CORVALLIS CITIZEN'S ADVISORY COMMISSION ON TRANSIT
AGENDA

Wednesday; January 14, 2003; 8:00 a.m.
City Hall Conference Room D
501 S.W. Madison Avenue

I. INTRODUCTIONS

II. APPROVAL OF MINUTES - December 17, 2003

III. CACOT/VISITOR'S COMMENTS (Items not on Agenda)

IV. PRESENTATION - Corvallis Tourism

V. CITY FINANCIAL STRATEGIES & TRANSPORTATION FUNDING ALTERNATIVES TASK FORCE

VI. INFORMATION SHARING

A. Advertising on Buses

B. Implementation of New Routes, Designated Stops, Bus Shelters

C. Ridership Reports (CTS, Holiday Trolley, Philomath, Dial-A-Bus)

D. Recap on operations during Holiday Trolley & Winter storms

E. Bus Priority with Traffic Signals

F. New Pedestrian Law

G. Winter Newsletter

VIII. ADJOURNMENT

Future Meetings:
Wednesday, February 11, 2004 8:00 a.m., City Hall Conference Rm. D
Wednesday, March 10, 2004 8:00 a.m., City Hall Conference Rm. D
Wednesday, April 14, 2004 8:00 a.m., City Hall Conference Rm. D

The Corvallis City Hall is accessible to the public.
Please contact Michelle Rhoads at (541) 766-6916
if you will need any special accommodations to attend the meeting.

CORVALLIS CITIZENS ADVISORY COMMISSION ON TRANSIT
MINUTES
December 17, 2003

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

Members Absent
Scott Carroll
Bjorn Warloe

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

Visitors
Kelly Culver, Think Marketing
Paul W. Morgan
Roy Severans

SUMMARY OF DISCUSSION

Agenda Item	Inform-ation Only	Held for Further Review	Recommendations/Action
Minutes - November 12 and 21, 2003			Approved as submitted
Visitor Comments	X		
Design Concept - New Transit Guide and System Map with Schedule			Approved with changes
RFP Scope of Work for Advertising on Buses			Approved with changes
Transportation Alternatives Funding Task Force	X		
City Council Financial Strategies		X	Will be scheduled for the January meeting
OSU Master Plan	X		
Revised Routes & Bus Schedules		X	Special CACOT meeting
Ridership Reports	X		
Pedestrian Crosswalk Law Effective January 1	X		
Holiday Trolley & Parade	X		
Winter Newsletter	X		
Annual OSU Ridership Survey	X		

CONTENT OF DISCUSSION

I. INTRODUCTIONS

Kelly Culver of 'think marketing and creative services, inc.' was introduced to the group. Rogers requested that City Council Financial Strategies be added as an agenda item.

II. APPROVAL OF MINUTES - November 12 and 21, 2003

Lowry made a motion to approve both the November 12 and 21, 2003 minutes as submitted. Wilson seconded the motion. A vote was called and the motion passed unanimously.

III. CACOT/VISITOR COMMENTS

Visitor Paul Morgan asked that a designated stop be placed on Route 5 inbound at Tyler and Kings. Roy Severans asked that a stop be placed on Route 6 inbound at south 3rd St. just north of Rivergreen (after the turn).

IV. PRESENTATION - DESIGN CONCEPT FOR NEW TRANSIT GUIDE AND SYSTEM MAP WITH SCHEDULE

Rhoads reintroduced Kelly Culver of 'think,' the firm hired to redesign the transit guide. Katin, Lowry, and Rhoads worked with Culver over the past month to create the design concept presented to CACOT. It consolidates and 'de-clutters' the existing three (3) system schedules into one (1) document and incorporates more passenger information. The passenger information will also be provided in Spanish.

The following input was provided:

- Time points and directional arrows - Needs more distinction between different routes
- Include appropriate landmarks, including location of shelters if possible, as long as not cluttered
- Add a statement at the top of the time schedule column that service is hourly unless indicated otherwise
- Add 'Anthony's Airport Shuttle' and the shuttle service based out of Eugene to list of transportation providers
- Check when OSU is changing their logo

Lowry made a motion to approve the design concept with these changes; Verts seconded the motion. A vote was called and the motion passed unanimously.

There was a concern about whether the colors/contrast and print size as presented would work for people with visual impairments. The copies distributed to the CACOT members were smaller than the real guide will be, and the concern was mostly alleviated when members reviewed a full-size copy. Regardless, Rhoads will have the design, print, and colors reviewed and will make adjustments to address this concern.

Verts asked about continued use of the community-built shelter located at Ryan and Alexander, specifically as a designated bus stop. Rhoads will review the situation and report back when appropriate.

V. REQUEST FOR PROPOSALS - ADVERTISING ON BUSES

Katin reviewed the draft Scope of Work for the Request for Proposals (RFP) for soliciting a firm to manage advertising on CTS buses. Due to recent 'Freedom of Speech' lawsuits in this industry, the City Attorney's Office has recommended that the City place responsibility on the advertising management company to screen content of advertisements, rather than it being explicit in the RFP. Regardless, final approval of advertising would still be performed by City staff.

Verts inquired how even this modification would prevent the City's liability? Rogers and Katin stated the City must follow its Attorney's recommendation. Wershow also indicated the process must follow standards and policies established by the City Council and a filter system should work with the ads. Wilson reaffirmed that the ad reviews would be performed by City staff, not the Council.

Lowry suggested that in section 1.2, it be clarified that there is a fleet of 9 'City-owned' buses,. He also asked if the small bus (WorldTrans; used as a backup) would receive advertising? Katin responded only regular route buses are included in the advertising pool. Anderson asked for assurances that advertisements would not be taped onto windows in the vehicles. Staff confirmed they would not be taped, and most likely those occurrences are system posters placed to provide information to riders.

Wilson asked who would review the proposals received from firms? Katin responded it would most likely be staff, himself and Rhoads, although if a CACOT member wanted to

participate in the process that was available to them. Staff would then issue a recommendation to the City Manager.

Lowry made a motion to accept the draft Scope of Work with the changes noted. Wilson seconded the motion. A vote was called and the motion passed unanimously.

VI. INFORMATION SHARING

A. Transportation Funding Alternatives Funding Task Force (TFAFT)

Rogers initiated the report on TFAFT, with input from Wershow and Wilson. To this point TAFT has received and reviewed data. Most of the discussion has been about services and programs receiving property tax revenues. In the City Public Works Department, that includes street lights and transit. There is agreement that street lights are part of the transportation system of the City and should be partially funded by transportation funds.

Within the TFAFT, there are two perspectives about transit: a) It’s a necessity as a social service; b) It’s a transportation option of choice over the Single-Occupancy-Vehicle (SOV). There has been agreement that 30% of transit’s local funding should come from a transportation-related source. During the December 17 TFAFT meeting there will be discussion about potential funding sources and allocations to maintain appropriate levels of transit services for the community.

B. City Council Financial Strategies

Over the coming months there will be opportunity for the public to respond to the Council’s proposed City Financial Strategies. A sub-committee comprised of 3 city councilors - Braun, Griffiths, and Wershow - and 3 staff members are working on it. It is anticipated the strategies will include these potential ways of addressing budget shortfalls in property tax funded services:

- Increase in property taxes
- Service reductions
- Combination of increased property taxes and service reductions
- New funding sources
- Creation of special districts

The City is asking CACOT to provide input on potential transit service reductions during its January 2004 meeting. Service reductions currently being explored are: a) 35% reduction which will preserve the City's ability to fully match available Federal transit operating funds; and b) 50% reduction back to 1995 operating levels, which also reduces the City's local match to use against the Federal funds thereby reducing those Federal funds.

Verts responded that a 50% service reduction is not acceptable to her. Wershow offered there will be stakeholder meetings in January 2004. He also suggested that new CTS schedules be available at all of those meetings.

C. OSU Master Plan

The OSU Master Plan was submitted to the City and is going through the staff review process. In general terms it describes buildings, open space, transportation, and parking. The Plan is expected to be presented to the Planning Commission in March 2004. It is an update to the 1986 OSU Master Plan.

D. Revised Routes & Bus Schedules

Rogers presented a report of CTS route performance collected over time. It reaffirms the Spring 2003 Nelson/Nygaard report that recommended eliminating the current Route 2 because it is a poor performer. The route data also is an indicator of where OSU students live throughout the community. The system is operating at an average of 25.9 rides per hour.

The route revisions and new schedules will go into effect Monday, January 12, 2004 to give the community and OSU riders opportunity to review the new schedules and changes for a week or so before they go into effect. Rhoads reported that the time-point check on each route indicates that each of them is extremely tight time-wise, with the exception of Route 7. Route pairings will need to be carefully assigned to preserve on-time performance of the transit 'system' as a whole. This may mean that the two, 30-minute Route 6 cycles will need to be paired with other routes.

Verts responded that splitting the two Route 6 cycles was unacceptable to her and that it felt like residents of the south part of Corvallis were being treated unfairly. To her

it seemed weird that Route 6 passengers in-bound to the Intermodal Mall would have to transfer onto another bus to continue their Route 6 trip to the south part of Corvallis.

It was noted that this may seem like an inconvenience to riders of Route 6. It was also noted that riders of Route 6 will actually get double the service they are currently getting when the route changes to 30-minute frequency in January. Rhoads committed to reviewing the situation carefully and to keeping the two Route 6's paired together as long as the entire system is not negatively impacted

Wershow noted that if the situation is a choice between late routes and helping people who are ‘less fortunate,’ the City Council will err on the side of helping the less fortunate. Wershow also expressed concern about safety and traffic at the intersection of Highland and Spruce, although he also noted that the proximity to transit bus routes was one of the factors in the Corvallis School District’s decision to build the new middle school on Highland.

Implementation of the designated stop system and installation of additional marked stop signs and bus shelters will be accomplished in the next 2-3 months. Rhoads indicated this time line would allow opportunity for input and a thorough review of the system needs, as well as opportunity to educate and train bus riders on the change.

E. Ridership Reports

Rhoads distributed ridership reports for CTS, Philomath, and Dial-A-Bus, including a rough draft of a new format for presenting CTS data. CTS ridership remains high, and November 2003's ridership was the 4th highest of any November in the system’s history. Philomath ridership is good still, though November 2003's ridership was the lowest of any November since the system began in FY 00-01. Dial-A-Bus ridership remains high.

F. Pedestrian Crosswalk Law Effective January 1, 2004

A new law goes into effective January 1, 2004, which in general requires motorists, including transit buses, to remain stopped until a pedestrian has completely crossed out of the roadway. The law specifically discusses the differences between interaction on two-lane and four-lane roadways. Copies of the law, as well as a Eugene newspaper article about it, were distributed to interested CACOT members. CTS drivers have expressed concern about how this change will impact their ability to travel through the OSU

campus. Rhoads will review this topic with OSU and City law enforcement to respond to the CTS driver and CACOT concerns.

G. Holiday Trolley & Parade

Hot apple cider and a chance to win a holiday wreath were part of the kick-off event on November 28. Thanks were expressed to Verts and Lowry for volunteering their time to help with it. Downtown Gingerbear (aka Bob Sherris, a City Public Works employee) greeted kids of all ages at the event and then rode the Trolley from 12 noon to 2:00 p.m. The Trolley service operated until 6:00 p.m. that evening, and then joined the annual community holiday parade. Mayor Berg and her granddaughter rode the Trolley in the parade, along with a full load of City employees and their families. Thanks were expressed to Laidlaw for donating its driver time during the holiday parade.

Rhoads is collaborating with sponsors of the Holiday Trolley to develop promotional opportunities during December's operations. Promotions will be designed to create public awareness of not only the Trolley service, but its sponsorship by local businesses. Ridership statistics will be available during the January CACOT meeting.

H. Winter Newsletter

It should be distributed by the January CACOT meeting.

I. OSU Annual Ridership Survey

The annual survey will be postponed for two weeks due to the route revisions effective January 12. The survey helps determine the City's annual financial support request to OSU and ASOSU for the OSU group pass program.

VI. ADJOURNMENT

Verts made a motion to adjourn the meeting. Wilson seconded the motion. By consensus the meeting adjourned.

Future Meetings:
Wednesday, February 11, 8:00 a.m., City Hall Conference Rm. D
Wednesday, March 10, 8:00 a.m., City Hall Conference Rm. D
Wednesday, April 14, 8:00 a.m., City Hall Conference Rm. D