

CORVALLIS CITIZENS ADVISORY COMMISSION ON TRANSIT
AGENDA

Wednesday, April 11, 2007, 5:30 p.m.
Madison Avenue Meeting Room
500 SW Madison Avenue

- I. INTRODUCTIONS
- II. APPROVAL OF MINUTES - March 14, 2007 CACOT meeting
- III. CACOT/VISITOR'S COMMENTS - Items not already on agenda
- IV. OLD BUSINESS
 - Committee report on CACOT/Staff/Laidlaw cookout plans
- V. NEW BUSINESS
 - Sunset Review (attachments) - Discussion
 - Ridership trends by route (attachment) - Discussion
- VI. INFORMATION SHARING (attachment)
- VII. ADJOURNMENT

Future Meetings:

Wednesday, May 9, 2007, 8:15 a.m., Madison Avenue Meeting Room

Wednesday, June 13, 2007, 8:15 a.m., Madison Avenue Meeting Room

Wednesday, July 11, 2007, 8:15 a.m., Madison Avenue Meeting Room

The Madison Avenue Meeting Room is accessible to the public.
Please contact Lisa Namba at (541) 766-6916
if you need special accommodations to attend the meeting.

**CORVALLIS CITIZENS ADVISORY COMMISSION ON TRANSIT
MINUTES
March 14, 2007**

Present

Bob Lowry, Chair
Lita Verts, Vice-Chair
Scott Carroll
Stephan Friedt
Joe Harrod
Kenyon Solecki, ASOSU
Robert E. Wilson

Absent

George Grosch, City Councilor
Brandon Trelstad

Staff

Jim Mitchell, Public Works
Lisa Namba, Public Works

Visitors

Ali Bonakdar, Corvallis Area Metropolitan
Planning Organization (CAMPO)
Linda Elder, Dial A Bus
David Porter

SUMMARY OF DISCUSSION

Agenda Item	Information Only	Held for Further Review	Recommendations
I. Introductions	X		
II. Approval of February 14, 2007 Minutes			Approved, as amended
III. CACOT/Visitor Comments	N/A		
IV. Old Business • Work Plan Development/Prioritization			Prioritized Work Plan
V. New Business • Bus Advertising (Revisit Program, Discuss at Future Meeting)			Recommended policy shall stand as currently written
VI. Information Sharing	X		
VII. Adjournment			Adjourned

CONTENT OF DISCUSSION

I. Introductions

Introductions of Commission members, staff and visitors were made.

II. Approval of February 14, 2007 Minutes

Corrections to minutes:

Page 4, bullet 4, sentence 2, the words “on a Beaver Bus route” shall be added to the end of the sentence.

Commissioners Friedt and Harrod, respectively, moved and seconded that the Commission approve the minutes, as amended. The motion passed unanimously.

III. CACOT/Visitor Comments

There were none.

V. New Business

Bus Advertising (Revisit Program, Discuss at Future Meeting)

[Note: This item was moved by the Chair to the front of the agenda]

Mr. Porter addressed the Commission about the issue of whether it is in the City’s best interest to continue bus advertising on CTS buses. He cited the following issues as reasons to reconsider the program:

- The revenue stream for the previous three years totaled approximately \$35,000. Original estimates were for \$20,000-25,000 per year. With the advent of revised City Council policies on bus advertising, Mr. Porter said the pool of potential advertisers will be limited. He felt this could reduce the revenue stream in future years.
- Potential liability to the City as a result of bus advertising.
- The size of the bus advertising seems to be in conflict with the City’s sign regulations. The City may appear to be holding the private sector to a particular standard under the sign code while not holding itself to that same standard.
- Given the City’s commitment to public art and beautification, CTS advertising may be in conflict with other City goals and values. He believes there may also be conflict with the City’s goals on sustainability since the advertising encourages consumption of goods.

Commissioner Wilson questioned Mr. Porter regarding Mr. Porter’s comments at a recent City Council meeting that he had suggestions for additional revenue sources to replace bus advertising. Mr. Porter said those ideas are in development and that he is willing to work with City Council and/or City staff to create other forms of revenue streams to replace bus advertising. In response to a question from Commissioner Wilson regarding the possible violations of the sign code, Mr. Porter responded that he estimated that the full bus wrap

ad would produce a “sign” two to three times the size allowed under the sign code. Mr. Porter also opined that bus ads violated the prohibition on moving signs. He noted that vehicles with company logos are self-advertising and so he felt these types of signs are different than commercial advertising.

Mr. Porter said it is his opinion that the City does not necessarily need to follow the precedents set by other local communities regarding ads on buses. The City has its own uniqueness and commitment to sustainability which, in his opinion, could be compromised by these types of commercial ventures.

Vice-Chair Verts said that although the revenue stream is not as high as expected, it is nonetheless revenue which will be lost if bus advertising is discontinued. The loss of revenue could result in a reduction of service, which directly affects the community standard of living and sustainability.

Mr. Porter summarized that he does not want to see other forms of advertising creep into other City departments such as Police, Fire, Parks & Recreation and expressed his wish that CACOT consider revisiting the bus ad policy and returning it to the City Council. He reiterated his willingness to work with staff on alternative revenue sources. At this point Chair Lowry closed the discussion, noting that it would be kept as an active topic of discussion for a future date, and thanked Mr. Porter.

IV. Old Business

Work Plan Development/Prioritization

Staff asked the Commission to prioritize a list of future transit projects, keeping in mind that staff resources are limited.

Ms. Namba received Commissioner Trelstad’s prioritizations prior to the meeting and listed them in his absence. She also read a statement which summed up his thoughts on the work plan. “Many items on the list are work that Public Works is doing already,so I have a list of extra options. Here are my top three priorities, in order: Beaver Bus, transit integration, provide service to under-served areas”.

After tallying prioritizations from all Commissioners, the final tally was as follows:

1. Improved Regional System Integration and Coordination
2. System Fine Tuning
3. Expanded Evening Hours

VI. Information Sharing

- Mr. Bonakdar was present at the meeting to answer questions about his memo to CACOT summarizing transit-related recommendations within the Corvallis Area Metropolitan Area Transportation Plan. Mr. Mitchell pointed out that the

components listed in the memo reflect improvements that are planned within an entire decade; for example, 2010-2020. Chair Lowry noted that one element of the 2010-2020 network, adding a bus to Route 3, will use just 30 minutes of service out of the hour, and perhaps it could be paired with Route 2 to provide 30 minute service for that route as well. He also noted that of the 2020-2030 components listed, expansion of Saturday service hours has already been accomplished through the recent JARC grant. Vice-Chair Verts asked about the reliability of grant money for transit service expansion. Ms. Namba said there is always a risk in relying on grant money for expansion. Ms. Namba feels the JARC grant, currently being used to fund service expansion, is a stable funding source provided staff can prove that the funding is being used to serve those riders the grant was originally intended to serve. Mr. Mitchell said that the risk of losing funding is a possibility no matter what the source. Further, he said that this particular grant is not funding either staff or capital assets which would still have to be supported even if the grant were lost. Vice-Chair Verts said the City needs to better advertise the importance of CTS service. Mr. Mitchell agreed, saying the latest City Attitude Survey shows that the community overwhelmingly supports City transit services even though a majority of respondents reported that they, themselves, have not used the service. Finally, Mr. Mitchell pointed out that the cost estimates provided for the various time horizons can generally be used as a cost for a “dream system”.

- Ms. Namba referred to the Information Sharing report provided in the packet and asked if there were questions. Commissioner Friedt asked Ms. Namba to provide fare box revenue figures for the fiscal year to date, specifically what percentage of the CTS budget is drawn from fare box revenue. Chair Lowry asked Ms. Namba to provide data on how much the recent decrease in ridership is attributable to Routes 3 and 8. Mr. Mitchell agreed staff could provide ridership data for all eight CTS routes.
- Mr. Mitchell reported the Beaver Bus will discontinue service during Spring Break and will resume service April 5th.
- Ms. Namba reminded the Commission that the April Commission meeting will be held at 5:30 p.m. This is in response to a citizen request to hold a meeting during hours that would allow citizens who work regular hours to attend.
- Commissioner Friedt asked staff why the trolley has been used so often lately as a regular bus route, and noted that he feels the buses are not kept as clean as they should be. Ms. Namba said a bus has been out of service due to maintenance issues. She will request an audit of January and February’s maintenance schedule to ensure they are being followed. Commissioner Friedt requested that staff follow-up with Laidlaw regarding using the trolley on routes with lighter passenger loads when it is used as a back-up.

Commissioner Wilson questioned the ending date for the advertising contract. Upon hearing that it was at the end of December, 2007, he suggested that it makes sense to defer

re-visiting advertising in and on buses until then. Commissioner Friedt is interested in getting information regarding whether or not the bus ads are in violation of the City's sign code, and staff agreed to do so. It is staff's opinion that legal issues related to the bus advertising policy have been thoroughly reviewed and addressed by the City Attorney's Office, and that the policy-related issues will be handled at the City Council level with recommendation from CACOT. The Commission agreed that it was important to provide a response to Mr. Porter at this time, even if no change would be made to the program until the current contract expired.

Commissioners Carroll and Friedt, respectively, moved and seconded that the Commission approve a recommendation stating the bus advertising program will continue as it is currently. The motion passed unanimously.

VII. Adjournment

Commissioners Friedt and Carroll, respectively, moved and seconded to adjourn. The motion passed unanimously.

NEXT MEETING: * April 11, 2007, 5:30 p.m., Madison Avenue Meeting Room

*** Note time of next meeting**

MEMORANDUM

DATE: April 11, 2007

TO: CACOT Members

FROM: Lisa Namba, Transportation Services Supervisor

SUBJECT: Information Sharing Report

- **New Bus** - Gillig informed staff to expect delivery of our new 35-foot Low Floor bus either the second or third week of May. Following delivery and inspection, Luminator will install VIS equipment.
- **“Honored Citizen” bus passes (free passes for seniors 80 + years of age)** - Thirteen new passes were distributed in March for a total of 411 Honored Citizen bus passes issued since the program began in September 2004.
- **Laidlaw - Amalgamated Transit Union (ATU) Contract Negotiations** - According to Laidlaw management, a contract was ratified last week and is effective through June 30, 2009.
- **On-Time Performance** - Overall CTS on-time performance in March was 95%. Most routes were in the range of 95% - 98%, with Route 8 at 88%. This was calculated using data provided by the Vehicle Information System (VIS). *Note that on-time performance continues to be calculated using departure times from the DTC, not departure from individual stops along the routes.*
- **Fare Revenue** - In response to a request by Commissioner Friedt, staff researched the amount of revenue generated by fares (fares paid on the buses plus coupon book and pass sales) and group pass agreements. Fiscal year to date (YTD) through February, fares accounted for 14% of the operating budget, as follows (% of YTD operating budget):

Fares/coupon books/passes = \$72,848 (6%)
Group Pass (non-OSU) = \$15,454 (1%)
OSU Group Pass revenue = \$94,474 (7%)

- Ridership - Ridership reports will be distributed during the meeting. Highlights are:
 - ▶ **CTS provided 49,468 rides in March.** This is not a new record, and YTD ridership is 1.4% less than 2005-2006 ridership for the same 9-month period. Ridership for March is 5% higher than the previous 5 year March average, and ridership YTD is 3% higher than the previous 5 year average YTD.
 - ▶ **Philomath provided 1,272 rides in March.** This represents a significant drop (11%) in ridership over March, 2006, and a 10% drop in ridership over the same 9-month period for 2005-2006. Ridership for February is up 5% from the previous 5 year February average and the YTD figure is up 4% from the previous 5 year average YTD.
 - ▶ **Beaver Bus provided 593 rides in March.** This was an average of nearly 200 rides per weekend for the three weekends of service in March and represents steady growth. For comparison, the service provided an average of 126 rides per weekend in January and 180 rides per weekend in February.
 - ▶ **Dial-A-Bus** provided 6,249 rides during the month of March, 463 of which were recorded as ADA paratransit rides.

- **Ridership by Route**

RIDERSHIP ROUTE COMPARISON SUMMARY JULY 2006 & APRIL 2007

	Jul-06	% of Total	Apr-07	% of Total	Ridership July vs April
ROUTE 1	5894	15%	7681	15%	77%
ROUTE 2	3710	9%	3921	8%	95%
ROUTE 3	2354	6%	2880	6%	82%
ROUTE 4	3118	8%	4136	8%	75%
ROUTE 5	8831	22%	12035	24%	73%
ROUTE 6	8148	20%	9000	18%	91%
ROUTE 7	5671	14%	6783	14%	84%
ROUTE 8	2378	6%	3311	7%	72%
TOTALS	40104	100%	49747	100%	81%