

**CORVALLIS CITIZEN'S ADVISORY COMMISSION ON TRANSIT
AGENDA**

Wednesday; November 12, 2003; 8:00 a.m.

City Hall Conference Room D

501 S.W. Madison Avenue

- I. INTRODUCTIONS
- II. APPROVAL OF MINUTES - October 8, 2003
- III. CACOT/VISITOR'S COMMENTS (Items not on Agenda)
- IV. ADVERTISING ON BUSES
- V. INFORMATION SHARING
 - A. Transportation Funding Alternatives Task Force
 - B. Advertising on Buses
 - C. Revised Routes & Bus Schedules
 - D. Ridership Reports
 - A. Revised routes & bus schedules
 - B. Holiday Trolley
 - D. OSU Promotional Events
 - F. Fall newsletter

VIII. ADJOURNMENT

Future Meetings:

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

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

Wednesday, January 14, 8:00 a.m., City Hall Conference Rm. D

**CORVALLIS CITIZENS ADVISORY COMMISSION ON TRANSIT
MINUTES**

October 8, 2003

Members Present

Craig Anderson, Chair
 Scott Carroll
 Bob Lowry, Vice-Chair
 Lita Verts
 Robert E. Wilson
 Stewart Wershow, City Council

Staff

Steve Rogers, Public Works
 Jon Katin, Public Works
 Michelle Rhoads, Public Works

Visitors

Paul W. Morgan

Members Absent, Unexcused

Bjorn Warloe

SUMMARY OF DISCUSSION

Agenda Item	Informa- tion Only	Held for Further Review	Recommendations/Action
Minutes - August 13, 2003 and September 10, 2003			Approved as submitted
Linn-Benton Loop Increased Ridership	X		
OSU Bookstore Construction	X		
Concessionaire at Intermodal Mall	X		
Bus Shelter Vandalism	X		
Advertising on Buses			Recommendation to City Council to pursue advertising on buses
Transportation Funding Alternatives Task Force	X		
Ridership Reports	X		
Try Transit Week	X		
Revised Routes and Bus Schedules	X		
Holiday Trolley			
OSU Promotional Events	X		
Fall Newsletter	X		

CONTENT OF DISCUSSION

I. INTRODUCTIONS

Jon Katin, City Transportation Services Supervisor, was introduced to those present. This is a new position within the Public Works Department and its purpose is to supervise all non-street transportation functions.

II. APPROVAL OF MINUTES - August 13, 2003 and September 10, 2003

Carroll made a motion to approve the August and September minutes as submitted. Verts seconded the motion. A vote

was called and the motion passed unanimously.

III. CACOT/VISITOR COMMENTS

• LINN-BENTON LOOP SERVICE

Lowry informed the Commission that the Linn-Benton Loop is experiencing high ridership and has temporarily added a second bus for the 8:15 a.m. run. It is not known yet if a second bus will be needed during any peak afternoon runs. Loop staff is monitoring the situation and the operating budget to determine the capacity to sustain the additional service. Verts commented that the dual enrollment program between LBCC and OSU has increased dramatically this year, which is a likely source of the increased ridership. Verts asked if OSU and LBCC would be willing to increase their financial support of the Loop to sustain this service level?

• OSU BOOKSTORE CONSTRUCTION AT KINGS & MONROE

The Commission inquired about the status of the construction at Kings and Monroe. Rogers said that the OSU Bookstore is still planning to build its new store there and there will be residences incorporated into the structure, above the bookstore level.

• CONCESSIONAIRE AT THE INTERMODAL MALL

Anderson asked about the status of the building, and is it possible for the drivers to use it as a lunch room? Staff responded that the City still plans to issue a Request for Proposals to solicit vendors to sell goods and/services as well as to distribute transit information.

• BUS SHELTER VANDALISM

Anderson asked if there were any new incidents of vandalism at bus shelters. Rhoads said there have not been any new incidents since the K-12 and secondary schools resumed classes.

IV. ADVERTISING ON BUSES

Rogers reported that staff investigated these issues raised by CACOT members during the September meeting:

- *Wraps or other advertising potentially interfering with motorists views of brake and/or turn signal lights, and/or the 'yield to bus' signs- Response:*
Applications are designed to not detract from these

lights

- *'Garish' graphics or advertising; controls over content and appearance of advertisements; prevent 'degradation' of the bus system-* Response: The more we say "no" to certain content or designs, the more it limits advertiser interest and potential revenue to the system. There are certain givens, such as **no** sexual, political, tobacco, or alcohol content in the ads. There is also the opportunity for having one 'community bus' advertisement of the City's choice for the cost of materials only, estimated at \$7,500. Choosing this option would deduct from the potential new revenue estimated at \$20,000-25,000, but could add value to the community.
- *Contract language, including frequency of revenue share payment-* Response: Wilson expressed concern about the frequency of revenue share payments. Rhoads responded that proposed contract language from one vendor stipulates the City would be paid its revenue share within 20 days after the end of any month.
- *Frequency of advertisement changes-* Response: Bus wraps are sold for a one year duration; other advertisements would be sold for periods of one month or more. Wilson asked if there was potential for bus wraps to cause damage to the exterior of the bus. Rhoads responded that the wraps are a film that peels off.

Rogers asked for CACOT's recommendation to the City Council regarding whether the City should pursue this potential revenue source.

There was further discussion, including the topic of potential administrative requirements to review ad content. By consensus, it was agreed that the City should establish guidelines for ad content that staff would enforce, rather than setting up an ad content review process by committee. It was also agreed that each person's tastes on what is 'garish' and what is not differ and guidelines will be established to best meet all reasonable needs.

Carroll made a motion to recommend to the City Council that the City pursue advertising on buses as a potential revenue source. Wilson seconded the motion. A vote was called and the motion passed unanimously.

V. INFORMATION SHARING

A. Transportation Funding Alternatives Task Force

Wilson reported on the Task Force's work during its first three meetings: Identify whether additional funding is needed to sustain existing services, and are those services appropriate? The next step will be to identify potential new sources of revenue for services deemed appropriate. Data has been collected from various sources, including information about CTS. There has been discussion about potential reductions in CTS service in coming years if there is not sufficient revenue to support it. Wilson expressed concern that CTS service reduction recommendations will be made by Task Force members who may not place the same value on the services as do transportation-disadvantaged individuals.

There will be another Task Force meeting near the end of October and staff will notify CACOT of its date, time, and location. There is opportunity for input. Rogers noted that Wilson and Stewart Branam are both on this Task Force, and are supportive of transit services.

B. Ridership Reports

Staff distributed current ridership reports for CTS and Philomath. ADA paratransit ridership will be reported at a later date. It was noted that the trend is an increase in ridership.

C. Try Transit Week

Try Transit Week is occurring this week. Activities include:

- Free rides on all the local transit services;
- A prize drawing for transit riders with prizes donated by businesses and restaurants located along the transit routes; and
- A 'thank you for riding transit' reception being held at the Intermodal Mall with refreshments donated by a couple of downtown businesses.

Mr. Morgan commented that the City should consider special recognition and events for groups such as Hewlett-Packard and OSU. Staff noted that those groups are included in the community-wide Employee Transportation Coordinator (ETC) program activities for the week. These activities are

jointly coordinated by City staff and the ETC for Corvallis-area employers and include other prize drawings.

Mr. Morgan reported he has observed that some of the routes have not been operating on time, partly due to the influx of OSU ridership and driver time spent assisting riders with route information. Staff noted that the situation is being monitored and will be addressed with the route revisions. Further, staff has offered to assist wheelchair passengers who need assistance in learning to access the buses more quickly, or if it is more appropriate due to circumstances, to help them transition to the CTS paratransit services operated under contract by Dial-A-Bus.

Mr. Morgan provided a reminder that including route transfer points, designated bus stops, and location of bus shelters would be helpful information in transit schedule information. He expressed concern about people crossing streets to get to a bus stop and suggested that data be collected and used to modify the location of designated stops.

CACOT accepted Mr. Morgan's input. It was noted that the transit system is experiencing "growing pains" and efforts are being made to address these types of concerns. As an example, in the future staff will be providing a community-wide educational effort on the designated stop program.

D. Revised Routes & Bus Schedules

According to Rhoads, a Request for Proposals process will be initiated within the month to select a vendor to coordinate and design the new materials. The goal is to have the materials ready to distribute by the end of December, and to institute the route revisions and other changes in operating procedures.

E. Holiday Trolley

Staff will follow-up on the CACOT sub-committee proposal for the 2003 event.

F. OSU Promotional Events

CTS and Transportation Demand Management (TDM) staff participated in OSU's "University Day" and "Where It's @" events during September. A lot of interest was expressed in the potential use of informal transit park and rides on the perimeter of Corvallis to avoid parking on campus. Lowry

offered to assist staff in identifying potential park and ride sites, and staff accepted the offer.

G. Fall Newsletter

The Fall CTS newsletter was published and distributed.

VI. ADJOURNMENT

Lowry made a motion to adjourn the meeting. By consensus the meeting adjourned.

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