

# **CORVALLIS CITIZENS ADVISORY COMMISSION ON TRANSIT AGENDA**

**Wednesday, January 13, 2010, 8:20 a.m.**

**Madison Avenue Meeting Room**

**500 SW Madison Avenue**

I. INTRODUCTIONS

II. APPROVAL OF MINUTES

December 9, 2009

III. CACOT/VISITOR'S COMMENTS

IV. OLD BUSINESS

- Possible Park & Ride Locations
- Sale of Day Passes on Buses
- Beaver Bus Monitors

V. NEW BUSINESS

- Possible Satellite Transit Centers in Corvallis (Discussion)
- Recommendation to Urban Services Committee re Bus Advertising (Discussion)

VI. INFORMATION SHARING

VII. COMMISSION REQUESTS AND REPORTS

VIII. ADJOURNMENT

Future Meetings:

Wednesday, February 10, 2010, 8:20 a.m., Madison Avenue Meeting Room

Wednesday, March 10, 2010, 8:20 a.m., Madison Avenue Meeting Room

The Madison Avenue Meeting Room is accessible to the public.

Please contact Tim Bates at (541) 766-6916

if you need special accommodations to attend the meeting.

**Approved**

January 13, 2010  
by CACOT

**CORVALLIS CITIZENS ADVISORY COMMISSION ON TRANSIT  
MINUTES  
December 9, 2009**

**Present**

Bob Lowry, Chair  
Stephan Friedt, Vice-Chair  
Susan Hyne  
Tom Kincaid  
Robert E. Wilson  
Hal Brauner, City Councilor

**Absent**

Paul Aljets, ASOSU  
Brandon Trelstad  
Ray Shimabuku

**Staff**

Tim Bates, Public Works  
Cindy Hallett, Public Works

**Visitors**

Ali Bonakdar, Corvallis Area Metropolitan  
Planning Organization (CAMPO)  
Patti Hance, First Student, Inc.

**SUMMARY OF DISCUSSION**

<b>Agenda Item</b>	<b>Information Only</b>	<b>Held for Further Review</b>	<b>Recommendations</b>
I. Introductions	X		
II. Approval of October 14, 2009 Minutes			Approved
III. CACOT/Visitor Comments	X		
IV. Old Business			N/A
V. New Business <ul style="list-style-type: none"><li>• Possible Park &amp; Ride Locations</li><li>• Sale of Day Passes on Buses</li> <li>• Beaver Bus Monitors</li></ul>		X	<ul style="list-style-type: none"><li>• Staff will investigate options</li><li>• Approved staff proposal to sell day passes on buses</li><li>• Accepted staff recommendation to not require monitors starting FY10/11. Staff will provide a summary of options.</li></ul>
VI. Information Sharing <ul style="list-style-type: none"><li>• Written Report</li><li>• Outcome of Staff's meeting with FTA re: Operation &amp; Maintenance Facility Grant</li></ul>	X X		
VII. Commission Requests and Reports	X		
VIII. Adjournment			Adjourned at 9:40 a.m.

## CONTENT OF DISCUSSION

**I.** The meeting was called to order at 8:28 a.m. Introductions of Commission members, staff, and visitors were made.

### **II. Approval of Minutes**

**Commissioner Hyne and Vice-Chair Friedt, respectively, moved and seconded to approve the October 14, 2009, minutes. The motion passed unanimously.**

### **III. CACOT/Visitor Comments**

None

### **IV. Old Business**

None.

### **V. New Business**

**Possible Park & Ride Locations** - Ali Bonakdar, Director, Corvallis Area Metropolitan Planning Organization (CAMPO) addressed the Commission. The September, 2006 CAMPO Regional Transportation Plan identified possible Park & Ride lots at the periphery of the CAMPO area: west of Philomath at 15<sup>th</sup> & Applegate, the west end of Philomath where Hwy 34 and Hwy 20 "Y", the Fish and Wildlife site in Adair Village, and south Corvallis at Hwy 99W and Airport Drive. CAMPO tried unsuccessfully acquiring the location in Philomath with stimulus funds. In response to a question about the cost to acquire a Park & Ride location, Mr. Bonakdar stated the least expensive option would be a "friendly agreement" from a business to allow five or so cars to park in vacant spaces. The most expensive option would be the purchase of an acre parcel with lighting and emergency phone.

Chair Lowry said Lane County has 23 Park & Ride locations, using churches and shopping center parking with the permission of the property owners. Mr. Bates stated that he spoke with the property manager of Sunset Shopping Center at 53<sup>rd</sup> Street and Philomath Boulevard about the possibility of using several parking spaces in the property's parking lot for Park & Ride commuters. He is considering the request and will get back to Mr. Bates. If Commissioners let Mr. Bates know of potential sites he will make contact with property owners. Commissioner Hyne would like to include bike parking when Park & Rides are considered. Commissioner Wilson would like the Downtown Parking Committee informed of any potential Park & Ride ideas.

**Sale of Day Passes on Buses** - Mr. Bates reported staff has spoken with the City's Finance Director on the feasibility of allowing CTS drivers to sell day passes aboard buses. Riders would need exact fare and no change would be given by drivers. For tracking purposes, the passes could be assigned to drivers or to a specific bus. Vice-Chair Friedt suggested numbering them sequentially. Some Oregon transit agencies require payment for a transfer which then becomes a rider's day pass. The Commission prefers keeping transfers free and

allowing drivers to sell day passes as a separate transaction. Commissioner Hyne asked about the possibility of discounting day passes if purchased at City Hall. Mr. Bates responded that he believes they are already discounted because they allow for unlimited rides on that day.

**Vice-chair Friedt and Commissioner Kincaid, respectively, moved and seconded that drivers be allowed to sell Day Passes aboard CTS buses for exact change.**

Councilor Brauner stated that this motion is an administrative rule and would not need to go before City Council.

**The motion passed unanimously.**

**Beaver Bus Monitors-** Mr. Bates reviewed the Staff report. Visitor Patti Hance, First Student's Driver Trainer, reported that Beaver Bus drivers unanimously believe that monitors aboard Beaver Bus routes are not needed. The drivers feel that in some instances the monitors can be more of a negative influence than a positive one because in the past they have tended to escalate, rather than calm, a potentially volatile situation. In case of emergencies, drivers carry a cell phone and there is radio contact between the two Beaver Bus drivers.

**Commissioner Wilson and Vice-chair Friedt, respectively, moved and seconded, to accept Staff's recommendation that the Beaver Bus not have monitors for service starting the 2010-11 year. The motion was approved unanimously.**

Mr. Bates reviewed alternatives to hotline phone coverage that staff has explored. A telephone answering service could answer the hotline and contact the drivers to determine the location of a bus. A hands-free Blue Tooth would allow drivers to answer calls from an answering service, or the service may be able to log into a website to locate the bus. Another possibility is a GPS device with "panic button" which sits on the dash of the bus. The answering service and G.P.S. would cost \$2,000 for 9 months; using First Student dispatch would be approximately \$7,000. A decision needs to be made before the City's presentation to OSU's Student Incidental Fee Committee (SIFC) in February, 2010, at which staff will propose the per student per term fee for 2010-11 Beaver Bus service. Chair Lowry asked staff to summarize options and report to the Commission.

## **VI. Information Sharing**

**Mr. Bates reviewed the Information Sharing Report. Additional information:**

- Men's and Women's Cold Weather Shelter - There have been some issues with shelter riders congregating at the DTC well before the departure of their buses. Staff has consulted with the directors of the shelters and First Student now has the contact numbers for the directors should any further issues arise.
- On-time performance - Routes 4 and 8 have heavy wheelchair usage along Highland Avenue/Linus Pauling and Stoneybrook/Country Club Drive, making it difficult to stay on time. Drivers have stated it takes approximately five minutes to load and unload each wheelchair rider. Low floor buses are currently used on high wheelchair usage routes because they are more efficient in loading wheelchair riders.

- Staff is working on an Administrative Rule for ADA policies which would address bikes, Segways, etc. being allowed inside the bus.
- Outcome of staff's meeting with the FTA re Operations & Maintenance Facility Grant - Mr. Bates reported that the grant was not to build a facility but to identify sites and potential partners and do the preliminary engineering/environmental study on the selected site. CTS is planning to partner with the City's Public Works Department to build the facility at the Public Works shops/office property and the FTA has tentatively accepted this approach.

## **VII. Commission Requests and Reports**

- Vice-Chair Friedt asked if all drivers are handling the 509J group pass riders consistently. Some drivers are questioning if students are in private or public school and then charging the private school attendees. Mr. Bates said this is the proper protocol, as 509J attendees are the only students covered by a Transit Group Pass program. Mr. Bates said he would reiterate the policy with First Student.
- Bus 750 has an inoperable interior sign display. Vice-chair Friedt would like an inventory of VIS equipment that is not working on the buses. Mr. Bates said he is in daily contact with the mechanic and would instruct the mechanic to make all VIS equipment operational in every bus.
- Commissioner Hyne asked to have an update on Google Transit as a regular Information Sharing Report item. She also asked staff to continue to try to determine when the City's transit information will be placed on Google Transit. Staff agreed to follow up.

## **VII. Adjournment**

**Vice-Chair Friedt and Commissioner Hyne, respectively, moved and seconded that the meeting be adjourned. The motion passed unanimously.**

The meeting was adjourned at 9:40 a.m.

**NEXT MEETING: January 13, 2010, 8:20 a.m., Madison Avenue Meeting Room**

Pages 2-6 of this document contain the City Council Policy Manual for advertising on CTS buses. This policy is required to be reviewed by the Public Works Director by February, 2010. A staff report to the City's Urban Services Committee (USC) is due February 16, 2010. USC will review staff's recommendation at its March 4<sup>th</sup> meeting. At the CACOT meeting on February 10<sup>th</sup>, the Commission is asked to direct staff by recommending either a continuation or cessation of the ads on buses policy.

The City receives 35% of Net Sales made by its bus advertising contractor, Lamar Advertising. Below is a breakdown of bus advertising revenue for the previous three calendar years.

**Bus Advertising Revenue**

<b><u>Contract Period</u></b>	<b><u>Net Sales</u></b>	<b><u>35% Net Sales</u></b>	<b><u>Monthly Avg.</u></b>
2007	\$30,729.35	\$10,755.27	\$896.27
2008	\$36,549.00	\$12,792.15	\$1,066.01
2009*	\$30,372.00	\$10,630.20	\$966.38

\* Totals do not include December, 2009

**CITY OF CORVALLIS  
COUNCIL POLICY MANUAL**

**POLICY AREA 1 - GENERAL**

**CP 07-1.10            Advertising on Corvallis Transit System Buses**

**Adopted March 5, 2007**

1.10.010 Purpose

A. The purpose of this policy is to establish standards for the display of advertising in or on the Corvallis Transit System (CTS) buses. This policy is intended to provide objective and enforceable standards for determining the scope of permissible advertising on city buses. It is intended that these standards be applied consistent with the free speech guarantees of the constitutions of the United States and the State of Oregon.

B. It is the City's declared intent and purpose not to allow or cause any of its buses to become a public forum for the dissemination, debate, and/or discussion of public issues.

C. It is the City's declared intent and purpose to take into account interests which are of importance to the operation of the transit system. These interests include:

- (1) Maximizing revenues to CTS operations by selling advertising space;
- (2) Promoting and maintaining an orderly administration and operation of the transit system, which includes maximizing revenues by attracting and maintaining the patronage of passengers;
- (3) Maintaining the safety of passengers;
- (4) Protecting minors who travel on the City's transportation system;
- (5) Avoiding any potential identification of the City with viewpoints, express or implied, by any advertisement permitted on City buses; and
- (6) Maintaining neutrality on political and religious issues.

D. The City reserves the right to amend these policies and standards at any time, including the right to declare a complete ban on all advertising on all City buses and direct that no advertisements of any kind be accepted for display and

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posting.

### 1.10.020 Definitions

Advertiser - An individual, company, agency, association, organization, or any other type of entity proposing to place an advertisement on or in CTS buses.

Advertising Contractor - An individual or company under contract to the City of Corvallis to sell, install, maintain, and remove advertisements on CTS buses, and to administer the bus advertising program in accordance with the requirements of this policy.

Corvallis Transit System (CTS) - A public transportation system operated by the City of Corvallis.

Political Speech - Speech that (1) refers to, supports or opposes a political committee, specific ballot question, measure, initiative, referendum or recall petition, or (2) refers to, supports or opposes any candidate for public office.

Public Service Announcements - Viewpoint-neutral messages which are not commercial in nature.

### 1.10.030 Policy

A. Attribution. All advertisement on City buses shall clearly and unambiguously identify the person or entity that has sponsored, paid for, or caused the ad to be placed on city buses. Web site addresses or phone numbers without definition or identification of sponsorship, are insufficient to satisfy this section.

B. Disclaimer. City reserves the right, in all circumstances, to require an advertisement on or in its buses to include a disclaimer indicating that it is not sponsored by, and does not necessarily reflect the views of the City.

C. Limitations Upon Advertisements. The City intends that its facilities constitute nonpublic forums that are subject only to the viewpoint-neutral restrictions set forth below. Certain forms of paid and unpaid advertising will not be permitted for placement or display on or in City buses. No advertisement will be displayed or maintained if the advertisement or information contained in it falls within one or more of the following categories:

- (1) False, misleading, or deceptive commercial speech. The advertisement proposes a commercial transaction, and the advertisement, or any material contained in it, is false, misleading, or deceptive.
- (2) Unlawful goods or services. The advertisement, or any material contained in it, promotes or encourages, or appears to promote or encourage, the use or possession of unlawful or illegal goods or services.

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- (3) Unlawful conduct. The advertisement, or any material contained in it, promotes or encourages, or appears to promote or encourage, unlawful or illegal behavior or activities.
- (4) Endorsement. The advertisement, or any material contained in it, implies or declares an endorsement by the City of any service, product or point of view, without prior written authorization of the City.
- (5) Obscenity or Nudity. Contains any nudity, obscenity, sexual conduct, sexual excitement, or sadomasochistic abuse as those terms are now, or may hereafter be, defined in ORS 167.002 to ORS 167.100. It is the intent of this category to restrict any proposed advertisement which violates any provision of the statutory scheme set forth in ORS 167.002 to ORS 167.100, including amendments or supplements thereto. All proposed advertisements considered pursuant to this category must clearly and unmistakably demonstrate compliance with the statutory scheme.
- (6) Prurient sexual suggestiveness. The advertisement contains material that describes, depicts, or represents sexual activities or aspects of the human anatomy in a way that the average adult, applying contemporary community standards, would find appeals to the prurient interest of minors or adults in sex.
- (7) Libelous speech, copyright infringement. The advertisement, or material contained in it, is libelous or an infringement of copyright, or is otherwise unlawful or illegal or likely to subject the City to liability.
- (8) Tobacco. The advertisement promotes the sale or use of tobacco or tobacco-related products, including depicting such products.
- (9) Alcohol. Promotes the sale of wine, liquor, beer, or distilled spirits or other alcoholic beverages.
- (10) Political Speech. The advertisement contains political speech.
- (11) Religious. Supports or opposes a religion, denomination, creed, tenet, or belief.
- (12) Interference. Displays any word, phrase, symbol, or character likely to interfere with, mislead, or distract traffic, or conflict with any traffic control device.
- (13) "Adult"-oriented goods or services. The advertisement promotes or encourages, or appears to promote or encourage, a transaction related to, or uses brand names, trademarks, slogans or other materials which are identifiable with, films rated "X" or "NC-17",

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adult book stores, adult video stores, nude dance clubs and other adult entertainment establishments, adult telephone services, adult Internet sites, and escort services.

- (14) Special provisions regarding Web addresses and telephone numbers. The advertisement directs viewers to a Web site or telephone number that contains material that violates these guidelines.

D. Accepted Advertising. The spaces available on the City buses may become limited in number. Therefore, advertising that meets the requirements set forth herein, will be accepted on a first-come, first-served basis.

E. Advertising Program and Administration. The City may, from time to time, select an "Advertising Contractor" who, if selected, shall be responsible for the daily administration of the City's advertising program, in a manner consistent with this policy.

F. Severability If any category set forth in Section 1.10.030.C is determined to be invalid as applied in a specific context, the category shall remain applicable in all other permissible contexts.

G. Public Service Announcements. The Advertising Contractor for the City may, from time to time, make unsold space available for public service announcements proposed by non-profit corporations that are exempt from taxation under Section 501(c)(3) of the Internal Revenue Code or by federal, state or local government agencies or subdivision thereof. Each such non-profit corporation shall provide the Advertising Contractor with documentation demonstrating that it currently qualifies under the above-referenced provision of the Internal Revenue Code. A public service announcement shall not contain a message that is retail or commercial in nature and shall comply with the advertising standards set forth in this policy . A public service announcement is required to bear the following legend if the sponsor is not readily or easily identifiable from the content or copy of the proposed advertisement: "This message is sponsored by \_\_\_\_\_."

H. CTS promotions. Consistent with the limitations contained herein, Corvallis Transit System may display on City buses materials, including advertisements and notices, that pertain to operations, service promotions or any other non-commercial purpose.

I. Disclaimer of Liability. Upon submission of advertising, Advertiser expressly agrees that the City is not liable for any damages, whether direct or indirect, arising out of delays in posting of the advertisement due to the review process. Advertisers are urged to submit their advertisements with sufficient lead time to allow for review, if necessary.

### 1.10.040 Implementation

This policy will be incorporated by reference in the contract between the City

## **Council Policy 07-1.10**

and the Advertising Contractor, and the City will provide oversight to ensure that the content standards set forth in this policy are adhered to.

### 1.10.050 Review and Update

This policy shall be reviewed every 3 years by the Public Works Director, beginning in February 2010, and updated as necessary.