

CORVALLIS CITIZENS ADVISORY COMMISSION ON TRANSIT

MINUTES

December 17, 1997

Members Present

Craig Anderson, Chairman
 Joanne Adler
 Jonathan Cardozo
 Bill Hoffman
 Caron Johnson
 Ed Barlow-Pieterick, Councilor

Staff

Bernadette Barrett, Public Works
 Steve Rogers, Public Works

Visitors

Tom Adler
 Roger McDonald, Dial-A-Bus
 Jessica Brown, ASOSU

Absent - Unexcused

Dan Preller

SUMMARY OF DISCUSSION

Agenda Item	Information Only	Held for Further Review	Recommendations/Action
Paratransit Service - Child Car Seats		X	
Transportation Alternatives Analysis	X		
Ridership Report	X		
Chamber of Commerce - Employee Transportation Project	X		
Try Transit Week '97	X		
Holiday Trolley	X		
OSU Promotional Activities	X		
Advertising on and in Buses		X	
Grants	X		

CONTENT OF DISCUSSION

I. APPROVAL OF MINUTES - October 15, 1997

The minutes were approved as presented.

II. CACOT/VISITORS' COMMENTS

Commission member Adler indicated that she had talked to someone who was trying to access Dial-A-Bus. Dial-A-Bus does not provide child car seats. Staff will investigate this issue and provide a written report at the next CACOT meeting.

Commission member Cardozo indicated that this would be his last official meeting since he is making the move to Boulder, Colorado with Rogue Wave. Staff and Commission members expressed their appreciation to Mr. Cardozo for his contributions to transit during his tenure on the Commission.

III. TRANSPORTATION ALTERNATIVES ANALYSIS

Craig Anderson reported that the TAA Steering Committee had met on November 6 and recommended the TAA chapter to the City Council. It is anticipated that the City Council will receive the recommended chapter in January and refer this to the various citizen advisory committees for input. Staff will obtain a copy of the recommended draft to provide to CACOT members prior to their January meeting to allow sufficient time to review and comment.

IV. INFORMATION SHARING

A. Ridership Report. November 1997's ridership was 28,089 compared to November 1996's ridership of 32,879. The ridership to date for 1997-98 is 6+ percent below the 1996-97 ridership at this point. Steve Rogers has done some preliminary analysis of ridership which indicated increased ridership on some routes and decreased ridership on others. Staff will provide additional information at the January meeting.

B. Chamber of Commerce - Employee Transportation. The Corvallis Chamber of Commerce has as one of its four goals this year "employee transportation". Transit staff is serving on the Chamber task force to assist in addressing this issue. A survey has been developed to gather information from the top 30 Corvallis employers. The information will provide valuable information

regarding commuting patterns and viable transportation options. Staff will keep CACOT informed as this project progresses.

- C. **Try Transit Week '97.** Staff reported that this continues to be a good promotional activity. Over 8,500 rides were provided during the week. CTS drivers indicated they saw new customers trying the system and indicating that they would continue to ride.
- D. **Holiday Trolley.** The Holiday Trolley has begun its rounds. The trolley is primarily supported by local merchants and will operate December 1 through 28. This is the first year that the trolley will operate beyond December 24. The change was requested by the merchants. Over 1,000 rides were provided during the first week.
- E. **OSU Promotion.** Staff has been working with ASOSU representatives, including Jessica Brown, to promote transit to OSU students at the beginning of winter term. A flyer will be placed in residence hall and co-op mailboxes for each student during the first week. Additionally, a booth will be set up January 8 in the Memorial Union to provide information, and an OSU Student Week will be scheduled for the third week.
- F. **Advertising.** Staff has been working with Albany Transit staff to again explore opportunities for advertising on and in buses. Several years ago this option was explored with Obie Media Corp. A report will be provided to CACOT as soon as meetings have been held with potential advertising companies. Prior analyses of advertising programs indicated that revenues gained did not cover the administrative costs of such a program. Additionally, there are no staff resources available to manage such a program.
- G. **Pending Grants.** The small federal grant for the service route bus has been received (approximately \$25,000). Discussions are continuing with the state for the ODOT share.

The 1997-98 ODOT operating grant is expected to be received before the end of the year. The grant is anticipated to be \$60,350. This is the same amount CTS

has received for the last eight (8) years.

The City's Federal Transit Admin. representative from Region X has informed the City that the funding for the intermodal mall has been approved. Because of the extension of the Intermodal Surface Transportation Efficiency Act (ISTEA) to March 31, 1998, approximately 67 percent of the grant is actually available. The City has been advised by FTA to file the grant application for the entire amount, \$700,000, following FTA and other federal guidelines for such projects.

VI. ADJOURNMENT

The meeting was adjourned at 8:25 a.m.

Future Meetings:

Wednesday, January 21, 7:50 a.m., City Hall Conference Rm. D

Wednesday, February 18, 7:50 a.m., City Hall Conference Rm. D