

**CORVALLIS CITIZENS ADVISORY COMMISSION ON TRANSIT
MINUTES**

September 10, 2003

Members Present

Craig Anderson, Chair
Scott Carroll
Bob Lowry, Vice-Chair
Lita Verts
Bjorn Warloe
Stewart Wershow, City Council

Staff

Steve Rogers, Public Works
Jim Mitchell, Public Works
Michelle Rhoads, Public Works

Visitors

Linda Elder, Dial-A-Bus
Paul W. Morgan

Members Absent, Excused

Robert E. Wilson

SUMMARY OF DISCUSSION

Agenda Item	Informa- tion Only	Held for Further Review	Recommendations/Action
Minutes - August 13, 2003			Held until October meeting
Proposed Route Revisions			Approved staff recommendations
Linn-Benton Loop Request to Increase Funding			Recommendation to City Council to fund increase
Advertising on Buses			Continue discussion in October
Ridership Reports		X	Will be available in October
Holiday Trolley		X	Sub-committee presented proposal
Fall Festival September 27-28	X		
Try Transit Week October 6-11	X		
OSU Promotional Events	X		
Fall Newsletter	X		
Corvallis School District Transportation	X		
Bus Shelter Vandalism	X		

CONTENT OF DISCUSSION

I. APPROVAL OF MINUTES - August 13, 2003

The minutes will be available for approval at the October meeting. Public Works Director Rogers mentioned that staff Rhoads has been managing both the transit and special transportation programs for the past month. Public Works priority has been to reasonably maintain both programs until the special transportation position could be filled.

II. PROPOSED ROUTE REVISIONS (Continued)

Staff proposed the following revisions:

- Eliminate existing Route 6 and the previously approved

Route 16 would be renumbered to be the new Route 6; *it will operate on a 30 minute frequency and will still begin mid-route in the morning to help riders make the connection to the 7:05 a.m. Loop run*

- Route 1 will become a continuous loop from downtown to the Timberhill transfer point, along Walnut Blvd., to Hewlett-Packard (H-P), back along Walnut Blvd. to the Timberhill transfer point, and return to downtown; *this is in lieu of changing the name to Route 2 at the Timberhill transfer point*
- Service Route B will be renamed Route 2
- Service Route A will be renamed Route 8

Commissioner Lowry questioned whether the new Route 6 would be able to maintain downtown transfers with other routes if each run included the extension of service to Rivergreen. Staff clarified it should have time because the proposed Route 6 would only travel once through the OSU campus on 15th St. during its run, rather than twice like the current Route 6.

Staff Rhoads mentioned that during the previous night's Laidlaw meeting for CTS drivers, there were numerous concerns expressed about the difficulty in maintaining on-time performance during the mid-afternoons through early evenings, and that the drivers expect this will become more difficult once OSU resumes its Fall term on September 29. This is an ongoing frustration for drivers because they understand the need to maintain on-time performance. Rhoads inquired if there had ever been consideration for modifying the afternoon-early evening portion of the schedule to allow for 40 minute routes instead of 30 minute routes.

Staff Rogers and Mitchell discussed the upcoming implementation of the traffic signal 'preemption' system on the buses. It will help reduce driving time by as much as 2-3 minutes on each route operating in the north and northwest part of Corvallis. Commission members felt strongly that 30 minute frequency is important to bus riders. It was agreed that the system will maintain 30 minute routes for the foreseeable future.

There was some concern about whether there was sufficient time to have the proposed Route 1 enter the H-P campus, or have it turn directly onto Circle Blvd. After discussion it was agreed that both the Route 1 and the Route 7 should enter the H-P campus.

Lowry made a motion that the proposed route revisions be accepted as presented; Commissioner Verts seconded the

motion. There was discussion. Councilor Wershow expressed concern that because the new Route 2 (previously Service Route B) will no longer travel on Garfield Ave., residents of the Hobart apartment building will have a much longer walk to board a bus on 9th St. or Highland Dr. A vote was called and the motion passed unanimously.

III. LINN-BENTON LOOP FUNDING

Rogers reported that the Linn-Benton Loop submitted a request to the City of Corvallis for an increase in funding in the amount of \$8,000 to help reinstate Loop service cut on July 1 due to a budget deficit. Benton and Linn counties have increased their funding to the Loop. The City of Albany has made their increased funding contingent upon Corvallis doing the same.

The request and a staff recommendation to fund it will be presented to the City Council on September 15. Funding is available within the Transit budget to do so due to the planned route service restructuring and the increased level of MPO transit funding available this year. Rogers asked if CACOT would support the Loop request to Council. Lowry made a motion to do so, and Carroll seconded the motion. A vote was called and the motion passed unanimously.

IV. ADVERTISING ON BUSES

Rogers shared that the City has received a proposal from Obie Media indicating that advertising sales on the transit fleet could generate revenue in the range of \$20,000-\$25,000 annually. Staff Mitchell explained that the City can install some controls such as the content of advertisements, whether advertising was placed inside and/or outside of the buses, and whether the advertising were to take the form of partial or full bus wraps. Staff inquired if the Commission would be supportive of exploration of this potential opportunity and should staff bring more information to the October meeting?

Commission members were supportive of staff gathering preliminary information for further discussion during the October meeting. They offered the following questions or concerns as a starting point:

- References of other transit systems served in Oregon
- Whether wraps or other advertising would potentially interfere with motorists views of brake and/or turn signal lights, and/or the 'yield to bus' signs
- Address potential concern of 'garish' graphics or

- advertising
- Controls over content and appearance of advertisements
- How to prevent 'degrading' the bus system
- Frequency of advertisement changes
- Explain how it may fit within the City Council's Comprehensive Communication Plan

Mitchell mentioned that Obie would include a 'community bus' advertisement at no charge to the City. The purpose of this advertisement would be to promote a topic of interest and/or pride for the community; as an example, a 'Beaver' bus advertisement.

V. INFORMATION SHARING

A. Ridership Reports (CTS and Philomath)

CTS and Philomath ridership reports will be presented during the October meeting. Visitor Elder distributed copies of the Dial-A-Bus ridership reports for May - August 2003, along with copies of the first edition of their newsletter.

B. Holiday Trolley

The Holiday Trolley subcommittee submitted a proposal for the 2003 promotion and service. It includes these recommendations:

- ◆ Service to operate two days beginning on the day of the Holiday Tree lighting at Central Park, then resuming December 13-24, and 26-27.
- ◆ A "kick-off" celebration at the downtown Intermodal Mall which could include a bell ringing contest.
- ◆ Establish a route that will permit connections with the other CTS routes at the Mall.
- ◆ Bows to decorate bus stops

Staff will follow up on the proposal, including contacting potential retail sponsors to determine available funding that will dictate the service level. The past practice has been that the Trolley is self-supporting as a service. The event will be promoted with the local newspaper.

C. Fall Festival Transit Service

Rides will be free during Fall Festival weekend, Saturday and Sunday September 27- 28.

D. Try Transit Week

This year's event is October 6 - 11 and the theme is 'Get on Board.' There will be free rides on CTS Monday through Saturday and prize drawings to encourage people to "try transit." There will be free rides on Philomath Connection, Linn-Benton Loop, and Albany Transit System Monday through Friday.

F. OSU Promotional Events

OSU's "University Day" event with faculty and staff is September 16. The "Where It's @" event with students is September 25.

G. Fall Newsletter

The Fall CTS newsletter will be published within the month.

H. Corvallis School District Transportation Follow Up

Staff has received phone calls from parents of Corvallis High School students requesting that the time schedule of CTS bus routes be modified to allow students to catch the bus after school in the afternoon.

The Pupil Transportation Coordinator in the State Superintendent of Public Instruction's Office (SSPIO) was contacted for information about the transportation funding program for school districts. School districts are still reimbursed 70% of their approved home-to-school transportation costs. At least two school districts in Oregon, Portland and Eugene, purchase general public transit passes for secondary students and have gone through the extensive process of receiving a "waiver" from the SSPIO to allow the districts to provide their transportation via non-school bus vehicles.

Staff will continue dialogue with Corvallis School District representatives to explore how to coordinate school bell times and the time schedules of CTS routes so CTS is a transportation option available for students.

I. Bus Shelter Vandalism

Since mid-June there have been six incidents of vandalism at bus shelters throughout the City. Specifically, panes of glass in the shelters have been broken. At this point there

are not any leads on who may be responsible for the incidents.

V. ADJOURNMENT

Lowry made a motion to adjourn the meeting. Carroll seconded the motion. The meeting adjourned.

Future Meetings:

Wednesday, October 8, 8:00 a.m., City Hall Conference Rm. D

Wednesday, November 12, 8:00 a.m., City Hall Conference Rm. D

Wednesday, December 10, 8:00 a.m., City Hall Conference Rm. D