Task Force Kick off meeting
South Metro Area Regional Transit (SMART)
Transit Master Plan Update

Thursday, April 9, 2015, from 6:00 to 8:00 pm has been scheduled for the official kick-off meeting of SMART’s new Planning Task Force. We will use that meeting so that volunteers and staff can get to know one-another and begin to talk about goals and objectives, discuss schedules and to pencil out the work plan for the upcoming year.

Earlier this year, SMART began seeking volunteers to serve as Task Force members to help guide the update of the City’s Transit Master Plan (TMP). City Councilor Julie Fitzgerald agreed to chair the Task Force and we received over a dozen inquiries from Wilsonville’s citizens and employees wanting to know more about what would be involved with being a Task Force member.

The Task Force will guide the process for the TMP update that will take place over the course of this next year. Task Force members are committing their time to meet, on average, a couple of hours every other month – and this schedule will ebb and flow as topics and conversations become more detailed and also when input will be sought from the broader community. Ultimately, the new plan will be reviewed by the City Planning Commission and City Council in 2016.

The TMP is SMART’s guiding planning document and as such, will lay out the framework for what types of transportation options the City of Wilsonville wants and at what level of transit service the community would like to see and support.

Current operations will be analyzed to find efficiencies so that SMART can offer relevant and quality service that has the potential to retain and attract more riders of all ages and backgrounds. Besides providing transportation options for the general public, a modern and streamlined transit system can spur economic development by helping to attract new businesses to the community.

Public participation is a crucial part of preparing a strong and successful Transit Master Plan. The citizens and the business community of Wilsonville will be asked to provide input and help the Task Force in the process.

SMART’s website will contain information about the Task Force meetings as well as opportunities for public input and related TMP activities and events. Later this month, you can look forward to learning more at www.ridesmart.com/tmp
TMP task force notes from 6-23-2015

In attendance:

Staff:
Stephan Lashbrook
Jen Massa Smith
Michelle Marston
Steve Allen

Task Force Members:

Councilor Julie Fitzgerald, Chair
Gary Fleenor
Peter Raply
Pat Rehberg
Paul Diller
Miriam Ludlow
Tobi Crooks

Chair Fitzgerald reviewed the role of the Task Force:

To provide useful advice to City Council and staff without requiring a long-term time commitment. Advice from the Task Force will help to shape the new Transit Master Plan, with the City Council approving the document after making final changes.

We are looking for:

- how can SMART increase ridership?
- what does SMART do well, and what could we do better? and
- making sure everyone feels heard in the process

Stephan Lashbrook reviewed the contents of the 2008 Master Plan:

- Focus of the old plan was on WES (commuter rail) coming to town; this is now more than six years in the past.
- Pages 49-53 (Implementation Measures) – a list of the actions that were to be taken to implement the 2008 Master Plan. Many have been completed; some have not.
- How can SMART achieve our goals in the new plan?
Members of the Task Force asked a number of questions about, and discussed, existing SMART services, including:

How would SMART go about improving the quality of service and/or improving access for more riders?

How do people learn about SMART? Staff talked about the following:
- Boones Ferry Messenger;
- Newsletters;
- Info booths or “tabling” at various events;
- Visits by staff to local businesses or other organizations;
- Social Media;
- Free Ride Tickets;
- Home Owners’ Associations;
- Mom’s clubs/exchanges;
- Senior living facilities;
- Senior/Community Center outreach; and
- Email lists.

How are non-English speakers engaged?
- SMART currently has at least two drivers who are fluent in Spanish.
- SMART’s phone system allows for immediate translation of more than 200 languages. The only users thus far have been speaking Spanish.
- One summer intern speaks Spanish.

Loaner bicycle program? Loaner car program?

The 2008 Master Plan envisioned both at some point in time.

SMART has two bikes for staff use but has not yet actively pursued a bike-share program for the public. Jen said that the Enterprise car rental company does offer some possible car-share or van-pool options and that the staff could do more research on potential use of their services.

Legislative goals – there was a brief discussion about the current uncertainties about transportation funding at both the state and federal levels. Stephan indicated that the state’s proposed transportation bill could provide substantial funding for expanded SMART services. (That bill subsequently died without ever getting to the floor of the state Senate.)

A discussion of TriMet services followed. If TriMet’s revenues continue to increase, WES service may be expanded within the next few years, with weekday service through the mid-day and later at night. Eventual Saturday WES service is also being discussed at TriMet.
TriMet Route 96 could be extended to SMART Central. This has been under discussion for some time, with SMART actively supporting the idea. Those negotiations are continuing but TriMet staff has expressed concerns that, by providing fixed route service within Wilsonville they could be required to also provide dial-a-ride service for ADA-qualified riders. SMART has said that it will assure that all required ADA services are provided, and is willing to enter an inter-governmental agreement with TriMet about those services. (Stephan noted that the fact that TriMet already provides service into Wilsonville at Commerce Circle does not seem to resonate with TriMet staff.)

Stephan said that there is a bill introduced in every legislative session to extend WES service to Salem. The City of Wilsonville supports that idea but it never appears to gain much traction at the Capitol. There are also some significant logistical issues with a single track carrying both passengers and freight.

When asked why WES has not been replaced by a MAX line, Steve and Stephan pointed out that it would require a completely different kind of infrastructure because WES is “heavy rail” and diesel powered, while MAX is light rail, running on electricity. Michelle also pointed out that any new public rail improvements on the current alignment would probably require the support of Tigard voters.

Questions were raised about the gaps in service in some areas through the middle of the day. Staff noted that quite a bit of the service provided by SMART is really geared to commuters, with a focus on each end of the typical work-day. Steve talked about plans for SMART to augment TriMet service to Portland in a way that would assure that the total fare paid by a rider (to SMART or to SMART and TriMet combined) would be $3.00. A rider who transfers from SMART to TriMet in Tualatin currently pays $4.00 ($1.50 to SMART and $2.50 to TriMet).

Councilor Fitzgerald asked if Citizen letters in support of this change would help? Staff responded that letters of support can be helpful for any proposed changes in service or fares.

A question was raised about the potential for service along the I-205 corridor, to West Linn and/or Oregon City. Stephan responded that it would be the kind of increased service that could be possible if SMART had more funding.

A question was raised about WES ridership. Steve said that it averages about 1800 rides/day, but not all of those come as far south as Wilsonville. That number is only a fraction of the ridership that was originally anticipated for WES. Steve also noted that when WES ridership is down, SMART’s ridership drops as well.

A question was raised about SMART’s Emergency Ride home program- It is mentioned in the Master Plan, but what is it? How does someone access it? Steve said that currently our Supervisors respond to those requests and take riders home in an emergency situation, but they can only do it when they have the time available. SMART does not have any stand-by drivers who are on duty but just waiting to be dispatched. Steve also said that it is difficult for a transit agency to provide emergency rides home without having it become a free taxi service for anyone who just wants a ride and does not want to pay for a taxi or wait for a bus.
What is potential for Uber in Wilsonville?
Councilor Fitzgerald asked if Uber has a local business license. Stephan agreed to find out. *(Note that the City Finance Department subsequently reported that Uber has not applied for a City business license.)* Uber seems to elicit strong reactions, pro and con, from everyone who knows about them. It was agreed that Uber is a rapidly growing company with the potential to provide more transportation alternatives to Wilsonville residents. Staff will do more research and return to the Task Force with more information about Uber and similar companies.

Staff talked about the Existing Conditions Report, pointing out that it will soon need to be finalized, but comments are welcome while it is still in draft form. The report explains what is happening now in terms of local transit services. It also provides history, facilities, current services, community profile, with neighborhood by neighborhood information.

In the report the community is divided into 10 neighborhoods. The staff intends to reach out to each neighborhood to find the major opportunities and constraints in terms of transit service to each.

Task Force members had questions about some of the neighborhood information in the Existing Conditions Report. Steve pointed out that we have only anecdotal information about the number of riders getting on and off a bus at any given location. Planned technology updates should help to address that. Under the current system, the only way to generate those numbers is to have someone, other than the bus driver, keep track of all of the passengers boarding or disembarking from buses. This is something that SMART does infrequently and when it happens, it creates only a snapshot view of ridership patterns.

Pat mentioned the history of bus service in the Fox Chase neighborhood, where some neighbors convinced the City to stop providing service in the area. As with the ends of most bus lines, people reported seeing empty buses. Steve pointed out that most bus service includes peaks and valleys of ridership, but the ends of most lines generally have the lowest ridership. Steve mentioned the Old Town neighborhood, and the fact that residents there have been very divided about transit service, with some wanting all bus service there to be curtailed. Stephan pointed out that SMART may be able to gain more neighborhood support as we transition to more CNG or battery-electric buses, which are considerably quieter than their diesel counterparts.

Much of the remaining discussion went to possible service enhancements that Task Force members want to have considered. These included:

- Providing a direct connection to Woodburn;
- Adding more frequent mid-day crosstown service on Route 4;
- Providing a park-and-ride on the east side of the freeway to augment the one on the west side;
- Improved service to Canby;
- Better scheduling and route configuration on Route 4. Another option was to have two crosstown routes, one that continues the current #4 and another that sticks primarily to Wilsonville Road and just goes back and forth as quickly as possible;
• Work out a compromise to address concerns of Old Town neighbors; and
• Better and more efficient turn-arounds at each end of Route 4.

The Task Force talked more about the Existing Conditions Report and the information it contains about various neighborhoods. The fact that roughly 90% of people working in Wilsonville commute in, while 90% of Wilsonville residents who are employed commute out, has a major impact on highway congestion and on demands for transit services.

Task Force members talked about ways to increase public awareness about SMART and the services it provides. Ways of building community were discussed, including encouraging people to try the bus for the first time. This could include simple trips to yoga, hair appointments, post office, etc. It was noted that kids from all over the community go to Boones Ferry Primary School during summer for day activities and other programs. There may be ways that SMART can reach out to those parents and children. Pat suggested that the City needs to recommit to providing transit services within walking distance for residents (1/4 mile or 1/3 mile of every neighborhood).

Stephan talked about Metro’s Climate Smart Strategy, now approved by the State. It is intended to reduce greenhouse gas emissions by 20% by 2035. The adopted Strategy assumes that there will be huge increases in transit funding as part of the implementation process, but the details have not even been discussed at the regional or State level. Obviously, it will not be implemented without State or federal funding assistance. Stephan talked about the fact that the Strategy assumes that there will be more frequent bus service all around the region – and it will need to also address more fuel-efficient buses in the process. To encourage more people to use transit, fares will need to be kept to a minimum and there needs to be fare reciprocity from one transit agency to another. Stephan noted that someone commuting from within the Portland area to Salem would have to pay separate fares to TriMet and SMART, and might end up also paying a fare to Cherriots.

Task Force members were asked: “If you could add one new SMART route or service, what would it be?” Answers included:

• Lake Oswego service, including service along Stafford Rd.;
• Frog Pond area service;
• Orange Line connection in South Waterfront area (already in the works for later this year);
• Sellwood bridge service;
• Route 9X expansion to all-day service, with a focus on access to Downtown Portland;
• Later morning service to Salem – 8 am as the last bus is too early for many travelers;
• All day service on TriMet’s Route 96, along with an extension of the 96 to SMART Central;
• Increased hours of operation for weekend service in Wilsonville;
• Create a Canby loop service;
• Create a Villebois service loop with more frequent service than the current Route 7;
• Add service to Yamhill County, maybe in cooperation with Yamhill County Transit;
• Add service to Sherwood;
• Emphasize Safe Routes to Schools;
• Convey the message that buses are safe zones for people (especially children) needing to escape a hostile environment;
• Finding ways for employers to support non-traditional work schedules to reduce peak-hour commuting;
• Do more outreach programs for children at schools; and
• Profile Riders- in the Boones Ferry Messenger and let them tell their stories.

At the close of the meeting Stephan encouraged everyone to review the Southwest and Southeast TriMet service enhancement plans, noting that our Transit Master Plan will include our own service enhancement ideas.

Task Force members suggested that the next meeting not be so far in the future. Stephan agreed that it would be a good idea but also noted that it is difficult to pull meetings together during the summer. The idea of a transit field trip for Task Force members was discussed – with rides including SMART, a TriMet bus and a WES train ride. The staff agreed to look into scheduling that trip.
TMP notes from 9-22-15

attendance:

Staff:
Stephan Lashbrook
Jen Massa Smith
Michelle Marston
Patty Fink

Members:
Julie Fitzgerald
Jean Tsokos
Stephanie Yager

Brainstorming

- More frequent service, to that it is faster than walking.
- Make flyer for Convergys- let them know about 9X late night route and early 8x route
- Shopper Shuttle for seniors, more convenient.
- Make little videos for cable TV commercial style, storytelling examples to run late night rather than reruns of City Council meetings. Possibly have these infomercials run at work sites and community areas.
- Information into the Sr. Gazette, to Convergys and other businesses that have video displays to share information, and other Senior type messaging.
- Add comments in in emails about vital input in participants to encourage those in the task force to continue to come to meetings. Add dinner to the agenda for meetings make it something folks want to come to, they are volunteering their time.
- Provide a “golden nugget” for participants. Such as they will get first hand test experience with our new technology APP before we go live, to provide feedback.
- Post card flyers to be mailed/ handed out to gain more interest?
- How about a New Year’s Eve shuttle till 1 am?

Breaking down the Goals

Do we combine the Efficiency and Reliable categories? Much discussion about making too long of sections, better to read in smaller chunks.

How do we add a new route?

What is the process? What is the service enhancement plan for Wilsonville? Do we request increase in Payroll taxes, possible survey to have riders state what they really want. Prioritize options rank them.

Homework

Review the goals and message for a formal meeting in November possibly for final approval in December by Council.

Map review
Tonkin area, Wilsonville and Tualatin blended expansion. North of Day road, TriMet service area. Petition TriMet?

Proposed dates of next meeting:
The week of October 8-14, or November 3
Transit Master Plan Task Force meeting of 11-03-15

attendance:

Staff:Stephan Lashbrook
Jen Massa Smith
Michelle Marston

Consultant: Patty Fink

Task Force Members:
Councilor Julie Fitzgerald, Chair; Jean Tsokos; Stephanie Yager; Pat Rehberg; Barb Leisy; Lynnda Hale; Katrina Koppe; Peter Rapley; Paul Diller; and Ginger Fitch

The meeting opened at 6:04 pm, with a welcome to new members. Stephan explained that the Task Force operates on a “first name basis” and that everyone has agreed to stand their name-tags upright in order to get the attention of the Chair before speaking. In response to a request from Julie, Stephan explained the role of the Task Force as an ad-hoc advisory committee -- giving advice to staff, consultants and the City Council. Stephan added that after the evening’s discussion of the proposed Master Plan Goals, those Goals will be reviewed by both the City Council and staff at the Oregon Department of Transportation (ODOT).

Minutes for meeting of September 22, 2015:

No one wished to make any changes to the minutes that had been sent out in advance. Stephan suggested that the September meeting be regarded as “informal” because of the low attendance (3 Task Force members) and the fact that no official actions were taken.

Overview of public outreach effort:

Jen showed a brief Power Point and talked about the consultant team that has been retained to help with public outreach for the Master Plan. She said that three different firms will be involved, each firm with its own particular expertise. Jen told Task Force members that they will be asked to work closely with the consultants in the months ahead. Jen added that the consultants will be placing electronic kiosks at different locations in the community, to gather public comments.

Patty said that the outreach consultants will be seeking advice on the best places to locate the kiosks and suggested that Task Force members help to make those choices.

Draft Goals for the new TMP

Stephan handed out an updated version of the draft Goals for the Master Plan, as developed by the staff, with input from the three Task Force members who attended the September meeting. Stephan reviewed the draft briefly, pointing out that the Task Force will have the opportunity to make adjustments to the language as the planning process moves forward.

Draft Service Standards to implement the proposed Goals for the new TMP

Patty reviewed the draft fixed–route Service Standards that were distributed with the draft Goals. She went through each of the proposed Standards, explaining how they would be applied. There were numerous questions and comments for Patty.
Jean said that she had received a call from someone who said they worked for Clackamas County and that they were doing research on transit services. However, the caller was apparently unaware that SMART even existed. Stephan said he would contact the office at the County that provides some funding to SMART to see if they know anything about the call.

Pat said that the public outreach effort should include outreach to youngsters. She suggested a “ride the bus” day promoted by SMART and the School District.

Task Force members suggested that the Goals or Service Standards should also address:

Environmental concerns; affordability (especially in terms of fares paid by riders who transfer from one system to another); usefulness; flexibility; shelters at bus stops (and other amenities – especially lighting); the economic development importance of SMART;

Barb said that the bus stop at Shari’s Restaurant is a problem for numerous riders. Stephan said that SMART staff and City Engineering staff continue to discuss how best to address the problems there.

Paul suggested that SMART really needs to focus on where riders want/need to go and when they need to get there.

Jean reminded everyone that good transit service equals “freedom” for many people who have no other means of getting from point ‘A’ to point ‘B’.

Katrina suggested having a bus available at night to pick up people who would otherwise be driving drunk.

Peter said that some people do not like riding on smaller buses. They may feel like it’s not a genuine transit experience unless they are on a full-size bus.

Julie pointed out that one of the values of transit in a commuter-oriented community like Wilsonville is that it takes cars off the road and, thereby, helps to reduce congestion. She added that ridership will be the most important consideration for the future of SMART and the Master Plan will benefit from any ideas that will encourage more people to ride the bus rather than drive.

Ginger said that more needs to be done to serve special needs riders, especially those with mental health problems. Jen responded that SMART provides quite a bit of dial-a-ride service to those special needs riders but agreed that more outreach to them could help.

Lynnda suggested establishing an “adopt a shelter” program to reduce bus shelter maintenance costs and allow for the placement of shelters at more stops. Jen said that the transit system in Denver has used that approach with great success. Discussion followed about adding lighting at shelters or making other improvements to increase safety for riders. It was agreed that if people do not feel safe, they will not ride the bus. Patty added that she thought improved ADA access to some bus stops could also be considered an important “amenity enhancement.”

Katrina pointed out that many commuters to/from Wilsonville do not take the bus because of the “double fare” situation between SMART and TriMet. It was agreed that fare reciprocity will continue to be an issue for SMART. She also added that the lack of mid-day service on many SMART routes is a hindrance to ridership.

Peter said that he appreciates SMART’s focus on business commuters. Paul added that he thought SMART could do more to promote the services it offers to commuters.

Stephanie and Katrina said that they could help to provide information, including meeting times with new employees at Convergys, where SMART could explain the services it offers.
After some discussion about the tech upgrades being made at SMART, someone asked if the new system would show prospective riders how many bicycles are already on a given bus. Stephan said he did not know but he liked the idea. He agreed to contact ETA Transit Systems and find out if they can provide that service.

At the end of the discussion of Goals and Service Standards Stephan asked if the Task Force would feel comfortable having the staff move forward with the Goals, provided that an additional Goal is added dealing with “environmental protection.” The consensus of the group was supportive.

Patty and the staff also indicated that the draft Service Standards would be amended to address: State Employee Commute Options (ECO) Rule compliance; support for car-free employees and residents; business access via SMART; bicycle load factor on buses; improved transit options for those with special needs; fare reciprocity; and assuring that fares remain below the cost of driving a car. (Stephan added that the actual cost of car operation is often far more than what drivers think it is.)

Stephan noted that the Goals and Service Standards are biased heavily towards bus operations, with more language needed to support other means of reducing driving by single-occupant vehicles.

**Service to new growth areas.**

Stephan used a map to show the current SMART and TriMet service boundaries and highlighted where there could be future gaps in service or conflicting interests between the two transit agencies. Stephan added that the City is expected to make a public statement indicating that when land is annexed into the City, it should become part of SMART’s service territory, regardless of whether it was previously within the TriMet boundary.

**Closing comments.**

Patty reminded the Task Force that SMART has a commitment to the State (which provided a grant to support this planning process) to have the Goals approved by the Task Force in November and reviewed in December by the City Council. The Goals are to be submitted to ODOT by the end of calendar year 2015. Stephan and Julie thanked the Task Force for a helpful and positive conversation.

**Proposed date for next meeting:**

Stephan said that, since the public outreach consultants have not yet started work, it would make sense to work with the consultants to pick the next meeting date. He suggested that the Task Force meet again in mid-December if the consultants are ready for committee input.

Staff agreed to work with the outreach consultants and look at dates in mid-December and mid-January, to determine a good target date for the next Task Force meeting.
Transit Master Plan Task Force meeting of 1-12-2015

attendance:

Staff:  
Stephan Lashbrook  
Jen Massa Smith  
Michelle Marston  
Eric Loomis

Consultant:  
Patty Fink  
Christina Watchie

Task Force Members:  
Councilor Julie Fitzgerald, Chair; Jean Tsokos; Pat Rehberg; Barb Leisy; Peter Rapley; and Paul Diller.

The meeting opened at 6:10 pm, with a welcome to Mayer Knapp in the room for a brief time. Stephan explained that Eric Loomis a Field Supervisor for SMART would be guest speaking to inform members about the Tech upgrades and changes that SMART is in the process of updating to.

Members introduce themselves.

Minutes for meeting of November 3, 2015:

No one wished to make any changes to the minutes that had been sent out in advance. Julie asked if any corrections were needed. Jean made motion to approve the minutes; they were seconded by Barb and so approved.

Stephan goes through review of recent meetings:

Recap of what group has accomplished. Review existing TMP plan. First draft of Wilsonville by neighborhoods, about 4 updated versions since.

Approved Mission statement and goals.

Engaged in service enhancement brainstorming, how to improve services.

Tech Upgrades, many in place and more coming

Eric highlights tablets on all buses are installed. The goal is to help with passenger counting and reporting. Counting how many passengers get on at each stop and where they get off at. This will help with routing, determining which routes are more popular and which stops on each route are more utilized.

The public will be able to see where their bus is or where to get on from their mobile device, tablets or desktops. Live updates / real time arrivals will be available to learn where delays may occur and plan accordingly. The company will customize our counters and be available in a month or so.

Patty reminds members they will have the opportunity to try in beta testing phase to test the software. Stephan mentions that data collection was noticed to be incorrect with old software and that the new system is more accurately tracking and counting SMARTs DAR trips. Peter asked if 3rd parties could develop apps from the open data. Data will be available; however we will have an associated app created by ETA vendor.
Public involvement and timeline

Jen explains an overview public process

Chris Watchie’s team on the ground public engagement, interviews with various stakeholders via Urban Interactive Studios will be the consultants who will provide backup with website, mobile kiosks, and surveys. We are also working with Jerret Walker and Associates who will help lead a transit planning interactive workshop to participate in on March 10. Seeking 30-50 participants to participate. We will be asking the Mayor and Council members to invite 2-3 people to represent a cross section of the entire community. Time will be 5:30-8:30 or 6-9 pm.

The other main component is to be ambassadors and suggest best locations for Kiosks.

Chris Watchie explains:

They are a small firm that does public involvement strategies for land use for transportation and economic development. Goal is to assist communities to create a process with a high level of integrity and respect to create a sustainable outcome. Accessible to all, asking key questions—going to the public, rather than having public come to you. Our process makes it convenient for people give input.

TMP website plansmartwilsonville.com, is not live yet. It is an interactive website with a lot of opportunities to give feedback in multiple languages. This will be one of the primary outreach tools, getting people to sign up for updates.

Very focused 10 month long process with 4 key phases. Community interviews, 2 rounds. Events, venues for Title VI and environmental justice for race, national origin or color, low income or minorities to not be excluded.

Focusing on businesses, events, neighborhoods, employers

Identifying issues and opportunities

Electronic updates will be sent out 4 times during this process. FEB project is started, currently have a list of 400 interested parties, hope to expand that to over 1k.

What is a Kiosk? I pad on a stand; we will get 2 of these which will move around Wilsonville. We may be asking available parties to stand next to Kiosks and explain what they are about to help bring in survey takers.

Let’s look at meeting dates and check staff availability.

April 11, July 12, Sept. 13 of 2016.

Dates to bring back survey responses to share with taskforce. Sept 13, would be the draft plan to share with task force members.

What type of questions will we be asking? The questions will be phrased tastefully about tradeoffs. Such as frequency and where routes go. EX: Are you comfortable waiting for a bus or would you rather walk two blocks and know a bus will be there every 10 minutes? We will have the ability to move the kiosks around to ensure we get a quantity of responses, so if one area is not getting much traffic, we can quickly move it to another location. Speaking opportunities and event outreach will reach a large cross-section of folks.
Julie: When is the last date we can provide possible locations? Chris responds: This will be moving date as we move along.

Pat asks about familiarity with “Nextdoor App” communications for neighborhoods. A social networking site for neighbors, states Paul Diller. Sites like this to explain awareness. We will provide links to our Ambassadors to provide links in your neighborhood and associations, so that it comes from inside rather than a city staff posting on the site.

Large apartment properties have not been contacted but they are on the list to be notified. Working with City staff to contact these facilities. We may not take a kiosk to every facility but plan to have a handsome cross section.

Churches are a great way to reach Latino population as well as schools. Other task force groups will also be added to the list of interested parties as well as leadership academy folks.

Julie asks …Chamber of Commerce as well, would they be interested in selecting some locations to get credit as being a significant partner.

Bike groups and Walk Smart have lists of contacts as well. Website contacts will be added to contact lists.

**Ways to be involved recap**

Hours of time to help staff outreach events.
Buttons to wear to show involvement.
Be an ambassador, share info with neighbors and your circles of contacts.

Think Smart. Ride Smart. Plan Smart- volunteers to wear ask me buttons?

Incentives to provide tokens for those who pass on the information, rhumba chain, creative ways to get information moving.

**Next meeting dates proposed.**

April 12, July 12, Sept 13

Meeting closed at 7:20 pm.
The meeting opened at 6:08 pm, with members introducing themselves.

Minutes for meeting of January 12, 2016:

No one wished to make any changes to the minutes that had been sent out in advance. Stephan asked if any corrections were needed, Julie asked for a motion to approve the minutes, Jean made the motion and it was seconded by Stephanie and approved without dissent.

Public Involvement Update and Discussion led by consultant Christian Watchie:

The public outreach effort started in March was described as “March Madness.” Chris began by commending SMART staff, saying that the connections, dedication and leadership of Michelle and Jen has made this process a huge success.

Chris said that, while gaining input in the early phase of the TMP, we wanted to be realistic with our goals and values about what was ahead. She pointed out that there was nothing to gain by raising unrealistic expectations about the services that SMART will be able to provide, but it is still important that people realize that SMART’s services will change over time, and the public can influence those changes. People are being asked to be very clear about what choices they want to make for their community. Inclusivity was very important, reaching out to those whose voices are often underrepresented, as well as those without access to computers. Getting accurate early input will help to provide transparent information to all decision makers.

Chris and Jen reviewed the overall process chart for TMP outreach and public involvement:

We are now beginning the analysis of public comments received to date, primarily from community interviews, focus groups and surveys. In May, June, July, and August, there will be speaking engagements and event outreach for service alternative development and then going back out to the community to hear thoughts about whatever proposals emerge.

Staff and the Cogito consultants will be working with Michelle Poyourow from Jarrett Walker Associates to review and recommend potential service changes, with a report available in July.

The Plan will then be wrapped up in October for final public review, with adoption hopefully to follow in November or December.

Chris then reviewed what we learned in the March 10th workshop. She explained that maximizing either ridership or coverage will result in costs – forcing transit agencies in general to choose between the two or opting for a mixture of
both. In many ways, SMART’s current system attempts to balance demands for productivity with demands for coverage. With a limited budget, it is not possible for SMART to meet every public expectation about service.

Participants at the March 10th workshop included a variety of stakeholders including businesses, elected officials, city staff, community groups, educational institutions and home owners. Many who were unable to attend the workshop or the focus group meetings were given the opportunity to be interviewed.

**Focus Group meetings, conducted March 28 and 29:**

One with a focus on Spanish-speaking and lower income people; and
One with a focus on older adults and people with disabilities

Jen pointed out that these focus group meetings were especially valuable because new partnerships were created through which we should be able to reach broader communities of people who otherwise might not take part in the planning process.

**Broad level themes that were heard through first round of outreach:**

1-Support the economy, local businesses matter;
2-Target service times at major employers to shift workers and weekend service (weekends and evenings for non 8-5);
3- Economic development for tourism;
4- Our payroll tax is system is not well understood by our tax-payers, especially those who pay both TriMet and City (SMART) payroll taxes;
5- Enhanced connectivity;
6- Need to get to Oregon City for social services, and not just the transit center, but up the hill to the Red Soils area for many different kinds of appointments (pointed out by Stephan);
7- More effort is needed to get the word out to Spanish speaking people, public schools, temporary employees coming in to Wilsonville for work; and
8 – More partnerships with groups of potential riders of all kinds.

**Jen reported on the online survey that was launched March 1:**

About 825 responses received thus far. More paper copies are still anticipated.

1- Website has triggered some responses
2- Electronic Kiosks have been moved from place to place -- City Hall, Community Center, CCC, OIT Lowrie Primary School, Wilsonville High School, Wilsonville Library, and Lambs grocery store
3-About a tenth of input so far has come from Kiosks. Paper surveys have been the most productive way to capture input.
Jen added that Jean and Barb turned out to be great ambassadors, especially the day they were at the community center capturing surveys. They made announcements and encouraged folks to fill out the surveys to make sure everyone’s opinion was heard.

Resident coordinators at housing complexes were also able to get the information out to the occupants.

Written surveys also went out to:

CCC
Oregon Tech
Wilsonville Chamber of Commerce
Mentor Graphics
Gillespie Graphics
Vision Plastics
Convergys
Dynacast
Fred Meyer
Costco
Lambs grocery, in front of store and at the checkout lanes.
Express Employment (Tualatin – but with over 300 workers in Wilsonville), placed into all paychecks
Wilsonville Transit Center, during commute hours one evening
Poster and flyers inside all buses
Every Dial-a-Ride, especially for the new Villebois shuttle

Qdoba, stapled them to all to go orders and placed information on catering orders as well as provided in restaurant for surveys to be taken.

Jen said that the staff and consultants will be building on the outreach as we move into this next round of work on the TMP.

SMART has released 3 E-updates to an “interested parties” list of over 1200:
1- Introducing the plan;
2- Introducing the survey; and
3- A follow up reminder to the survey.

Advertising Media
The Boones Ferry Messenger has been hugely helpful, as well as the Wilsonville Spokesman, where Jen gave a great interview that became a story to highlight the survey. Even though much has been done to this point, there will always be room for more outreach.

Wrap up:
Jean mentioned that it was wonderful to hear so many from the Senior Center feel like somebody was really listening to them.

Also at the very end we were able to reach some people in the faith-based community. Paper surveys were made available at St. Cyril’s Church.
The difficulty in getting HOAs involved was discussed. It was suggested that someone might have to go door-to-door to really get input in some residential neighborhoods.

Discussion/ Questions:

There will be follow up with those providing housing for lower income residents, which includes: Creekside Woods; Autumn Park; Rain Garden and Charleston. Another facility run by another organization is Windfield. Some are family oriented and some are senior oriented, others are mixed.

Julie asked what questions will be asked on the next survey? Chris responded that the next survey will be focused on service options. What we are seeing today is a very preliminary view of the results of the first survey. That includes requests for more service, more stops, and regional connectivity.

Jen shared the following survey responses:

"What do you currently use transit for?" The majority responded "work commute."

"What would you like to use transit for but cannot." Again, "work commute" seems to be the most common response.

Jen pointed out that "work commute" doesn’t necessarily mean peak 8-5 hours. It could be evening and weekend shifts that are referred to here.

"How would you describe yourself?" The majority of respondents said they live in Wilsonville and/or are employed in Wilsonville.

"Are short or long transit trips more important to you?" It was pretty clear from the results that they are equally important: quite a bit of analysis yet to be done with this information.

"At what times should SMART primarily target service?" All day, everyday, (even on weekends) edges out commute hours.

"Where should we concentrate transit service?" Ridership v coverage model, most people say it doesn’t matter either way but typically if folks are using transit one is chosen over the other.

Through the survey we received many comments, and we will be reviewing as we move forward. The majority of respondents are appreciative of SMART, even though there are some that will never get on a bus.

A lot of analysis is yet to come. Consultant Michelle Poyourow will be presenting different service alternatives at the next meeting.

Pat opened a discussion about whether buses should be going into neighborhoods or not. Who voices opinions the loudest is often able to get their positions prioritized? Stephan suggested that people will need to be willing to voice their opinions folks to voice opinions at City Council meetings. The Council will soon be at a decision point about how the survey results are to be interpreted. It was noted that SMART now runs buses that are cleaner and quieter than the buses that were used ten years ago. That could change some opinions about when buses should go into neighborhoods to provide service. Stephan said that SMART’s newer CNG-powered buses run cleaner and quieter than diesels but he is especially hopeful that SMART will soon begin to add battery-electric buses that have no tailpipes and run more quietly than most cars.
Julie said that SMART will need to broaden the base of transit supporters who have more understanding of the value/benefits of transit for a community as Wilsonville grows and changes in the next 20 years.

Stephan started a discussion about things that we now know the Master Plan will need to address:
1-the #4 bus (crosstown) is too slow. Some sort of “crosstown express” is a possible way to address that concern
2-later service available to schools, for kids to get home from after school activities after the last activity bus leaves.

SMART may need to have “ambassadors” to work with the school district to educate kids to ride transit, almost like learning how to ride a bike.

SMART’s buses could be labeled like safe houses: safe havens for those who may need help quickly, given that bus drivers have radios. Many young kids in the community do ride the bus and some may feel vulnerable.

If TriMet makes midday or weekend service on WES available, that would increase SMART’s ridership. This could help Wilsonville residents reach weekend events in Portland.

Julie pointed out that the Mayor has written letters for long rage funding for the Region’s Southwest Corridor project. This may be something needing more City Council discussion in the future. It was noted that the Mayor and Stephan will be meeting with FTA folks in May in Washington DC.

Stephan mentioned a point to be aware of: long-time Operations Manager Steve Allen will be retiring this summer. When we get to the portion of the Master Plan that deal with changing SMART’s routes Steve will no longer be available to give us advice or to help implement the changes.

Stephan said that some members of the local business community are worried that changes to the Master Plan are being suggested to justify increases to local payroll taxes. That concern is understandable, but taxes have not really been talked about in the planning process thus far.

Next Meeting Dates

Tuesdays: July 12, & September 13, 2016

Meeting adjourned at 7:30 pm
Transit Master Plan Task Force meeting of July 12, 2016

Staff: Consultant: Michelle Poyourow (JWA)
Stephan Lashbrook
Jen Massa Smith
Michelle Marston
Eric Loomis
Nicole Hendrix
Brad Dillingham

Task Force Members:
Councilor Julie Fitzgerald, Chair; Stephanie Yager; Pat Rehberg; Barb Leisy; Lynnda Hale; Caroline Berry; Peter Rapley; and Paul Diller

The meeting opened at 6:05 pm, with introductions.

Minutes for meeting of April 12, 2016:

No one wished to make any changes to the minutes that had been sent out in advance. Julie said the minutes would be accepted without dissent.

Stephan asked that agenda item #6 be moved up so Eric Loomis could make his presentation next. Stephan explained that Eric was on duty as evening supervisor and Eric could receive a call at any time that would require him to leave.

Technology Update

Eric used the computer system in the room to demonstrate some of the features of SMARTs new “SPOT” technology, including showing bus locations and arrival times at different stops. Eric also explained advantages of having more data on ridership as a result of the technology upgrades. He said that research is on-going about a possible change to a different cell phone carrier, in order to eliminate “dead spots” where the bus seems to disappear briefly while en route.

A number of questions and comments from Task Force members followed.

Overview and Recap of Process to Date

Stephan reviewed the planning process over the last year. This included the following:

1. Formation of the TMP Task Force;
2. Review of the existing TMP (drafted approximately ten years ago);
3. Review of “Existing Conditions Report;”
4. Adoption of draft “Mission Statement and Goals” for the new TMP;
5. First round of public outreach (Stephan noted the importance of the March 10 public workshop facilitated by Michelle Poyourow and the work of focus groups).

Stephan then introduced Jen to talk more about the public outreach effort.

Overview of public outreach effort

Jen showed a brief Power Point and talked about all of the efforts of the staff, consultants and volunteers over the last few months. Highlights included:
• SMART collected broad based input from residents, employees, businesses, visitors, with special focus on Title VI and environmental justice populations.
• Over 800 survey responses
• E-updates to over 1,200 individuals, businesses, public and private organizations and services
• Over 8k informational tear offs distributed through community partnerships
• Display outreach at SMART Central Station and Shopping Centers
• Workshops / focus groups with businesses, Spanish-speaking/low income, older adults/ADA, and community members/city staff
• Individual interviews with businesses and civic organizations

Second round of public outreach approach (July – September):

Based on the success of the initial round of outreach, SMART will use similar strategies to reach Wilsonville employees, businesses, visitors, and residents via:

• Bi-lingual online and paper survey (longer survey time to capture educational institutions and school-aged families)
• Kiosk stations placed at highly visible locations (City Hall and Public Library)
• Display outreach at community events and key locations (retail, SMART Central, Community Center)
• Presentations
• Bookmark distribution

Service Alternatives

Michelle Poyourow walked through two alternative service scenarios intended to elicit a reaction from the Task Force (draft graphics attached). As she put it, the two alternatives illustrate a range of possibilities, with one showing an increased focus on local service, while the other emphasizes inter-city (or out-of-town) service. Michelle said that both alternatives were designed with the assumption that revenue for SMART operations would stay relatively flat, noting that there would be no way to increase both local and out-of-town service without additional funding (and that has not been part of the service planning to date).

One of the potential major changes shown for enhanced out-of-town service would delete the use of the Barbur Transit Center in favor of having the 2X route connect to TriMet at the Tigard Transit Center. Michelle noted two possible advantages of that change: first, the 2X would then connect with more different frequent service routes provided by TriMet; and second, it would place more emphasis on WES as the best north-south transit system by having SMART essentially replicate that part of the WES service during mid-day times when WES does not run. Not surprisingly, that generated quite a bit of discussion.

Other topics included:

TriMet’s refusal (so far, at least) to extend their route 96 from Commerce Circle down to SMART Central, the irregular schedule of route 96, leading to difficulties as SMART attempts to match up with it.
The potential for a new looped version of SMART’s routes 5 and 6, with improved connections with TriMet’s 96.

The potential for SMART to provide limited peak-hour service to Downtown Portland, possibly including evening service on Fridays and Saturdays for people wanting to go to dinner or shows in Portland.

The prospect of working with Canby Area Transit (CAT) to create a route from Wilsonville to Oregon City via 99E (Michelle said it would not necessarily move people between O.C. and Wilsonville any quicker than having service on I-205, but it should be able to maintain a more consistent schedule.) It was agreed that coordination with CAT will clearly be needed.

The need for improved cross-town service in Wilsonville, including:

- Better connections from the east side to Commerce Circle (to connect with TriMet’s 96);
- Quicker service along Wilsonville Road (that does not have all of the “route deviations” of the current route 4);
- Having route 4 only go to SMART Central at times when WES is running; and
- Improved Villebois connections to the rest of the community.

Peter talked about schedule and route changes being planned by TriMet, including the plan to extend TriMet’s route 44 service from the PCC Sylvania campus down to the Tualatin Park & Ride. Stephan noted that if, and when, that happens it will open another north-south connection for SMART as we connect to TriMet in Tualatin.

Questions were raised about the frequency of service on TriMet’s route 76. That could be increasingly important if SMART is to shift service away from the Barbur Transit Center in favor of the Tigard Transit Center.

Closing comments.

Pat said that she appreciated the open and interactive way the Task Force operates. Several people agreed.

Stephan encouraged Task Force members to attend the City Council work session on July 18 to support Julie and the team who will be presenting much of the information discussed in tonight’s Task Force meeting. Stephan added that the Council will be reviewing much of the same information that has now been considered by the Task Force.

Next Meeting:

Stephan said that, since the public outreach consultants have not yet started work, it would make sense to work with the consultants to pick the next meeting date. He suggested that the Task Force meet again in mid-December if the consultants are ready for committee input.

Note target date for next meeting: September 13, 2016.
Short-term actions:

- Start the first morning Route 3 trip to Canby from SMART Central, rather than leaving directly from SMART’s offices on Boberg Road. (Already being implemented.)
- Verify availability of planned turn-arounds at both east and west ends of Route 4 (Graham Oaks and Meridian Creek School). Note that some lobbying may be required (Metro – Climate Smart, Vision Zero and limited parking at Graham Oaks.) (Already being implemented.)

1. Determine, using actual bus trips, whether replacing the Barbur Transit Center stop with the Tigard Transit Center on the 2X is viable and efficient. If so, recommend making that major route change to begin in October, 2017. Research is now under way.
   1a. Evaluate the potential to include stops at the Tualatin Park & Ride with trips to/from Tigard on the 2X.
   1b. Provide trips to/from the Tigard Transit Center on 30-minute headways during the mid-day on the 2X.
2. Minimize the time taken to go cross-town on Route 4 by eliminating stops on Town Center Loop in favor of stops along Courtside.
3. Evaluate the potential to reduce redundancy of Route 6 with 2X service in town (noting alternative routing of 2X and 5 now under consideration). This option will only work if the northern 2X terminus is changed from the Barbur Transit Center to the Tigard Transit Center.
4. Change the direction of travel on Commerce Circle for the SMART bus on Route 5 (will require a new stop with a shelter and pedestrian improvements). Eliminate the Pioneer Court turn-around.
5. Negotiate to equalize trips with Cherriots on the 1X (SMART currently provides 8 of 13 weekday trips). Given the demand for service between Wilsonville and Salem, it can be hoped that Cherriots will increase service in order to balance with SMART. Simply reducing the number of trips provided by SMART could be expected to result in an increase in the number of standing riders on the 1X, due to capacity constraints – a safety concern and a failure to meet service standards.
6. Work with Cherriots to explore the option of reducing the number of stops in downtown Salem on the 1X, in order to create time in the schedule for regular Woodburn stops.
7. Remove Charbonneau from fixed route service on Route 3 and replace with a pilot project shuttle service like the one currently being used in Villebois. Re-evaluate the effectiveness of the shuttle service on a monthly basis after an initial six-month period, with the potential to: extend the pilot project; renew the service long term; or curtail it.
8. Coordinate with Canby Area Transit (CAT) to determine the potential for increased service between Canby and Wilsonville on Route 3, as well as connecting to Oregon City. This could also involve having SMART provide some of the service between Canby and Oregon City that is currently provided by CAT, possibly in exchange for having CAT provide some of the service between Canby and Wilsonville that is currently provided by SMART.
9. Shift Route 7 service away from Brown Road to focus on Barber Street.
10. Continue to provide Route 6 service through northeast employment center (including Xerox campus), rather than shifting service to adjoining public streets.

11. Expand the size of the Route 7 loop through Villebois (Costa Circle) or limit service to Barber Street, with more frequent service. Note that the latter idea would support a policy shift towards emphasizing ridership over coverage.

12. Evaluate the staff plan to combine Route 7 (Villebois) and Route 4 into two cross-town routes. Structure the routes and schedules to assure there is no increase in cost beyond current service. (Note alternatives under consideration for Route 4.)

13. Evaluate the potential for replacing Route 5 with the 2X, running 30-minute headways. Note that a reduction in east-side service may occur.

14. Evaluate additional Route 5 service loop along Day Road.

15. Explore the option of a fare increase on the 1X (increase could potentially go from $3.00 to $5.00). Cherriots would have to agree in order to avoid multiple logistical problems between the two agencies.

16. Work with TriMet to improve the timing of connections between Route 5 and TriMet Route 96.

17. Work with Microsoft and other businesses in the northwest area along Route 5 to enhance service to meet their needs.

18. Work with developers of the former Xerox campus and other businesses in the northeast area to enhance Route 6 service to meet their needs.

If additional funding becomes available:

1. Provide more frequent Route 7 service through Villebois.

2. Expand Route 7 service area in Villebois.

3. Increase evening (until 10 p.m.) and Saturday service on Route 4 from one-hour to 30-minute headways, and adding Saturday evening service.

4. Increase service to Canby on Route 3 with the goal of improving local access to the main campus of Clackamas Community College and to social service agencies in Oregon City.

5. If re-routing 2X through the Tigard Transit Center is found to save money, use that revenue to provide evening service to Tualatin Park & Ride and Tigard after WES service ends for the evening (11 p.m.).

6. Add service and expand geographic service area (Frog Pond and Advance Road areas) to Route 4.

7. Add service and expand geographic service area on Route 5 (Day Road, Coffee Creek and Basalt Creek).

8. Add mid-day trips to the 1X schedule (via SMART or Cherriots).

9. Expand Route 6 service area to cross freeway and include Commerce Circle in order to improve connections with TriMet Route 96.

10. Provide Route 6 service on 30-minute headways (or better, all day).

11. Add service to Tigard on Saturdays.
If cuts become necessary:

- Retain 1X service at current levels if at all possible. Last resort cuts.
- Retain Route 7 service at current levels if at all possible. Last resort cuts.
  1. Decrease out-of-town Dial-a-Ride service area significantly. Replace with medical shuttle if that is found to be a less expensive alternative that meets riders’ needs.
  2. Eliminate the Charbonneau stop on Route 3 before curtailing other Route 3 service.
  3. Shut down Route 3 and cease all service to Canby.
  4. Implement the staff concept of replacing Route 5 in town with 2X service.
  5. Combine Route 6 with either Route 2X or 5 to reduce costs.
  6. Provide out-of-town service on the 2X only during the mid-day, when WES is not running.
  7. Reduce weekday frequencies on Route 4 from current 30-minute headways.
  8. Reduce frequency of Route 6 service.
  9. Eliminate the 2X and replace with focus on WES and Routes 6, 4 and 7.

Future considerations:

- Plan to provide expanded Dial-A-Ride service, including outside the City limits, as fixed routes are expanded in Frog Pond, Coffee Creek and Villebois areas.
- Plan to provide service along new roads to be constructed west of Boones Ferry and south of Wilsonville Road.
- Provide service on Canyon Creek when either the Xerox campus undergoes redevelopment or new development occurs on the vacant property owned by Mentor Graphics, south of Boeckman Road.
- Provide battery-electric buses for in-town routes.
- Consider PERS budgetary impacts on the City, and thereby, on the service SMART is able to provide.
- Reductions in local employment levels (thereby reducing payroll tax revenues) could necessitate reductions in service.
- If voters approve a new community/aquatics center, SMART will need to provide service to it.
- Provide more amenities, at stops and on buses, to encourage ridership. Noting that SMART’s buses are frequently stuck in the same traffic congestion as private vehicles, it is important that riding the bus has some added value for passengers.
- Note the number of Wilsonville workers who have been displaced from rental housing in Wilsonville or Tualatin, now living in Molalla, Woodburn, Newberg and other outlying areas that do not have direct transit access to or from Wilsonville. Providing service to them will be increasingly important, although expensive, in the future.
Transit Master Plan Task Force Meeting of November 1, 2016

SMART Staff: 
Stephan Lashbrook, Director  
Eric Loomis  
Nicole Hendrix  
Michelle Marston

Consultants:  
Michelle Poyourow, JWA  
Chris Watchie, Cogito

Task Force Members: 
Councilor Julie Fitzgerald, Chair  
Stephanie Yager  
Pat Rehberg  
Lynnda Hale  
Caroline Berry  
Peter Rapley

Citizen:  
Robyn Blake

Julie opened the meeting at 6:05 pm, with everyone present introducing themselves.

Minutes for meeting of July 12, 2016:
Julie asked if anyone wanted to make any additions or corrections to the minutes. There being none, Julie said the minutes would be accepted as submitted.

Processing for completing work on the Transit Master Plan:
Stephan and Chris provided a brief overview of the remaining steps to adopt a new TMP. Stephan pointed out that, once a draft plan has been assembled, there will be work sessions and then public hearings before both the Planning Commission and City Council. Stephan emphasized that the City Council will want to receive a recommendation from the Task Force before the Council takes action.

Julie pointed out that the process will continue after she leaves the Council. She said that she intends to continue as a citizen-member of the Task Force and she will ask for a new City Council liaison to take her official role.

Overview of public outreach effort
Chris showed a brief Power Point and talked about all of the outreach efforts of the staff, consultants and volunteers, with the second round just completed in October. Chris emphasized the far-reaching efforts that have been made to be as inclusive as possible in generating public involvement. She talked about how that was done and she praised Michelle M and Nicole for their efforts. Chris reminded the Task Force that the outreach efforts dealt with:

1-How to balance ridership and coverage goals;  
2-How to balance rush hour service against service at off-peak times;
Finding the right balance between local and inter-city service; and

How to make it all work within a fixed budget.

Highlights of the second round of outreach included:

- Broad based input from residents, employees, businesses;
- Over 1,100 total survey responses;
- E-updates sent to over 1,200 individuals, businesses, public and private organizations and services;
- Most second-round respondents said that they did not participate in the first round;
- Consistent preference for focus on inter-city (rather than local) travel.

Chris spoke of the four recurring themes from public comments (most often heard):

1-Improve connections with TriMet, with more focus on Beaverton and Hillsboro. This would involve using the Tigard Transit Center rather than Barbur, and running the 2x more frequently. The importance of this is that it would take advantage of the more frequent transit service already being provided by TriMet. It also involves connecting at more of a transit node, rather than along the line;

2- Work with Canby to create all-day connections to Oregon City; which serves as the county seat, Clackamas Community College, headquarters of a lot of social services and a place where people receive health care. It is very hard for people to get from Wilsonville to the Red Soils District of Oregon City via transit without spending the whole day;

3- Mid-day service to/from Salem needed via Route 1X; and

4-Longer in-town service is needed weekdays and Saturdays.

**Service Alternatives**

Michelle Poyourow reminded the Task Force of the two alternative service scenarios that have been used to elicit a reaction from the public. Michelle said that both alternatives were designed with the assumption that revenue for SMART operations would stay relatively flat, noting that there would be no way to increase both local and out-of-town service without additional funding (and that has not been part of the service planning to date).

**Route 2X**

It was pointed out that the most controversial change that has been discussed would delete the use of the Barbur Transit Center in favor of having the 2X route connect to TriMet at the Tigard Transit Center. Stephan said that, although many comments support the change, there are a number of regular 2X riders who are strongly opposed to it. Michelle P showed a graphic indicating that the 2X has relatively high costs without high ridership, when compared to most of SMART’s routes. While the 2X does help people get to and from Portland, it does not help the significant number of commuters from Washington County. Michelle P again showed the graphics indicating where Wilsonville workers live and where Wilsonville residents work – both of which show an obvious connection between Wilsonville and land to the northwest of the City. Eric said that he and one of the supervisors had driven two different buses between Wilsonville and those two transit centers to the north (Barbur and Tigard). That trial supported the consultants’ conclusions about timing and connections with TriMet. Stephan said he intends to have the staff do more research on this.
Pat said that she has had good experiences riding WES and that the fact that TriMet’s Route 12 runs frequently through the Barbur Transit Center to the Tigard Transit Center also would support making the change that is being considered. She said that people who currently get off the 12 to board SMART’s 2X could do it at Tigard, rather than Barbur.

Michelle P reminded the group that a substantial infrastructure investment has already been made in the WES system and that it makes sense to take advantage of that investment as much as possible. She pointed out that one of the ideas being explored is putting more emphasis on WES, with the 2X duplicating the WES route during off-peak times.

Robyn Blake (citizen who sat with the Task Force at the dais) said that her husband, who works in downtown Portland, does not like relying on TriMet’s Route 12 because it stops so frequently along its run. She pointed out that that problem will be even worse for people riding all the way from Tigard to Downtown Portland on Route 12, when compared to the current situation where commuters to/from Wilsonville only have to deal with the frequent stops between Barbur and Downtown.

Peter talked about his experience as a regular transit commuter from downtown Portland to Xerox. He remains convinced that maintaining the current system will be more efficient with less travel time than the proposed change. In response to a question from Stephan, Peter indicated that many of his concerns about the proposed change could be addressed if SMART’s Route 6 made better connections with TriMet’s 96 at Commerce Circle.

Caroline said that, from everything she has heard, using the Tigard Transit Center will still provide the best service to the largest number of travelers.

Pat asked about Tualatin’s shuttle bus service and how it connects. Stephan said that that service being provided by Ride Connection under a contract with TriMet. He said that, unfortunately, Tualatin’s shuttle does not make the connection between the park & ride where SMART connects and the WES station in Tualatin.

Michelle P pointed out that frequency of service and ridership really go together – and that switching to the Tigard Transit Center will require fairly frequent service in order to be effective.

Stephanie said that she is now a regular WES rider, working in Washington County. She said that she is convinced that more people would use it if WES had longer service hours.

Route 3

Michelle P then spent some time talking about Service to Canby and the potential to improve connections to Oregon City. She noted that Canby currently makes 20 trips/day to/from Oregon City, while SMART only serves Canby 8 times/day. Chris emphasized that the focus groups placed a lot of importance on improving access to Oregon City from Wilsonville.

Stephan and Eric talked about the possible elimination of the Charbonneau stops from Route 3, in favor of a shuttle service, modeled on the shuttle that has been successful in Villebois. That could provide more flexibility in scheduling for SMART’s buses to better connect with CAT buses in Canby and still connect with WES trains in Wilsonville. Stephan said that a Charbonneau Shuttle could be a pilot project to see how it might work out. It was pointed out that SMART will continue to provide Dial-a-Ride service to Charbonneau regardless of any changes made to Route 3.

Route 1X
Michelle P talked about the importance of providing mid-day service to out-of-town locations (such as Salem) because many people will not ride transit unless they feel like they have a way to return in the middle of the day to deal with emergency situations. The Task Force talked about the importance of the 1X for many commuters and about the fact that Cherriots is not providing as much service per day as SMART. Stephan said that ODOT is just beginning the conversation about ways to pay for inter-city service all over Oregon.

**Route 4**

Stephan acknowledged that increasing hours for Route 4 is one of the highest priorities for respondents to our surveys but said that he is concerned about how those increases would be paid for. It was noted that the current Saturday schedule (8 hours, total) does not serve local people who would like to use it to get to and from work, unless they are working part time.

Michelle P suggested that the changes planned for Route 4, and potentially the changes being considered for the 2X, could free up ample funding for increased service on Route 4.

**Overall Route & Schedule Discussion**

Caroline said that she feels that there is an obvious need for more connections between Wilsonville and Washington County and she thinks that the switch to the Tigard Transit Center is one way to help promote that.

Pat said that she feels that inter-city connections will be increasingly important for SMART in the future.

Stephanie said that the use of the Tigard Transit Center would be a big help to her and other people she knows commuting from Wilsonville to the Beaverton area.

Peter urged a cautious approach, with no drastic changes.

Julie said she supports the direction that the majority is talking about, but she anticipates a long time before SMART experiences major increases in ridership.

Michelle P pointed out that, in general, it is likely that SMART will move to less of a “pulse” focus on WES, where we have buses waiting for each arriving train and schedules intended to bring riders to the train shortly before it departs.

Paul Diller’s comments arrived by email and were read by Michelle P:

"Although I am not personally affected in a major way, I still worry about cutting off SMART's only direct connection to Portland. The lack of a direct connection may hurt Wilsonville's desirability as a place to live for persons who work in downtown(ish) Portland."

"Bridgeport Village and Club Sport, among other attractions, a connection to this stop is key."

"I was hoping for more streamlining of this route, like eliminating the stop in Old Town or the diversion to the transit center (I proposed a "dinky" before -- a quick shuttle from the transit center to the 4 line on Wilsonville Road)."

"Please don't cut out the stop at the capitol/Willamette! Also, I hope that if there is Woodburn service, only SOME 1X's would stop there. A Woodburn stop would add 10 minutes in each direction, making it much less of an "X"press."
"$5! This is getting really expensive! When I first moved here (2005), I think it was free. Is there a way to charge more to the non-Wilsonville residents? Why should the Portlanders get a "free" (or cheaper) ride on a service funded by Wilsonville businesses?"

"Hear, hear! Can we please get just 1 later southbound 1X morning bus, like, say, at 9 AM? Last southbound 1X currently leaves at 8:05 AM."

Stephan handed out comments received from Judy Dancer (a regular 2X rider) and Paul LaBarre (seeking service to Woodburn) as well as all 34 pages of verbatim public comments in response to the last survey.

Staff is now developing a draft service plan to present to the Task Force for review as soon as possible. We will also notify all 1,200 people on our contact list, encouraging them to be involved before the process is finished.

Julie will complete City Council term in December and get the next councilor to next meeting. Julie will continue as a member, but not run the meetings after December.

**Next Meeting:**

Stephan asked that the Task Force schedule a work session to really dig into the different route and schedule changes that are now under consideration. Julie said that she would like to do that as soon as possible. After some discussion the date for the next meeting was set: 6 p.m. November 14, 2016, at SMART offices.
Transit Master Plan Task Force Work Session Notes
November 14, 2016
6:00pm - 8:00pm

Attending: Chair Julie Fitzgerald; Paul Diller; Peter Rapley; Stephanie Yager; Lynnda Hale; Pat Rehberg and Caroline Berry

Staff: Michelle Marston; Nicole Hendrix; Stephan Lashbrook and Eric Loomis

Peter began the discussion by saying that, although the minutes accurately reflected what was said at the November 1 meeting, the summary of public comments should have included the fact that a number of people strongly objected to losing the current 2X service to the Barbur Transit Center and service to the Tualatin Park & Ride. Stephan agreed that those comments were part of the record from the public outreach.

Overview
Julie said that the intent of this work session was for the task force to review and discuss the major staff recommendations and public comments for the Transit Master Plan. The main topics that became the focus of the meeting were:

- Tigard Transit Center versus Barbur Transit Center as the most northerly stop on the 2X route;
- How to maintain service to the Tualatin Park and Ride (near Bridgeport Village); and
- Potential Dial-A-Ride (DAR) savings and the prospect of using those funds for other service.

Other topics that were discussed included:

- A brief history of SMART;
- How SMART services are funded;
- SMART’s current and potential connections with TriMet;
- Mounting pressure for SMART and Cherriots to provide service to Woodburn;
- Proposed changes to SMART’s crosstown Route 4 configuration; and
- Public comments about the need for more Villebois service.

Tigard versus Barbur Transit Center
The main issue with the service shift to Tigard from the Barbur Transit Center is that current riders who commute to Wilsonville from the neighborhoods near Barbur would have to pay an extra fare and make more transfers. It was also noted that with the proposed new service the 2x would only run when the WES is not running (which would be midday/evenings).

Possible solutions discussed:
• The possibility of a fare discount or no fare for those traveling south to Wilsonville from Barbur Transit Center if SMART moves to Tigard TC (possibly as a pilot project to see what effects it has on ridership).
  o Free fare to Wilsonville (one way or both ways)
  o Discounted fare
• Speak with current 2x riders to ensure they know that TriMet’s Route 12 buses that go to Barbur also go to Tigard transit center.
• Incentives for van/carpool by employers who pay payroll tax

Tualatin Park and Ride
The Task Force agreed that there were a large number of public comments that clearly did not want SMART to stop service to the Tualatin P&R. People use this stop for health services, transfers to TriMet, Bridgeport retail services. The overall consensus was that Tualatin P&R service should stay and, if possible, provide service there throughout the day, not just when WES isn’t running. The current lack of transit connections between the Tualatin WES station and the Tualatin Park & Ride also posed the idea of a potential shuttle to connect the two. Also receiving considerable discussion was the need for improved connections from SMART services to TriMet’s Route 96.

Dial-A-Ride (DAR)
A discussion came up about the resources DAR currently uses. Eric Loomis mentioned that, on average, out-of-town DAR costs SMART $43 per ride. Eric said that staff is still verifying the exact amount, but it appears that DAR is roughly 30% grant funded and the remaining 70% comes from local payroll taxes (with a very small portion from fares). In any case, it was mentioned that changes made to this service would need to be phased in over long periods of time to make sure that riders who depend on SMART DAR services have ample time to make other travel arrangements or switch to medical providers within newly defined service boundaries. Lynnda reminded the group that some medical appointments can take months to be scheduled.

Possible solutions discussed:
• Create a task force specifically for a DAR service conversation/solutions
• Reduce SMART’s current service area
• Provide specifically designated trip shuttles for dialysis, chemo, medical
• An established schedule that riders can work around and make rides more efficient
• More transfers to TriMet shuttles
• An improved connection point between SMART’s DAR buses and TriMet’s lift system. (It was generally agreed that the parking lot at the Coffee Creek Prison is not a desirable location.)
City Council Work Session Talking Points

- Funding hardships with fixed budget, (increasing PERS costs, growing population and expanding service area, and declining state and federal support for transit)
- Although new service might become less convenient for some folks, the new service can then be available to a greater number of people (Beaverton, Tigard, Barbur not just Barbur)
- Maximize use of TriMet existing resources
- Researching shared-use mobility options (ridesourcing, ridesharing, shuttles, etc.)
- The role transit can serve when talking about the rise in congestion
- Intercity connections- Canby, Oregon City, Salem

Upcoming Dates

November 21, 2016 5:00pm City Council work session, City Hall
December 6, 2016 6:00pm Task Force Meeting, City Hall
December 14, 2016 6:00pm Planning Commission work session, City Hall
Transit Master Plan Task Force Meeting Notes

December 6, 2016 APPROVED

Task Force Members: Chair Julie Fitzgerald, Kristin Akervall, Lynnda Hale, Pat Rehberg, Paul Diller, Peter Rapley

Staff: Stephan Lashbrook, Eric Loomis, Nicole Hendrix

Meeting began at 6:04 pm with introductions and a welcome to Kristin Akervall who will be the new liaison from city council for the TMP Task Force (to replace Councilor Fitzgerald).

Minutes from November 1st meeting approved.

Stephan asked the task force to help order potential services changes if future SMART funding shifts to increased operating expenses or if more revenue becomes available. Attachment A provides the outline of the meeting and information that Stephan explained in detail to the task force.

For reducing geographic area for out-of-town medical (Dial-a-Ride) trips if there are increased operating expenses, Stephan stated that would require a new round of public outreach to include stakeholders currently using Dial-a-Ride services. For overall increased operating expense service changes, Pat states that the possible cuts listed counter to public opinion from the outreach SMART has completed so far.

If SMART has more revenue, Peter questioned if added Saturday service to Tualatin could reach farther, possibly to Portland. Peter also commented about improving connections to TriMet 96; the only two connection times that are troubling is the last TriMet 96 run in the morning which is slightly late to get the 2x and the first TriMet 96 in the afternoon that has no SMART connection.

Pat speaks to the importance of training riders from a young age and more outreach at schools; specifically mentioned was the bike on bus demonstration.

Next meeting is temporarily planned for January 10th, 2017. A follow up e-mail from SMART staff will confirm time and place.
Attachment A

Potential Service Cuts or Enhancements

December 2016

• If we have to make cuts because of increased operating expenses, our first cuts will be:
  a) Reduced geographic area for out-of-town medical (Dial-a-Ride) trips.
  b) Dropping one morning trip on the 1X, returning to 30-minute headway.
  c) Reduced services to Tualatin, or to Tigard, on the 2X.
  d) Reduced service to Canby on route 3.

• If we have more revenue, our first service enhancements will be:
  a) Added Saturday service and hours of service on the 2X to Tualatin and/or Tigard.
  b) Added Saturday service and hours of service on route 4.
  c) Added mid-day or late-morning service on the 1X.
  d) Added frequency of service on the 5/6 loop, or more service to improve connections with TriMet’s route 96.
  e) Expanded service to Villebois.
  f) Added service to Coffee Creek and Frog Pond growth areas.
  g) Begin service to Downtown Portland.
  h) Begin service to Woodburn.
  i) Conversion to battery-electric buses, especially for in-town use.
Transit Master Plan Task Force Meeting Notes

January 17, 2017

Task Force Members: Chair Kristin Akervall, Pat Rehberg, Paul Diller, Stephanie Yager, Peter Rapley (on phone)

Staff: Stephan Lashbrook, Eric Loomis, Nicole Hendrix, Michelle Marston, Brad Dillingham

Meeting began at 6:07 pm.

December 6, 2016 task force minutes were reviewed and approved.

Stephan begins by stating that this TMP is different than the last due to the funding challenges ahead, that SMART must prioritize changes with the money available.

The task force then goes on to analyze each proposed route as seen below:

1X – Paul pointed out that there are two morning WES trains that do not have a SMART bus to pick them up. He would like to see one more morning bus go southbound.

2X – Peter is not a fan of the move from Barbur to Tigard Transit Center because it creates a longer trip for current riders trying to get to Portland.

   Stephanie likes that it connects to commerce in town

   Paul points out that this would create mid-day isolation of Wilsonville.

   Peter questions the 30 minute service to hour service

   Eric explains that cost is the reason for the service chosen and that parking lots are unsafe and timing is worse

3 – Cost-wise this was a choice between WES connections or Oregon City.

   Stephan states that additional outreach in Charbonneau should happen in the summer to determine if a Charbonneau shuttle would be successful and what people would want.

4 – The turnaround at Graham Oaks Nature Park is ideal but the gates to the park close at dawn and dusk. The task force would like to have conversations with Metro at City Council to see if this can change. If it cannot, the turnaround would occur at Fox Chase because the other turn around (the school) is extremely unsafe for drivers and pedestrians.
Pat mentioned that the newer buses would be very quiet on the route 4. Stephan follows up that electric buses would be ideal for route 4.

5 – Not having a loop will provide more frequency. The commerce circle will go clockwise instead of counterclockwise so it is quicker for the drivers. Peter points out that if that change were to happen, there will need to be sidewalks added.

6 – Parkway Woods not Xerox. Route duplicating? No.

7 – No feedback

What the task force would like to see more of:

- The decision making process for proposed routes: is it based on funding? Outreach? Ridership?
- Taxes to generate revenue
- Cost changes from old to new routes
- Retail at transit center (coffee shop)
- More on how high ridership reduces congestion in Wilsonville and on I-5
- Advertisement on back of buses
- Understand/advocate for transit: a call to action

This Task Force meeting will be the last. Further communication will be through e-mail. The task force was invited and encouraged to attend the March 6 public hearing.

Please see https://www.plansmartwilsonville.com/ for the Draft TMP and opportunity for public comment.