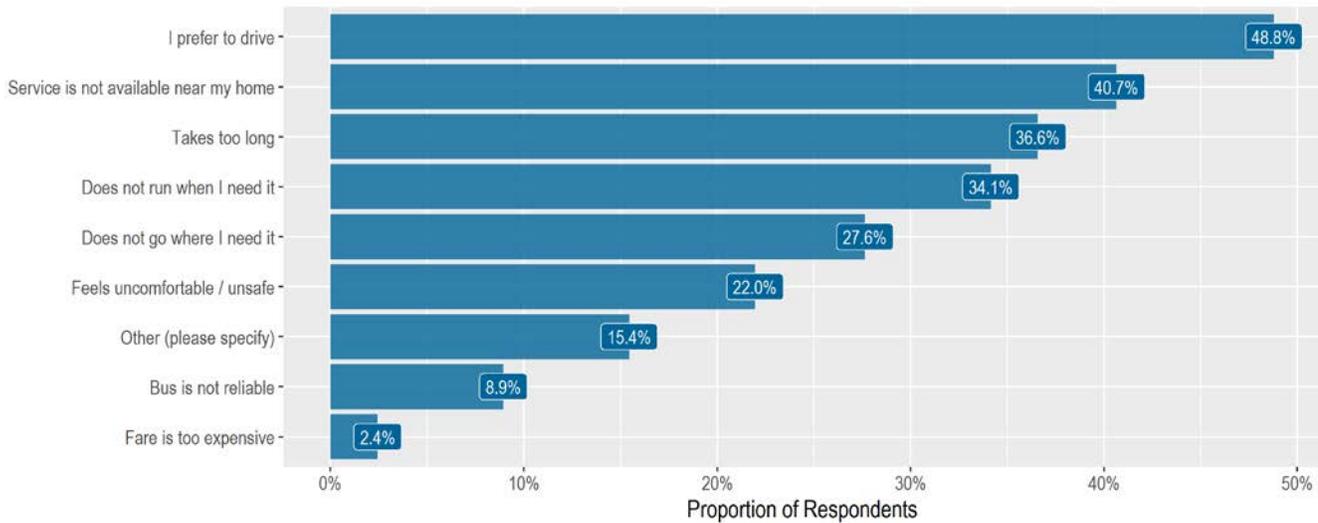
Q12 (Q7) Why isn't public transportation a good option for you? (n=123)

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)
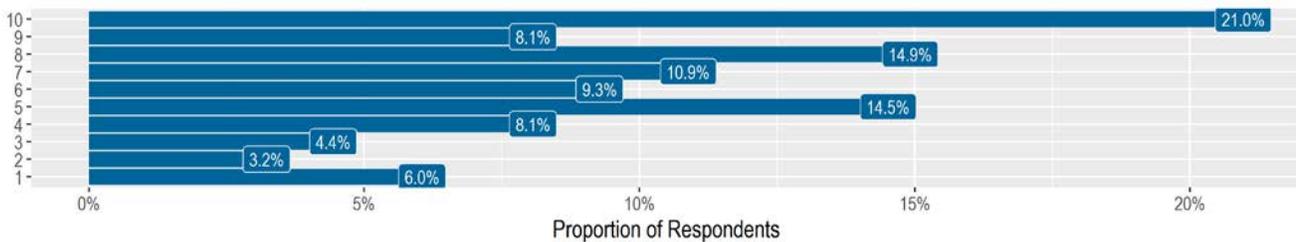
Q19 (Online Only) On a scale of 1 to 10, how would you rate the benefits transit in Yamhill County provides to your friends, family, and community in general, even if you don't personally ride transit? (n=248)

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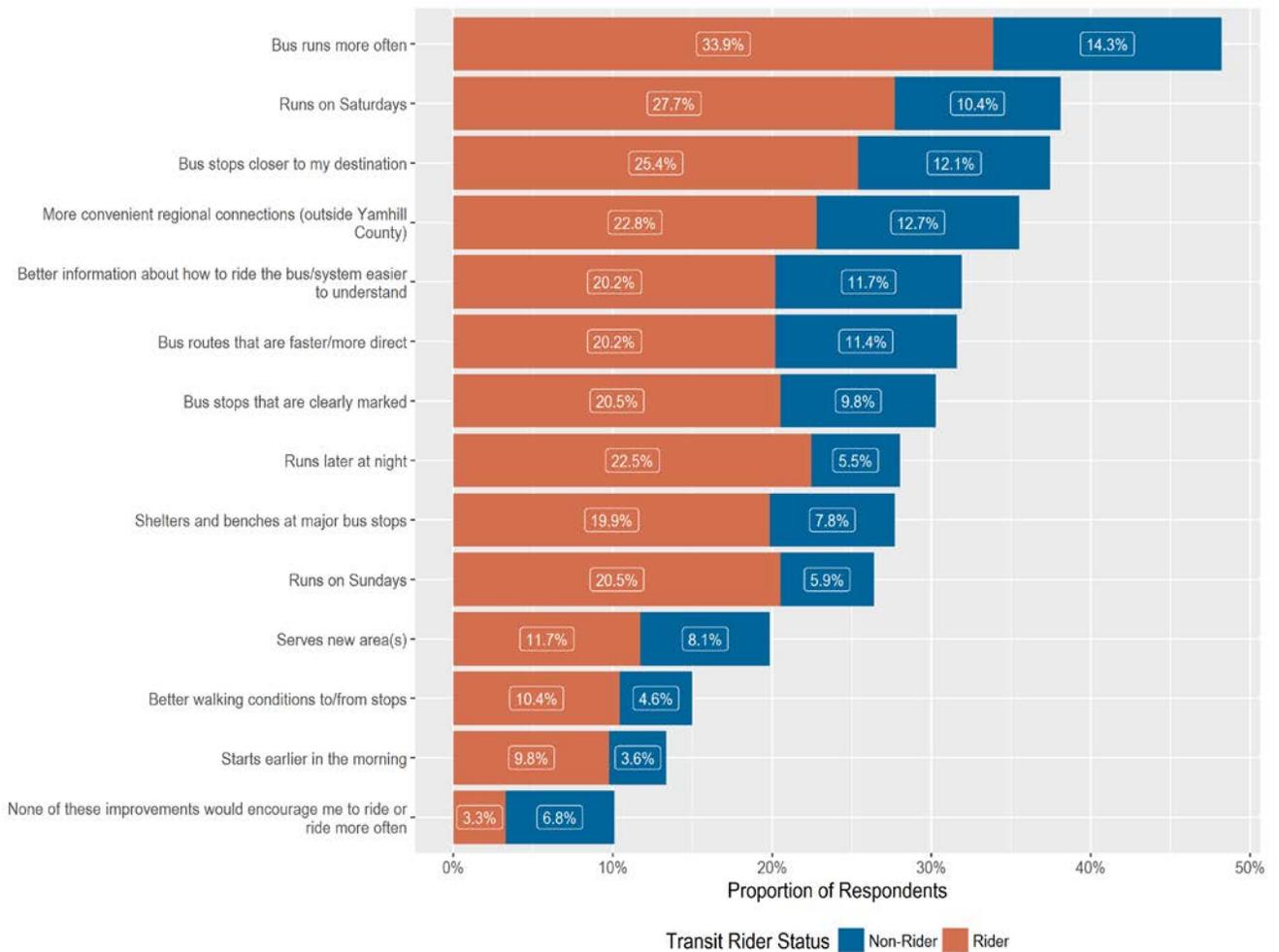
Q20 (Q8) What types of improvements to bus service would help you ride Yamhill County Transit or ride more often? Please rank your top five choices. (n=307)

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)
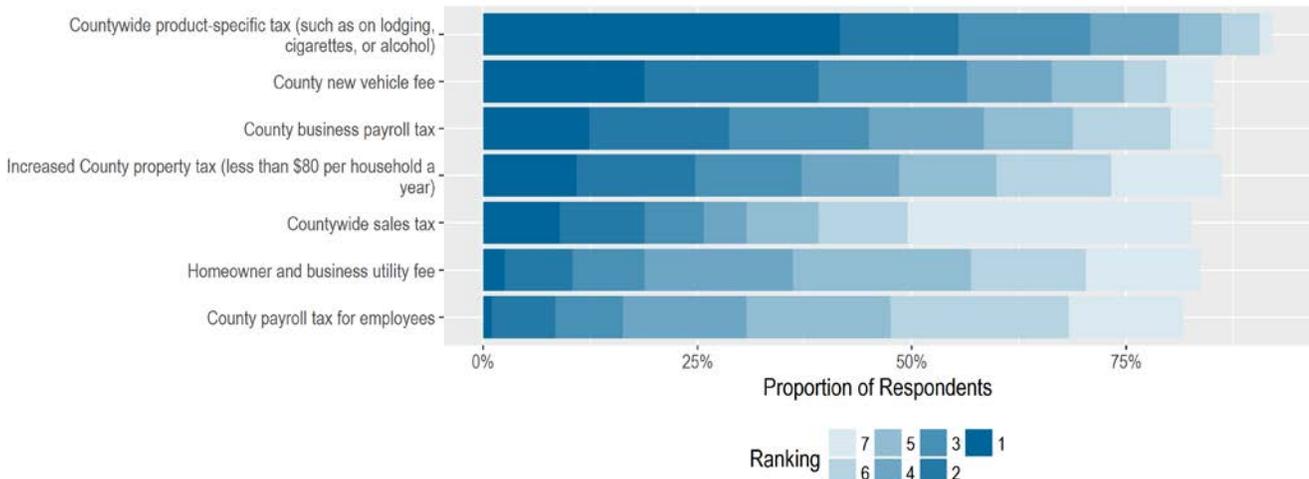
Q22 (Online Only): Today, the County General Fund makes up about 10% of the YCTA operating budget (about $2 million annually). State and Federal funding may not keep pace with the cost of YCTA's current service levels. Please rank the following local funding options for public transportation improvements 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
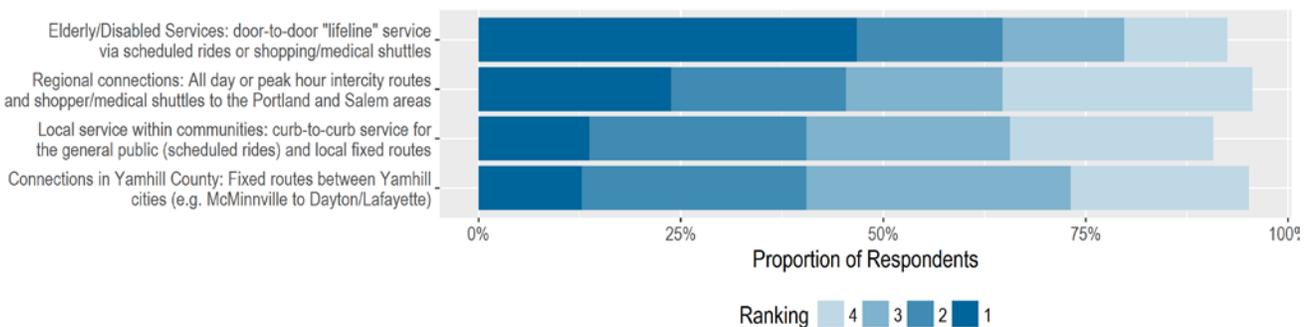
Q23 (Online Only): How should Yamhill County Transit prioritize resources between local and regional service? Please rank the following service types in order of priority. 1 is highest priority, 4 is lowest priority. (n=227)

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

YAMHILL COUNTY TRANSIT
535 NE FIFTH STREET
MCMINNVILLE, OREGON 97128

Please tape or staple closed before mailing. Thank you!

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: _____

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

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

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

¡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

YAMHILL COUNTY TRANSIT
535 NE FIFTH STREET
MCMINNVILLE, OREGON 97128

Por favor, cierre con cinta adhesiva o engrapadora antes de enviar por correo. ¡Muchas gracias!

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 - Tracy Frangos, Deer Meadows - John Francis, Friends of Bus - Kay Poe, Friends of Bus - Rose-Marie Brannigan - Sarah Wilson, Dayton - Florence Hoffman, STF Member - Martha ODonnell, Friends of Bus - Donna Belander, STF Member - Greg LeBlanc, Deer Meadows - Eileena Thies, Heritage Place - Mark Schiffmaker, Friends of Bus	- Cynthia Thompson, YCTA - Patty Fink, PF Consulting - Rick Olson, Yamhill County Commissioner - Naomi Zwerdling, ODOT	- Stephanie Wright, Nelson Nygaard - Oren Eshel, Nelson Nygaard - 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

- o Lowe's –Linfield on Taft no longer serv.
- o 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
    - o Reliability / Dundee
    - o Connect to T/M in Sherwood?
    - o 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)
    - o Schedule not accurate
    - o Use detours in future
    - o 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 - Yanira Vera, Housing Authority of Yamhill County - Elizabeth - Ruby Rameriz, Yamhill CCO - Shauna Williams, YCAP - Head Start Family Services - David, Family and Youth Programs - Jenny Berg, McMinnville Library Director	Cynthia Thompson, YCTA Patty Fink, YCTA (PF Consulting)	Stephanie Wright, Nelson\Nygaard 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
    - o Low-income threshold (% of AMI)
    - o 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.
        - o Dundee – OR 99W (wineries
        - o 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
        - o 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 ▪ Four members of the Latino Community	Cynthia Thompson, YCTA	Stephanie Wright, Nelson\Nygaard 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
    o Seasonal: January until harvest in fall
    o 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.
    o Some people don't have driver licenses.
    o Mostly coming from the McMinnville area, some from Newberg.
    o East of Lafayette.

- o 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)
  - o 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 - Glenna Stites - Matt Compton, Chehalem Parks & Recreation District - Earl Padfield, Seasonal Rider - Don Clements, Newberg Parks & Rec Manager (includes Senior Center) - Brad Allen, City of Newberg	- Cynthia Thompson, YCTA - Amelia Henry, YCTA - Rick Olson, Yamhill County Commissioner - 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 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
    - o Big Four: Avamere, Astor House, Brookdale, Friendsview
    - o 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
  - o 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**

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[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 ▪ 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 ▪ Beth Wytoski, Mayor, City of Dayton.	▪ Ken Huffer ▪ Cynthia Thompson	▪ Stan Primozich ▪ Mary Starrett ▪ 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

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?
  a. Either directly - if yes, who is eligible? How many riders (specify daily, weekly, or annual) and what types/how many vehicles?
  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?
  a. How do customers/workers typically access your location - do they use transit?
  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?
    a. Destinations served, types of trips, times of travel, etc.
    b. Particular communities? Particular groups (seniors)?
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? 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?
    a. Fares too high
    b. Capacity limitations
    c. Cultural barriers?
11. Are there opportunities to address them?
	X	X

12. What might attract more riders? [Look at map]
    a. More frequent service?
    b. Service at different times of day?
    c. Service on different days of week?
    d. Service to new destinations/communities?
    e. Bus stops/improvements to bus stops?
    f. Better information on how to ride?
    g. Better safety and security?
	X	X

13. Do you see any future trends in the community that might alter transit demand?
    a. E.g., major hospitals, service centers, or employers centers that are re-locating or moving into or out of the area,
    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 (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

Stakeholder Interview Guide
YCTA TDP

      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.
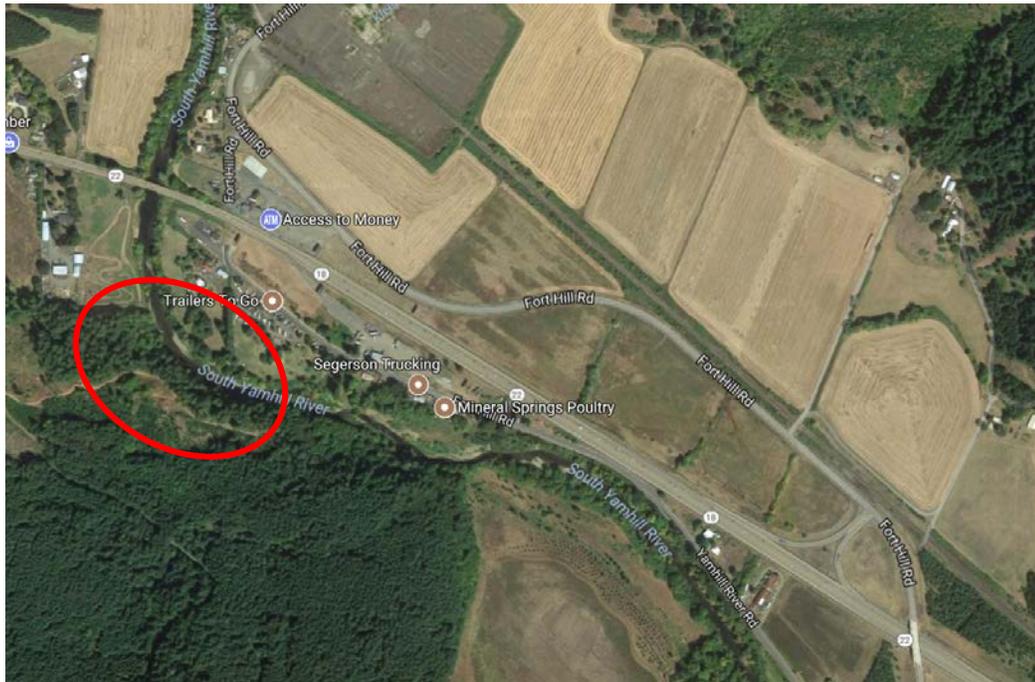
Alternately, if using Fort Hill Road is too time consuming, the bus could stop just west of the Yamhill River crossing at the lumber store, where there is adequate shoulder for the bus to pull over.

- ▪ 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
        - o We need a standby cleaning service for restrooms to address cleaning at least every 3 hours. We get a lot of complaints about this.

- o A separate training room is needed. There is no space for drivers when training is going on.
  - – Newberg
    - o 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
    - o Helping Hand Men's Shelter in Newberg
    - o 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:

o 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.

o Drivers, e.g., yield to buses. Police should issue warnings and write tickets.

o 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

APG

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
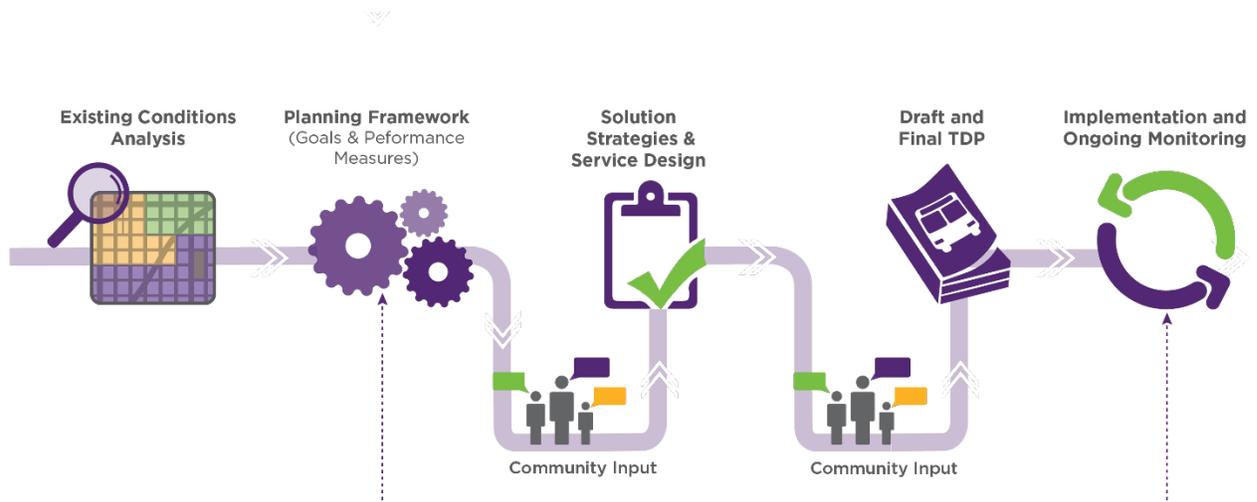
Figure 2-2 presents the proposed TDP Planning Framework and identifies how the goals, objectives, and performance measures will be used to evaluate service opportunities at each stage of the planning process, and whether measures will be evaluated qualitatively or quantitatively. The "Analysis of Solution 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)

Goal	Objective	Performance Measures			Performance Metric / Standard [a]
		Existing Conditions	Analysis of 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 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 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.

		Performance Measures			
Goal	Objective	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) Percentage of vehicles and stops meeting ADA standards (quantitative)	NA	Service denials per registered ADA paratransit rider (quantitative) Percentage of vehicles and stops meeting ADA standards (quantitative)	0% total requests. 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) Service hours per capita (quantitative)	Service hours per capita (quantitative)	Riders per capita (quantitative) 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.

		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

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.

		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) Bilingual materials and printed materials (yes/no) Cities and # of locations where YCTA maintains printed materials	XX hits or online traffic per month, (TBD) Schedules, maps in other languages as determined based on YCTA Title VI and Limited English Proficiency (LEP) plan. Locations to be set in TDP
	2. Enhance marketing, education, and promotion efforts	NA	NA	Number of travel training customers (quantitative) 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) 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 Customer complaints by category	80% 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	Analysis of 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	Analysis of 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) % residents within ¼ mile of a transit stop (quantitative)	% employees within ¼ mile of a transit stop (quantitative) % residents within ¼ mile of a transit stop (quantitative)	% employees within ¼ mile of a transit stop (quantitative) % 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) Sidewalk coverage proximate to key bus stops (qualitative) % 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	Analysis of 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 Transit projects included in County TSP (quantitative)	Transit operating funding per capita, relative to peers	Annual percentage increase in transit operations funding Transit projects included in County TSP (quantitative)	Targets based on TDP analysis
	2. Improve system productivity and reliability to ensure efficient resource utilization	Cost per revenue hour compared to peers Riders per revenue hour compared to peers On-time performance (quantitative)	Riders per revenue hour compared to peers (qualitative) On-time performance (qualitative)	Cost per revenue hour compared to peers Riders per revenue hour compared to peers On-time performance (quantitative)	Within X% of peer cost Within X% of peer productivity 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.

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.

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[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
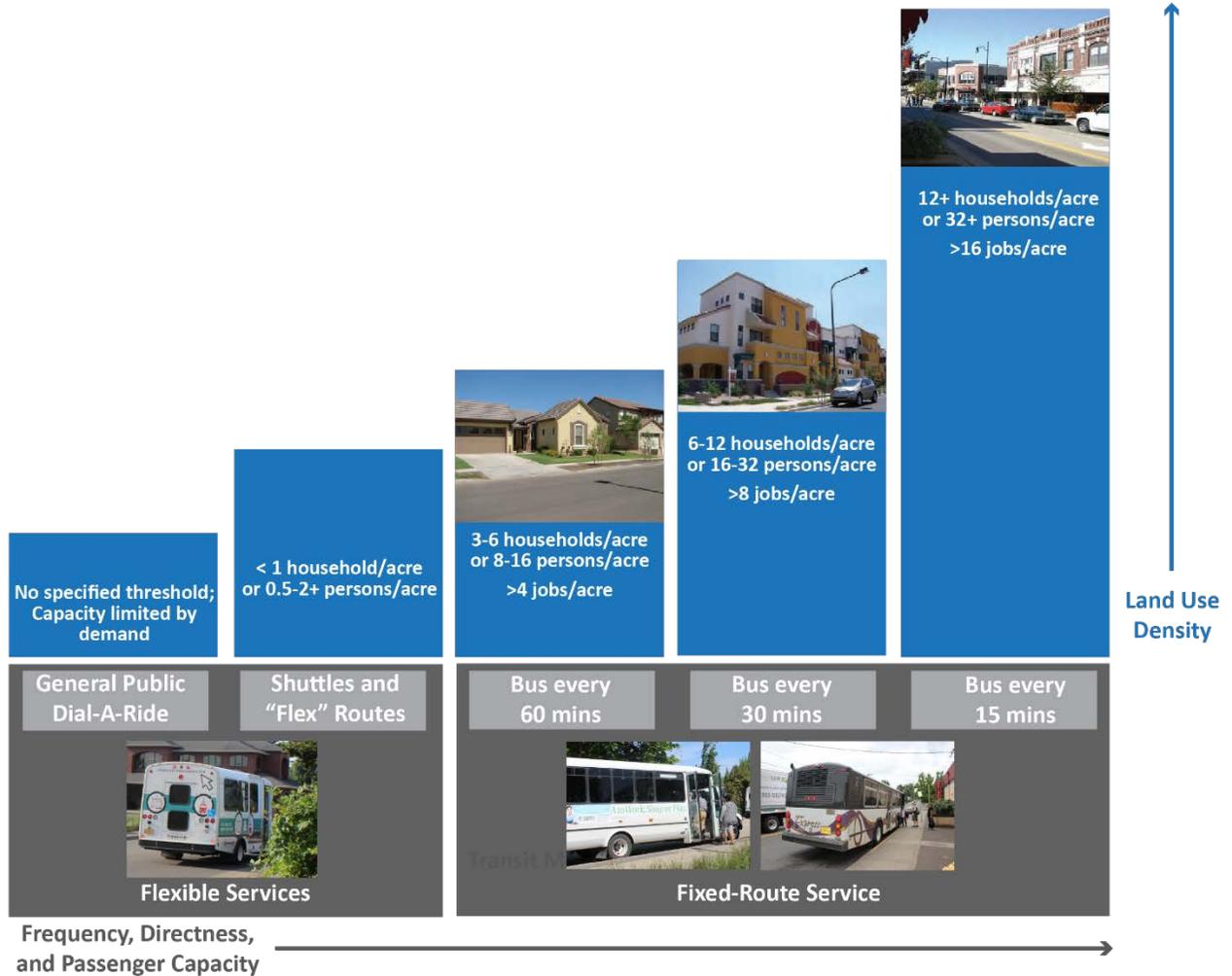
Transit Mode / Frequency	Population			Employment	
	Dwelling Units/Acre	Population/ Acre	Population/ Square Mile	Jobs/ Acre	Jobs/ Square Mile
Flexible Transit Service					
General Public Demand Response	None, but likely to be limited by capacity constraints as demand for service increases			--	--
Shuttles 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.

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[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.
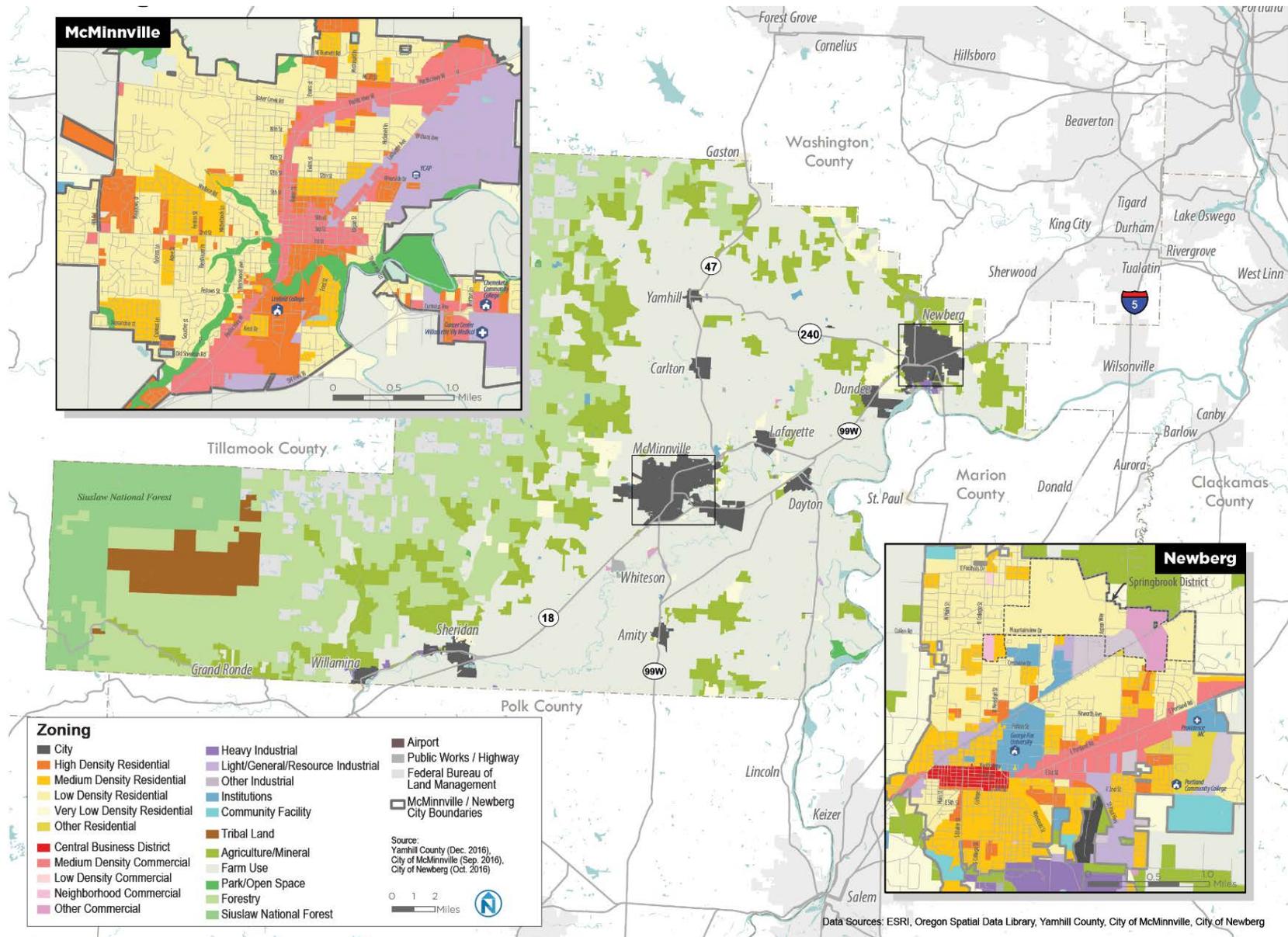
Figure 3-6   Planned Developments and Future Growth Areas (Based on Stakeholder and PAC Input)

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.

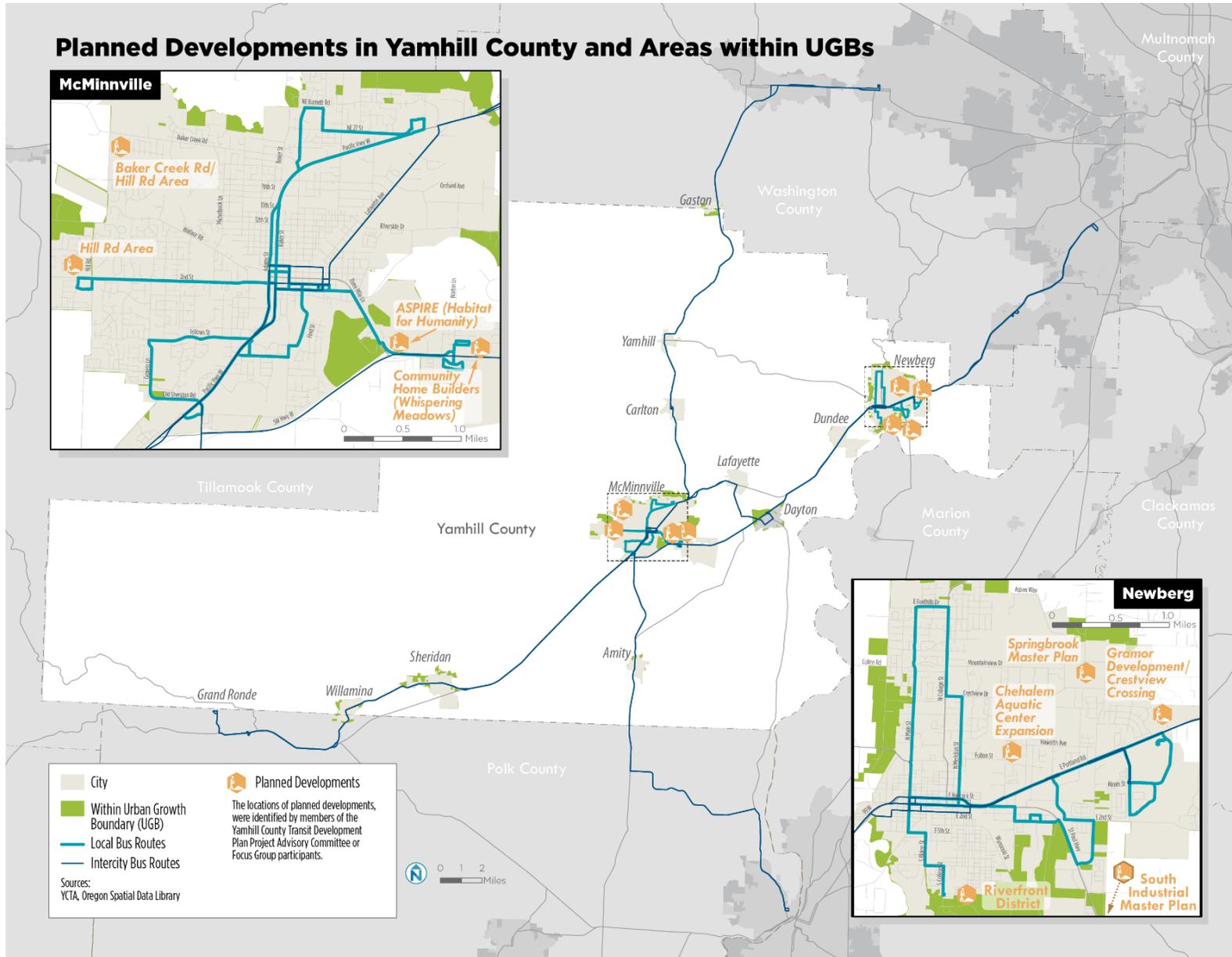Source: Yamhill County Transit Development Plan Project Advisory Committee, Focus Groups, and other sources

Figure 3-7   Yamhill County Current Land Use (Zoning)

Zoning

- City
- High Density Residential
- Medium Density Residential
- Low Density Residential
- Very Low Density Residential
- Other Residential
- Central Business District
- Medium Density Commercial
- Low Density Commercial
- Neighborhood Commercial
- Other Commercial

- Heavy Industrial
- Light/General/Resource Industrial
- Other Industrial
- Institutions
- Community Facility
- Tribal Land
- Agriculture/Mineral
- Farm Use
- Park/Open Space
- Forestry
- Siuslaw National Forest

- Airport
- Public Works / Highway
- Federal Bureau of Land Management
- McMinnville / Newberg City Boundaries

Source:
Yamhill County (Dec. 2016),
City of McMinnville (Sep. 2016),
City of Newberg (Oct. 2016)

Data Sources: ESRI, Oregon Spatial Data Library, Yamhill County, City of McMinnville, City of Newberg

Figure 3-8   Planned Developments

Figure 3-9   McMinnville Three Mile Lane Potential Development Areas
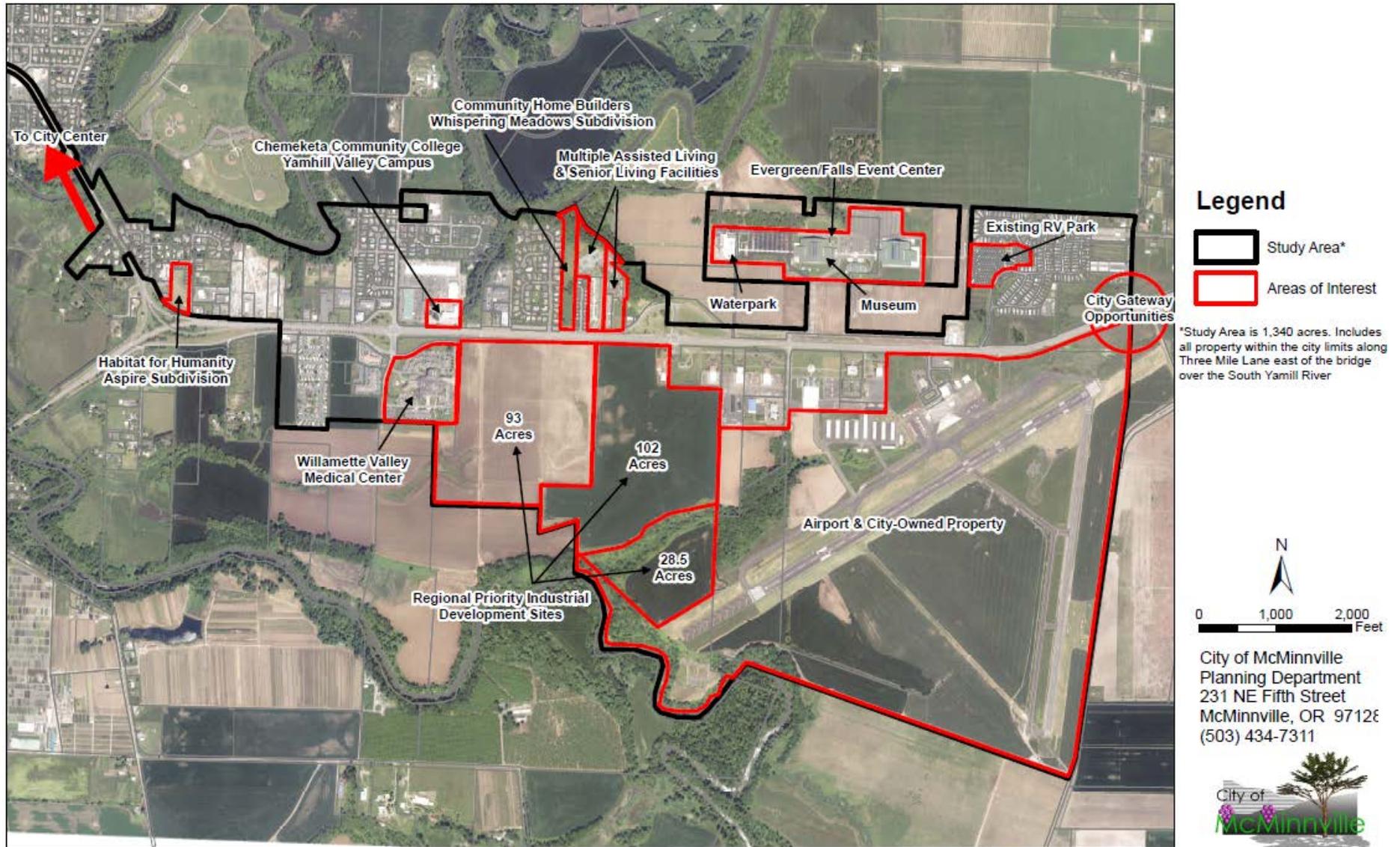
Figure 3-10   McMinnville Proposed Bus Routes and Urban Growth Areas (Transit Feasibility Study Fig. 5-6), 1997
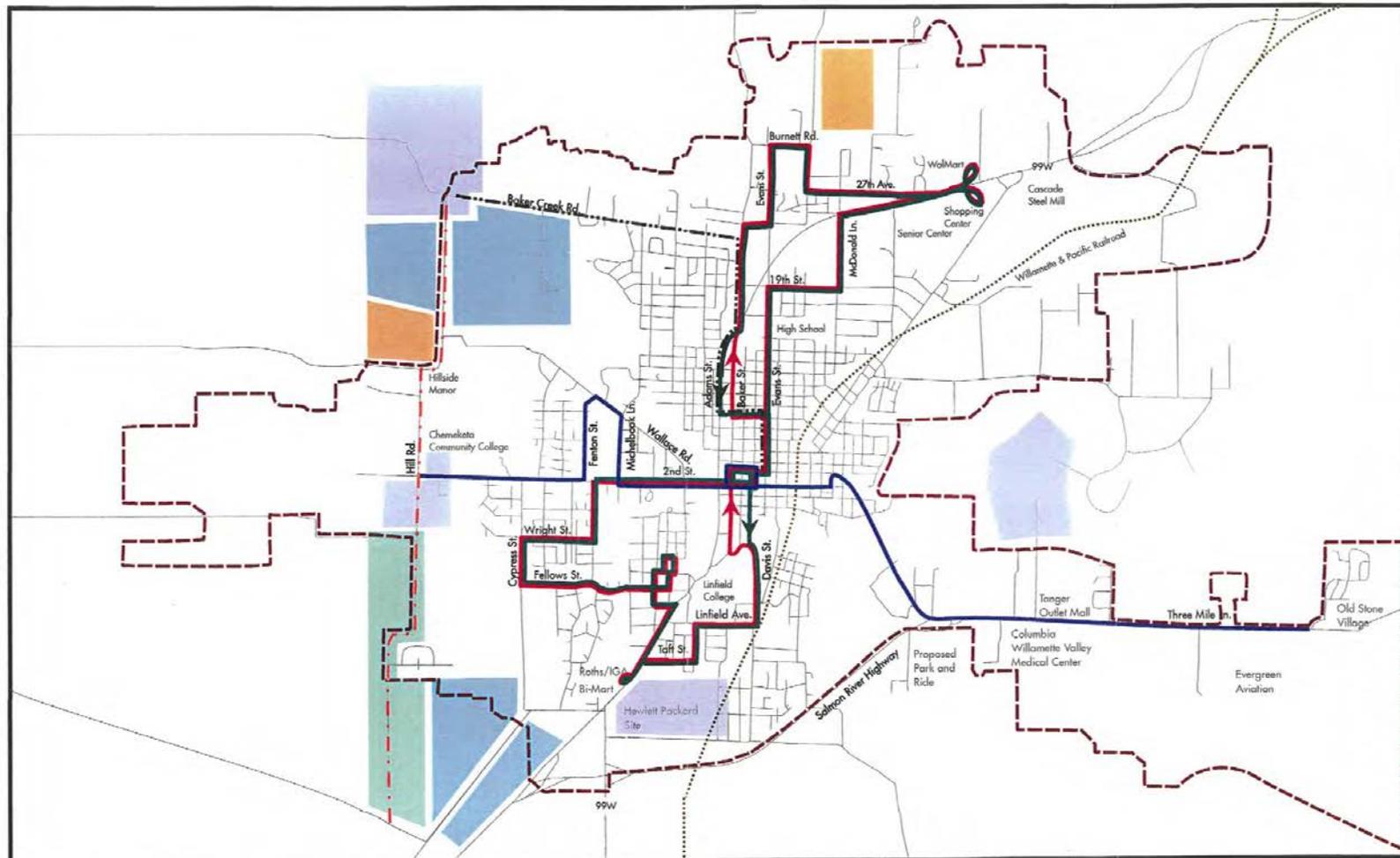
Source: City of McMinnville, Transit Feasibility Study, 1997

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.

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[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 Monday – Friday	5,700	• Largest employment area in Yamhill County • Hub for transit connections between Yamhill County cities	• Increasing average residential density citywide to 6 persons per acre by 2035 • 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 • Additional coverage to serve higher density housing and new developments (See Figure 3-12) such as: 1a. McMinnville Three Mile Lane potential development areas (see Figure 3 9) 1b. Baker Creek Road and Hill Road transit supportive future development 1c. Near SW 2nd Avenue & Hill Road 1d. NE McMinnville with existing and/or future transit supportive development
Newberg	2 routes (#5, #7)	60 minutes Monday - Friday	2,900	• Proximity to Portland metro area	• Increasing average residential density citywide to 8 persons per acre by 2035 • Major transportation projects (e.g., Dundee Bypass) likely to improve travel times to/from Newberg and within the city • Proposed new developments including employment areas	• OR 99W corridor warrants the highest-frequency service • Additional coverage where new or planned developments have high demand (See Figure 3-12) such as: 2a. Northeast Newberg with transit-supportive existing and/or future development 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 2 express round trips Monday - Friday 4 round trips Saturday	9,000	• Provides access to major shopping and entertainment destinations • Portland is the largest out-of-county work location for Yamhill County residents • 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 • 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 5 round trips Saturday	3,500	• Grand Ronde Casino is a major entertainment destination • 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 • Connections to TriMet regional transit serving Portland • Access to major shopping and entertainment destinations • Supports intra-county connections for OR 47 cities to Newberg (via McMinnville).	• Projected residential growth in Carlton and Yamhill • Employment growth in the Hillsboro area could increase commute demand	• Existing service likely generally appropriate; future service levels based on productivity and capacity • 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
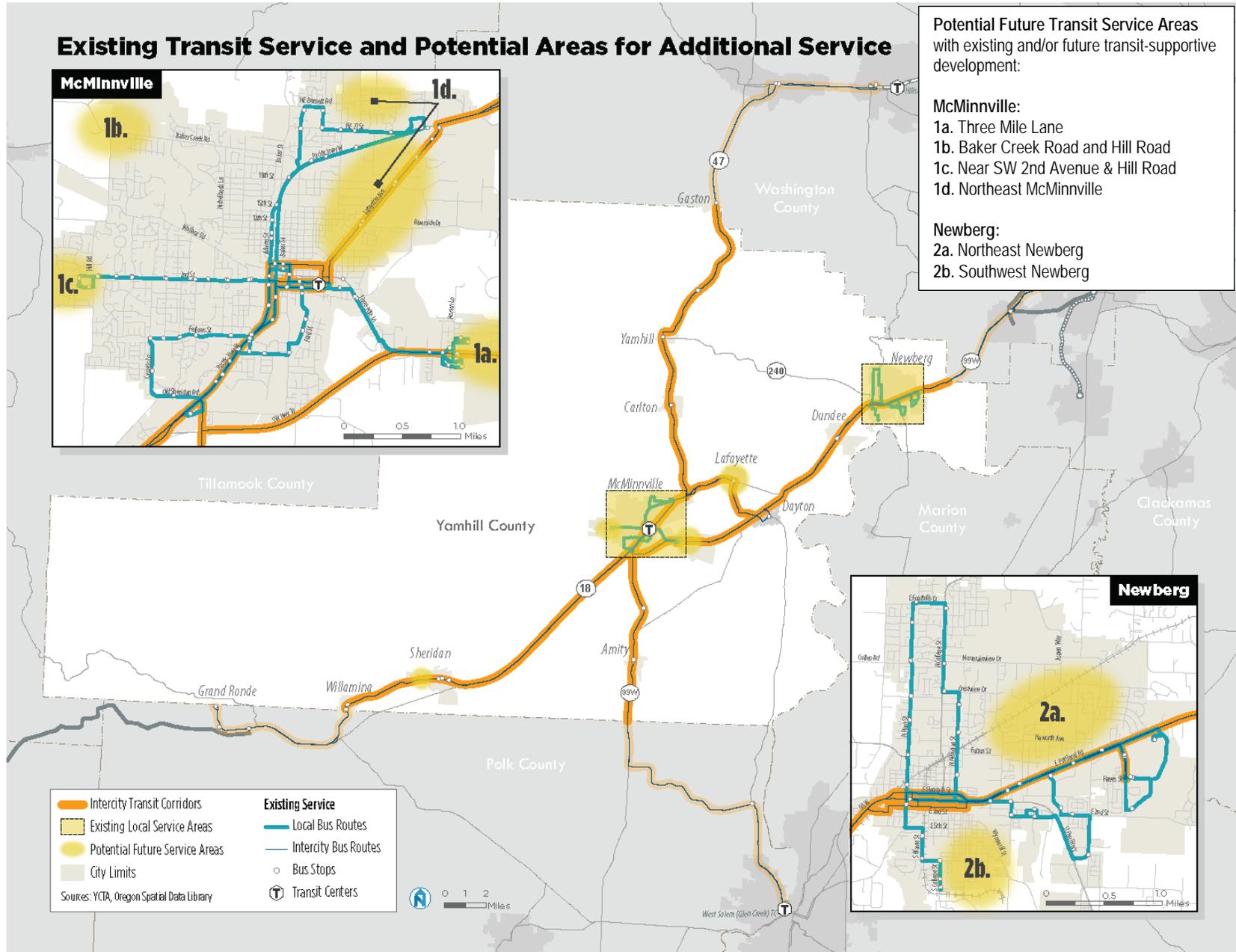
4 TRANSIT COSTS AND FUTURE FUNDING SCENARIOS

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 Route frequency or headway Route run times (based on average operating speed)	YCTA average operating cost per service hour TDP peer analysis	Current: $55 [1a] 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 25-foot bus: $95,000 [2]
Transit Capital	Bus stop facilities	Route design and activity centers	Oregon DOT Transit in Small Cities, 2013 ODOT Transit Division price agreement Industry standards Costs adjusted for inflation to 2018 $	Minimal marking or pole: $300 Basic with no or existing pad: $1,000 Basic with pad and Simme Seat: $3,500 Basic with pad and bench: $4,500 Stop with Shelter: $12,500 Enhanced Stop: $25,000 or more
Inflation	Annual change	Used to inform 20-year cost escalation.	US Bureau of Economic Analysis 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.

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[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

Service Area or Corridor	Existing / Cost-Neutral			With All Enhancements		
	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. ▪ ODOT allocates funds every two years by formula based on population. ▪ ODOT may offer discretionary grants through this program, currently on an irregular schedule. ▪ Local match is 20% capital (including purchased service) and 50% operating (limited eligibility).	▪ Designated STF agencies receive funds and manage local award process	▪ Capital ▪ Operations (limited) ▪ 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. ▪ Local agencies are eligible to apply for FTA 5310 funding via YCTA as the regional Special Transportation Fund (STF) agency. ▪ 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
	▪ Training and technical assistance through the Rural Transportation Assistance Program (RTAP)
	▪ ODOT allocates funds every two years by formula based on ridership, population and miles.
	▪ Local match is 20% capital and 50% operating
		▪ Recipients
		  – States
		  – Native tribes or villages
		▪ Subrecipients:
		  – Local government authorities (including Yamhill County)
		  – Nonprofit organizations
		  – Public transportation operators (including YCTA)
			▪ Planning
			▪ Capital
			▪ Operations
				▪ This is a long-time source of operating funding for YCTA.

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[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) ■ Rural intercity bus routes are those serving multiple jurisdictions with stops generally 5 miles apart or more. ■ Local match is 20% capital and 50% operating	■ State ■ Nonprofit organizations ■ Public transportation operators (i.e., YCTA) ■ Intercity bus service companies	■ Capital ■ Operations ■ Planning	■ YCTA has not received §5311(f) funds. ■ YCTA routes to Hillsboro, Tigard, Salem, Grand Ronde and between Newberg and McMinnville would be eligible for §5311(f) funding. ■ 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 ■ Construct transit-related facilities ■ ODOT awards funds through a statewide discretionary program every 1 to 3 years. ■ Local match is 20% capital.	■ Public transportation operators ■ State and local government entities ■ Tribes that are eligible to receive 5307 or 5311	■ Capital	■ YCTA has received funds through this program. ■ 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. ■ Local agencies and ODOT typically propose projects independently directly to the USDOT. ■ TIGER program is available every 2-5 years. ■ Local match may vary.	■ State ■ Local government authorities (including Yamhill County) ■ Public transportation operators ■ Tribal governments ■ Metropolitan planning organizations ■ Can be multi-jurisdictional	■ Capital	■ Could be used for major projects such as a transit center. ■ Chances of award to YCTA are low.

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[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. ▪ Local agencies and ODOT typically propose projects independently directly to the USDOT.	▪ States ▪ US Territories ▪ Local government authorities (including Yamhill County) ▪ Public transportation operators ▪ Private entities undertaking projects sponsored by public authorities	▪ Capital	▪ Could be used for major projects such as a transit center. ▪ 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. ▪ 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 ▪ Operations ▪ Planning	▪ This is a long-time source of operating funds in Yamhill County. Funds may be used to match Federal funding programs. ▪ This is considered a stable funding source, though funds declined 10% between 2015-2017 and 2017-2019 funding cycles.

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[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. ▪ ODOT awards funds at irregular intervals based on available funding. ▪ 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 ▪ Operations ▪ Planning	▪ YCTA received a significant award for public information and technology activities in 2016. ▪ 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. ▪ ODOT Area Commissions on Transportation prioritize and recommend Enhance projects. ▪ ODOT offers the Enhance program every 1-2 years as funding allows. ▪ 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. ▪ Local match is typically 20% but may vary.	▪ Local government authorities (including Yamhill County)	▪ Capital ▪ Sidewalk infrastructure	▪ YCTA received a significant award for 40-foot replacement buses in 2016. ▪ This program is primarily used for roadway infrastructure projects, including pedestrian infrastructure. ▪ 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. ▪ Local match is 30% and may vary.	▪ Local government authorities (including Yamhill County)	▪ Multimodal transportation projects ▪ Previously included transit centers	▪ Public transportation is not expected to be a directly eligible use after ODOT implements the STIF program. ▪ YCTA bus stop access could benefit from local bicycle and pedestrian infrastructure projects.

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[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. ▪ ODOT awards funds through irregularly-scheduled solicitations depending on available funds, or on an as-needed basis. ▪ 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. ▪ 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 ▪ Counties ▪ Transit districts ▪ Port authorities ▪ Special service districts ▪ Tribal governments ▪ State agencies ▪ Private for-profit and not-for-profit entities	▪ Transit capital projects (facilities, vehicles) ▪ 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. ▪ 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. ▪ ODOT solicits proposals and awards funds annually. ▪ Local match is 20%.	▪ Counties ▪ Cities ▪ 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.

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[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 ▪ Cities	▪ Operations ▪ Capital ▪ 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. ▪ 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 ▪ Capital ▪ Administration ▪ 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. ▪ YCTA is currently a Service District, and it would need to be confirmed whether it is authorized to implement a payroll tax. ▪ 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.

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[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 ▪ Local government authorities (including Yamhill County)	▪ Operations ▪ Capital ▪ Administration ▪ 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. ▪ 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. ▪ 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 ▪ Local government authorities (including Yamhill County)	▪ Operations ▪ Administration ▪ Capital ▪ 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] ▪ 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. ▪ 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.

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[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 ▪ Local government authorities (including Yamhill County)	▪ Operations ▪ Administration ▪ Capital ▪ 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 ▪ Special districts	▪ Operations ▪ Administration ▪ Capital ▪ 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 ▪ Capital ▪ Administration	

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[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 ▪ Administration ▪ 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 ▪ Administration ▪ Capital ▪ 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 ▪ Administration ▪ Capital ▪ 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 ▪ Administration ▪ 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 ▪ Administration ▪ Capital ▪ 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

Table of Contents

Table of Figures

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
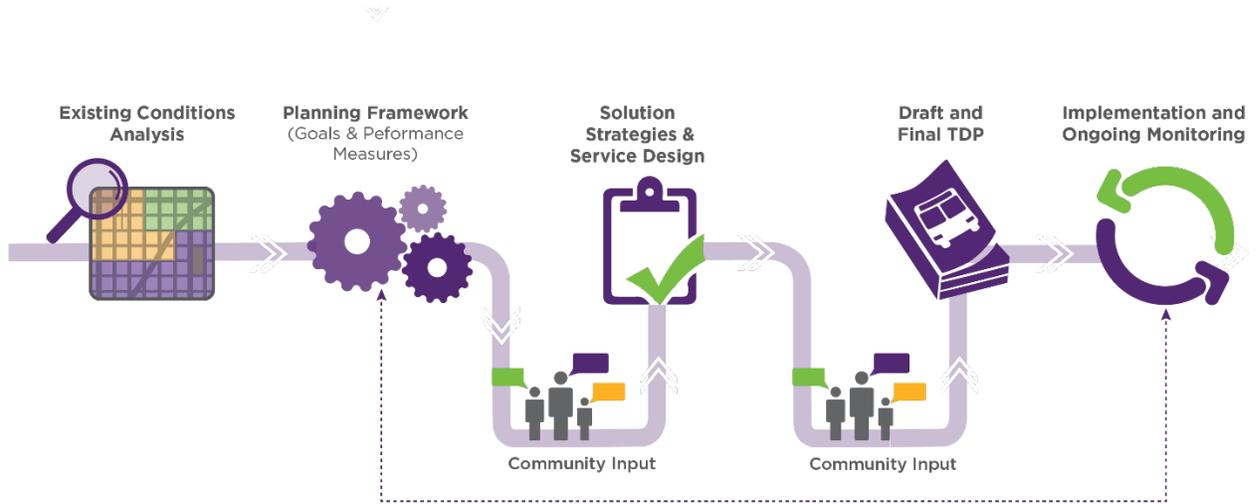
2 SOLUTION STRATEGIES

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
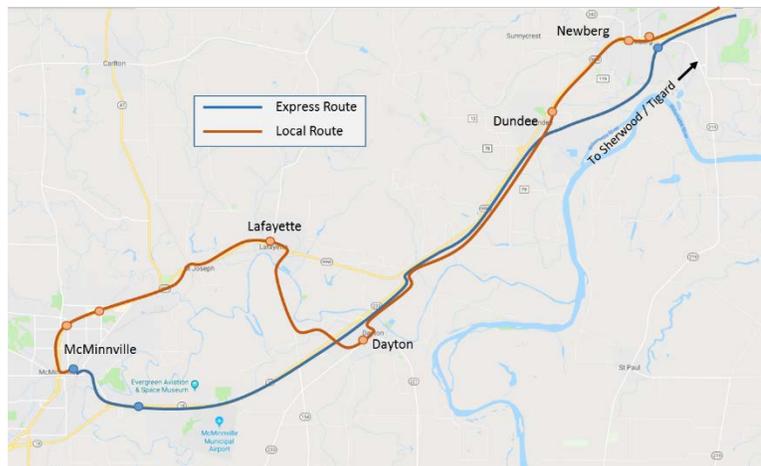
minutes. The reliability of travel times could be improved with opening of the Newberg-Dundee Bypass. There is the potential to more directly connect activity centers including the CCC campus in Newberg and Providence Newberg Medical Center.

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
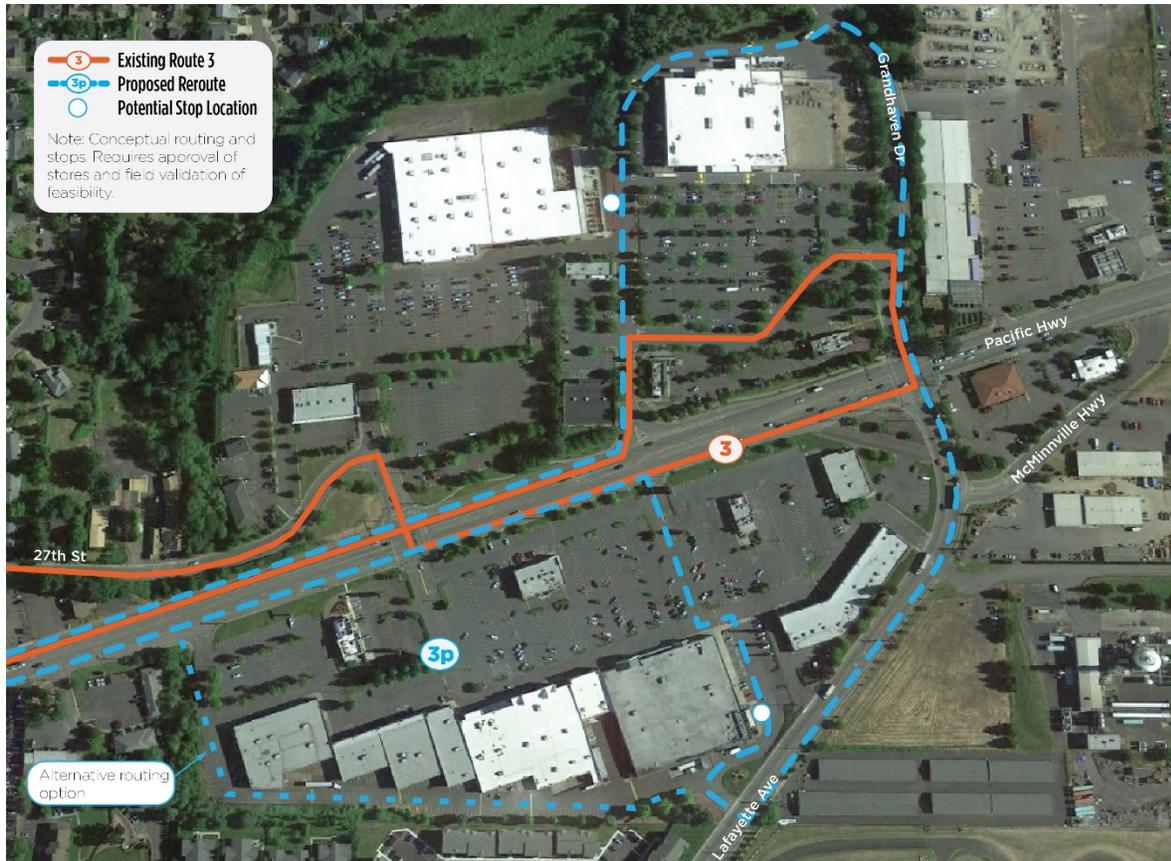
Add local stops to intercity routes. The intercity routes pass through communities via arterials (i.e., OR 99W, OR 18, and OR 47) with limited stops. Over time, communities grow, and new stops may be needed to meet demand. Any additional stops must be limited in nature, since the current intercity routes 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.
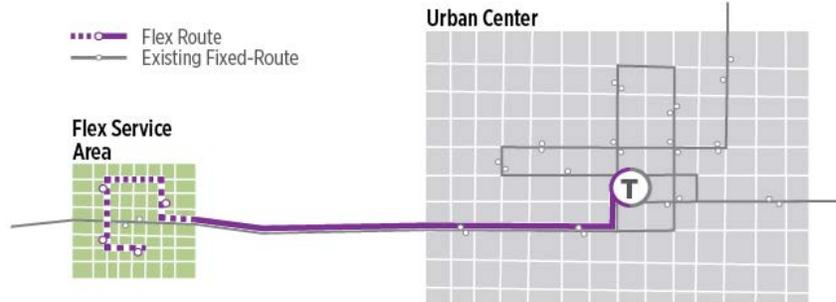
- **Local feeder service shuttle**. Fixed-route service runs through nearly all of the communities in Yamhill County, but with limited stops and only via arterials. People living in smaller communities may find it difficult to access existing service due to the distance from their home or lack of safe 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.
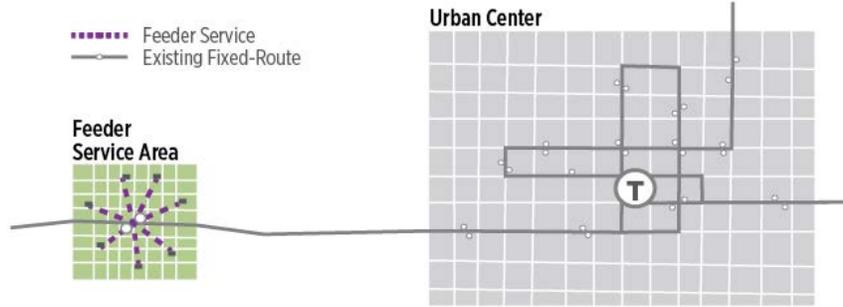
- **Shopper shuttle.** Shopper shuttles typically use small buses to take riders to a limited number of stores or shopping areas on one or two days per week. Riders schedule pick-ups in advance. Potential shopping hubs include the McMinnville Plaza Shopping Center (Safeway, WalMart, and WinCo) and downtown.

- **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.
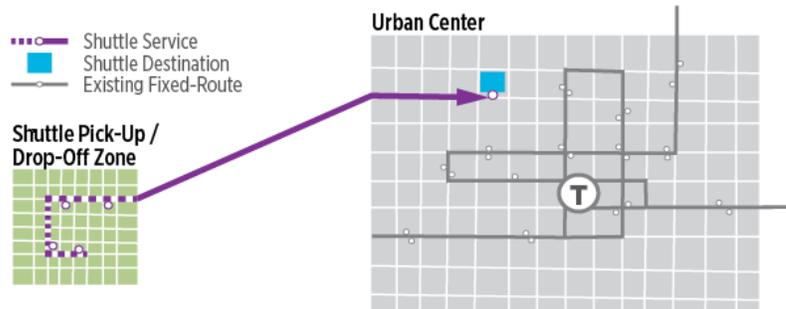
- **Long-haul medical shuttle.** A non-emergency medical shuttle to Portland will provide access to medical facilities for individuals who are not able to drive. This strategy would respond to a relatively high demand for trips to Portland-area hospitals by Yamhill County residents. Combining some passenger 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 Vehicles Frequency Service Hours	▪ 2 routes (2, 3) ▪ 2 buses ▪ 60 minute ▪ 7 am – 6 pm	▪ No service	▪ **4 routes** ▪ **4 buses** ▪ **30-60 minutes** ▪ **6 am – 9 pm** ▪ **Expanded DAR**	▪ **4 routes** ▪ **3 buses** ▪ **60 minutes (up to 120 minutes on Sundays)** ▪ **8 am – 6 pm** ▪ **DAR**	▪ **4 routes** ▪ **3 buses** ▪ **60 minutes** ▪ **7 am – 7 pm**	▪ Regional routes only
Newberg Local Service	Routes Vehicles Frequency Service Hours	▪ 2 routes (5, 7) ▪ 1 bus ▪ 60 minutes ▪ 7 am – 6:30 pm	▪ No service	▪ **3-4 routes** ▪ **3 buses** ▪ **30-60 minutes** ▪ **6 am – 9 pm** ▪ **Deviated fixed-route** ▪ **Expanded DAR**	▪ **3-4 routes** ▪ **2 buses** ▪ **60 minutes (up to 120 minutes on Sundays)** ▪ **8 am – 6 pm** ▪ **DAR**	▪ **3-4 routes** ▪ **2 buses** ▪ **60 minutes** ▪ **7 am – 7 pm** ▪ **Deviated fixed-route**	▪ Regional routes only
OR 99W (McMinnville-Salem)							
Amity	Routes Frequency Service Hours	▪ See Route 11 below	▪ No service	▪ See Route 11 below ▪ **Local flex-route to McMinnville (in addition to Route 11)** ▪ **up to 3 days/week, shared with Sheridan and Willamina** ▪ **8 am – 6 pm**	▪ No service	See Route 11 below	▪ **See Route 11 below**
McMinnville to West Salem (Route 11)	Routes Frequency Service Hours	▪ Route 11 serves West Salem TC ▪ 5 round trips ▪ 6 am – 7 pm	▪ No service	▪ Route 11 serves West Salem TC ▪ 5 round trips ▪ 6 am – 7 pm	▪ No service	▪ **Extend Route 11 to downtown Salem** ▪ **Add 3 round trips (8 total)** ▪ **6 am – 9 pm**	▪ **Extend 11 to downtown Salem** ▪ **Add 4 round trips per Sat and Sun** ▪ **8 am – 6 pm**
OR 18 (McMinnville-Grand Ronde)							
Sheridan, Willamina	Routes Frequency Service Hours	▪ See Route 22 below	▪ See Route 24s below	▪ See Route 22 below ▪ **Add 1-2 local stops** ▪ **Local flex-route to McMinnville (in addition to Route 22)** ▪ **Up to 3 days/week, including Amity** ▪ **8 am – 6 pm**	▪ 1 route (24s – see below) ▪ **Add 1-2 local stops**	▪ See Route 22 below ▪ **Add 1-2 local stops**	▪ See Route 24s below ▪ **Add 1-2 local stops**
McMinnville to Grand Ronde (Route 22/24s)	Routes Frequency Service Hours	▪ 1 route (22) ▪ 7 round trips per day ▪ 5:30 am – 7:30 pm	▪ 1 route (24s) ▪ 4 round trips per Saturday ▪ 9:30 am – 5 pm	▪ 1 route (22) ▪ 7 round trips ▪ 5:30 am – 7:30 pm	▪ 1 route (24s) ▪ 4 round trips per Saturday ▪ 9:30 am – 5 pm	▪ 1 route (22) ▪ **Add 1 round trip per day (8 total)** ▪ **5:30 am – 9 pm**	▪ 1 route (24s) ▪ **4 round trips** per Sat and **Sun** ▪ 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 Frequency Service Hours	▪ See Route 33	▪ No service	▪ See Route 33 ▪ **Local flex-route to McMinnville** (in addition to Route 33) ▪ **Up to 2 days/week** ▪ **8 am –6 pm**	▪ No service	▪ See Route 33	▪ **See Route 33**
McMinnville to Hillsboro (Route 33)	Routes Frequency Service Hours	▪ 1 route (33) ▪ 5 round trips per day ▪ 6 am – 7 pm	▪ No service	▪ 1 route (33) ▪ **Midday trips end in Forest Grove** ▪ 5 round trips per day ▪ 6 am – 7 pm	▪ No service	▪ 1 route (33) ▪ **Add 3 round trips per day (8 total)** ▪ 6 am – 9:30 pm	▪ **1 route (33)** ▪ **Add 5 round trips per Sat. and Sun** ▪ **9 am – 7 pm**
OR 99W (McMinnville-Newberg)							
Dundee, Lafayette, Dayton	Routes Frequency Service Hours	▪ See Route 44/45x	▪ See Route 46s	▪ See Route 44 ▪ **Route 45x does not serve Dundee** ▪ **Local flex-route to McMinnville** (in addition to Route 44) ▪ **Up to 2 days/week** ▪ **8 am – 6 pm**	▪ See Route 46s	▪ See Route 44 ▪ **Route 45x does not serve Dundee**	▪ See Route 46s
McMinnville to Tigard (Route 44/45x/46s)	Routes Frequency Service Hours	▪ 2 routes (44, 45x) ▪ 9 round trips per day (44) ▪ 1 round trip per day (45x) ▪ 5 am – 9 pm	▪ 1 route (46s) ▪ 4 round trips per Saturday ▪ 8 am – 7:30 pm	▪ 2 Routes (44 and 45X) ▪ 44: 9 local round trips per day (**ends in Sherwood**) ▪ 45x: 5 express round trips per day running on Dayton and Dundee Bypass ▪ 5 am – **10 pm**	▪ 1 route (46s) ▪ ▪ 4 round trips Saturday ▪ 8 am – 7:30 pm	▪ **2 Routes (44 and 45X)** ▪ 44: 9 local round trips per day ▪ **45x: 5 express round trips per day running on Dayton and Dundee Bypass** ▪ 5 am – **10 pm**	▪ 1 route (46s) ▪ 4 round trips Saturday ▪ **Add 4 round trips on Sun** ▪ 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.** ▪ **8 am – 6 pm**	▪ **2 dedicated Dial-A-Ride vehicles, serving north- and south-County zones.** ▪ **8 am – 6 pm**

Figure 3-4   Map of Scenario 1: Locally Focused

2018 Yamhill County Transit Area
TDP Solution Strategies
Scenario #1: Locally-Focused

Scenario #1 Solutions:
- Additional Local Coverage
- Deviated Fixed-Route
- Flex Service Zones, Connecting into McMinnville or Newberg
- Solutions Common to Both Scenarios
- Scenario #1 Solutions
- New Bus Stop

Midday Route 33 trips truncated in Forest Grove

TriMet MAX Blue Line, Routes 46, 47, & 57

TriMet WES, Routes 12, 45, 76, 78, 64, 93, 94

TriMet Routes 93 & 94

Parts of Newberg local service may be converted to deviated fixed-route

Two additional local buses provide improved coverage and reliability, more frequent service, and longer hours

Route 44 truncated in Sherwood

TriMet Route 97

Routes 11, 22, 33, and 44 serve a stop in downtown McMinnville (near OMI)

Routes 33 and 44 use OR 99W instead of Lafayette

Route 45X uses Dundee Bypass
Approximately 5 daily trips
Serves Newberg CCC and Newberg Providence Hospital on all trips

Two additional local buses provide improved coverage and reliability, more frequent service to key activity centers, and longer hours

Serve Whispering Spirit RV Park

TCTD Routes 60X & 70X connect at Spirit Mountain

Additional Route 22 stop serving Fort Hill area

Additional Route 22 stop(s) in west Sheridan

Cherriots Routes 16, 17 26, & 27

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

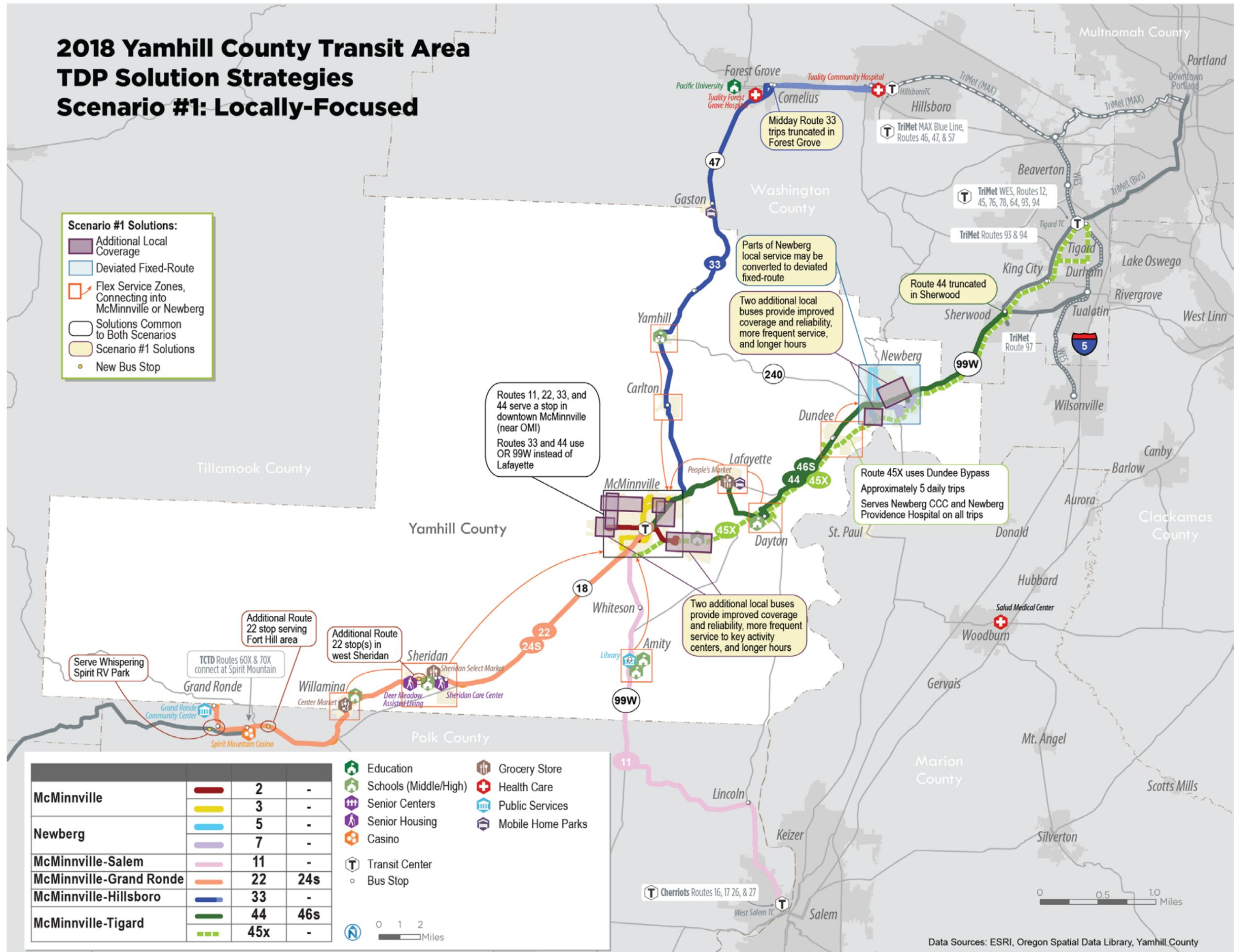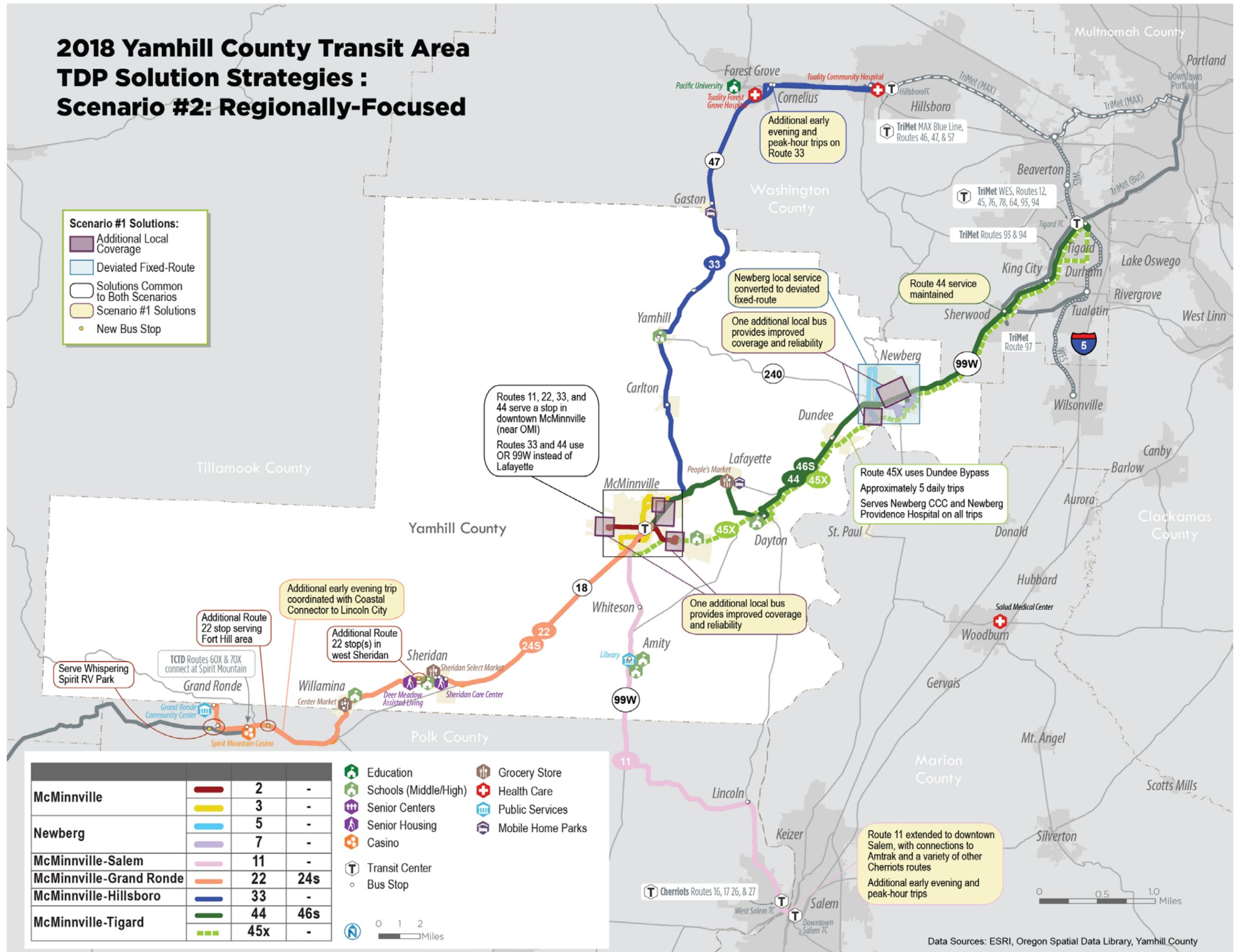Data Sources: ESRI, Oregon Spatial Data Library, Yamhill County

Figure 3-5   Map of Scenario 2: Regionally Focused

2018 Yamhill County Transit Area
TDP Solution Strategies :
Scenario #2: Regionally-Focused

Scenario #1 Solutions:
- Additional Local Coverage
- Deviated Fixed-Route
- Solutions Common to Both Scenarios
- Scenario #1 Solutions
- New Bus Stop

Additional early evening and peak-hour trips on Route 33

Newberg local service converted to deviated fixed-route

One additional local bus provides improved coverage and reliability

Route 44 service maintained

Routes 11, 22, 33, and 44 serve a stop in downtown McMinnville (near OMI)

Routes 33 and 44 use OR 99W instead of Lafayette

Route 45X uses Dundee Bypass
Approximately 5 daily trips
Serves Newberg CCC and Newberg Providence Hospital on all trips

One additional local bus provides improved coverage and reliability

Additional early evening trip coordinated with Coastal Connector to Lincoln City

Additional Route 22 stop serving Fort Hill area

Additional Route 22 stop(s) in west Sheridan

Serve Whispering Spirit RV Park

TCTD Routes 60X & 70X connect at Spirit Mountain

Route 11 extended to downtown Salem, with connections to Amtrak and a variety of other Cherriots routes
Additional early evening and peak-hour trips

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

Data Sources: ESRI, Oregon Spatial Data Library, Yamhill County

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 (assumes replacement of existing fleet)			8 fixed-route buses 4 Dial-A-Ride buses	13 fixed-route buses 11 Dial-A-Ride buses or vans	13 fixed-route buses 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 Intercity: 10.4 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 Intercity: 6 am-7 pm or 6 am-9 pm (varies by route)	⬆⬆ Local: **6 am - 9 pm** / ⮕ Intercity: 6 am - 7 pm or 6 am - 9 pm (varies)	⬆ Local: 7 am - **7 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 (qualitative)	N/A	⬆ More direct service but reduced midday connections	⬆⬆ 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) Peer median of 0.73, range of 0.28 to 1.24	0.32 (Overall Yamhill County, 2017) 0.42 (UGB Population, 2017)	↑ 0.51 (Overall Yamhill County Forecast, 2035) 0.65 (UGB Population Forecast, 2035)	↑ 0.43 (Overall Yamhill County Forecast, 2035) 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)*	16,700	↑ 19,400	↑↑ 22,900
		% residents within ¼ mile of a transit stop (quantitative)*	35,000	↑↑ 41,800 (fixed-route only) 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 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	10.4 (all fixed-route)	→	↑
		On-time performance (qualitative)*	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. Comfortable, 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 ▪ 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. ▪ 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. ▪ 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. ▪ 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 ▪ Explore integrating YCTA into Hillsboro Central Station; Central Station is currently at capacity but TriMet can incorporate YCTA in consideration of future needs. ▪ 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) ▪ 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
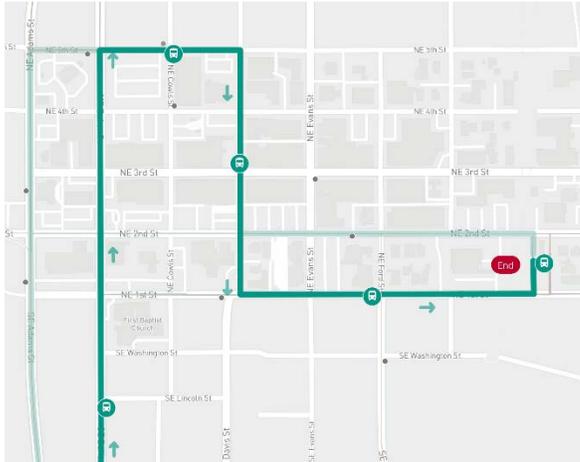
- Improve signage, information, and add a shelter at West Salem Transit Center if Route 11 is not moved to the Salem Downtown Transit Center. As described in Chapter 4, Cherriots is already planning to add a shelter at West Salem TC with space for YCTA information.

- 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 Service Design	▪ Outreach events ▪ 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
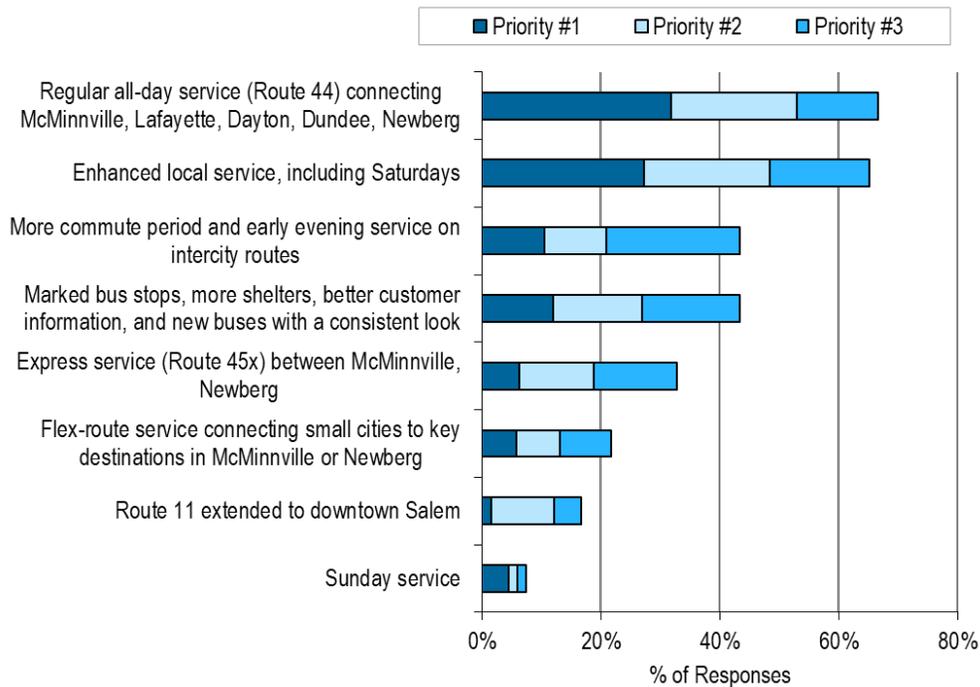
N=71

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

N=69
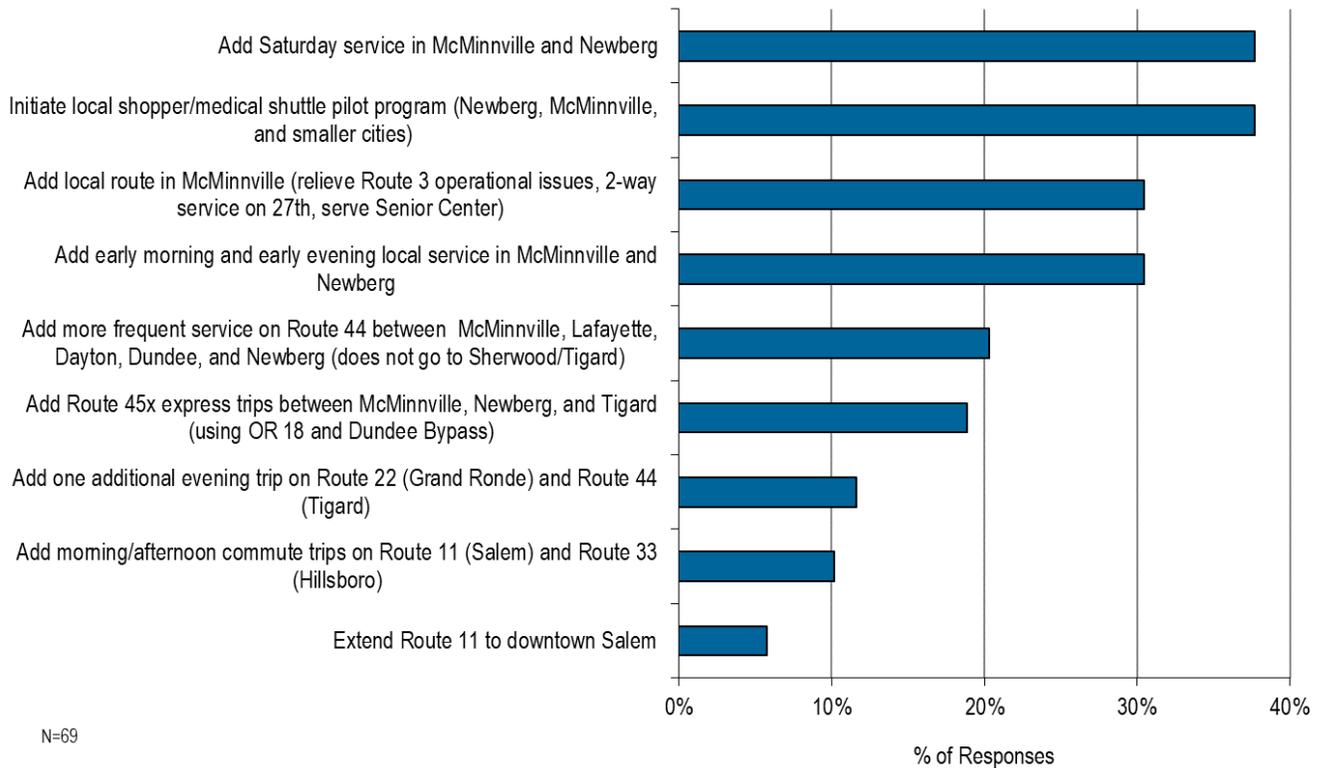
DETAILED RESULTS

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] ▪ 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] ▪ Like flag stops [2] ▪ Remove all major stops off of state highways and arterials. Alternate stops for Big Five, Walgreens, BiMart/Roths. [1] ▪ 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] ▪ Remove shelters from the court house and put them in more needs places such as stores [2] ▪ 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.
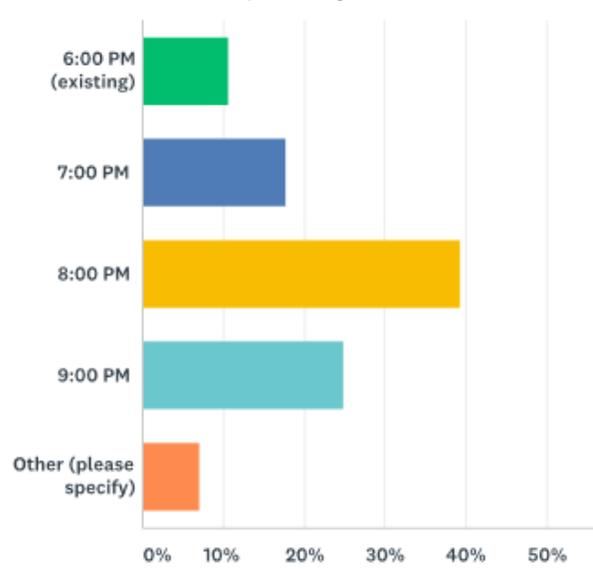
Figure 6-8   Desired local bus start and stop running times in McMinnville
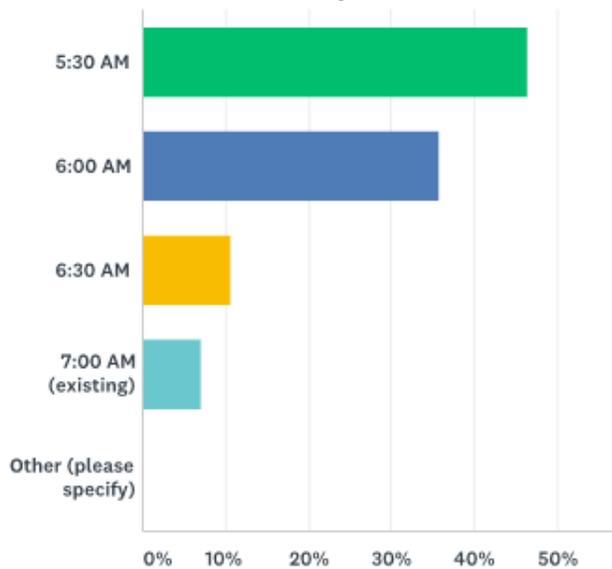
N=28

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] ▪ Not enough routes and stops. Many areas of new residential are not stopped in. Expand Newberg routes and expand service times. [1] ▪ Route 8 should serve affordable housing on Haworth and Mabel Rush Elementary. [2] ▪ I think the ridership should be considered carefully. It looks like more people use the commuter options rather than the routes around town. [1] ▪ 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] ▪ 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] ▪ 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] ▪ 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
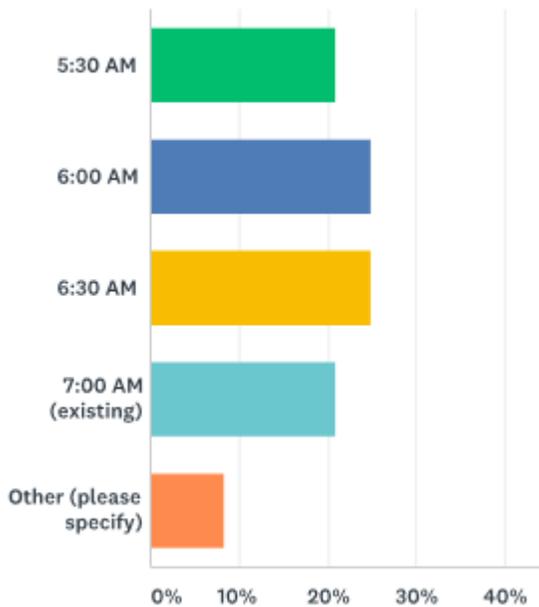
McMinnville-Newberg-Tigard Service (Routes 44, 45X, and 46S)

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] ▪ 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] ▪ Concerns with bypassing Dundee and downtown Newberg for multiple express routes [1] ▪ 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] ▪ Using the bypass should NOT be an option unless you back track into Dundee. NO lines should bypass Dundee in any way. [1] ▪ 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] ▪ 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] ▪ Early Saturday Route 45x trip. [1] ▪ 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] ▪ 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] ▪ Fill gaps between 7:25 a.m. and 10:30 a.m. [2] – multiple comments ▪ Fill in 3:20-5:05 pm gaps. [2] ▪ Late service after 9 p.m. [2] ▪ 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. ▪ 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
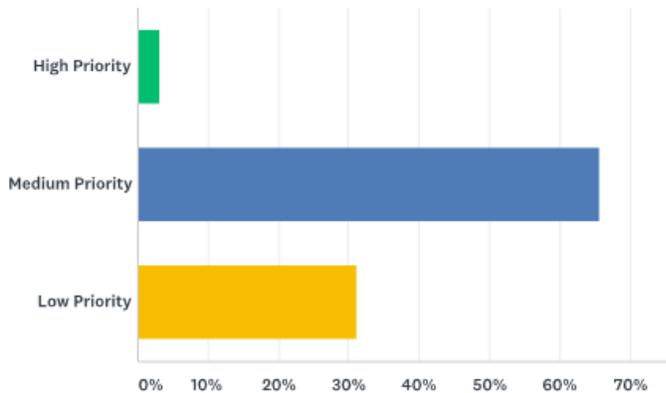
N=32

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] ▪ 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] ▪ 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.
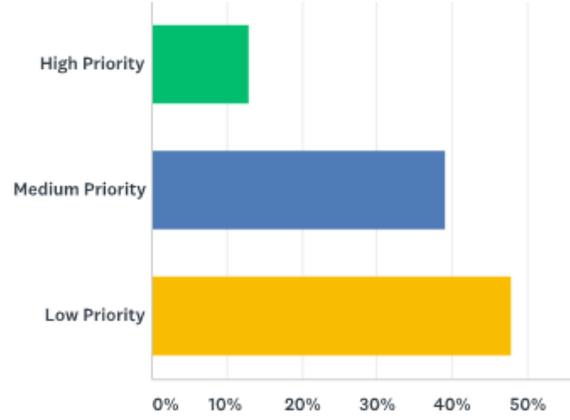
Figure 6-17   Saturday and Sunday service priority on Route 11

Saturday Service Priority
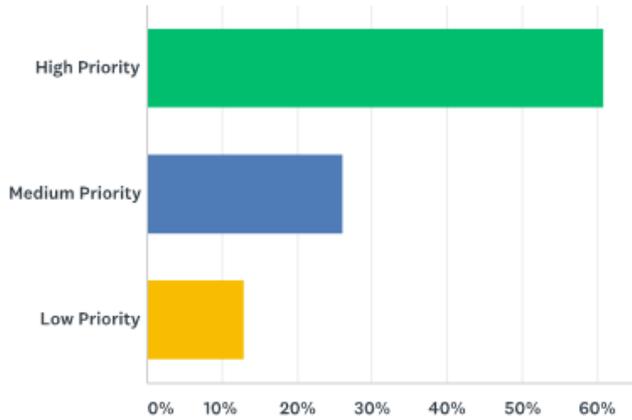
N=23

Sunday Service Priority

N=23

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] ▪ Extend service to later night on weekdays. [1] ▪ 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] ▪ 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] ▪ Would like an on-demand stop on Oldville Road. [2] ▪ 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
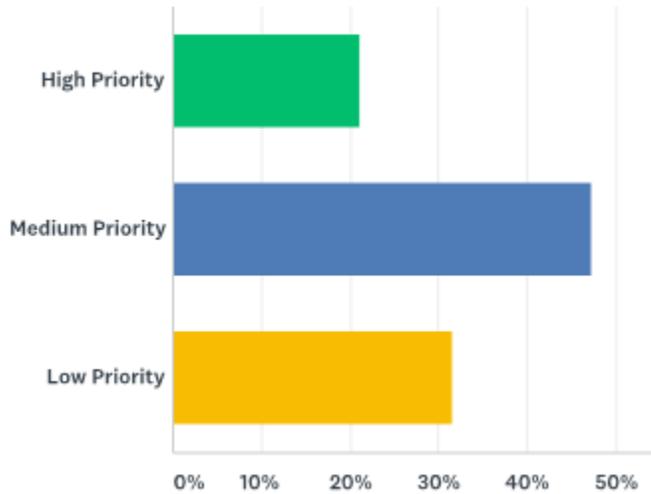
N=19

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] ▪ Would like to be able to transfer to Salem route, arriving in Salem by 9 a.m. [2] ▪ 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] ▪ 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.
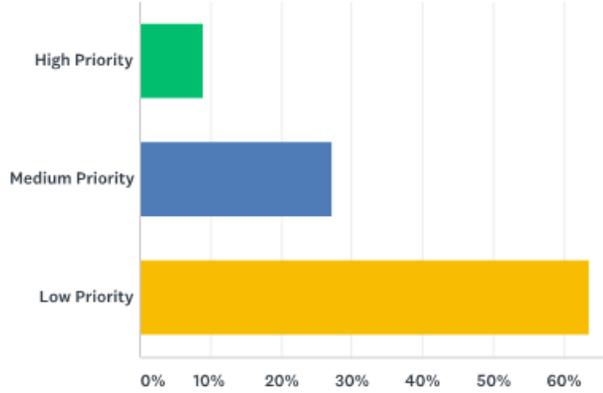
Figure 6-23   Saturday and Sunday service priority on Route 33

Saturday Service Priority
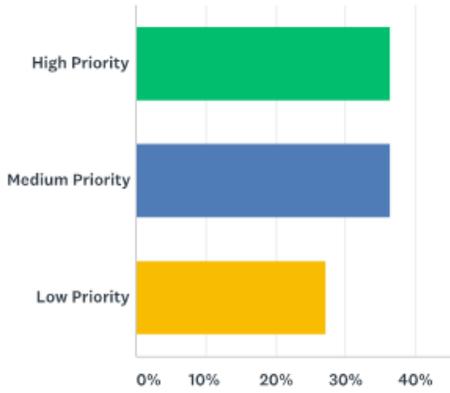
Sunday Service Priority

N=13

N=11

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.

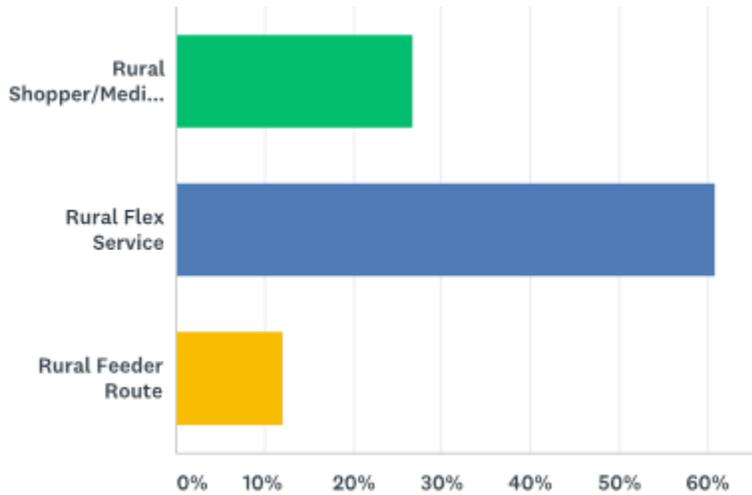Figure 6-24   Service type preference for small cities

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] ▪ 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] ▪ 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] ▪ 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] ▪ Need it to make it across the county [1] ▪ That sounds great [1] ▪ 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] ▪ Do not leave Dundee service of the Route 44 line. [1] ▪ 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] ▪ Operate after evening classes dismiss so students can rely on public transportation to get home. [1] ▪ 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] ▪ Bus stop needed at Deer Meadow Assisted Living on Highway 18B. Residents cannot get to the bus stop in downtown Sheridan. [1] ▪ Allow cities to weigh in on which model works best for their community. [1] ▪ 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] ▪ 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] ▪ 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] ▪ 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] ▪ 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] ▪ New busses are costly. Either lease the busses, or look at used. All other items are important except the beacon lights. [1] ▪ Updating the buses will be huge. [1]
	Comment	▪ Perhaps smaller capacity buses for some local/intercity routes. [1] ▪ Include charging stations for phones. [2] ▪ Comfortable seats. [2] ▪ 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] ▪ 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] ▪ I especially think Customer Information and Bus Stop markers are key. ▪ 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] ▪ 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] ▪ Bus stop signs are a much needed thing. [1] ▪ Need no smoking signage in transit shelters. [1] ▪ 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] ▪ 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] ▪ 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] ▪ 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] ▪ 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!

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:
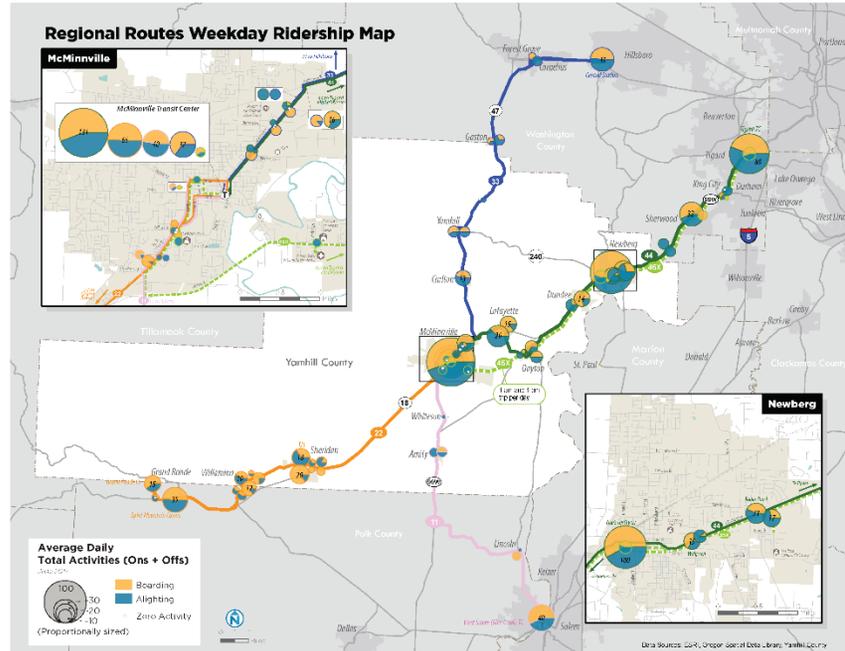- Cost-neutral or low-cost changes that can happen in the next 1-2 years.
- Medium and long-term changes to make transit more convenient, reliable, and connected.
- YCTA expects to have additional funding for transit starting in 2020, authorized through House Bill 2017.
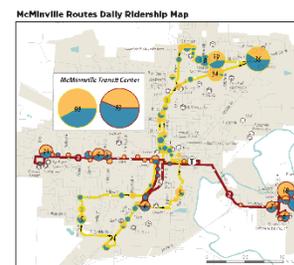
Plan Timeline

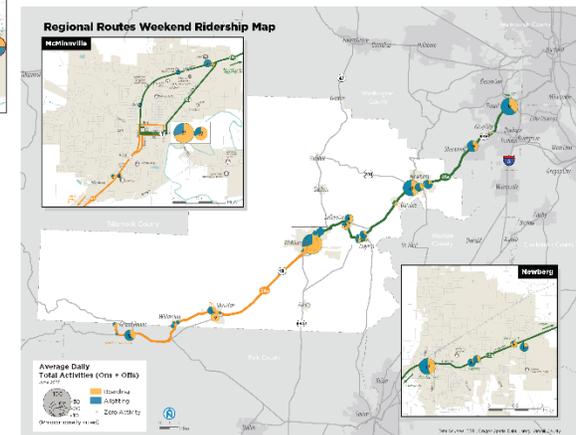## WHERE ARE TRANSIT RIDERS TRAVELING?

WEEKDAY INTERCITY ROUTES

WEEKDAY LOCAL SERVICE

SATURDAY SERVICE (ROUTE 22 AND 44 ONLY)

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

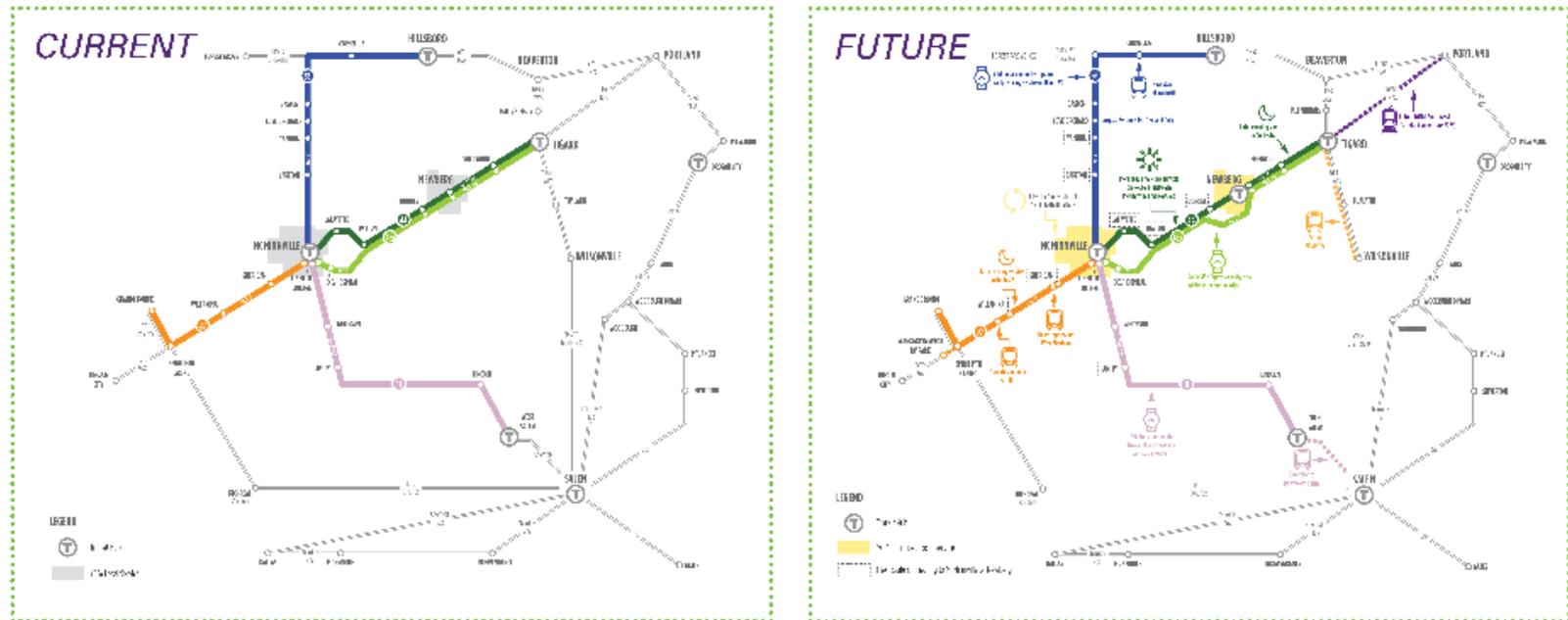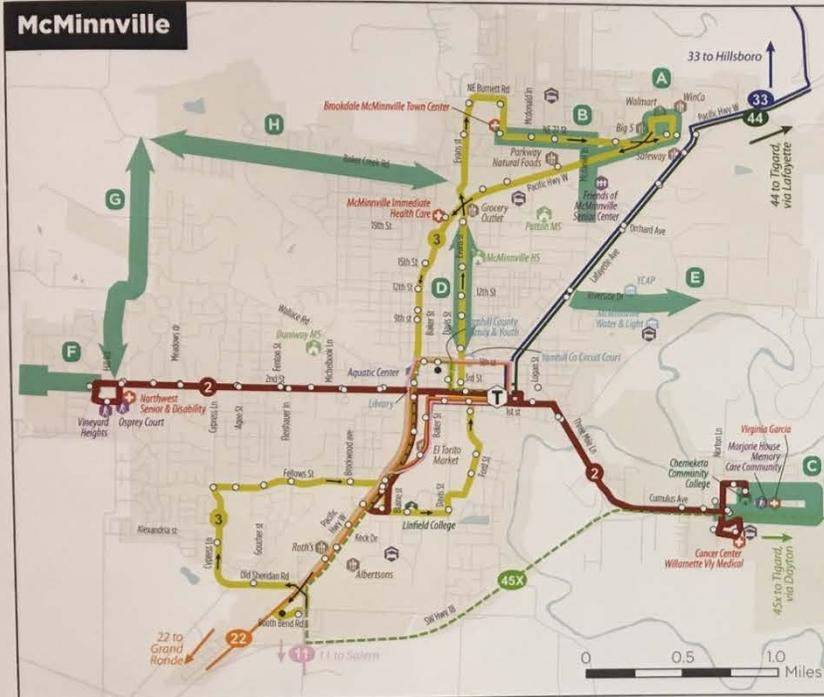## YCTA EXISTING AND PROPOSED FUTURE TRANSIT SYSTEM

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

McMinnville

(Map of McMinnville showing YCTA Existing Routes and Proposed Service Change or New Service Area, with labeled points A–H)

Legend:
- YCTA Existing Routes
- Proposed Service Change or New Service Area

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 • One bus serves 2 East and 3 South • One bus serves 2 West and 3 North	-	●●	●
	• Signs/markings at all bus stops; eliminate flag stops • 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 • 2-way service on 27th Street • 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)

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 7:00 am (Proposed) 8:00 am (Modified)	7:00 am (Modified) 8:00 am (Proposed) 9:00 am (Modified)
Mid-day	12:00 pm	1:00 pm (Modified)
Afternoon/ Evening	4:00 pm 5:00 pm (Proposed) 6:00 pm (Modified) 7:00 pm (Proposed)	5:00 pm (Modified) 6:00 pm (Proposed) 7:00 pm (Modified) 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.)

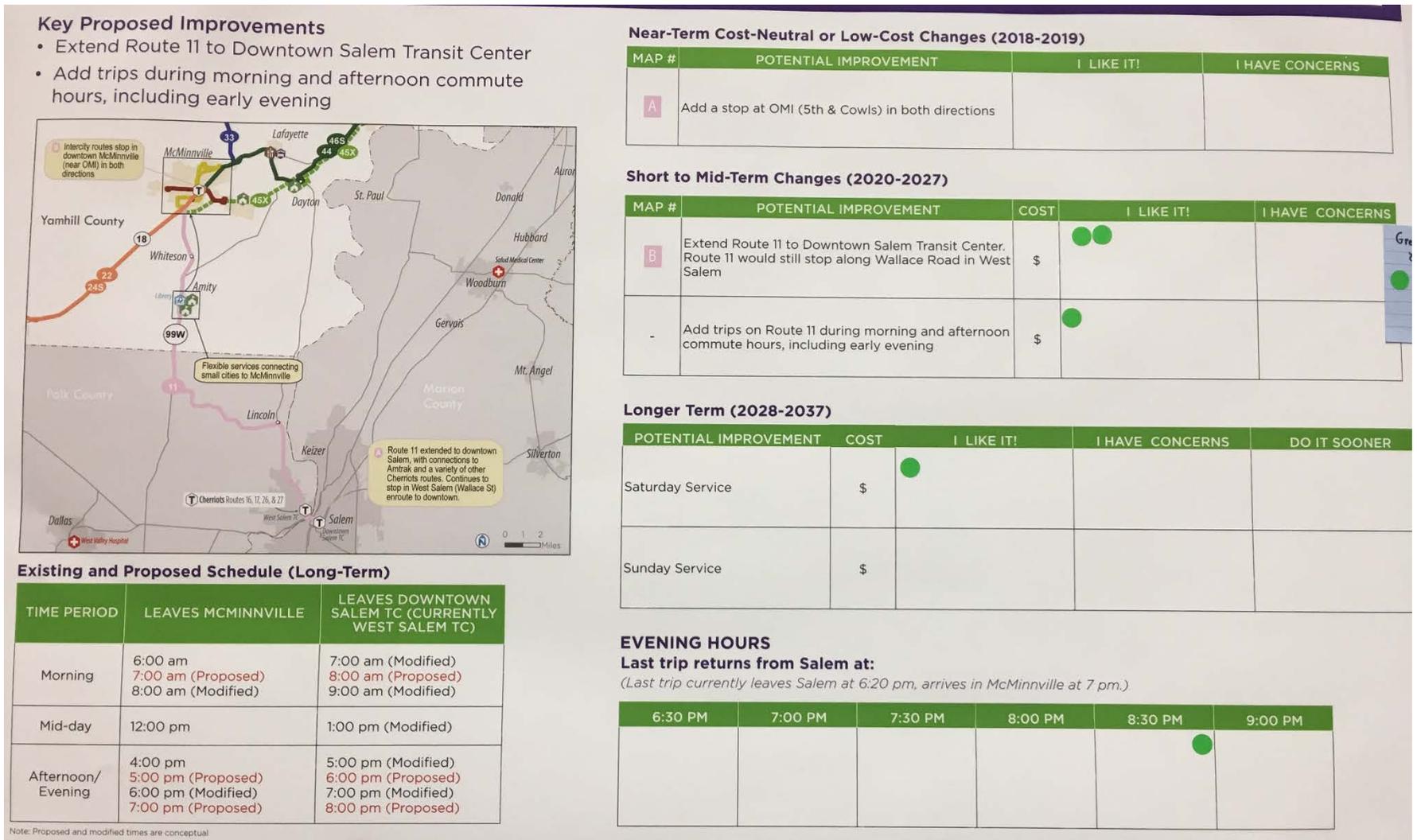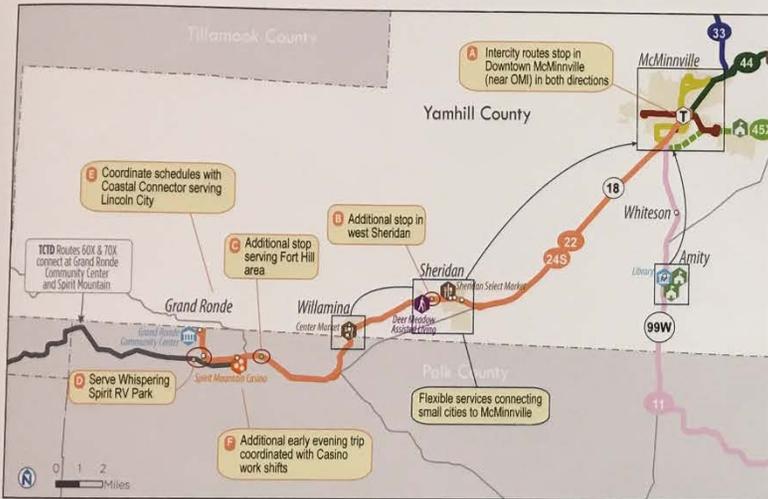| 6:30 PM	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM
				●	

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 8:15 am 10:40 am	5:30 am 7:20 am 9:35 am 11:35 am
Mid-day	12:30 pm	1:25 pm
Afternoon/Evening	2:20 pm 4:45 pm 6:35 pm 8:25 pm (Proposed)	3:15 pm 5:40 pm 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. • 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.		
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)

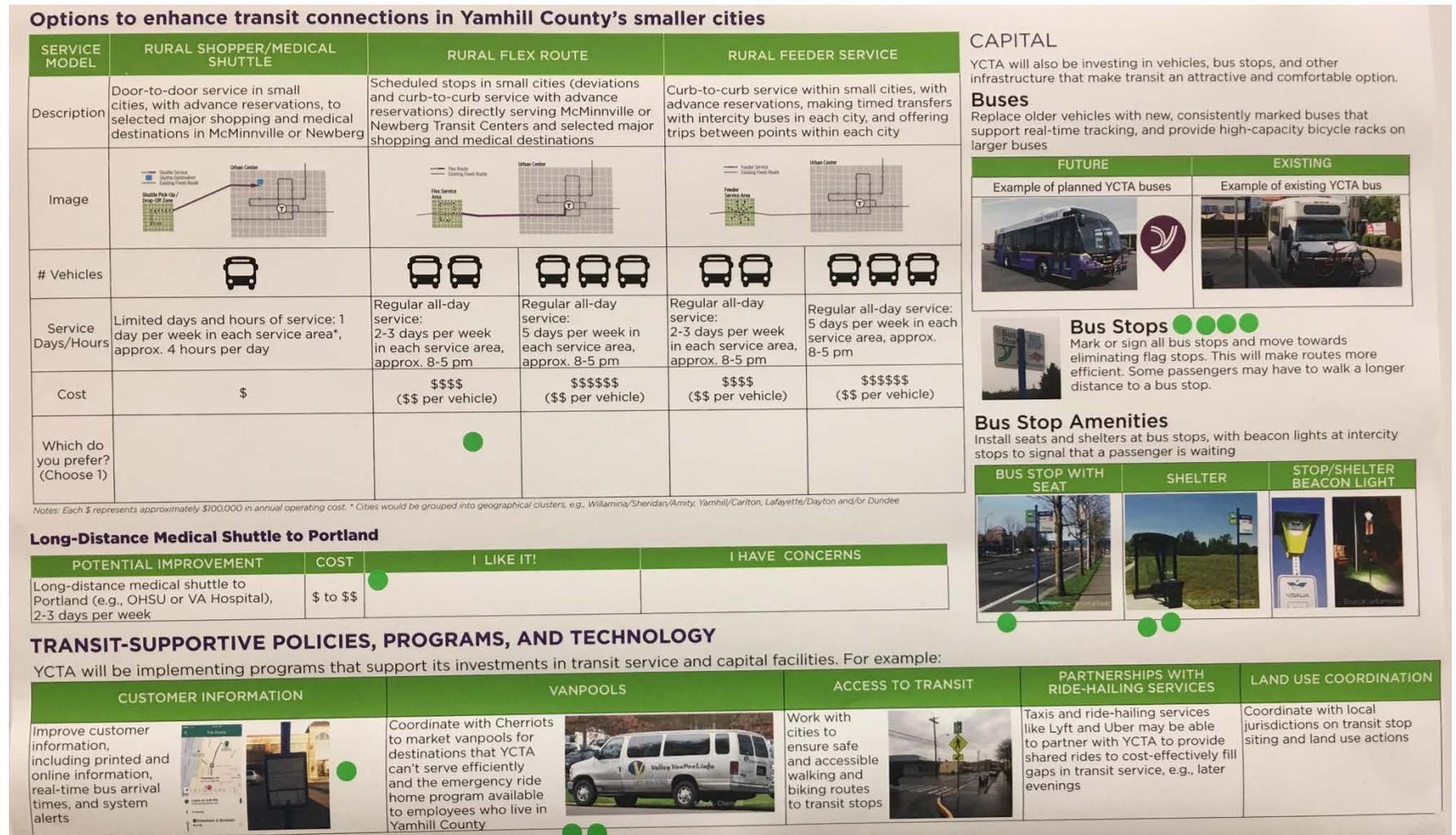| POTENTIAL IMPROVEMENT	COST	I LIKE IT!	I HAVE CONCERNS	DO IT SOONER
Saturday Service	$			
Sunday Service	$			

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

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 ☐ I like it! ☐ I have concerns	
Newberg Local Service: Routes 5 and 7 ☐ I like it! ☐ I have concerns	
McMinnville-Salem: Route 11 ☐ I like it! ☐ I have concerns	
McMinnville-Grand Ronde: Route 22, 24s ☐ I like it! ☐ I have concerns	
McMinnville-Hillsboro: Route 33 ☐ I like it! ☐ I have concerns	
McMinnville-Newberg-Tigard: Routes 44, 45X, 46s ☐ I like it! ☐ I have concerns	
Service connecting smaller Yamhill County cities to McMinnville or Newberg ☐ I like it! ☐ I have concerns	
Capital Infrastructure (e.g., bus stops) and Technology ☐ I like it! ☐ 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   ☐ Retired
☐ Employed part-time   ☐ Visitor
☐ Middle/High School Student
☐ College Student
☐ Other: _____

What is your age?
☐ 17 or under   ☐ 23-34   ☐ 50-64
☐ 18-22   ☐ 35-49   ☐ 65 or over

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 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.** Sirvase 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 (Sirvase especificar) _____

¿Es o está usted...? *Seleccione todas las que apliquen.*
☐ Empleado de tiempo completo ☐ Jubilado
☐ Empleado de tiempo parcial ☐ Visitante
☐ Estudiante de secundario
☐ Estudiante unversitario
☐ Otro _____

¿Cuál es su edad?
☐ 17 o menor ☐ 23 a 34 ☐ 50-64
☐ 18-22 ☐ 35-49 ☐ 65 o mayor

¿Cuál fue el total de ingresos en su hogar antes de los impuestos en 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

¡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

Table of Contents

Table of Figures

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
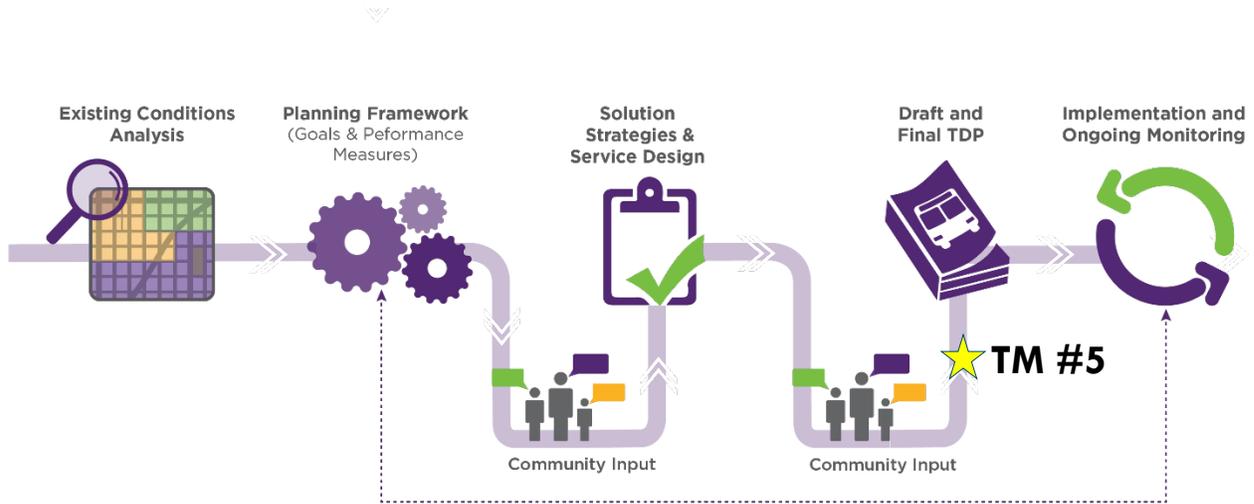
2 LONG-TERM VISION – STRATEGY SUMMARY

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
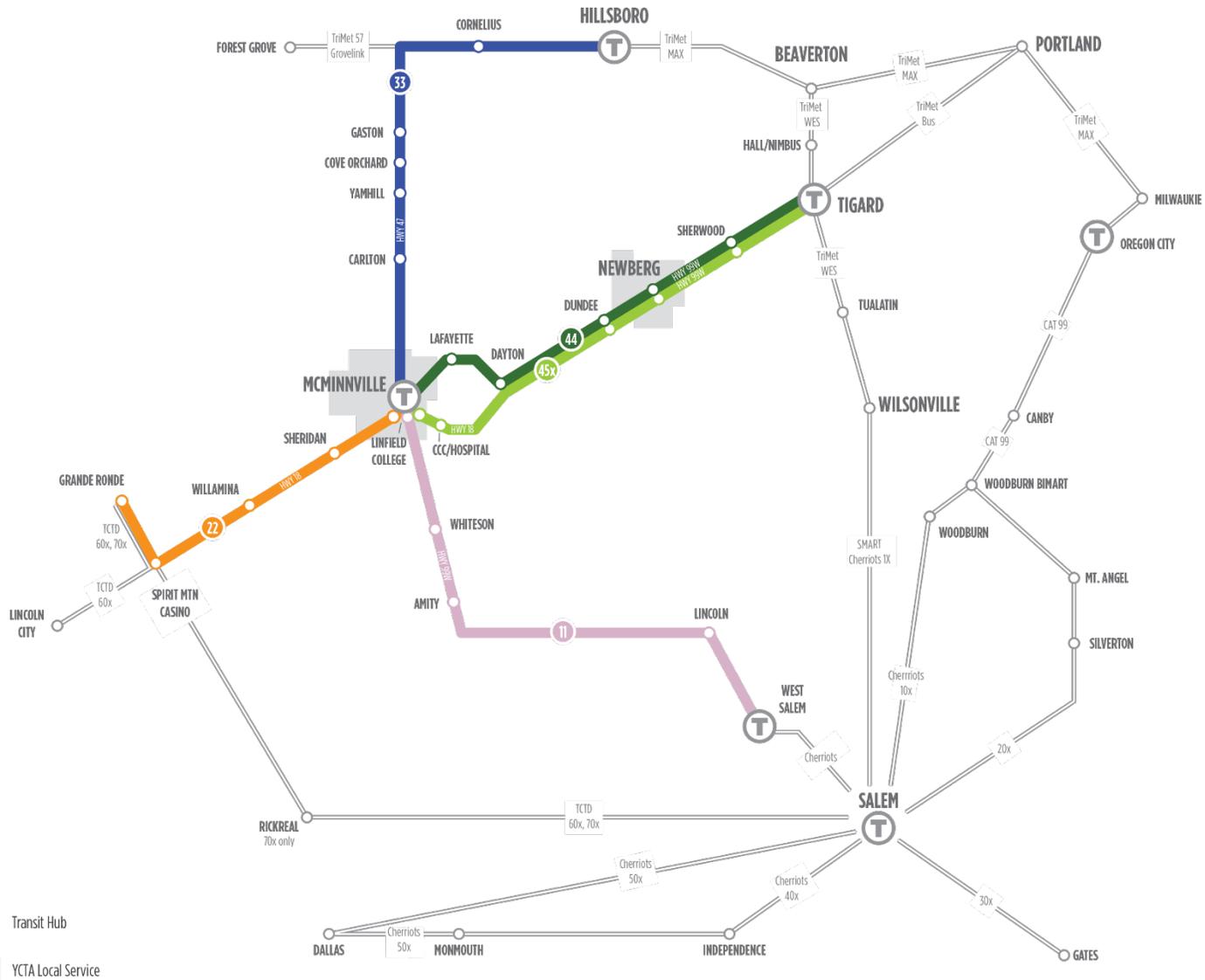
LEGEND

(T) Transit Hub

     YCTA Local 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 ▪ Separate route numbers for north and south parts of Routes 2 and 3 ▪ One bus serves 2 East and 3 South ▪ 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. ▪ 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. ▪ 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. ▪ Could be designed to serve employment areas at key shift times. ▪ 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). ▪ 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
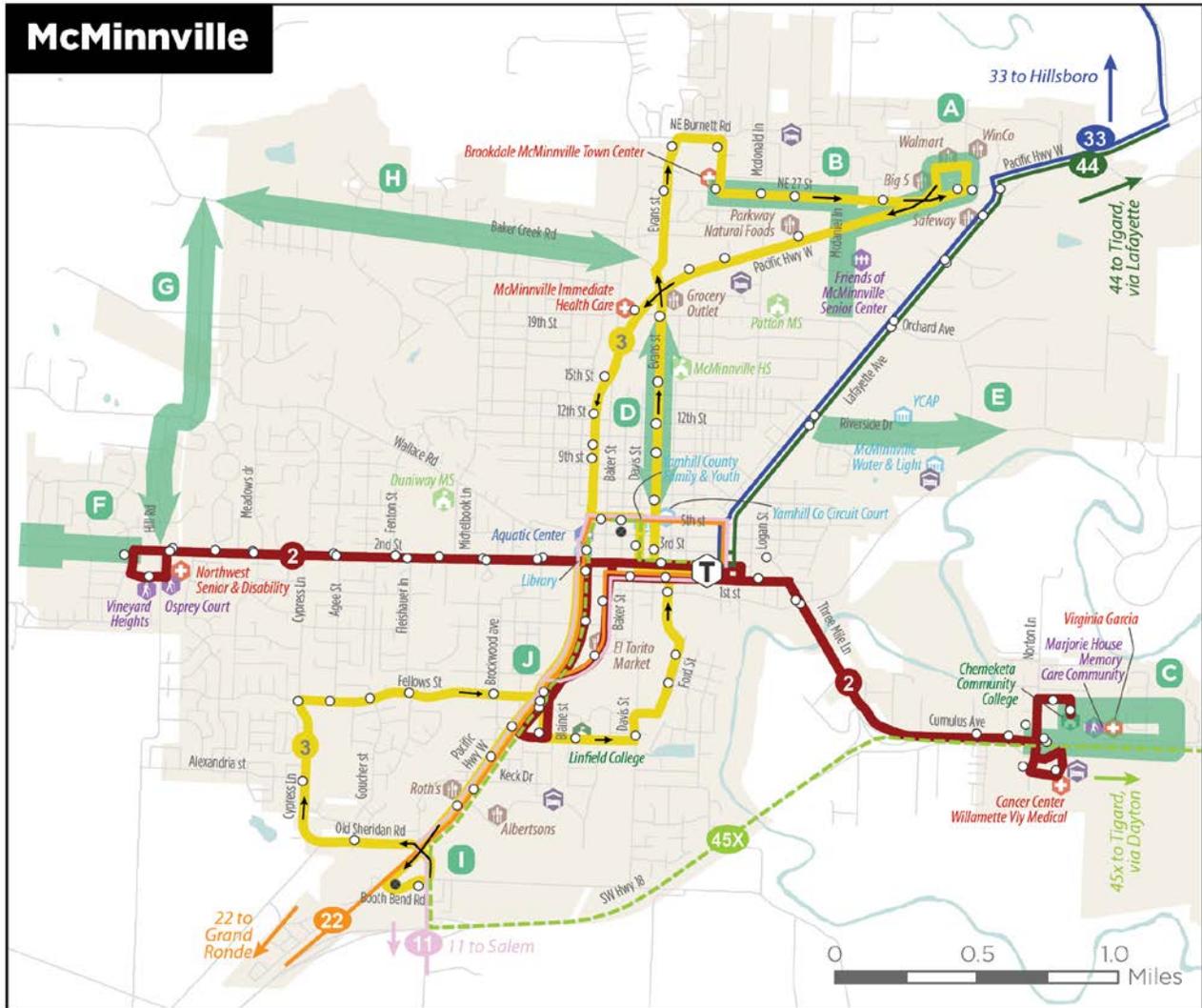
Figure 3-4   Stops Near Winco/Walmart (Immediate or Near-Term/Short-Term)

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
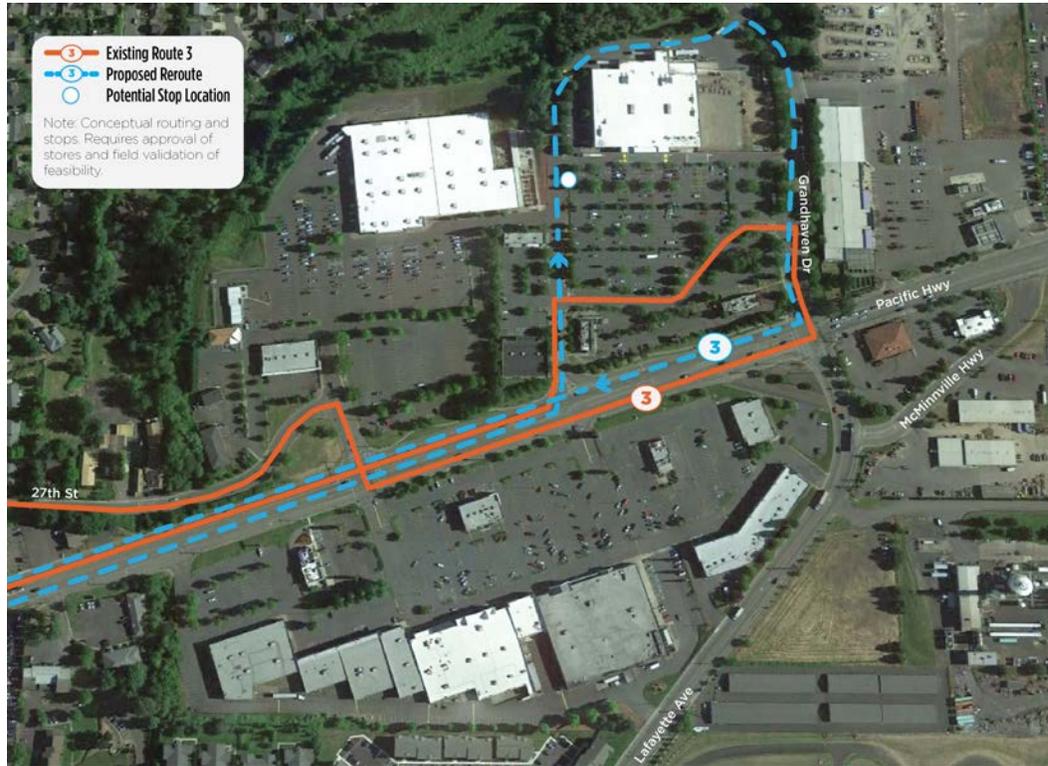
Short-Term:

- 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):
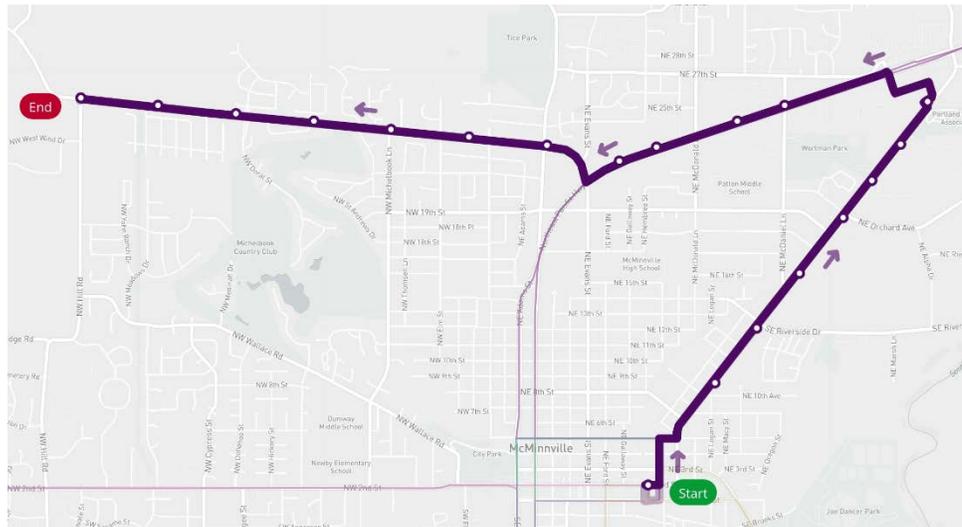
Inbound (To Downtown McMinnville Transit Center):
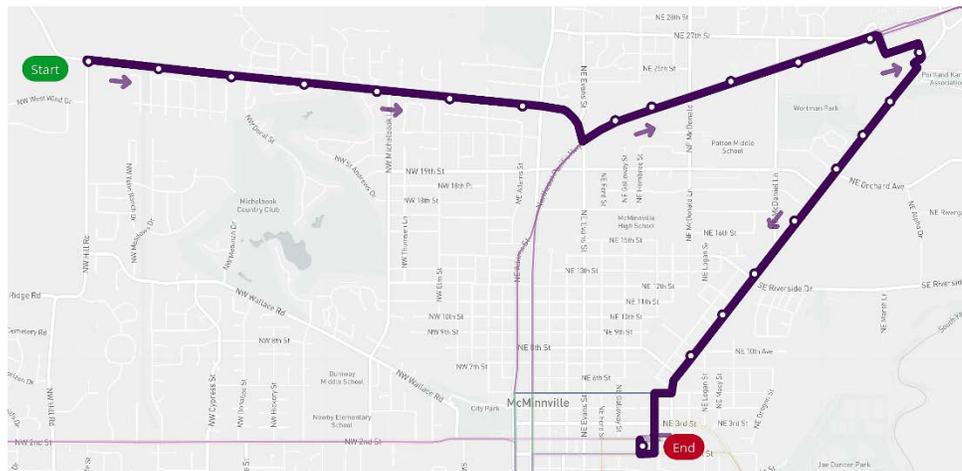
- An alternative / complementary option would be to connect this new route with Route 4 (current 2 West) along Hill Road, creating a bidirectional loop.
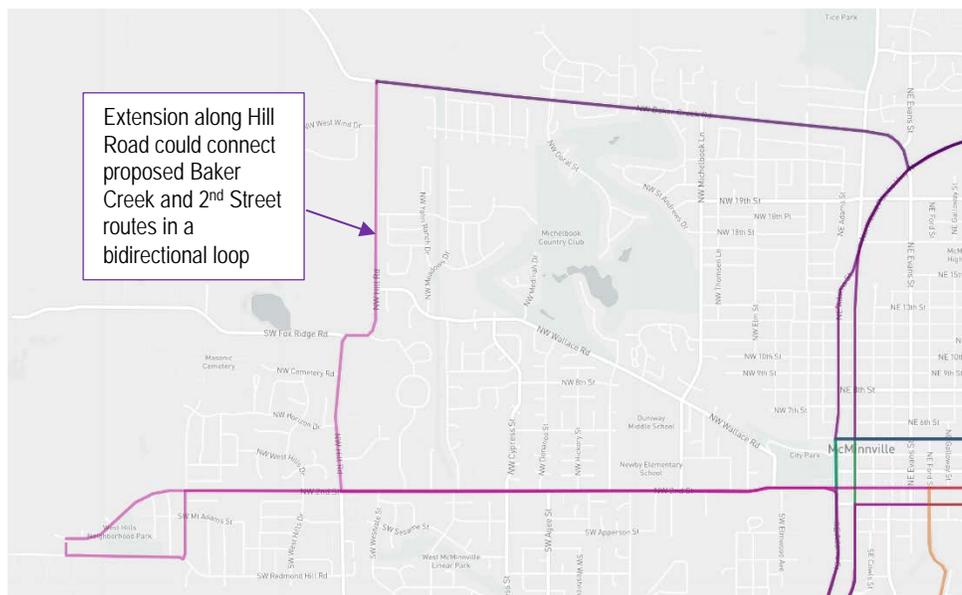
Extension along Hill Road could connect proposed Baker Creek and 2nd Street routes in a bidirectional loop

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 B	Near-Term	Convert 1 Dial-A-Ride bus to fixed-route service. Service would be redesigned as follows: ▪ Four approximately 30-minute routes, each running every hour (2 buses) ▪ Routes operate counter-clockwise and generally serve each quadrant of Newberg. ▪ The shorter western routes would be paired with the longer eastern routes, e.g., NW-SE (5-7) and SW-NE (6-8). ▪ 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) ▪ 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
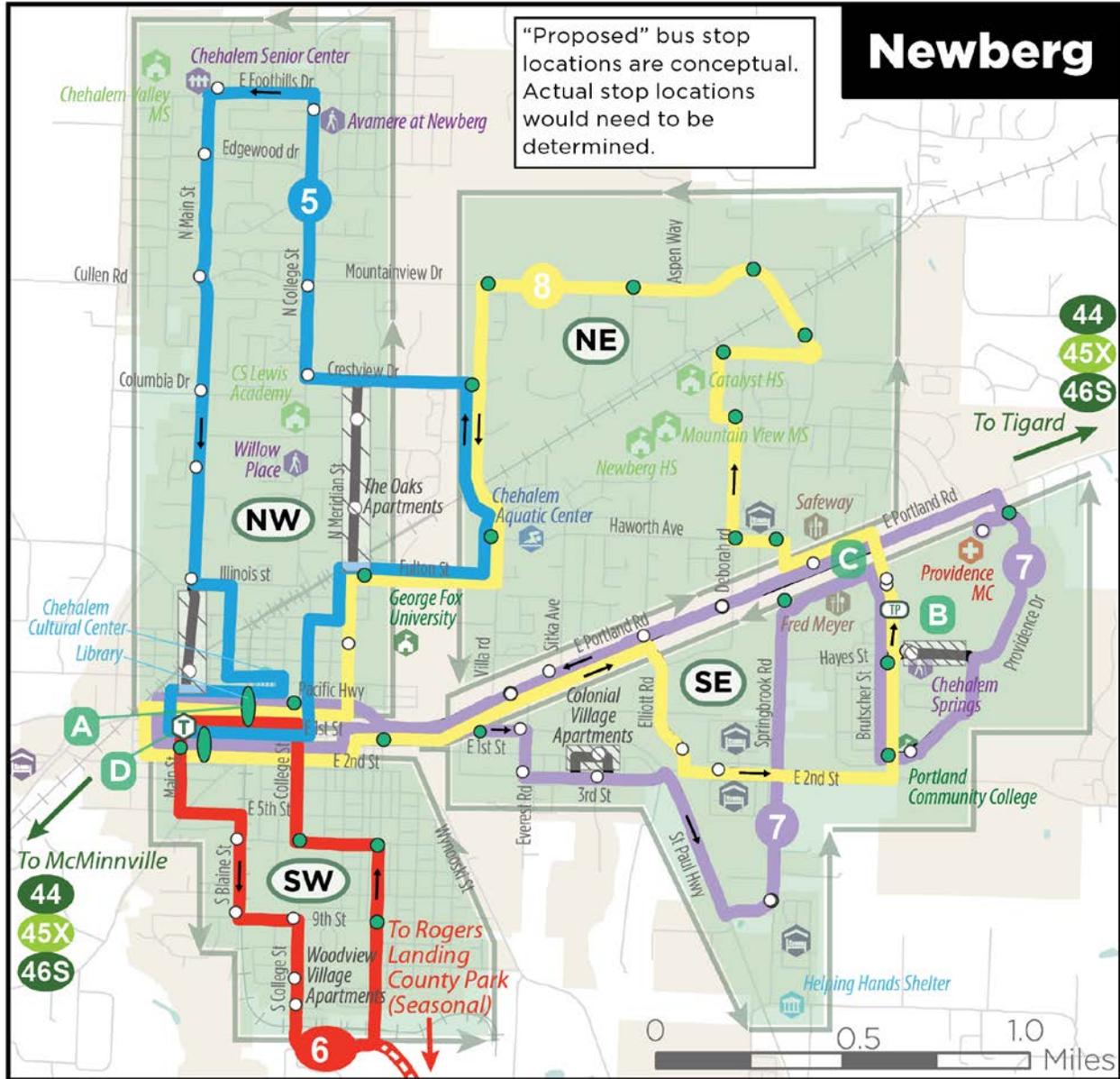
Northwest: Proposed Route 5

- 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
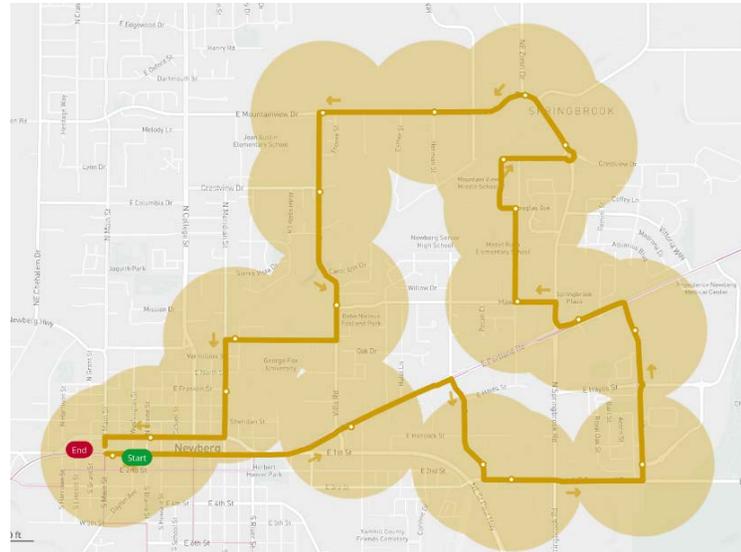
Figure 3-15   Proposed Route 8: Northeast Newberg (Option #2)

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. ▪ 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 ▪ 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 ▪ Timed transfer with local service in eastern Newberg (e.g., Fred Meyer) and potential stop at Providence Hospital ▪ 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
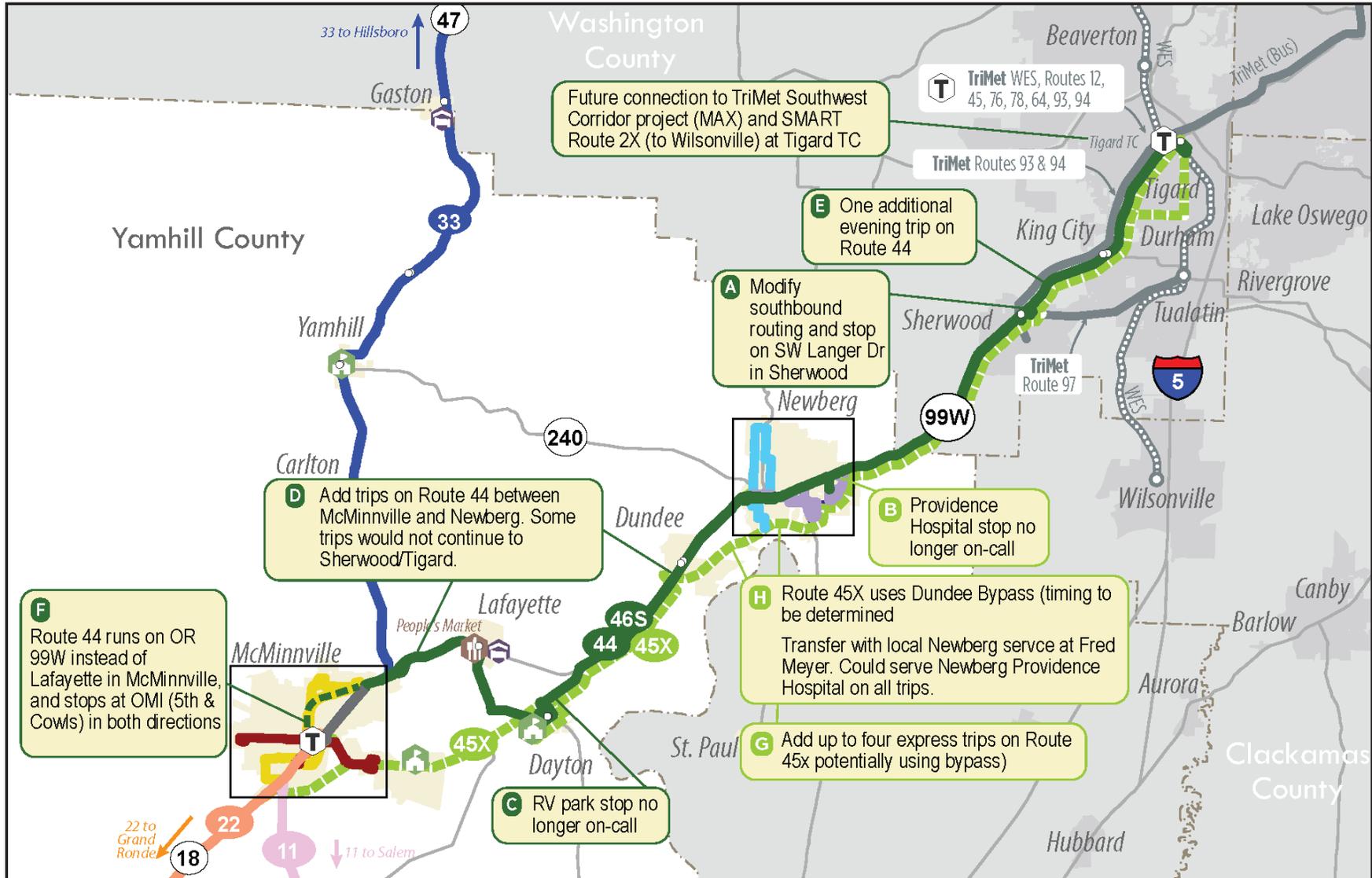
Route 44 Southbound / Langer Drive

- 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
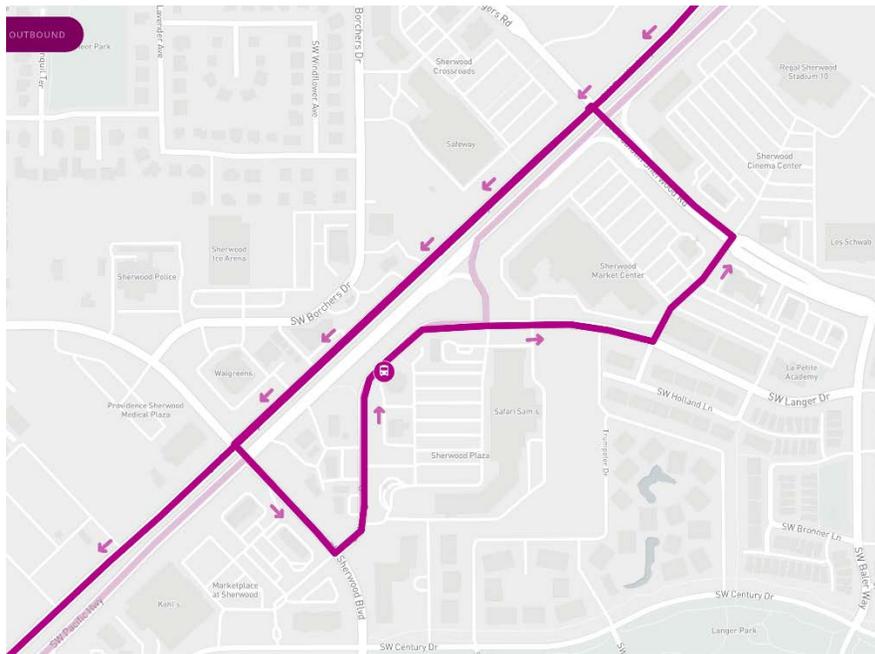
Proposed - Southbound
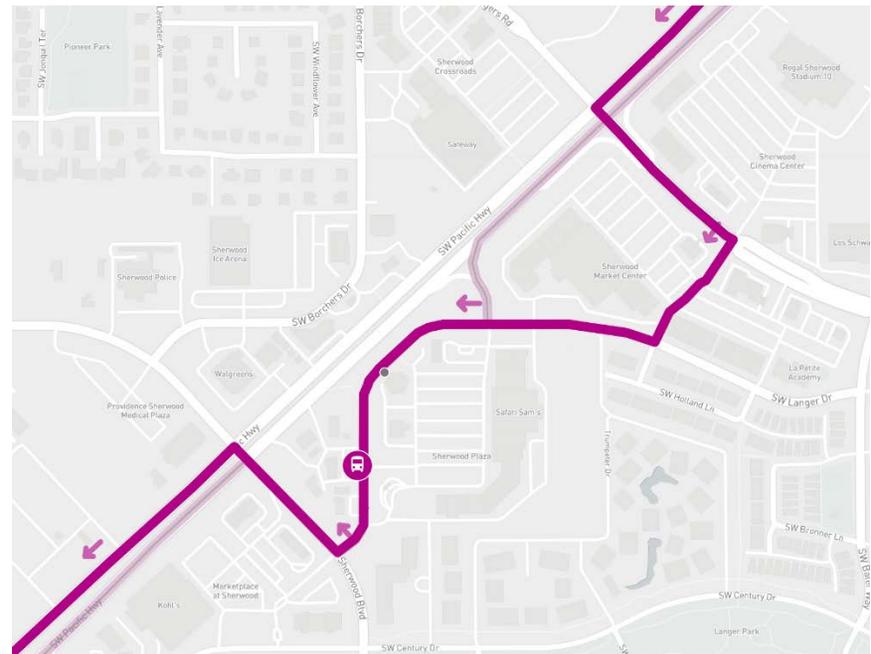
MCMINNVILLE-SALEM INTERCITY SERVICE: ROUTE 11

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 ▪ 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 ▪ 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
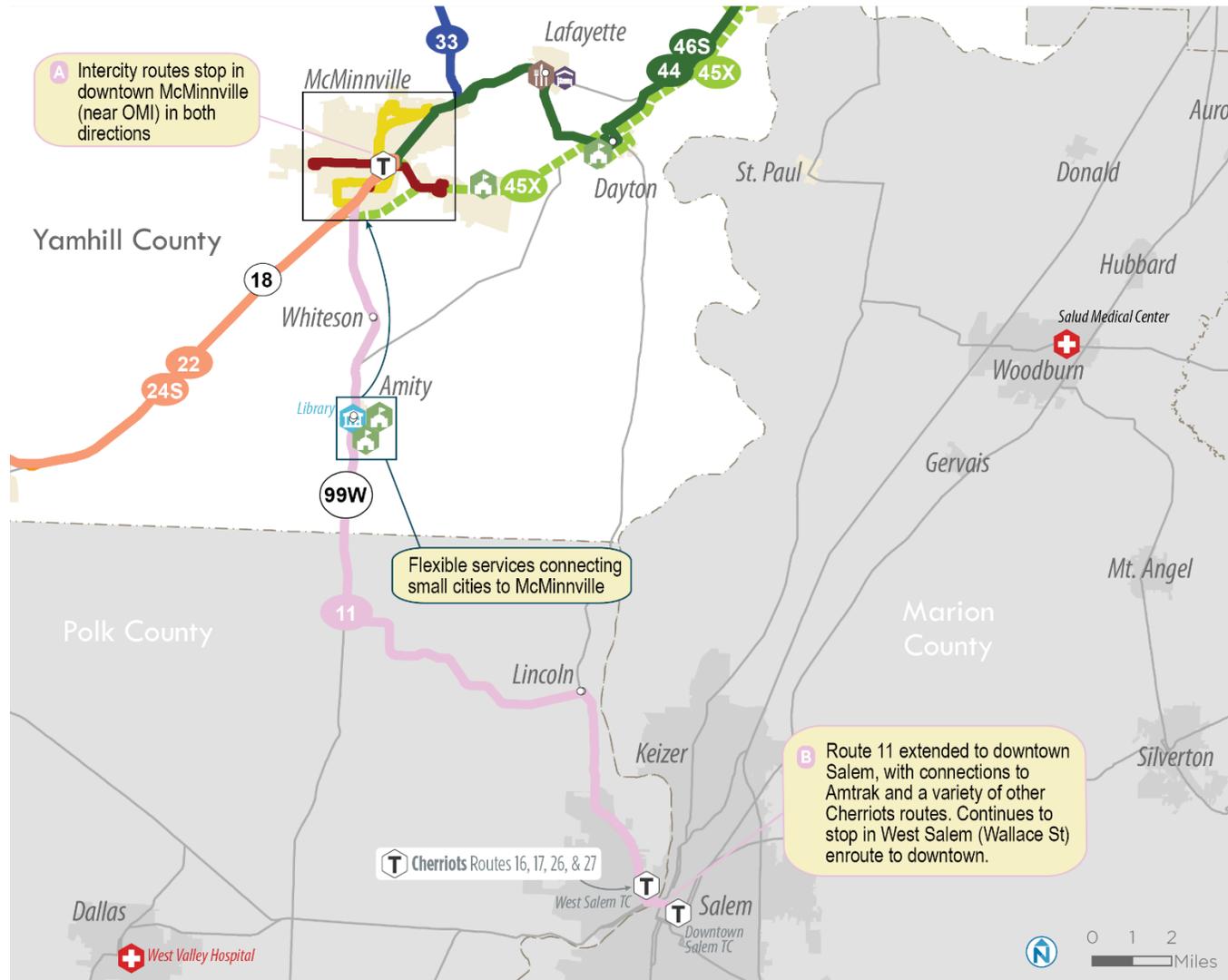
MCMINNVILLE-GRAND RONDE INTERCITY SERVICE: ROUTE 22/24S

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 ▪ 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 ▪ Would require coordination with ODOT to make shoulder improvements	22/24s	▪ Improves access		-	
H	Contingent on shoulder improvements	▪ Add Dairy Queen stop ▪ 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

Tillamook County

Yamhill County

A Intercity routes stop in Downtown McMinnville (near OMI) in both directions

H Add Dairy Queen stop (contigent on shoulder improvements)

E Coordinate schedules with Coastal Connector serving Lincoln City

D Additional stop in west Sheridan

G Additional stop serving Fort Hill area (contigent on shoulder improvements)

TCTD Routes 60X & 70X connect at Grand Ronde Community Center and Spirit Mountain

Grand Ronde
Grand Ronde Community Center

Willamina
Center Market

Sheridan
Sheridan Select Market
Deer Meadow Assisted Living

Whiteson

Amity
Library

B Additional stop at Oldsville Rd

C Serve Whispering Spirit RV Park

Spirit Mountain Casino

F Additional early evening trip coordinated with Casino work shifts

Polk County

Flexible services connecting small cities to McMinnville

McMinnville

33 44

45X

18

22

24S

99W

11

0 1 2 Miles

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. Shoulders are narrow and roadway is divided with a barrier in segments.	Source: Google Street View
H	Contingent on shoulder improvements	Dairy Queen North shoulder is narrow.	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. ▪ 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.	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 ▪ 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
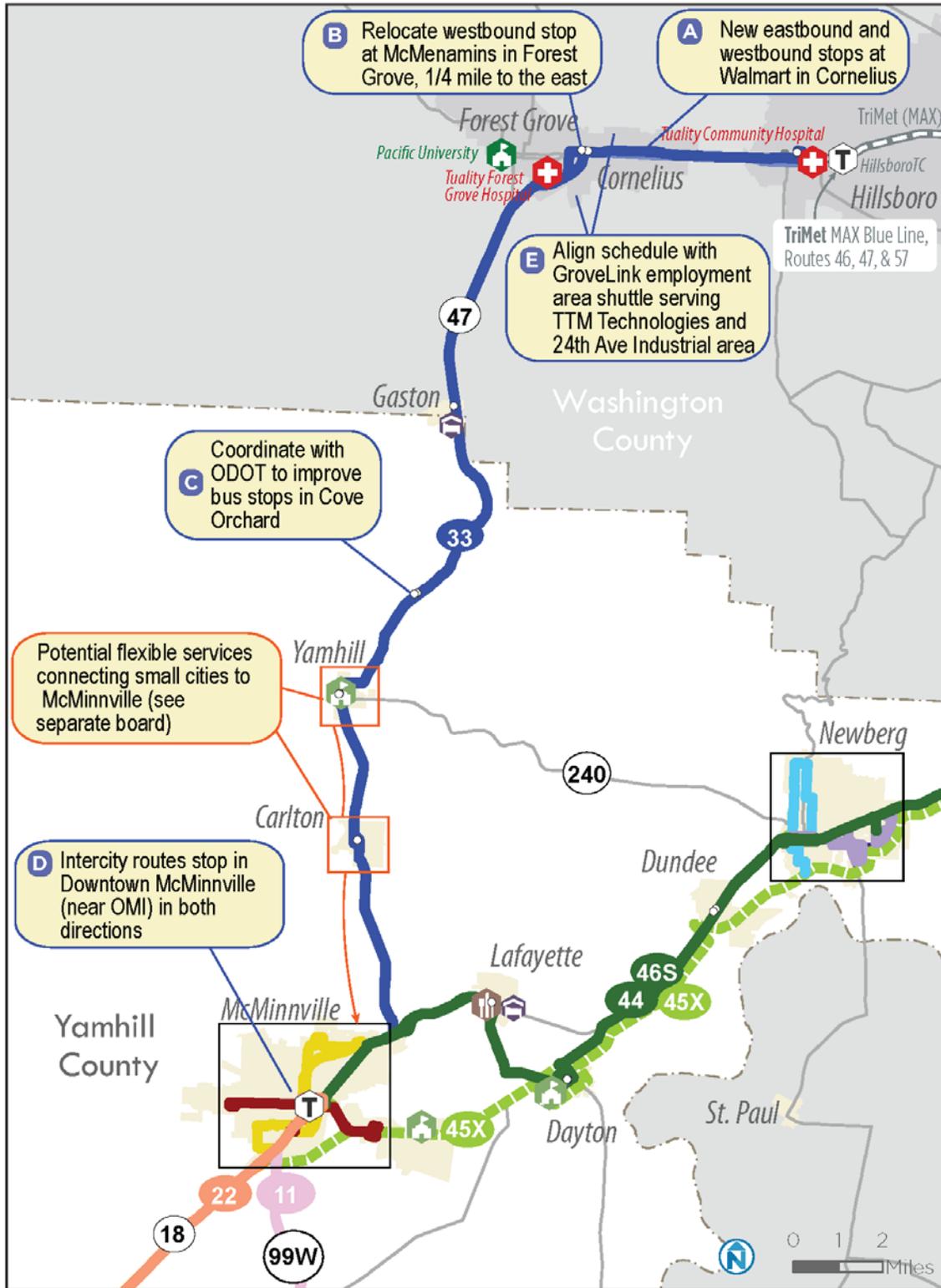
Route 33 Forest Grove and Cornelius Stop and Routing

Figure 3-28   Proposed Changes to Route 33 in Forest Grove and Cornelius
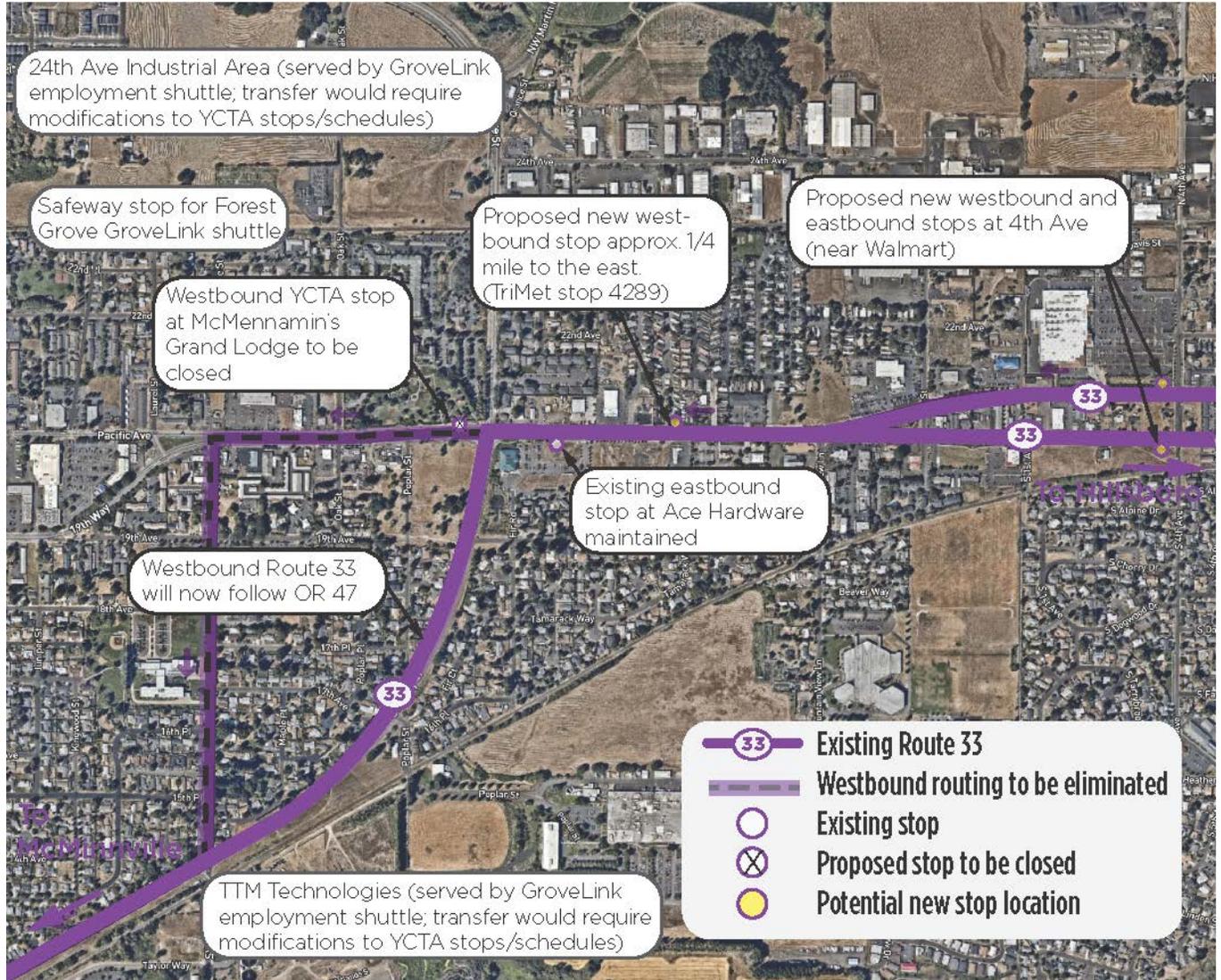
SERVICE WITHIN/BETWEEN SMALL CITIES

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					
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)
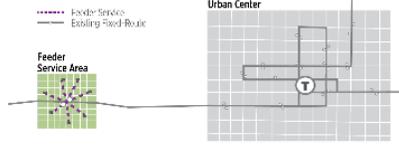
Figure 3-31   Service between Small Cities - Table

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: – Carlton/Yamhill – Sheridan/Willamina/Amity – Dayton/Lafayette ▪ McMinnville pilot shuttle is included in McMinnville local service. ▪ 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) ▪ 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
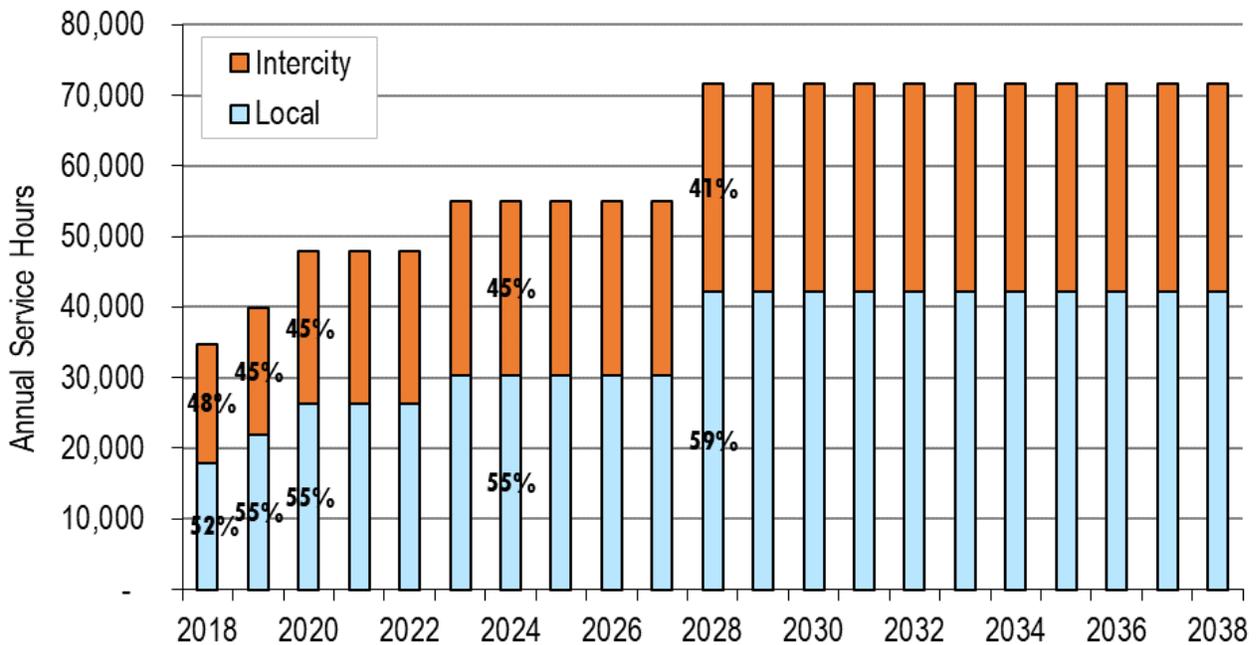
CONCEPTUAL SCHEDULES

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 ▪ Posted route and schedule information	$1,000
Basic with pad and Simme Seat	Low = <10 Daily Boardings Moderate-use activity center	▪ Above plus Simme seat ▪ Pad	$3,500
Basic with pad and bench	Low = <10 Daily Boardings Moderate-use activity center	▪ Above with expanded pad and bench	$4,500
Stop with Shelter	Medium = 10-25 Daily Boardings High-use stops and activity centers, intercity stops, transfer points	▪ Above with shelter ▪ 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 ▪ Improved wayfinding	▪ City of Tigard ▪ TriMet
Hillsboro	33	▪ Transit Center	▪ Stop sign with Simme Seat ▪ Schedule ▪ Improved wayfinding	▪ City of Hillsboro ▪ 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 Route frequency or headway Route run times (based on average operating speed)	YCTA average operating cost per service hour TDP peer analysis	Current: $59 [1a] (existing) Revised Base Year Cost: [1b] - Fixed-Route: $75 (by 2020) - Dial-A-Ride: $58 (by 2020) - Shuttles: $55 (2019)
Inflation	Annual change	Used to inform 20-year cost escalation.	US Bureau of Economic Analysis 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)
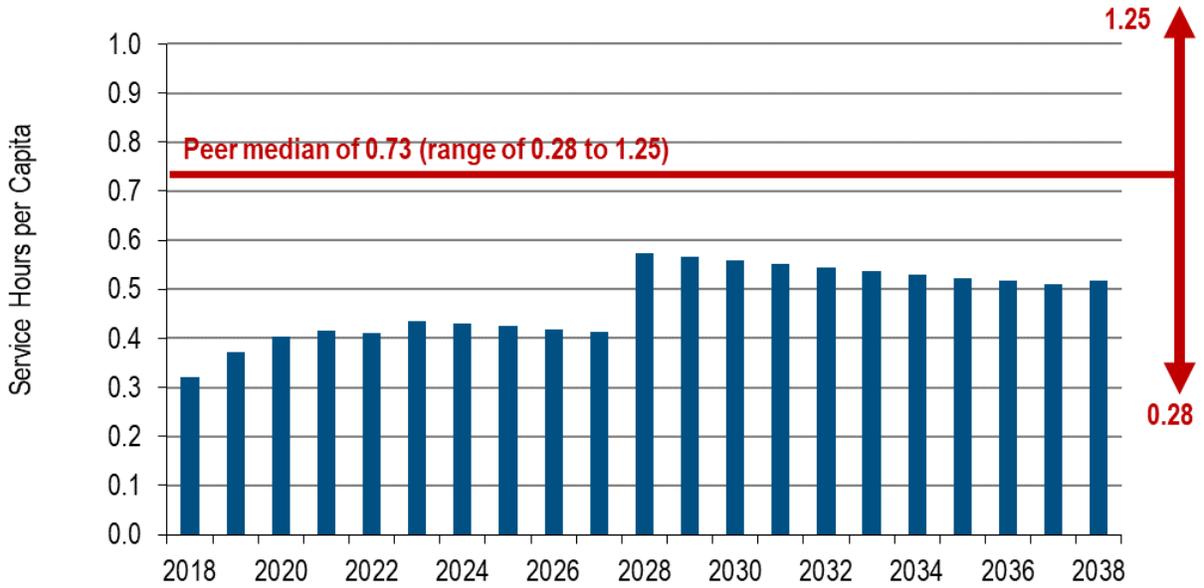
Figure 5-4   Operating Cost per Capita (adjusted for population growth)
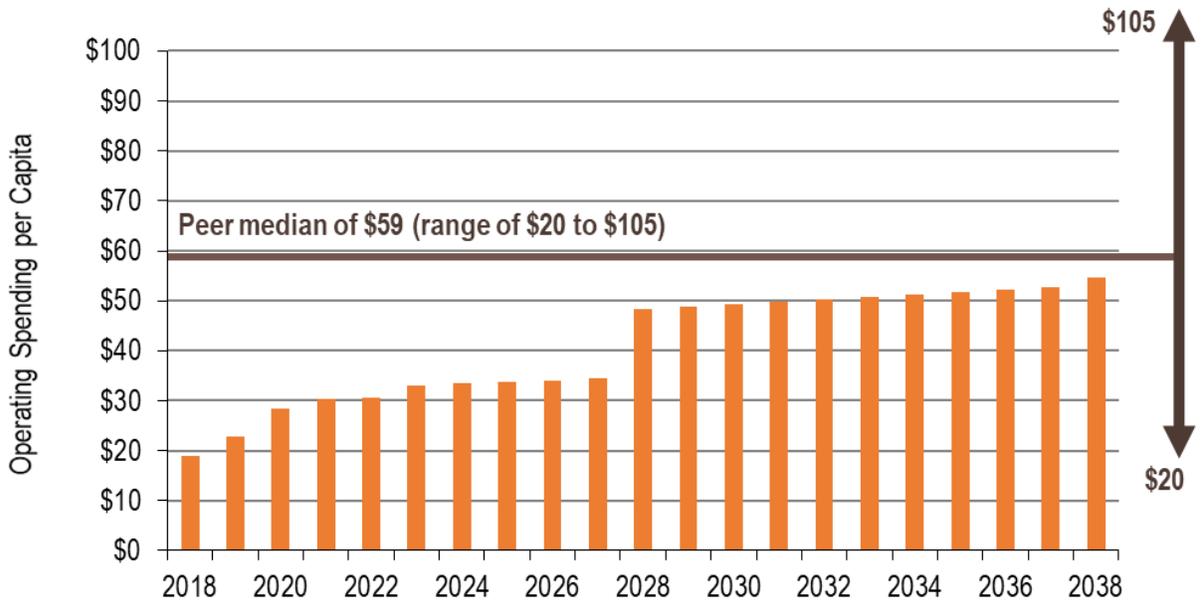
6 NEXT STEPS

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 ▪ Older adults ▪ People with disabilities	▪ Senior Center ▪ Walmart	Yes
Employment	▪ West County to Central County ▪ Job hubs in McMinnville and Newberg ▪ Agricultural jobs – Seasonal demand ▪ 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
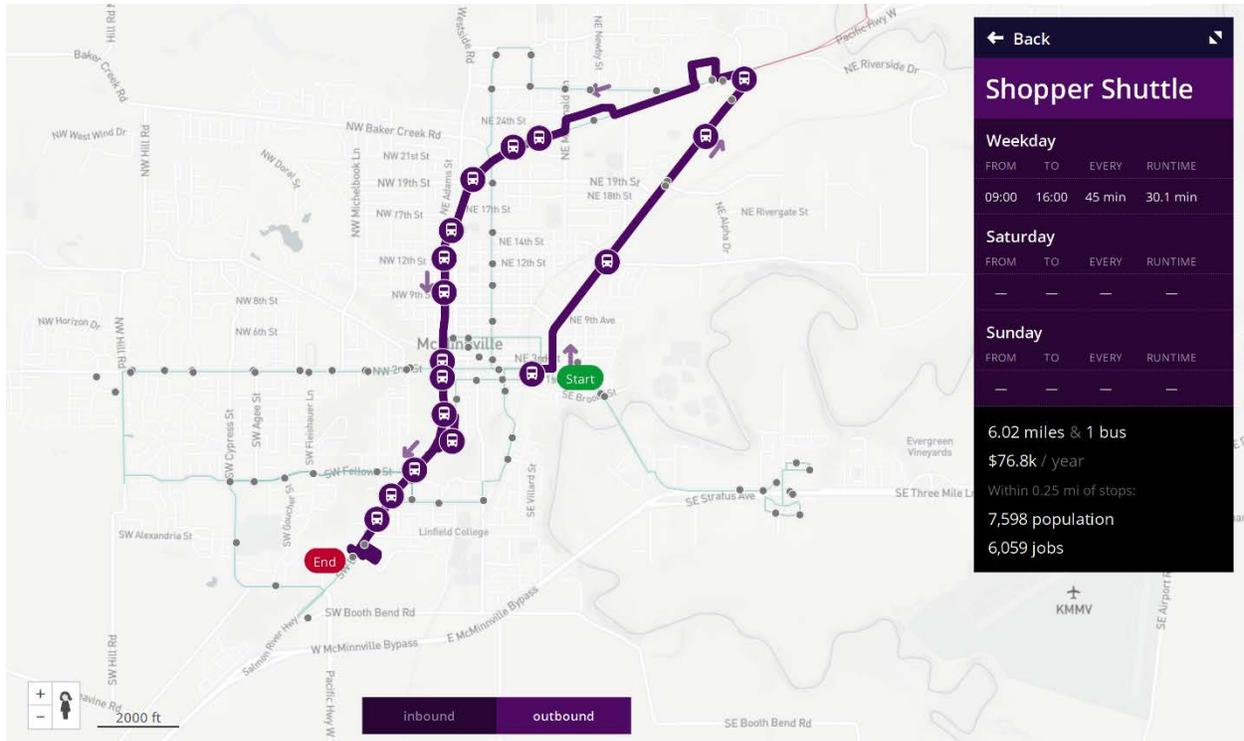
Figure 3   McMinnville Route 2 Alternative Routing Concept
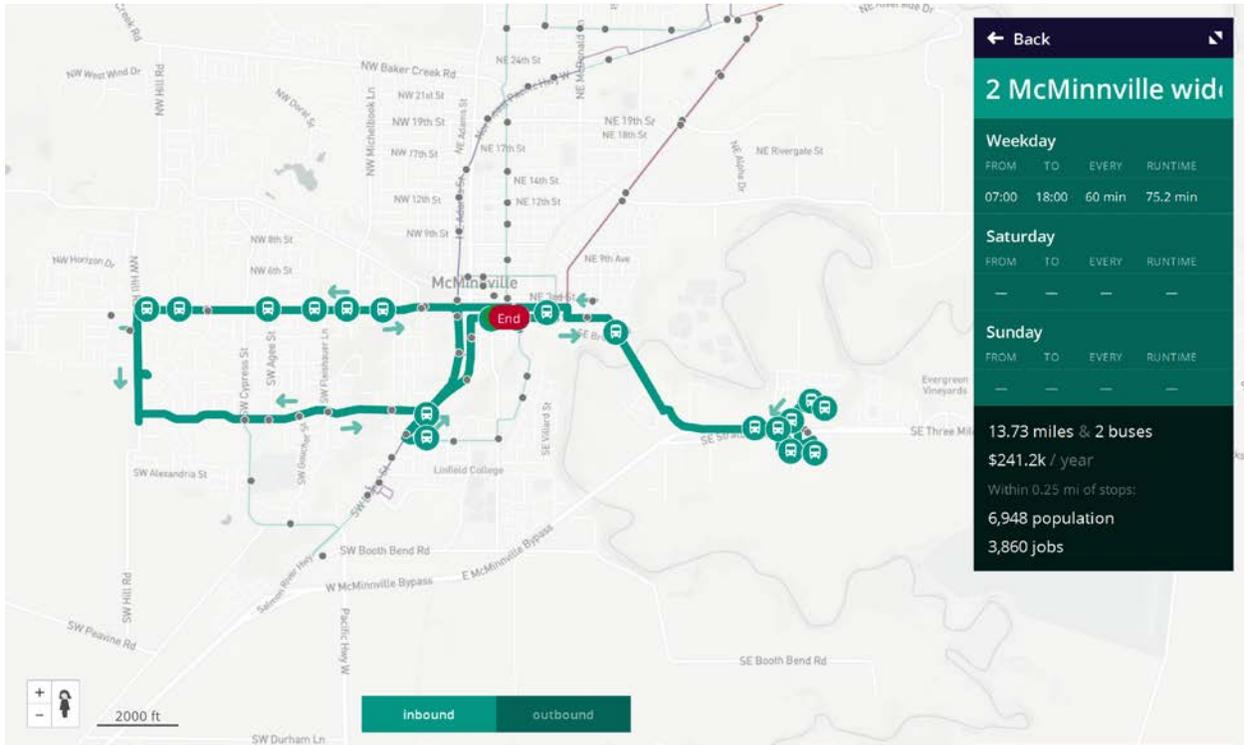
Figure 4   McMinnville-Newberg Service Concept
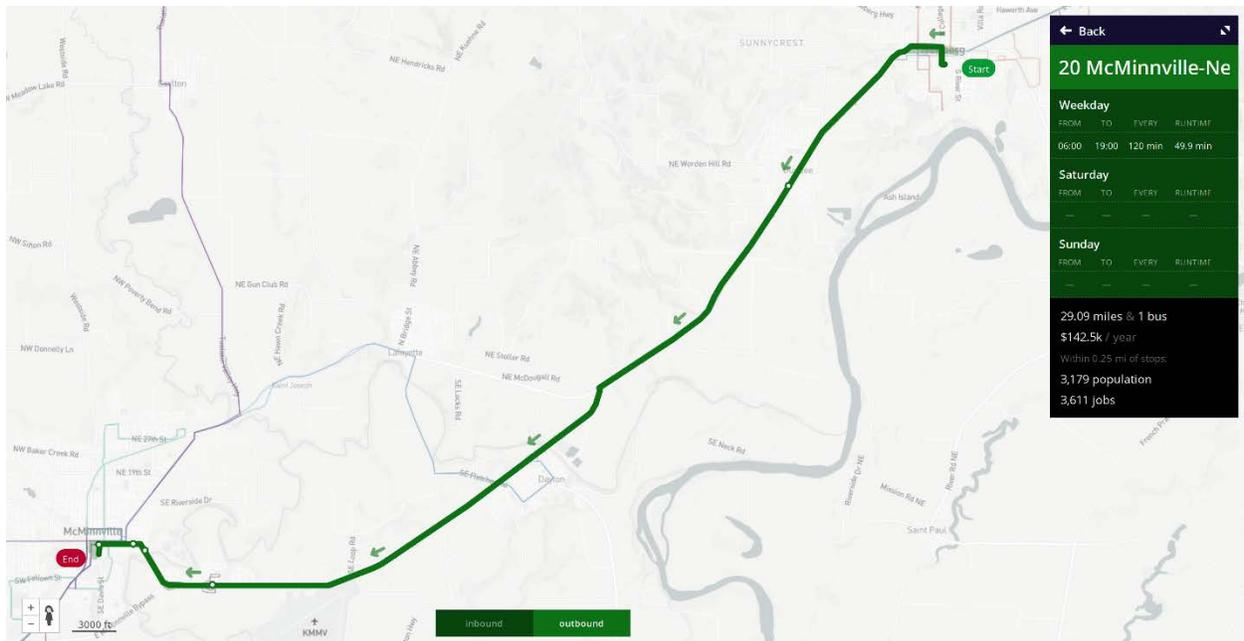
Figure 5   Planning Game Exercise – Version Showing Existing YCTA Service

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.

System Cost, by Service Type (Cost-Neutral Scenario)
Dial-a-Ride 21% / Local 30% / Commuter 49%

System Cost, by Service Type (+$300k Scenario)
Dial-a-Ride 21% / Local 30% / Commuter 49%

System Cost, by Service Type (+$600k Scenario)
Dial-a-Ride 21% / Local 30% / Commuter 49%

System Cost, by Service Type (+$900k Scenario)
Dial-a-Ride 21% / Local 30% / Commuter 49%
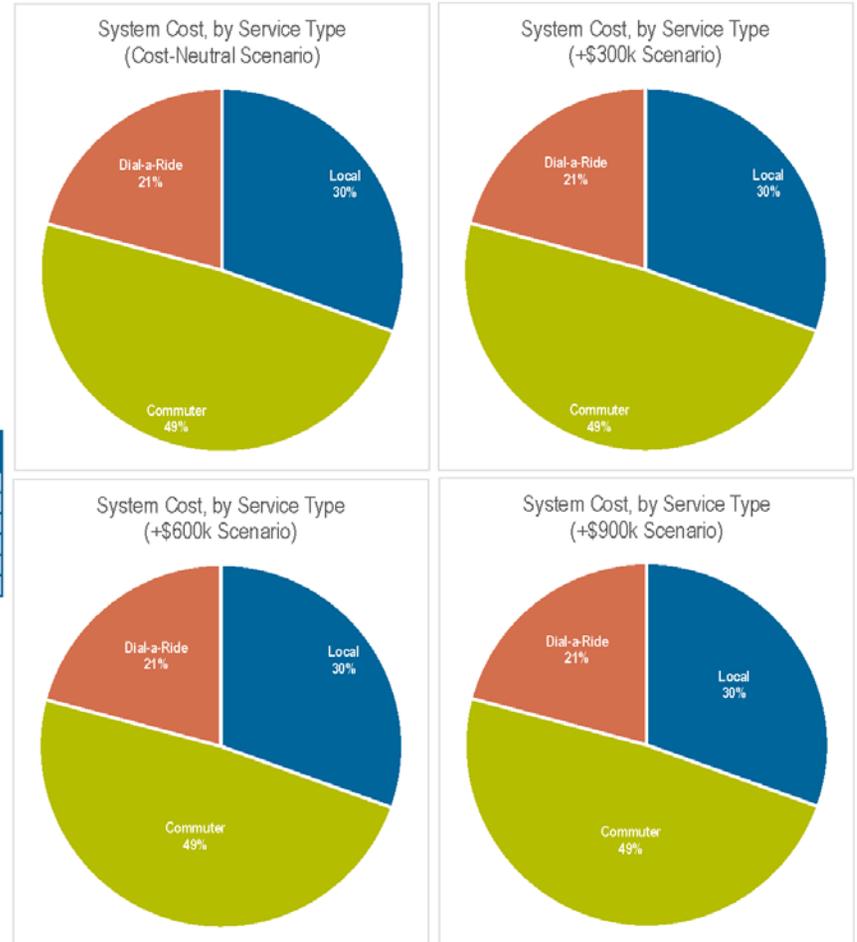
YCTA Advisory Committee, YCTA TDP Project Advisory Committee (PAC), and Other Attendees

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

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.*)

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.

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.

Public Transportation Need	Surveys		PAC Meeting 2		
	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

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

Project Schedule

Memo #1 / **Memo #2** — 1 & 2. Project Initiation, Transit Goals and Existing Conditions Analysis — Jan 2017 - Aug 2017 — PUBLIC OUTREACH #1

Memo #3 —
3. Identify Potential Future Transit Service Areas and Costs — July 2017 - Oct 2017
4. Financial Analysis — July 2017 - Oct 2017
5. Develop Method for Comparing Transit System Improvement Strategies — June 2017 - Oct 2017

Memo #4 — 6. Develop Transit System Improvement Strategies — Oct 2017 - Feb 2018 — PUBLIC OUTREACH #2

Memo #5 — 7. Recommend Short, Medium, and Long-Term Transit Service Plans — March 2018 - April 2018

TDP —
8. Prepare Transit Development Plan — Feb 2018 - June 2018
9. Transit Development Plan Adoption — July 2018 - Aug 2018

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

- o Move to eliminating flag stops
- o Bus stop amenities (shelters)
- o Transit Center in Newberg
- o High capacity bike racks where warranted

- ▪ Policies, Programs, Technology. Examples of other "transit-supportive" strategies being considered include:
  - o Improve customer information and signage
  - o Investigate electronic fares (e.g., a smart card for passes and tickets) and coordinate with efforts in adjacent areas e.g., Cherriots
  - o Improve access to transit, i.e., safe walking and biking routes to transit stops
  - o Partner with ride-hailing services
  - o Develop marketing & branding plan
  - o Education & Outreach programs
  - o 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.

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

YCTA TDP SOLUTION STRATEGIES

LOCAL SERVICE

Q1

WEEKDAY SERVICE HOURS

s3 · · $$

Early Morning Service (McMinnville)

Local fixed-routes and Dial-A-Ride in McMinnville start earlier

s3 · · $$

Early Morning Service (Newberg)

Local fixed-routes and Dial-A-Ride in Newberg start earlier

s2b · · $

Early Evening Service (7 pm) in McMinnville

Local fixed-routes and Dial-A-Ride in McMinnville run later

s2b · · $

Early Evening Service (7 pm) in Newberg

Local fixed-routes and Dial-A-Ride in Newberg run later

s2a · · $$$

Evening Service (9 pm) in McMinnville

Local fixed-routes and Dial-A-Ride in McMinnville run later

s2a · · $$

Evening Service (9 pm) in Newberg

Local fixed-routes and Dial-A-Ride in Newberg run later

Q2

WEEKEND SERVICE DAYS & HOURS

s4a · $

Saturday service on local routes (McMinnville)

Add Saturday service on local routes

s4a · $

Saturday service on local routes (Newberg)

Add Saturday service on local routes

s6a · $

Saturday DAR service (McMinnville)

Add Saturday service on DAR in McMinnville

s6a · $

Saturday DAR service (Newberg)

Add Saturday service on DAR in Newberg

s4b · $

Sunday service on local routes (McMinnville)

Add Sunday service on local routes (with lower frequency than weekdays/Saturdays)

s4b · $

Sunday service on local routes (Newberg)

Add Sunday service on local routes (with lower frequency than weekdays/Saturdays)

s6b · $

Sunday DAR service (McMinnville)

Add Sunday service on DAR in McMinnville

s6b · $

Sunday DAR service (Newberg)

Add Sunday service on DAR in Newberg

Q3

FIXED-ROUTE COVERAGE AND FREQUENCY

c1 · $$$ +1

Add service areas in McMinnville

Add service areas covered by McMinnville fixed routes / add capacity to address current operational issues

c1 · $$$ +1

Add service areas in Newberg

Add service areas covered by Newberg fixed routes / add capacity to address current operational issues

c2 · $$$$ +2

30 minute frequency on key segments in McMinnville

Increase McMinnville fixed route frequency to every 30 minutes on weekdays on selected route segments and/or provide additional coverage

c2 · $$$ +1

30 minute frequency on key segments in Newberg

Increase Newberg fixed route frequency to every 30 minutes on weekdays on selected route segments and/or provide additional coverage

c3 · $

Place bus stops near store entrances in McMinnville

Place local fixed-route bus stops near store entrances in McMinnville (when possible to improve pedestrian access)

c3 · $

Place bus stops near store entrances in Newberg

Place local fixed-route bus stops near store entrances in Newberg (when possible to improve pedestrian access)

Q4

DEMAND-RESPONSE SERVICE IN MCMINNVILLE & NEWBERG

dr1 · $ +0.5

Local shopping/medical shuttle (McMinnville)

Add local shopping or medical appointment shuttles in McMinnville, providing front-door semi-fixed route service.

dr1 · $ +0.5

Local shopping/medical shuttle (Newberg)

Add local shopping or medical appointment shuttles in Newberg, providing front-door semi-fixed route service.

dr2 · $$ +1

Add general Dial-a-Ride/ADA paratransit capacity (McMinnville)

Add general Dial-a-Ride and ADA paratransit capacity within McMinnville

Q5

DEMAND-RESPONSE SERVICE IN SMALL CITIES

dr3 · $$ +0.5

Flex service (Sheridan/Willamina/Amity - McMinnville)

Add capacity for flex or demand-response service in small communities with key stops in McMinnville

dr3 · $ +0.5

Flex service (Yamhill/Carlton - McMinnville)

Add capacity for flex or demand-response service in small communities with key stops in McMinnville

dr3 · $ +0.5

Flex service (Lafayette/Dayton - McMinnville)

Add capacity for flex or demand-response service in small communities with key stops in McMinnville

dr3 · $ +0.5

Flex service (Dundee - Newberg)

Add capacity for flex or demand-response service in small communities with key stops in Newberg

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

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

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

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

APPENDIX B

Annual Ridership 2015 - 2017

YCTA Ridership 2015 - 2017
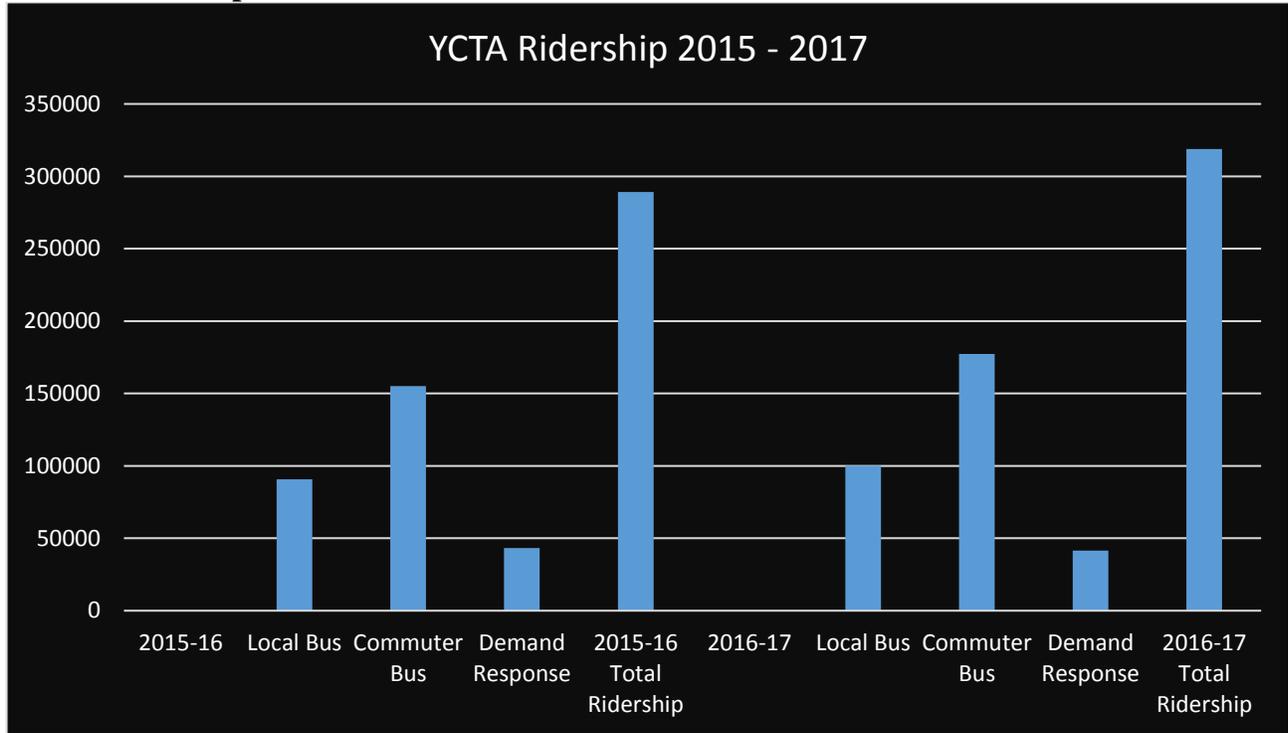
2015-16	
Local Bus	90848
Commuter Bus	155,057
Demand Response	43,366
2015-16 Total Ridership	289,271
2016-17	
Local Bus	100,139
Commuter Bus	177,216
Demand Response	41,439
2016-17 Total Ridership	318,794

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 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

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 <u>was</u> 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 money YCTA has available, and what does not, and how the funding picture works

PROJECT SCHEDULE

1 & 2. Project Initiation, Transit Goals and Existing Conditions Analysis PUBLIC OUTREACH #1	Jan 2017 - Aug 2017
3. Identify Potential Future Transit Service Areas and Costs	July 2017 - Oct 2017
4. Financial Analysis	July 2017 - Oct 2017
5. Develop Method for Comparing Transit System Improvement Strategies	June 2017 - Oct 2017
6. Develop Transit System Improvement Strategies PUBLIC OUTREACH #2	Oct 2017 - Feb 2018
7. Recommend Short, Medium, and Long-Term Transit Service Plans	March 2018 - April 2018
8. Prepare Transit Development Plan	Feb 2018 - June 2018
9. Transit Development Plan Adoption	July 2018 - Aug 2018

YCTA Advisory Committee and PAC
Meeting Minutes – 04/26/2018
pg. 4

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
  - o Newberg service redesign
- ■ Possible with projected funding:
  - o Local match for new buses
  - o Mark and sign bus stops
  - o Add bus to address reliability issues on Rt3 North in McMinnville
  - o Start pilot shopper/medical shuttle 3 days/week, 4 hours/day
  - o Phase in operating cost increases
- ■ Funding gap: (move to short-term)
  - o McMinnville – Newberg Connector, Phase 1
  - o Start Route 2 in McMinnville an hour earlier (7 a.m.)
  - o 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:
  - o Local match for buses, bus stop improvements, technology upgrades, Chemeketa access road improvements
  - o Saturday service in McMinnville (1 fixed-route + 1 dial-a-ride bus)
  - o McMinnville-Newberg Connector, Phase 1+2
  - o Additional Route 44 early evening trip (Tigard)
  - o Extend Route 11 to Downtown Salem
  - o Additional Route 22 early evening trip (Grand Ronde)
  - o Expand rural flex route service for small cities
  - o Complete phase-in of operating cost increase
- ■ Funding gap: (after 1st year of short-term)
  - o Additional 1 hour of evening service in McMinnville and additional ½ hour in Newberg
  - o 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
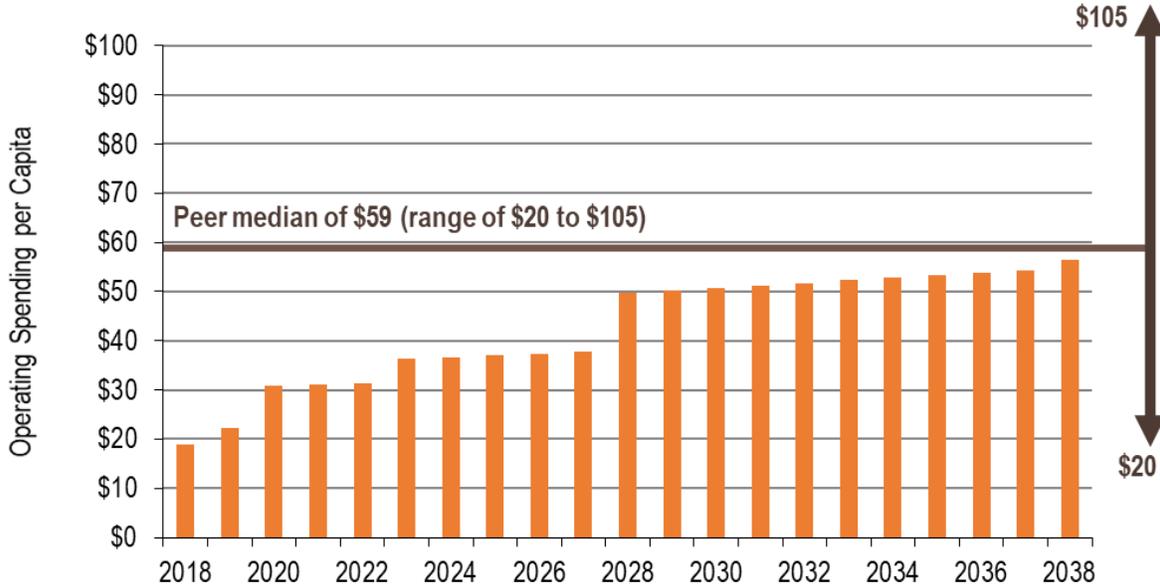
Next Steps

- Finalize TM #5
- Draft TDP in June
- Board review/adoption process in July/August
- Final TDP in September

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) ▪ 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)
	▪ McMinnville Local Service Design & Phasing (15 min)
7:45-7:55	▪ Public Comments (10 min)
	▪ McMinnville-Newberg-Tigard Corridor Service Design & Phasing (10 min)
7:55-8:25	▪ Newberg Local Service Design & Phasing (10 min) ▪ Small City Service and Connections
	▪ Grand Ronde, Hillsboro, Salem Service (10 min) ▪ Programs and Capital
8:25-8:35	▪ Break (10 min)
8:35-8:55	▪ YCTA Financial Plan and Funding Levels/Funding Sources (35 min) ▪ Appoint Funding Sub-Committee (City contributions/Local funding long term)
8:55-9:00	▪ Next Steps / Wrap Up (10 min) ▪ Potential Special Meeting- Select date – Does June 28th- afternoon or 5:30 pm work?

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