Coos County Area Transportation District Advisory Committee

MINUTES - JANUARY 6, 2020

1. **CALL TO ORDER** – David hope called the meeting to order at 2pm and asked all present to introduce themselves.

Present: Diane Johnson; Gabriella Colton; Genevieve Sharkey; Debora Eversole

Absent: Tara Johnson; Selena Irvin

Staff: David Hope, GM; Melissa Metz

Guests: Liz Stephens; Mike Merchant; Mike Claussen; Andrew Burgmeier; Dick Leshley, Chair of CCATD

Dick Leshley gave a primer on the Governing Board and the role of the Advisory Committee. He wants the Advisory Committee to know that they are the voice of the community and have a direct line to the Board of Directors.

2. **ELECTION OF CHAIR AND VICE CHAIR**

D. Eversole nominated Genevieve Sharkey for Chair. Motion was seconded by Diane Johnson. Motion passed.

Chair Sharkey nominated Diane Johnson for Vice Chair. Motion was seconded by G. Colton. Motion passed.

3. **NEW BUSINESS**

Item A. Bylaws of the CCATD Advisory Committee

M. Metz clarified that these are the same bylaws that were passed in the fall of 2019 except the Coos County Area Transit was replaced with Coos County Area Transportation District.

D. Eversole moved to recommends to CCATD Board of Directors to approve the Bylaws of the CCATD Advisory Committee. Motion was seconded by Diane Johnson. Motion passed.

Item B. STIF Plan for Coos County

M. Metz reviewed the STIF Plan with the Committee. She also clarified that if the Committee fails to recommend to the Board of Directors to ratify the existing plan. STIF cash flow will cease until the next biennium.

D. Eversole moved to recommend to the CCATD Board of Directors to ratify the existing STIF Plan for Coos County. Motion was seconded by G. Colton. Motion passed.

Item C. Oregon Public Transportation Plan (OPTP) & the Upcoming Discretionary 5310 Grant Application

David reviewed the OPTP with the Advisory Committee and talked about the upcoming grants.

See attached handout for summary.

4. Public Comment

Mike Merchant shared some history on Coos County Area Transit.

5. Meeting Schedule

4th Friday of February, May, August and November @ 2PM

6. Adjourned, 4:41PM

CCATD Goal Alignment with Oregon Department of Transportation

Goal 1: Mobility – Public Transportation User Experience

Public transportation provides essential mobility for people who live, work, and visit Oregon. For some, public transportation is an option for lower stress travel through congested areas. For young people, it can provide the ability to participate in more activities. For others, public transportation is their only means of travel. Older adults and people with disabilities throughout the state rely on public transportation to meet basic daily needs, and many low-income Oregonians depend on public transportation to reach jobs and services.

Today, the demand for public transportation throughout Oregon exceeds available services.

At a time when resources are strained and demand for service is increasing, many local jurisdictions and public transportation providers are faced with choices about how to best serve the greatest number of people. Decisions about what types of service to invest in require considering complex effects and interactions to find what service best meets the intended purpose

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CCATD Goal 1.

Note "Type of service = Mode (Fixed Route, deviated fixed route, paratransit, taxi, or rideshare.)

1) Purchase new software to capture fixed route and paratransit data. Specifically, Passengers per hour, cost per hour, cost per trip, and on time performance. Include trips provided by taxi. Investigate rideshare program, costs, benefits.
2) Evaluate data annually and adjust mode as may be appropriate.

Strategy 1.1B: Maximize transit effectiveness by making location appropriate choices about whether a route or system is designed to maximize ridership or provide geographic coverage. Measure performance against the service objective

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CCATD Goal 2.
1) Analyze propensity to ride based on demographics within ¼ mile of possible fixed routes.
2) Select the most effective routes considering Title VI and other federal requirements.
3) Measure actual ridership over the three-year route maturation process. (Ridership should increase during each of the first three years until the route is "mature")

Strategy 1.3C: Provide multiple fare options as appropriate, such as one-trip fares, day passes, monthly passes, and multi-ride fares, to meet varying rider needs

CCATD Goal 3.
1) Analyze current fare options.
2) Track number of each type sold.
3) Measure actual farebox recovery ratio annually

Strategy 1.4C: Utilize promotions to introduce new riders to public transportation. These could include offering dedicated service for community events or holding "transit week" or similar "try transit" events.

CCATD Goal 4.
1) Approve annual free ride week on fixed route.
2) Compare ridership during the free ride week to normal weeks.
3) Develop survey for passengers during free ride week.
4) Measure passenger satisfaction during survey week.

Goal 2: Accessibility and Connectivity – Getting from Here to There

Strategy 2.1A: Assess feasibility of providing frequent and/or high capacity public transportation connecting key destinations where population and land use characteristics support such services.

CCATD Goal 5.
1) Develop a feasibility study for the Roseburg route.
2) Submit study to ODOT for approval.
3) Implement route when approved.
4) Measure actual ridership statistics to feasibility study.

Strategy 2.1B: Provide new or more frequent regional and intercity connections. Work with ODOT to identify possible strategies to provide the new connections.

CCATD Goal 6.
1) Finalize Florence connector planning.
2) Implement Florence service.
3) Measure actual ridership statistics annually.

Strategy 2.2A: Seek to eliminate first and last mile barriers by improving public transportation links to other facilities and services. These may include accessible facilities, sidewalks, trails, bicycle parking, bikeways, carshare, TNCs and taxis, rideshare, and bikeshare services.

CCATD Goal 7.
1) Identify current paratransit passengers that may be able to use fixed route if a taxi were available for the first and/or last ¾ mile.
2) Perform a cost benefit analysis for these trips.
3) Implement a pilot program.
4) Measure cost savings of trips in pilot program.

Strategy 2.2E: Ensure that public transportation vehicles can carry multiple bicycles

CCATD Goal 8.
1) All fixed route vehicles are equipped with bike racks.
2) Each bike rack will hold 2 bicycles.
3) We will track the number of bicycles transported annually.

Strategy 2.3A: Coordinate efficient and easy to use regional, long distance and urban connections between neighboring public transportation systems and services with reasonable wait times and comfortable waiting locations.

CCATD Goal 9.
1) Implement Florence and Roseburg routes in 2020.
2) Track ridership, cost, and passenger type on both routes annually.

Goal 3: Community Livability and Economic Vitality

Strategy 3.1A: Promote adequate public transportation service to employers, schools, and educational institutions.

CCATD Goal 10.
1) Identify employers, schools, and educational institutions on all fixed routes.
2) Update the list annually.

Goal 4: Equity

Strategy 4.1A: Include transportation disadvantaged populations early and often in public transportation planning and investment decisions, such as via outreach, inclusion in project committees, and other roles. Ensure that public meetings are held in locations that are accessible and scheduled at times that increase opportunities for community members to participate.

> CCATD Goal 11.
> 1) The CCATD Advisory Committee is open to and comprised of individuals representing these populations.
> 2) Continue to staff the Advisory Committee with individuals representing these populations.
> 3) Post notices of all meetings in all fixed route and paratransit vehicles in addition to the public service announcements.
> 4) Document efforts (notices and public service announcements) for all meetings.

Strategy 4.3B: Use available technologies and data collection best practices to develop comprehensive data sets on public transportation services, routes, and riders to increase understanding and awareness of barriers to public transportation use.

> CCATD Goal 12.
> 1) Use the new software to analyze data and develop comprehensive data sets on public transportation services, routes, and riders to increase understanding and awareness of barriers to public transportation use.
> 2) Track and report any changes in service based on an analysis of the results.

Goal 5: Health

Policy 5.1: Provide access to healthy lifestyle options by supporting the ability of people to reach goods and services such as groceries, recreation, parks and natural areas, health care, and social opportunities via public transportation

> CCATD Goal 13.
> 1) Develop a list of grocery stores, recreation facilities, parks, natural areas, health care, and social opportunity locations served by each fixed route. Analyze propensity to ride based on demographics within ¼ mile of possible fixed routes.
> 2) Measure actual boarding and deboarding at the locations annually

Goal 6: Safety and Security

Policy 6.1: Plan for, design, and locate transit stops and stations to support safe and user-friendly facilities, including providing safe street crossings. Strategy

CCATD Goal 14.
1) Catalogue all bus stops and shelters (location, route, ridership, amenities)
2) Develop list of possible additional stops.
3) Work with ODOT and cities regarding funding ADA accessible stops during road construction or improvements.
4) Measure actual bus stops and shelters added each year.
5) Track ridership at all bus stops and shelters annually.

6.1A: Design and locate public transportation facilities so that a wide range of users, including pedestrians, cyclists, and people with disabilities can safely access them.

CCATD Goal 15.
1) Design all bus stops and shelters locations so that a wide range of users, including pedestrians, cyclists, and people with disabilities can safely access them.
2) Catalogue all bus stops and shelters (location, route, ridership, amenities)
3) Track passenger type as passengers board (using the new software): Elderly, disabled, wheelchair, bicycle, student.
4) Measure ridership for each bus stop and shelter based on annually.

Policy 6.5: Incorporate innovations, such as new technologies and strategies, to increase public transportation safety and security

CCATD Goal 16.
1) Incorporate new scheduling software to improve efficiencies and passenger safety. (Note: additional passenger data such as exact location while on the bus will improve safety response time)
2) Measure ridership and passenger incidents annually.

Policy 6.6: Integrate public transportation agencies and personnel into emergency response and recovery planning and training activities to support resilience during and after natural disasters and other emergencies

CCATD Goal 17.
1) Work with county and city Emergency Responders regarding planning and training activities during and after natural disasters and other emergencies.

Strategy 6.6A: Identify available resources for potential use in emergencies, such as number of vehicles, available operators, vehicle capacity, and fuel storage capacity and availability among others.

CCATD Goal 18.
1) Develop list of available resources for potential use in emergencies, such as number of vehicles, available operators, vehicle capacity, and fuel storage capacity and availability among others.
2) Update data annually.

Goal 7: Environmental Sustainability

"…Additional practices, such as minimizing "dead head" travel, which is transit vehicle travel that occurs without moving passengers (for example, the beginning and end of the service route or day), and reducing vehicle idling time can reduce the environmental impact of public transportation…"

CCATD Goal 19.
1) Use the new software to the full potential to minimize dead head travel and reduce vehicle idling time
2) Measure service hours and deadhead hours annually.

Goal 8: Land Use

Goal 8: Land Use Public transportation is a tool that supports Oregon's state and local land use goals and policies. Agencies collaborate to ensure public transportation helps shape great Oregon communities providing efficient and effective travel options in urban, suburban, and rural areas.

CCATD Goal 20.
1) Use the new software to the full potential to develop paratransit and fixed routes that provide efficient and effective travel options in urban, suburban, and rural areas.
2) Measure service in all areas annually.

Strategy 8.1B: Develop, adopt, and maintain transit development plans (TDPs) that describe how the agencies will operate and develop the public transportation system services and facilities over a 20-year period. TDPs should consider community plans such as those for land use and transportation overall.

CCATD Goal 21.
1) Incorporate information and strategies from the current Transit Master Plan (TMP).
2) Compare short range plans to the TMP.

Goal 9: Funding and Strategic Investment

Policy 9.1: Invest strategically in maintenance, planning, transit service, and capital improvements to preserve and enhance public transportation.

CCATD Goal 22.
1) Update and enhance the Maintenance plan during 2020.
2) Emphasize the importance of following the maintenance plan.
3) Measure miles between road calls and on time preventative maintenance.

Preserve current service levels and maintain a state of good repair for vehicles and facilities.

• Improve the efficiency of public transportation services and increase the number of riders.

• Improve public transportation service frequency and reliability such that it provides a viable transportation option for people to meet their daily needs.

• Provide additional connections and services to address public transportation needs, especially in underserved or disadvantaged communities, and growing or populous areas that may need additional or enhanced service.

CCATD Goal 23.
1) Preserve current service levels and maintain a state of good repair for vehicles and facilities during 2020.
2) Increase the number of riders each year in 2021 and 2022 forward.
3) Improve public transportation service reliability such that it provides a viable transportation option for people to meet their daily needs. (measure road calls and accidents per 100,000 miles. Increase miles between each year starting with 2022.)
4) Track service provided in underserved areas. Compare from year to year.

Goal 10: Communication, Collaboration, and Coordination

Strategy 10.1B: Work towards a statewide information source for transit and transportation information and integrated trip planning. Provide information in multiple formats, such as by telephone, online, and in appropriate locations.

CCATD Goal 24.
1) Work with surrounding county transportation providers to better coordinate services and make the information available to the public.
2) Include the information on the CCAT Website.

Strategy 10.2B: Implement ways to share staff and technology to enable broad provider access to technology and resources.

CCATD Goal 25.
1) Work with surrounding counties to identify ways to share staff and technology.
2) Measure results.

Strategy 10.4A: Work with private providers of transportation to leverage public and private providers' strengths and resources and provide public transportation services in the most cost-efficient ways available

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CCATD Goal 26.
1) Continue to work with the local taxi operator when doing so is more cost effective.
2) Evaluate the cost effectiveness of contracting all service to a broker.