



Yamhill County Transit Area Transit Development Plan

Memo #1: Goals and Objectives— DRAFT

September 2017



Yamhill County
Transit Area



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1 INTRODUCTION

The Yamhill County Transit Area (YCTA) Transit Development Plan (TDP) goals and objectives will reflect the public transportation priorities of the Yamhill County Transit Area, which is administered by Yamhill County. The goals will be coordinated with goals and policies developed in other Yamhill County plans and by key partners such as jurisdictions within and affecting Yamhill County, the state of Oregon, and the Federal Transit Administration (FTA). The goals will provide a framework to identify and prioritize Transit Development Plan strategies and policies to support the values and key issues in Yamhill County.

DEFINITIONS

Goals and objectives are defined as follows:

- **Goals** establish Yamhill County's overall policy direction and organizational philosophy. These are typically value statements.
- **Objectives** offer a means to meeting a goal. They are typically action-oriented strategy statements and should be understandable, specific, attainable, and measurable. Objectives can be met through a variety of actions. For example an objective to reduce transit travel time can be achieved by eliminating route deviations, providing more direct service, traveling on higher speed roads, investing in traffic congestion relief solutions, and/or giving transit priority at congested intersections.
- **Performance measures** quantify characteristics of an existing transit operation. Some performance measures will be used as **evaluation criteria** to select and prioritize strategies as part of the TDP planning framework. A measure is a basis for comparison – to a desired goal, to peer systems, or to past performance. The most useful measures for transit planning and operations are typically ratios of product provided (e.g., transit trips) to resources expended (e.g., "revenue" hours of bus driver time). Productivity (ridership per revenue hour), for example, is a nearly universal measure in the transit industry. A good set of performance measures should rely on readily available data, and focus on key aspects of operations.
- **Performance standards** are target values for specific performance measures. They set the expectations for acceptable levels of performance. Using the productivity example, a standard of 10 to 15 boardings per revenue hour may be the threshold at which routes performing below this standard merit attention. A single performance measure may have multiple standards based on the service type, operating period, or geographic zone being evaluated. When setting performance standards, an agency will need to balance industry norms, the agency's own goals and objectives, and any requirements from funding or other sources. For example, farebox recovery standards may be set below those of peer systems if local policy-makers agree to higher subsidies to address affordability concerns. Alternatively, an agency's requirement to generate operating funds may not allow it to lower the farebox recovery standard.

MEMO OVERVIEW AND GOAL REFINEMENT PROCESS

This document presents proposed Yamhill County Transit Area goals and objectives that will direct public transportation investment strategies. The document is organized into three main sections:

- **Summary of relevant documents and information** used to inform the goals and objectives
- **Proposed goals and objectives**
- **Suggested performance measures** to evaluate public transportation strategies, and YCTA's progress on achieving goals, including public outreach related to the goals that was conducted as part of the Transit Development Plan

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2 PLAN REVIEW AND PUBLIC OUTREACH

This chapter summarizes information gathered from plans and other documents guiding transportation and land use decisions in Yamhill County, and from public transportation stakeholders at public outreach events, including a brief assessment of the key issues or “takeaways” for public transportation. Together, this information provides the groundwork to understand key needs and opportunities in the County’s public transportation system. The proposed goals and objectives stem directly from – and are intended to reflect – this understanding.

PLAN REVIEW

Public transportation goals and objectives can best serve the County when coordinated with and related to relevant planning documents from state, regional, and local organizations. The project team evaluated over 20 planning documents for goals, policies, and objectives related to public transportation. Figure 2-1 summarizes the plans and notes information most relevant to public transportation goals and objectives. More information and details about these plans can be found in Appendix A.

Figure 2-1 Transportation / Land Use Plans and Key Issues for the Yamhill County Transit Development Plan

Document	Key Issues and “Takeaways”
STATEWIDE PLANS	
Oregon Transportation Plan	<ul style="list-style-type: none"> ▪ Overarching transportation policy plan guiding transportation investments statewide. ▪ Goal to ensure the transit system is easy-to-use, reliable, cost-effective, and accessible. ▪ Encourages governments to consider new facilities and connections that support an efficient transportation system and meet the needs of the growing community. ▪ Transit-supportive policies include Mobility 1.1 (efficient multimodal system), Mobility 1.2 (multiple travel choices), Economic Vitality 3.2 (mobility options for work and recreation), Energy Supply 4.2 (alternative fuels), Creating Communities 4.3 (sidewalk networks and transit supportive development), and Coordination 7.1 (remove jurisdiction barriers).
Oregon Public Transportation Plan	<ul style="list-style-type: none"> ▪ State modal policy plan guiding investments and programs for public transportation. ▪ 10 goals address user experience, connectivity, livability, equity, health, safety and security, environment, land use, efficient investments, and coordination. ▪ Currently being drafted, this Plan may identify public transportation priorities, programs and performance measures presenting opportunities for local agencies.
Oregon Safety Action Plan	<ul style="list-style-type: none"> ▪ Statewide plan providing policy direction across all modes. ▪ Encourages state and local agencies to develop a transit system that prioritizes safety and limits roadway conflicts to support Oregon’s long-term vision of zero deaths and life-changing injuries on the State system.
Oregon Transportation Options Plan	<ul style="list-style-type: none"> ▪ State modal policy plan guiding investments for transportation options (i.e., transportation demand management). ▪ Policies encouraging transit systems that support multimodal connections. ▪ Encourages local agencies, businesses, and educational institutions to offer travel options programs that support transit use (e.g., transit subsidies, Guaranteed Ride Home programs, etc.). ▪ Transit-supportive policies include Safety 1.1 (safe for all modes), Access 3.1 (access for all modes), and Economy 5.1 (household transportation spending)
Oregon Bicycle and Pedestrian Plan	<ul style="list-style-type: none"> ▪ State modal policy plan guiding investments for bicycle and pedestrian facilities and programs. ▪ Presents policies to coordinate within and between state agencies and local jurisdictions to ensure transit facility design integrates pedestrian and bicycle projects. ▪ Transit-supportive policies include Safety 1.1 (safe design), Accessibility 2.4 (multimodal connections), and Strategic Investment 8.2 (high need locations) and 8.4 (leverage funding).

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Document	Key Issues and “Takeaways”	
YAMHILL COUNTY PLANS		
Yamhill County Transportation System Plan (TSP)	<ul style="list-style-type: none"> ▪ Public transportation is an important part of the County’s long-term multimodal transportation goals and strategies. ▪ It is important to coordinate public transportation with local and countywide transportation initiatives and land use regulations. ▪ Public transportation infrastructure projects should be included in the County TSP to ensure State law compliance. 	
Yamhill County Comprehensive Land Use Plan		
YCTA Coordinated Human Services Transportation Plan	<ul style="list-style-type: none"> ▪ Transportation needs for customers accessing human services are wide ranging and best met by flexible, varied transportation solutions. ▪ Human services and medical needs extend beyond Yamhill County, which stretch limited local resources if not carefully prioritized and managed. 	
Yamhill County Agribusiness Economic Development Plan	<ul style="list-style-type: none"> ▪ Focuses on the County’s agriculture and tourism industries, to ensure the industry can thrive, operate profitably, grow, and contribute to community livability. ▪ Plan stakeholders identified transportation – including public and private transit options – as a need to support agri-tourism. ▪ Transit opportunities include local bus systems, private transportation, and central wine tasting “hubs” in local communities that would support shared mobility. 	
YCTA Title VI and Limited English Proficiency Plan	<ul style="list-style-type: none"> ▪ Federal Transit Administration (FTA) and Oregon Department of Transportation (ODOT) requirement for public transportation providers to document the agency’s responsibility to assess, minimize, and mitigate negative effects on specific demographic and socioeconomic populations; also documents the County’s public notices barring discrimination and providing clear discrimination related complaint processes. 	
LOCAL JURISDICTION PLANS		
Newberg Downtown Improvement Plan	<ul style="list-style-type: none"> ▪ Local community transportation system plans (and other local plans) detail specific roadway, sidewalk, and cycling improvements that can complement the public transportation system. ▪ The Yamhill County TDP will present an opportunity to align transit capital improvements (e.g., bus stops) with prioritized local projects and investments. ▪ Local land use plans describe policies and programs that encourage medium residential and employment density. The plans address land use policies and codes that direct developers to provide roadway, sidewalk, or transit facility improvements. ▪ The Yamhill County TDP will present an opportunity to understand and inform communities interested in implementing transit-supportive land use regulations and decision-making processes. 	
Newberg Comprehensive Plan		
Newberg TSP		
McMinnville Comprehensive Plan		
McMinnville TSP		
Amity TSP		
Carlton TSP		
Dayton TSP		
Dundee TSP		
Lafayette TSP		
Sheridan TSP		
Willamina TSP		
Yamhill (City) TSP		

3 PROPOSED GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

GOALS AND OBJECTIVES

The draft goals and objectives for YCTA stem from the project team's review of plans and related documents, and input from YCTA and Yamhill County staff, the Project Advisory Committee (PAC), and the public. The draft goals and objectives will be modified based on additional public input to be received at upcoming outreach events.

One of the key documents guiding the proposed goals and objectives is the Yamhill County Transportation System Plan (TSP), updated in 2015. Yamhill County Transit Area (YCTA) was established as a County Service District under Oregon Revised Statutes (ORS) 451, but currently operates as a department of Yamhill County. The Yamhill County Board of Commissioners is the governing body for YCTA. The Yamhill Board of Commissioners serves as YCTA's Board of Directors and weighs decisions about investment priorities for public transportation along with the entire countywide transportation system. More information about the plan review is presented in Section 2 (above) and Appendix A.

Each goal is presented individually, followed by objectives to support implementation of the goals. Figure 3-1 summarizes the goals and objectives, and introduces draft public transportation performance measures.

The goals, objectives, and performance measures will be used to develop and prioritize public transportation strategies presented in the Transit Development Plan.

Goal 1: Mobility – provide convenient, reliable public transportation serving a range of customer needs.

Objective 1. Achieve high route productivity by serving key ridership markets

Objective 2. Serve key activity centers with convenient hours and days of service that meet the travel needs of workers and residents *†

Objective 3. Provide direct and reliable service that supports reliable transfers to intra- and inter-county regional connections *†

Objective 4. Identify areas that will support additional or improved transit services using data-driven and customer focused methods, and coordinate improvements to the coverage, reliability, and frequency of services *

Goal 2: Accessibility – provide public transportation services that are equitable and address the needs of all users.

Objective 1. Coordinate with local agencies to guide transit-supportive land use policies and practices

Objective 2. Provide access to public transportation services that meets applicable County, State and Americans with Disabilities Act (ADA) standards *

Objective 3. Provide local connectivity within and between the various communities in the County *

Objective 4. Provide a mix of public transportation services to meet the needs of different rider markets, such as fixed routes, deviated fixed routes, commuter routes, dial-a-ride, community shuttles and rideshare services

Objective 5. Distribute the benefits and impacts of services fairly and address the transportation needs and safety of all users, including the young, older adults, people with disabilities, and people of all races, ethnicities, and income levels*

Objective 6. Coordinate with human services agencies serving adults, seniors, and people with disabilities and veterans to identify specific resources, training and needs for these markets †

Objective 7. Provide easy to understand, affordable fare policies, products and payment systems

Goal 3: Passenger experience – make public transportation a convenient, attractive and welcoming way to travel.

Objective 1. Deliver transportation information to riders and the community at-large across multiple print, online, and mobile platforms †

Objective 2. Enhance marketing, education, and promotion efforts

Objective 3. Translate all printed and online materials into priority languages identified in the YCTA Limited English Proficiency plan (e.g. translate into Spanish and employ Spanish-speaking customer service staff)

Objective 4. Invest in technologies that enhance customer service, service reliability and access to information

Objective 5. Achieve high customer satisfaction by supporting employee training and outreach.

Objective 6. Provide system legibility by installing marked signs at bus stop locations

Goal 4: Safety and security – ensure transit riders and drivers have safe and secure vehicles and facilities.

Objective 1. Provide for high-quality driver and dispatcher training to ensure passenger and driver safety and security

Objective 2. Provide high-quality transit facilities by including bus stop shelters, seating and other amenities that support customer comfort and convenience.

Objective 3. Maintain vehicles in a state of good repair and replace in accordance with the Transit Asset Management Plan¹ to ensure a reliable, safe and attractive public transportation system

Objective 4. Coordinate with County and local emergency managers to support robust emergency response and resiliency to natural and human disasters

Objective 5. Coordinate with local jurisdictions and Oregon Department of Transportation (where relevant) to provide safe ways to cross streets at or near major bus stops

Goal 5: Livability and economy – integrate public transit in the transportation system to support a prosperous, healthy community

¹ The Transit Asset Management Plan is a Federally-required document in which YCTA inventories vehicles and other assets, estimate replacement timeframes, and specify maintenance activities and schedules to ensure assets meet or exceed useful life expectations.

Objective 1. Enhance access to major activity centers (e.g., major residential, employment, industrial, and institutional locations) and emerging or underserved activity centers (e.g., agricultural employment) as resources warrant *

Objective 2. Maintain and explore innovative partnerships with employers and institutions to serve rider markets and supplement public transportation funding

Objective 3. Support a multimodal transportation network by inviting access to transit via bicycling, walking

Goal 6: Efficiency and financial accountability – manage the transit system in a fiscally responsible way to maximize return on investment.

Objective 1. Advocate for increased funding and seek out new and innovative funding opportunities †

Objective 2. Improve system productivity and reliability to ensure efficient resource utilization

Objective 3. Coordinate with other transportation partners to ensure shared long range sustainability of public transportation services

Notes: * Denotes objectives adapted from the Yamhill County Transportation System Plan. † Denotes objectives adapted from the 2017 YCTA Coordinated Public Transit Human Services Transportation Plan.

PERFORMANCE MEASURES AND BENCHMARKS

Performance measures are items that answer the question, “Are we meeting our goals?” Without performance measures, goals and objectives have no grounding in actual conditions. Without benchmarks, an organization cannot know how it is progressing toward achieving its goals.

Good performance measures help ensure accountability to the public, give justification for agency decisions, and highlight areas for improvement. Performance measure benchmarks establish the metrics that define success for the community. Some of these benchmarks are based on industry standards or peer performance, and some reflect community values and context.

Figure 3-1 lists draft performance measures and benchmarks for each goal and objective. The measures and standards will evolve throughout the project as community outreach continues. They will be applied in three key stages of the project:

1. **Existing Conditions:** These measures will help evaluate the existing public transportation system as part of the Existing Conditions task (Technical Memorandum 2). This analysis will yield quantitative and qualitative information that will be used to refine the evaluation framework to ensure measurable and achievable results.
2. **Solution Strategies:** Assess how well future solution strategies such as route changes or service modifications achieve TDP goals and objectives.
3. **Ongoing Monitoring:** Allow YCTA to measure organizational progress and monitor implementation of the TDP against the goals and objectives.

The rightmost column of Figure 3-1 indicates how each measure will be analyzed or used in the TDP and/or for ongoing monitoring by YCTA using the number code above.

The performance measures and benchmark values presented below will be refined throughout the Transit Development Plan.

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Figure 3-1 Proposed Goals, Objectives, and Performance Measures/Standards

Goal	Objective	Performance Measures			Performance Metric/Standard [a]
		Existing Conditions	Solution Strategies	Monitoring Program	
Goal 1: Mobility – provide efficient, reliable public transportation serving a range of customer needs.	1. Achieve high route productivity by serving key ridership markets	Riders per revenue hour (quantitative)	Evaluation based on existing route-level ridership and proposed service changes (qualitative)	Riders per revenue hour (quantitative)	10 fixed-route passengers per hour 3 demand response passengers per hour
	2. Serve key activity centers with convenient hours and days of service that meet the travel needs of workers and residents	Service span: hours of service (qualitative)	Service span: hours of service (qualitative)	Service span: hours of service (qualitative)	Weekday 5am – 9pm; Weekend 7am – 8pm (or as determined based on TDP public outreach)
	3. Provide direct and reliable service that supports reliable transfers to intra- and inter-county regional connections	Schedule alignment with connecting providers (quantitative/qualitative)	Schedule alignment with connecting providers (quantitative/qualitative)	Schedule alignment with connecting providers (quantitative/qualitative)	Number of transfers Scheduled transfer time to connecting routes
	4. Identify areas that will support additional or improved transit services using data-driven and customer focused methods, and coordinate improvements to the coverage, reliability, and frequency of services	Coverage of geographic areas based on service standards e.g., land use density (quantitative)	Service area land use density (quantitative)	Service area land use density (quantitative)	As identified in TDP (service standards and TM #3 Land Use Analysis)

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[a] Standards presented in the performance metric column are preliminary thresholds of acceptable performance based on peer systems and industry norms. The measures and metrics will be refined throughout the project and monitoring metrics will be finalized in the Transit Development Plan.

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Goal	Objective	Performance Measures			Performance Metric/Standard [a]
		Existing Conditions	Solution Strategies	Monitoring Program	
Goal 2: Accessibility – provide public transportation services that are equitable and address the needs of all users.	1. Coordinate with local agencies to guide transit-supportive land use policies and practices	NA	NA	Agencies including transit agency in development review notice procedures (quantitative)	80%
	2. Provide access to public transportation services that meets applicable County, State and Americans with Disabilities Act (ADA) standards	Service denials per registered ADA paratransit rider (quantitative) Percentage of vehicles and stops meeting ADA standards (quantitative)	NA	Service denials per registered ADA paratransit rider (quantitative) Percentage of vehicles and stops meeting ADA standards (quantitative)	0% total requests. 100% vehicles and stops
	3. Provide local connectivity within and between the various communities in the County	Revenue hours dedicated to connections between Yamhill County communities (quantitative)	Revenue hours dedicated to connections between Yamhill County communities (quantitative)	Revenue hours dedicated to connections between Yamhill County communities (quantitative)	% of total service hours in communities under 10,000 in population (target to be established based on TDP analysis)
	4. Provide a mix of public transportation services to meet the needs of different rider markets, such as fixed routes, deviated fixed routes, commuter routes, dial-a-ride, community shuttles and rideshare services	Riders per capita (quantitative) Service hours per capita (quantitative)	Service hours per capita (quantitative)	Riders per capita (quantitative) Service hours per capita (quantitative)	Targets based on increasing current service levels and peer comparison (target to be established based on existing conditions and TDP analysis)

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Goal	Objective	Performance Measures			Performance Metric/Standard [a]
		Existing Conditions	Solution Strategies	Monitoring Program	
Goal 2: Accessibility (continued)	5. Distribute the benefits and impacts of services fairly and address the transportation needs and safety of all users, including the young, older adults, people with disabilities, and people of all races, ethnicities, and income levels	% youth, older adults, people with disabilities, racial and ethnic minorities, and low income households within ¼ mile of bus stops (quantitative)	% youth, older adults, people with disabilities, racial and ethnic minorities, and low income households within ¼ mile of bus stops (quantitative)	% youth, older adults, people with disabilities, racial and ethnic minorities, and low income households within ¼ mile of bus stops (quantitative)	X % of total population (target to be based on TDP analysis)
	6. Coordinate with human services agencies serving adults, seniors, and people with disabilities and veterans to identify specific resources, training and needs for these markets	Percentage of YCTA budget resources comprised of human services program funding (quantitative)	NA	Percentage of YCTA budget resources comprised of human services program funding (quantitative)	10%
	7. Provide easy to understand, affordable fare polices, products and payment systems	Fare products and fare cost (qualitative)	Fare products and fare cost (qualitative)	Fare products and fare cost (qualitative)	Targets to be determined based on customer feedback and peer comparison

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Goal	Objective	Performance Measures			Performance Metric/Standard [a]
		Existing Conditions	Solution Strategies	Monitoring Program	
Goal 3: Passenger experience – make public transportation a convenient and welcoming way to travel.	1. Deliver transportation information to riders and the community at-large across multiple print, online, and mobile platforms	Bilingual materials and printed materials (yes/no)	NA	Website or mobile application users (quantitative) Bilingual materials and printed materials (yes/no) Cities and # of locations where YCTA maintains printed materials	XX hits or online traffic per month, (TBD) Schedules, maps in other languages as determined based on YCTA Title VI and Limited English Proficiency (LEP) plan. Locations to be set in TDP
	2. Enhance marketing, education, and promotion efforts	NA	NA	Number of travel training customers (quantitative) Public awareness campaigns (qualitative)	Targets to be based on TDP analysis
	3. Translate all printed and online materials into priority languages identified in the YCTA Limited English Proficiency plan (e.g., translate into Spanish and employ Spanish-speaking customer service staff)	Availability of translation and interpretation resources (yes/no)	NA	Availability of translation and interpretation resources (yes/no)	All print materials translated and spoken language access available during all service hours.
	4. Invest in technologies that enhance customer service, service reliability and access to information	Assessment of technology platforms (qualitative)	NA	Technology as share of total spending (quantitative) Customer call wait time	Targets to be based on available resources and peer comparison
	5. Achieve high customer satisfaction by supporting employee training and outreach.	Customer satisfaction rated good or higher in rider surveys	NA	Customer satisfaction rated good or higher in rider surveys Customer complaints by category	80% Minimize legitimate complaints but maximum of XX per 100,000 boardings
	6. Provide system legibility by clearly identifying bus stop locations	Bus stops marked with sign (qualitative)	NA	Percentage of bus stops marked with a sign or other type of marking (quantitative)	100%

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Goal	Objective	Performance Measures			Performance Metric/Standard [a]
		Existing Conditions	Solution Strategies	Monitoring Program	
Goal 4: Safety and security – ensure transit riders and drivers have safe and secure vehicles and facilities.	1. Provide for high-quality driver and dispatcher training to ensure passenger and driver safety and security	NA	NA	Annual safety-sensitive staff training hours	Targets based on TDP (see safety or driver training program and/or ODOT Compliance Review)
	2. Provide high-quality transit facilities by including waiting areas shelters, seating and other amenities that support customer comfort and convenience.	General assessment of transit facilities	NA	Percent of facilities meeting agency guidelines (stop poles, shelters, seating, lighting, trash, and/or up-to-date rider information) and passenger and vehicle capacity needs	100% (To be achieved consistent with TDP phasing plan)
	3. Maintain vehicles in a state of good repair and replace in accordance with the Transit Asset Management Plan to ensure a reliable, safe and attractive public transportation system	Share of vehicles and facilities meeting asset management maintenance schedule targets (quantitative)	NA	Share of vehicles and facilities meeting asset management maintenance schedule targets (quantitative)	100% (To be achieved consistent with TDP phasing plan)
	4. Coordinate with County and local emergency managers to support robust emergency response and resiliency to natural and human disasters	NA	NA	% communities with which YCTA has mutual aid agreements in place (quantitative)	100% of cities, school districts, human service organizations and neighboring counties or transit agencies
	5. Coordinate with local jurisdictions and Oregon Department of Transportation (where relevant) to provide safe ways to cross streets at or near major bus stops	NA	NA	Bus stops with crosswalks within ¼ mile, where appropriate to street design and safety regulations (quantitative)	100%

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Goal	Objective	Performance Measures			Performance Metric/Standard [a]
		Existing Conditions	Solution Strategies	Monitoring Program	
Goal 5: Livability and economy – integrate public transit in the transportation system to support a prosperous, healthy community	1. Enhance access to major activity centers (e.g., major residential, employment, industrial, and institutional locations) and emerging or underserved activity centers (e.g., agricultural employment) as resources warrant	% employees within ¼ mile of a transit stop (quantitative) % residents within ¼ mile of a transit stop (quantitative)	% employees within ¼ mile of a transit stop (quantitative) % residents within ¼ mile of a transit stop (quantitative)	% employees within ¼ mile of a transit stop (quantitative) % residents within ¼ mile of a transit stop (quantitative)	Targets to be based on TDP analysis
	2. Maintain and explore innovative partnerships with employers and institutions to serve rider markets and supplement public transportation funding	Establishment of agreements with major employers and institutions (qualitative)		Establishment of agreements with major employers and institutions (qualitative)	Yes / No if agreements in place
	3. Support a multimodal transportation network by inviting access to transit via bicycling, walking	General assessment of stops with bicycle racks or other bicycle parking, sidewalk coverage proximate to key bus stops, and fixed-route vehicles with bicycle racks (qualitative/quantitative)	NA	% stops with bicycle racks or other bicycle parking (quantitative) Sidewalk coverage proximate to key bus stops (qualitative) % fixed-route vehicles with bicycle racks (quantitative)	TBD based on TDP analysis

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Goal	Objective	Performance Measures			Performance Metric/Standard [a]
		Existing Conditions	Solution Strategies	Monitoring Program	
Goal 6: Efficiency and financial accountability – manage the transit system in a fiscally responsible way to provide quality, affordable services.	1. Advocate for increased funding and seek out new and innovative funding opportunities	Annual percentage increase in transit operations funding Transit projects included in County TSP (quantitative)	Transit operating funding per capita, relative to peers	Annual percentage increase in transit operations funding Transit projects included in County TSP (quantitative)	Targets based on TDP analysis
	2. Improve system productivity and reliability to ensure efficient resource utilization	Cost per revenue hour compared to peers Riders per revenue hour compared to peers On-time performance (quantitative)	Riders per revenue hour compared to peers (qualitative) On-time performance (qualitative)	Cost per revenue hour compared to peers Riders per revenue hour compared to peers On-time performance (quantitative)	Within X% of peer cost Within X% of peer productivity 85% of bus runs arriving at time point within 4 minutes of scheduled time
	3. Coordinate with other transportation partners to ensure shared long range sustainability of public transportation services	Agreements with transportation partners (Qualitative)	NA	Agreements with transportation partners (Qualitative)	Yes / No if agreements in place

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COMMUNITY INPUT ON PUBLIC TRANSPORTATION GOALS

To understand the values and concerns of Yamhill County residents, the project team conducted public outreach in June and July 2017 to allow people to provide input through a dot exercise. Community events and other locations included the UFO Festival, Grange Farmers Market in McMinnville, Albertsons in McMinnville, Sheridan Days, Fred Meyer in Newberg, and Turkey Rama in McMinnville.

For this exercise, the project team prepared a board with a list of issues related to public transportation where people could identify their priorities by placing stickers (up to four). People could also identify their own issues in addition to those listed on the board. Figure 3-3 shows an image of the board and Figure 3-3 summarizes the number of people identifying each issue as important.

The mobility and passenger experience issue areas appeared to resonate the most with participants, but people prioritized issues within each of the categories. The top five priority issues were:

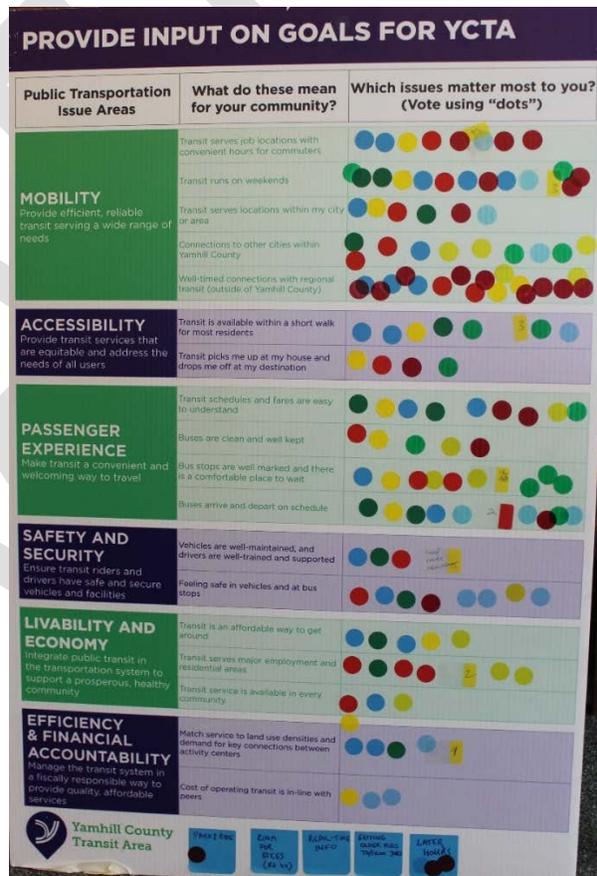
1. Well-timed connections with regional transit (outside of Yamhill County) – 18 dots
2. Transit runs on weekends – 16 dots
3. Transit serves job locations with convenient hours for commuters – 11 dots
4. Buses arrive and depart on schedule – 11 dots
5. Connections to other cities within Yamhill County – 10 dots (tie)
6. Transit is available within a short walk for most residents – 10 dots (tie)

The identified priorities indicate that members of the public are interested in transit service that is convenient for making connections outside of Yamhill County, but that also provides connections between Yamhill County cities. People would like transit service both during commute hours and on weekends, and for service to run on-time. Transit service within a short walk received more support than transit that picks up and drops off at people's home and destination (this does not imply that door-to-door service is not important; rather, the County's system should likely continue to offer a blend of both service types).

Other priorities that received slightly fewer dots included:

- Schedules and fares that are easy to understand
- Comfortable and well-marked bus stops
- Matching service to land use and demand for connections between activity centers

Figure 3-2 Dot Exercise Board



Note: Appendix B contains an image of the original board

YCTA Transit Development Plan | Memo #1 Goals and Objectives
Yamhill County Transit Area

Figure 3-3 Summary of Public Input on Goals for YCTA

Public Transportation Issue Areas	What do these mean for your community?	Which issues matter most to you?
MOBILITY Provide efficient, reliable transit serving a wide range of needs	Transit serves job locations with convenient hours for commuters	11
	Transit runs on weekends	16
	Transit serves locations within my city or area	6
	Connections to other cities within Yamhill County	10
	Well-timed connections with regional transit (outside of Yamhill County)	18
ACCESSIBILITY Provide transit services that are equitable and address the needs of all users	Transit is available within a short walk for most residents	10
	Transit picks me up at my house and drops me off at my destination	4
PASSENGER EXPERIENCE Make transit a convenient and welcoming way to travel	Transit schedules and fares are easy to understand	9
	Buses are clean and well kept	5
	Bus stops are well marked and there is a comfortable place to wait	9
	Buses arrive and depart on schedule	11
SAFETY AND SECURITY Ensure transit riders and drivers have safe and secure vehicles and facilities	Vehicles are well-maintained, and drivers are well-trained and supported	4
	Feeling safe in vehicles and at bus stops	8
LIVABILITY AND ECONOMY Integrate public transit in the transportation system to support a prosperous, healthy community	Transit is an affordable way to get around	5
	Transit serves major employment and residential areas	8
	Transit service is available in every community	4
EFFICIENCY & FINANCIAL ACCOUNTABILITY Manage the transit system in a fiscally responsible way to provide quality, affordable services	Match service to land use densities and demand for key connections between activity centers	9
	Cost of operating transit is in-line with peers	3
OTHER GOALS IDENTIFIED BY PUBLIC	Park and ride	1
	Room for bikes (Rt 44)	1
	Real-time information	1
	Getting older kids to/from jobs	1
	Later hours	1