



Image: Doug Kerr

Yamhill County Transit Area Transit Development Plan

Memo #2: Existing Conditions – Appendices DRAFT

September 2017



**Yamhill County
Transit Area**



APPENDIX A

Route Profile Charts and Tables

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DRAFT

ROUTE 2

Summary by Direction

Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
East Loop	64	28	3.7	17.5	81.8%	16.4%	1.8%	8	NE Tanger Dr & NE Norton Ln (DHS)
West Loop	44	80	4.6	9.6	83.3%	16.7%	0.0%	6	Linfield College (Blaine)
Total	108	108	8.2	1.0	82.6%	16.5%	0.9%	8	NE Tanger Dr & NE Norton Ln (DHS)

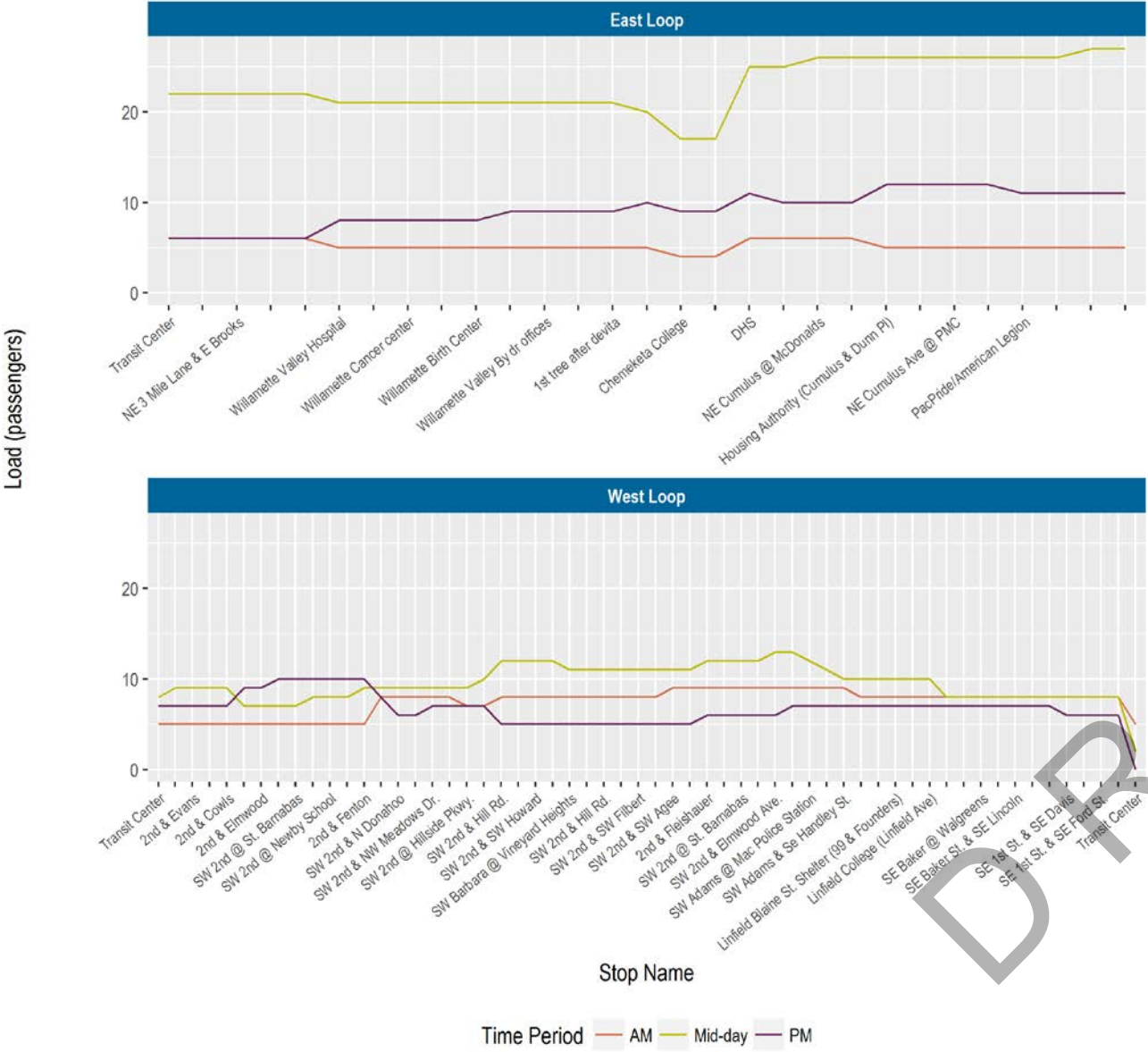
Summary by Segment

Direction	Segment Name	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
East Loop	McMinnville Transit Center to Willamette Valley Hospital	27.0	0.0	10.1	2.7	6	90.9%	9.1%	0.0%	McMinnville Transit Center
East Loop	Willamette Valley Hospital to Chemeketa College	3.6	3.4	1.8	2.0	6	90.9%	0.0%	9.1%	Willamette Valley Hospital
East Loop	Chemeketa College to McMinnville Transit Center	30.1	21.1	10.1	3.0	8	72.7%	27.3%	0.0%	NE Tanger Dr & NE Norton Ln (DHS)
West Loop	McMinnville Transit Center to SW 2nd & Hill Road	20.1	44.6	10.1	2.0	7	93.2%	6.8%	0.0%	2nd & Fenton
West Loop	SW 2nd & Hill Road to Linfield College (Blaine)	10.1	8.2	1.8	5.5	6	63.6%	36.4%	0.0%	2nd & Fleishauer
West Loop	Linfield College (Blaine) to McMinnville Transit Center	3.0	19.3	10.1	0.3	6	93.2%	6.8%	0.0%	Linfield College (Blaine)

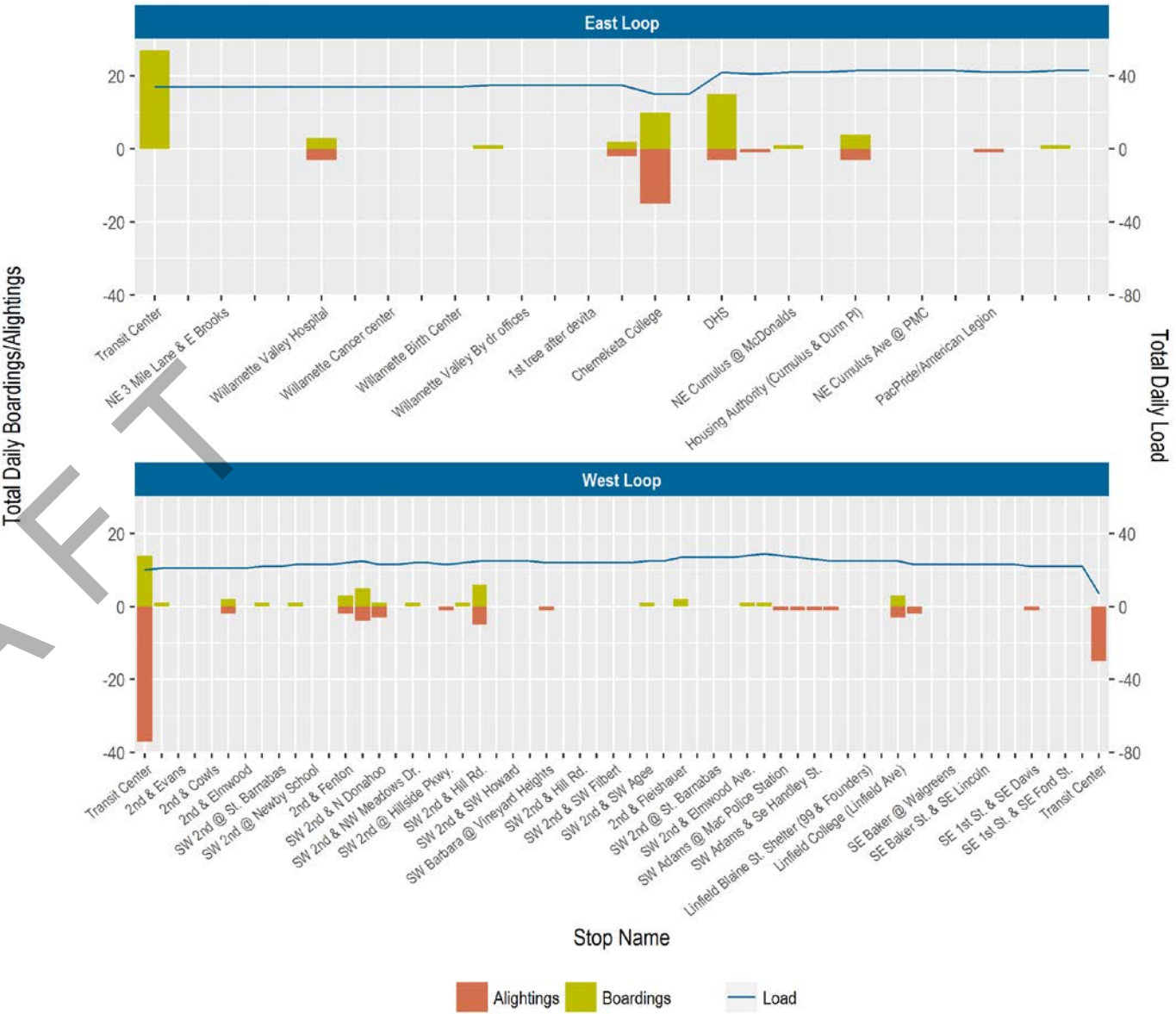
Summary by Time of Day

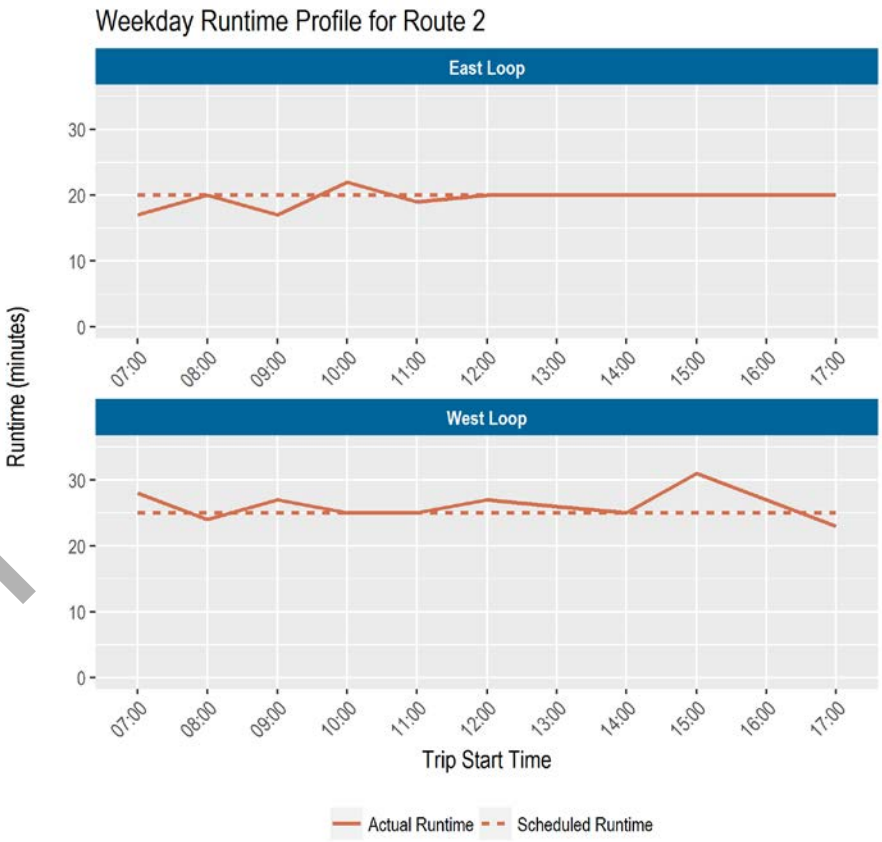
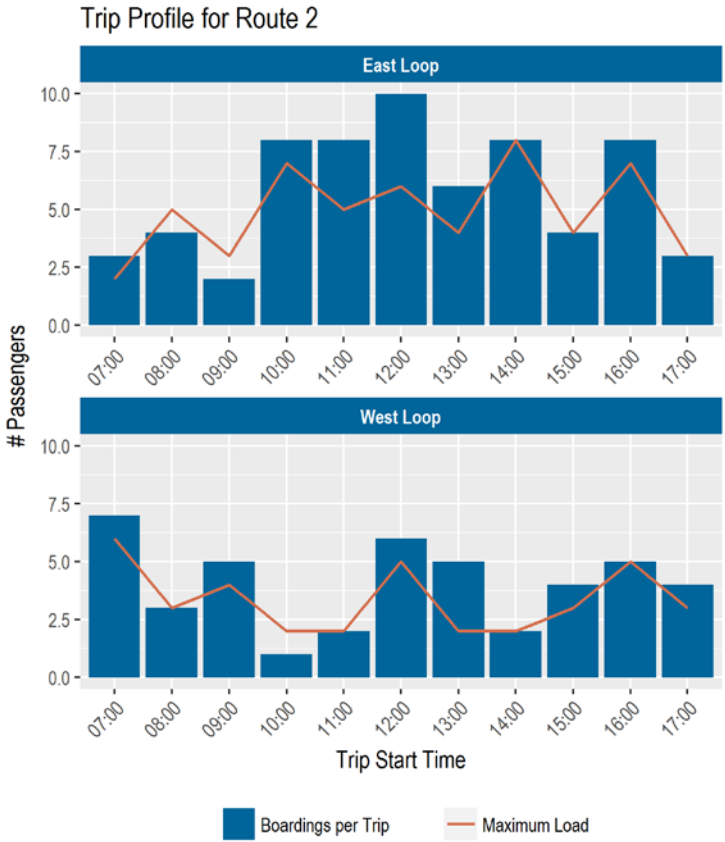
Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
East Loop	AM	7.0	6.0	1.8	3.8	5	80.0%	10.0%	10%	NE Tanger Dr & NE Norton Ln (DHS)
East Loop	Mid-day	40.1	16.1	5.5	7.3	8	80.0%	20.0%	0%	NE Tanger Dr & NE Norton Ln (DHS)
East Loop	PM	13.1	3.1	2.8	4.8	6	86.7%	13.3%	0%	NE Tanger Dr & NE Norton Ln (DHS)
West Loop	AM	4.6	5.0	1.8	2.5	6	75.0%	25.0%	0%	Linfield College (Blaine)
West Loop	Mid-day	14.2	24.7	5.5	2.6	5	86.1%	13.9%	0%	Linfield College (Blaine)
West Loop	PM	6.6	14.6	2.8	2.4	5	83.3%	16.7%	0%	Linfield College (Blaine)

Load Profile for Route 2



Stop Activity for Route 2





ROUTE 3

Summary by Direction

Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
North Loop	104	86	3.5	29.7	53.2%	0.0%	46.8%	11	Town Center / Dutch Bros.
South Loop	29	45	4.2	7.0	62.6%	2.6%	34.8%	7	Linfield College (Blaine)
Total	133	131	7.7	1.0	57.9%	1.3%	40.8%	11	Town Center / Dutch Bros.

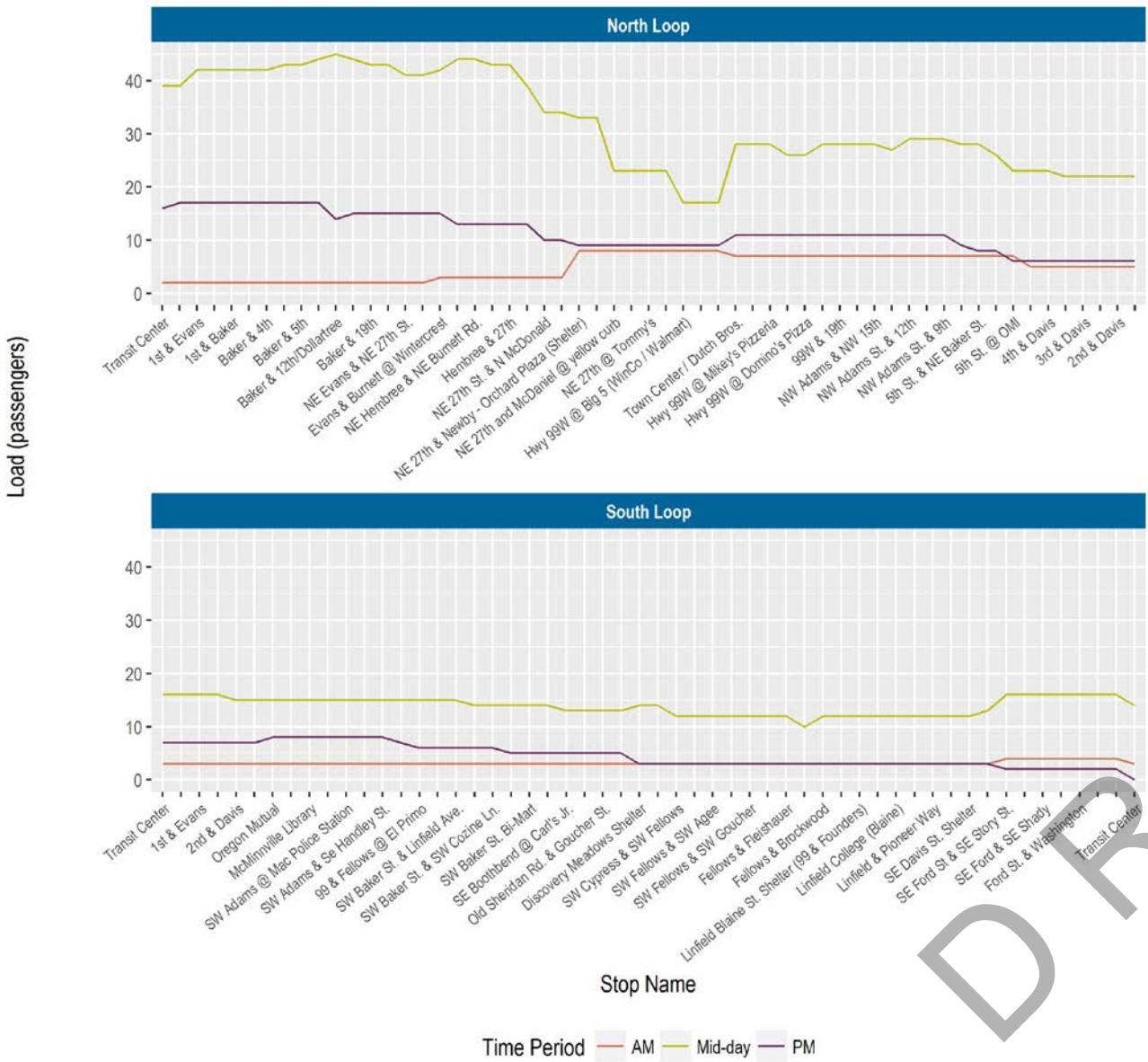
Summary by Segment

Direction	Segment Name	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
North Loop	McMinnville Transit Center to NE 27th St & NE Newby St (Orchard Plaza)	47.7	13.8	9.2	5.2	10	71.4%	2.0%	26.5%	Hembree & 27th
North Loop	NE 27th St & NE Newby St (Orchard Plaza) to Winco / Walmart	11.0	10.5	1.0	11.0	11	50.0%	0.0%	50.0%	NE 27th St & NE Newby St (Orchard Plaza)
North Loop	Winco / Walmart to NW Adams St. & 12th	28.4	22.6	1.2	24.4	9	34.5%	0.0%	65.5%	Town Center / Dutch Bros.
North Loop	NW Adams St. & 12th to McMinnville Transit Center	3.0	3.2	9.2	0.3	10	50.0%	0.0%	50.0%	NW Adams St. & 12th
South Loop	McMinnville Transit Center to Hwy 99W @ Bimart	18.0	25.3	9.2	2.0	7	61.7%	4.3%	34.0%	Oregon Mutual
South Loop	Hwy 99W @ Bimart to Discovery Meadows Park (Cypress & Alexandria)	2.0	3.0	1.7	1.2	5	47.1%	0.0%	52.9%	Hwy 99W @ Bimart
South Loop	Discovery Meadows Park (Cypress & Alexandria) to Linfield College (Blaine)	4.0	5.3	0.0	Inf	5	71.4%	2.9%	25.7%	Discovery Meadows Park (Cypress & Alexandria)
South Loop	Linfield College (Blaine) to McMinnville Transit Center	4.1	6.0	9.2	0.5	5	74.5%	1.8%	23.6%	Linfield College (Blaine)

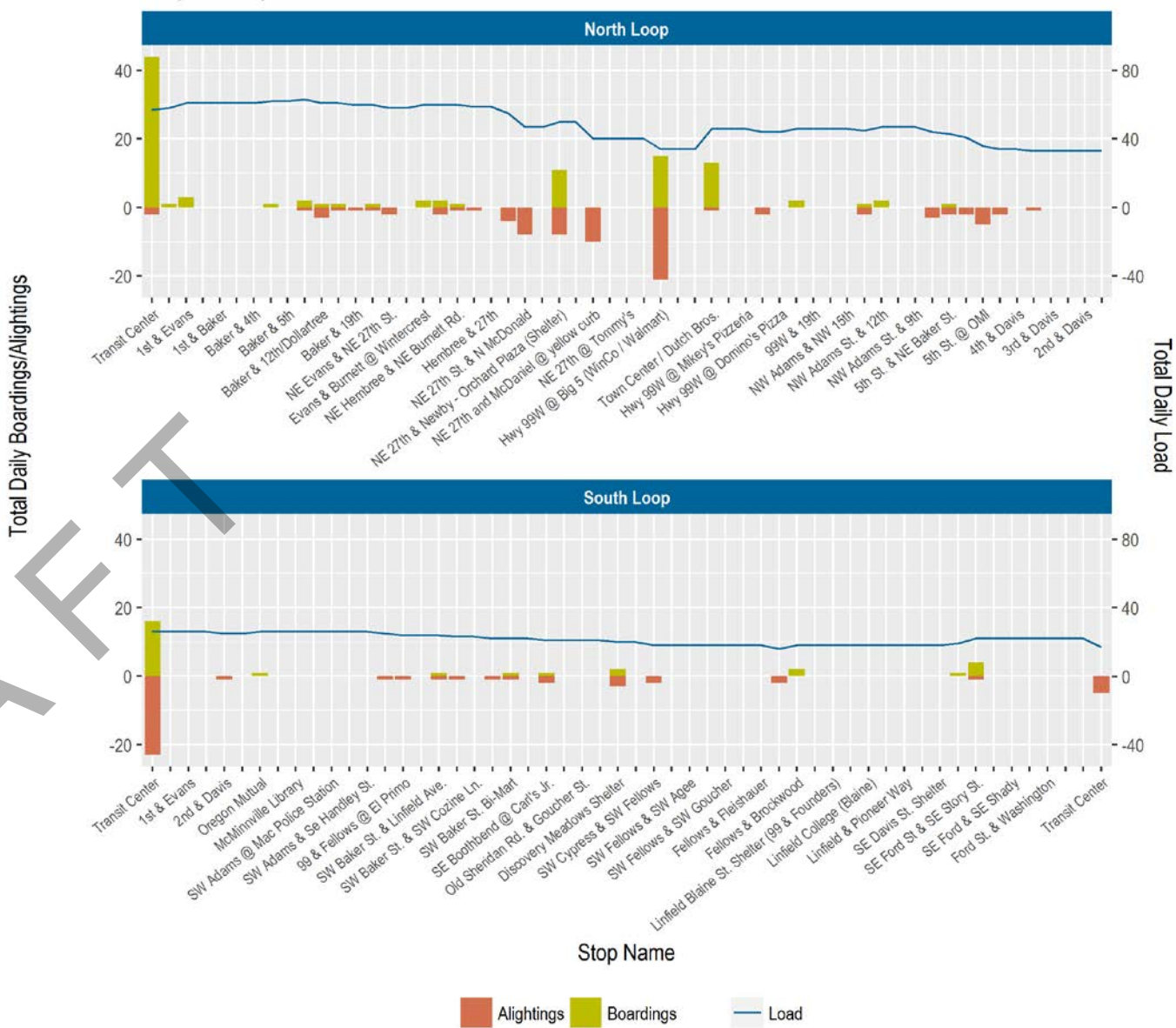
Summary by Time of Day

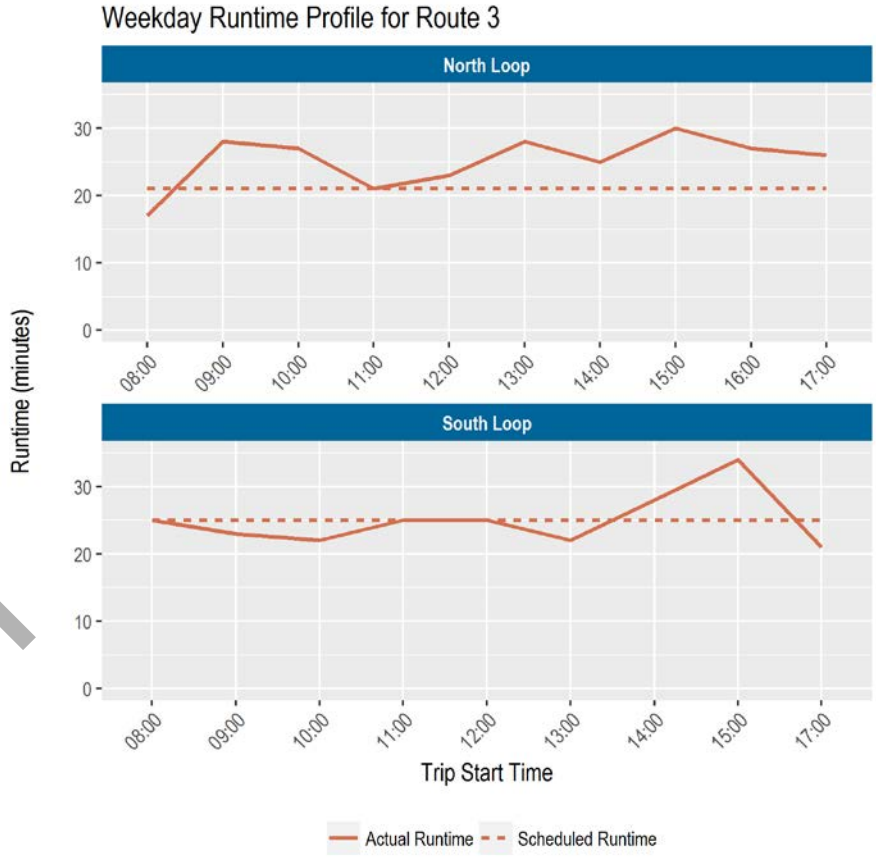
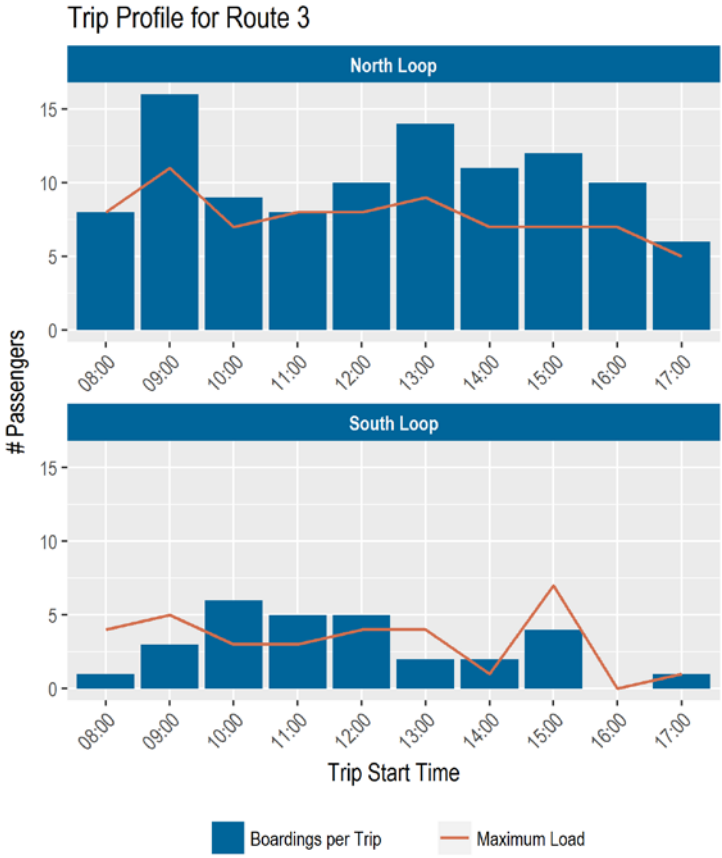
Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
North Loop	AM	8.0	1.1	0.9	8.7	8	100.0%	0.0%	0.0%	Town Center / Dutch Bros.
North Loop	Mid-day	56.3	31.7	5.5	10.2	11	56.2%	0.0%	43.8%	Town Center / Dutch Bros.
North Loop	PM	25.1	13.2	2.8	9.1	7	33.3%	0.0%	66.7%	Town Center / Dutch Bros.
South Loop	AM	1.0	1.5	0.9	1.1	4	90.0%	10.0%	0.0%	Linfield College (Blaine)
South Loop	Mid-day	16.0	17.1	5.5	2.9	5	66.7%	0.0%	33.3%	Linfield College (Blaine)
South Loop	PM	3.0	6.6	2.8	1.1	7	40.7%	7.4%	51.9%	Linfield College (Blaine)

Load Profile for Route 3



Stop Activity for Route 3





ROUTE 5

Summary by Direction

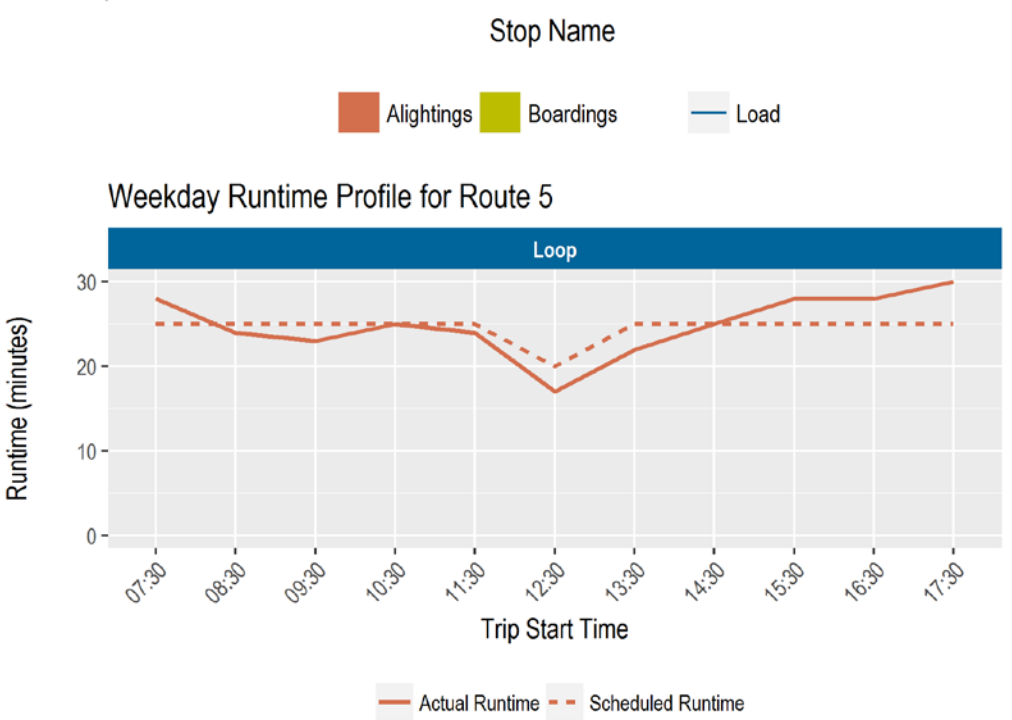
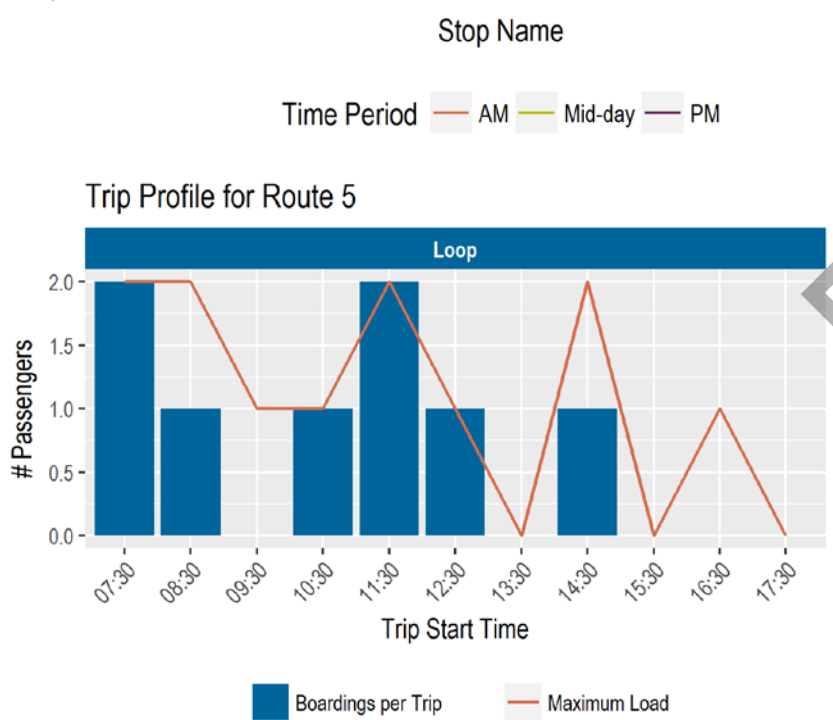
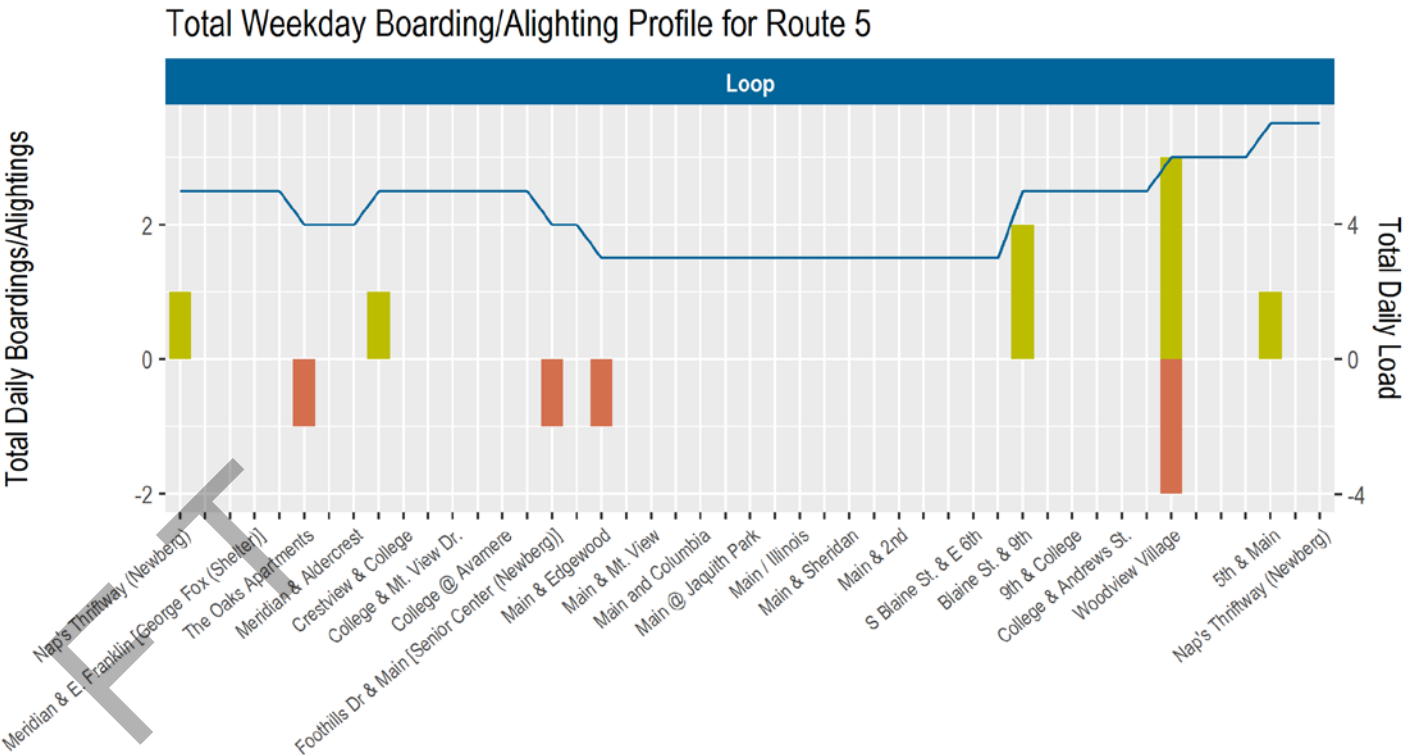
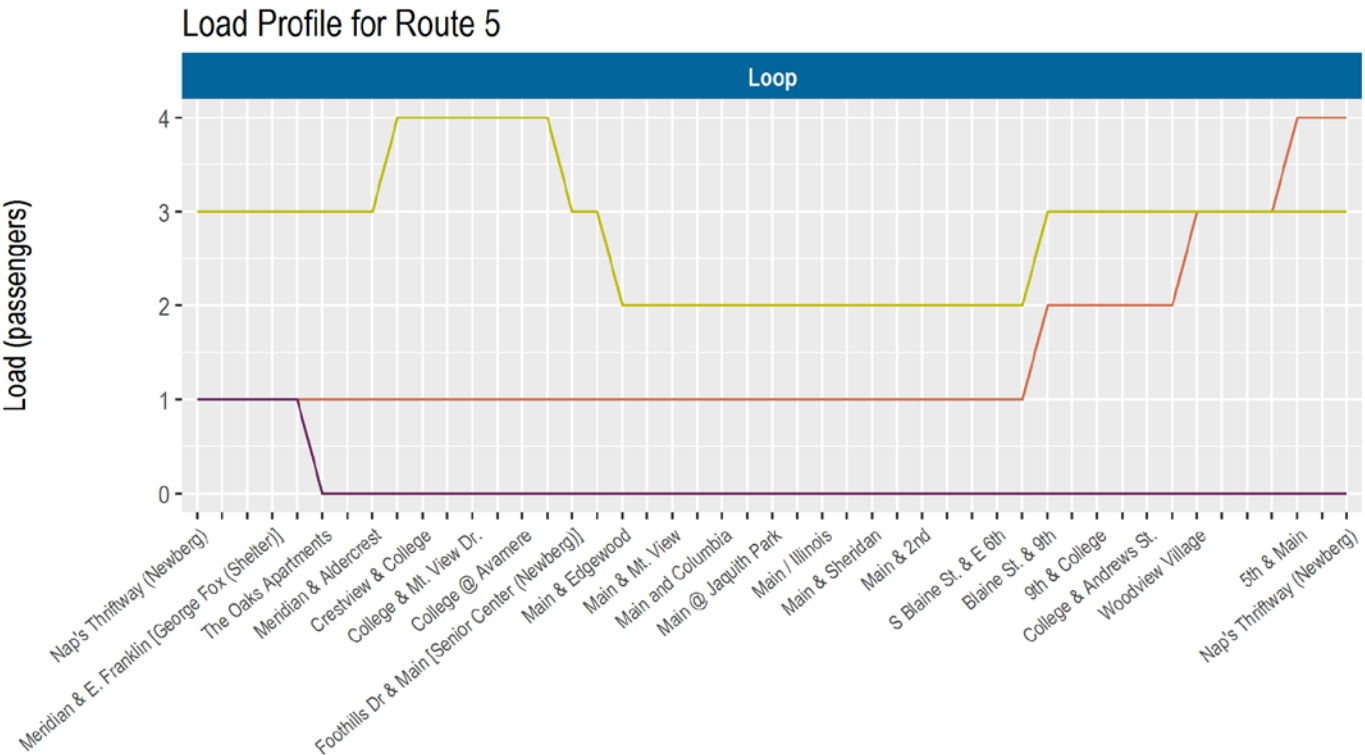
Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
Loop	8	5	4.6	1.7	83.2%	4.2%	12.6%	2	Nap's Thriftway (Newberg)
Total	8	5	4.6	1.0	83.2%	4.2%	12.6%	2	Nap's Thriftway (Newberg)

Summary by Segment

Direction	Segment Name	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
Loop	Nap's Thriftway (Newberg) to Meridian & E Franklin - George Fox (Shelter)	1.0	0	4.6	0.2	1	85.7%	0.0%	14.3%	Nap's Thriftway (Newberg)
Loop	Meridian & E Franklin - George Fox (Shelter) to Senior Center (Newberg)	0.2	1	1.1	0.2	2	90.9%	0.0%	9.1%	Meridian & E Franklin - George Fox (Shelter)
Loop	Senior Center (Newberg) to Blaine St. & 9th	0.0	2	1.8	0.0	2	90.9%	0.0%	9.1%	Senior Center (Newberg)
Loop	Blaine St. & 9th to Woodview Village	2.0	0	0.2	10.9	2	54.5%	36.4%	9.1%	Blaine St. & 9th
Loop	Woodview Village to Nap's Thriftway (Newberg)	4.0	2	4.6	0.9	2	82.5%	0.0%	17.5%	Nap's Thriftway (Newberg)

Summary by Time of Day

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
Loop	AM	3.0	0	0.8	3.6	2	100.0%	0.0%	0.0%	Nap's Thriftway (Newberg)
Loop	Mid-day	3.5	4	2.5	1.4	2	92.2%	7.8%	0.0%	Nap's Thriftway (Newberg)
Loop	PM	0.0	1	1.3	0.0	1	53.8%	0.0%	46.2%	Nap's Thriftway (Newberg)



ROUTE 7

Summary by Direction

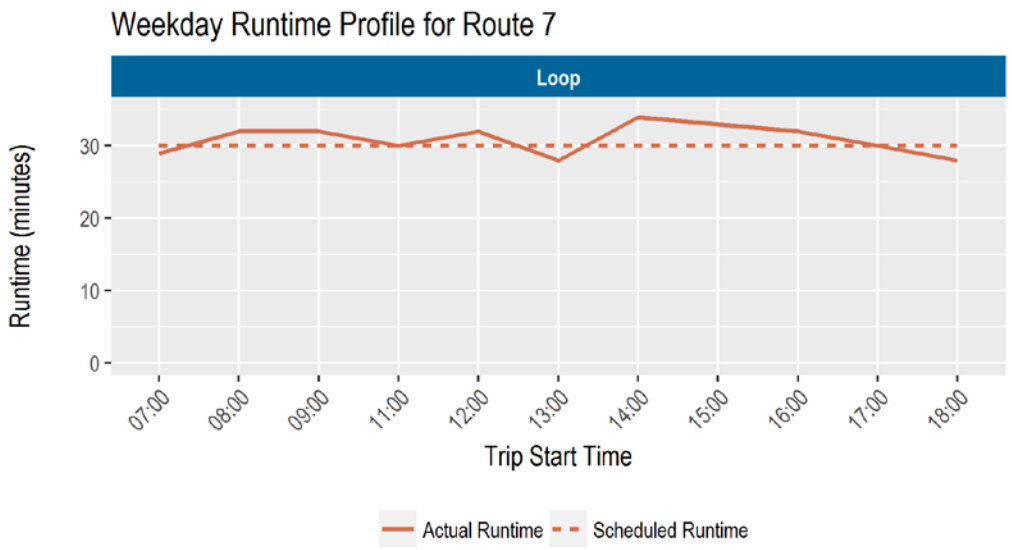
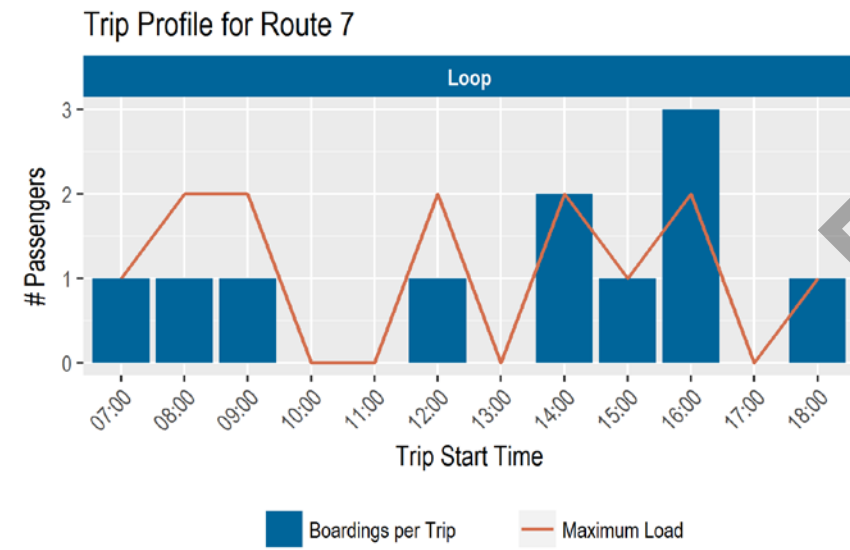
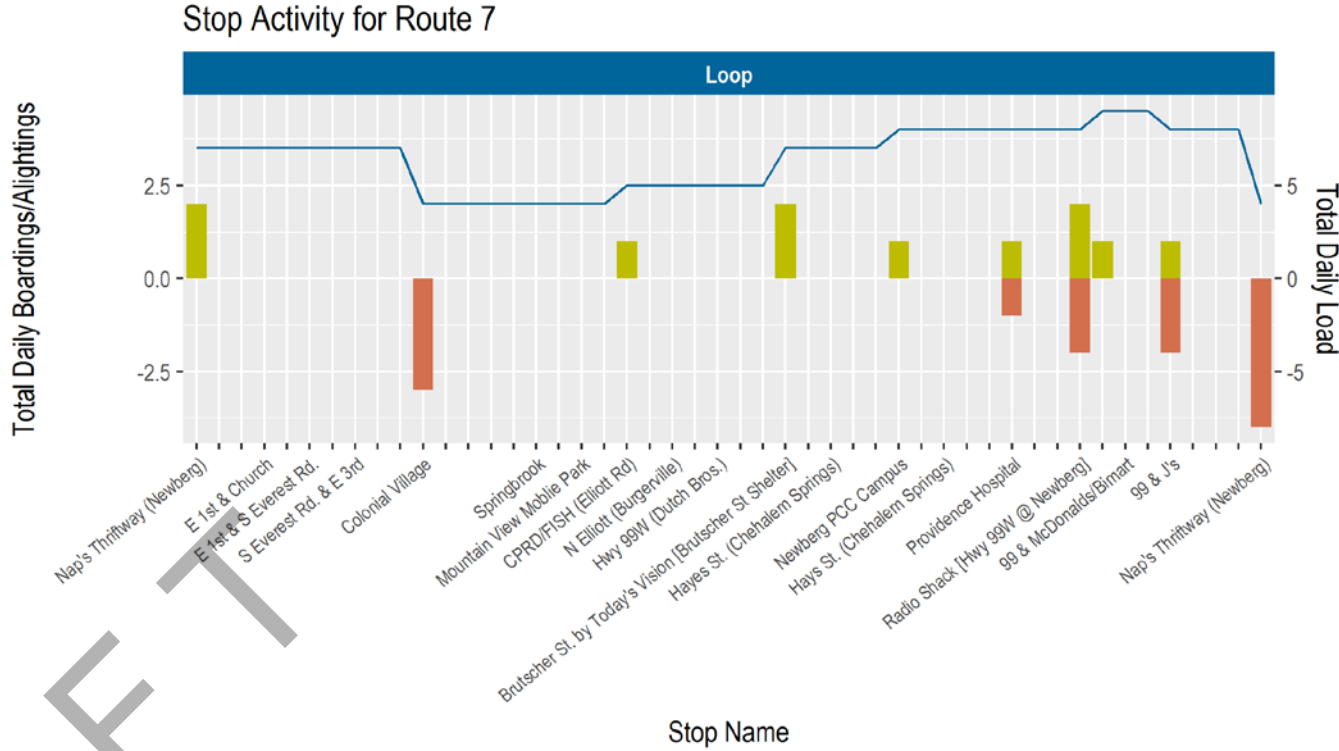
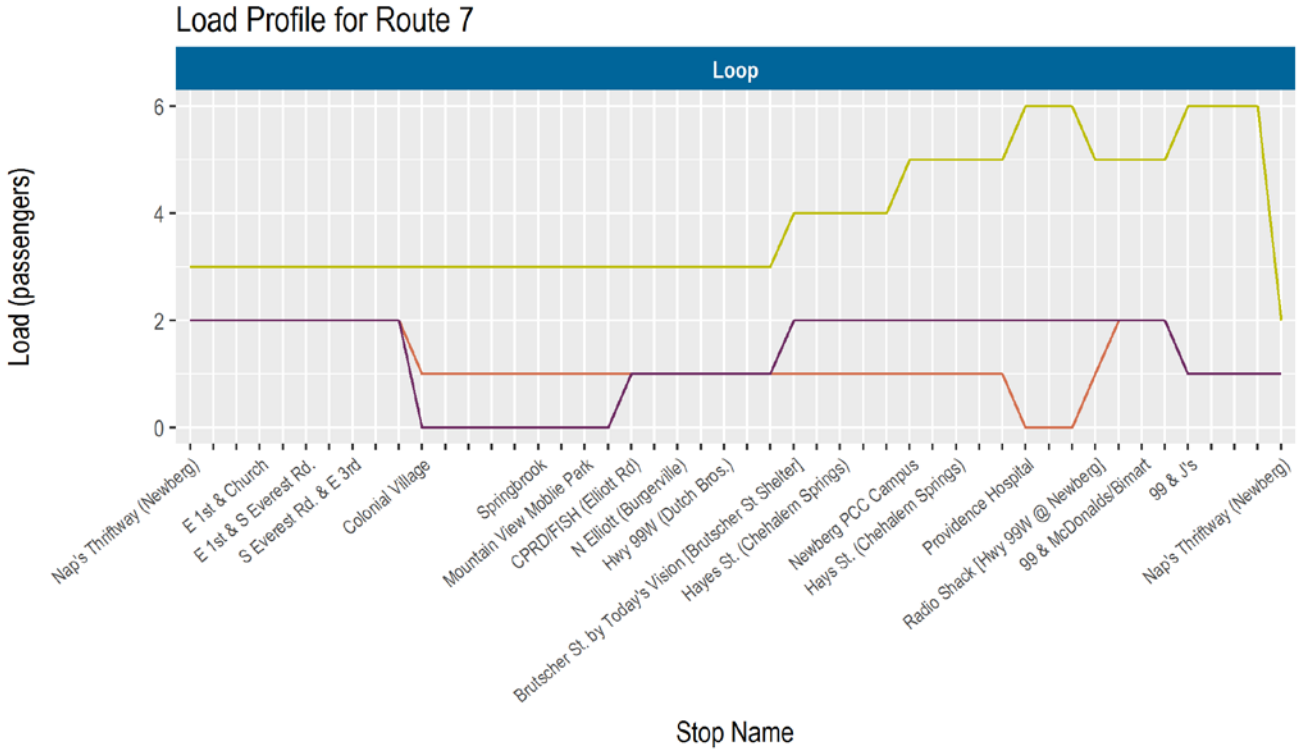
Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
Loop	11	12	6	1.8	90.9%	6.1%	3%	2	Newberg (Radio Shack)
Total	11	12	6	1.0	90.9%	6.1%	3%	2	Newberg (Radio Shack)

Summary by Segment

Direction	Segment Name	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
Loop	Nap's Thriftway (Newberg) to E 3rd St.	5.0	3.0	6.0	0.8	2	91%	6.1%	3.0%	Nap's Thriftway (Newberg)
Loop	E 3rd St. to Newberg PCC Campus	NA	NA	NA	NA	NA	0%	0.0%	0.0%	NA
Loop	Newberg PCC Campus to Providence Hospital	1.0	0.0	0.8	1.2	2	86%	9.1%	4.5%	Newberg PCC Campus
Loop	Providence Hospital to Newberg (Radio Shack)	1.0	1.0	0.8	1.2	2	100%	0.0%	0.0%	Providence Hospital
Loop	Newberg (Radio Shack) to Nap's Thriftway (Newberg)	2.3	6.3	6.0	0.4	2	100%	0.0%	0.0%	Newberg (Radio Shack)

Summary by Time of Day

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
Loop	AM	1	2	1	1	2	94.4%	0.0%	5.6%	Newberg (Radio Shack)
Loop	Mid-day	3	3	3	1	2	84.4%	13.3%	2.2%	Newberg (Radio Shack)
Loop	PM	4	3	2	2	2	97.2%	0.0%	2.8%	Newberg (Radio Shack)



ROUTE 11

Summary by Direction

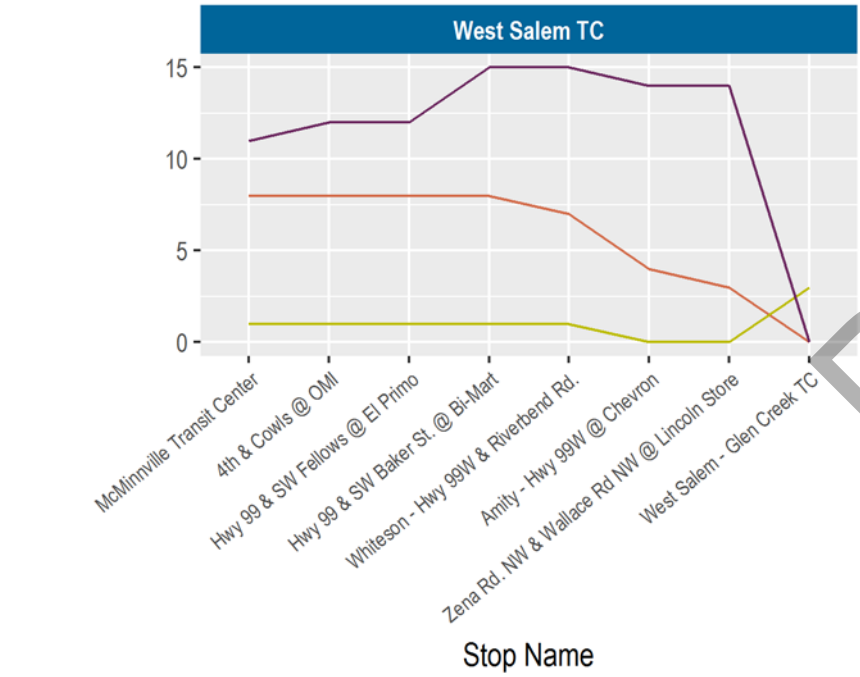
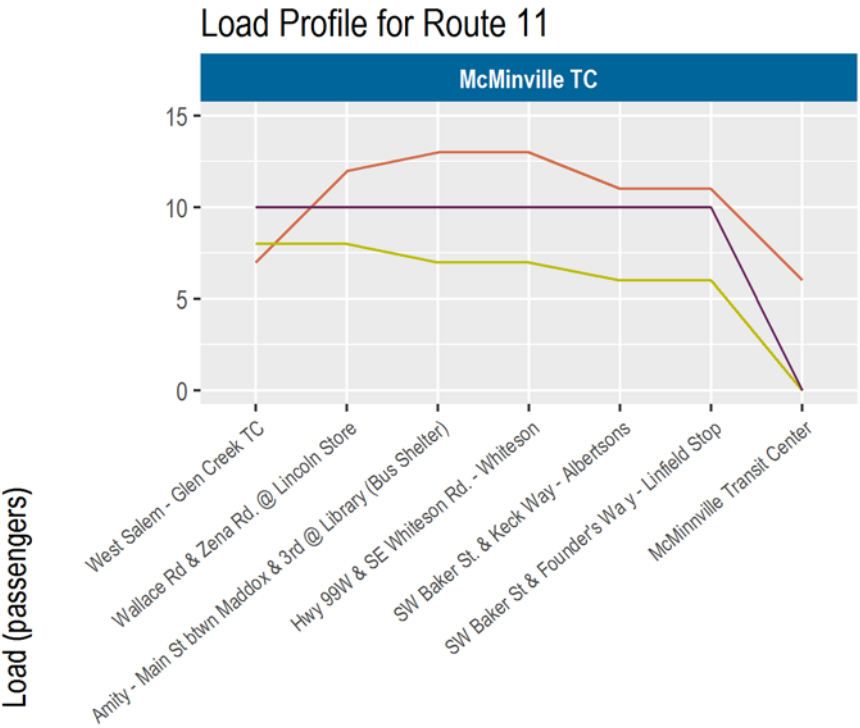
Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
McMinnville TC	28	27	3.3	8.6	57.1%	17.9%	25%	10	Hwy 99W & SE Whiteson Road
West Salem TC	28	26	3.3	8.4	70.0%	5.0%	25%	12	Amity Hwy 99 @ Chevron
Total	56	53	6.6	1.0	63.6%	11.4%	25%	12	Amity Hwy 99 @ Chevron

Summary by Segment

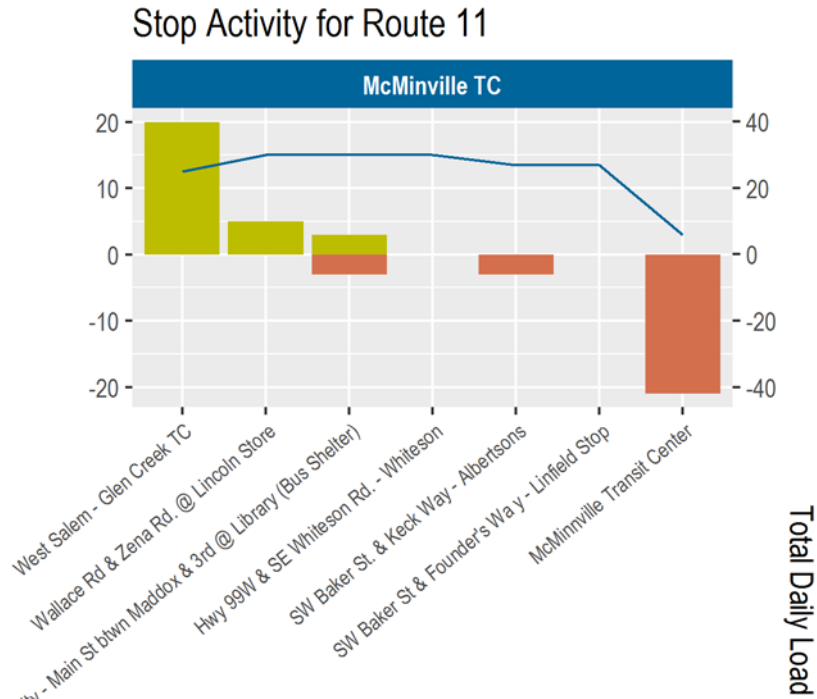
Direction	Segment Name	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
West Salem TC	McMinnville Transit Center to Hwy 99W @ Bimart	21	1	0.4	50.4	9	80.0%	0.0%	20%	Hwy 99w & SW Fellows - Linfield College
West Salem TC	Hwy 99W @ Bimart to Hwy 99W & Riverbend Road	4	1	0.4	9.6	12	80.0%	0.0%	20%	Hwy 99W @ Bimart
West Salem TC	Hwy 99W & Riverbend Road to Amity Hwy 99 @ Chevron	0	1	0.4	0.0	12	80.0%	0.0%	20%	Hwy 99W & Riverbend Road
West Salem TC	Amity Hwy 99 @ Chevron to Lincoln Store @ Zena Hill Road	0	5	1.2	0.0	11	80.0%	0.0%	20%	Amity Hwy 99 @ Chevron
West Salem TC	Lincoln Store @ Zena Hill Road to West Salem Transit Center	3	18	0.8	3.6	11	40.0%	20.0%	40%	Lincoln Store @ Zena Hill Road
McMinnville TC	West Salem Transit Center to Lincoln Store @ Zena Hill Road	20	0	0.8	24.0	8	75.0%	0.0%	25%	West Salem Transit Center
McMinnville TC	Lincoln Store @ Zena Hill Road to Amity Bus Shelter	5	0	1.2	4.0	10	50.0%	25.0%	25%	Lincoln Store @ Zena Hill Road
McMinnville TC	Amity Bus Shelter to Hwy 99W & SE Whiteson Road	3	3	0.4	7.2	9	75.0%	0.0%	25%	Amity Bus Shelter
McMinnville TC	Hwy 99W & SE Whiteson Road to Hwy 99 @ Albertsons	0	0	0.4	0.0	9	25.0%	50.0%	25%	Hwy 99W & SE Whiteson Road
McMinnville TC	Hwy 99 @ Albertsons to McMinnville Transit Center	0	24	0.4	0.0	8	58.3%	16.7%	25%	Hwy 99 @ Albertsons

Summary by Time of Day

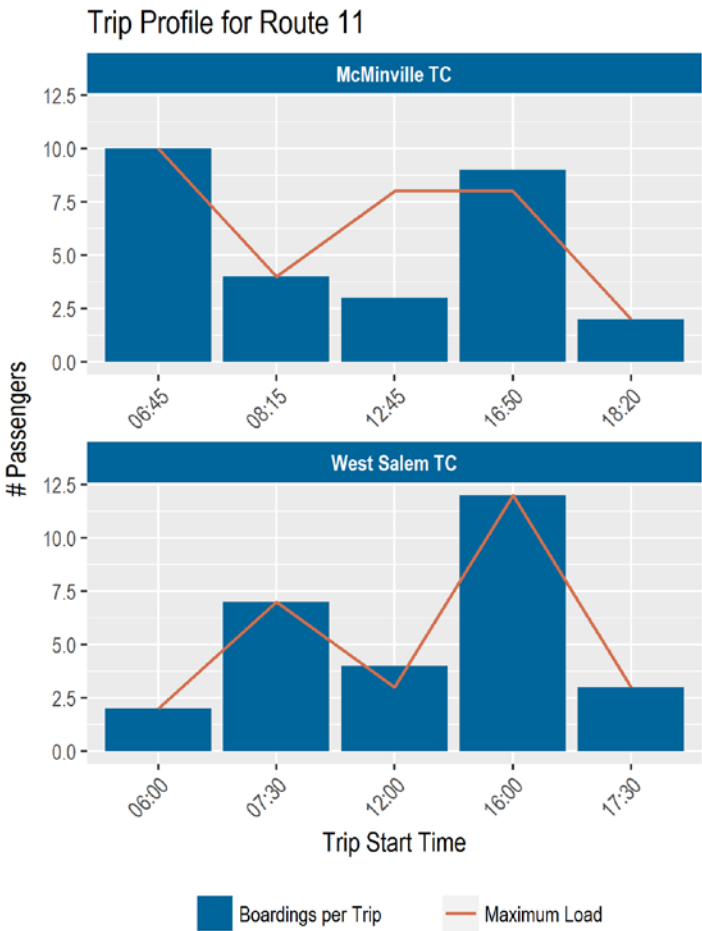
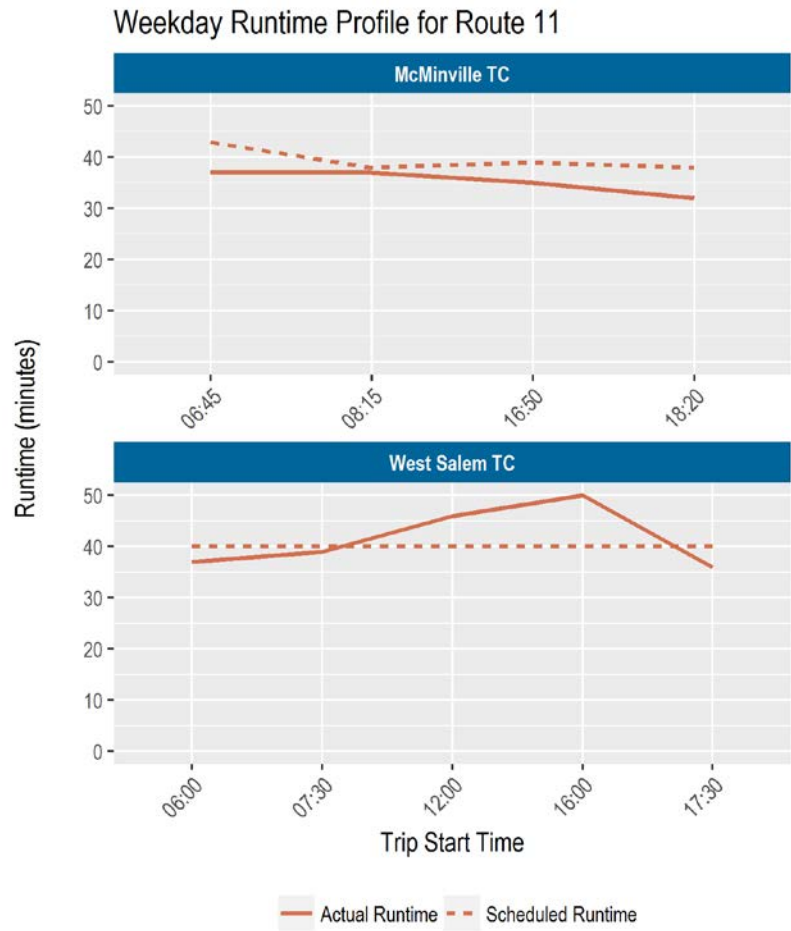
Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
McMinnville TC	AM	14	8	1.3	10.4	10	64.3%	35.7%	0.0%	Hwy 99W & SE Whiteson Road
McMinnville TC	Mid-day	3	8	0.6	4.7	8	0.0%	0.0%	0.0%	Hwy 99W & SE Whiteson Road
McMinnville TC	PM	11	11	1.3	8.6	8	50.0%	0.0%	50.0%	Hwy 99W & SE Whiteson Road
West Salem TC	AM	9	10	1.3	6.8	7	87.5%	12.5%	0.0%	Amity Hwy 99 @ Chevron
West Salem TC	Mid-day	4	1	0.7	6.0	3	87.5%	0.0%	12.5%	Amity Hwy 99 @ Chevron
West Salem TC	PM	15	15	1.3	11.2	12	43.8%	0.0%	56.2%	Amity Hwy 99 @ Chevron



Time Period AM Mid-day PM



Alightings Boardings Load



ROUTE 22

Summary by Direction

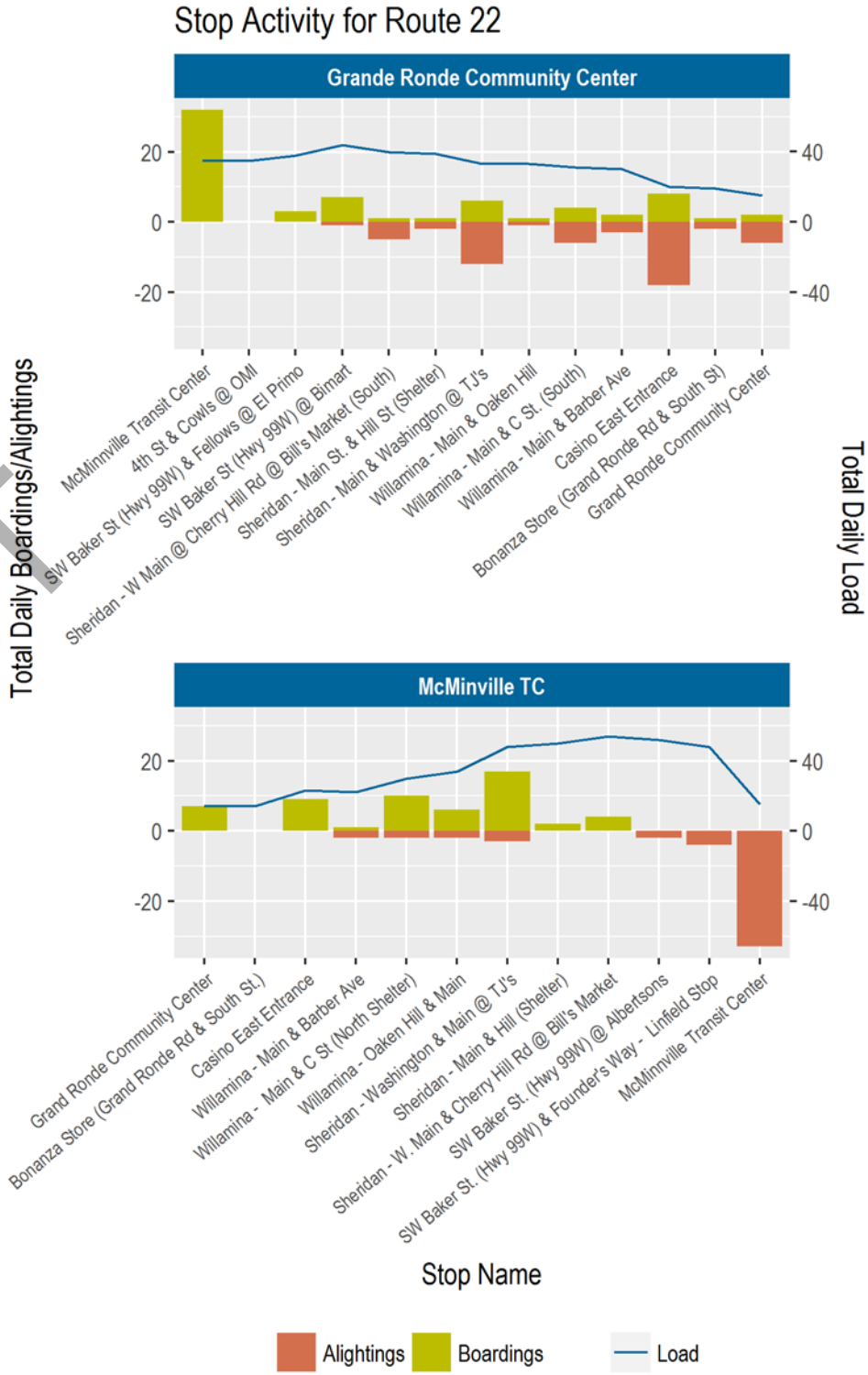
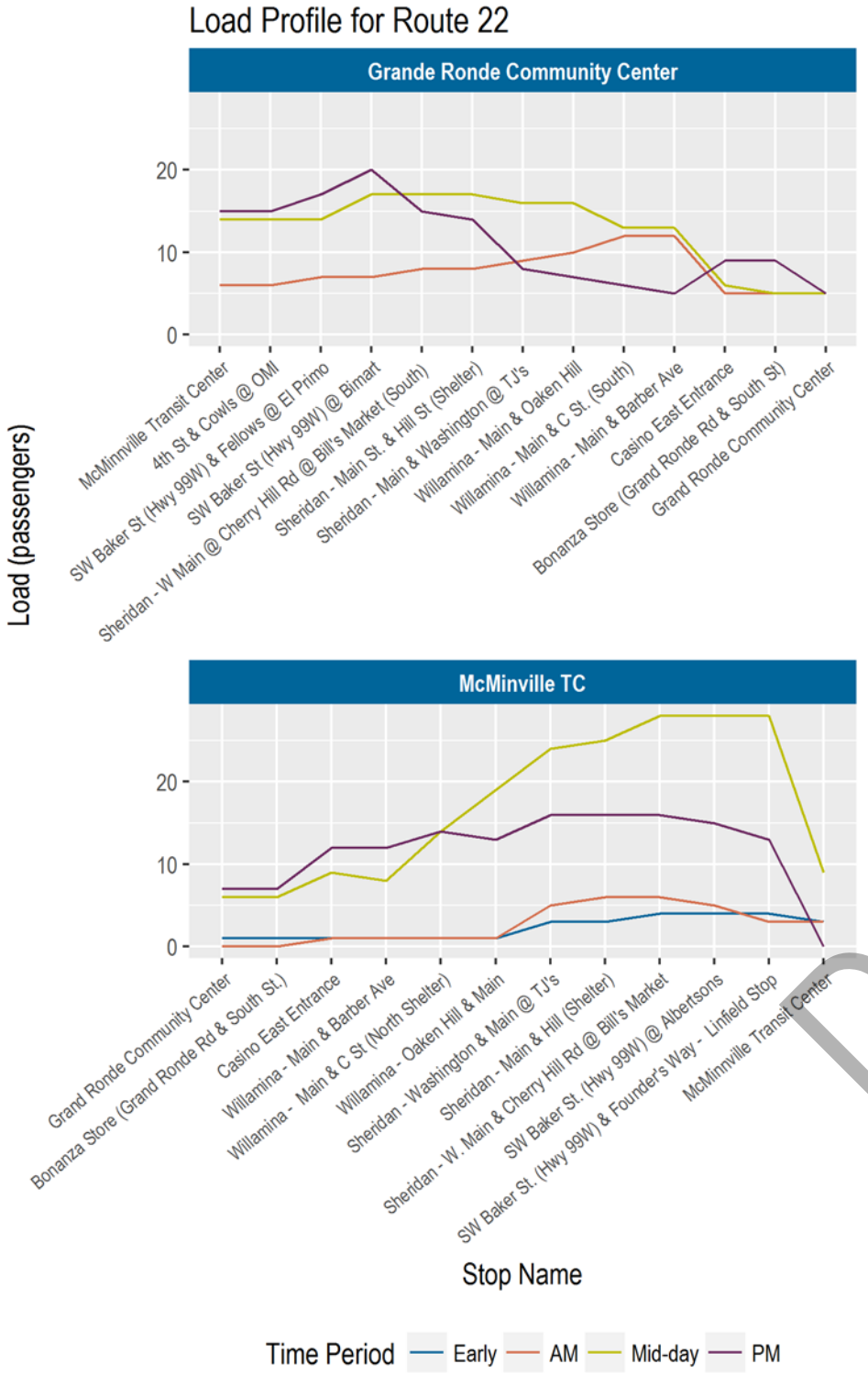
Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
Grand Ronde Community Center	68	56	5.5	12.3	51.6%	1.1%	47.3%	11	Spirit Mountain East Entrance
McMinnville TC	56	48	5.6	10.0	84.3%	10.8%	4.8%	13	Spirit Mountain East Entrance
Total	124	104	11.1	1.0	68.0%	6.0%	26.0%	13	Spirit Mountain East Entrance

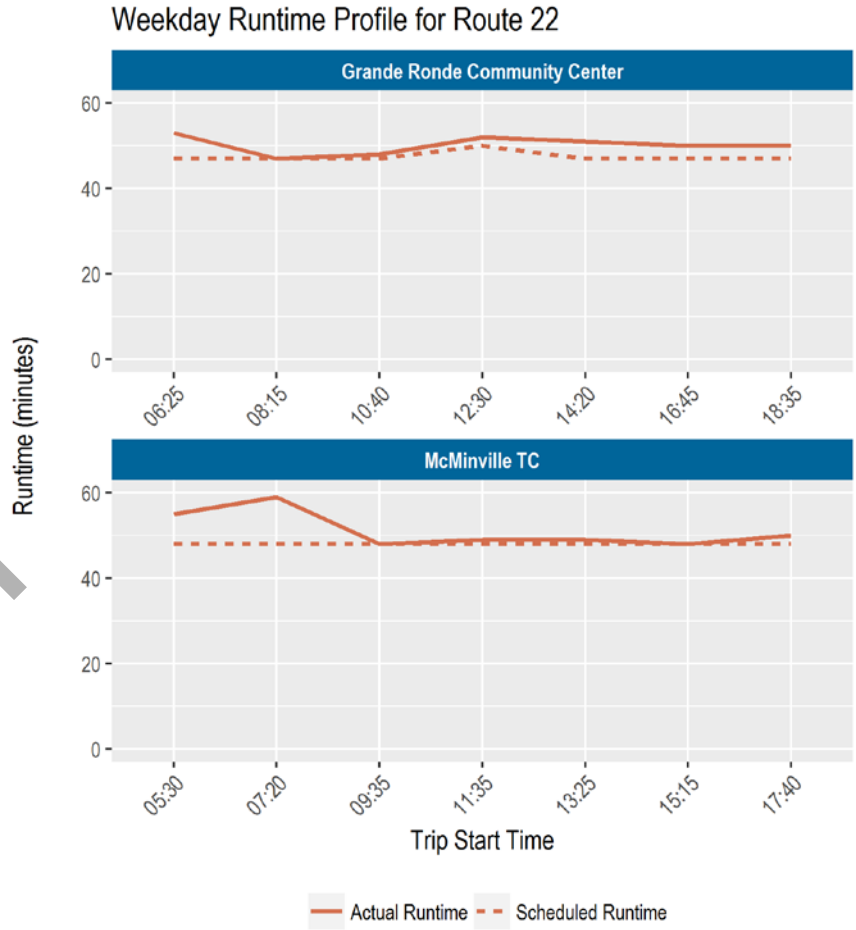
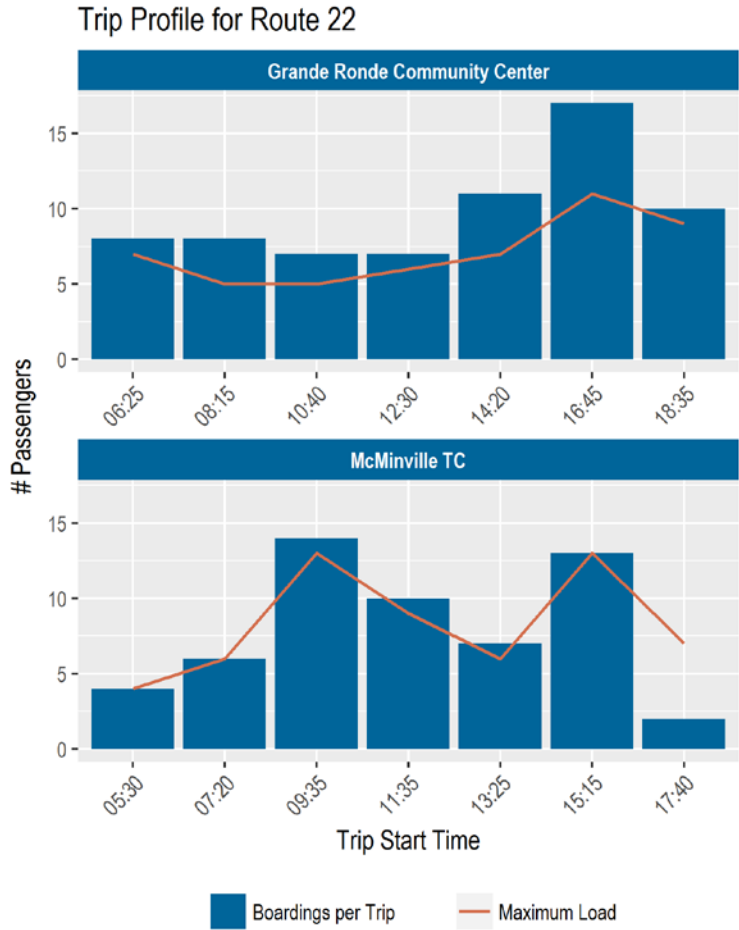
Summary by Segment

Direction	Segment Name	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
McMinnville TC	Grand Ronde Community Center to Spirit Mountain East Entrance	7	0	0.6	12.0	5	100.0%	0.0%	0.0%	Grand Ronde Community Center
McMinnville TC	Spirit Mountain East Entrance to Willamina - C St. & Main (North Shelter)	10	2	1.8	5.7	7	71.4%	28.6%	0.0%	Spirit Mountain East Entrance
McMinnville TC	Willamina - C St. & Main (North Shelter) to Sheridan TJ's	16	4	1.2	13.7	13	92.9%	0.0%	7.1%	Willamina - C St. & Main (North Shelter)
McMinnville TC	Sheridan TJ's to Hwy 99 @ Albertsons	23	3	1.9	12.3	13	100.0%	0.0%	0.0%	Sheridan (Bill's Market)
McMinnville TC	Hwy 99 @ Albertsons to McMinnville Transit Center	0	39	0.2	0.0	13	61.9%	23.8%	14.3%	Hwy 99 @ Albertsons
Grand Ronde Community Center	McMinnville Transit Center to Hwy 99W @ Bimart	35	0	0.6	60.0	9	81.0%	0.0%	19.0%	Hwy 99w & SW Fellows - Linfield College
Grand Ronde Community Center	Hwy 99W @ Bimart to Sheridan (Bill's Market South)	7	1	1.2	5.9	11	42.9%	14.3%	42.9%	Hwy 99W @ Bimart
Grand Ronde Community Center	Sheridan (Bill's Market South) to Willamina C St. & Main South	9	20	1.3	7.1	8	28.6%	0.0%	71.4%	Sheridan - TJ's
Grand Ronde Community Center	Willamina C St. & Main South to Spirit Mountain East Entrance	6	9	1.9	3.1	7	14.3%	0.0%	85.7%	Willamina (Barber Ave)
Grand Ronde Community Center	Spirit Mountain East Entrance to Grand Ronde Community Center	11	26	0.6	18.9	9	81.0%	0.0%	19.0%	Spirit Mountain East Entrance

Summary by Time of Day

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
Grand Ronde Community Center	AM	16	14	1.6	10.2	7	50.0%	0.0%	50.0%	Spirit Mountain East Entrance
Grand Ronde Community Center	Mid-day	25	20	2.4	10.4	7	48.7%	0.0%	51.3%	Spirit Mountain East Entrance
Grand Ronde Community Center	PM	27	22	1.6	17.2	11	57.7%	3.8%	38.5%	Spirit Mountain East Entrance
McMinnville TC	Early	4	1	0.8	5.0	4	72.7%	18.2%	9.1%	Spirit Mountain East Entrance
McMinnville TC	AM	6	3	0.8	7.5	6	83.3%	8.3%	8.3%	Spirit Mountain East Entrance
McMinnville TC	Mid-day	31	23	2.4	12.9	13	83.3%	11.1%	5.6%	Spirit Mountain East Entrance
McMinnville TC	PM	15	21	1.6	9.4	13	91.7%	8.3%	0.0%	Spirit Mountain East Entrance





ROUTE 24S

Summary by Direction

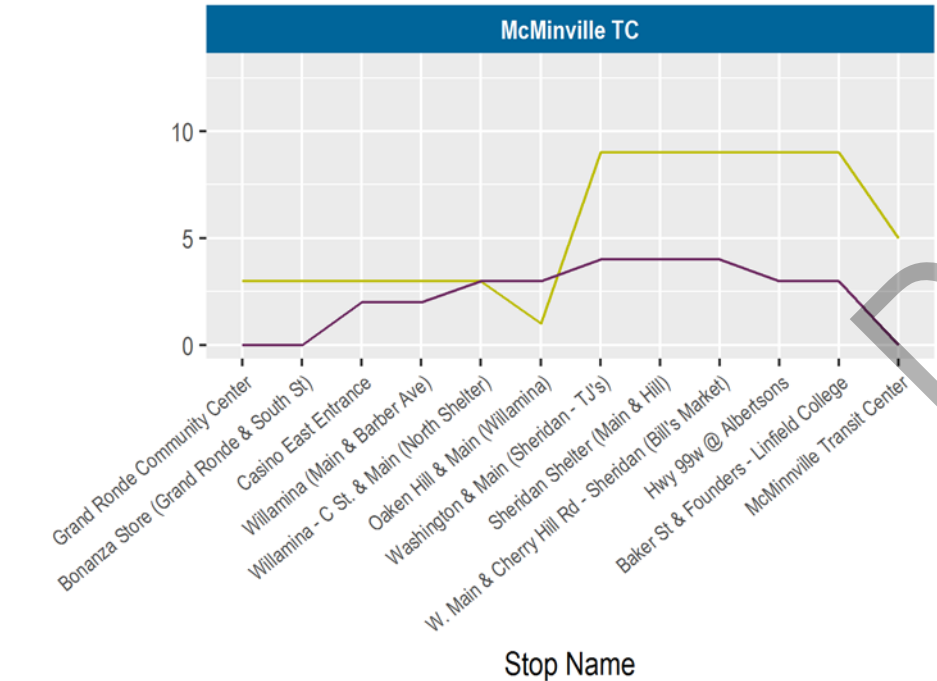
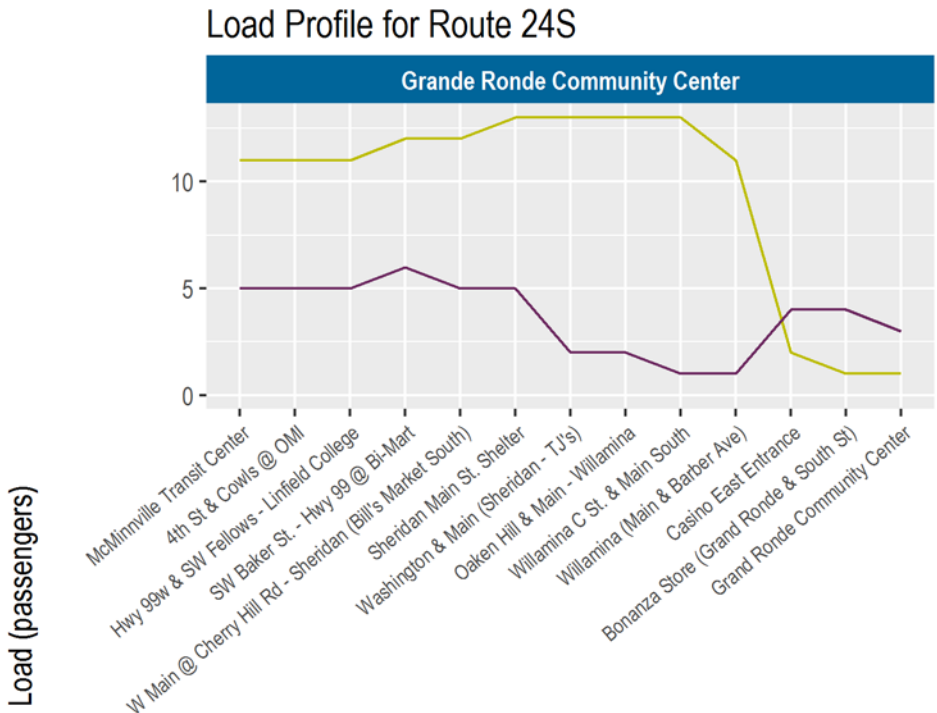
Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
Grand Ronde Community Center	26	23	3.3	7.8	67.3%	0.0%	32.7%	6	Spirit Mountain East Entrance
McMinnville TC	15	11	3.0	5.0	84.1%	2.3%	13.6%	5	Spirit Mountain East Entrance
Total	41	34	6.3	1.0	75.7%	1.1%	23.2%	6	Spirit Mountain East Entrance

Summary by Segment

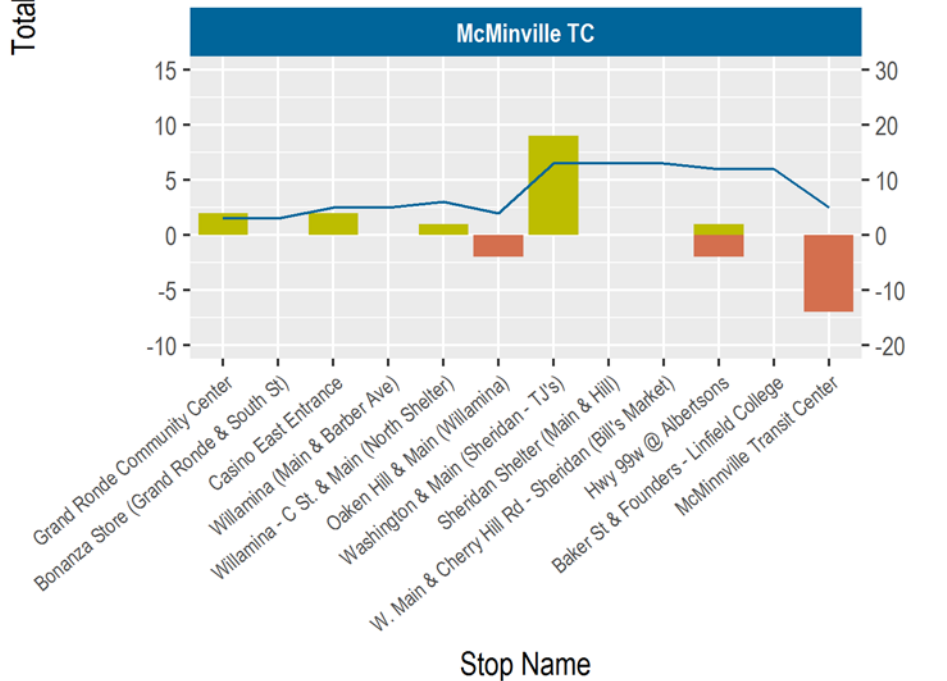
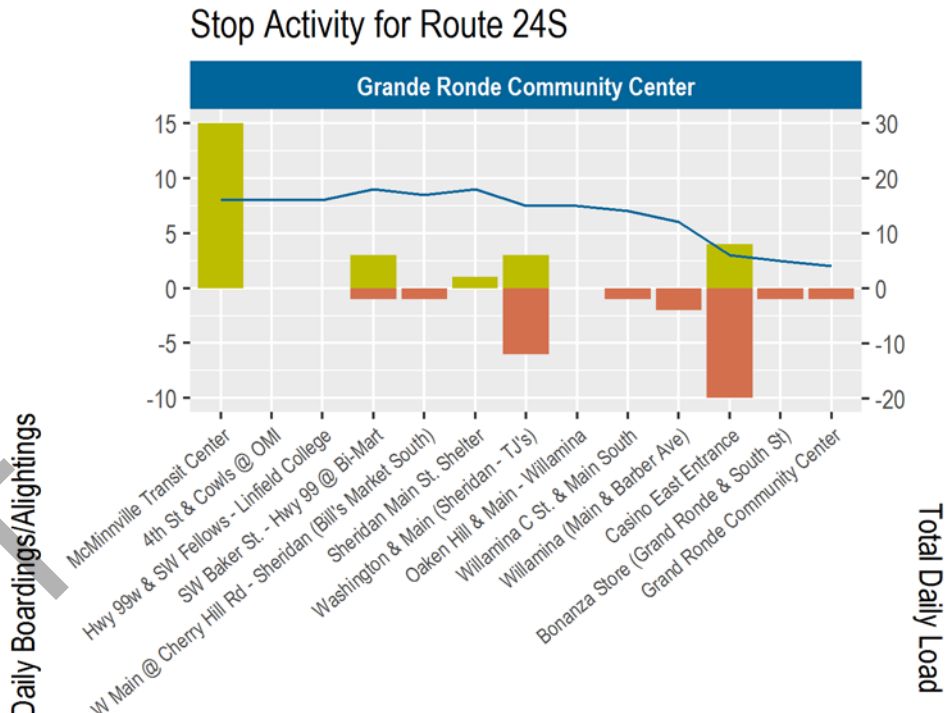
Direction	Segment Name	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
McMinnville TC	Grand Ronde Community Center to Spirit Mountain East Entrance	2	0	0.2	8.0	3	66.7%	0.0%	33.3%	Grand Ronde Community Center
McMinnville TC	Spirit Mountain East Entrance to Willamina - C St. & Main (North Shelter)	2	0	0.8	2.7	3	50.0%	16.7%	33.3%	Spirit Mountain East Entrance
McMinnville TC	Willamina - C St. & Main (North Shelter) to Sheridan (Bill's Market)	10	2	0.8	12.5	4	100.0%	0.0%	0.0%	Willamina - C St. & Main (North Shelter)
McMinnville TC	Sheridan (Bill's Market) to Baker St & Founders - Linfield College	1	2	0.9	1.1	5	87.5%	0.0%	12.5%	Hwy 99 @ Albertsons
McMinnville TC	Baker St & Founders - Linfield College to McMinnville Transit Center	0	7	0.3	0.0	5	87.5%	0.0%	12.5%	McMinnville Transit Center
Grand Ronde Community Center	McMinnville Transit Center to Hwy 99w & SW Fellows - Linfield College	15	0	0.3	56.2	6	87.5%	0.0%	12.5%	McMinnville Transit Center
Grand Ronde Community Center	Hwy 99w & SW Fellows - Linfield College to Sheridan (Bill's Market South)	3	1	1.1	2.8	6	50.0%	0.0%	50.0%	Hwy 99W @ Bimart
Grand Ronde Community Center	Sheridan (Bill's Market South) to Willamina C St. & Main South	4	7	0.7	5.5	6	56.2%	0.0%	43.8%	Sheridan - TJ's
Grand Ronde Community Center	Willamina C St. & Main South to Spirit Mountain East Entrance	0	3	0.9	0.0	6	75.0%	0.0%	25.0%	Willamina (Barber Ave)
Grand Ronde Community Center	Spirit Mountain East Entrance to Grand Ronde Community Center	4	12	0.3	12.0	4	75.0%	0.0%	25.0%	Spirit Mountain East Entrance

Summary by Time of Day

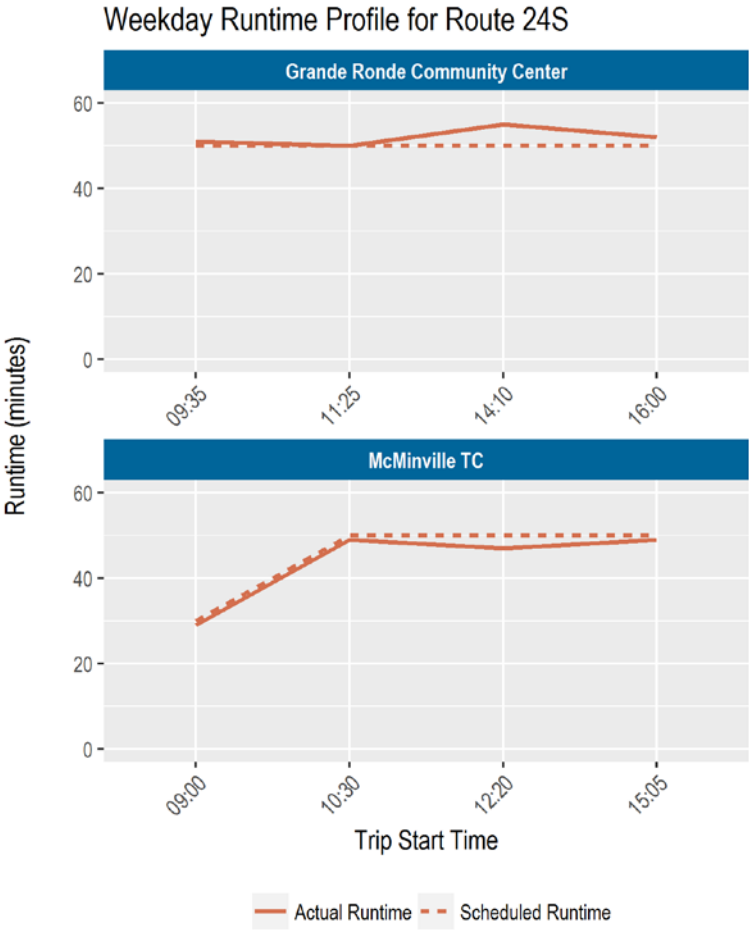
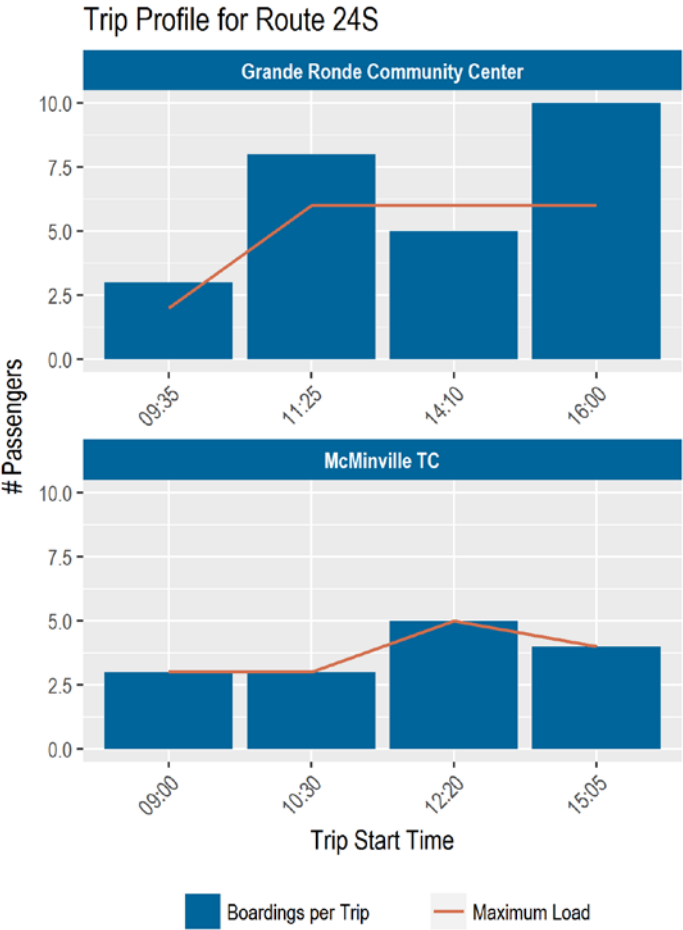
Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
Grand Ronde Community Center	Mid-day	16	16	2.5	6.4	6	76.9%	0.0%	23.1%	Spirit Mountain East Entrance
Grand Ronde Community Center	PM	10	7	0.8	12.0	6	38.5%	0.0%	61.5%	Spirit Mountain East Entrance
McMinnville TC	Mid-day	11	7	2.2	5.1	5	81.2%	3.1%	15.6%	Spirit Mountain East Entrance
McMinnville TC	PM	4	4	0.8	4.8	4	91.7%	0.0%	8.3%	Spirit Mountain East Entrance



Time Period — Mid-day — PM



— Alightings — Boardings — Load



ROUTE 33

Summary by Direction

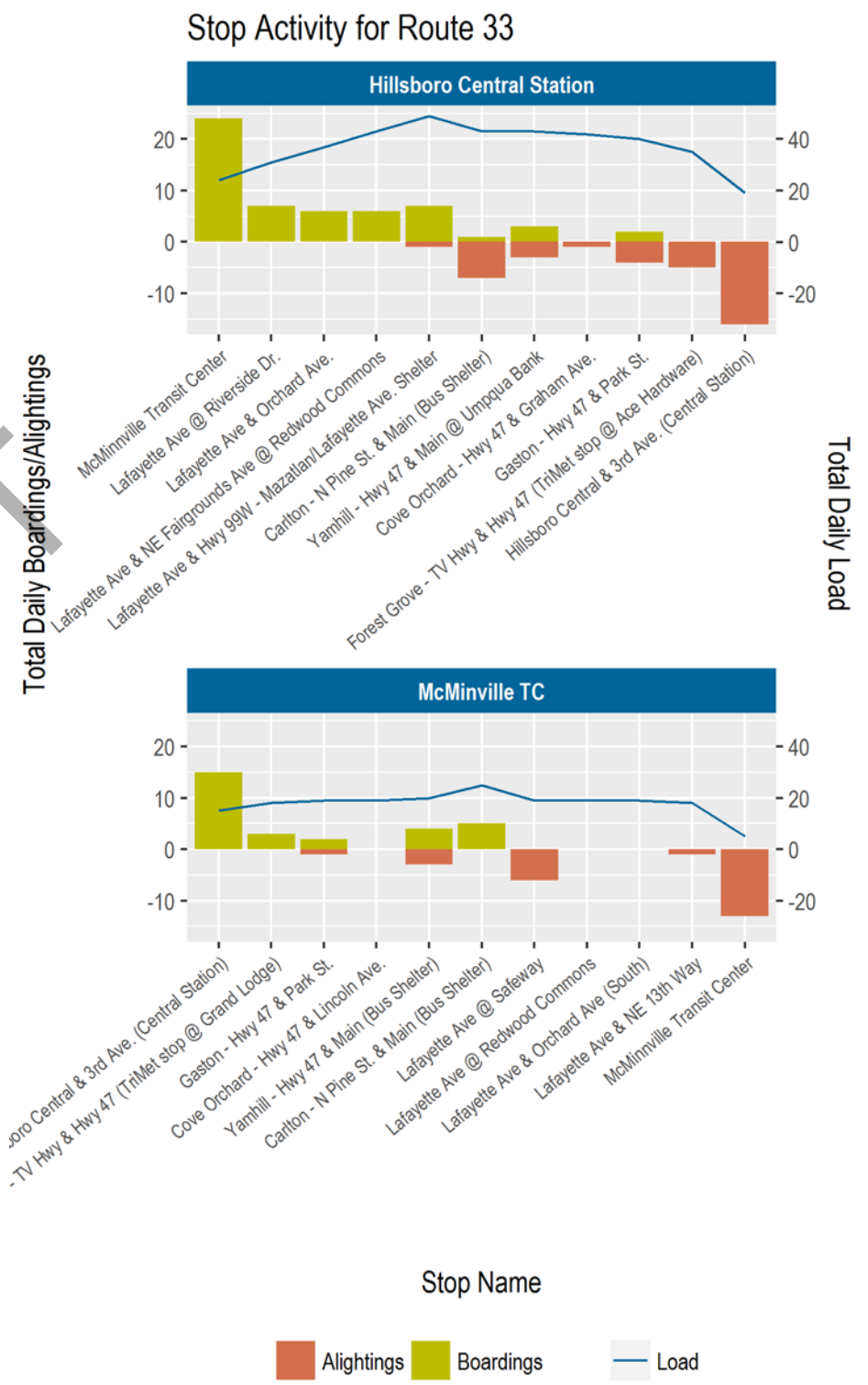
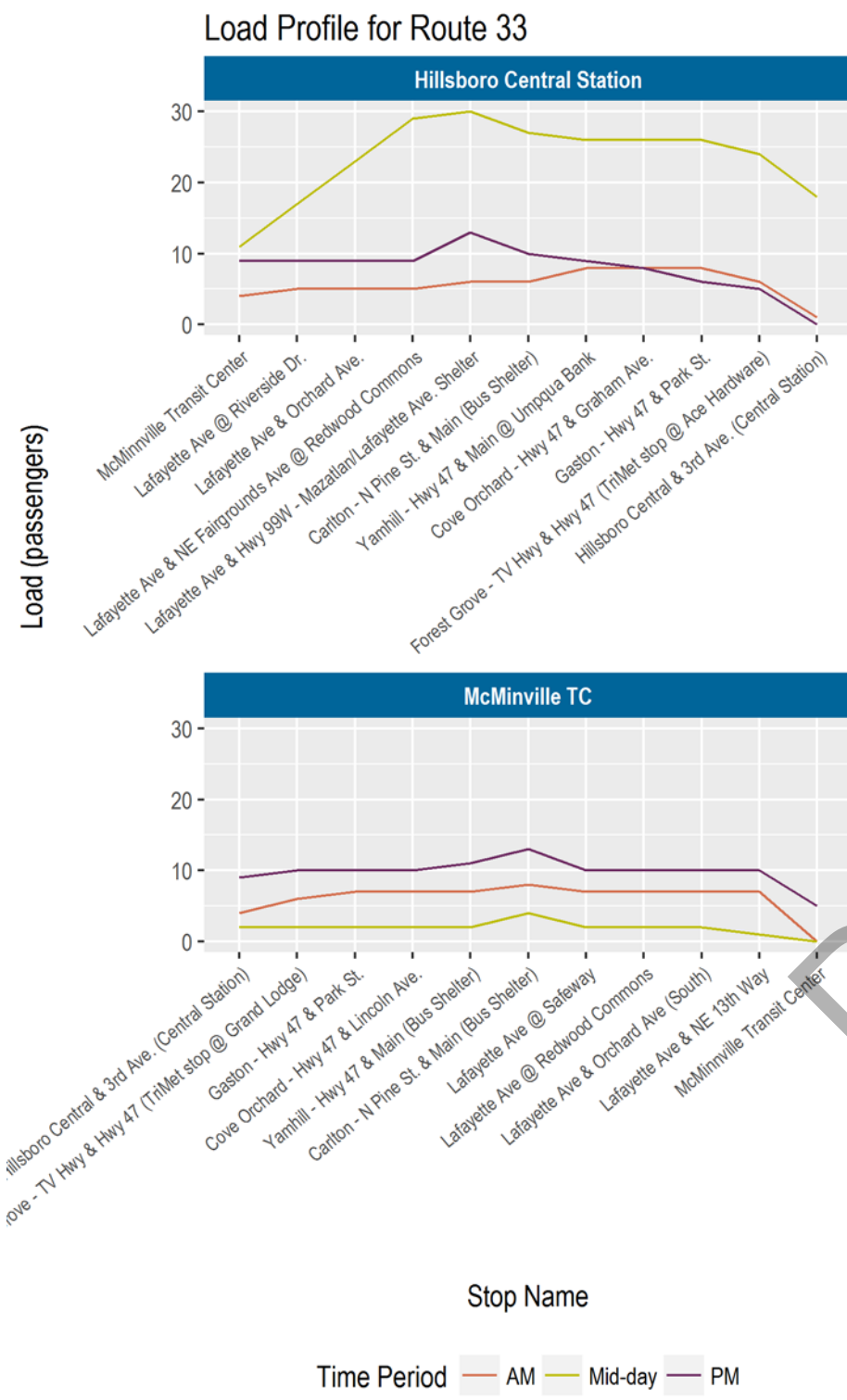
Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
Hillsboro Central Station	56	37	4.3	12.9	74.5%	0.0%	25.5%	24	Carlton - N Pine St. Bus Shelter
McMinnville TC	29	24	4.2	7.0	66.7%	3.7%	29.6%	8	Carlton - N Pine St. Bus Shelter
Total	85	61	8.5	1.0	70.6%	1.9%	27.5%	24	Carlton - N Pine St. Bus Shelter

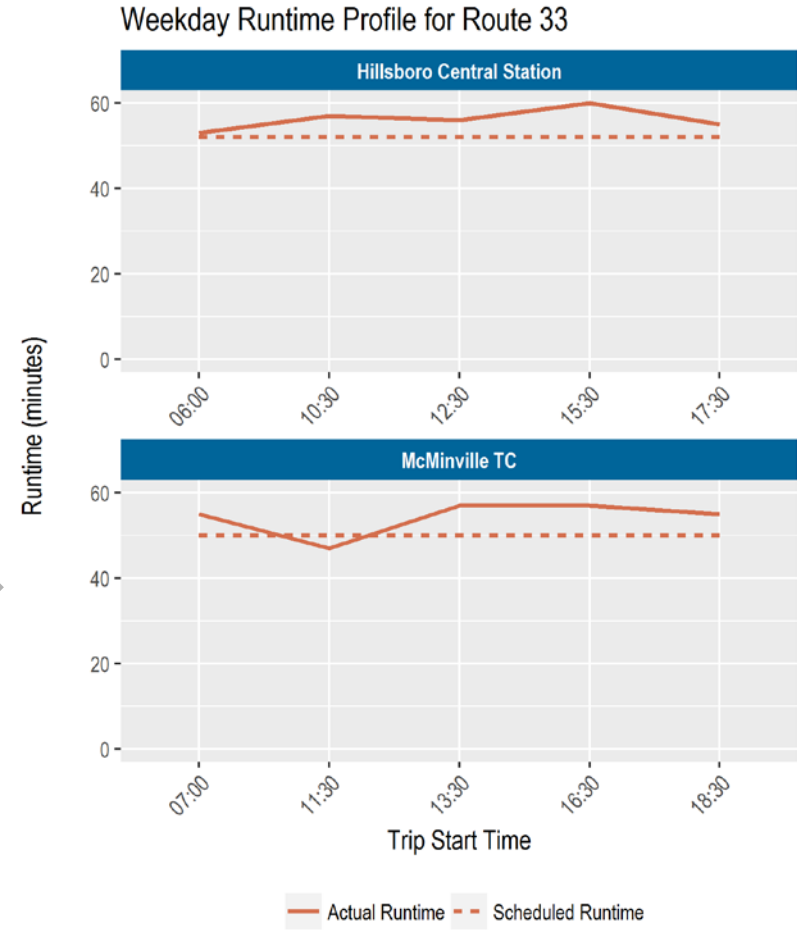
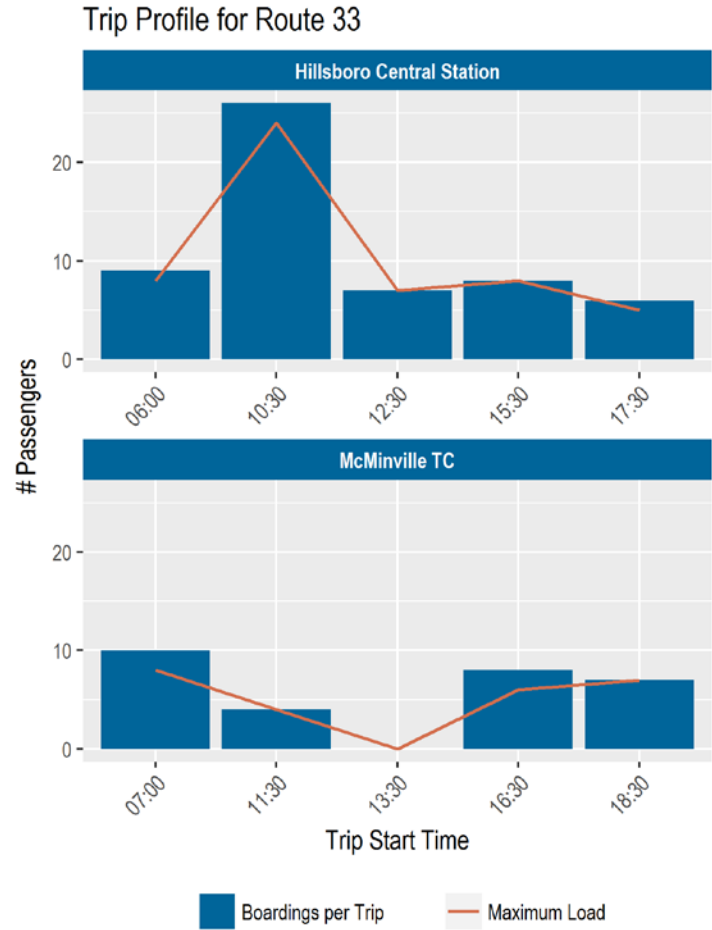
Summary by Segment

Direction	Segment Name	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
Hillsboro Central Station	McMinnville Transit Center to Mazatlan/Lafayette Ave. Shelter	43	0	0.4	122.9	24	95%	0%	5%	Lafayette Ave @ Riverside Dr.
Hillsboro Central Station	Mazatlan/Lafayette Ave. Shelter to Carlton - N Pine St. Bus Shelter	7	1	0.6	10.8	23	100%	0%	0%	Mazatlan/Lafayette Ave. Shelter
Hillsboro Central Station	Carlton - N Pine St. Bus Shelter to Yamhill @ Sterling Silver Bank	1	7	0.6	1.7	23	60%	0%	40%	Carlton - N Pine St. Bus Shelter
Hillsboro Central Station	Yamhill @ Sterling Silver Bank to Cove Orchard Hwy 47 & Graham Ave.	3	3	0.3	9.0	23	80%	0%	20%	Yamhill @ Sterling Silver Bank
Hillsboro Central Station	Cove Orchard Hwy 47 & Graham Ave. to Gaston Hwy 47 & Park St.	0	1	0.4	0.0	23	40%	0%	60%	Cove Orchard Hwy 47 & Graham Ave.
Hillsboro Central Station	Gaston Hwy 47 & Park St. to Forest Grove (Ace Hardware)	2	4	0.7	2.8	23	40%	0%	60%	Gaston Hwy 47 & Park St.
Hillsboro Central Station	Forest Grove (Ace Hardware) to Hillsboro Central & 3rd Ave.	0	21	1.2	0.0	23	60%	0%	40%	Forest Grove (Ace Hardware)
McMinnville TC	Hillsboro Central & 3rd Ave. to Forest Grove Grand Lodge (TriMet stop)	15	0	1.0	15.0	5	100%	0%	0%	Hillsboro Central & 3rd Ave.
McMinnville TC	Forest Grove Grand Lodge (TriMet stop) to Gaston Hwy 47 & Park St.	3	0	0.7	4.5	6	100%	0%	0%	Forest Grove Grand Lodge (TriMet stop)
McMinnville TC	Gaston Hwy 47 & Park St. to Cove Orchard Hwy 47 & Lincoln Ave.	2	1	0.6	3.4	7	60%	0%	40%	Gaston Hwy 47 & Park St.
McMinnville TC	Cove Orchard Hwy 47 & Lincoln Ave. to Yamhill Bus Shelter	0	0	0.3	0.0	7	100%	0%	0%	Cove Orchard Hwy 47 & Lincoln Ave.
McMinnville TC	Yamhill Bus Shelter to Carlton - N Pine St. Bus Shelter	4	3	0.5	8.0	7	60%	20%	20%	Yamhill Bus Shelter
McMinnville TC	Carlton - N Pine St. Bus Shelter to Safeway (Lafayette Ave.)	5	0	0.8	6.7	8	80%	0%	20%	Carlton - N Pine St. Bus Shelter
McMinnville TC	Safeway (Lafayette Ave.) to McMinnville Transit Center	0	20	0.3	0.0	7	48%	4%	48%	Lafayette Ave & Riverside Dr.

Summary by Time of Day

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
Hillsboro Central Station	AM	9	8	0.9	10.4	8	100.0%	0.0%	0.0%	Carlton - N Pine St. Bus Shelter
Hillsboro Central Station	Mid-day	33	15	1.7	19.4	24	86.4%	0.0%	13.6%	Carlton - N Pine St. Bus Shelter
Hillsboro Central Station	PM	14	14	1.7	8.1	8	50.0%	0.0%	50.0%	Carlton - N Pine St. Bus Shelter
McMinnville TC	AM	10	10	0.8	12.0	8	90.9%	0.0%	9.1%	Carlton - N Pine St. Bus Shelter
McMinnville TC	Mid-day	4	4	1.7	2.4	4	59.1%	9.1%	31.8%	Carlton - N Pine St. Bus Shelter
McMinnville TC	PM	15	10	1.7	9.0	7	61.9%	0.0%	38.1%	Carlton - N Pine St. Bus Shelter





ROUTE 44

Summary by Direction

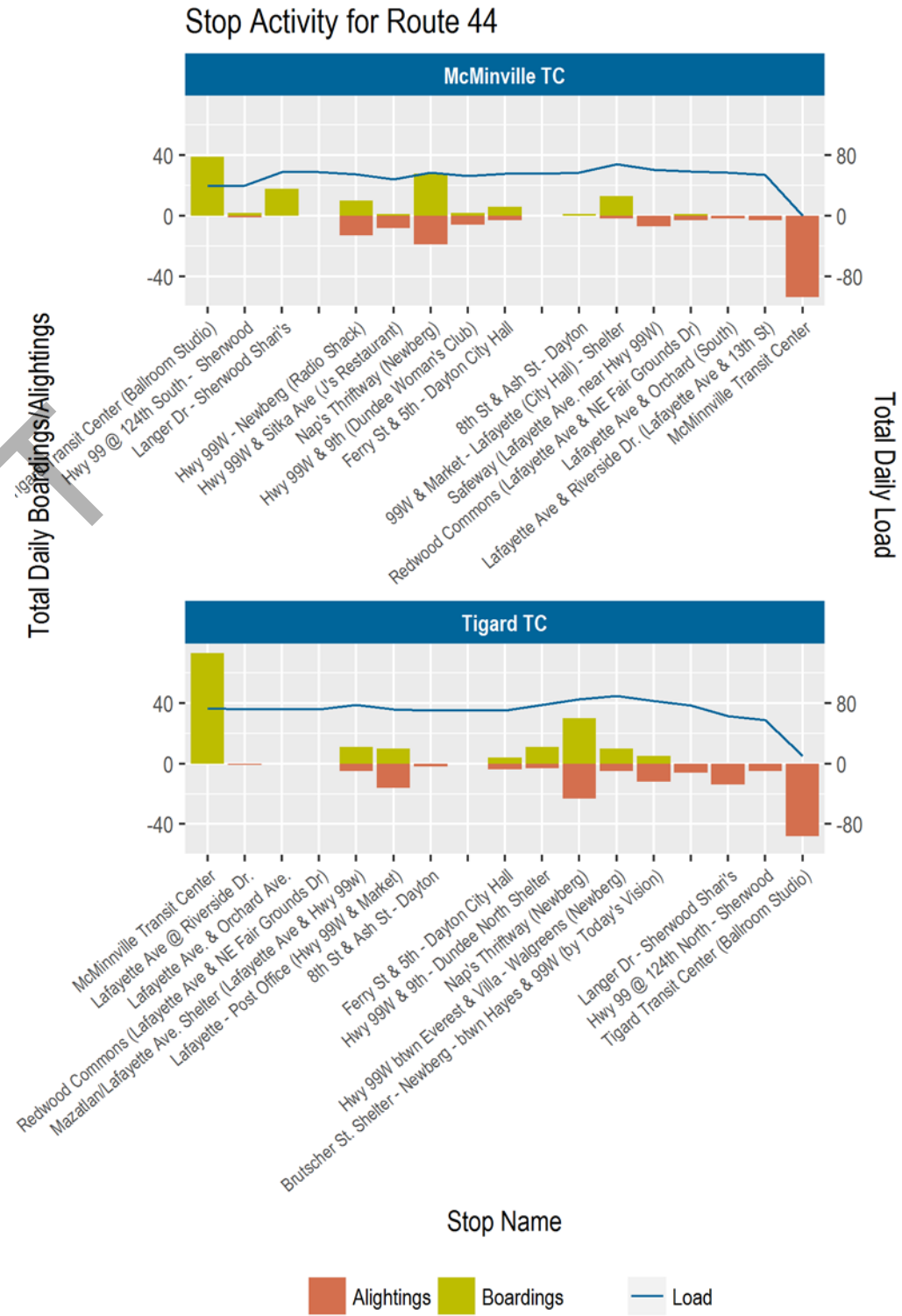
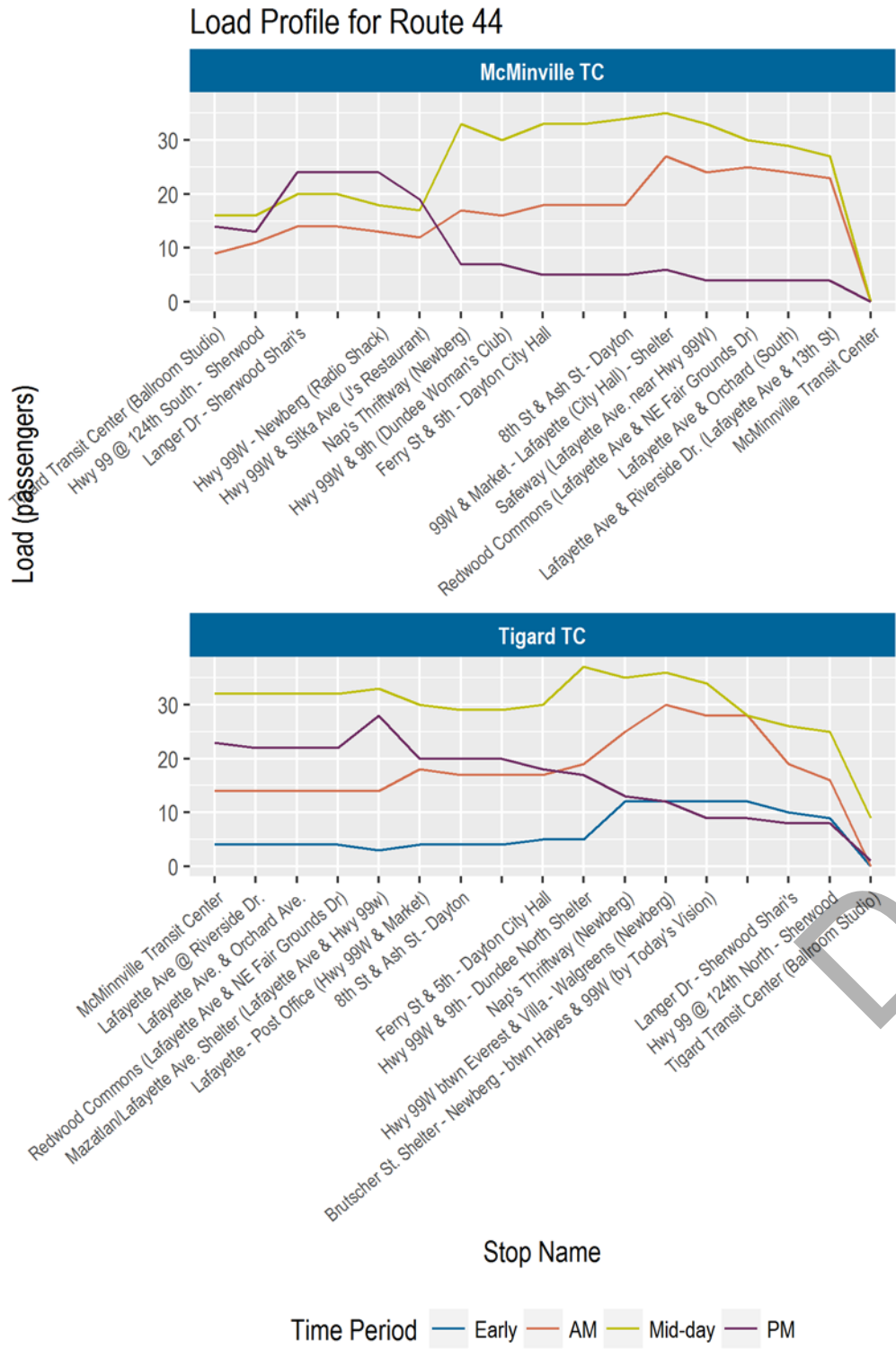
Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
McMinnville TC	121	121	12.0	10.1	39.7%	2.9%	57.4%	17	Sherwood Shari's
Tigard TC	154	144	10.9	14.1	55.6%	8.1%	36.3%	25	Sherwood Shari's
Total	275	265	22.9	1.0	47.6%	5.5%	46.8%	25	Sherwood Shari's

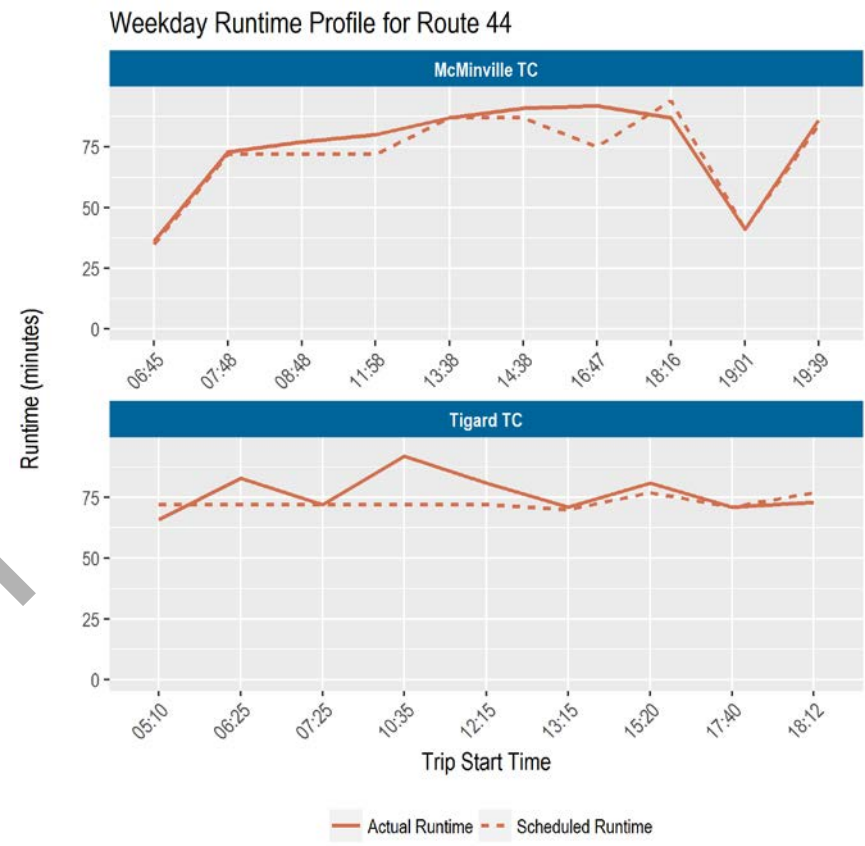
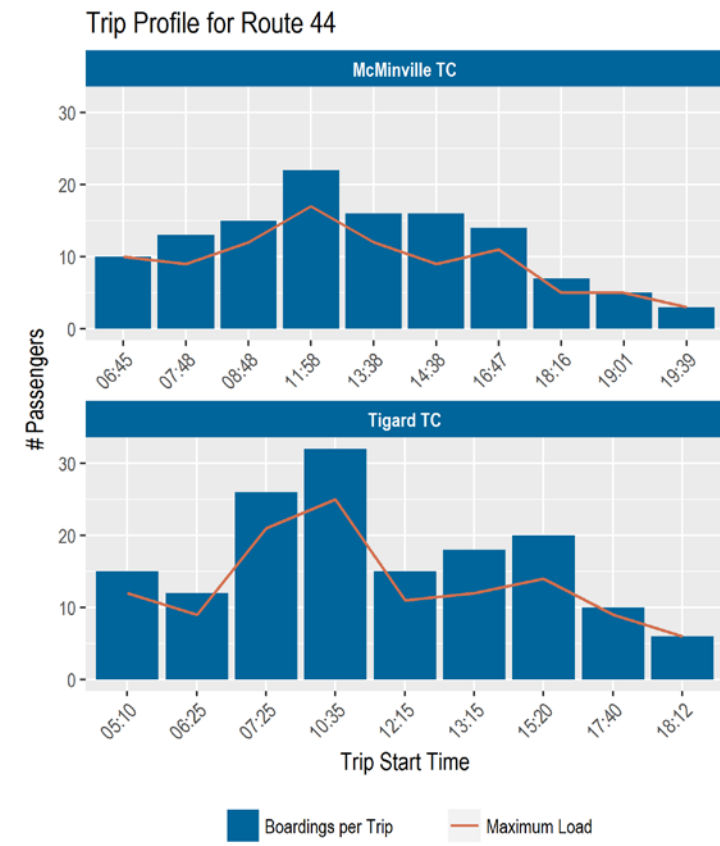
Summary by Segment

Direction	Segment Name	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
Tigard TC	McMinnville Transit Center to Mazatlan/Lafayette Ave. Shelter	73	1	0.6	118.4	13	75.0%	0.0%	25.0%	Lafayette Ave @ Riverside Dr.
Tigard TC	Mazatlan/Lafayette Ave. Shelter to Lafayette (Post Office)	11	5	1.1	10.2	14	66.7%	0.0%	33.3%	Mazatlan/Lafayette Ave. Shelter
Tigard TC	Lafayette (Post Office) to Dayton City Hall	10	18	1.1	9.5	15	66.7%	22.2%	11.1%	Lafayette (Post Office)
Tigard TC	Dayton City Hall to Dundee North Shelter	4	4	2.0	2.1	16	77.8%	0.0%	22.2%	Dayton City Hall
Tigard TC	Dundee North Shelter to Nap's Thriftway (Newberg)	11	3	0.4	24.4	20	44.4%	44.4%	11.1%	Dundee North Shelter
Tigard TC	Nap's Thriftway (Newberg) to Newberg Brutscher St. by Today's Vision	40	28	0.8	53.3	25	44.4%	0.0%	55.6%	Nap's Thriftway (Newberg)
Tigard TC	Newberg Brutscher St. by Today's Vision to Sherwood Shari's	5	18	2.3	2.2	23	22.2%	0.0%	77.8%	Newberg Brutscher St. by Today's Vision
Tigard TC	Sherwood Shari's to Hwy 99 @ 124th North	0	14	1.0	0.0	17	33.3%	0.0%	66.7%	Sherwood Shari's
Tigard TC	Hwy 99 @ 124th North to Tigard Transit Center (Ballroom Studio)	0	53	1.7	0.0	17	33.3%	16.7%	50.0%	Tigard Transit Center (Ballroom Studio)
McMinnville TC	Tigard Transit Center (Ballroom Studio) to Hwy 99 @ 124th South	39	0	1.4	27.5	7	66.7%	0.0%	33.3%	Tigard Transit Center (Ballroom Studio)
McMinnville TC	Hwy 99 @ 124th South to Sherwood Shari's	2	1	1.0	2.0	7	33.3%	0.0%	66.7%	Hwy 99 @ 124th South
McMinnville TC	Sherwood Shari's to Newberg (Radio Shack)	18	0	2.1	8.8	11	44.4%	0.0%	55.6%	Sherwood Shari's
McMinnville TC	Newberg (Radio Shack) to Nap's Thriftway (Newberg)	11	21	1.6	6.7	11	38.9%	11.1%	50.0%	Newberg (Radio Shack)
McMinnville TC	Nap's Thriftway (Newberg) to Hwy 99W & 9th (Dundee Woman's Club)	28	19	1.0	29.0	13	60.0%	0.0%	40.0%	Nap's Thriftway (Newberg)
McMinnville TC	Hwy 99W & 9th (Dundee Woman's Club) to Dayton City Hall	2	6	1.5	1.3	12	33.3%	0.0%	66.7%	Hwy 99W & 9th (Dundee Woman's Club)
McMinnville TC	Dayton City Hall to Lafayette (City Hall)	7	3	1.3	5.3	15	33.3%	0.0%	66.7%	Dayton City Hall
McMinnville TC	Lafayette (City Hall) to Safeway (Lafayette Ave.)	13	2	1.0	13.0	17	33.3%	0.0%	66.7%	Lafayette (City Hall)
McMinnville TC	Safeway (Lafayette Ave.) to McMinnville Transit Center	1	69	1.0	1.0	15	35.6%	4.4%	60.0%	Lafayette Ave & Riverside Dr.

Summary by Time of Day

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
McMinnville TC	AM	38	38	3.0	12.7	12	55.0%	0.0%	45.0%	Sherwood Shari's
McMinnville TC	Mid-day	54	54	4.1	13.2	17	0.0%	0.0%	100.0%	Sherwood Shari's
McMinnville TC	PM	29	29	4.9	5.9	11	62.7%	7.8%	29.4%	Sherwood Shari's
Tigard TC	Early	15	15	1.2	12.5	12	66.7%	26.7%	6.7%	Sherwood Shari's
Tigard TC	AM	38	38	2.4	15.8	21	46.7%	0.0%	53.3%	Sherwood Shari's
Tigard TC	Mid-day	65	53	3.6	18.2	25	35.6%	6.7%	57.8%	Sherwood Shari's
Tigard TC	PM	36	35	3.8	9.6	14	77.8%	8.9%	13.3%	Sherwood Shari's





DRAFT

ROUTE 45X

Summary by Direction

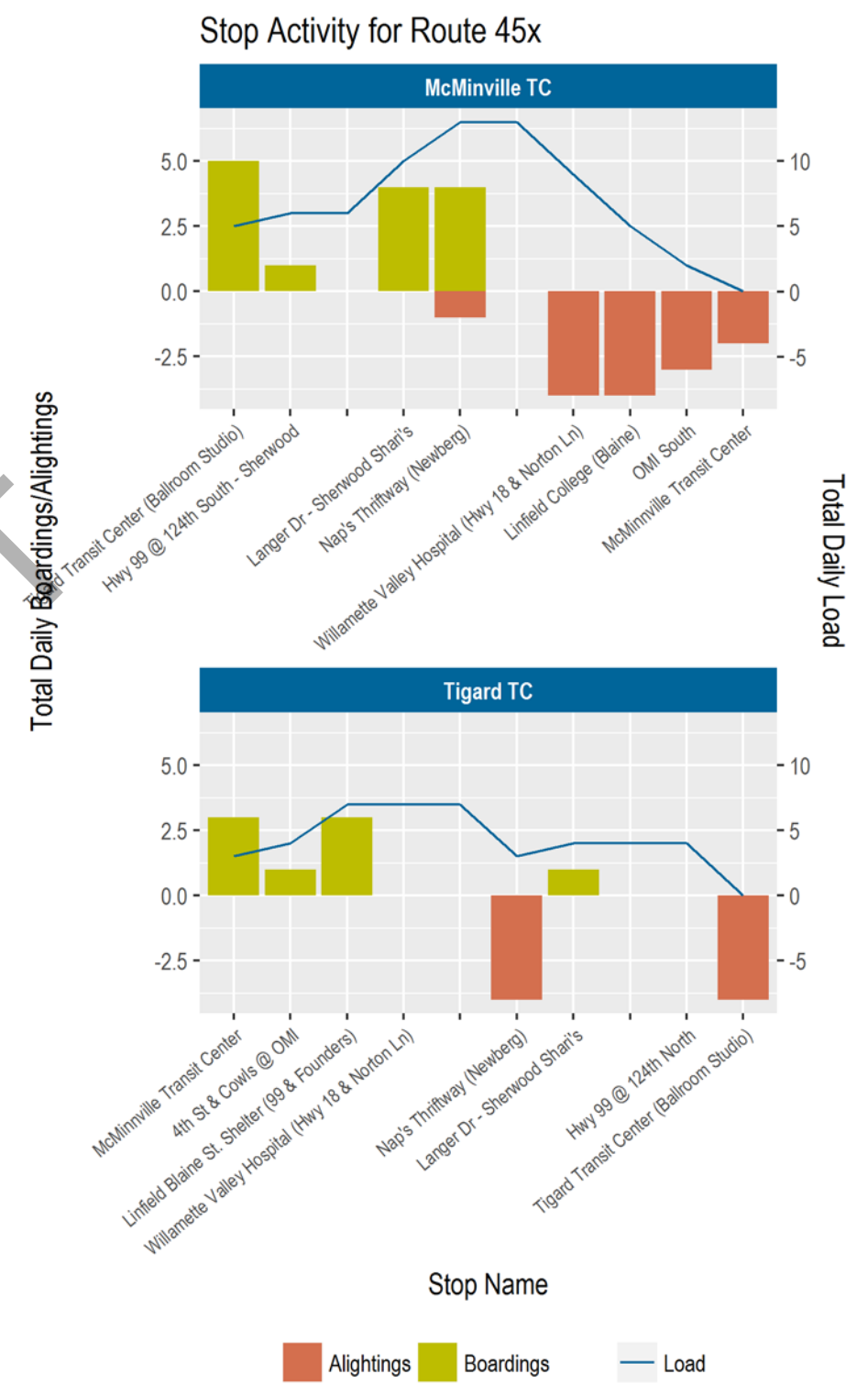
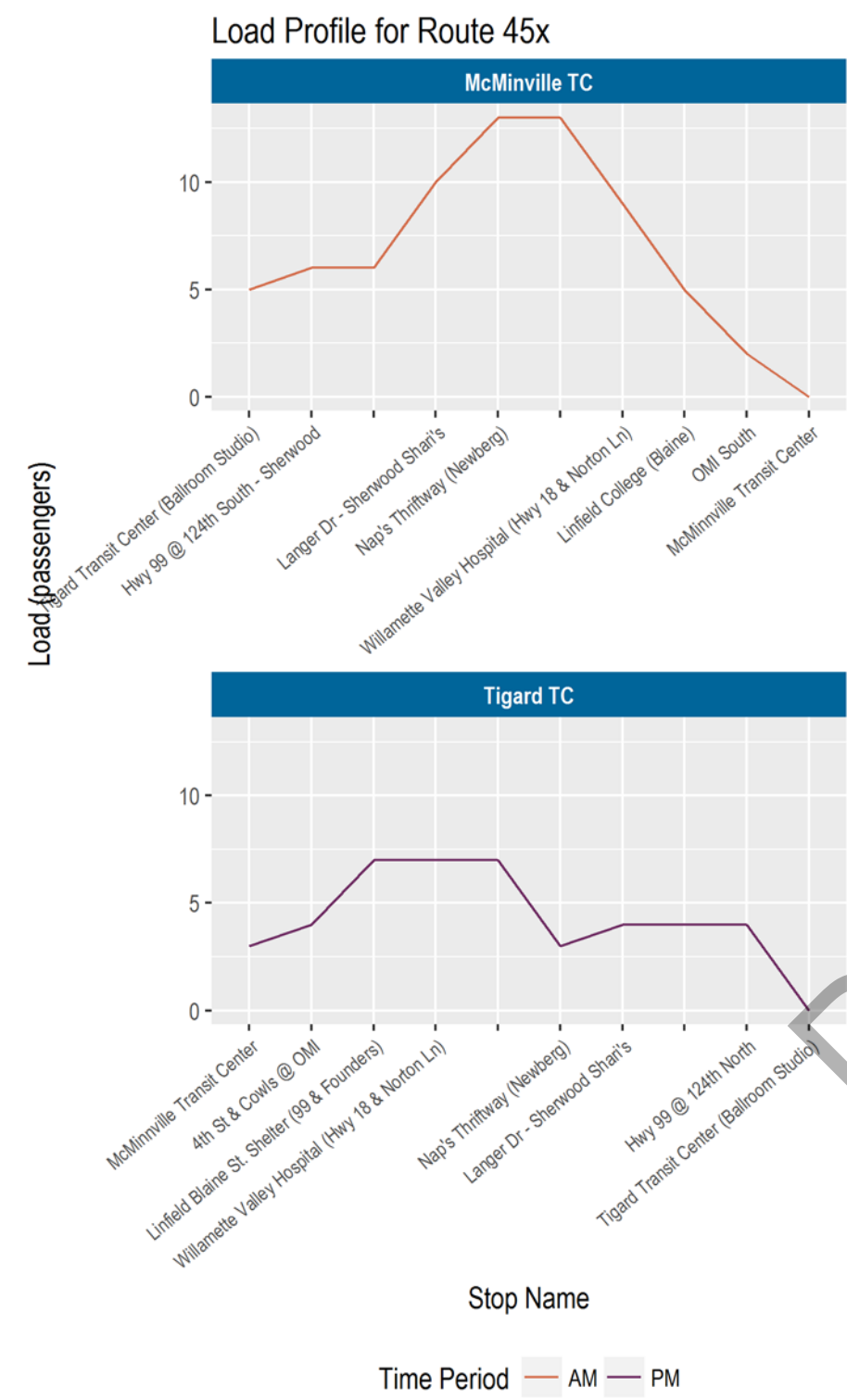
Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
McMinnville TC	14	14	1.1	12.4	50.0%	12.5%	37.5%	13	Sherwood Shari's
Tigard TC	8	8	1.0	7.9	37.5%	0.0%	62.5%	7	Sherwood Shari's
Total	22	22	2.2	1.0	43.8%	6.2%	50.0%	13	Sherwood Shari's

Summary by Segment

Direction	Segment Name	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
Tigard TC	McMinnville Transit Center to Linfield Blaine St. Shelter (99 & Founders)	4	0	0.1	34.3	4	100%	0%	0%	McMinnville Transit Center
Tigard TC	Linfield Blaine St. Shelter (99 & Founders) to Willamette Valley Hospital	3	0	0.1	30.0	7	100%	0%	0%	Linfield Blaine St. Shelter (99 & Founders)
Tigard TC	Willamette Valley Hospital to Nap's Thriftway (Newberg)	0	0	0.3	0.0	7	0%	0%	100%	Willamette Valley Hospital
Tigard TC	Nap's Thriftway (Newberg) to Sherwood Shari's	0	4	0.2	0.0	3	0%	0%	100%	Nap's Thriftway (Newberg)
Tigard TC	Sherwood Shari's to Hwy 99 @ 124th North	1	0	0.1	8.6	4	0%	0%	100%	Sherwood Shari's
Tigard TC	Hwy 99 @ 124th North to Tigard Transit Center (Ballroom Studio)	0	4	0.2	0.0	4	0%	0%	100%	Tigard Transit Center (Ballroom Studio)
McMinnville TC	Tigard Transit Center (Ballroom Studio) to Hwy 99 @ 124th South	5	0	0.2	21.4	5	100%	0%	0%	Tigard Transit Center (Ballroom Studio)
McMinnville TC	Hwy 99 @ 124th South to Sherwood Shari's	1	0	0.0	30.0	6	0%	100%	0%	Hwy 99 @ 124th South
McMinnville TC	Sherwood Shari's to Nap's Thriftway (Newberg)	4	0	0.4	10.9	10	100%	0%	0%	Sherwood Shari's
McMinnville TC	Nap's Thriftway (Newberg) to Willamette Valley Hospital	4	1	0.0	Inf	13	100%	0%	0%	Nap's Thriftway (Newberg)
McMinnville TC	Willamette Valley Hospital to Linfield College (Blaine)	0	4	NA	NA	9	0%	0%	0%	Willamette Valley Hospital
McMinnville TC	Linfield College (Blaine) to McMinnville Transit Center	0	9	0.0	NaN	5	0%	0%	100%	Linfield College (Blaine)

Summary by Time of Day

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
McMinnville TC	AM	14	14	1.1	12.4	13	50.0%	12.5%	37.5%	Sherwood Shari's
Tigard TC	PM	8	8	1.0	7.9	7	37.5%	0.0%	62.5%	Sherwood Shari's



ROUTE 46S

Summary by Direction

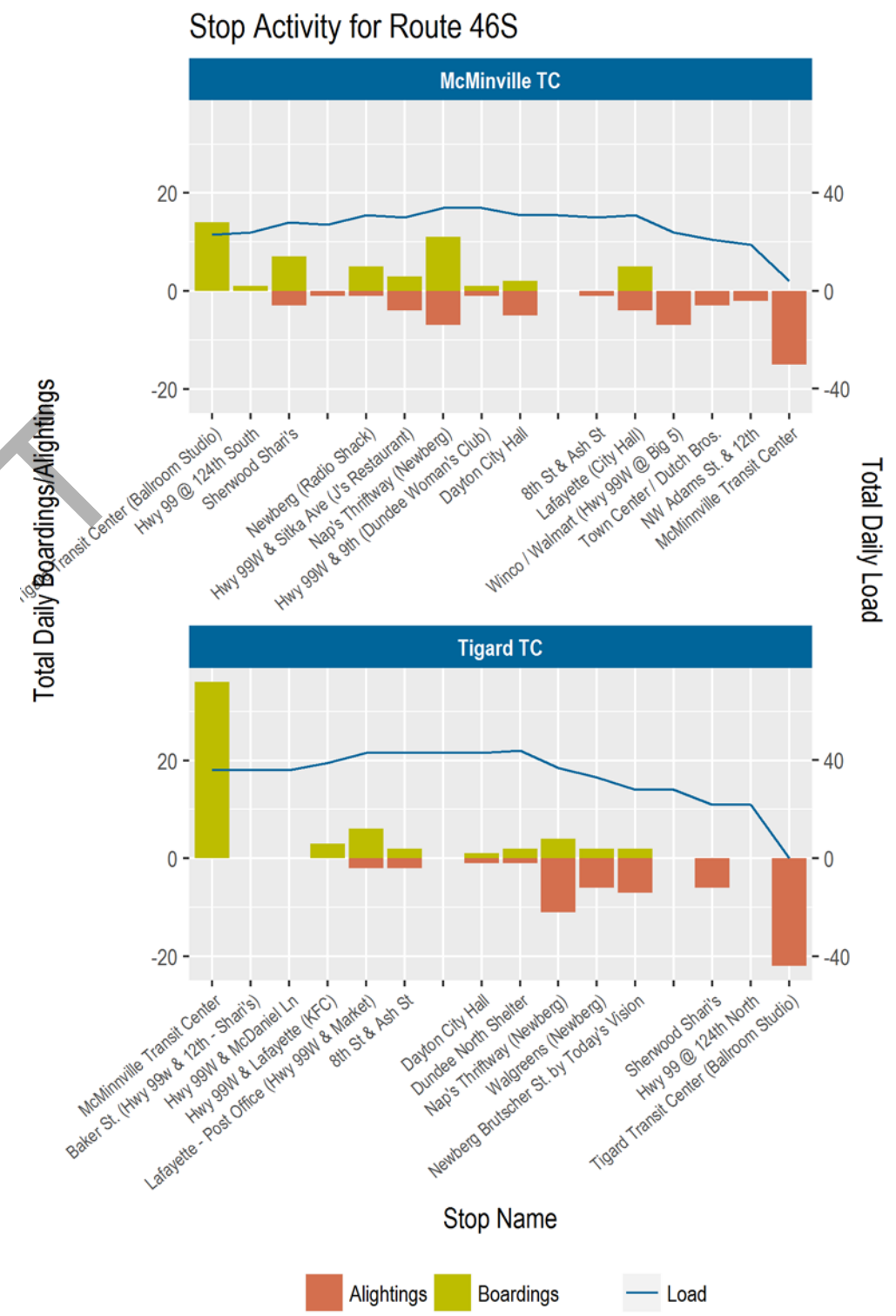
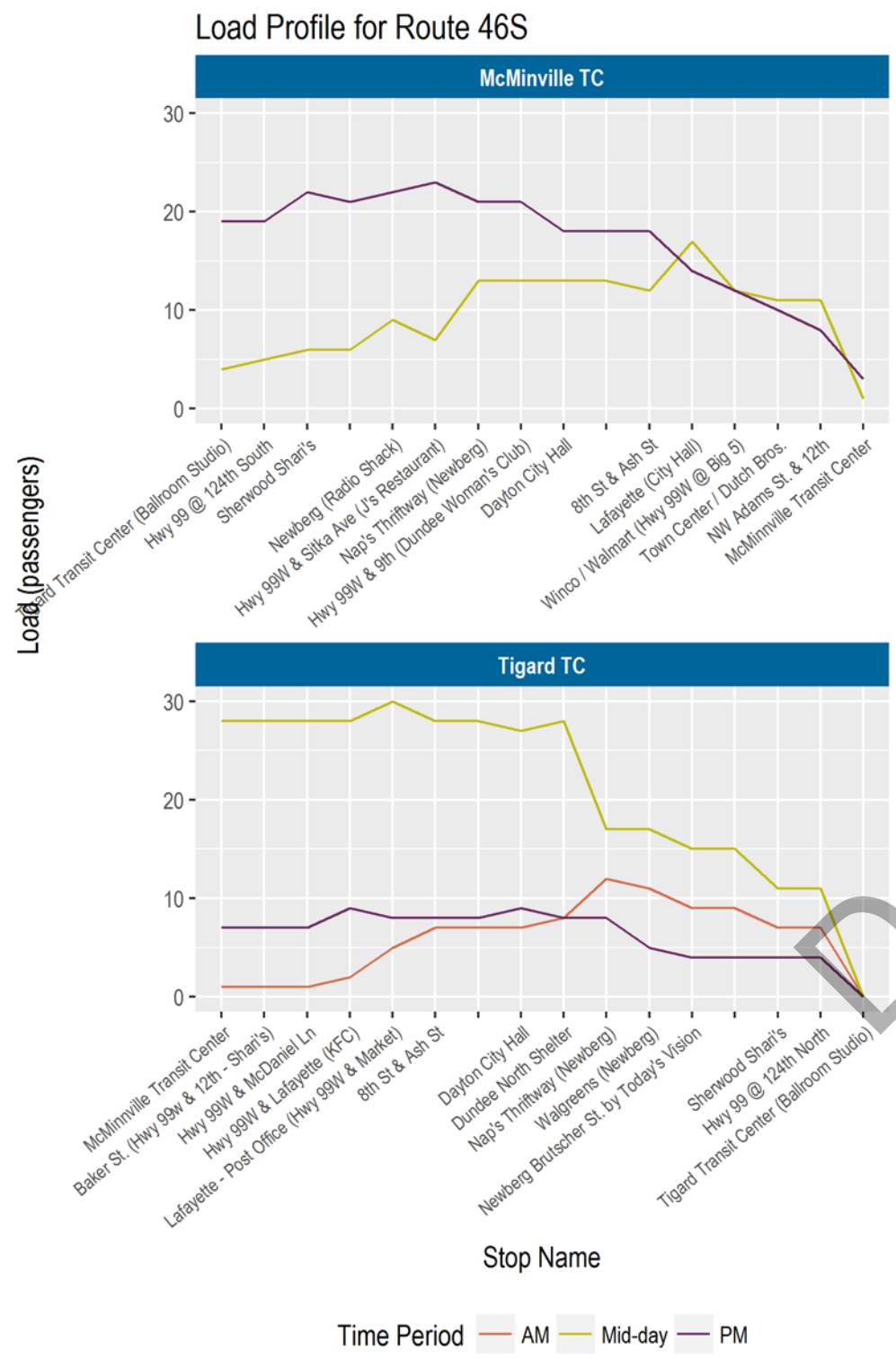
Direction	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	% On Time	% Early	% Late	Maximum Load	Max Load Stop
McMinnville TC	49	54	4.8	10.2	37.5%	1.8%	60.7%	16	Town Center / Dutch Bros.
Tigard TC	58	58	4.5	12.8	44.6%	3.6%	51.8%	17	Sherwood Shari's
Total	107	112	9.3	1.0	41.1%	2.7%	56.2%	17	Sherwood Shari's

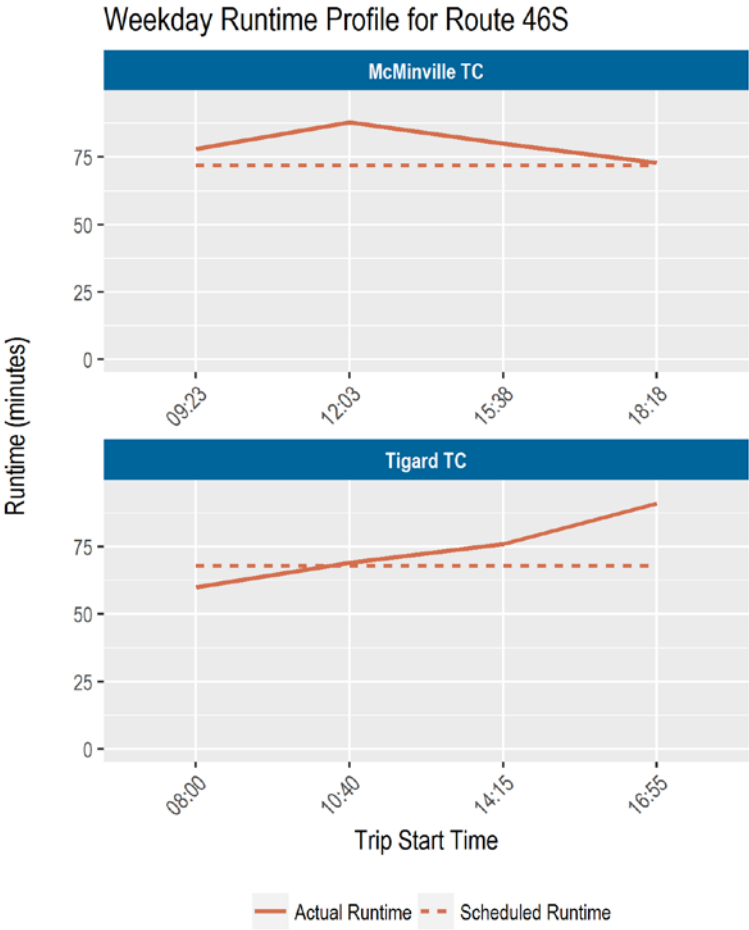
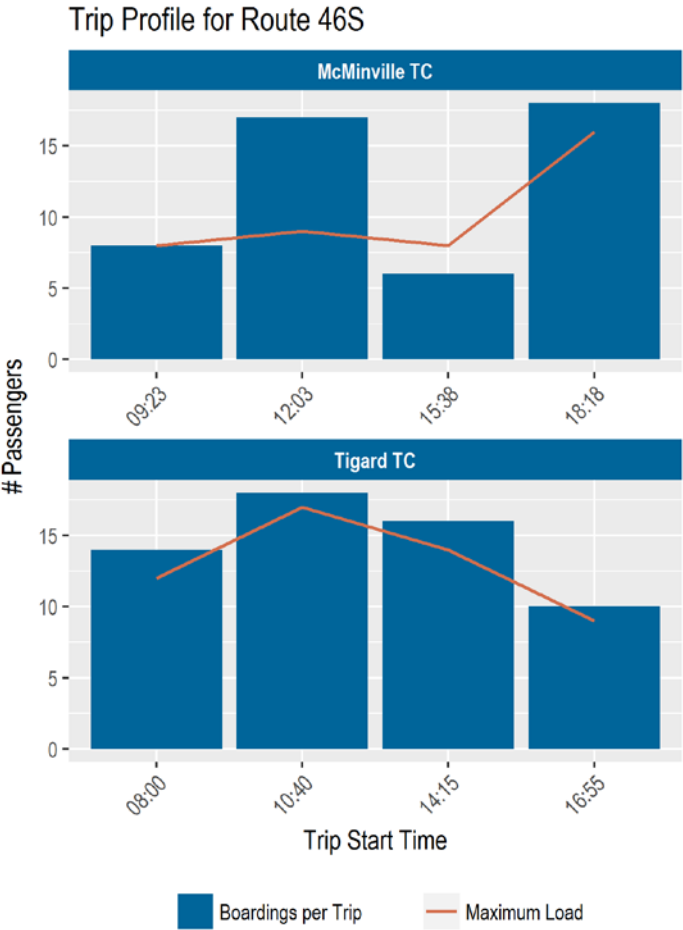
Summary by Segment

Direction	Segment Name	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
Tigard TC	McMinnville Transit Center to Hwy 99W & Lafayette (KFC)	36	0	0.3	135.0	15	50.0%	8.3%	41.7%	McMinnville Transit Center
Tigard TC	Hwy 99W & Lafayette (KFC) to Lafayette (Post Office)	3	0	0.4	7.5	15	50.0%	0.0%	50.0%	Hwy 99W & Lafayette (KFC)
Tigard TC	Lafayette (Post Office) to Dayton City Hall	8	4	0.5	17.1	16	50.0%	0.0%	50.0%	Lafayette (Post Office)
Tigard TC	Dayton City Hall to Dundee North Shelter	1	1	0.8	1.3	16	50.0%	0.0%	50.0%	Dayton City Hall
Tigard TC	Dundee North Shelter to Nap's Thriftway (Newberg)	2	1	0.2	10.0	17	75.0%	0.0%	25.0%	Dundee North Shelter
Tigard TC	Nap's Thriftway (Newberg) to Newberg Brutscher St. by Today's Vision	6	17	0.3	18.0	12	37.5%	0.0%	62.5%	Nap's Thriftway (Newberg)
Tigard TC	Newberg Brutscher St. by Today's Vision to Sherwood Shari's	2	7	1.0	2.0	9	25.0%	0.0%	75.0%	Newberg Brutscher St. by Today's Vision
Tigard TC	Sherwood Shari's to Hwy 99 @ 124th North	0	6	0.5	0.0	7	25.0%	0.0%	75.0%	Sherwood Shari's
Tigard TC	Hwy 99 @ 124th North to Tigard Transit Center (Ballroom Studio)	0	22	0.6	0.0	7	37.5%	12.5%	50.0%	Tigard Transit Center (Ballroom Studio)
McMinnville TC	Tigard Transit Center (Ballroom Studio) to Hwy 99 @ 124th South	14	0	0.5	30.0	14	75.0%	0.0%	25.0%	Tigard Transit Center (Ballroom Studio)
McMinnville TC	Hwy 99 @ 124th South to Sherwood Shari's	1	0	0.5	1.9	14	50.0%	0.0%	50.0%	Hwy 99 @ 124th South
McMinnville TC	Sherwood Shari's to Newberg (Radio Shack)	7	4	0.9	8.1	14	50.0%	0.0%	50.0%	Sherwood Shari's
McMinnville TC	Newberg (Radio Shack) to Nap's Thriftway (Newberg)	8	5	0.6	13.3	16	37.5%	12.5%	50.0%	Newberg (Radio Shack)
McMinnville TC	Nap's Thriftway (Newberg) to Hwy 99W & 9th (Dundee Woman's Club)	11	7	0.3	33.0	13	25.0%	0.0%	75.0%	Nap's Thriftway (Newberg)
McMinnville TC	Hwy 99W & 9th (Dundee Woman's Club) to Dayton City Hall	1	1	0.6	1.7	13	25.0%	0.0%	75.0%	Hwy 99W & 9th (Dundee Woman's Club)
McMinnville TC	Dayton City Hall to Lafayette (City Hall)	2	6	0.5	4.3	13	25.0%	0.0%	75.0%	Dayton City Hall
McMinnville TC	Lafayette (City Hall) to Winco / Walmart	5	4	0.0	Inf	11	25.0%	0.0%	75.0%	Lafayette (City Hall)
McMinnville TC	Winco / Walmart to NW Adams St. & 12th	0	10	0.0	NaN	11	50.0%	0.0%	50.0%	Town Center / Dutch Bros.
McMinnville TC	NW Adams St. & 12th to McMinnville Transit Center	0	17	0.1	0.0	7	25.0%	0.0%	75.0%	McMinnville Transit Center

Summary by Time of Day

Direction	Period	Mean Daily Boardings	Mean Daily Alightings	Service Hours	Productivity (pax/hr)	Maximum Load	% On Time	% Early	% Late	Max Load Stop
McMinnville TC	Mid-day	25	24.0	2.4	10.4	9	46.4%	3.6%	50%	Town Center / Dutch Bros.
McMinnville TC	PM	24	29.5	2.4	10.0	16	28.6%	0.0%	71%	Town Center / Dutch Bros.
Tigard TC	AM	14	14.0	1.1	12.4	12	92.9%	7.1%	0%	Sherwood Shari's
Tigard TC	Mid-day	34	34.0	2.3	15.0	17	42.9%	3.6%	54%	Sherwood Shari's
Tigard TC	PM	10	10.0	1.1	8.8	9	0.0%	0.0%	100%	Sherwood Shari's





APPENDIX B

Additional Transportation Service Provider Information and Transportation Project Details

Transit Development Plan | Memo #2: Existing Conditions – Appendix B
Yamhill County Transit Area

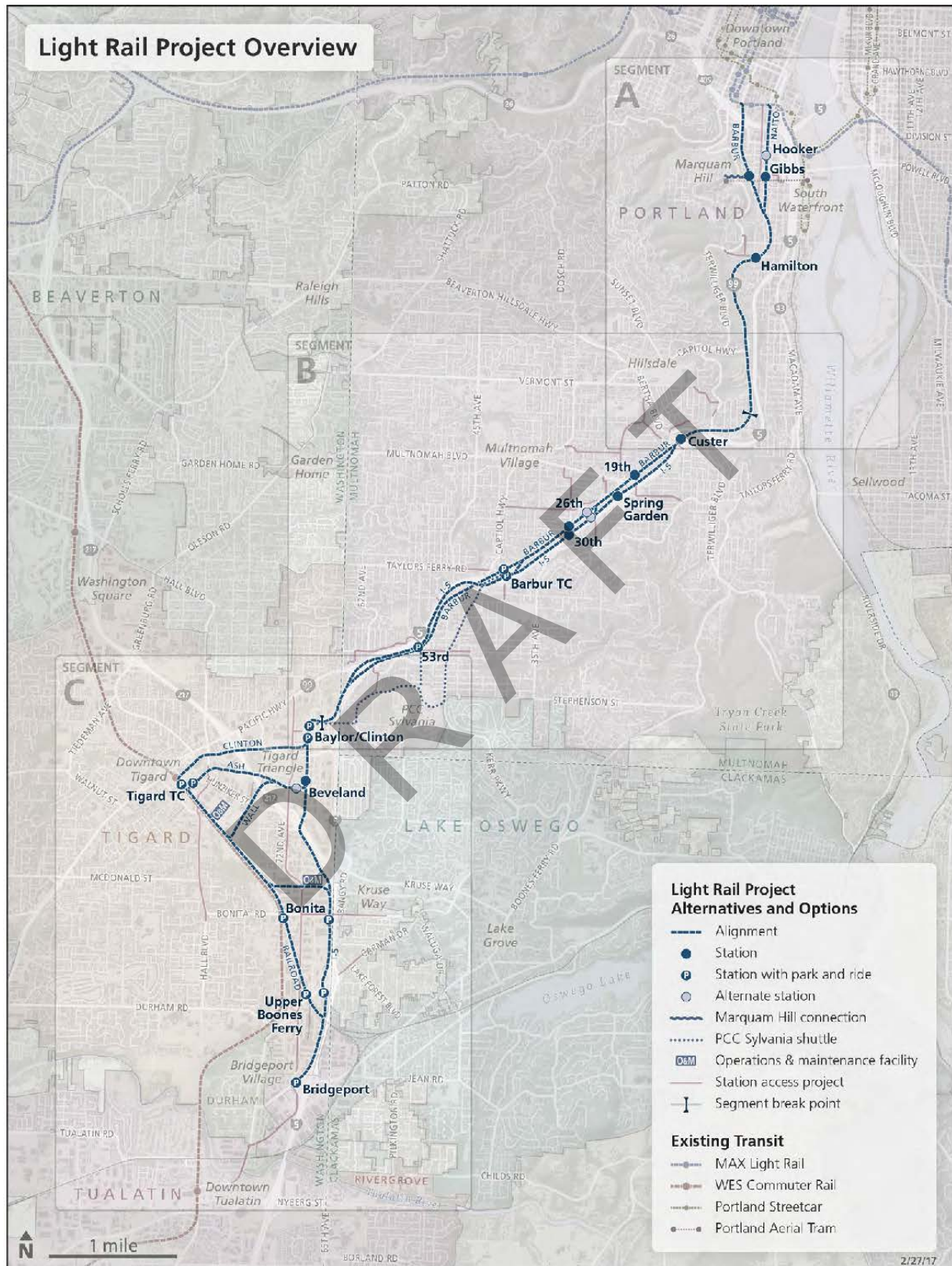
Figure B-1 Wine Tour Shuttle Services

Wine Tour Service	City / Cities Service is Based In
Yamhill County Based Services	
A Nose for Wine Tours	Hillsboro
A Vineyard Wine Tour	McMinnville
Aspen Limo Tours	Dundee, McMinnville, Newberg, Portland
Backcountry Wine Tours	McMinnville, Newberg, Portland
Beautiful Willamette Tours	Portland, Salem, Vancouver
Black Tie Tours	Newberg
Cellar Door Wine Tours	Lafayette
Embrace Oregon	McMinnville
Insiders Wine Tour	McMinnville
Oregon Select Wine Tours	Newberg
Summit Wine Tours	Newberg
Triangle Wine Country Tours	McMinnville, Newberg, Portland
Wine Country Car Service	Newberg
Multnomah County Based Services	
Evergreen Escapes	Portland
First Nature Treks & Tours	Portland
Grape Escape	Portland
Lucky Limousine & Town Car Service	Portland
My Chauffeur Wine Tours	Portland
Oregon Wine Guides	Portland
Sea to Summit Tours & Adventures	Portland
Tesla Custom Winery Tours	Portland
Uncorked Northwest Wine Tours	Portland
Winemaker Tours	Portland
Washington County Based Services	
Prestige Wine Tours LLC	Beaverton
Vino Ventures	Beaverton
Services Based Out of State	
Main Street Designated Drivers & Wine Tours	New York, NY

Source: Willamette Valley Wineries Association

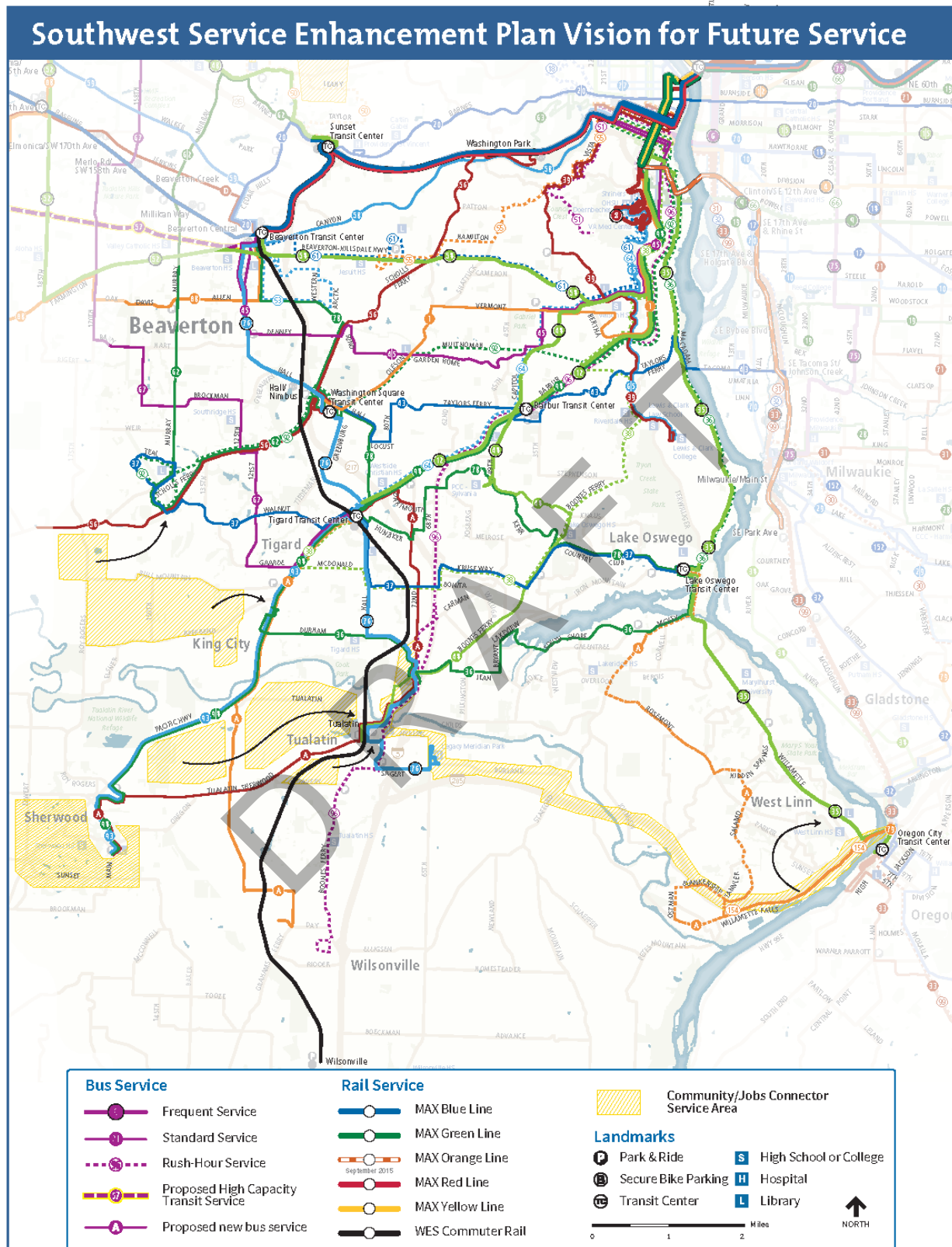
Transit Development Plan | Memo #2: Existing Conditions – Appendix B
Yamhill County Transit Area

Figure B-2 Southwest Corridor Project Overview Map



Source: Southwest Corridor Light Rail Project Alternatives for Environmental Review, February 2017

Figure B-3 TriMet Southwest Service Enhancement Plan Map



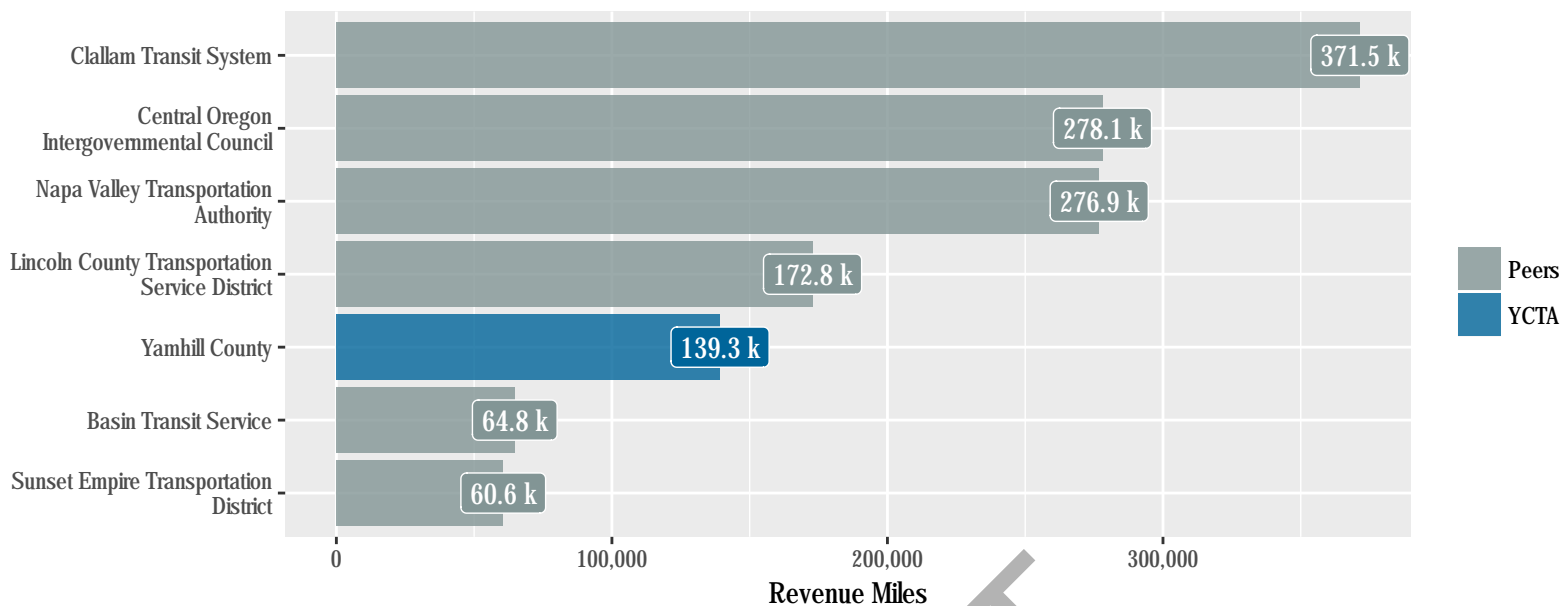
Source: TriMet Southwest Service Enhancement Plan, December 2015, p. 9

APPENDIX C

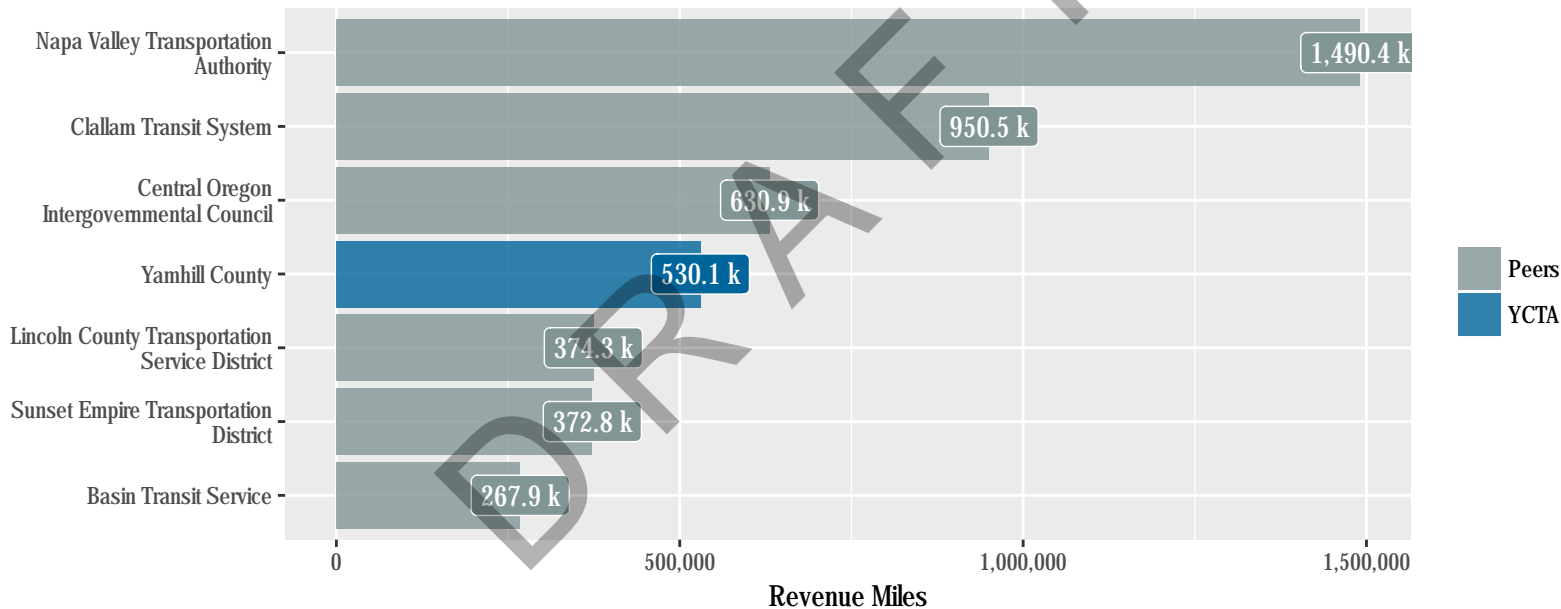
Peer Review Charts and Tables

Revenue Miles

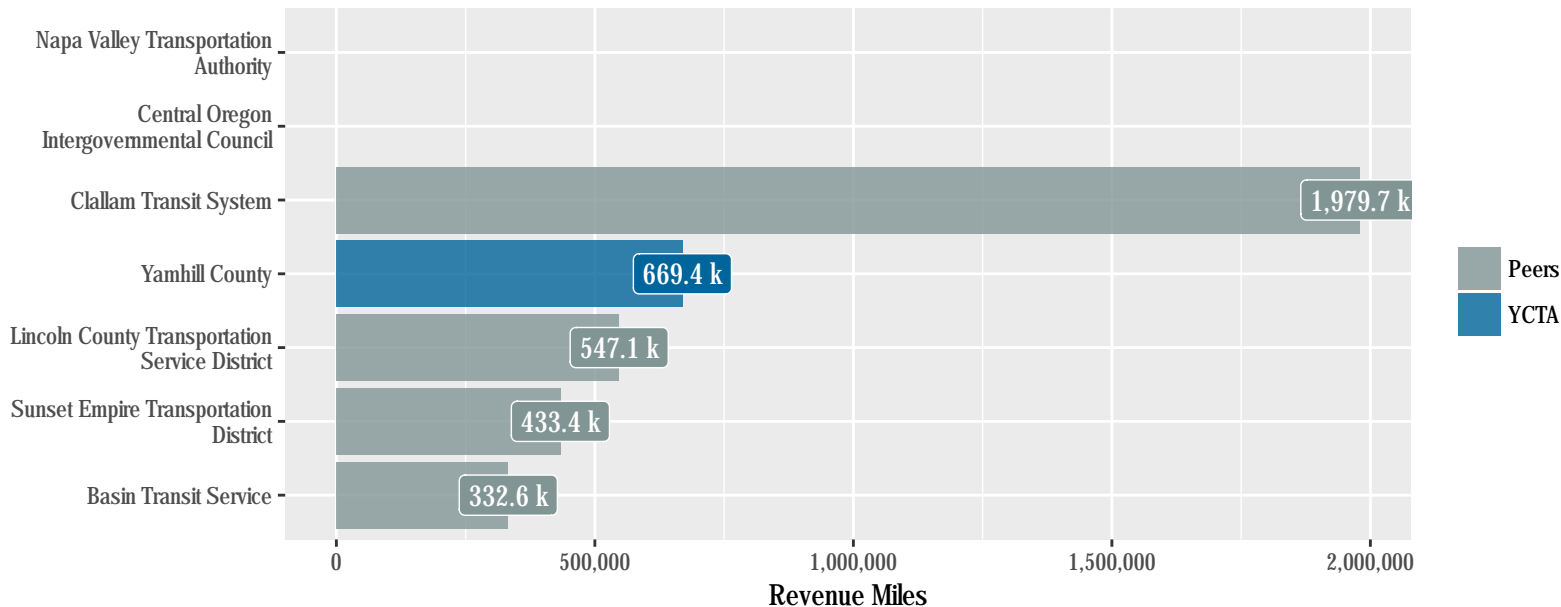
Demand Response



Fixed-Route Bus

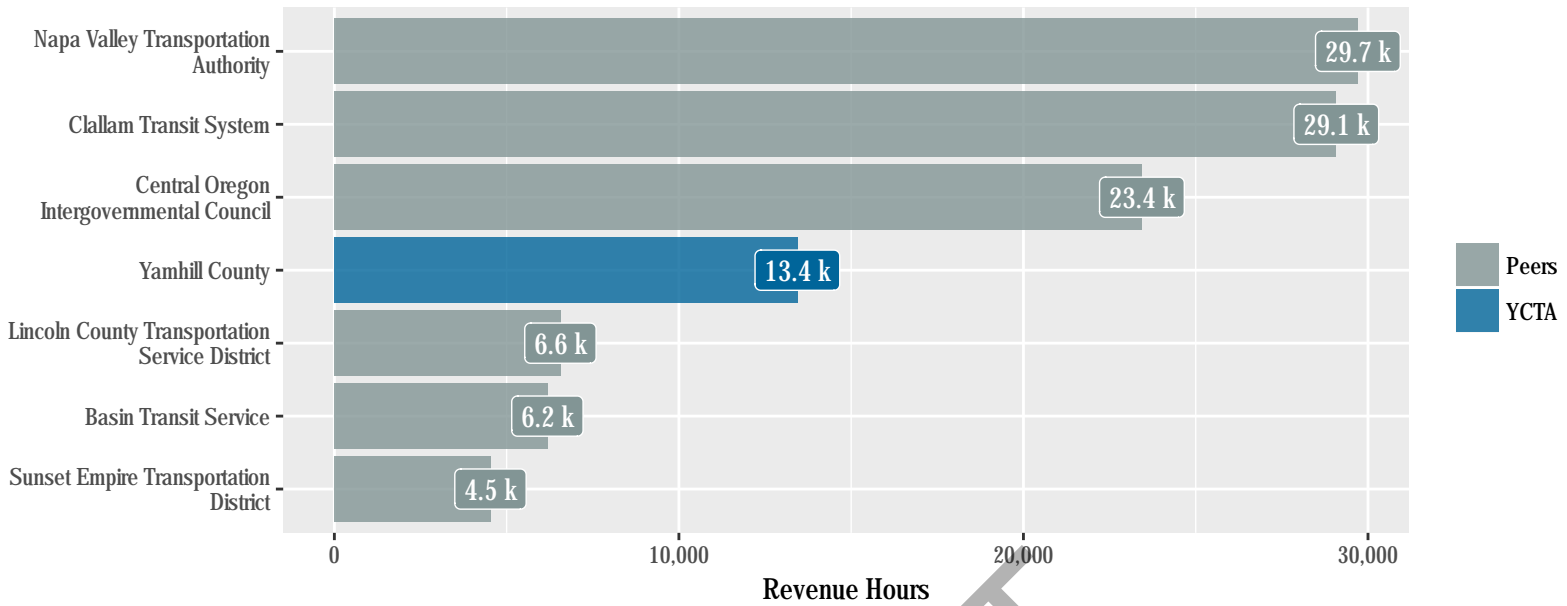


Total

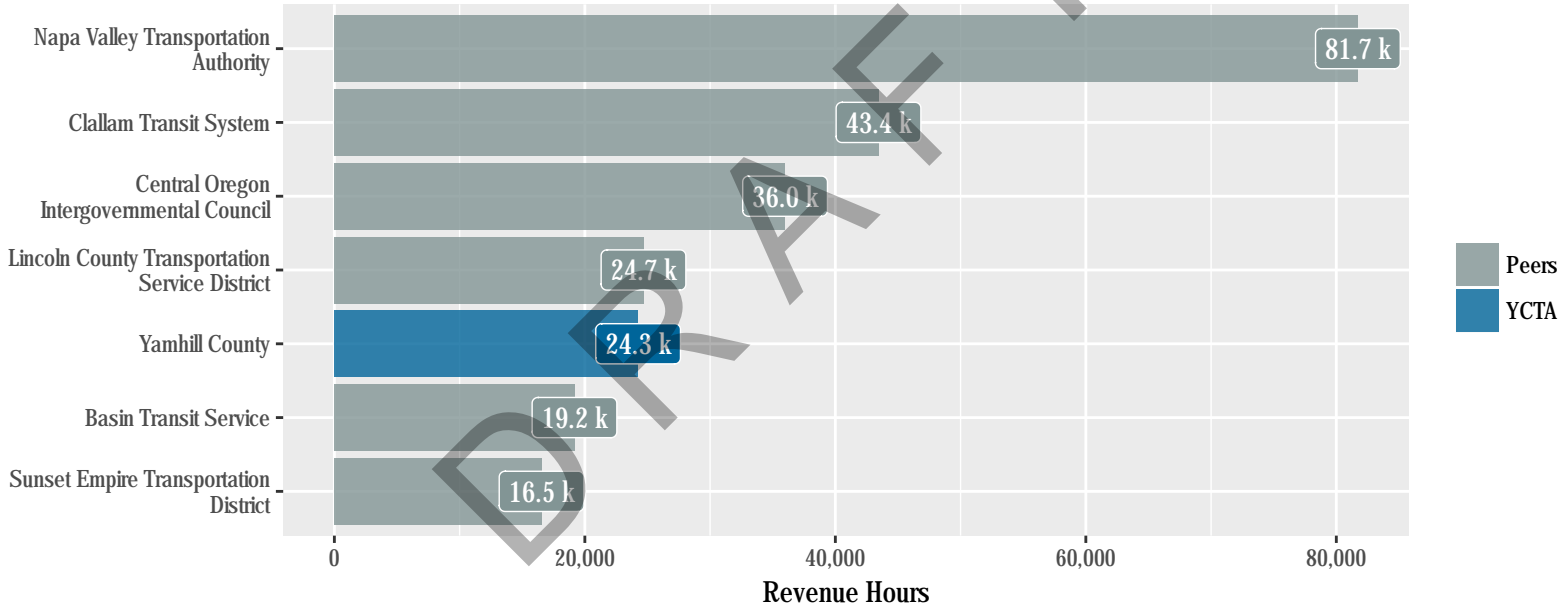


Revenue Hours

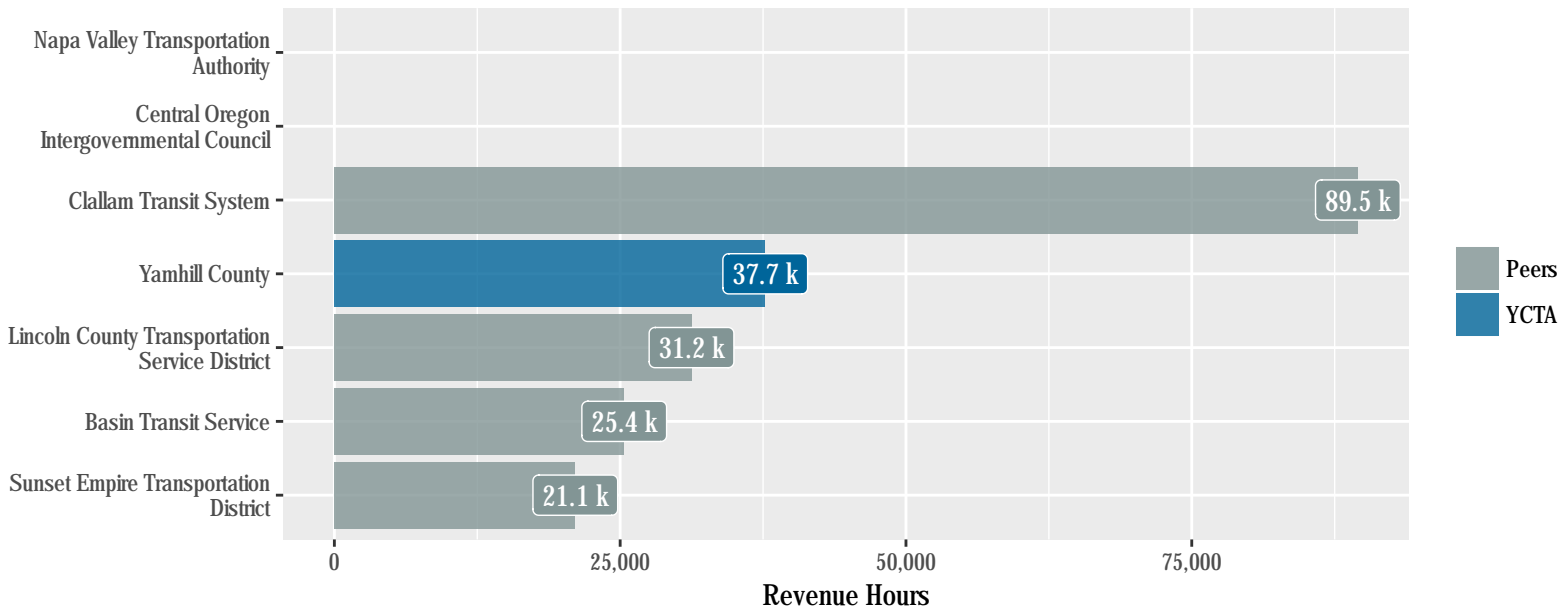
Demand Response



Fixed-Route Bus

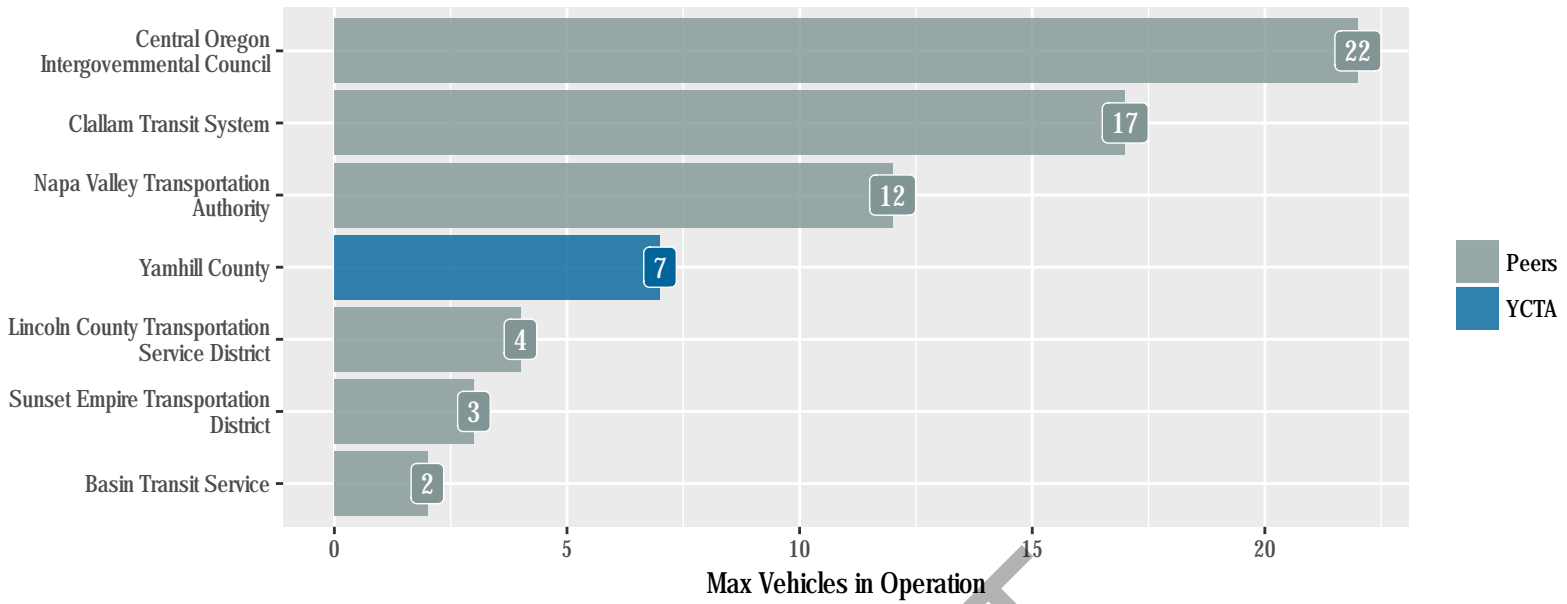


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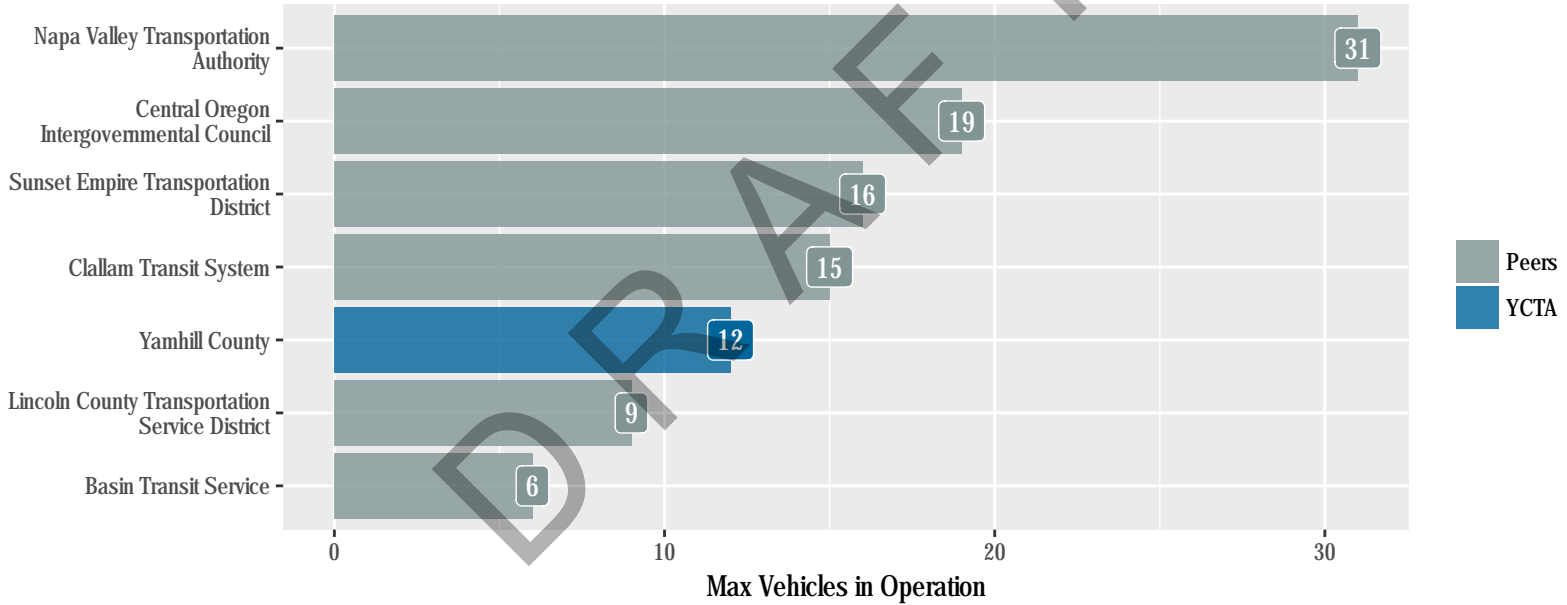


Max Vehicles in Operation

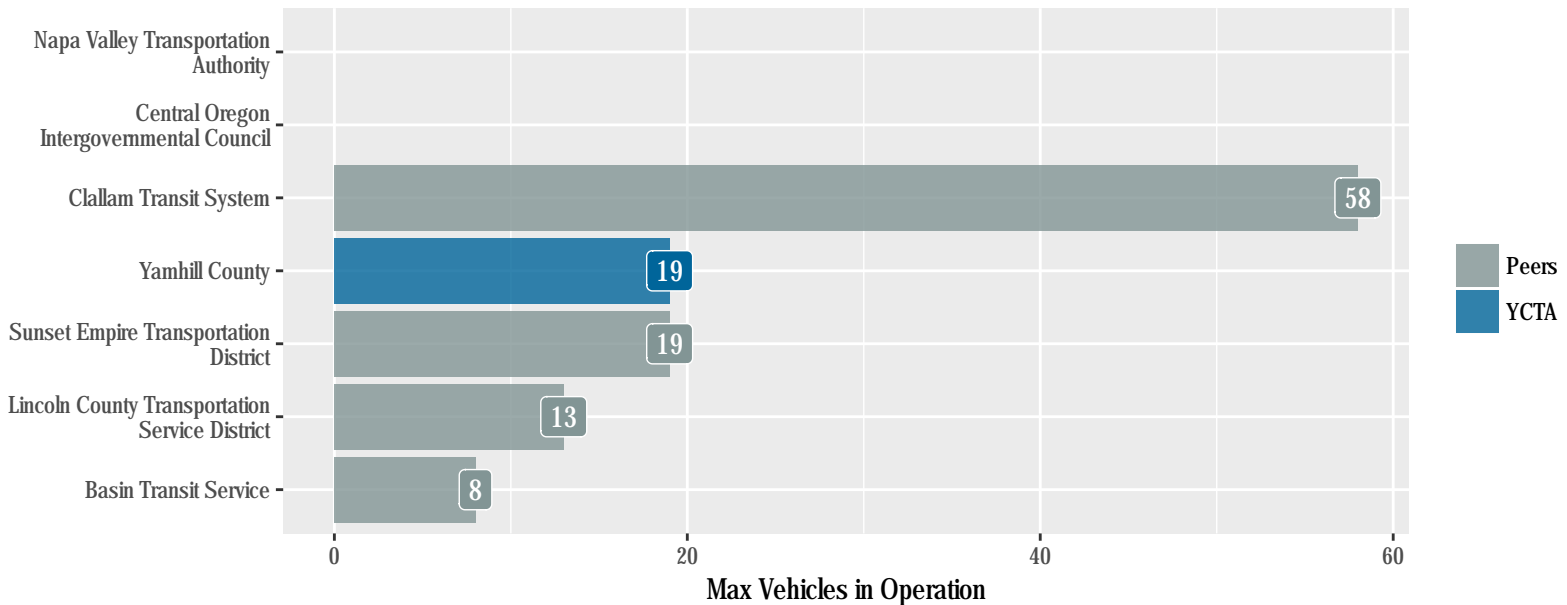
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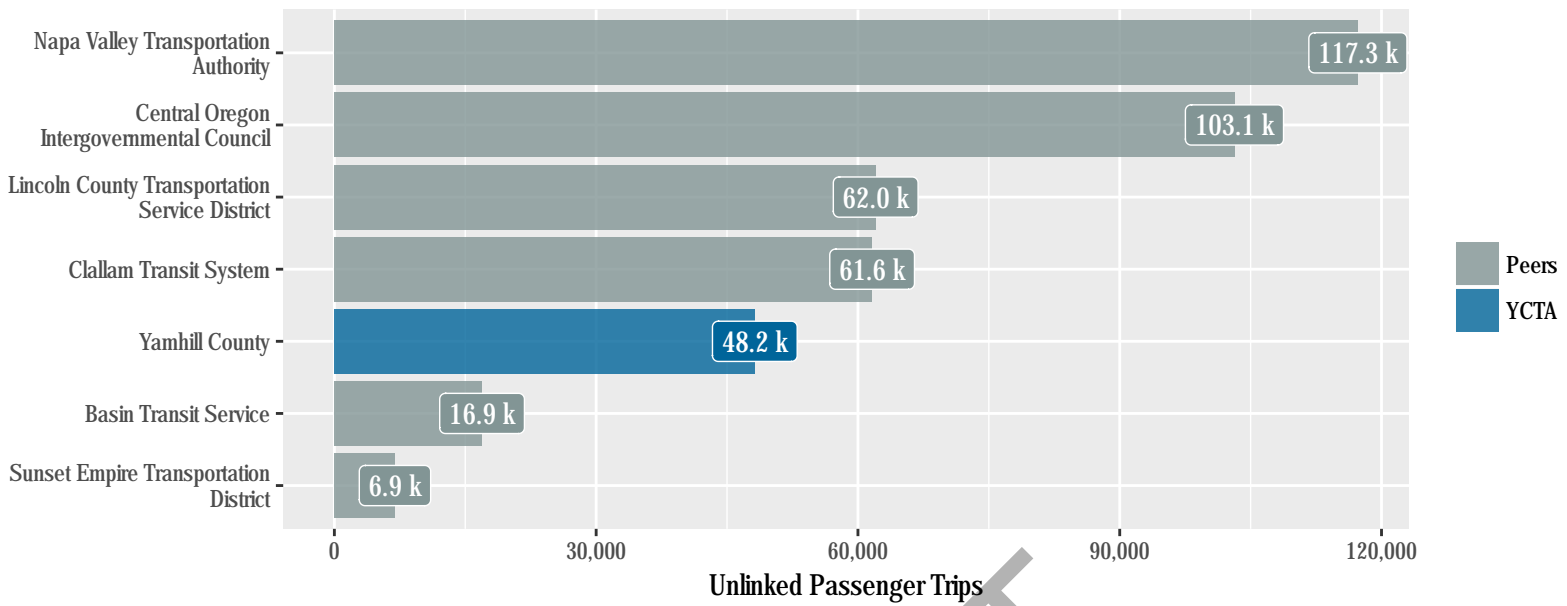


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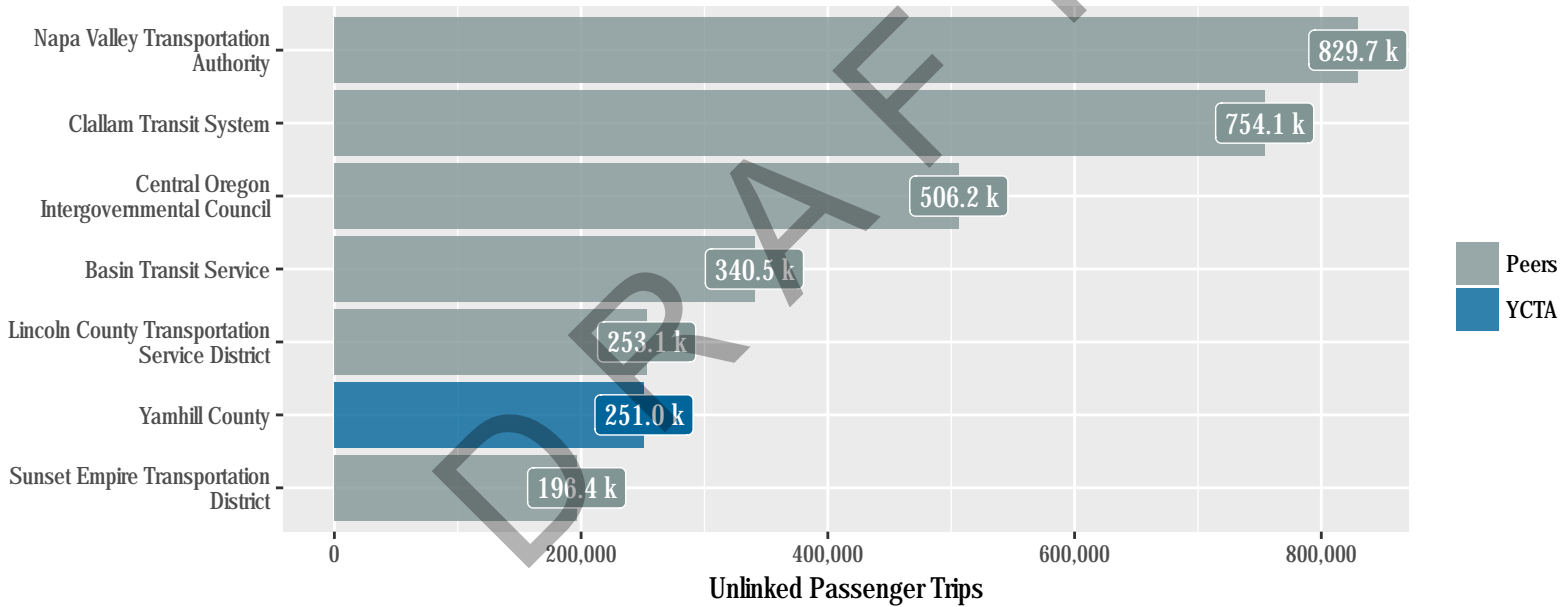


Unlinked Passenger Trips

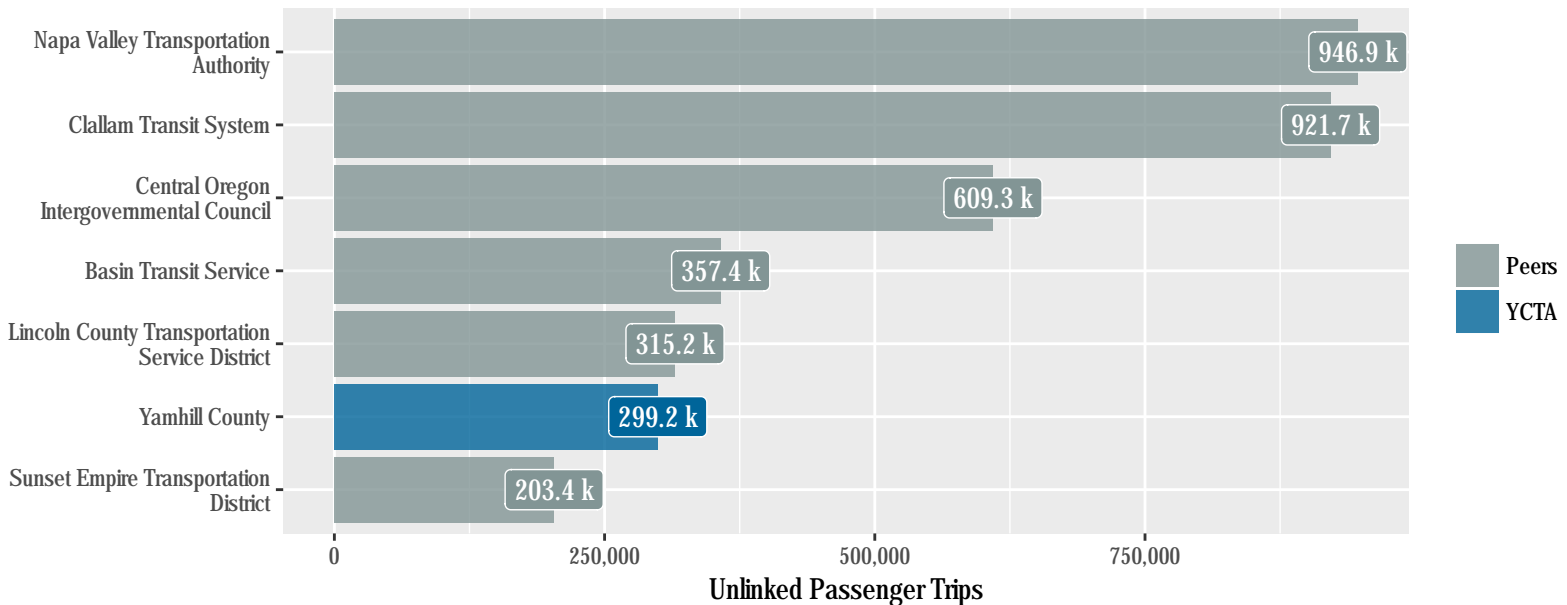
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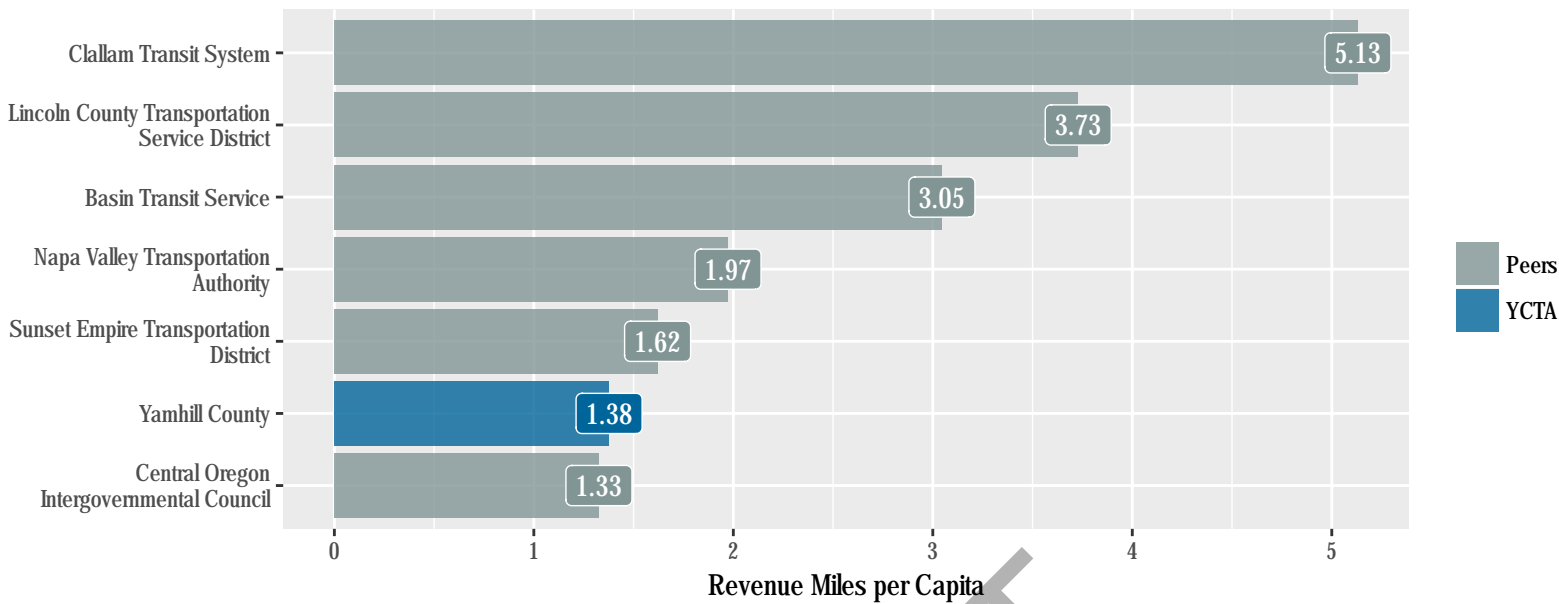


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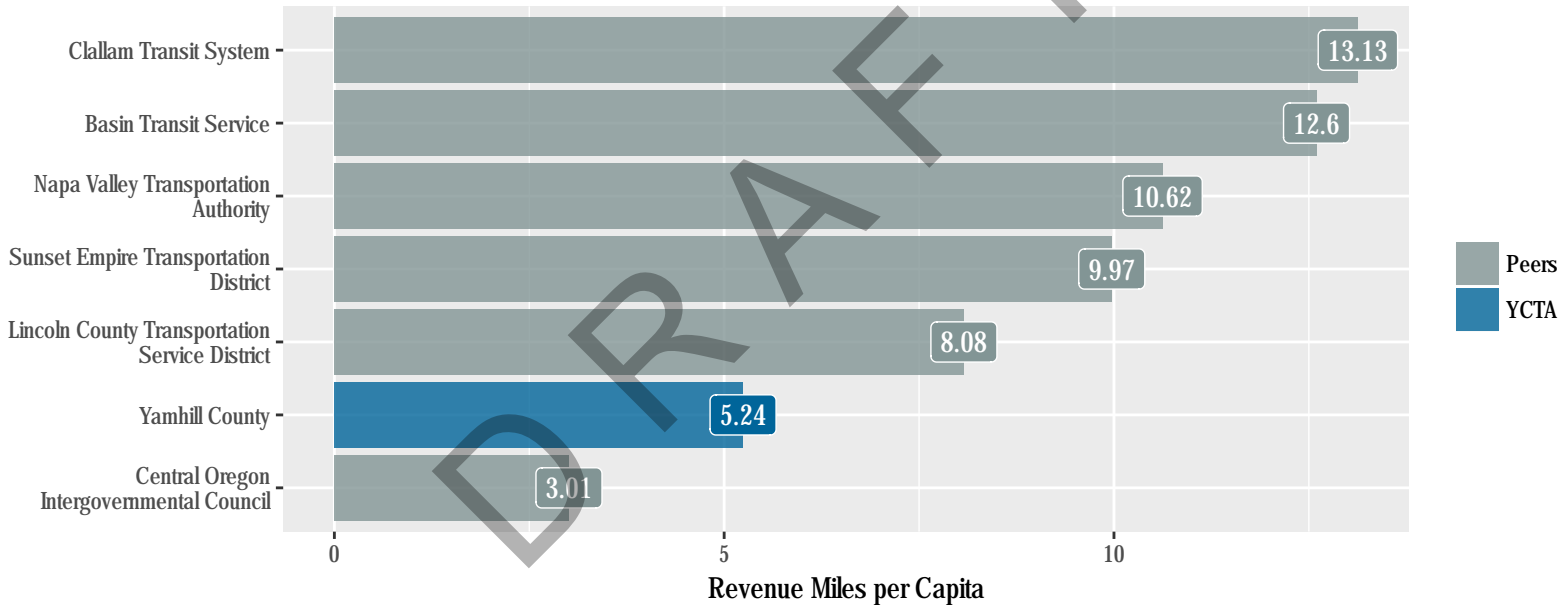


Revenue Miles per Capita

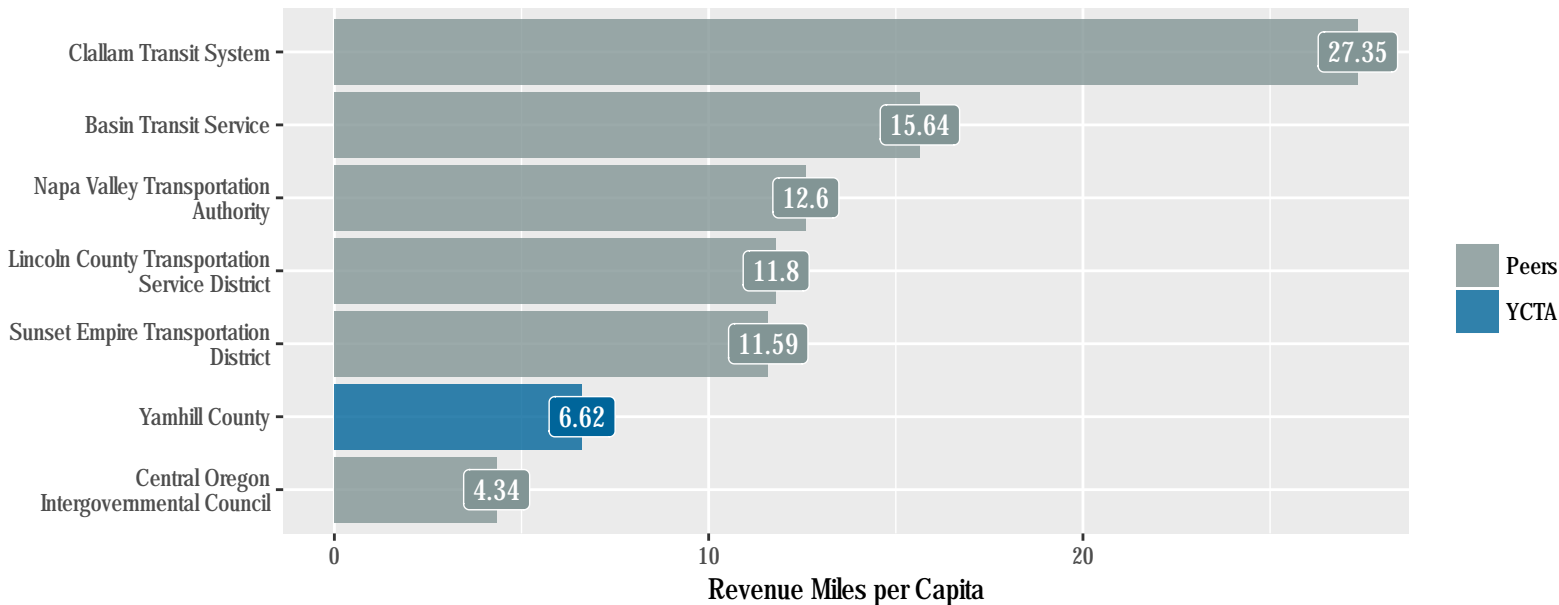
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Fixed-Route Bus

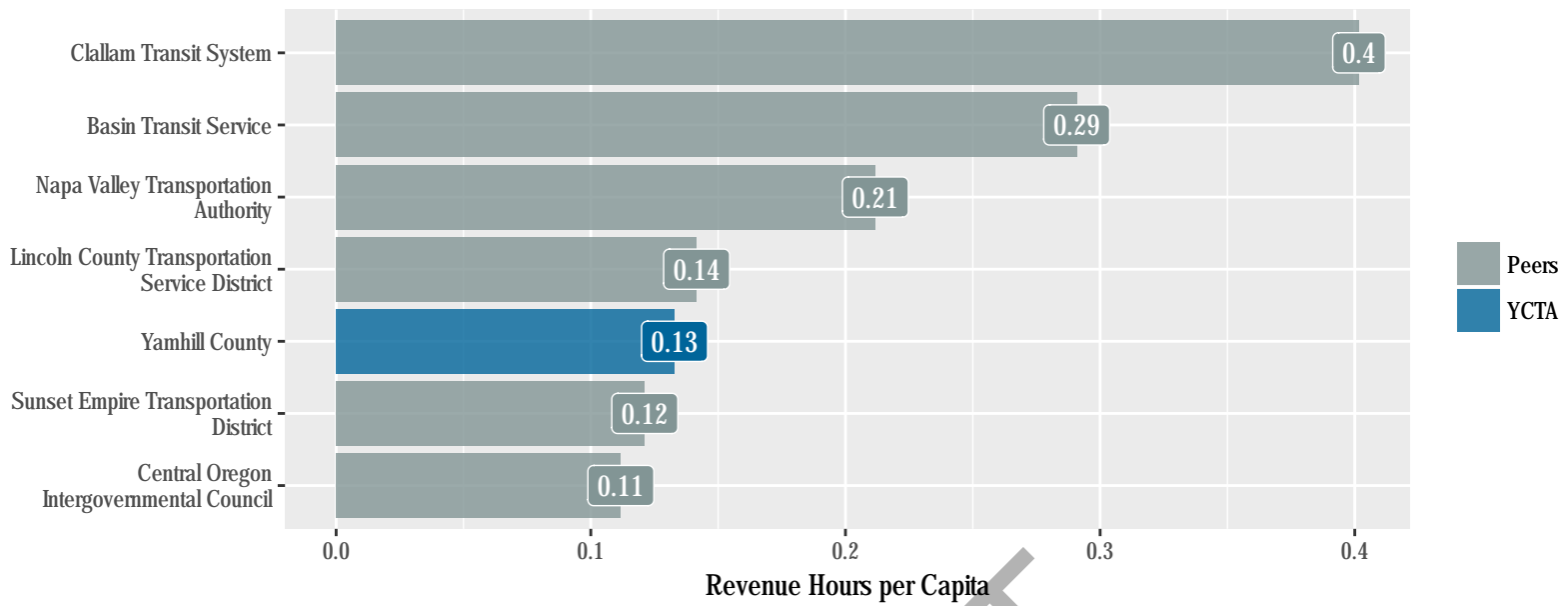


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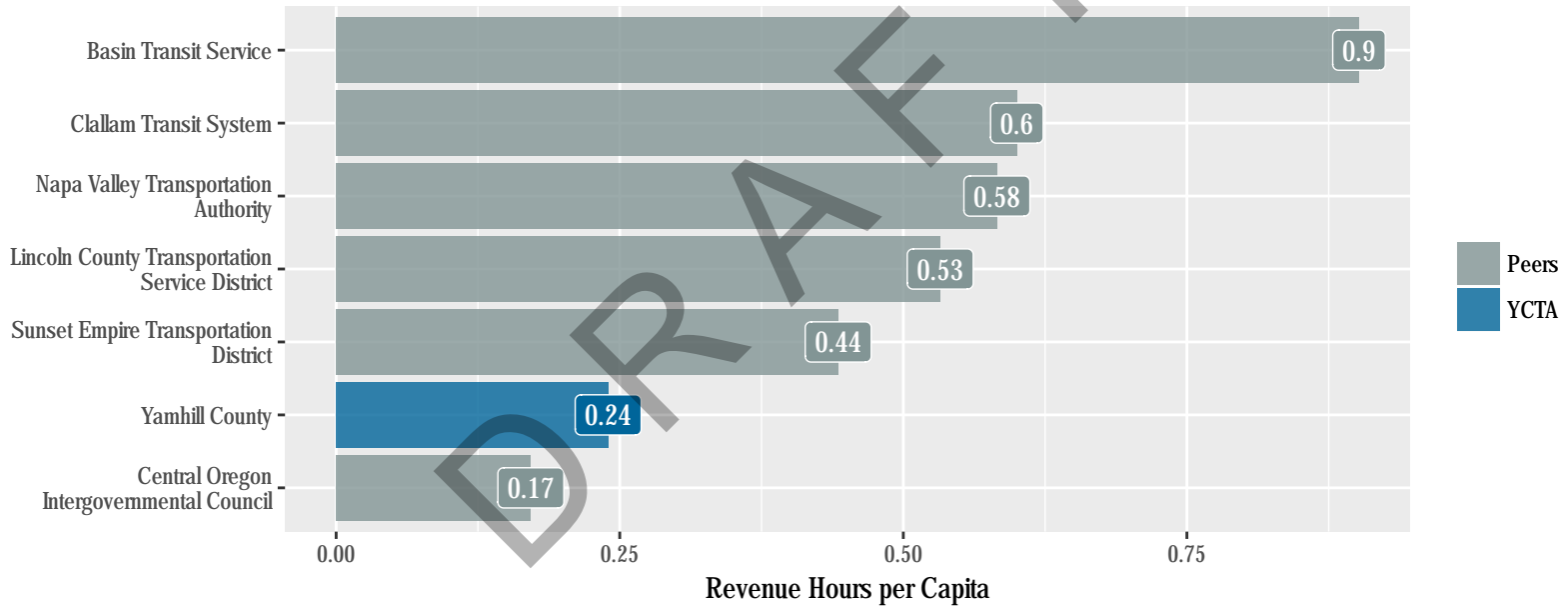


Revenue Hours per Capita

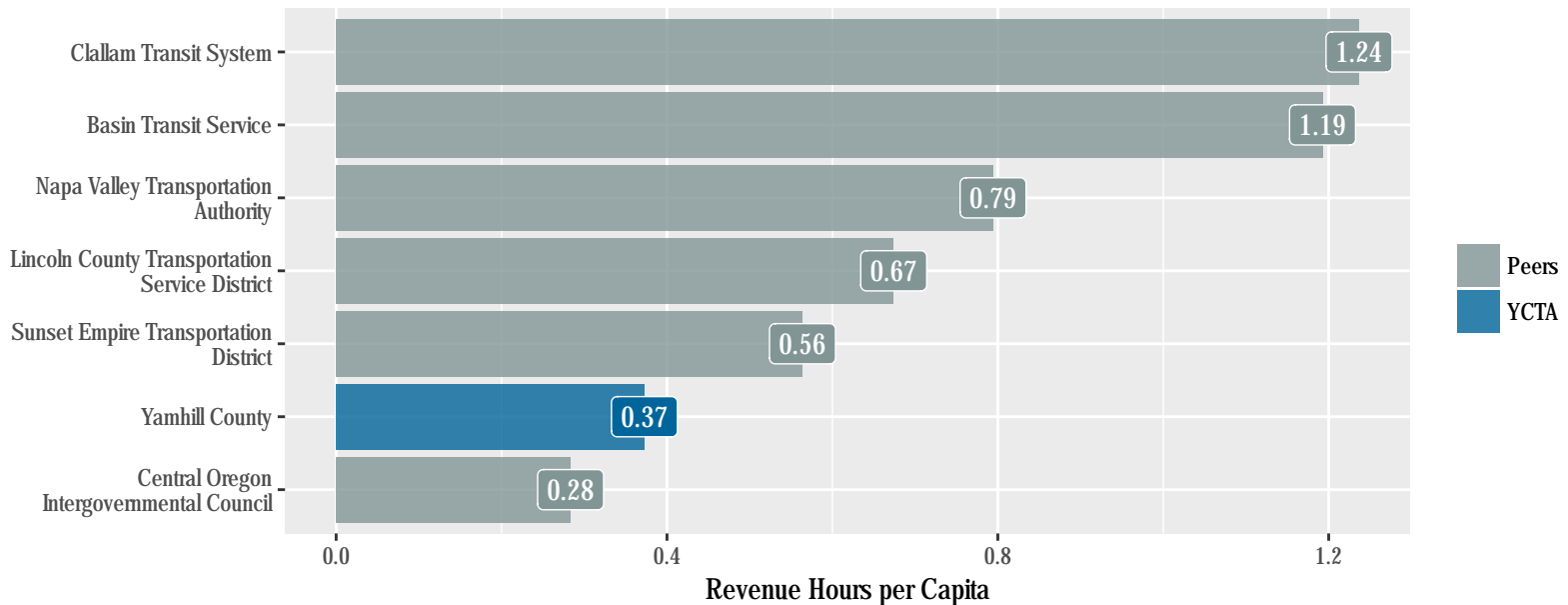
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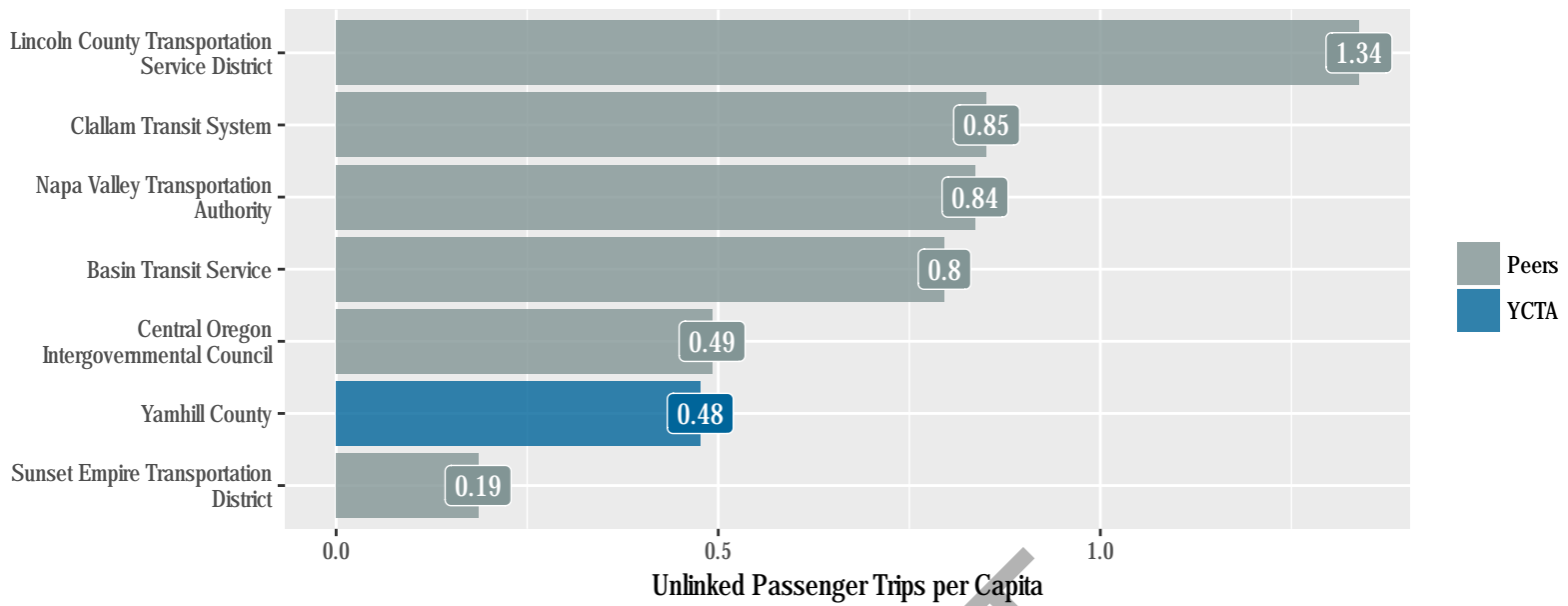


Total

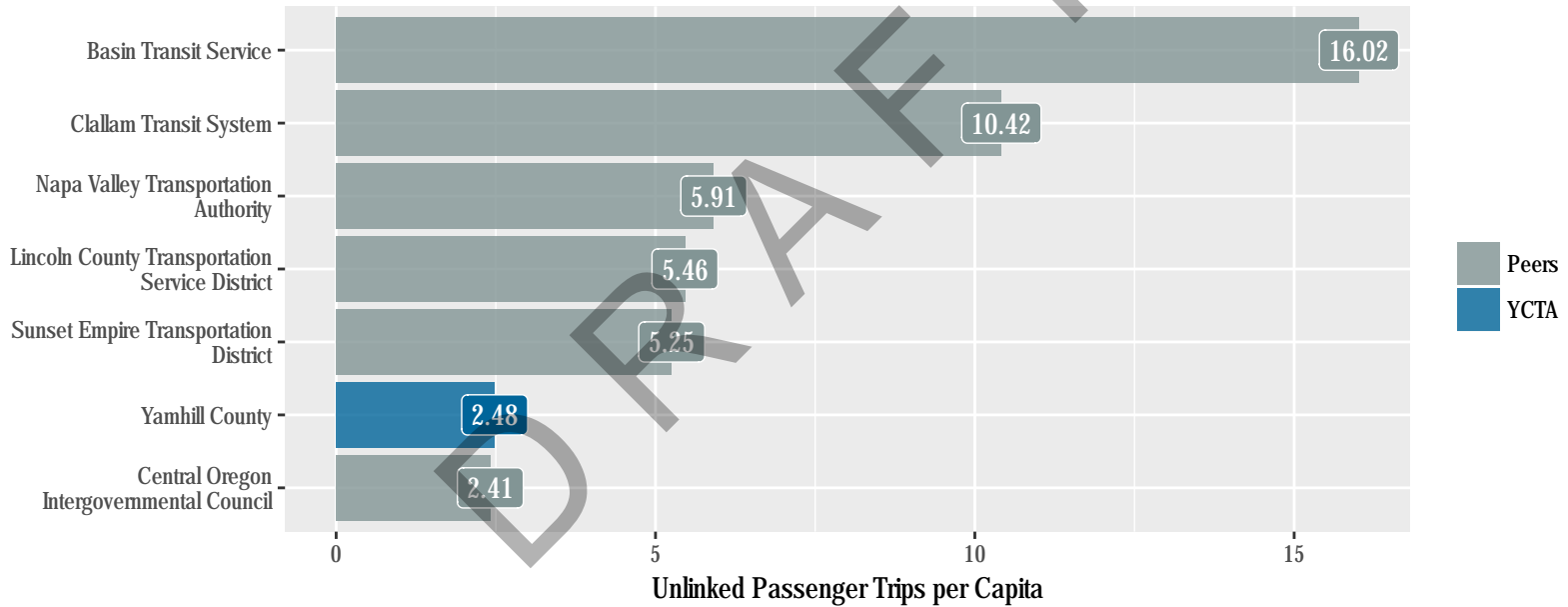


Unlinked Passenger Trips per Capita

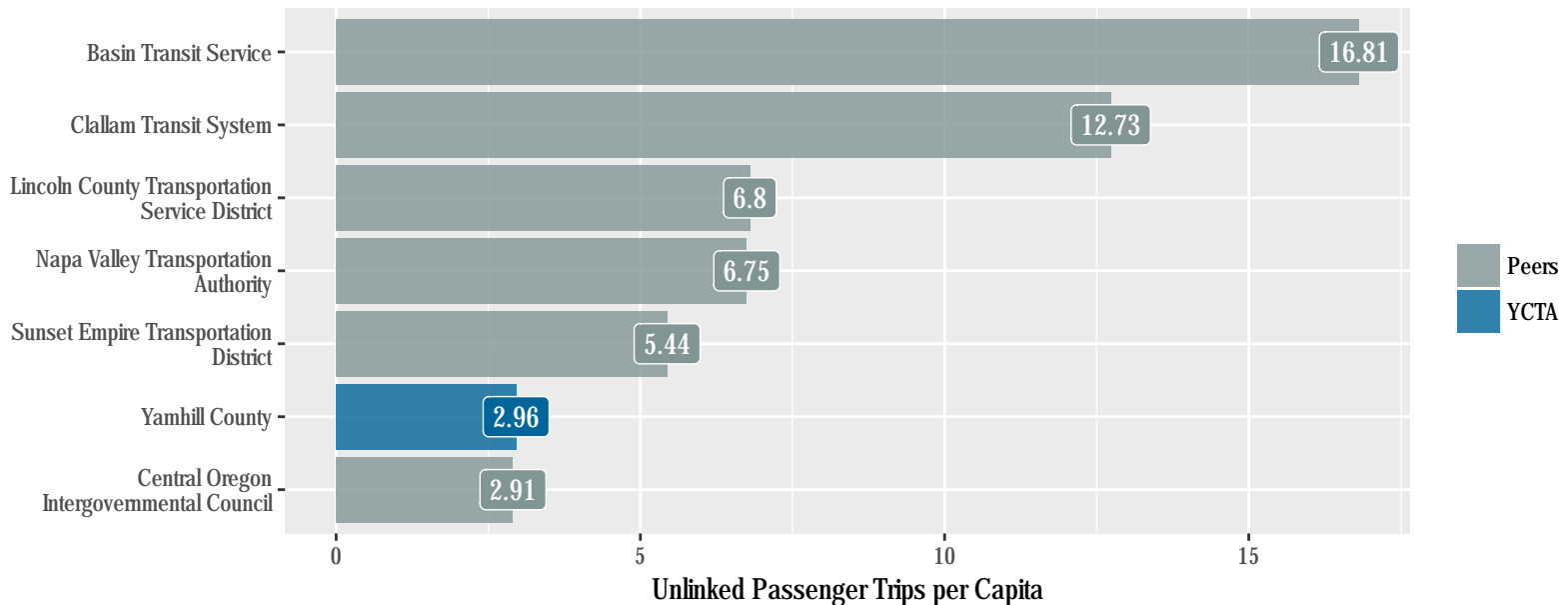
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Fixed-Route Bus

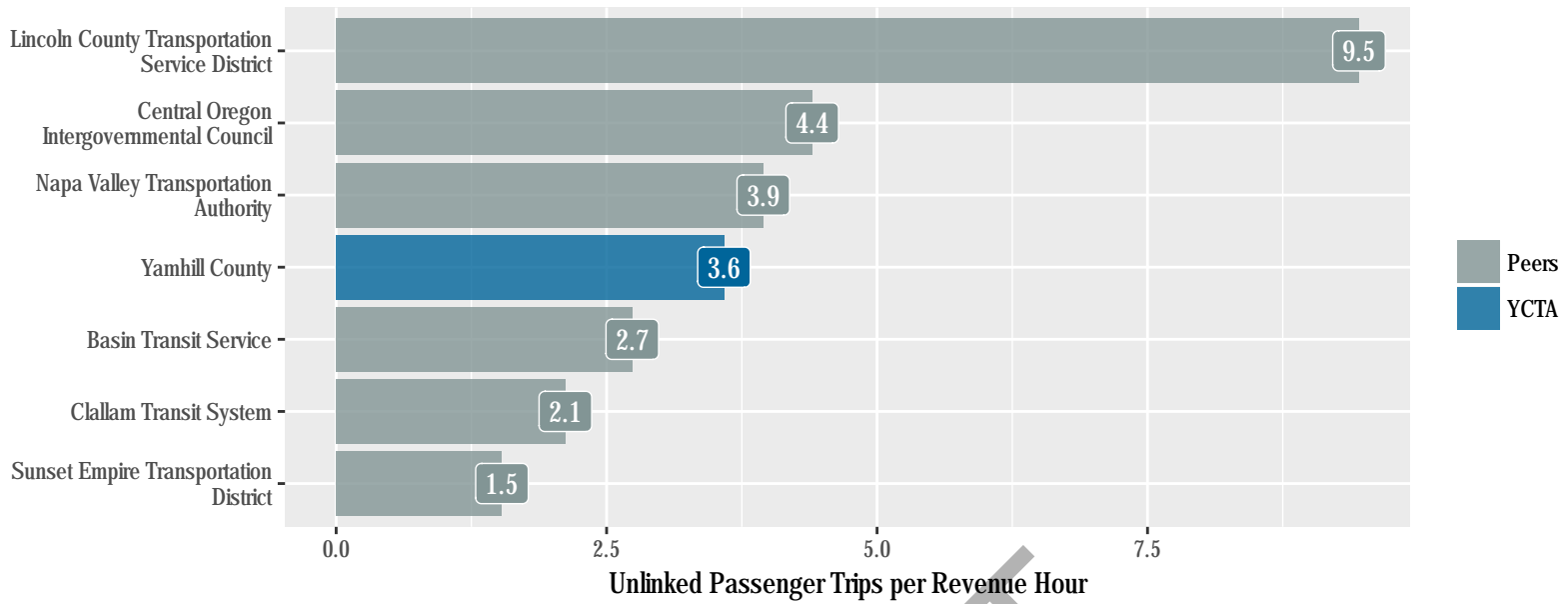


Total

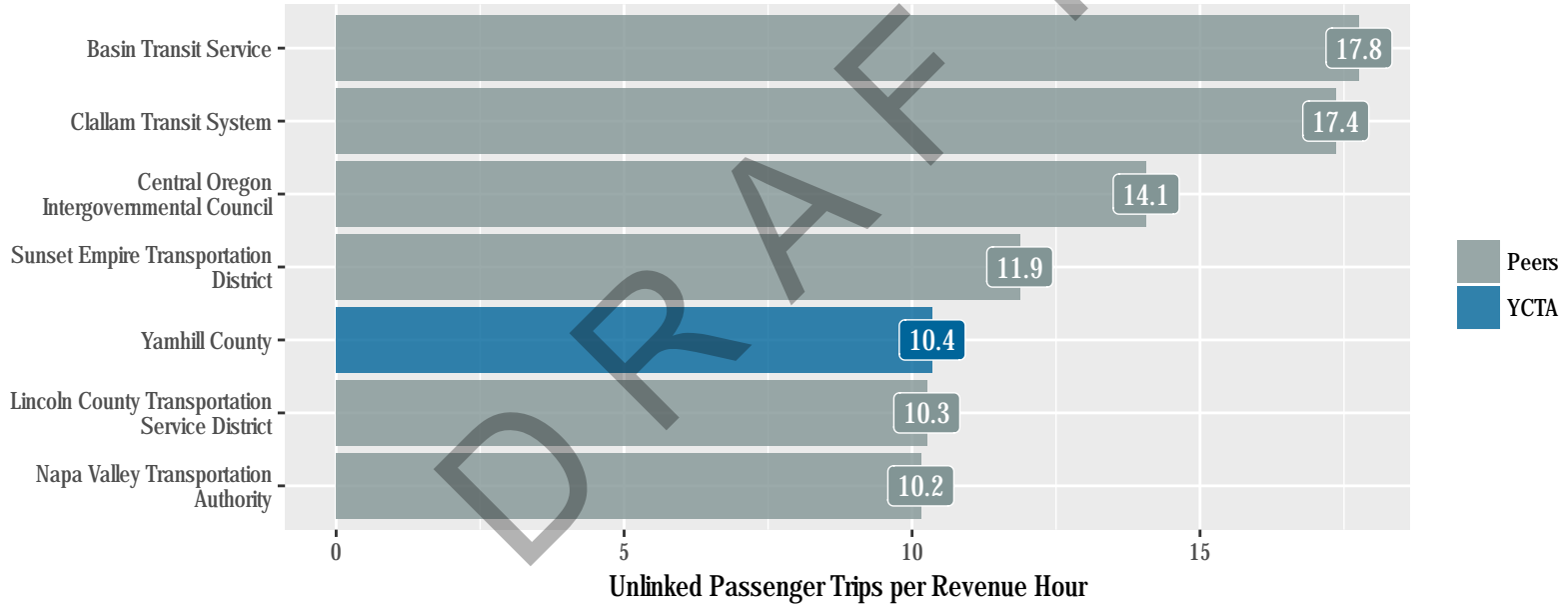


Unlinked Passenger Trips per Revenue Hour

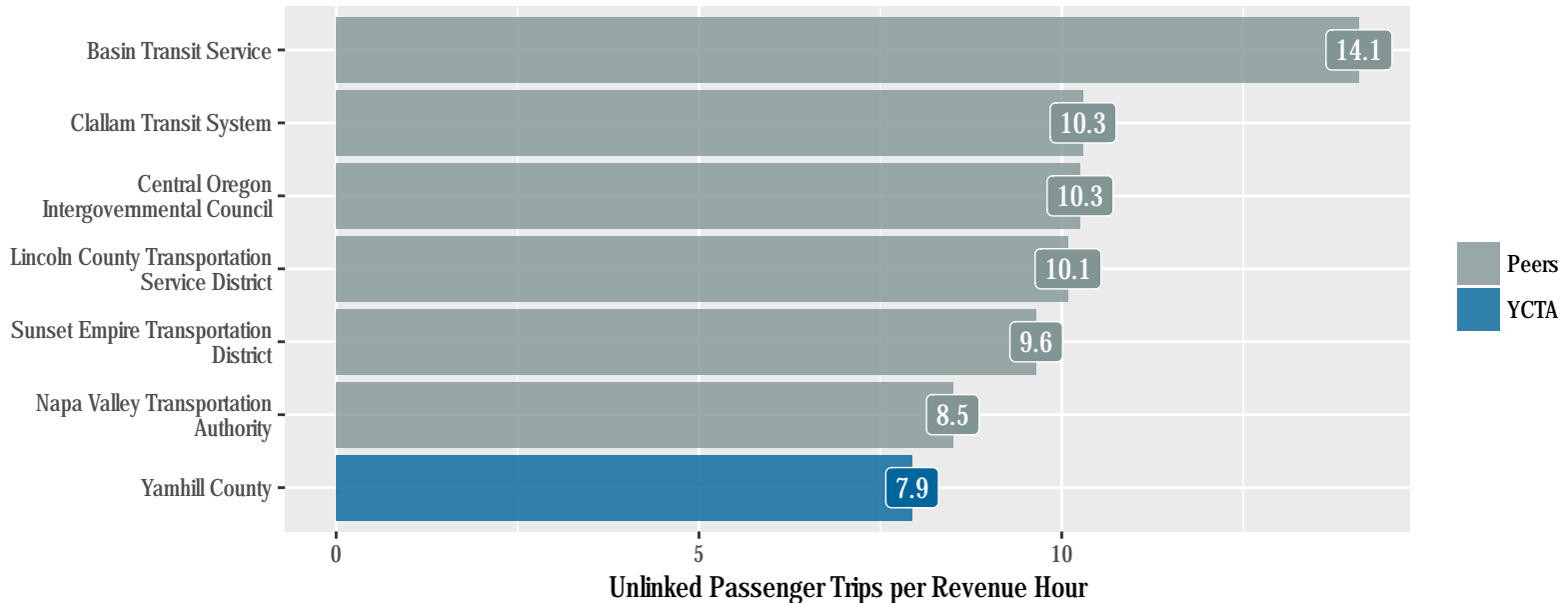
Demand Response



Fixed-Route Bus

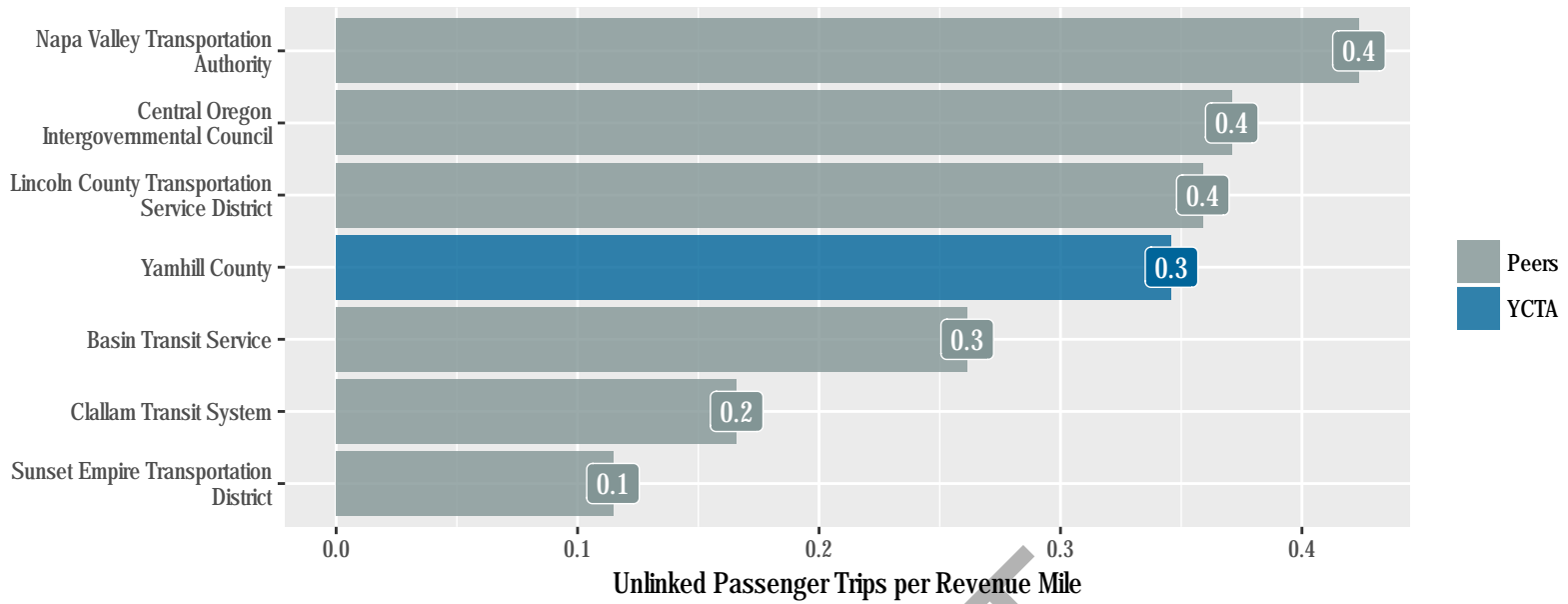


Total

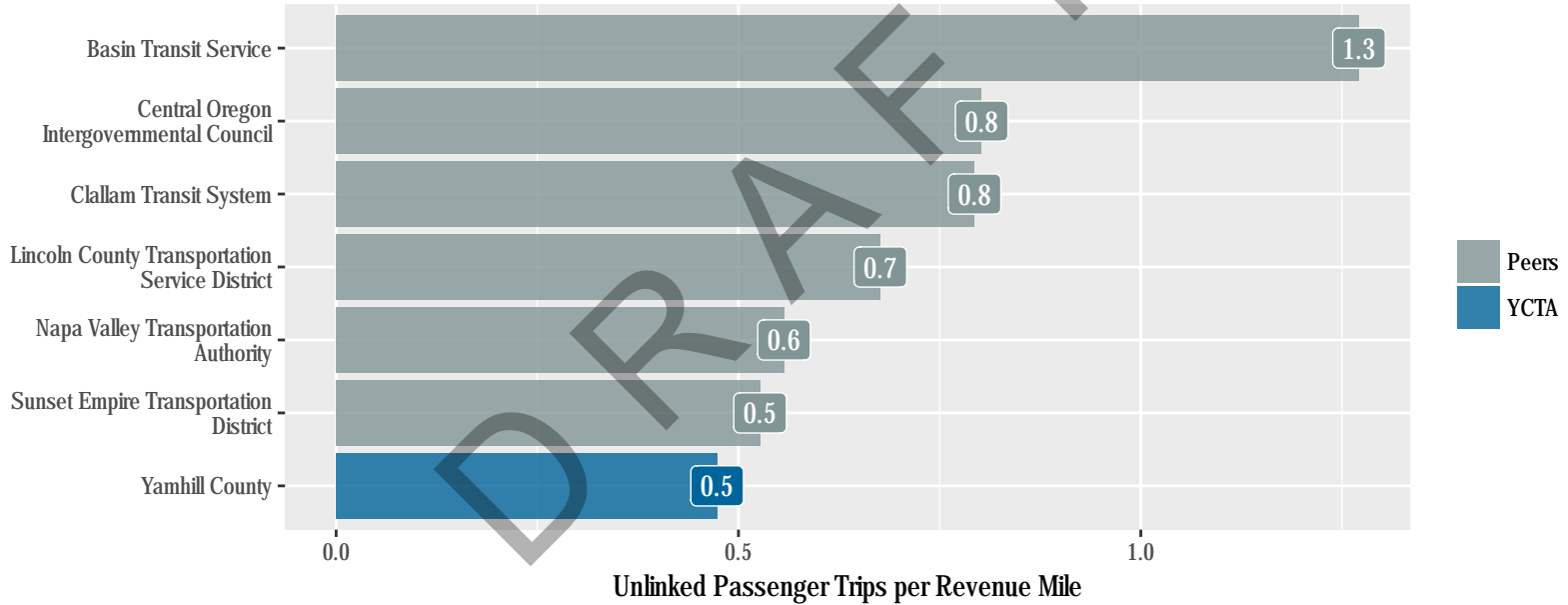


Unlinked Passenger Trips per Revenue Revenue Mile

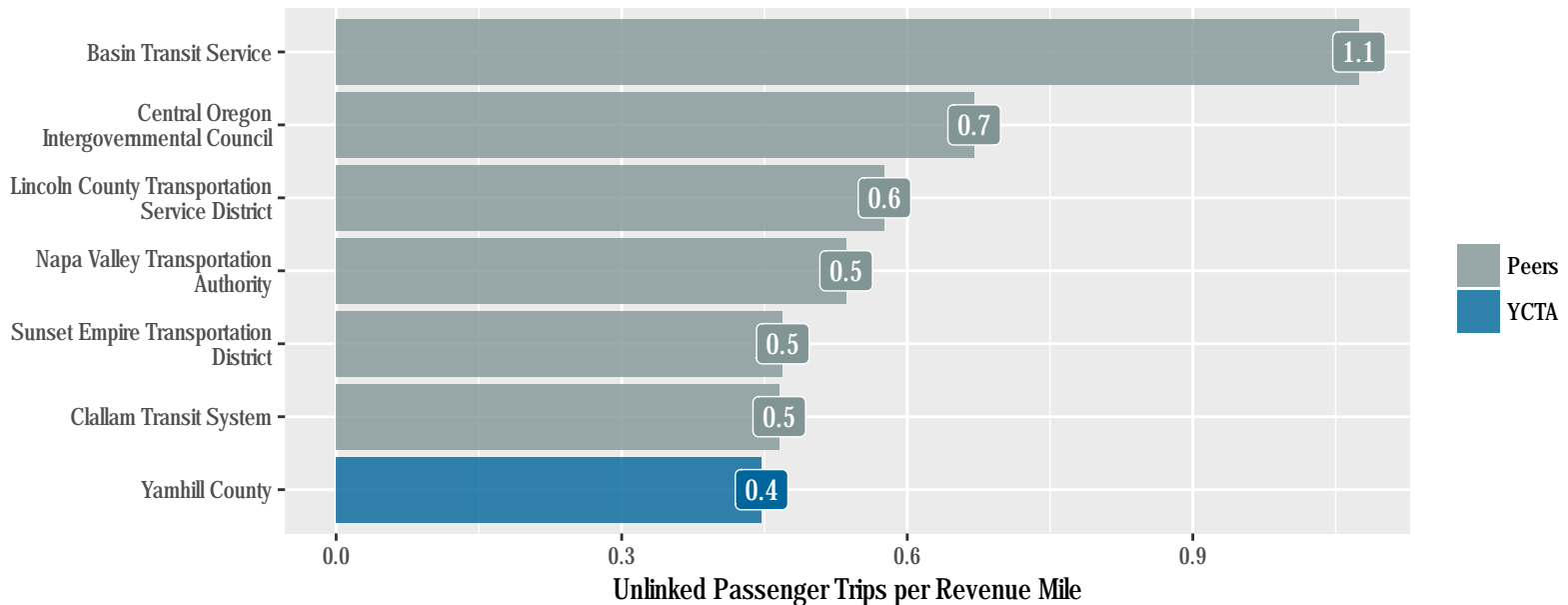
Demand Response



Fixed-Route Bus

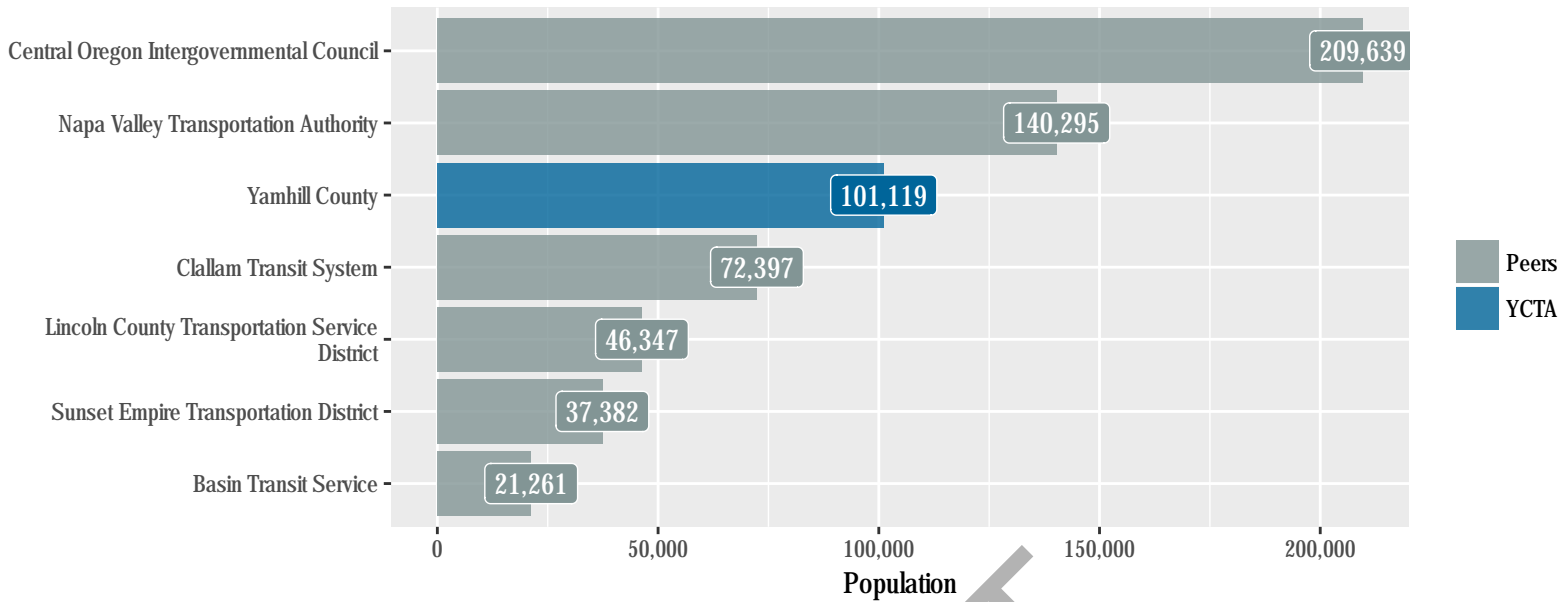


Total

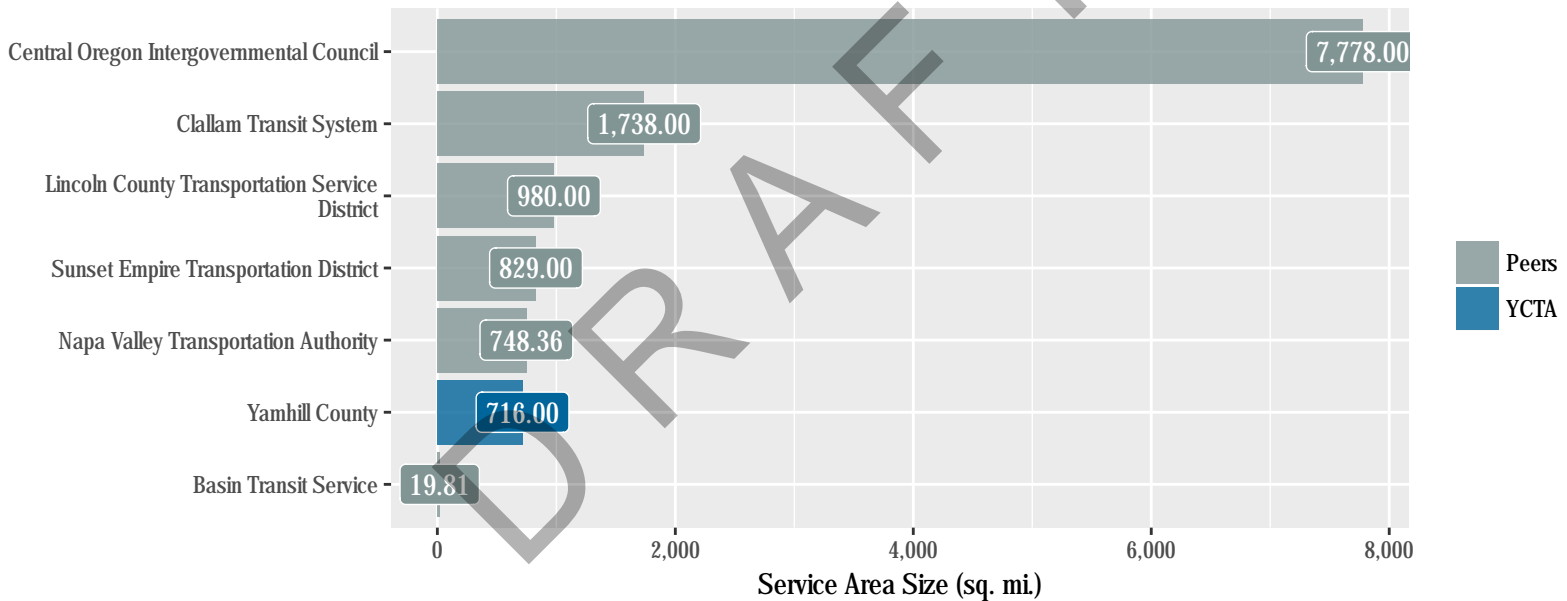


Service Area Description

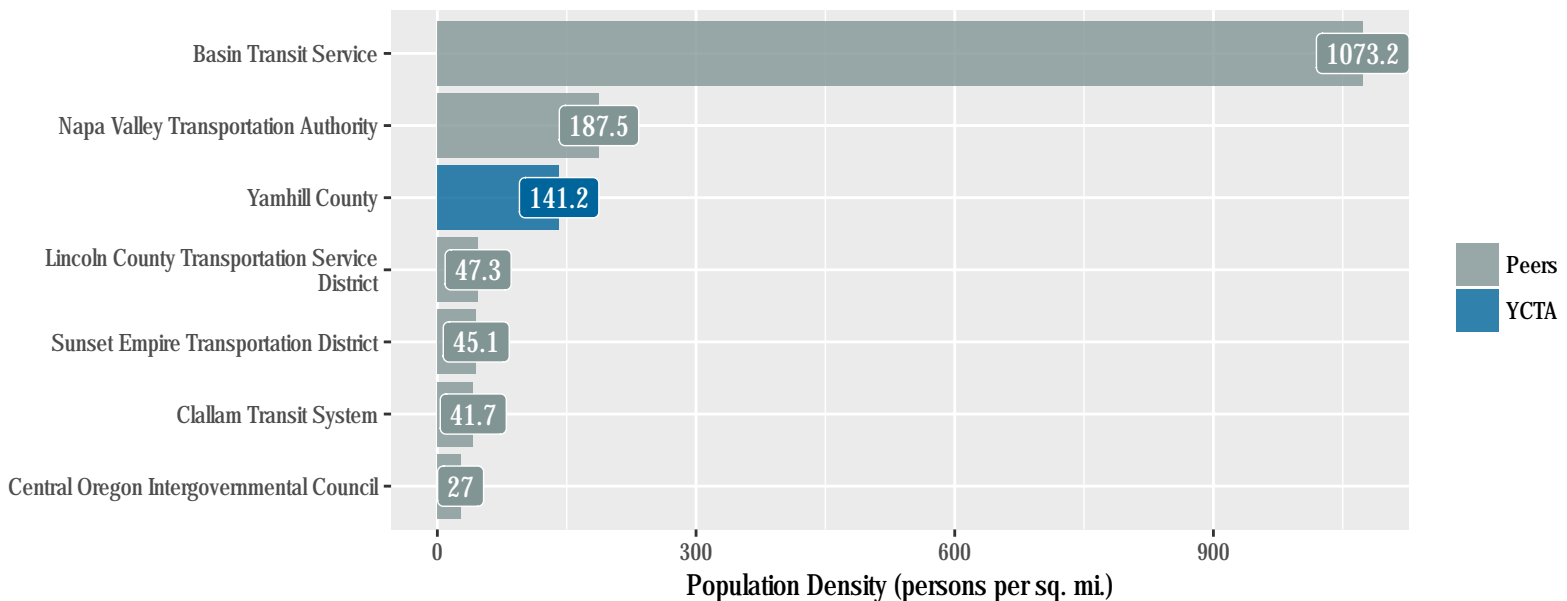
Service Area Population by Agency



Service Area Size by Agency

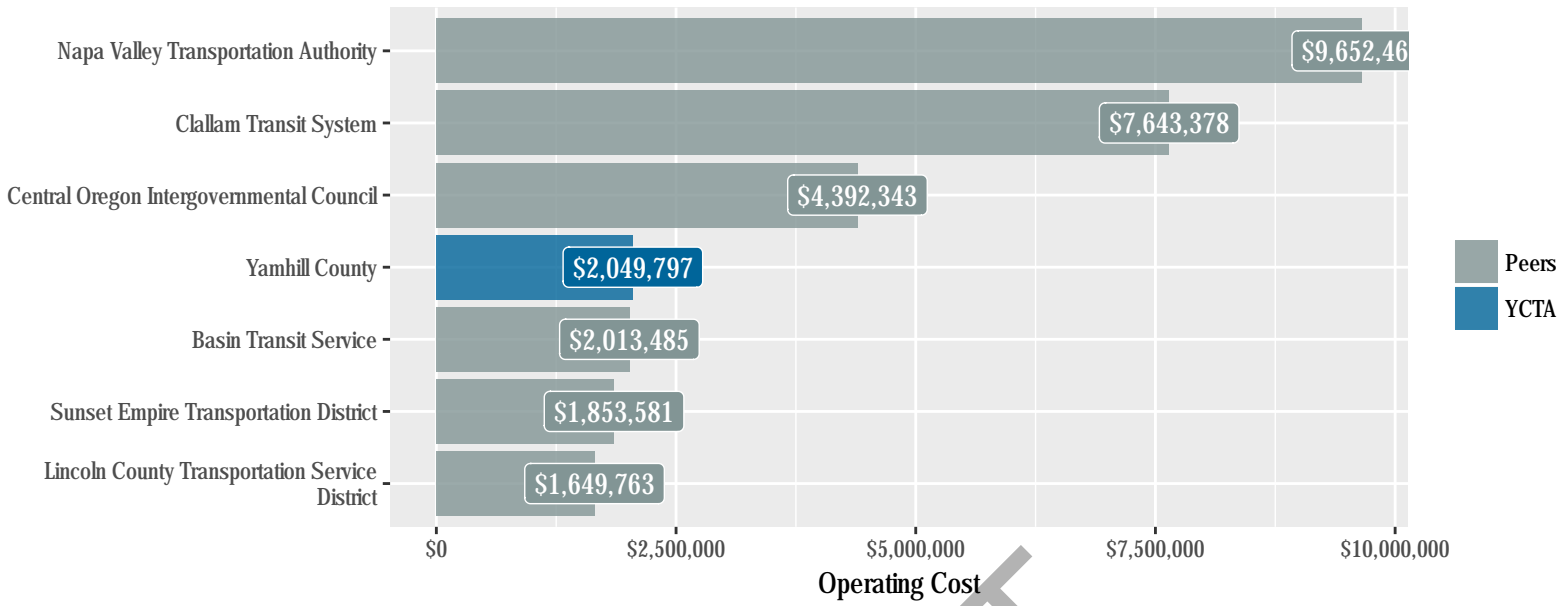


Population Density by Agency

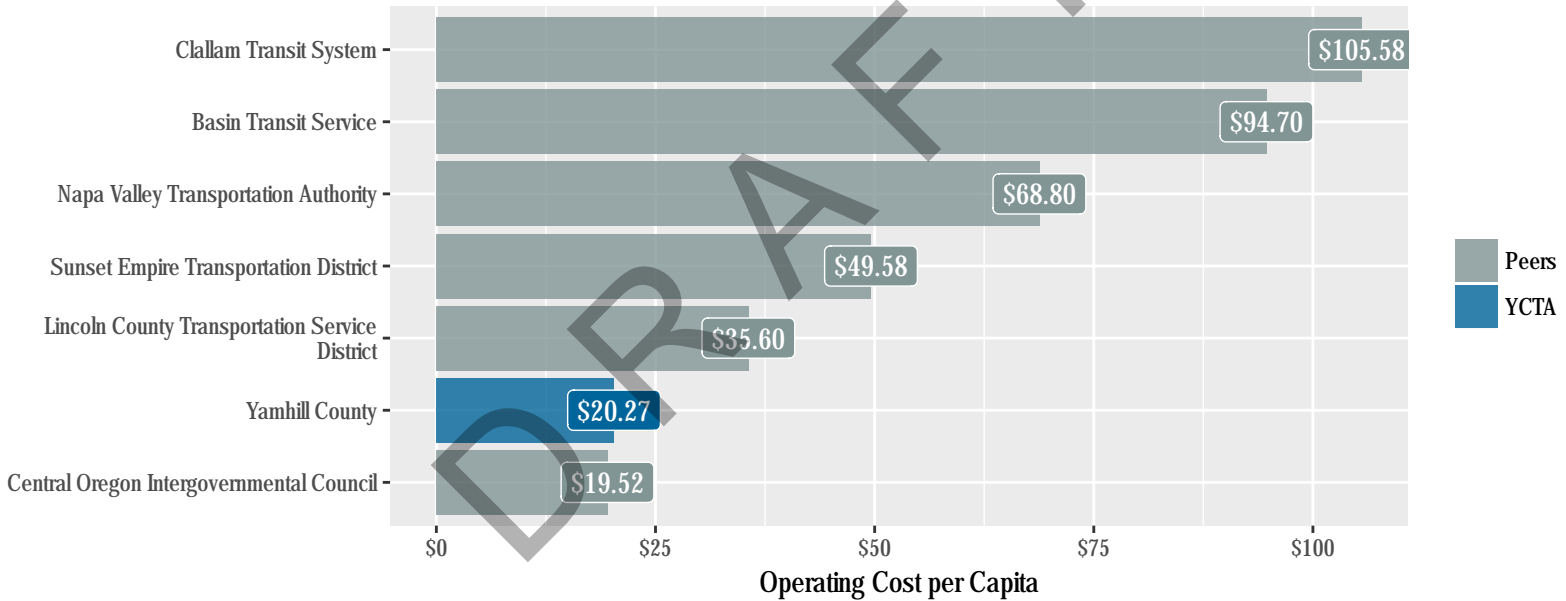


Finance

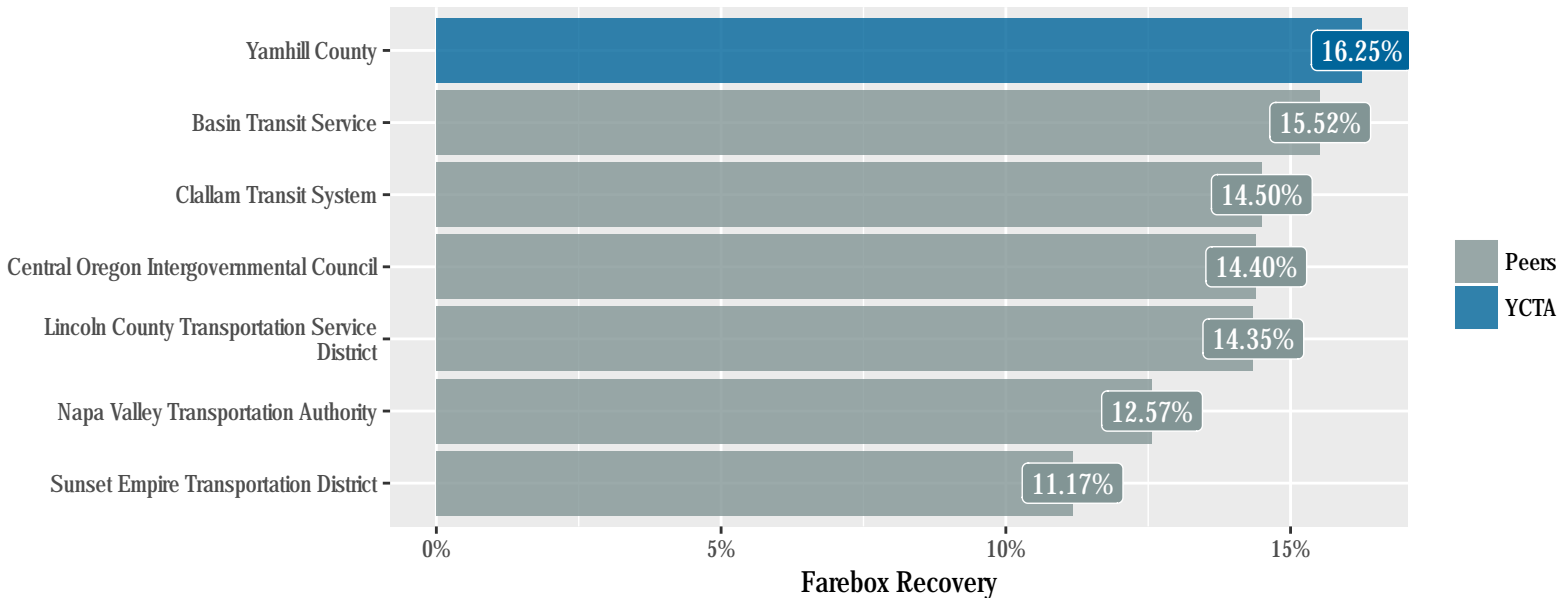
Operating Cost by Agency



Operating Cost per Capita by Agency

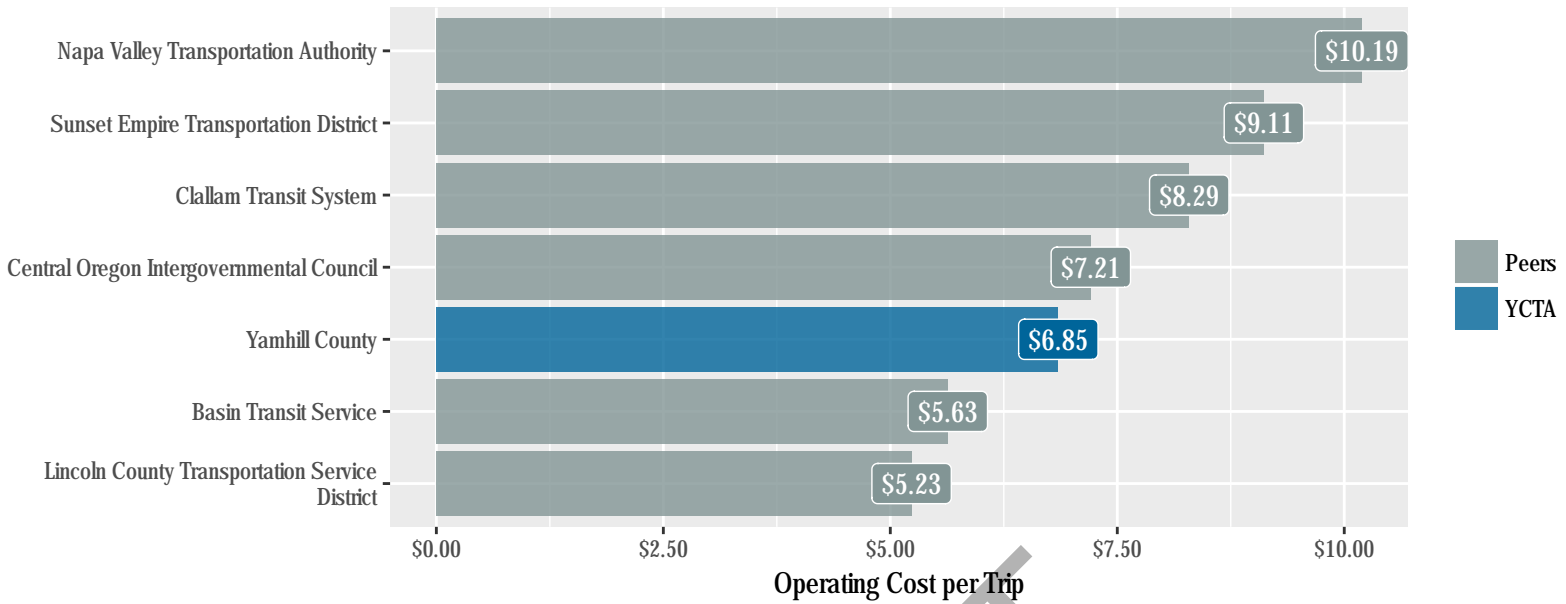


Farebox Recovery by Agency

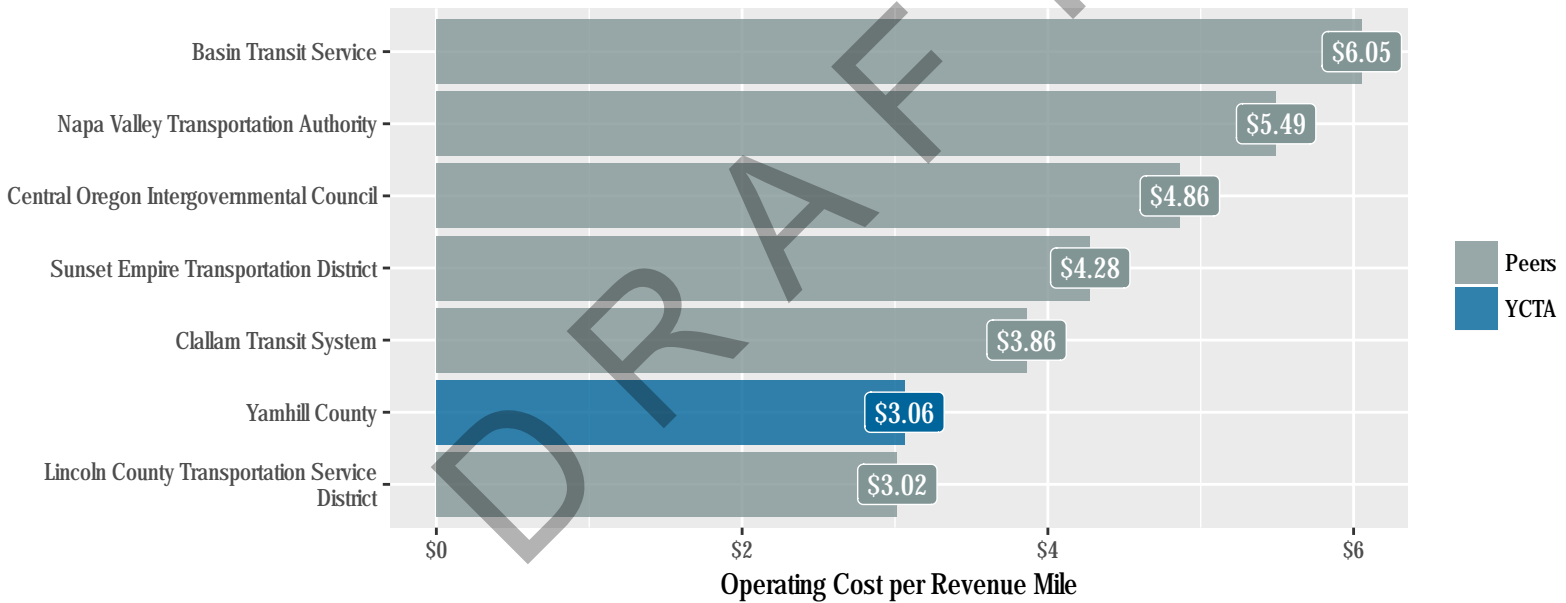


Finance

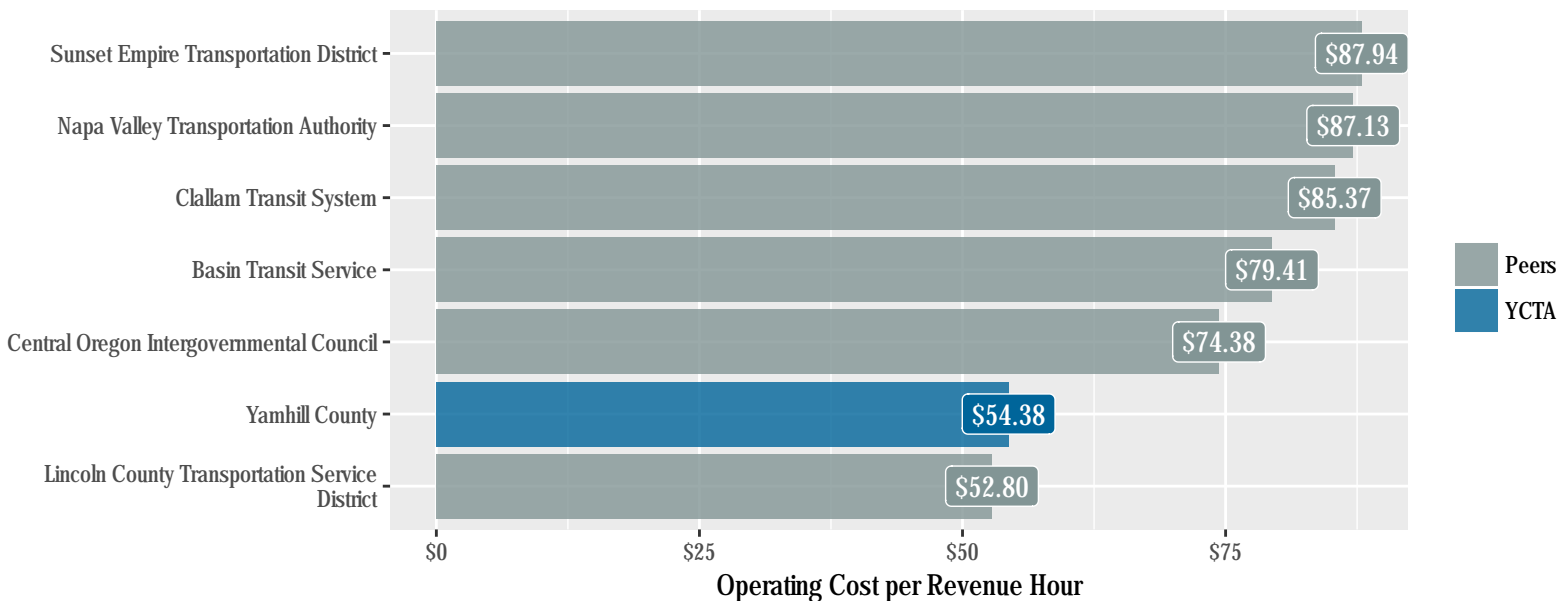
Operating Cost per Trip by Agency



Operating Cost per Revenue Mile by Agency



Operating Cost per Revenue Hour by Agency



APPENDIX D

On-Board Rider Survey Details

APPENDIX D ON-BOARD RIDER SURVEY DETAILS

This appendix provides detailed analysis of the on-board rider survey; a summary is provided in Chapter 4.

INTRODUCTION

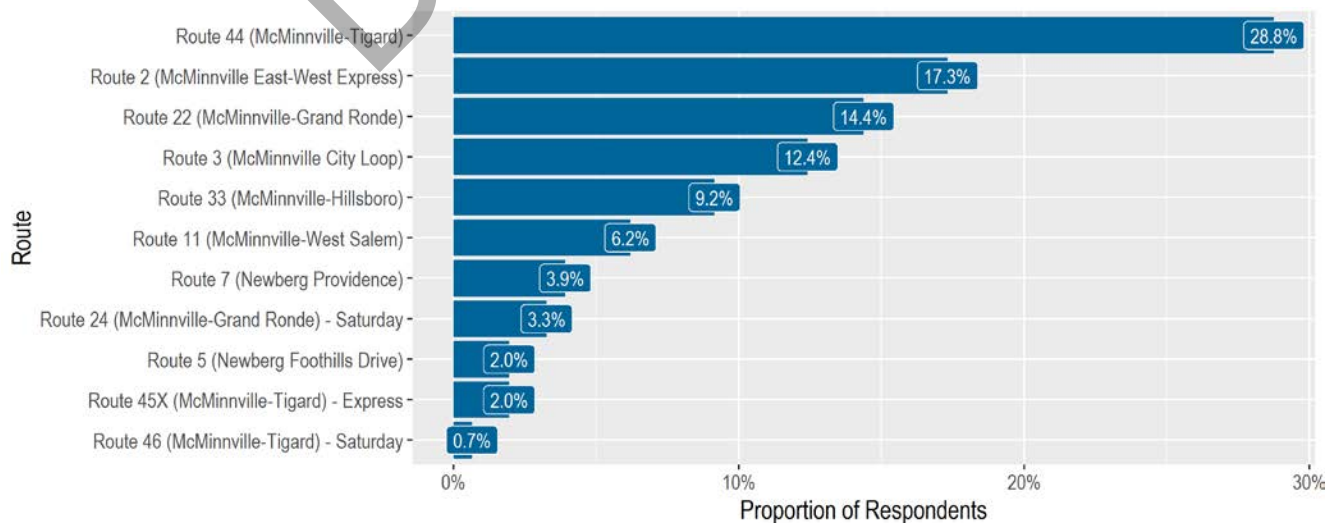
YCTA conducted a survey of current riders on-board buses over a one-week period in late April 2017, covering all trips on at least one weekday and weekend day. The survey was available in both English and Spanish. A total of 306 surveys were collected, including 10 in Spanish.

SURVEY RESULTS

Responses by Route

Figure D-1 illustrates the routes on which we surveyed respondents. Nearly 30% of survey respondents were riding Route 44 and a combined nearly 30% were riding local fixed-route service in McMinnville (Routes 2 and 3). The level of response on each route is generally consistent with overall ridership patterns, e.g., Route 44 served nearly 40,000 rides annually while Routes 2 and 3 accounted for approximately the same number of annual rides (see Chapter 3).

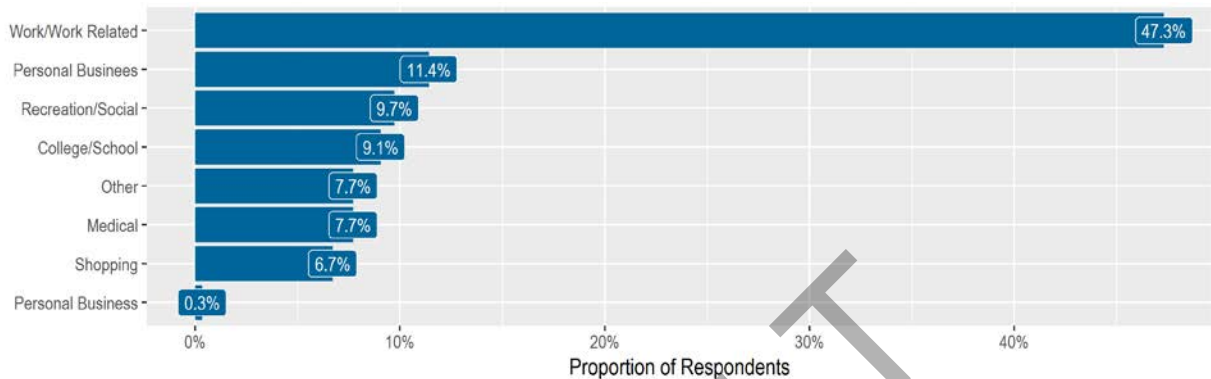
Figure D-1 Breakdown of Survey Respondents by Route



Trip Purpose

Figure D-2 illustrates the purpose of passengers' trips on YCTA service. The largest share of trips was traveling to or from work (47%), with other purposes almost evenly split between personal business, recreation/social, college/school, medical, and shopping. Of respondents who identified a school or college name, Linfield College and Chemeketa Community College were the most common destinations.

Figure D-2 Purpose of Trip



Q2 What is the primary purpose of your trip? (N=298)

Trip Origins and Destinations

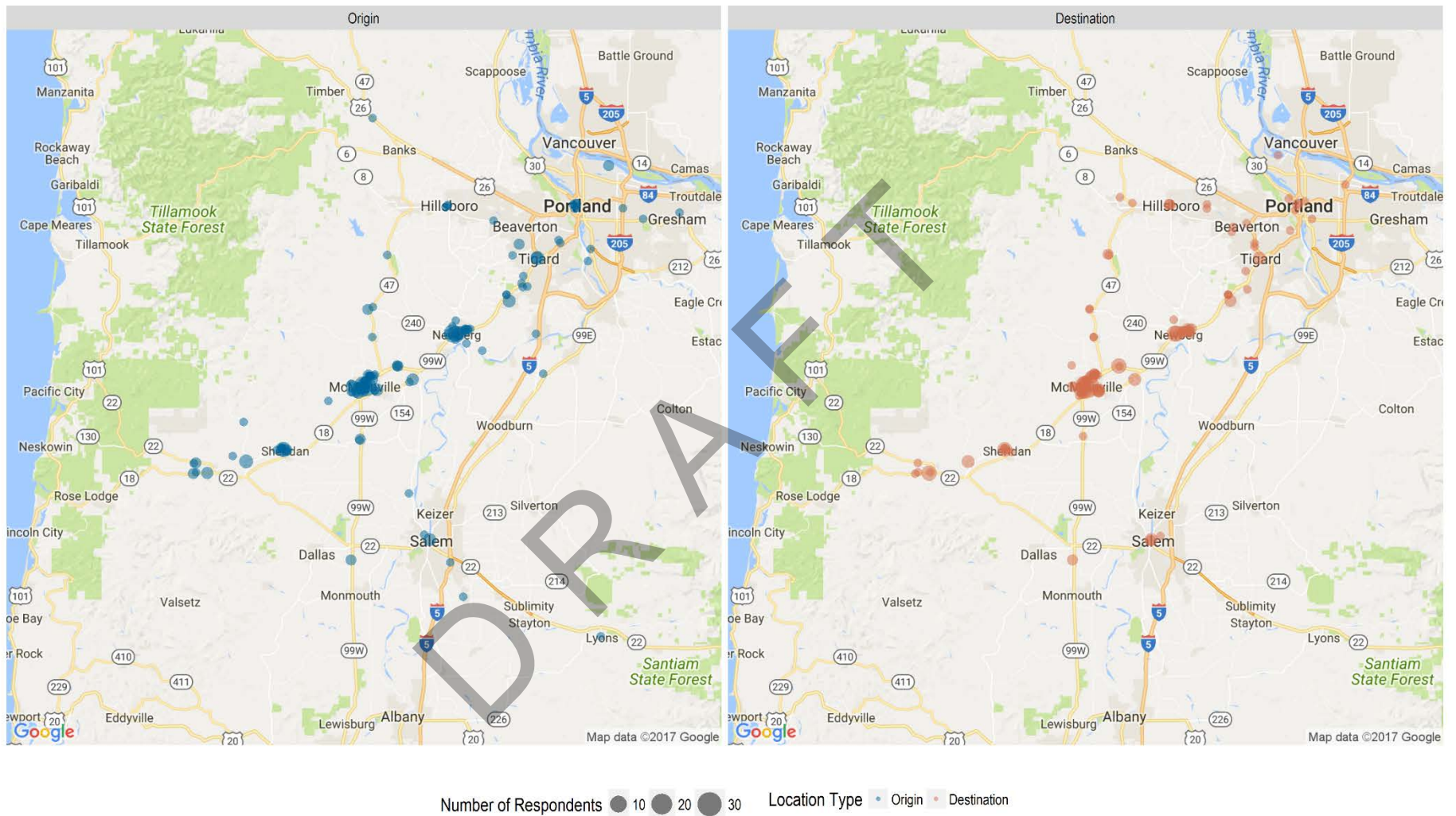
Passengers were asked their origins and final destinations—where they started their trip before they got on the bus and will end their trip.

Figure D-4 illustrates people's origins and destinations at a regional scale, while Figure D-5 shows origin and destination locations in the McMinnville area in more detail. In most cases, passengers are starting or ending their trips fairly close to the local bus routes in McMinnville and Newberg or the bus stops for the intercity routes in Yamhill County.

Outside of Yamhill County, Figure D-4 shows that riders use YCTA Route 44 (to/from Sherwood, Tualatin, and Tigard) and YCTA Route 33 (to/from Forest Grove and Hillsboro) to make connections for travel to other locations in Beaverton, Hillsboro, and Tigard as well as locations around the Portland area. Along Route 22, riders primarily travel into Salem, beyond YCTA service to West Salem Transit Center.

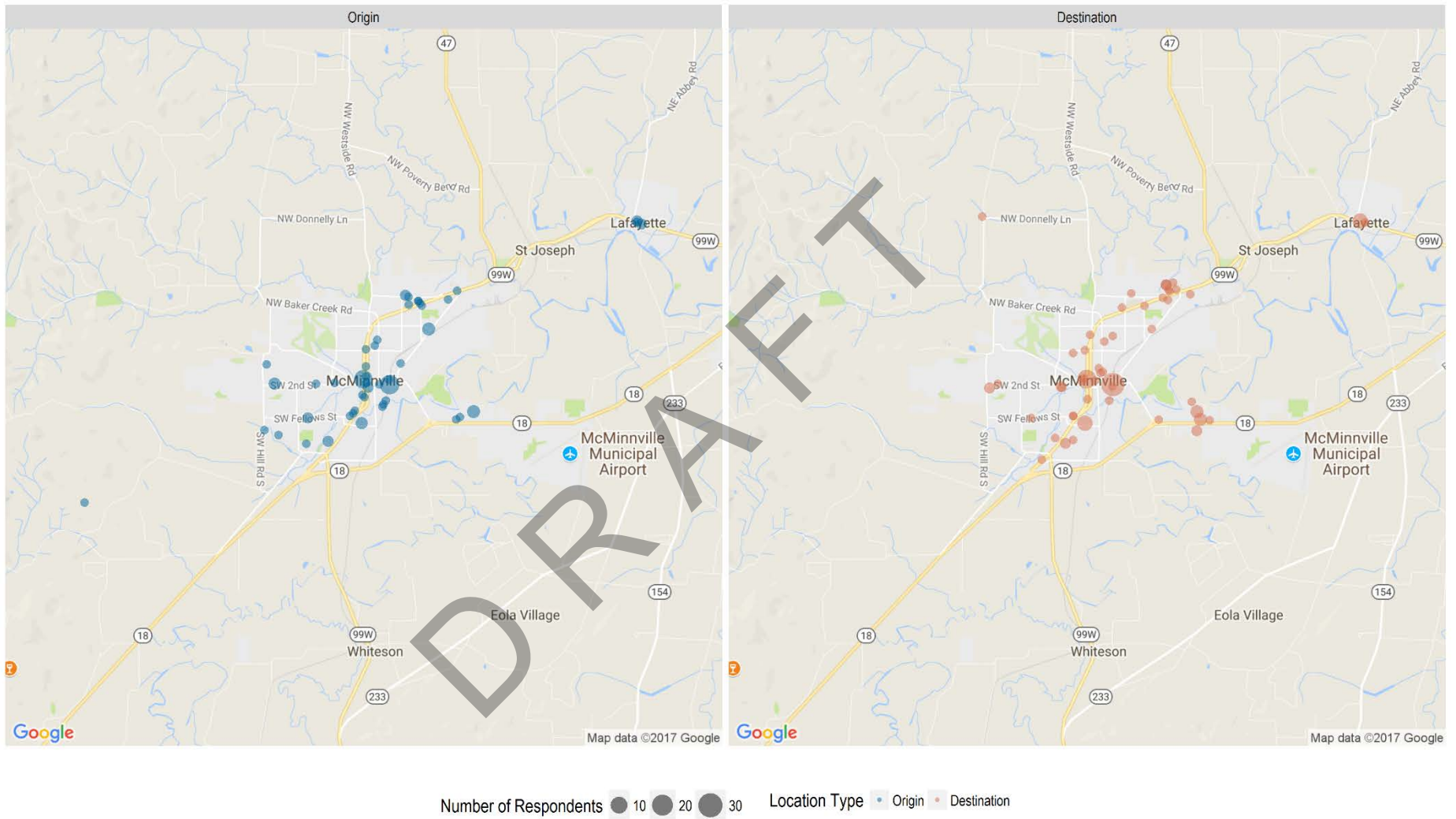
Transit Development Plan | Memo #2: Existing Conditions – Appendix D
Yamhill County Transit Area

Figure D-3 Trip Origins (left panel) and Destinations (right panel), Region



Transit Development Plan | Memo #2: Existing Conditions – Appendix D
Yamhill County Transit Area

Figure D-4 Trip Origins (left panel) and Destinations (right panel), McMinnville Area



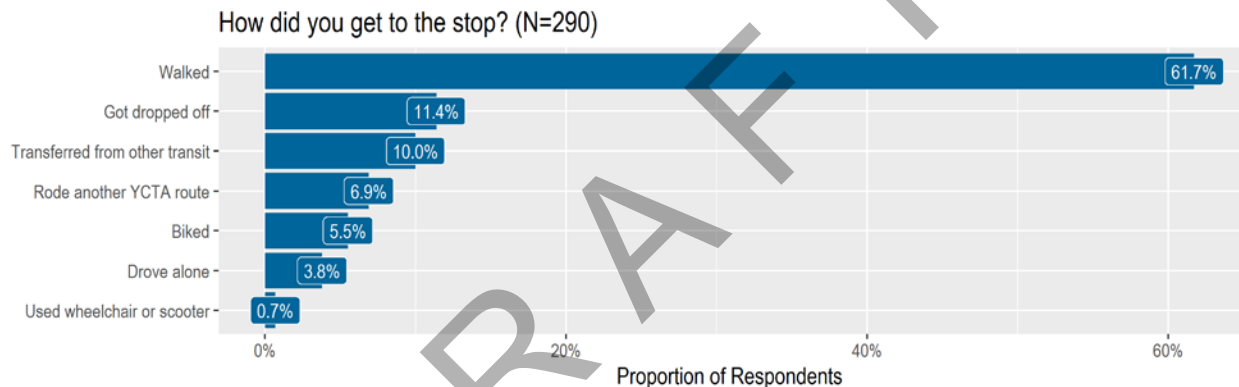
Access to Transit

Figure D-5 indicates how riders access transit. More than 60% of respondents indicated they walk to and from the bus stop, which is common in transit systems.

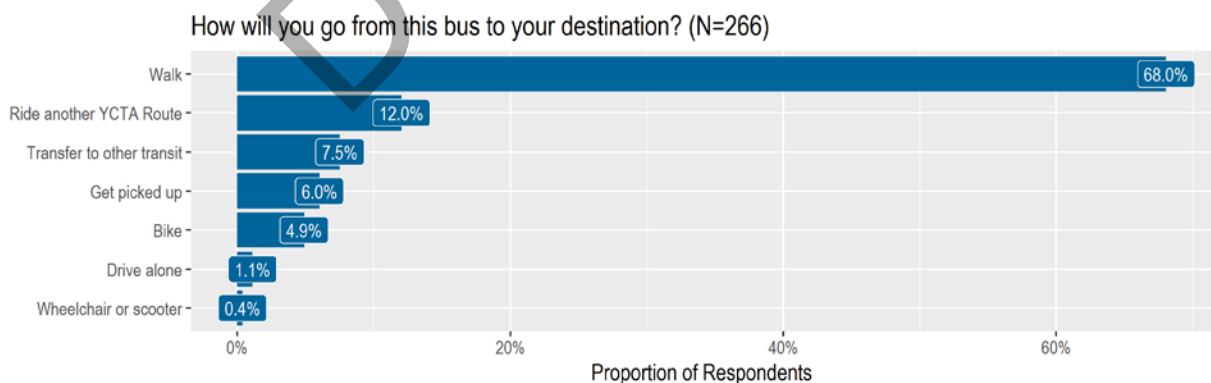
Figure D-6 shows the amount of time people walked to access transit. The charts illustrate that:

- Most riders who connect to the bus on foot have a walk of 10 minutes or less, which is also typical of transit systems. A smaller share of riders walk 15-20 minutes, while a few riders walk 30-60 minutes to or from the bus.
- Approximately 11% of riders were dropped off at the bus on their trip and 6% were picked up at the bus stop.
- Approximately 29% of riders connect to/from another YCTA route and/or another provider.
- Approximately 5% of riders biked to and/or from the bus, while a small share of riders drove or used a wheelchair, scooter, or other mobility device.

Figure D-5 Access Mode to Origin Bus Stop and from Bus Stop to Final Destination

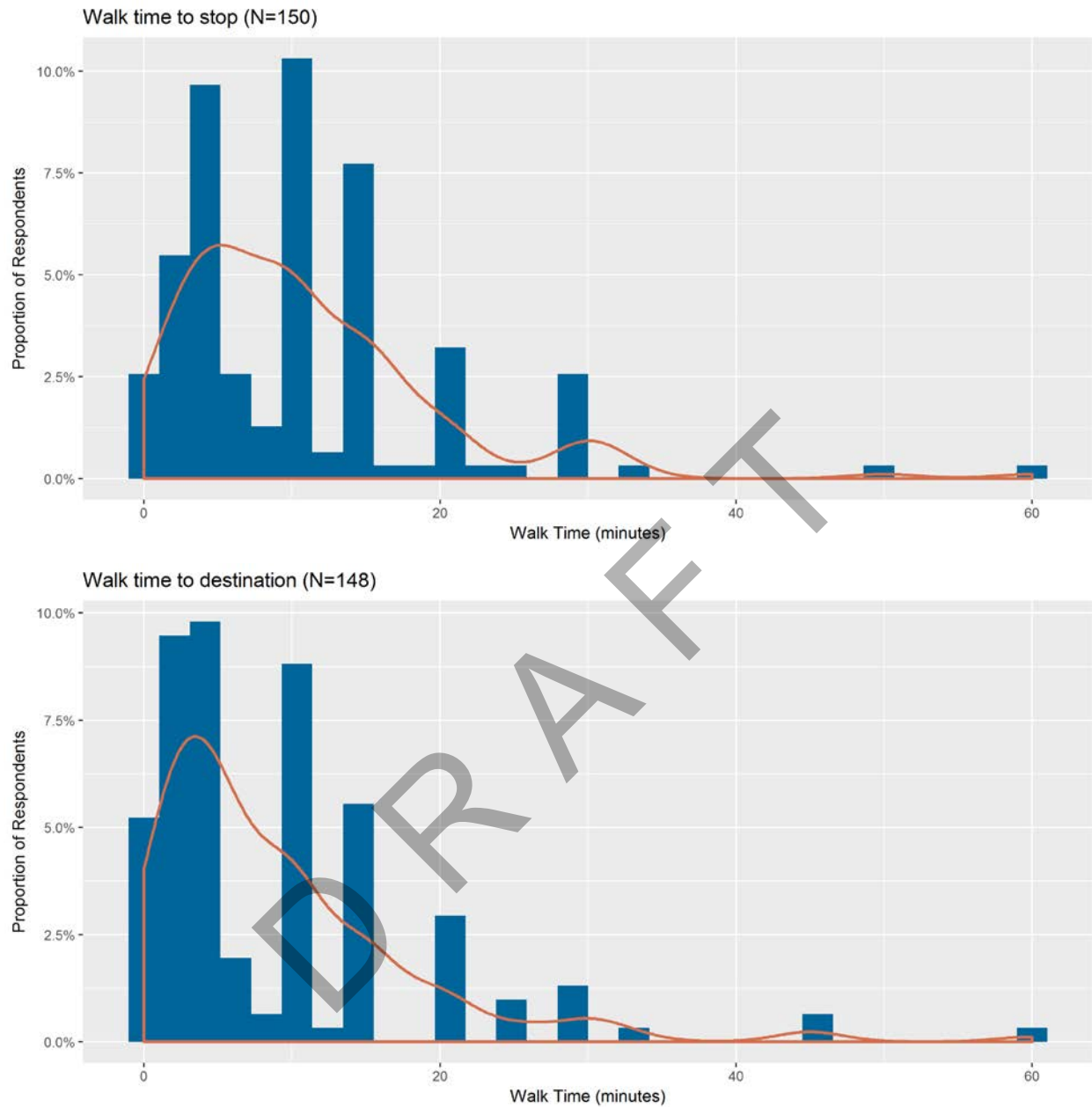


Q4: How did you get to the first bus stop on your trip? (n = 290)



Q6: How will you go from the bus to your destination? (n = 290)

Figure D-6 Walking Time between Origin/Destination and Bus Stop



Q4: Approx. # of minutes [to get to the first bus stop on trip], n = 150

Q6: Approx. # of minutes [to get from the bus to your destination], n = 148

Transfer Activity

Approximately 29% of survey respondents connected to/from another YCTA route and/or another provider on at least one end of their transit trip.

- Figure D-7 shows that transfers most commonly occurred on YCTA Routes 11 (with Cherriots Route 17 to downtown Salem), Route 33 (with TriMet MAX or Line 57 in Hillsboro), and Routes 44/45X (with TriMet WES or various bus routes).
- Figure D-8 indicates that Route 2 in McMinnville has the highest rate of transfers with other YCTA routes, including with Route 44 (although many respondents did not record the route they transferred to/from). This is not surprising since Route 2 serves several major regional destinations, including the Willamette Valley Medical Center and Chemeketa Community College.

Figure D-7 Transfers between YCTA and Other Providers

→ Transfer to/from Other ↓ YCTA Route Surveyed	TriMet	Cherriots	Forest Grove - GroveLink	Unspecified	Total	Routes Used
Route 11 (West Salem)		3		2	5	Cherriots 17
Route 22 (Grand Ronde)				4	4	Not Specified
Route 33 (Hillsboro MAX)	8		1	7	16	TriMet MAX, 57
Route 44 (Tigard)	17			1	18	TriMet WES, 12, 45, 64, 76, 78, 93, 94
Route 45X (Tigard Express)	3			12	15	
Not Specified				1	1	Not Specified
Total	28	3	1	26	58	

Q4 How did you get to the first bus stop on your trip? Q6 How will you go from the bus to your destination?

Figure D-8 Transfers between YCTA Routes

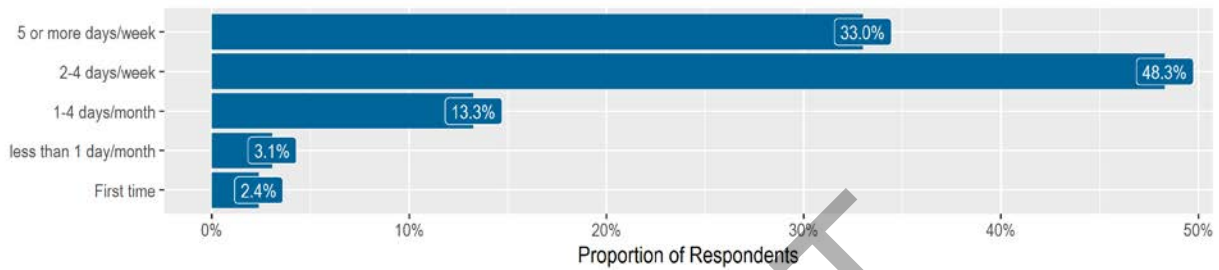
Surveyed YCTA Route	Transfer to/from Route										Total
	2	3	5	7	11	22	33	44	45X	Unspecified	
Route 2 (Local McMinnville)		2			1	1		4		16	25
Route 3 (Local McMinnville)	2					2				1	5
Route 5 (Local Newberg)											0
Route 7 (Local Newberg)			1					2		1	4
Route 11 (West Salem)										1	1
Route 22 (Grand Ronde)								1		5	6
Route 24 (Saturday – Grand Ronde)										3	3
Route 33 (Hillsboro MAX)	1					1				1	3
Route 44 (Tigard)		2						1			3
Route 45X (Tigard Express)				1							1
Unspecified								1	1		2
Total	4	4	1	1	1	4	0	9	1	28	53

Q4 How did you get to the first bus stop on your trip? Q6 How will you go from the bus to your destination?

Frequency of Transit Use

Figure D-9 illustrates how often respondents use YCTA service. The vast majority of riders (81%) are frequent riders—who use YCTA service two or more days per week. Approximately 13% of riders use YCTA occasionally, while relatively few respondents (less than 6%) were first-time riders or people who rarely ride the bus.

Figure D-9 Frequency of Transit Use

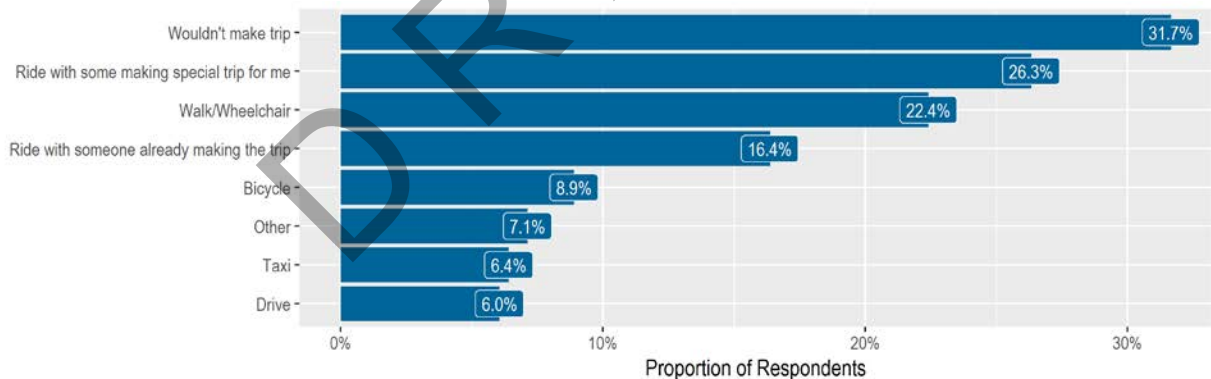


Q8: How often do you ride YCTA buses? (n = 294)

Transit Reliance

Over 30% of respondents are transit-reliant, meaning they would be unable to make the trip if the bus services were not available (Figure D-10). Over a quarter of respondents would have gotten a ride with someone making a special trip, while 16% would have been able to carpool. Approximately 22% would have walked or used a wheelchair/mobility device. Only 6% would have driven on their own.

Figure D-10 Alternate Means to Make Trip without Bus Service



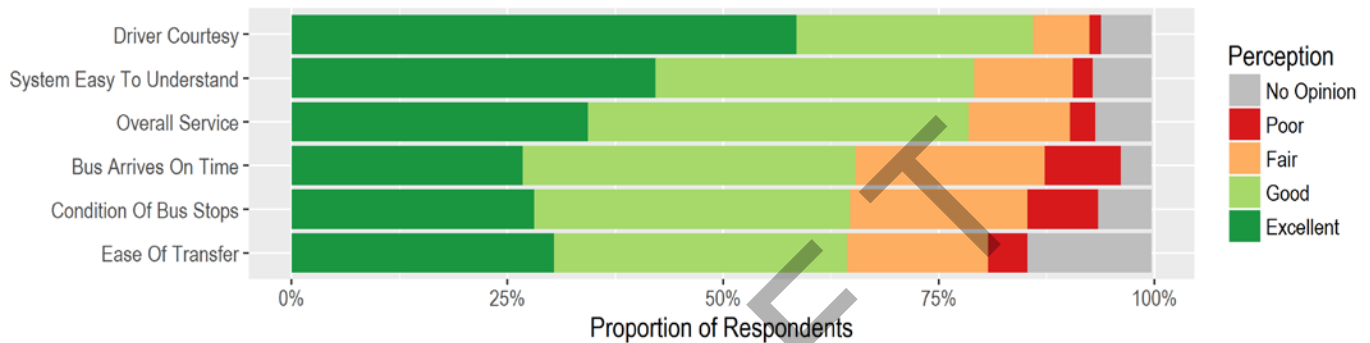
Q7: How would you have made this trip if bus service was not available? (N=281)

Customer Satisfaction

Figure D-11 illustrates rider satisfaction with several attributes of YCTA service. Over three-quarters of respondents rated their overall satisfaction with service as “good” or “excellent.”

- The vast majority of respondents (86%) rated driver courtesy as “good” or “excellent.”
- Most respondents (over three-quarters) indicated the system is easy to understand, although most respondents are frequent riders who are already familiar with the system.
- Satisfaction was lowest for on-time arrivals, the condition of bus stops, and ease of transfers.

Figure D-11 Satisfaction with Transit



Q10: Please rate your perception of YCTA service (N=306)

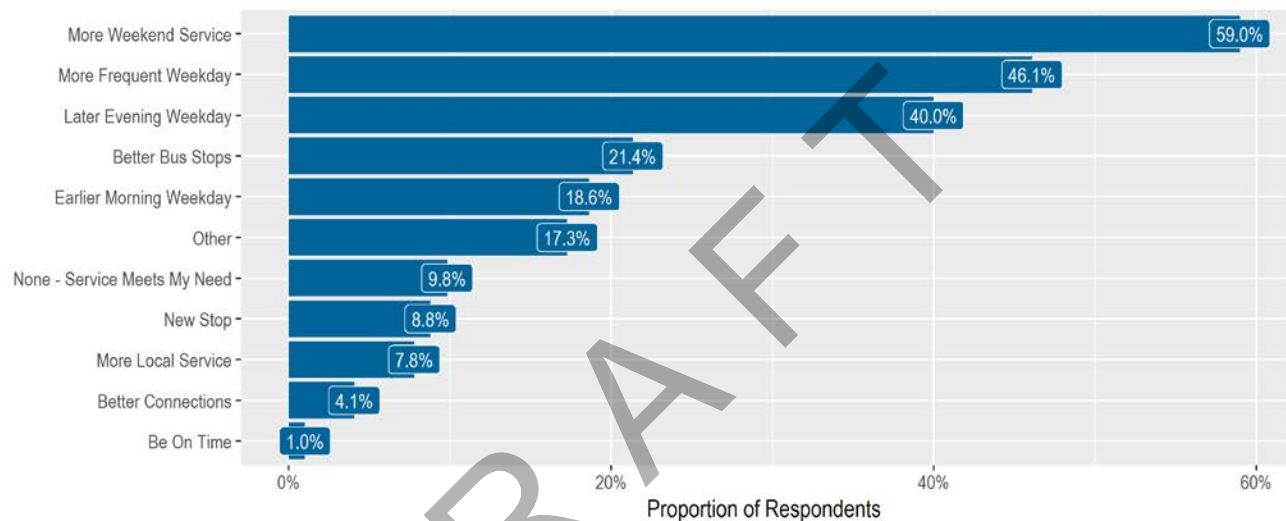
Improvement Priorities

Respondents were asked to identify their top three priorities for improving service, shown in Figure D-12, as well as the single most important improvement, shown in Figure D-13. The top priorities were:

- More service on weekends (nearly 60%), which was also the most important improvement for over 28% of respondents
- Increased frequency on weekdays (46%)
- Later evening weekday service (40%)

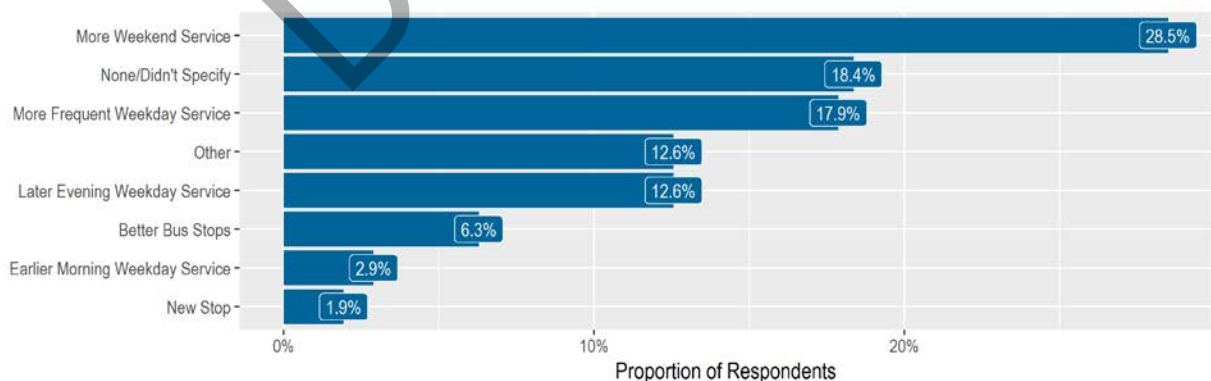
Smaller shares of respondents identified better bus stops and earlier morning service within their “Top 3” improvements. Nearly 10% of passengers indicated that service as it operates today meets their needs.

Figure D-12 Top Service Improvements Requested by Respondents



Q11: Please select up to THREE improvements that would help you choose to ride the bus more often (n=296)

Figure D-13 Most Important Service Improvement Requested

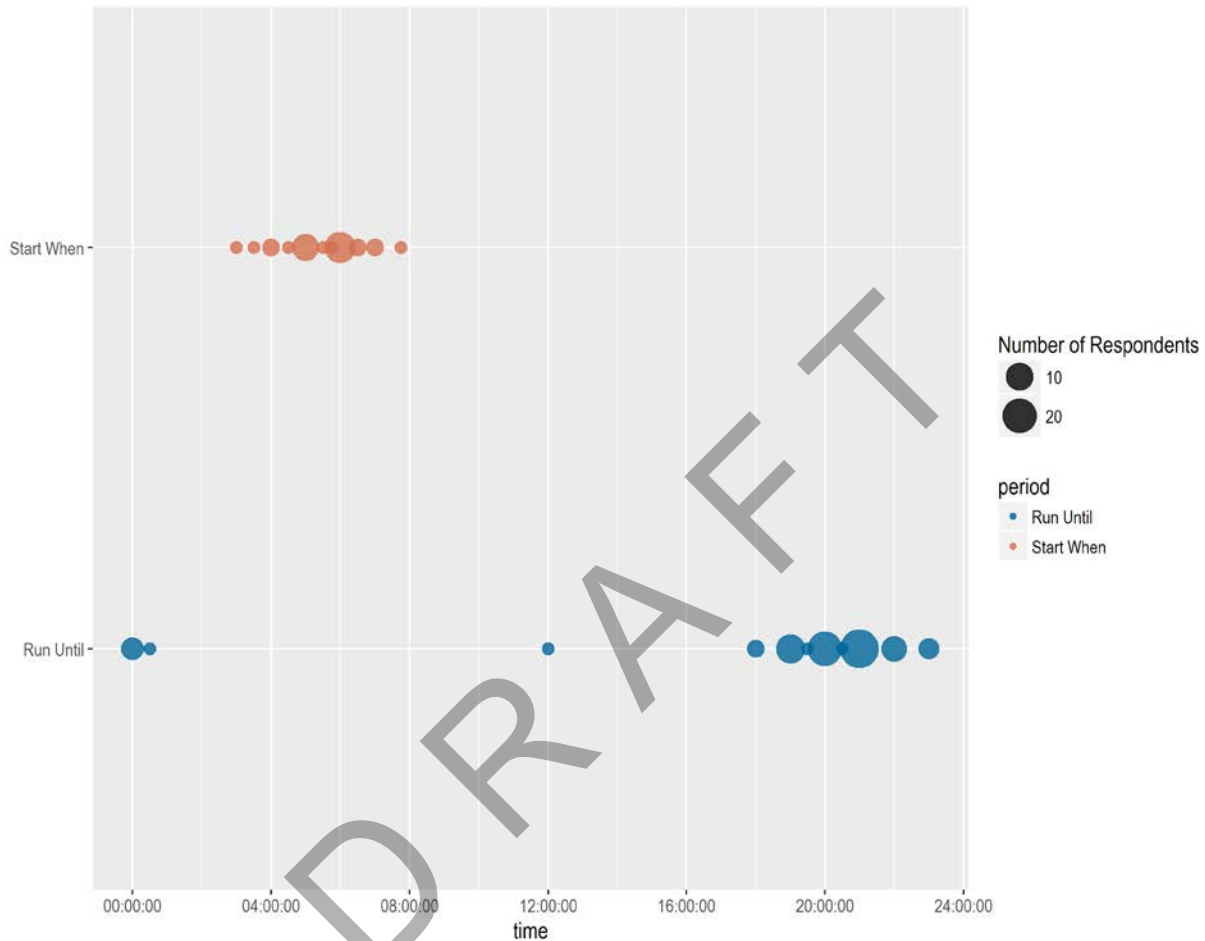


Q12: Please identify the ONE improvement in #11 that would help you choose to ride the bus more often (n=207)

Start and End Times

Most respondents who identified earlier morning service as an improvement (19%) wanted service to start at 6:00 a.m. or earlier, while the larger share of respondents who would prioritize later evening service (40%) wanted to extend service until 8:00 p.m. or 9:00 p.m. (see Figure D-12).

Figure D-14 Desired Service Start and End Times



New Stops/Service

Riders identified the need for specific new stops or destinations as well more service in particular cities (see Figure D-15).

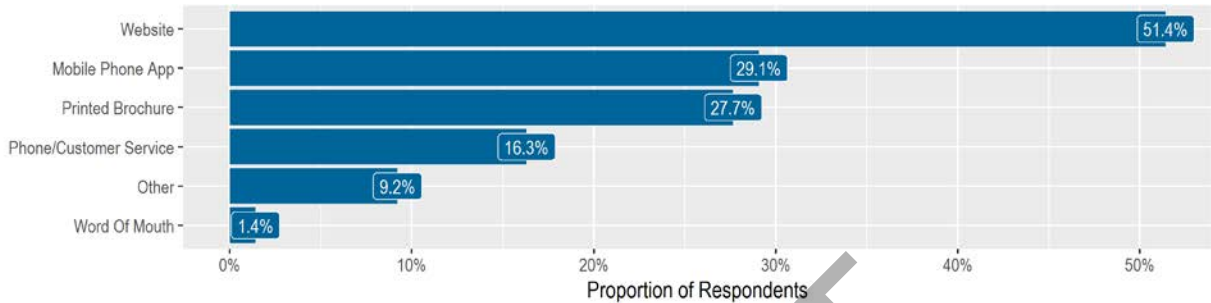
Figure D-15 New Service or Stop Locations Identified by Riders

City or Route	New Stop or Service Location
Dayton	Dayton to Chemeketa
Dundee	New stop in Dundee
Lafayette	Local stops (generally)
McMinnville	Bus stop at 2nd & Baker
	Hill Road
	Dollar Tree (new stop)
	OR 99W and Riverside (new stop)
Sheridan	Sheridan (new stop on west end)
	General/Unspecified
	Sheridan Dairy Queen (new stop)
Route 11 Salem	Dallas (from Tigard)
	Albertson's in McMinnville
Route 22 (Grand Ronde)	Fort Hill RV Park (new stop)
	HBF Farms - East of Sheridan (new stop)
Route 33 Hillsboro	New stop at OMI 4th and Baker
Route 44 (Tigard)	Chemeketa Community College
	Steel Mill in McMinnville (new stop)
	Walgreens in Tualatin (new stop)
	Springbrook (new stop)
	Sherwood (new stop)
Route 7 (Local Newberg)	Springbrook Rd. (new stop)

Preferences for Obtaining Transit Information

Figure D-16 indicates riders' preferences for obtaining information about YCTA service. A majority (51%) would like to obtain information on the YCTA website, while nearly equal shares of passengers wanted to access information via a mobile phone application (29%) and printed materials (28%). Only 16% indicated they preferred to call a YCTA representative by phone. Only 9% indicated they preferred to call a YCTA representative by phone.

Figure D-16 Preference for Obtaining Transit Information



Q9: How do you get (or would you like to get) the information you need to ride the bus? (N=282)

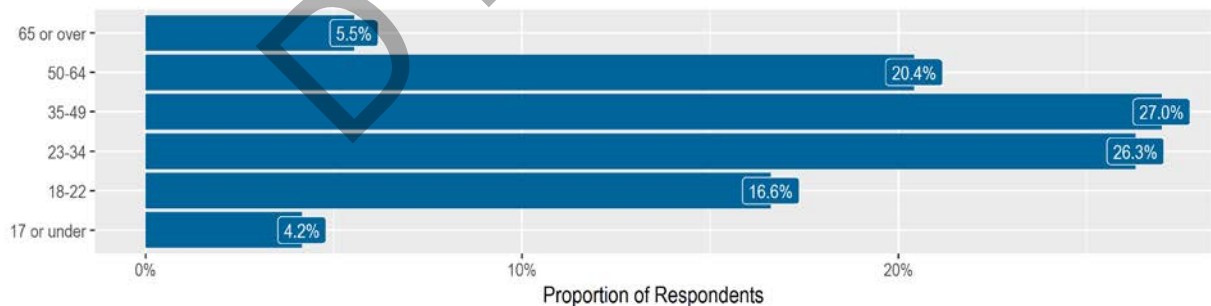
Passenger Characteristics

The survey asked respondents to answer several demographic questions.

Age

Figure D-14 highlights the age distribution of survey respondents. Fewer than 6% of the respondents were over the age of 65, which is a lower than older adults' share of the general population (the survey did not include Dial-A-Ride, which likely has a larger share of older adults). The largest group of survey respondents was between 23-49 years of age (53%).

Figure D-17 Age Distribution

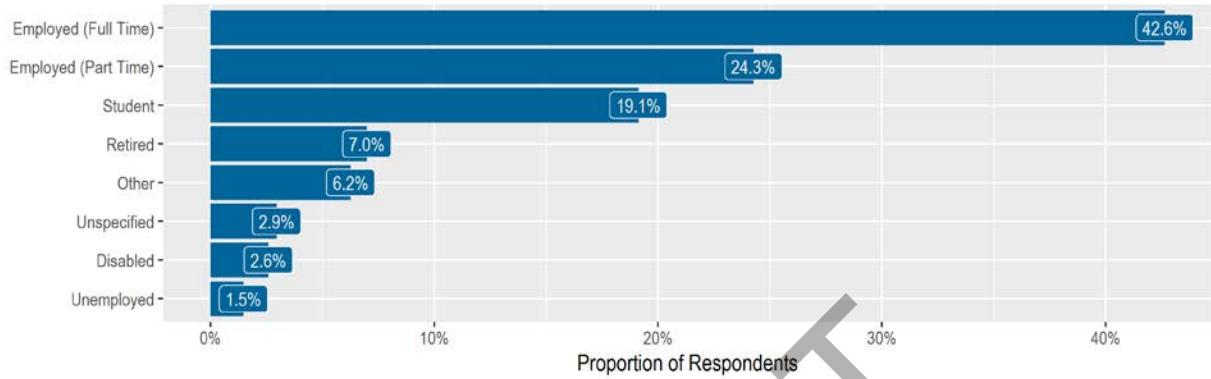


Q14: What is your age? (N=289)

Labor Market Status

Figure D-18 shows respondents' labor market status. Two-thirds of respondents are employed, with nearly 43% working full-time and 24% working part-time. Nearly 20% are students while approximately 7% are retired.

Figure D-18 Labor Market Status

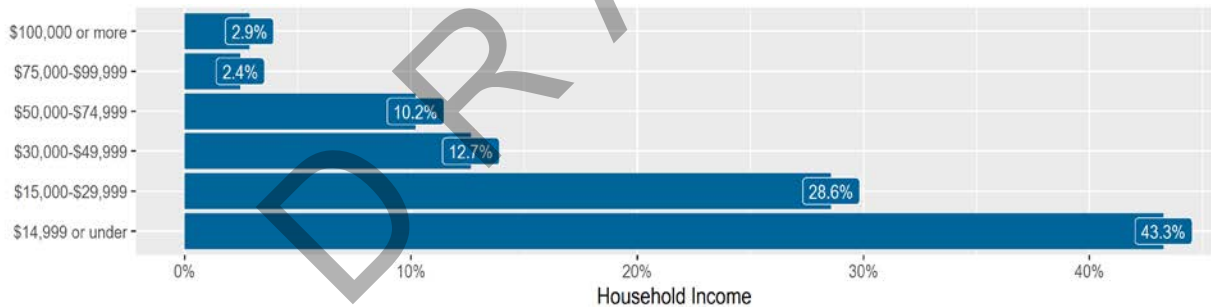


Q13: Labor Market Status. (N=272)

Income

Figure D-19 shows respondents' household income. Over 70% of YCTA riders have a household income of less than \$30,000 annually, including 43% who earn less than \$15,000 per year. Approximately a quarter earn between \$35,000 and \$75,000, while slightly more than 5% earn \$75,000 or more.

Figure D-19 Gross Annual Household Income




Q15: What is your total household income before taxes? (N=245)

SURVEY INSTRUMENTS

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Figure D-20 On-board Survey Instrument, English



**Yamhill County
Transit Area**

PASSENGER SURVEY

Yamhill County Transit (YCTA) is conducting a survey to help plan future transit service in the County. **Your answers are completely confidential.**
If you have already filled out a survey, please **DO NOT** fill out another one.

To be completed by surveyor:
Time: _____ ☐ AM ☐ PM
Current Route:
☐ 2 ☐ 3 ☐ 5 ☐ 7 ☐ 11 ☐ 22
☐ 24s ☐ 33 ☐ 44 ☐ 45x ☐ 46s

Please tell us about the **one-way trip** you are making now (e.g., from home to work or school):

1. Does this trip start or end at your home location?
☐ 1 Yes ☐ 2 No

2. What is the primary purpose of your trip? (Check one)
☐ 1 Work/work-related ☐ 4 Medical ☐ 6 Shopping
☐ 3 Recreation/Social ☐ 5 Personal business
☐ 7 College/School: _____
☐ 8 Other: Specify: _____

Origin

3. Where did you start your trip today, before you reached the first bus stop?
Intersection _____ & _____
OR Address, Building or Place _____
City _____ Zip Code _____

4. How did you get to the bus stop?
☐ 1 Rode another YCTA Route: _____
☐ 2 Transferred from other transit: (e.g., TriMet, Cherriots)
Provider: _____ Route: _____
☐ 3 Walked (How many minutes? _____)
☐ 4 Wheelchair/scooter (How many minutes? _____)
☐ 5 Biked (How many minutes? _____)
☐ 6 Got dropped off ☐ 7 Drove alone
☐ 8 Other: _____

Destination

5. What is your final destination for your trip today, after you get off the bus?
Intersection _____ & _____
OR Address, Building or Place _____
City _____ Zip Code _____

6. How will you go from this bus to your destination?
☐ 1 Ride another YCTA Route: _____
☐ 2 Transfer to other transit: (e.g., TriMet, Cherriots)
Provider: _____ Route: _____
☐ 3 Walk (How many minutes? _____)
☐ 4 Wheelchair/scooter (How many minutes? _____)
☐ 5 Bike (How many minutes? _____)
☐ 6 Get picked up ☐ 7 Drive alone
☐ 8 Other: _____

7. How would you have made this trip if bus service was not available? (check one or more)
☐ 1 Would not make trip ☐ 2 Walked/Wheelchair
☐ 3 Bicycle ☐ 4 Ride with someone already making trip
☐ 5 Ride with someone making special trip to take me
☐ 6 Taxi ☐ 7 Other: _____

8. How often do you ride YCTA buses?
☐ 1 5 or more days/week ☐ 4 Less than 1 day/month
☐ 2 2 - 4 days/week ☐ 5 First time
☐ 3 1 - 4 days/month

9. How do you get (or would you like to get) the information you need to ride the bus?
☐ 1 Website ☐ 3 Phone call/customer service
☐ 2 Mobile Phone App ☐ 4 Printed Brochure
☐ 5 Other: _____

10. Please rate your perception of YCTA bus service:

	Excellent	Good	Fair	Poor	Opinion
a. Bus arrives on-time	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b. Ease of transfers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c. System easy to understand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d. Driver courtesy	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e. Condition of bus stops	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
f. Overall bus service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

11. Please select up to THREE improvements that would help you choose to ride the bus more often: (check up to THREE)
☐ 1 More frequent weekday bus service
☐ 2 Earlier morning weekday service. Begin when? _____
☐ 3 Later evening weekday service. Until when? _____
☐ 4 More weekend service
☐ 5 More local service in: _____
☐ 6 A new stop on an existing route. Where? _____
☐ 7 Better regional connections. In/between: _____ & _____
☐ 8 Better bus stops
☐ 9 Other: Specify: _____
☐ 10 None - service meets my needs.

12. Please circle the ONE improvement in #11 that you think is the most important. (Please circle only ONE choice.)

13. Are you? (Check one or more)
☐ 1 Employed full-time ☐ 4 Retired
☐ 2 Employed part-time ☐ 5 Visitor
☐ 3 Student ☐ 6 Other: _____

14. What is your age?
☐ 1 17 or under ☐ 3 23 - 34 ☐ 5 50 - 64
☐ 2 18 - 22 ☐ 4 35 - 49 ☐ 6 65 or over

15. What is your total annual household income?
(for everyone in your household, before taxes)
☐ 1 \$14,999 or under ☐ 4 \$50,000 - \$74,999
☐ 2 \$15,000 - \$29,999 ☐ 5 \$75,000 - \$99,999
☐ 3 \$30,000 - \$49,999 ☐ 6 \$100,000 or more

OVER ►

Figure D-21 On-board Survey Instrument, Spanish

To be added

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APPENDIX E

Community Survey Details

APPENDIX E COMMUNITY SURVEY DETAILS

This appendix provides detailed analysis of the YCTA community survey; a summary is provided in Chapter 4.

INTRODUCTION

YCTA conducted a survey of the overall community to help understand the travel patterns, opinions about transit, and likelihood of taking transit for the county overall. The survey was available from late June 2017 through August 22, 2017. The survey was available online in English, and a paper version of the survey was available in both English and Spanish. The paper survey was available at community outreach events and at various locations in the community. The survey was publicized through the following:

- TDP project website
- YCTA Facebook page
- Emails to over 250 stakeholders asking them to “get the word out.” Some of these stakeholders included the survey link in newsletters
- Ads in local newspapers in McMinnville and Newberg
- Local event notices on local cable service
- Flyers in locations around the community.
- Spanish-language surveys were distributed at locations suggested by participants in the Latino Community TDP focus group.

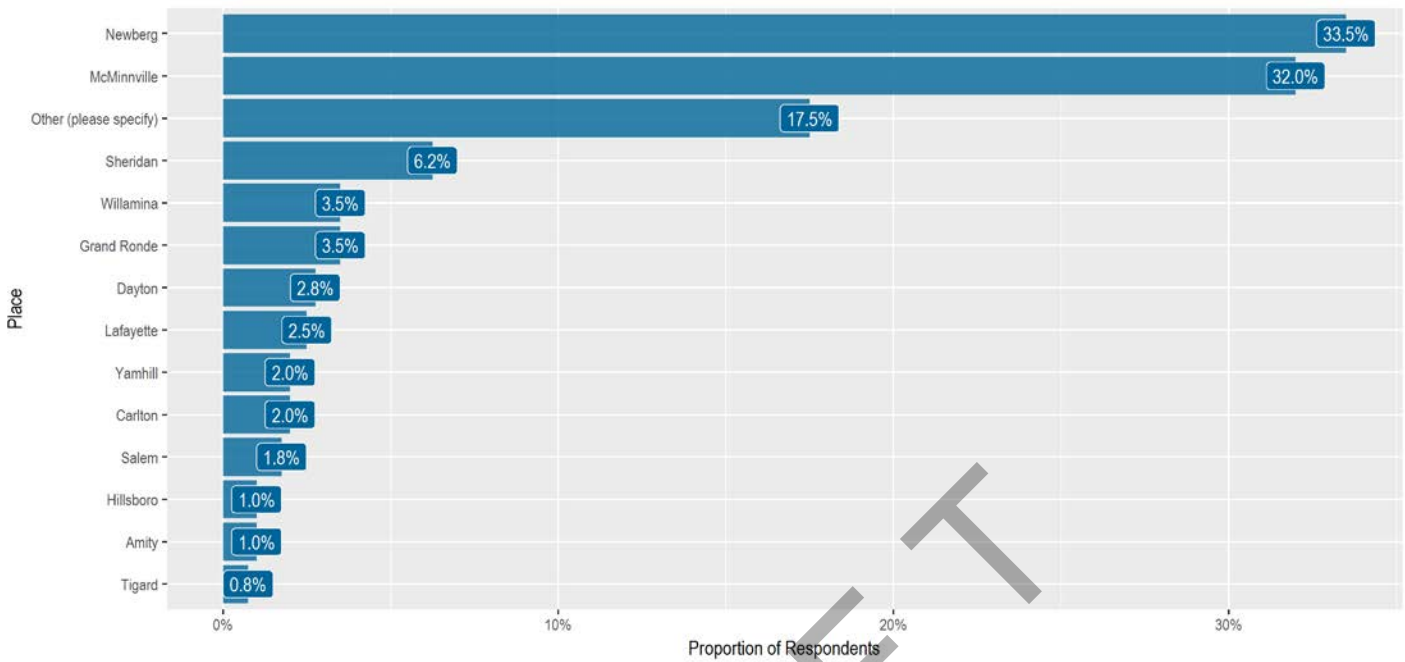
A total of 405 surveys were collected—329 online and 76 hard-copy responses. Spanish-language surveys were available in a hard-copy format and assistance with completing the online survey was available upon request.

Figure E-1 provides a breakdown of respondents by city of residence. Most respondents (90%) live in Yamhill County, including:

- Approximately a third of respondents live in Newberg and an additional third live in McMinnville.
- Approximately a quarter of respondents reside elsewhere in Yamhill County

Figure E-2 illustrates where respondents live by city (left panel) and zip code (right panel).

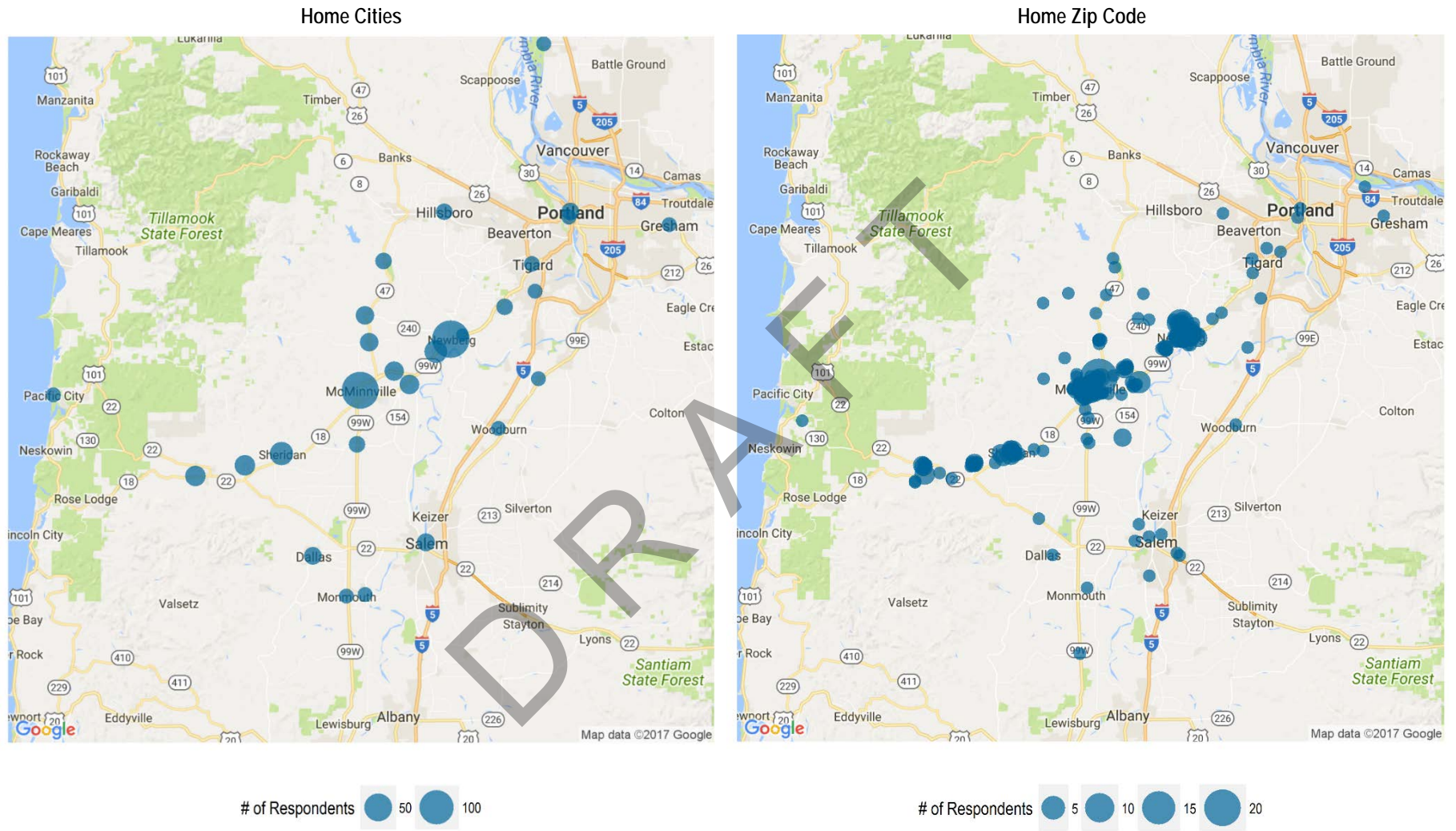
Figure E-1 Respondents' Place of Residence



Q1 What city/ZIP code do you live in?

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Figure E-2 Respondents' Place of Residence by City and Zip Code



SURVEY RESULTS

Major Destinations

Transit connects people to their desired destinations, thus understanding where people commonly travel helps determine where transit routes should go. Respondents were asked to list their top three destinations and to identify how they currently access those destinations. Figure E-3 lists the top destinations identified by respondents who live in each city in Yamhill County.

The top destinations include major retailers (Fred Meyer, Winco, Safeway, Walmart, Albertson's, etc.) and major institutions (George Fox University, Providence Newberg Medical Center, etc.). McMinnville and Newberg were identified as key destinations from other Yamhill County cities, as were regional connections to the Portland and Salem areas.

The data collected will be analyzed in more detail in the subsequent phases of the TDP to understand how YCTA routes can better serve the places where people want to travel.

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Figure E-3 Top Community Destinations By Origin City

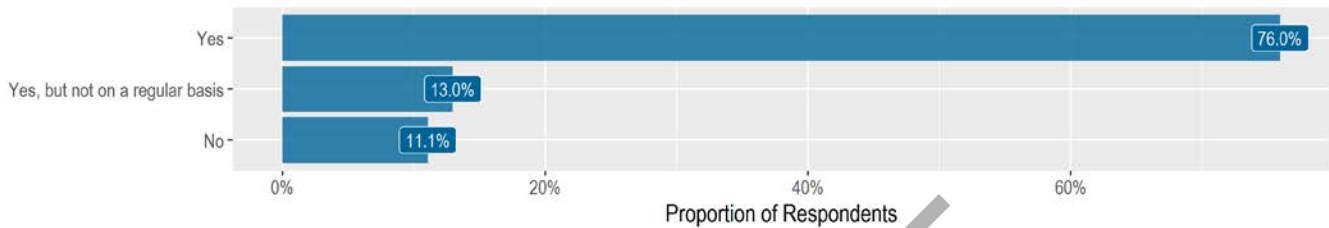
Home City	# of Responses in City	Top Destinations Among City Residents
Newberg	134	<ul style="list-style-type: none"> ▪ Fred Meyer, Newberg ▪ George Fox University, Newberg ▪ Newberg Public Library ▪ Safeway, Newberg
McMinnville	128	<ul style="list-style-type: none"> ▪ WinCo, McMinnville ▪ Walmart, McMinnville ▪ Safeway, McMinnville ▪ Albertson's, McMinnville
Sheridan	25	<ul style="list-style-type: none"> ▪ WinCo, McMinnville ▪ Walmart, McMinnville ▪ Confederated Tribes of Grand Ronde
Grand Ronde	14	<ul style="list-style-type: none"> ▪ WinCo, McMinnville ▪ Walmart, McMinnville ▪ Confederated Tribes of Grand Ronde
Willamina	12	<ul style="list-style-type: none"> ▪ Walmart, McMinnville ▪ Confederated Tribes of Grand Ronde
Dayton	11	<ul style="list-style-type: none"> ▪ McMinnville ▪ Newberg ▪ Fred Meyer
Lafayette	10	<ul style="list-style-type: none"> ▪ Walmart, McMinnville ▪ WinCo, McMinnville ▪ Tigard Transit Center ▪ Fred Meyer ▪ Downtown McMinnville
Dundee	10	<ul style="list-style-type: none"> ▪ Fred Meyer, Newberg ▪ George Fox University, Newberg ▪ Providence Newberg Medical Center
Carlton	8	<ul style="list-style-type: none"> ▪ Walmart, McMinnville ▪ WinCo, McMinnville ▪ Safeway, McMinnville ▪ McMinnville ▪ Newberg
Yamhill	5	<ul style="list-style-type: none"> ▪ McMinnville ▪ Salem ▪ Fred Meyer (McMinnville or Cornelius)
Amity	4	<ul style="list-style-type: none"> ▪ McMinnville ▪ Salem ▪ Tigard Transit Center

Q4-Q9 (Q3) Please tell us where you usually travel. List up to three places and addresses.

Access to an Automobile

As shown in Figure E-4, most community survey respondents (over 75%) have access to an automobile. People who have other travel options and choose to use transit would be considered “choice” riders. The remaining quarter of respondents do not have access to a car, or do not have access to a car on a regular basis.

Figure E-4 Access to an Automobile?



Q10 (Q4) Do you have access to an automobile?

Public Transportation Usage

Over 60% of survey respondents indicated that they and/or a member of their household used public transportation within the past year (Figure E-5).

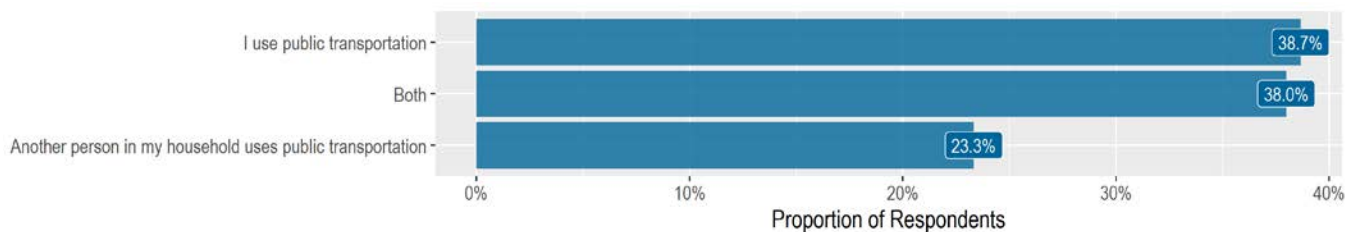
Figure E-5 Use of Public Transportation



Q11 (Q5) Have you or anyone in your household used public transportation within the past year?

Among these households, Figure E-6 shows who used public transportation—the respondent (40%), someone else in their household (23%), or both (37%).

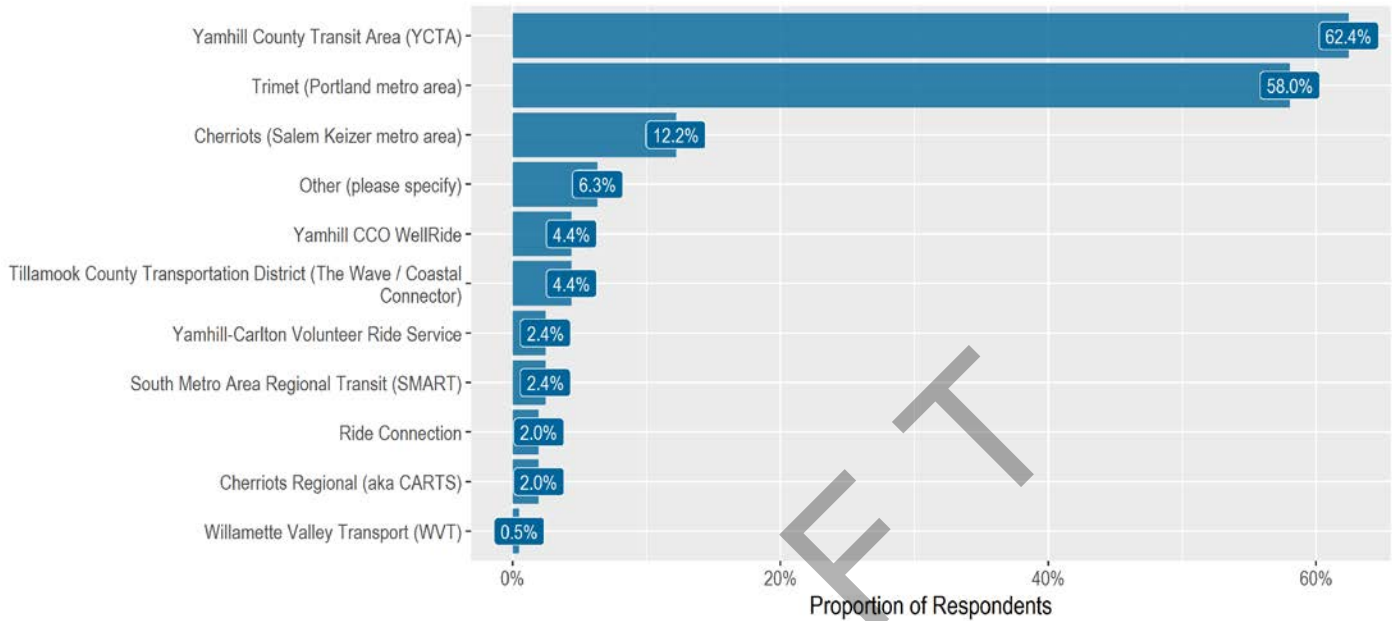
Figure E-6 Use of Public Transportation by Household Members



Q13 (online only) Who in your household uses public transportation?

Among households that used public transportation, approximately three out of five used YCTA and/or TriMet public transportation services (Figure E-7). Over 10% of respondents used Cherriots (Salem area), while a small share of respondents used a variety of other public transportation services.

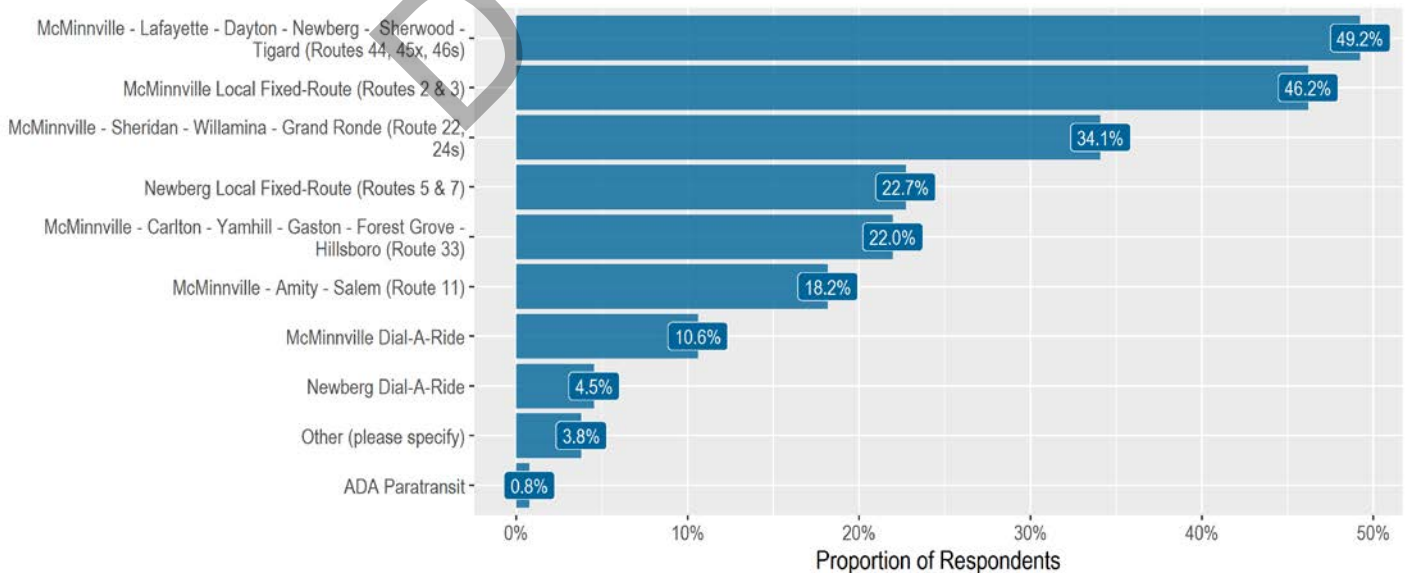
Figure E-7 Other Public Transportation Services Used



Q14 (Q6) Which public transportation services did you or persons in your household use in the past year?

Of respondents who used YCTA service, nearly half used service between McMinnville, Newberg, and Tigard (Routes 44, 45X, and 46S) and 46% used local fixed-route service in McMinnville (Routes 2 and 3). Over a third used service between McMinnville and Grand Ronde (Routes 22 and 24s). These results are similar to YCTA ridership patterns. Figure E-8 illustrates the services used.

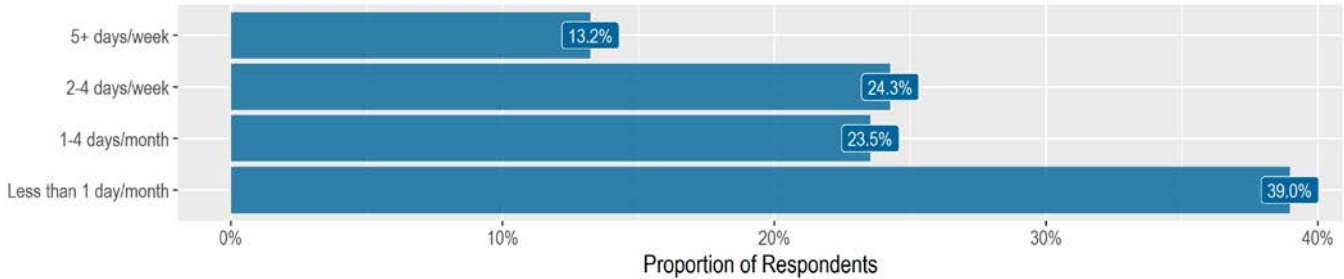
Figure E-8 Yamhill County Transit Services Used



Q15 (Q6a) Which Yamhill County Transit services have you or anyone in your household used in the past year? (Select all that apply) (n=132)

Among the community survey respondents who used YCTA service in the past year, most are occasional riders—approximately two in five used it less than one day per month, while less than a quarter ride between one and four days per month (Figure E-9). Approximately 37% use it regularly.

Figure E-9 YCTA Frequency of Use



Q16 (Q6b) How often do you (or anyone in your household) use Yamhill County Transit? (n=136)

Community survey respondents who used Yamhill County Transit service in the past year most often used it for shopping (52%) and work (50%), followed by recreation/social (42%), personal business (40%), and medical (35%) purposes (Figure E-10).

Figure E-10 Types of Trips for which YCTA is Used



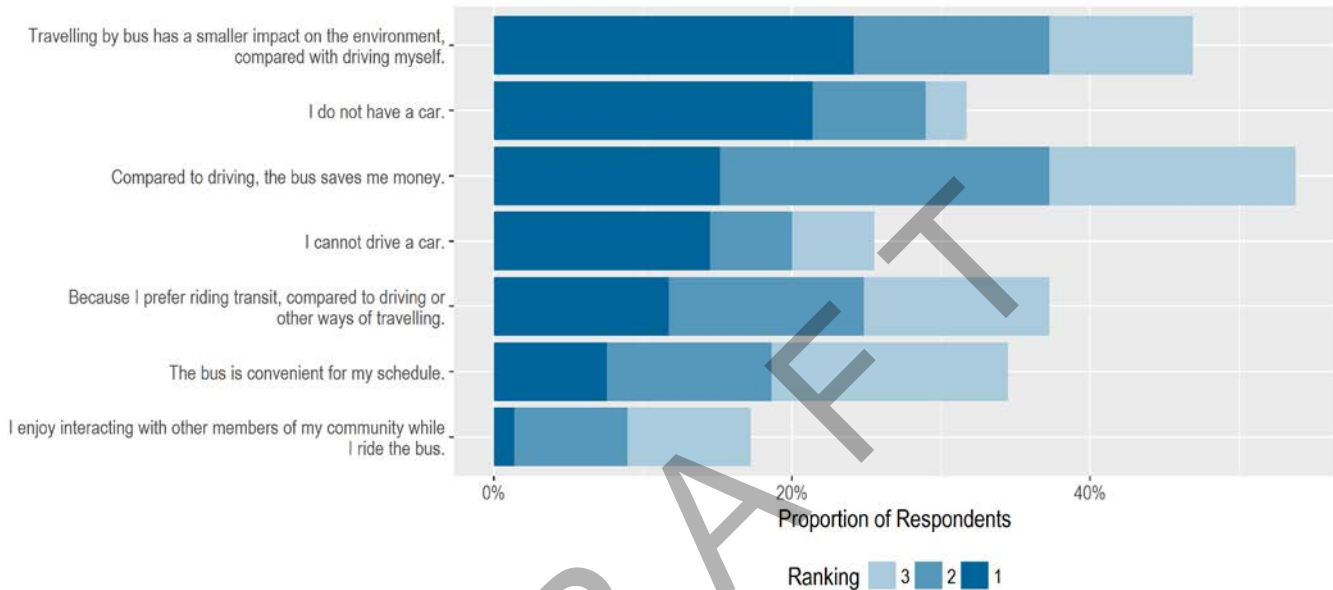
Q17 (online only) For what types of trips do you primarily use Yamhill County Transit service? (n=91)

Attitudes towards Transit

Riders

Respondents who have used public transportation in the past year were asked to rank their top three reasons for using transit (Figure E-11). The top reasons for taking transit were environmental motivation and lack of car ownership. The reduced financial cost of using transit also ranked as a high priority for selecting transit.

Figure E-11 Reasons Why People Use Public Transportation

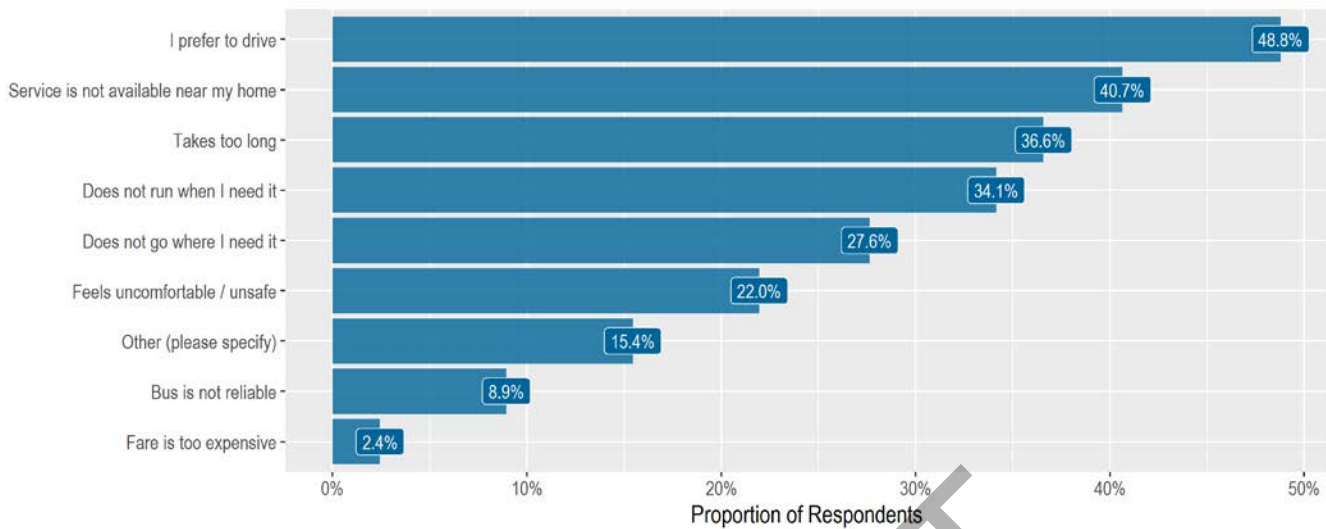


Q18 (online only) Why do you ride public transportation (top 3 reasons)? (n=145)

Non-Riders

Respondents who did not use public transportation were asked to identify why it is not a good travel option for them (Figure E-12). Nearly half (49%) simply prefer to drive; this is not surprising given that the survey solicited input from the general public. However, nearly as many people (41%) responded that transit is not available near their home. Service also takes too long (37%) or does not run when (34%) or where (28%) people need it to go. A relatively small share (22%) felt uncomfortable riding transit or were concerned that it is unsafe. The cost of riding transit was not seen as an impediment.

Figure E-12 Reasons Why Public Transportation Does Not Meet Travel Needs



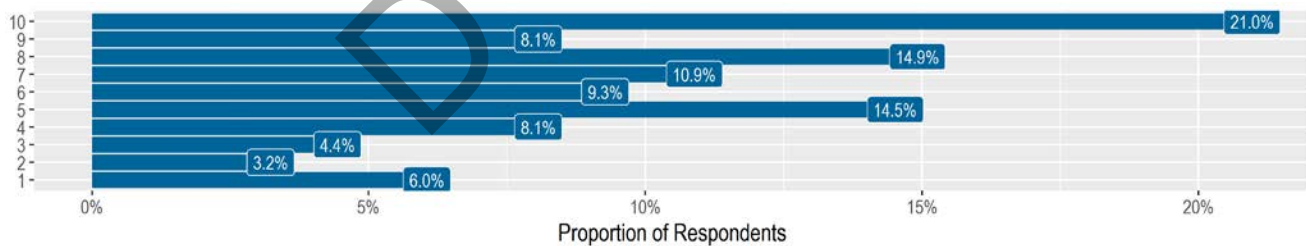
Q12 (Q7) Why isn't public transportation a good option for you? (n=123)

Riders and Non-Riders

Overall, most survey respondents perceived public transit service in Yamhill County as having a benefit to others in the community, even if they did not personally ride it. Approximately 43% perceived a high benefit (8 to 10) and 35% identified a moderate benefit (5 to 7), while 22% rated the benefit as relatively low.

This was also true among respondents where no one in their household had used public transportation in the past year— 71% still identified a moderate or high benefit to the community from public transit service (including 30% who rated the benefit as “8” or higher).

Figure E-13 Benefits From Public Transit (1 = Low and 10 = High)



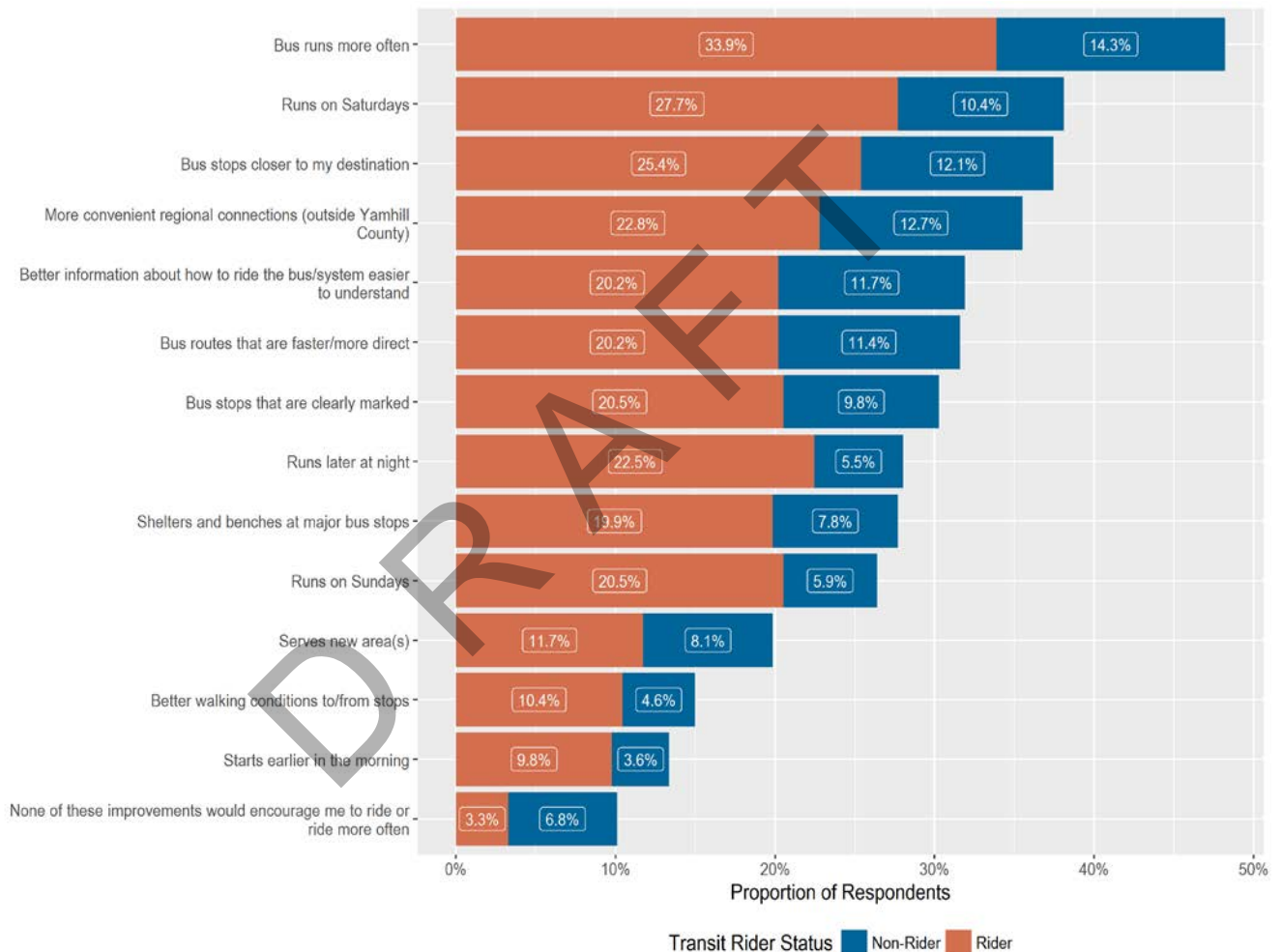
Q19 (Online Only) On a scale of 1 to 10, how would you rate the benefits transit in Yamhill County provides to your friends, family, and community in general, even if you don't personally ride transit? (n=248)

Preferences for Transit Improvements

Respondents were asked to identify transit improvements that would encourage them to ride transit or to ride it more often. Nearly half of respondents prioritized more frequent bus service (Figure E-14). Other top priorities (selected by 35-40% of respondents) include more Saturday service, bus stops closer to destinations, and more convenient connections to destinations outside the county. Slightly fewer than a third of respondents prioritized more direct service, better information, and clearly marked bus stops.

There did not appear to be a significant difference in priorities between “riders” (those who had used public transportation in the past year) and respondents who had not used transit.

Figure E-14 Support for Potential Improvements (up to 5 Priorities)



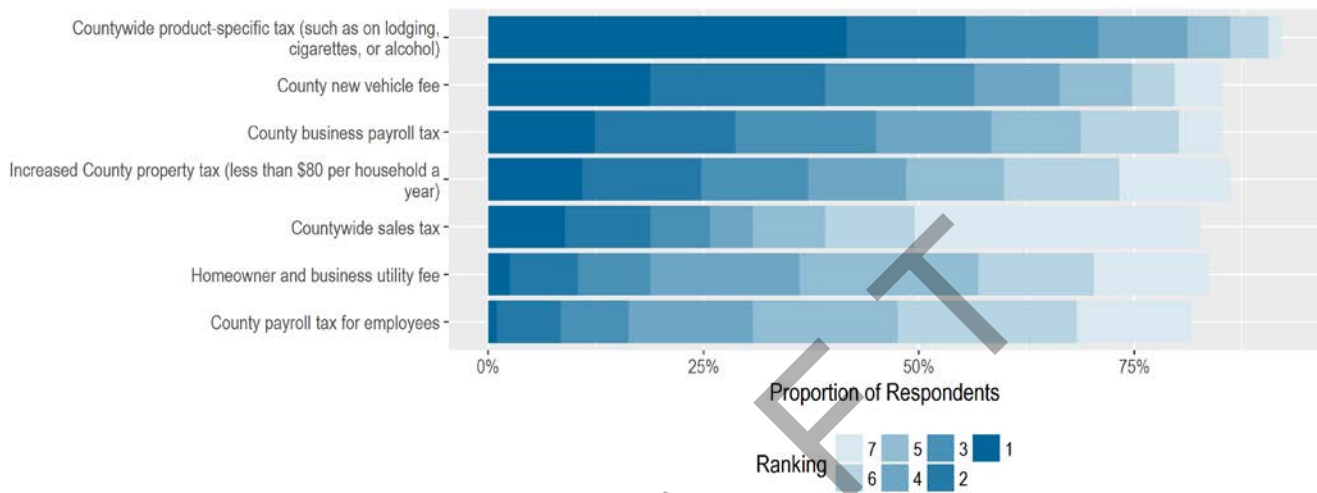
Q20 (Q8) What types of improvements to bus service would help you ride Yamhill County Transit or ride more often? Please rank your top five choices. (n=307)

Nearly 29% of respondents prioritized later evening hours and several people commented that expanding the hours of service are an important factor in making transit work for people who don't get off work until 6 p.m. or 7 p.m., work later evening shifts, or attend college classes that run at night. Most of these respondents (70%) suggested that service end between 8:00 p.m. and 10:00 p.m. Of the 14% of respondents who said earlier service would encourage them to use the service, most wanted a start time before 6:00 a.m. (Currently, only Route 44 starts as early as 5 a.m., other intercity routes start at around 6:00 a.m., and local routes in McMinnville and Newberg do not start running until after 7:00 a.m.)

Preferences for Potential Transit Funding Options

Respondents were asked to identify their preference for different potential local options for funding public transportation improvements in Yamhill County. By a wide margin, respondents preferred a countywide product-specific tax (such as lodging, cigarettes, or alcohol)—77% of the top three ranked choices. A new vehicle fee and a business payroll tax were the next most favorably ranked local funding options—66% and 52 of the top three choices, respectively. (See Figure E-15.)

Figure E-15 Preference for Local Transit Funding Options (1=Most Preferred, 7=Least Preferred)

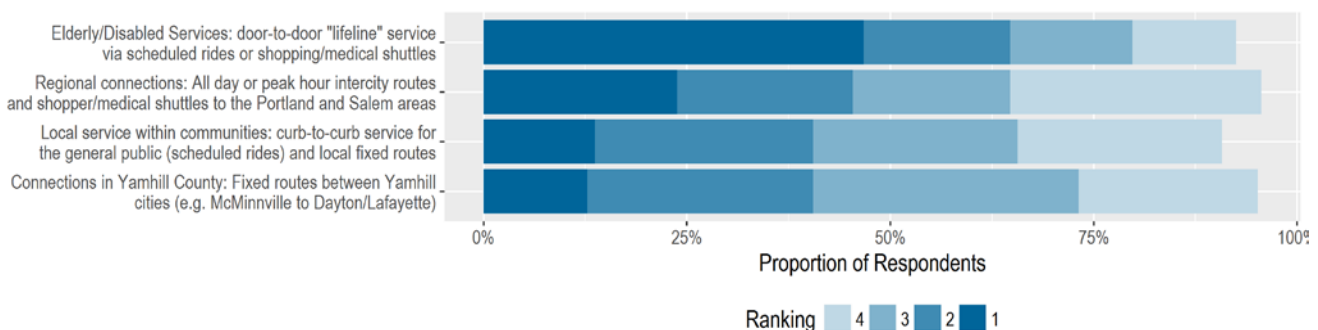


Q22 (Online Only): Today, the County General Fund makes up about 10% of the YCTA operating budget (about \$2 million annually). State and Federal funding may not keep pace with the cost of YCTA's current service levels. Please rank the following local funding options for public transportation improvements in order of preference. 1 is most preferred, 7 is least preferred. (n=202)

Priorities between Local and Regional Service

Respondents were asked to weigh in on how Yamhill County should prioritize resources between local and regional services. Respondents ranked door-to-door “lifeline” service for seniors, people with disabilities, and low-income persons (including scheduled rides and shuttle services) as the number one priority; nearly 50% of respondents gave this a top ranking (Figure E-16). The next highest priority was regional connections. Respondents assigned the lowest priority to connections between Yamhill County cities and local service within communities (either curb-to-curb service for the general public or fixed routes).

Figure E-16 Priorities between Regional and Local Service



Q23 (Online Only): How should Yamhill County Transit prioritize resources between local and regional service? Please rank the following service types in order of priority. 1 is highest priority, 4 is lowest priority. (n=227)

OPEN ENDED COMMENTS

Respondents were also given the opportunity to provide additional comments that would help YCTA better serve the needs of Yamhill County residents, employees, and visitors. A selection of comments is included below.

Improvement Suggestions

- Make current times of each route available on the web or best- phone app. We call about delays to dispatcher now.
- Seek nonprofit involvement to fill in service needs
- In McMinnville , restart route 1 ..
- Clearer markings on the buses for routes, shelter or bus signs for pick up and drop off along routes.
- Just that it would be nice for the bus to have better and more travel schedule from Carlton to McMinnville and from Carlton to Newberg. Round trips, please
- Mail schedule/route info to all Yamhill County residents. For some, public transit is unknown, & trying to figure out connections in Salem/Portland is intimidating. We should also be working to bring out-of-town visitors to Yamhill County to enjoy our wine, food, etc. especially when we have events scheduled like SIP, Turkey Rama, County Fair, Newberg Old Fashioned Days, Santa Parade, Alien Festival, Cruise-In.....so many ways to bring visitors to us!! Great job on all of the improvements over the years.
- Small Community vans, Volunteer drivers.
- If this is to look at a long range period, then developing a short range to meet growth should be a priority. The current system in MAC needs to better serve residents. The system, as currently used, is not reflective of the growth of areas of (particularly) McMinnville. It fails to provide transportation for major apartment complexes which would enhance ridership.
- It would help to schedule buses to arrive earlier than buses departing to other cities and locations
- My experience riding Yamhill Transit has been positive overall. I think getting more information about riding options would improve ridership, for example, information targeted to middle school age and high school age kids about where and when routes work. Unless you look at the YCTA website, there is very little info about how and where to ride.
- Further thoughts on the 4 categories of service: 4) In Newberg, most services are within walking or bicycling distance, depending on where one lives. 3) Government functions such as SSI for my disabled sister-in-law are difficult to reach without YCTA linking to McMinnville, as she cannot drive herself. Mental health services all seem to go through Mac as well, and we want as few barriers as possible to their use. Thus inter-city transit is certainly necessary to maintain or expand. 2) Multiple accessible daily round trips being available via transit to Portland/Salem are a big enabler, and not just for employment and thus income. If the schedule is too restrictive, it does cut off a number of jobs such as those that end too late. But it also makes Portland State classes a lot less accessible, without committing to spend the whole day downtown, which helps those that want to work while getting a degree. 1) But mostly, we should prioritize those who rely on essential services for survival, and can't walk the distance. In a smaller county without the budget of Trimet, but also without the constraints, we have the unique ability to serve people directly who need transit the most. I find door-to-door the most essential and curb-to-curb the least, but regional and intra-city transit was a near toss up to me. The one I'd be personally most likely to use is the connection to Portland or, eventually, the door-to-door service depending on what my circumstances are.
- The buses needs to be better maintained cleaner and maintenance free. Increase employee hours so they will stick around longer. Constant turn over on drivers impacts the riders.
- This is a great program but it should increase routes and talk to Spirit Mountain Casino and other business' about shifts and possible route options.
- Many GFU [George Fox University] students/staff and Adtec employees commute in from the Portland area, and public transportation is NOT an option due to the infrequency of the buses etc. I'd love to not drive in daily from Portland, and the GFU students also need reliable public transportation options from Portland and Salem.
- Advertise the availability of YCTA at George Fox University. Maybe partner with GFU to offer discounted monthly passes through the university for students/faculty/staff. We have a campus parking shortage.
- Remember that YCTA stands for Yamhill County Transportation Area, it's not the McMinnville Transit System! Better serve the rest of the county. Have a Newberg Transit Center. Have routes between the various communities that do not require a transfer in Mac.

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- Buses on time!
- More options for college students to get out of McMinnville would be fantastic. Multiple runs on the weekends with access to the airport or direct connections to the MAX would be awesome. Sunday service would be great.
- Ride fees could be raised. Plan routes for areas that are within urban growth boundaries and that will be developed. Many lower income housing projects cannot get funding unless they can show there is a planned transit route already booked to serve that area. Provide benches/covered areas at transit stops. This is very helpful for children and the elderly.
- The stop by Big 5 is neither safe nor convenient. Most people are going to Winco or Walmart; it's very difficult on many of us to walk from the highway to the store, then back to the bus carrying groceries. Why not on the access road on the east edge of the parking lot, at least. AND ADD A SHELTER.
- Publish routes and news about plans somewhere that people can see. Multiple forms and types of communications reach more people.
- Making sure the buses leave and arrive on time. And to be dropped off at Linfield by 8am.
- It is a very important service for rural communities. If more elderly knew how to use the service and it would drop off at locations that is convenient for them, such as Walmart and Doctor offices, you would see an increase in use.
- Bus should go to main downtown salem bus station
- Route 33 needs a drop off & pick up at Oregon Mutual Insurance please.
- I would like to see bus stops at all county wide community resource agencies: no matter the city, location, or status (federal, non-profit, religious) of the community agency.
- There is a great need for transit services to include Riverside Drive in McMinnville. Currently to get to YCAP you must walk from Lafayette Avenue out to YCAP and back. There are so many community members who cannot do this, that need YCAP services.
- There is one stop in Dayton and it is far. Used to be at high school but that is difficult for physically challenged people.
- #1 request is for connecting service to trimet for PDX service
- Small communities in need of door to door vans run by volunteer drivers.
- Bus leaving Sheridan after school, after 3:00 pm
- For those that work night shifts, it'd be nice to have at least 1 or 2 night buses so pick from
- Cleanliness of buses
- Take the bus to the County Fair, and come back after it closes
- Bring back Dial A Ride in Sheridan for Elderly and Handicapped
- Past 6pm would be better, those who have limited funds and take the bus often have swing shift schedules
- Shelters have been promised for YEARS. I cannot stand for long periods and we need shelter from rain and sun.

General Comments:

- just the time factor...it is long and tedious to get here to there, and long wait times in between in a world that is fast, and busy, and demanding more in less time...
- It's critical for lower income individuals who lack transportation, to get to stores/medical/dental/work/safety
- I have friends who rely on public transportation to get where they need to go. It greatly helps them feel confident and independent.
- Transit is necessary for the disabled and non drivers in our community.
- Public Transit is an essential community service. Thank you YCTA for providing this service and trying to make it better!
- I think transit is really important for a community to stay connected and continue growing. Especially in Rural areas, small towns, and sub-metro areas. It is important to create connections to large cities and jobs, as well as our local grocery store.
- The bus service in Dundee area is not needed except for the elderly community members. Buses for other reasons have only increased crime and have brought an undesirable element into the area.
- YCTA / STF / First Transit Meetings should always be scheduled during bus service hours on days the bus runs to locations situated within 2 block of the nearest bus stop.

Funding:

- Having never used public transportation, it's hard to say. I know there is a growing need among the elderly and those who do not drive. Needs must be met but not at the cost only of those who are more self-sufficient. A county-wide sales tax would be the fairest way of raising funds. Every consumer would pay.
- Useful YCTA service is important to us even though we don't use it. We are happy to help pay for it.
- Raise the fares. 15% of the budget is fares. the rest is from taxpayers. increase it to 50% fares before you take more money from the taxpayer at a minimum.

Critical Comments

- YCTA is no use to me at all the way it is now. Need more frequent and more visible service. There is what appears to be a bus shelter in front of the mobile home park where I live on E 2nd St. in Newberg. I have never seen a bus there and there is no information posted there.
- More friendly helpful drivers that explain things when you aren't used to taking public transportation. Drivers often act as though you are inconveniencing them with a question or a problem you may have!
- Improvement needed before consideration to ride

Compliments:

- YCTA is great. The level of service is excellent and the drivers are on-time, friendly, and safe.
- A friend from out of town always includes a bus ride when she comes to town. She's from a large, dangerous city and marvels at the safety, warm ambiance, and availability of our bus services.
- You have great caring team of drivers that go above and beyond to provide outstanding service
- I am very satisfied with the bus services as they are in Newberg. The drivers are friendly and provide a safe environment.

SURVEY INSTRUMENTS AND OUTREACH MATERIALS

This section cross-references questions included in the online survey with the subset of questions included in the paper version of the survey, provides the paper surveys in both English and Spanish, and has examples of the promotional materials used to advertise the survey.

DRAFT

Figure E-17 Survey Questions


Online #	Paper #	Question Text
1	1a	What city do you live in?
2	1b	What is your zipcode?
3	2	What are the nearest cross-streets to your home? (E.g., SW 2nd St & SW Adams St)
4	3.1a	Destination 1:
5	3.1b	How do you usually get to Destination 1?
6	3.2a	Destination 2:
7	3.2b	How do you usually get to Destination 2?
8	3.3a	Destination 3:
9	3.3b	How do you usually get to Destination 3?
10	4	Do you have access to an automobile?
11	5	Have you or anyone in your household used public transportation within the past year?
12	7	Why isn't public transportation a good option for you? Select all that apply
13	-	Who in your household uses public transportation?
14	6	Which public transportation services did you or persons in your household use in the past year? (Select all that apply)
15	6a	Which Yamhill County Transit services have you or anyone in your household used in the past year? (Select all that apply)
16	6b	How often do you (or anyone in your household) use Yamhill County Transit?
17	-	For what types of trips do you primarily use Yamhill County Transit service? (Select all that apply)
18	-	Why do you ride public transportation? Please rank your top three (3) responses from the list below.
19	-	On a scale of 1 to 10, how would you rate the benefits transit in Yamhill County provides to your friends, family, and community in general, even if you don't personally ride transit?
20	8	What types of improvements to bus service would help you ride Yamhill County Transit or ride more often? Please rank your top five choices.
21	-	If you checked that you wanted bus service to start earlier, run later at night, or serve different areas please specify:
22	-	Today, the County General Fund makes up about 10% of the YCTA operating budget (about \$2 million annually). State and Federal funding may not keep pace with the cost of YCTA's current service levels. Please rank the following local funding options for public transportation improvements in order of preference. 1 is most preferred, 7 is least preferred.
23	-	How should Yamhill County Transit prioritize resources between local and regional service? Please rank the following service types in order of priority. 1 is highest priority, 4 is lowest priority.
24	9	Are you a: (Select all that apply)
25	11	What is your total annual household income, before taxes?
26	10	What is your age?
27	-	Is there anything else you would like to tell us that would help YCTA better serve the needs of Yamhill County residents, employees, and visitors?

Figure E-18 Paper Survey Instrument, English

Please tape or staple closed before mailing. Thank you!

YAMHILL COUNTY TRANSIT
535 NE FIFTH STREET
MCMINNVILLE, OREGON 97128

We want to hear from you!

 **Yamhill County
Transit Area**

Help us envision the future of public transportation in Yamhill County!

The Yamhill County Transit Area (YCTA) provides fixed-route, commuter, and/or dial-a-ride services serving 10 communities across Yamhill County, with connections to Grand Ronde, Hillsboro, Salem, and Tigard.

YCTA is working on a Transit Development Plan (TDP) to: analyze existing transit service, envision future service, and develop strategies to address current and future needs.

The input you provide in this survey will help shape the plan's recommendations. All responses to this survey will be kept strictly confidential.

For more information on YCTA, visit <http://www.yctransitarea.org> or call 503-474-4900.

1. What city/ZIP code do you live in?

City _____

ZIP _____

2. What are the closest cross streets to your home?

Street 1 _____

Street 2 _____

Transit Development Plan | Memo #2: Existing Conditions – Appendix E
Yamhill County Transit Area

3. Please tell us where you usually travel.
List up to THREE places and addresses.

Examples: *Work - 535 NE 5th St, McMinnville*
Shopping - Nap's Thriftway, Newberg

Destination 1:

Name _____

Address _____

City/Town _____

How do you usually get there?

☐ Drive ☐ Dropped off ☐ Taxi ☐ Bike
☐ Walk ☐ Public Transit ☐ Carpool
☐ Agency Transportation (social services/volunteers)
Please specify provider: _____

Destination 2:

Name _____

Address _____

City/Town _____

How do you usually get there?

☐ Drive ☐ Dropped off ☐ Taxi ☐ Bike
☐ Walk ☐ Public Transit ☐ Carpool
☐ Agency Transportation (social services/volunteers)
Please specify provider: _____

Destination 3:

Name _____

Address _____

City/Town _____

How do you usually get there?

☐ Drive ☐ Dropped off ☐ Taxi ☐ Bike
☐ Walk ☐ Public Transit ☐ Carpool
☐ Agency Transportation (social services/volunteers)
Please specify provider: _____

4. Do you have access to an automobile?

☐ No
☐ Yes
☐ Yes, but not on a regular basis

continue with question #5

5. Have you taken public transit in the past year?

☐ Yes →

☐ No →

6. If yes, which service did you ride?

Choose all that apply.

☐ Yamhill County Transit (YCTA)
☐ TriMet
☐ Cherriots
☐ Yamhill CCO WellRide
☐ Yamhill-Carlton Volunteer Ride Service
☐ Tillamook "The Wave"
☐ Other: _____

6a. If you rode YCTA, which route(s) have you used in the past year? Choose all that apply.

Fixed-Route

☐ Rts 2 & 3 (McMinnville Local Fixed-Route)
☐ Rts 5 & 7 (Newberg Local Fixed-Route)

Commuter

☐ Rt 11 (McMinnville - Amity - Salem)
☐ Rts 22/24s (McMinnville-Sheridan-Willamina-Grand Ronde)
☐ Rt 33 (McMinnville-Carlton-Yamhill-Gaston-Forest Grove-Hillsboro)
☐ Rts 44/45x/46s (McMinnville-Lafayette-Dayton-Newberg -Sherwood-Tigard)

Dial-A-Ride

☐ McMinnville Dial-A-Ride
☐ Newberg Dial-A-Ride

Other (please specify) _____

6b. How often do you ride YCTA?

☐ 5 or more days/week
☐ 2-4 days/week
☐ 1-4 days/month
☐ Less than 1 day per month

continue with question #8

7. If no, why isn't public transportation a good option for you?

Choose all that apply.

☐ Doesn't run when I need it
☐ Doesn't go where I need it
☐ Is not available near me
☐ Takes too long
☐ Is not reliable
☐ Feels uncomfortable/unsafe
☐ Fare is too expensive
☐ Prefer to drive
☐ Other: _____

continue with question #8

8. What would encourage you to try public transportation or use it more often?

☐ Bus runs more often
☐ Bus stops closer to my destination
☐ Bus routes that are faster/more direct
☐ Starts earlier in the morning
Beginning when? _____
☐ Runs later at night
Until when? _____
☐ Runs on Saturdays
☐ Runs on Sundays
☐ More convenient regional connections
☐ Serves new area(s)
Specify: _____
☐ Bus stops that are clearly marked
☐ Shelters and benches at major bus stops
☐ Better walking conditions to/from stops
☐ Better information about how to ride the bus/system easier to understand
☐ None of these improvements would encourage me to ride or ride more often
Other: _____

Now we have a few questions about you. Your answers will be kept confidential and responses will only be reported in the aggregate.

9. Are you ... Choose all that apply.

☐ Employed full-time ☐ Retired
☐ Employed part-time ☐ Visitor
☐ Middle/High School Student ☐ College Student
☐ Other: _____

10. What is your age?

☐ 17 or under ☐ 23-34 ☐ 50-64
☐ 18-22 ☐ 35-49 ☐ 65 or over

11. What was your total household income last year before taxes?

☐ Less than \$14,999 ☐ \$50,000-74,999
☐ \$15,000-29,999 ☐ \$75,000-99,999
☐ \$30,000-49,999 ☐ \$100,000 or more


Thank you for your participation!

Figure E-19 Paper Survey Instrument, Spanish

Por favor, cierre con cinta adhesiva o engrapadora antes de enviar por correo. ¡Muchas gracias!

YAMHILL COUNTY TRANSIT
535 NE FIFTH STREET
MCMINNVILLE, OREGON 97128

¡Queremos conocer su opinión!

 **Yamhill County
Transit Area**

¡Ayúdenos a vislumbrar el futuro del transporte público en el condado Yamhill!

Transporte Público del Condado Yamhill (YCTA) provee servicios de rutas fijas, suburbanas y/o dial-a-ride para 10 comunidades en todo el condado Yamhill, con conexiones en Grand Ronde, Hillsboro, Salem y Tigard.

YCTA está elaborando un Plan de Desarrollo de Transporte (TDP) para analizar el servicio de transporte existente, vislumbrar los servicios futuros, y desarrollar estrategias para abordar las necesidades actuales y futuras.

Su opinión en esta encuesta ayudará a determinar las recomendaciones para este plan. Todas sus respuestas se mantendrán estrictamente confidenciales.

Para más información sobre YCTA, visite <http://www.yctransitarea.org> o llame al 503-474-4900.

1. ¿En qué ciudad/código postal vive usted?

Ciudad _____

Código postal _____

2. ¿Cuáles son los cruces de calles más cercanos a su hogar?

Calle 1 _____

Calle 2 _____

Transit Development Plan | Memo #2: Existing Conditions – Appendix E
Yamhill County Transit Area

3. Por favor, díganos a dónde viaja con mayor frecuencia. Indique un máximo de TRES lugares y direcciones.

Ejemplos: Trabajo - 535 NE 5th St, McMinnville
De compras - Nap's Thriftway, Newberg

Destino 1:

Nombre _____
Dirección _____ Ciudad/Poblado _____

¿Cómo llega normalmente a este lugar?

☐ Manejando ☐ Alguien me deja ☐ Taxi
☐ Bicicleta ☐ Caminando
☐ Transporte público ☐ Viaje compartido
☐ Transporte de una agencia (servicios sociales/voluntarios)
Por favor indique el proveedor: _____

Destino 2:

Nombre _____
Dirección _____ Ciudad/Poblado _____

¿Cómo llega normalmente a este lugar?

☐ Manejando ☐ Alguien me deja ☐ Taxi
☐ Bicicleta ☐ Caminando
☐ Transporte público ☐ Viaje compartido
☐ Transporte de una agencia (servicios sociales/voluntarios)
Por favor indique el proveedor: _____

Destino 3:

Nombre _____
Dirección _____ Ciudad/Poblado _____

¿Cómo llega normalmente a este lugar?

☐ Manejando ☐ Alguien me deja ☐ Taxi
☐ Bicicleta ☐ Caminando
☐ Transporte público ☐ Viaje compartido
☐ Transporte de una agencia (servicios sociales/voluntarios)
Por favor indique el proveedor: _____

4. ¿Tiene usted acceso a un automóvil?

☐ No ☐ Sí ☐ Sí, pero no de manera regular

Continúe en la pregunta #5

5. ¿Ha usado el transporte público en el último año?

☐ Sí

☐ No

6. Si responde sí, ¿qué servicio utilizó?

Escoja todas las que apliquen.

☐ Transporte del Condado Yamhill (YCTA)
☐ TriMet
☐ Cherrits
☐ Yamhill CCO WellRide
☐ Yamhill-Carlton
☐ Servicio de Voluntarios
☐ Tillamook "The Wave"
☐ Otro: _____

6a. Si ha viajado en YCTA, ¿qué ruta(s) ha usado en el último año?

Escoja todas las que apliquen.

Rutas fijas

☐ Rts 2 & 3 (Ruta fija local en McMinnville)
☐ Rts 5 & 7 (Ruta fija local en Newberg)

Suburbanas

☐ Rt 11 (McMinnville - Amity - Salem)
☐ Rts 22/24s (McMinnville-Sheridan-Williamina-Grand Ronde)
☐ Rt 33 (McMinnville-Carlton-Yamhill-Gaston-Forest Grove-Hillsboro)
☐ Rts 44/45x/46s (McMinnville-Lafayette-Dayton-Newberg - Sherwood-Tigard)

Dial-A-Ride

☐ Dial-A-Ride en McMinnville
☐ Dial-A-Ride en Newberg
☐ Otro (por favor especifique) _____

6b. ¿Con qué frecuencia viaja en YCTA?

☐ 5 o más días/semana
☐ de 2 a 4 días/semana
☐ de 1 a 4 días/mes
☐ Menos de 1 día/mes

Continúe en la pregunta #8

7. Si responde no, ¿por qué el transporte público no es una buena opción para usted?

Escoja todas las que apliquen.

☐ No hay servicio cuando lo necesito
☐ No llega a donde lo necesito
☐ No está disponible cerca de mí
☐ Toma mucho tiempo
☐ No es confiable
☐ Se siente incómodo/inseguro
☐ Las tarifas son muy costosas
☐ Prefiero manejar
☐ Otro: _____

Continúe en la pregunta #8

8. ¿Qué le motivaría a intentar usar el transporte público o a usarlo con más frecuencia?

☐ Autobuses que corran con más frecuencia
☐ Paradas de autobús más cercanas a mi destino
☐ Rutas de autobuses más rápidas/directas
☐ Servicio que comience más temprano en la mañana

☐ ¿Comenzando a qué hora? _____
☐ Servicio disponible más tarde en la noche
☐ ¿Disponible hasta qué hora? _____

☐ Servicio los sábados
☐ Servicio los domingos
☐ Conexiones regionales más convenientes
☐ Servicio en nuevas áreas
Especifique: _____

☐ Paradas de autobús marcadas con más claridad
☐ Casetas y bancas en paradas de autobús principales
☐ Mejores condiciones para caminar hacia/de las paradas
☐ Mejor información sobre cómo transportarse en el sistema de autobús que sea más fácil de entender
☐ Ninguna de estas mejoras me motivaría a usar o usar con más frecuencia el servicio

Otro: _____

Ahora, tenemos unas cuantas preguntas sobre usted. Sus respuestas serán confidenciales y solamente se reportarán colectivamente.

9. ¿Es o está usted...? Escoja todas las que apliquen.

☐ Empleado de tiempo completo ☐ Retirado
☐ Empleado de medio tiempo ☐ Visitante
☐ Estudiante de secundaria/preparatoria
☐ Estudiante universitario
☐ Otro: _____

10. ¿Cuál es su edad?

☐ 17 años o menos ☐ 23-34 ☐ 50-64
☐ 18-22 ☐ 35-49 ☐ 65 o más

11. ¿Cuál fue el total de ingresos en su hogar antes de los impuestos el año pasado?


☐ Menos de \$14,999 ☐ \$50,000-74,999
☐ \$15,000-29,999 ☐ \$75,000-99,999
☐ \$30,000-49,999 ☐ \$100,000 o más

¡Muchas gracias por su participación!

Figure E-20 Newspaper Ad and Outreach Flyers

Win \$50 Gift Card.


Imagine....
a bus system that
works for you.



Yamhill County Transit Development Plan is underway. **We need your input today.**

Complete the on-line survey before August 22, 2017 and be entered to WIN a \$50 gift card.


Visit the Project Website to complete survey www.yamhilltransitplan.com



**Yamhill County
Transit Area**

Yamhill County Transit Area
535 NE 5th Street, McMinnville, Or 97128
503.474.4910 or 503.554.7897
ycta@co.yamhill.or.us

We want to hear from you!




Yamhill County
Transit Area

Take an online survey about public transit in Yamhill County by July 30 and be entered into a drawing for a \$50 gift card. You can access the survey link at:

www.yamhilltransitplan.com

See reverse side for more details

¡Queremos escuchar de usted!



Yamhill County
Transit Area

Tome una encuesta en línea sobre el transporte público en el condado Yamhill antes del 30 de julio para entrarse a ganar una tarjeta de regalo de \$50. Acceda la encuesta a través del enlace en:

www.yamhilltransitplan.com

Mire el reverso para más información

APPENDIX F

Focus Group Meeting Notes

APPENDIX F FOCUS GROUP MEETING NOTES

This appendix provides notes from focus groups conducted as part of the TDP process.

MCMINNVILLE LOCAL FOCUS GROUP (MAY 4, 2017)

Meeting Date & Time	Meeting Location	
Thursday, May 4, 2017, 1:30-2:30 PM	Senior Center, McMinnville	
Focus Group Attendees	Agency Attendees	Consultant Attendees
<ul style="list-style-type: none">Paula Palmer, DaytonTracy Frangos, Deer MeadowsJohn Francis, Friends of BusKay Poe, Friends of BusRose-Marie BranniganSarah Wilson, DaytonFlorence Hoffman, STF MemberMartha ODonnell, Friends of BusDonna Belander, STF MemberGreg LeBlanc, Deer MeadowsEileena Thies, Heritage PlaceMark Schiffmaker, Friends of Bus	<ul style="list-style-type: none">Cynthia Thompson, YCTAPatty Fink, PF ConsultingRick Olson, Yamhill County CommissionerNaomi Zwerdling, ODOT	<ul style="list-style-type: none">Stephanie Wright, Nelson NygaardOren Eshel, Nelson NygaardBob Schulte, DKS Associates

Discussion Summary

Stephanie Wright gave a quick overview of the Focus Group goals. The intent was to get in-depth feedback from the community about YCTA service and what was working well and what needed improvement.

Paula Palmer, who mentioned that she was visually impaired, noted that the stop by Dutch Bros/BiMart/Roth was served by Route 3, Route 11 and Route 22 is in a bad spot. There is a lot of things going on – and buses going different directions. She said it wasn't always easy for her to see the Marquee or for the Driver to see her – and know what bus to get on. She recommended that YCTA make Bus Numbers that visually impaired people could use to alert drivers of what bus they were trying to catch.

Several other people also mentioned that several stops were a safety issue – particularly along 99W. Many noted that the bus used to pull off 99W into the parking lots and allow boarding/alighting right in

front of the store. Indicated that YCTA had said the stores no longer allowed this, but several people stated that they had ask and that it was not true. The stores were in favor of the bus pulling into the lot.

Cynthia asked if it had to be the local route that did this trip – what if YCTA were to have a “shopper shuttle” that would shuttle people to the stores – instead of the regular fixed-route. There was general agreement that this would be a good idea.

Several mentioned that the YCTA had cut local service from three to two routes and that’s why there was this issue to begin with - said a shopper type shuttle could restore those needed services.

Martha O’Donnell stated that service beyond Hill road was no longer available. The bus used to come up Taft Street near Lowes and service Linfield, which allowed many more residents to use fixed route. Now, many residents in that area could only use Dial A Ride (DAR) which was inconvenient because you have to book in advance. Many agreed that DAR was harder to book and that they’d like to use fixed route and use the DAR for those who really need it. Martha also mentioned that Hill Road area had many apartments and they really wanted service. She suggested that the area was growing. The County Commissioner, Rick Olson, chimed in that the City had just approved an affordable (higher density) housing development in the Baker Creek Hill Road area. He noted that service would be consistent with long-term needs in McMinnville.

Greg LeBlanc and Tracy Francis were from Deer Meadows in Sheridan. They said that the DAR was not available. Greg noted that the lack of direct transit service to Deer Meadows was an economic issue. Many residents would spend money in McMinnville if they could get there. Tracy suggested that Deer Meadows might be able to offer a turnaround for the YCTA. She noted that it was difficult for residents to access the bus because there are no sidewalks. Direct access by the bus into the facility – even a couple of times a day, could make a big difference.

Stephanie asked if a specialized shopper shuttle on a specific day might make a difference. Tracy said yes, but also mentioned that there are many people with mobility devices – so it might not work just to have one trip.

People also mentioned they like to see YCTA serve the senior center, but they have heard the senior center doesn’t want YCTA to come into the driveway. There was a discussion about whether it was a height or access issue – but asked that it be looked into.

Another area was the apartment buildings near 27th and Hembree Street just behind the goodwill. Lots of people live there, and it is difficult for them to access the bus.

Changes made to Route 3 make it harder to access the Walgreens/Waterfall stop – and it’s less safe.

Question was asked about service levels; people noted increasing service was an excellent idea. Priority of the group seemed to be weekend service, particularly Saturday though several people noted they could use the bus to get to church on Sunday mornings.

Funding was brought up – most thought was that it would be important to get more funds from the local community and whether that would be part of the planning process. Oren from Nelson Nygaard indicated funding would be a significant element of the plan.

Regional service was mentioned – they like more service to Forest Grove. Several people noted that reliability of intercity services was an issue on Hillsboro/Tigard route. Many said they really appreciate the Grand Ronde service and that one is always on time. Also felt it was great that you connect to the coast.

Tigard service despite being somewhat unreliable was an excellent way to get into Portland. Few were in favor of cutting the service back to Sherwood, as it would require two transfers instead of just one.

Fares were brought up – most said they thought fares were cheap and many would support a modest increase if it meant more service.

A comment was raised about the Hospital. The Group really liked that the bus pulled in, but thought someone should make the loop one way as it was very dangerous. Cynthia agreed that the two-way street was unsafe. A suggestion was made that the County should write a letter to the hospital asking for the change.

Stephanie noted time was up and worked to summarize comments.

- Local service was more important than DAR
- Regional service connections are great, but local connections need improvements
- Convenience in local service is wanted over speed/frequency

People agreed this was the consensus but also had a few questions/last comments.

Wanted to know about Evans Street whether the detour was permanent. Didn't care whether they stayed with the detour but felt the information in the schedules should be more prominent. This brought up the issue about communication with the riders. Eileena brought up several examples where poor communication had left her standing for a bus that never came. A brief discussion ensued. Here too it was suggested that more communication (phone, iphone, email, etc) was better particularly if there were going to be changes.

Flag stops were not ideal, thought more stops should have signs and benches, shelters - at a minimum it was suggested that YCTA paint the curb so people can see the stop area. Also, noted if YCTA is going to use flag stops it should be more directly advertised.

There was a comment about the buses – need to upgrade and make more passenger friendly.

Final comments were around renewing the contract of First Transit. Several people said they didn't support a two-year extension. Reasons given included:

- Doesn't address rider issues
- Not responsive or customer service minded.
- Seem to be misinformed (or lie) about requirements and regulations
- There is no consistent communication.

Cynthia noted she was aware of the issues, the interest in extending the contract was more about timing then it was about the provider. YCTA is understaffed, and there is a lot of things going on right now. She'd like to wait to change providers once the plan has been complete – when there is more clarity on what we want need from a provider. She's happy to consider something earlier – but a one-year extension would be required in any case – hiring a new provider takes a good 9 months to one year.

Wall Notes:

- Marquee not visible – placard to identify desired bus route
- Issues with stop safety
 - In front of Roth's (across from Albertson's) on 99
 - 99 @ WinCo/Walmart
 - Buses used to pull in to store parking lots – managers ok with it
- Interest in Shopper Shuttle
 - Able to use fixed-route?
 - Doesn't go beyond Hill Rd – Perception that some people may not want a route there

- Lowe's – Linfield on Taft no longer serv.
 - Grocery outlet, pharmacies, banks
 - Dial-a-ride? – Doesn't go between communities
- Deer Meadow (Sheridan) – would be able to buy/do more
 - No sidewalks, would like stop, even 2x day
- Limited awareness of “ADA” service within $\frac{3}{4}$ mile of local fixed-route (Newberg/McMinnville only)
- Housing at Baker Creek & Hill Road – high-density, workforce housing
- Bus Access to senior center – existing light at 99
 - Senior Center perceived to not want bus
- Safeway no longer served
- Four apartment complexes not served
 - Hembree south of Grand Haven & north of 27th
- Walgreens/Waterfall (Change on Route 3)
- Times? Needed for work
 - Earlier
 - Later
- Weekends? Saturday > Sunday
 - Sunday morning
- Fares?
 - Gen. seem reasonable
 - Open to modest increase
- Funding
- Regional Service
 - Stops in Forest Grove
 - Reliability
 - Grand Ronde works well (Deer Meadow)
 - Tigard / Sherwood – For shopping access to Portland
 - Reliability / Dundee
 - Connect to T/M in Sherwood?
 - No direct conn. Anymore
 - Coastal Connector
- Dial-A-ride vs. Fixed-Route
 - Inconvenient – Have to schedule
 - Fares = \$\$
 - Open to central connection point
 - Direct access more important than frequency but still need to serve workers travel early (not just midday)
- Hospital
 - 2-way in/out is dangerous
 - Letter from county

- Yamhill/Carlton volunteer program information
 - Easy to understand – yes, now
 - Baker vs. Evans? (construction)
 - Schedule not accurate
 - Use detours in future
 - Parade – not communicated
 - Facebook needed?
- Transit Center
 - Restroom not unlocked – latch inside stuck
- Contract w/ First Transit
 - Perceived to be an issue
 - Not service minded
 - Misinformation
- Fixed vs. Flag Stops
 - Put paint on curb (Temporary signage) – Cynthia has pricing
- Driver communication – route 2 & 3 drivers could comm. at WalMart (not allowed)
- Vehicles
 - One bus tight inside
 - Stopping at rail crossings
- Outreach
 - Turkey-rama

LATINO COMMUNITY STAKEHOLDERS AND SOCIAL SERVICE AGENCIES FOCUS GROUP (JUNE 6, 2017)

Meeting Date & Time	Meeting Location	
Tuesday, June 6, 2017, 1-3 PM	Housing Authority, McMinnville	
Focus Group Attendees	Agency Attendees	Consultant Attendees
<ul style="list-style-type: none">Gregorio Benavides, Unidos affiliate; YCTA Project Advisory Committee MemberYanira Vera, Housing Authority of Yamhill CountyElizabeth, XXXRuby Rameriz, Yamhill CCOShauna Williams, YCAPXXX, Head Start Family ServicesDavid XXX, Family and Youth ProgramsJenny Berg, McMinnville Library Director	<ul style="list-style-type: none">Cynthia Thompson, YCTAPatty Fink, YCTA (PF Consulting)	<ul style="list-style-type: none">Stephanie Wright, Nelson\NygaardOren Eshel, Nelson\Nygaard

How do attendees' agencies or clients interact with YCTA?

- Provide bus passes, including as an incentive to participate in the annual count of the homeless population.
- Refer families to transit

What are attendees' concerns related to transportation and/or transit in Yamhill County?

- Understanding how to use and find the system (stops, information, etc.).
 - Information access - many of attendees' clients don't have online access.
 - At least in the past, it was difficult to obtain printed materials (e.g., schedule brochures).
 - Housing is located over Yamhill CCO. Although the transit center is close by, multiple lines go by the CCO location, which is confusing.
- Clients need to come to agencies offices to obtain services, e.g., Section 8 housing clients come to the Housing Authority main office.
- Frequency - agency interns have difficulty using transit because it is not frequent enough.
- Travel Training
 - YCAP (non-profit that previously operated transit in Yamhill County) would come to events and train people on how to use the system.
 - Suggestion to use events at the Presbyterian Church.
- Fares
 - Pass costs are high for the population that attendees agencies serve.
 - Passes can't be purchased in Newberg (or attendees weren't clear on where/how to do so).
 - Cost for families with multiple kids

- Consider 12 and under discount, student discount
- Seniors
 - Low-income threshold (% of AMI)
 - YCTA can use other agencies screening processes
- Drivers
 - Communication is challenging due to turnover
- Opportunities
 - Employment opportunity for drivers; would increase diversity. Worksource training grants are available (Jeff Long).

Needs

- High cost of living pushes people to outlying areas
- Various housing programs: SRS, Veterans, Mental Health
- Education
 - Classes run until 7 p.m. or later; challenge getting home
 - Locations include McMinnville, Newberg, Sheridan, Yamhill, Dayton (5 Head Start locations)
 - Head Start is moving to 7 hour days after next year (8 a.m. – 3 p.m.)
- Serve agricultural workers.
 - Service Start Time. Agricultural work starts early; opportunity for seasonal hours.
 - Locations.
 - Dundee – OR 99W (wineries)
 - Salem – OR 221 (Nurseries) – Hopewell Road, Monrovia
 - Vans could meet workers at points along the highway.
 - Vanpool option – through Cherriots.
 - Cost. Workers now pay \$40-50 per week for transportation, so pass cost is attractive.
 - Potential health/safety benefit (public health has the data).
- Service industry – later hours

Opportunities

- Later night service.
 - Consider alternative models for later night service.
 - Partner with Linfield College
- Bulk pass program
- Burnett Road in McMinnville
- Covered areas and seating; target senior housing
- Stop signs/visibility
 - People don't know they can flag buses down
 - Develop graphic to communicate how to use flag stops
 - Maintain flag stops in addition to fixed-stops
- Wellride (CCO) – Medical only
- Dial-A-Ride service has negative perceptions

- Barriers
 - Language
 - Don't understand routes
- Information for different contexts
 - Number timepoints
 - Information at specific locations: YCAP
- Transit Ambassadors
- Online trip planner – make prominent on both website and phone
- Service to special events
 - Dayton Friday Nights

Priorities

- Frequency. Hourly can be a long time if you miss the bus.
- Newberg. Main roads are far from many locations
 - Cultural Center / Library
 - 9th- Apartments
 - Springbrook north of Fred Meyer (lower-income housing)
- Service Hours
 - Evenings until 8 pm (local), e.g., for classes, even later for service industry
 - Seasonal summer hours
- Weekends – local instead of Tigard, Grand Ronde
 - Winco
 - Sports events

Other

- Community Survey/Outreach
 - Employers (Monrovia)
 - Small Businesses
 - St. James Catholic Church
 - Winco
 - Virginia Garcia
 - Food Bank
 - St. Vincent's
- Coordination Opportunities
 - Latino Advisory Committee
 - Services Integration Team (SIT) in each community, meet monthly
 - Miriam Vargas – YCCO

LATINO COMMUNITY FOCUS GROUP (JUNE 6, 2017)

Meeting Date & Time	Meeting Location	
Tuesday, June 6, 2017, 7-9 PM	Housing Authority, McMinnville	
Focus Group Attendees	Agency Attendees	Consultant Attendees
<ul style="list-style-type: none">Gregorio Benavides, Unidos affiliate; YCTA Project Advisory Committee MemberFour members of the Latino Community	Cynthia Thompson, YCTA	Stephanie Wright, Nelson\Nygaard Oren Eshel, Nelson\Nygaard

What are the challenges in using transit in Yamhill County?

- Bus stops are far away from home
- Husband may be the only one who drives; may have to miss work because of family medical appointments, etc.
- There are fewer stops on the west side of McMinnville

What are the barriers to using transit?

- Language. Dispatcher don't speak Spanish. Participants' weren't aware of the translation service that is available, or it may not have been communicated to them by the YCTA dispatcher.
- Access to stops. Is there a preference between dial-a-ride and fixed-route service? No, but dial-a-ride is appealing in that it runs closer to home. Participants were also open to a "feeder" service model.
- Information. Participants indicated that could access information on the website or on phones; kids can help.

Where do people want to go to/from using transit, and at what times?

- Walmart/Winco
 - Used to be a service that dropped off and picked up in two hours for a 50 cent fare.
- Shopping, e.g., Safeway, Sears, etc. on afternoons and weekends
- Work
 - Typical start times include: 5:30, 6:30, 7:00 a.m.
 - Typical end times include: 3:00 or 3:30 p.m.
 - Agriculture
 - Seasonal: January until harvest in fall
 - Work sites are often a mile or more from the highway
 - The potential for a designated pick up area was discussed.
 - Participants weren't sure whether employers would be willing to pay but indicated that workers could be willing to pool together to share costs.
 - Some people don't have driver licenses.
 - Mostly coming from the McMinnville area, some from Newberg.
 - East of Lafayette.

- North American Plants (NE St. Joseph Road & NE Warmington Road, about a half-mile south of OR 99 W East of McMinnville; <https://goo.gl/maps/VQSRm7rjkZ42>)
- Cahora Tractor
- Medical appointments
- Teens would like to get to the mall in Tigard – One of the participants' older kids had used transit to get there.
- There are no specific neighborhoods where people live – there is a need for service from all over town.

How can YCTA increase awareness of transit?

- Information at:
 - Mexican stores in Dayton/Lafayette
 - Banks
 - Library
 - St James Catholic Church
 - Virginia Garcia Health Clinic
 - Social/public service locations

What are other opportunities to make transit more useful?

- Shopping/medical shuttles

NEWBERG FOCUS GROUP (JULY 20, 2017)

Meeting Date & Time	Meeting Location	
Thursday July 20, 2017, 1:30-3 PM	Senior Center, Newberg	
Focus Group Attendees	Agency Attendees	Consultant Attendees
<ul style="list-style-type: none"> ▪ Annette, Transit Rider ▪ Glenna Stites ▪ Matt Compton, Chehalem Parks & Recreation District ▪ Earl Padfield, Seasonal Rider ▪ Don Clements, Newberg Parks & Rec Manager (includes Senior Center) ▪ Brad Allen, City of Newberg 	<ul style="list-style-type: none"> ▪ Cynthia Thompson, YCTA ▪ Amelia Henry, YCTA ▪ Rick Olson, Yamhill County Commissioner ▪ Naomi Zwerdling, ODOT 	<ul style="list-style-type: none"> ▪ Oren Eshel, Nelson Nygaard

The following summarizes the discussion, organized into key themes:

Awareness of Existing YCTA Service

- Attendees are aware of existing services, but many people in the community are not. The following were cited as ways of improving awareness:
 - Bus stop signs, e.g., Walgreens, Radio Shack
 - Shelters and seats
- Existing service was described, including the distinction between ADA Paratransit and Dial-A-Ride (see table below).

	Commuter Routes	Local Fixed-Route	ADA Paratransit	General Public Dial-A-Ride
Coverage	4 route patterns (not including 24s, 45x, 46s)	2 routes in Newberg 2 routes in McMinnville	¾ mile distance around fixed-route service	Generally in McMinnville and Newberg, with some trips extending to the greater McMinnville and Newberg areas
Service Hours	Varies by route	7:00/7:30 P.M. to 6:00/6:30 P.M.	Same days, hours, and times as fixed-route service	8 A.M. – 4:30 P.M.
Subscription Trips	N/A	N/A	Limited to 50% of available trips at a given time of day; it is permitted to exceed the ceiling if there is excess capacity to provide additional trips. Exceeding the threshold is discretionary.	Allowed, no restriction
Access	Fixed stops	Fixed stops and flag stops along local routes	Door-to-door	Curb-to-curb

Importance of Transit for the Community

Attendees felt transit was important for the following reasons:

- Older and younger folks who can't drive
- Barriers to connectivity – major roadways and street crossings are not safe for kids
- Need to coordinate transit service with the business community
- Environmental reasons

How well does service work and what could be improved?

- **Days of service**
 - Limited weekend service, e.g., Sundays – could be relatively infrequent between around 9 a.m. – 6 p.m. This would provide service to Church, visiting family, etc. It was suggested that fares could be higher for this service.
 - Saturdays were also felt to be important, but not necessarily to the exclusion of Sundays.
- **Hours of service**
 - Longer hours (e.g., 9 p.m.) on Route 44
- **Schedules**
 - Consistent schedules are more important than “clock” schedules (e.g., service on the hour or half hour)
 - 44 connection to local services is too tight (e.g., 9 am)
 - People need to arrive at work 8 am or 9 am – schedules need to support arriving before work start times.
- **Local Coverage/Destinations**
 - The lack of fixed stops with signs makes it difficult to tell, but there is generally a need for more coverage in the NE part of Newberg, high school area, Aquatic Center, etc.
 - It was suggested to run local routes in Newberg every 2 hours but add more routes; there used to be four routes before service cuts a number of years ago. (It was noted that Dial-A-Ride also reduced service hours at the same time.)
- **Service to older adults is important**
 - People are “aging in place”
 - Assisted living facilities have limited service
 - Big Four: Avamere, Astor House, Brookdale, Friendsview
 - At Arbor Oaks and Marquis people have more intensive needs
 - Foster or group homes need to be considered
 - Door-to-door service is important
- **Commuter Service**
 - McMinnville-Newberg is served, but travel patterns like Yamhill-Newberg are not served (without a transfer, and times may not make it practical).
 - In McMinnville, it was noted that before the transit center was built there was a direct stop on Route 44 at the courthouse/OMI and now there are fewer riders – the transit center is not in convenient walking distance. Try to avoid this from happening.
 - Newberg-McMinnville travel demand is mostly services (McMinnville is county seat) and relatively small areas in McMinnville.

- McMinnville-Tigard: would a Sherwood stop be acceptable? Yes, if well-timed.
- Can the West Salem connection be tweaked to improve transfer?
- **Stops and Shelters**
 - There is a drop-off site for Parks & Recreation programs near the Senior Center (Main & Foothill) that doesn't have a shelter. (Alternatively, the stop could be at the Senior Center and people could wait inside.)
 - Walgreens
 - Radio Shack
 - Tigard Transit Center
- **Safety?**
 - Attendees perceived the system to be safe, but related this question to awareness of transit – new riders may not know whether the system is safe.
- **On-time performance?** This is a key issue and attendees suggested:
 - Send message alerts on Twitter (posting status on Facebook was effective during the past winter's snow storms).
 - Provide service status information on the website; it was noted that the McMinnville High School computer lab could be a resource in developing these capabilities.
- **Information**
 - Website is important, including real-time information
 - Printed and online schedules
 - Fred Meyer stop – shown on map but not listed in timepoint description
- **Transit Center opportunities?** There were no specific suggestions offered.
- **Pedestrian access.** It was mentioned that Newberg developed a sidewalk inventory in 2005 that may identify some needs and solutions. The City of Newberg ADA/ Pedestrian/Bike Route Improvement Plan is located at the following link:
<http://www.newbergoregon.gov/planning/page/adapedestrianbike-route-improvement-plan>.

Other barriers to using transit?

- Fares? General consensus among the group was that fares are reasonable, but it was asked whether there is a senior fare. (No, although there are discounted passes available.)
- Bike capacity? All local buses have racks for two bikes, and YCTA is acquiring racks for 3 bikes with any new buses.

Growth Areas / New Development

- The Aquatic Center is expanding
- Gramor development near Providence on the north side of highway; light industrial use is planned, but evolving towards more residential with a hotel.
- It was noted that it is important to incorporate the transit agency in the development process.
- It is important to consider street infrastructure's ability to handle new development, e.g., in Northwest McMinnville a plan to develop 1300 units of workforce housing did not adequately consider this.
- Phase I of the Newberg/Dundee Bypass will affect circulation in Newberg

Other Suggestions / Discussion Items

- **Special Event service.**
 - Newberg Old Fashioned Festival (last weekend in July). Dial-A-Ride could be well-utilized to connect residents to this event.
 - YCTA will be providing service to the County Fair
 - Downtown parking was noted as the major constraint, rather than transportation between different event sites.
 - There is an existing contract provider (The Red Trolley) that is utilized for shuttle service for downtown events like Turkey Rama in McMinnville. The Red Trolley can also be utilized for wine tours.
- **Service to Newberg High School**
 - It was noted there is no bus service to accommodate the early start time of the high school.
- **Service to Colleges/Universities**
 - It was noted the George Fox campus is primary residential (YCTA currently does not have many boardings there).
- **Other Transportation services.**
 - There is a taxi service in Newberg, and Uber provides service, although Newberg isn't within Uber's official service area; Newberg is within Lyft's official service area.
- **Park-and-Ride.**
 - Explore opportunities to support informal carpooling that currently already occurs, e.g., agreements with churches or other locations.
- **Other types of service models.** Attendees were open to exploring other types of local service models such as "point-deviation" (e.g., a bus would pick people up at a specific location with a prior reservation) or "deviated fixed-route" (a bus would have room in the schedule to deviate a certain distance off a route to pick up people at their home).
- **Providence "Community Connections".**¹
 - It was noted that this program under the auspices of Providence facilitates/coordinates services including volunteer drivers to help with access to medical services, but has recently imposed an income requirement.
- **Community Coalition.** It would be valuable for YCTA to coordinate with this group, which meets monthly (except in August) and includes representatives from various government and non-profit organizations serving the greater Newberg area.²
- **2017 Transportation Bill will provide more transit funding to YCTA**
- **Discussed Salem Transportation Options Program**

¹ <http://oregon.providence.org/our-services/p/providence-newberg-community-connections/>

² <http://cprdnewberg.org/ccnsit>

ELECTED OFFICIALS FOCUS GROUP (AUGUST 22, 2017)

Meeting Date & Time	Meeting Location	
August 22, 2017, 10:30-12:30	McMinnville County Courthouse	
Focus Group Attendees	County Staff	County Commissioners
<ul style="list-style-type: none">▪ Jay Disbrow, Councilor, City of Yamhill▪ Denise Harvey, Tribal Council, Confederated Tribes of Grand Ronde▪ Craig Johnson, Councilor, City of Willamina▪ Ila Skyberg, Mayor, City of Willamina▪ Kenna West, City Manager, City of Willamina▪ Scott Essin, Councilor, City of Newberg▪ Bob Andrews, Mayor, City of Newberg▪ Joe Hannon, City Manager, City of Newberg▪ Justin Hogue, City Administrator, City of Amity▪ Beth Wytoski, Mayor, City of Dayton.	<ul style="list-style-type: none">▪ Ken Huffer▪ Cynthia Thompson	<ul style="list-style-type: none">▪ Stan Primozych▪ Mary Starrett▪ Richard L. "Rick" Olson

Note: Focus group was organized and facilitated by Commissioner Olson, Yamhill County Board of Commissioners

WORK SESSION MINUTES

August 22, 2017

10:30 a.m.

Rm 32, Courthouse

DRAFT

PRESENT: Commissioners Stan Primozych, Mary Starrett and Richard L. “Rick” Olson.

STAFF: Ken Huffer and Cynthia Thompson.

Guests: Jay Disbrow, Councilor, City of Yamhill; Denise Harvey, Tribal Council, Confederated Tribes of Grand Ronde; Craig Johnson, Councilor, City of Willamina; Ila Skyberg, Mayor, City of Willamina; Kenna West, City Manager, City of Willamina; Scott Essin, Councilor, City of Newberg; Bob Andrews, Mayor, City of Newberg; Joe Hannon, City Manager, City of Newberg; Justin Hogue, City Administrator, City of Amity; and Beth Wytoski, Mayor, City of Dayton.

TOPIC: Elected Officials Transit Meeting

Commissioner Olson called the meeting to order at 10:30 a.m.

Cynthia Thompson discussed the transit growth and management program. She talked about DKS and Nelson Nygaard, the two consulting firms who are writing the transit plan for Yamhill County. Ms. Thompson went over the intergovernmental agreement (IGA) that was approved in 2015 and the phases under this IGA that have begun the beginning of this year. She said phase 1 has been the public outreach. Her team has held 4 focus groups, distributed community and rider surveys, online surveys, and attended multiple summer community events. Ms. Thompson stated this is the first time a rider check has been conducted in Yamhill County and phase I is 95% completed. She said the consultants are working on existing conditions, goals and objectives, and land use impacts and future needs. She said this is the most extensive research that has ever been done for transit in Yamhill County. Ms. Thompson discussed the last legislative session and the financial impact to transit in Oregon and Yamhill County. She went over the different functions of the transit committees, Yamhill County Transit Area Advisory Committee (YCTA), Yamhill County Special Transportation Fund Advisory Committee (STFAC) and the Project Advisory Committee (PAC).

Commissioner Olson presented a slide show (Exhibit A) discussing the development and progression of the transit plan over the next 20 years. Commissioner Olson talked about how Yamhill County Transit could connect to Salem, Tri-met and Tualatin transit, coordinating with connector providers. He discussed existing conditions analysis, additional revenue sources, community priorities, and the ability to serve choice and transit dependent riders. He reviewed the YCTA’s facilities, personnel and vehicles stating all operations fall under the management of First Transit.

MINUTES

Page 1

WORK SESSION

August 22, 2017

10:30 a.m.

SP ____ MS ____ RO ____

Ms. Thompson discussed operational revenues and expenses, city contributions, fare rates, and the sustainable revenues. Upon completion of the transit plan, the county will go out for a request for proposal (RFP) but in the interim Yamhill County extended their contract with First Transit for an additional two years. Cynthia said ridership is at 318,794, a 10% increase over last fiscal year and Dial a Ride has increased by 8%. The members discussed patrons who ride the buses – general public, youth and the senior and disabled. They went over the demographics of who is actually riding the bus and the need for more accurate information from First Transit. Cynthia talked about the aging fleet, infrastructure, the 6 new bus purchases, the technology grant for real time website and smart phone information. She said the next focus group meetings will be directed at the strategic development for key businesses and the education sector.

Commissioner Starrett discussed her concerns regarding the negative feedback she is receiving from senior and disabled citizens telling her they are experiencing poor customer service. Mr. Johnson discussed the dangers since the stop at Winco Foods moved to 99W out front of Big 5 Sporting Goods, adding that he has almost been struck by a car himself.

Mr. Essin discussed switching to a fixed route instead of the current circular routes that are being used in Newberg. Ms. Thompson said when determining the best routes it comes down to the hours of service and meeting the goal of frequencies at the stops that they are able to provide to the customers. She said in the rural areas they have to think creatively in that they only have a certain amount of money and how to allocate that money depends on the demands and needs. Ms. Thompson said she does not prefer circular routes but sometimes because of budget limitations it is the best choice. She said the consultants will look at key destinations and housing density to help determine the best options.

Ms. Wytoski shared that she would like to see the ridership data for her city. She stated that with a limited budget knowing her citizens' ridership use and frequency would help them to determine the city's contribution to Yamhill County Transit Area (YCTA). Mr. Disbrow discussed the process for adding a covered shelter. Mr. Andrews talked about safety concerns with some of the shelters.

Ms. Thompson acknowledged the requests she has received for the changes to local routes and the need to add in shopping and/or medical route options. Commissioner Olson passed out a data collection form to solicit feedback/rankings of priorities for services.

There being no further business the meeting adjourned at 12:18 p.m.

STAKEHOLDER INTERVIEW GUIDES

General Stakeholders



Yamhill County Transportation Area (YCTA) Transit Development Plan

Stakeholder Interview Outline

Introduction:

Project Goals:

Yamhill County Transit Area (YCTA) is working on a Transit Development Plan. This plan will guide YCTA in developing the transit system to serve both urban and rural users in the County over a 20-year period. The Plan will address questions including:

- What transit needs are not being served today?
- How can the service be improved to attract more riders (choice and transit-dependent)?
- How can existing urban and outlying rural services be improved and better integrated and coordinated to meet the needs expected from future regional growth and tourism?
- How can Yamhill County communities better link land use development and transportation?

Purpose of today's meeting: The purpose of our meeting is to collect information, and hear your ideas and feedback on current public transit service in Yamhill County — what are the opportunities, issues, and challenges that should be explored and addressed in the analysis for the plan.

Our questions will cover a broad range of issues. Please feel free to speak to us in confidence. Information that we hear will be compiled in aggregate so that results are anonymous.

Thank you in advance for taking the time to participate today and assist with this plan!

(Note: not all topics or questions will be relevant for all stakeholders)

Discussion Questions:

Questions	Riders/Public	Stakeholders
1. Introductions – Name and what agency, organization, company or interest group do you represent?	Adapt	X
2. What services do you provide and do you directly serve clients/customers?	N/A	X
3. Do you offer any transportation service? a. Either directly - if yes, who is eligible? How many riders (specify daily, weekly, or annual) and what types/how many vehicles? b. Or by funding/subsidizing other providers (e.g., tickets/passes)?	N/A	X
4. Are you aware of YCTA service? Is your location accessible by transit? a. How do customers/workers typically access your location - do they use transit? b. At what times / days of week?	X (home/other destinations)	X
5. Do you feel transit is an important component of the community? Why or why not?	X	X

Transit Development Plan | Memo #2: Existing Conditions – Appendix F
Yamhill County Transit Area

Stakeholder Interview Guide
YCTA TDP

Questions	Riders/Public	Stakeholders
6. What market or demand does YCTA cover well today? a. Destinations served, types of trips, times of travel, etc. b. Particular communities? Particular groups (seniors)?	X	X
7. What markets is transit not covering as well?		
8. What do you think should be the primary purpose of transit in Yamhill County? a. Are there tradeoffs such as attracting choice riders vs. human service needs or local circulation within communities vs. regional linkages.)	X	X
9. What are some of the key destinations that need to be served in Yamhill County (or the surrounding area) – e.g., Chemeketa Community College, regional hospitals, County agency offices, etc.? [Look at map]	X	X
10. Are there barriers to using existing services? a. Fares too high b. Capacity limitations c. Cultural barriers?	X	X
11. Are there opportunities to address them?		
12. What might attract more riders? [Look at map] a. More frequent service? b. Service at different times of day? c. Service on different days of week? d. Service to new destinations/communities? e. Bus stops/improvements to bus stops? f. Better information on how to ride? g. Better safety and security?	X	X
13. Do you see any future trends in the community that might alter transit demand? a. E.g., major hospitals, service centers, or employers centers that are re-locating or moving into or out of the area, b. Major senior or other residential developments, other growth in senior populations, etc.	Adapt	X
14. Is there anything else we haven't covered that is important to you?	X	X
15. Any other comments, questions or concerns?	X	X
As part of this project, we will be reaching out to both current riders through on-board surveys as well as non-riders through a community survey. The community survey will be distributed online and as a hard copy. Would your organization be willing to send around the survey link to your contacts and constituents? If your constituents would be better reached through hard copy surveys, would you be willing to host a stack of surveys at your organization?	Adapt	X

Elected and Appointed Officials



Yamhill County Transit Area (YCTA) Transit Development Plan

Elected and Appointed Officials Stakeholder Interviews

Introduction:

Project Goals:

Yamhill County Transit Area (YCTA) under the direction of the Contract Manager Cynthia Thompson of BCB LLC is overseeing the work of DKS and Nelson/Nygaard Consulting Inc. to complete a transit development plan for YCTA. This plan was made possible through a grant by the Oregon Department of Transportation- Transportation Growth Management (TGM) program. This plan will guide YCTA in developing the transit system to serve urban and rural users in the County over the next 20-years. The Plan will address questions including:

- What transit needs are not being served today?
- How can the service be improved and attract more riders (choice and transit-dependent markets)?
- How can transit services be better integrated and coordinated to meet future resident, employee and tourism markets?
- How can Yamhill County communities better link land use development and transportation?

Purpose of today's meeting: The purpose of our meeting is to collect information, and hear your ideas and feedback on current public transit service in Yamhill County — what are the opportunities, issues, and challenges that should be explored and addressed in the analysis for the plan.

Discussions will cover a broad range of issues. Please feel free to speak to us in confidence. Information that we hear will be compiled in aggregate so that results are anonymous to those not attending this focus group meeting. Thank you in advance for taking the time to participate today and assist with this plan!

Discussion Questions:

1. Introductions – Name and what agency, organization, company or interest group do you represent?
2. Is public transportation an important part of the community? Why or why not?
3. What market or demand does YCTA cover well today? What are the gaps? (Examples: destinations, types of trips, locations, seniors, etc.)
4. Are your citizens aware that public transportation serves Yamhill County? Are your staff and officials aware of what services and options are provided to your community?
5. Is lack of transportation a challenge in attracting citizens and or businesses to your community?
6. What types of transportation might appeal to your citizens?
 - a. Fixed-route service running on main roadways
 - b. Vanpools (one citizen drives the van and picks up several neighbors; all split the cost)
 - c. Subsidized taxi vouchers
 - d. Demand-response service (employees must book trip in advance)
7. Do you offer any transportation services or transportation benefits yourself? Benefits may include free parking, parking or transit subsidies.

Transit Development Plan | Memo #2: Existing Conditions – Appendix F
Yamhill County Transit Area

Stakeholder Interview Guide
YCTA TDP

- a. If yes, about how many citizens participate in the program?
- 8. What would make public transportation more relevant to your organization?
- 9. Do you see any future trends in the community that might change transit demand?
- 10. Is there anything else we haven't covered that is important to you? Any other comments?

DRAFT

Business



Yamhill County Transportation Area (YCTA) Transit Development Plan

Business Stakeholders Interview Outline

Introduction:

Project Goals:

Yamhill County Transit Area (YCTA) is working on a Transit Development Plan. This plan will guide YCTA in developing the transit system to serve urban and rural users in the County over the next 20-years. The Plan will address questions including:

- What transit needs are not being served today?
- How can the service be improved and attract more riders (choice and transit-dependent markets)?
- How can transit services be better integrated and coordinated to meet future resident, employee and tourism markets?
- How can Yamhill County communities better link land use development and transportation?

Purpose of today's meeting: The purpose of our meeting is to collect information, and hear your ideas and feedback on current public transit service in Yamhill County — what are the opportunities, issues, and challenges that should be explored and addressed in the analysis for the plan.

Our questions will cover a broad range of issues. Please feel free to speak to us in confidence. Information that we hear will be compiled in aggregate so that results are anonymous. Thank you in advance for taking the time to participate today and assist with this plan!

Discussion Questions:

1. Introductions – Name and what agency, organization, company or interest group do you represent?
2. What services and products do you provide?
3. How many employees do you have? In what locations?
4. In general, what are your business hours? Does this vary by employee type or location?
5. Is public transportation an important part of the community? Why or why not?
6. What market or demand does YCTA cover well today? What are the gaps? (Examples: destinations, types of trips, locations, seniors, etc.)
7. Are your employees aware that public transportation serves Yamhill County? Are your customers?
8. Is lack of transportation a challenge for you in attracting and/or retaining employees? What about attracting customers?
9. What types of transportation might appeal to your employees?
 - a. Fixed-route service running hourly on main roadways

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- b. Employee vanpools (one employee drives the van and picks up several neighbors; all split the cost)
- c. Subsidized taxi vouchers
- d. Demand-response service (employees must book trip in advance)
- 10. Do you offer any transportation services or transportation benefits? Benefits may include free parking, parking or transit subsidies.
 - a. If yes, about how many people enroll in the program or otherwise participate?
- 11. What would make public transportation more relevant to your organization?
- 12. Do you see any future trends in the community that might change transit demand?
- 13. Is there anything else we haven't covered that is important to you? Any other comments?

DRAFT

APPENDIX G

Operator Interview Notes

APPENDIX G OPERATOR INTERVIEW NOTES

This appendix provides notes from informal bus operator interviews and discussions conducted by the project team; these interviews are summarized in Chapter 4.

BUS OPERATOR INTERVIEW RESPONSES

What is the role of transit in Yamhill County (e.g., who should it serve)?

- YCTA bus service, especially DAR, needs to serve the disabled community – this service is all about ensuring quality of life for people.
- Existing market: casino employees at Grand Ronde
- Route 44 ridership: the majority of people just ride to Sherwood. But commuters ride all the way to Tigard.

What works well and what does not?

Are there streets, intersections, or turns that are difficult to navigate in a bus?

- Downturns are tough, but OK.
- The entrance to Dutch Bros. at Adams and 5th Street is not safe for buses and pedestrians. When the Dutch Bros line backs up onto 5th it prevents the bus from turning with traffic. This is a result of the signal changes.
- New subdivisions should be planned to accommodate how transit will serve them.
- Route 3: Turns are hard to make - left across traffic onto Route 99W before Walmart. Walmart parking lot to Big 5.
- Suggestion to use McDaniel instead
- Springbrook Road in Newberg has been closed due Bypass construction. There are many needs along and it is important to coordinate how transit will serve this street (e.g., stop locations) after construction is completed.
- On Route 44, the left-turn onto Fletcher Road from Lafayette Highway (heading east to Dayton) is challenging in low-visibility conditions. Reflective signage would be great.
<https://goo.gl/maps/xv8fnaCLPW22>
- Crossing the WB leg of Hwy 99 turning left onto Hwy 47, people post signs on this pole (<https://goo.gl/maps/DGSNjwMZ2p32>) that impede visibility from the narrow window on some of the buses.

What segments of the existing routes see very little ridership? Where do you see the most ridership?

- IS may be closing at the end of the year. This is currently a large source of demand.
- Route 22: most riders board/alight between McMinnville and the Casino; not many use the Community Center Stop. That stop could become on-call.
- Route 44: riders do travel all the way to Tigard
- Route 2 is very slow; not a lot of riders
- Route 3N is very busy

Is capacity ever constrained (standing-room only or by-passed passengers)? And what about capacity for wheelchairs and bicycles?

- IS and Wood Products are two big sources of demand for wheelchair boardings.
- Route 11 is occasionally at capacity for bicycles. [There were two bicycles on the trip we rode and a passenger mentioned that this has occurred to him. He has access to a car, so if it occurs in McMinnville, he will go home and drive. It is more problematic in Salem particularly on the last trip and there may be different practices as to whether buses are allowed onboard.]
- Route 44 – in the morning especially, sometimes the bus runs out of capacity for bikes

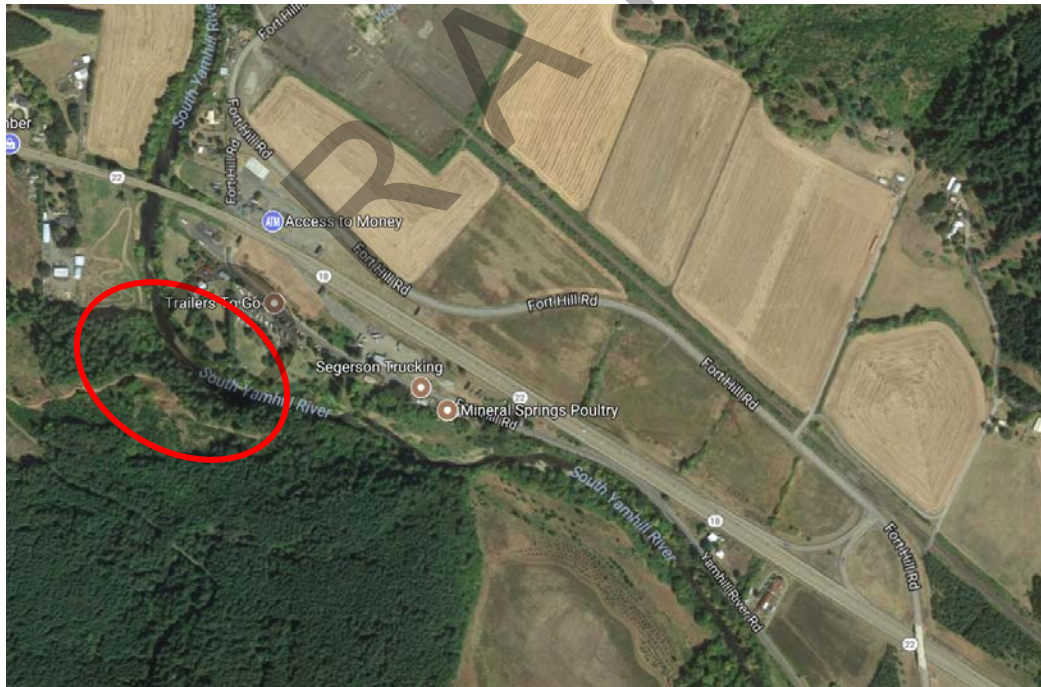
Are there routes where it's difficult to stay on schedule? Are there routes that have extra time?

- Route 3 tends to run late (multiple comments). One driver noted that this is particularly true in the afternoon.
 - Instead of flag stops we need fixed stops that have bus stop signs.
- Route 3N is very busy and is hard to keep on schedule; 3S is quieter. On 3N, there is often a wheelchair on every run, which sets the bus behind.
- In Newberg, Route 7 gets behind and time is made up on Route 5.
- Dial-A-Ride helps out when Route 3 and Route 7 get behind, e.g., picks up south segments of these routes. (Multiple comments)
- Route 44 through Dundee gets backed up
- Route 44 from Dundee to King City – suffers from major congestion
- In general, all the schedules need to be redone based on realistic travel times. For example, the Route 44 schedule shows one minute between timepoints in McMinnville and Lafayette that are not realistic.

What could YCTA do to better serve existing passengers, and/or to serve residents who do not already use transit?

- Dial-A-Ride
 - DAR service could be better coordinated with senior centers. A dedicated Senior Center route would be well-used.
 - We need another DAR bus between 9am and 3pm in McMinnville
- Route 2E
 - Loops around the back of the hospital but there are no ridership behind the hospital; loop adds time
- Route 3

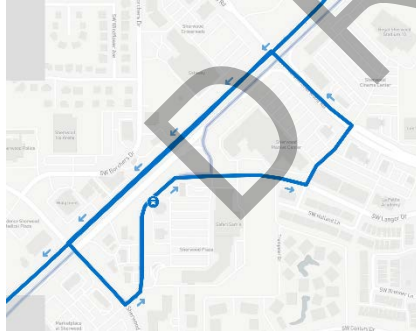
- Split into two routes, A and B, with two dedicated vehicles
- Route 5
 - On 9th between Blaine & College, parked cars block the stop. It is in a good place, but signage or markings are needed to ensure it is clear for the bus. [This may be location the driver mentioned: <https://goo.gl/maps/YMewAQ5AaDM2>]
- Route 7
 - Alternative routing between PCC and hospital would save time (Werth Blvd).
 - Shelter by J's is in the wrong location (around corner on Sitka St).
<https://goo.gl/maps/KEFB31Td12Q2>
- Route 11
 - Timing of transfers in West Salem seems to work out well; the driver tries to ensure a morning connection works if the route is running late. [As part of field observations, this transit facility lacks information generally, and YCTA signage.]
- Route 22
 - Use bigger bus on Route 22
 - Route 22 should run later; people want to catch Route 44
 - There is a mobile home community at Fort Hill Road between Spirit Mountain Casino and Wilamina. People walk to the casino (1.5 miles) to catch the bus. Driver recommends that the bus take the Fort Hill Road exit and serve this community. Highway 22 is divided in this area, so people cannot walk to Highway 22 and board transit in both directions.



Alternately, if using Fort Hill Road is too time consuming, the bus could stop just west of the Yamhill River crossing at the lumber store, where there is adequate shoulder for the bus to pull over.



- **Route 44**
 - Bus stops throughout Newberg and Tigard
 - At 99W & 124th Ave in Tualatin, the bus pulls over anyway (e.g., both YCTA and TriMet passengers). A new stop could be located by the bank and VA clinic [not clear on this]
 - In Sherwood, currently have a stop just on the right side; need a stop in both directions.



- **Service Hours**
 - Run service later

How well do buses, transit center work for you?

- **Transit Center**
 - McMinnville
 - We need a standby cleaning service for restrooms to address cleaning at least every 3 hours. We get a lot of complaints about this.

- A separate training room is needed. There is no space for drivers when training is going on.
- Newberg
 - Need a better hub than Nap's. A more central downtown location near the library and Cultural Center was suggested.
- Buses
 - Need more reliable buses
 - Riders in mobility devices can't reach stop cords – need to be lower
- Snow Routes/Chains
 - Perception that management doesn't want to chain the bigger buses due to concern about vehicle damage if chains break. Better chains

What comments/suggestions/recommendations do you hear from your passengers?

- Service takes too long
- Route 5/7 passengers want Saturday service and for it to run later.
- Saturday service to Hillsboro and Salem – hear about this occasionally
- Newberg – better and/or more direct connections to Dundee, McMinnville, Salem, St. Paul, Wilsonville
- Several riders transfer from Route 22 to Route 44; important for Route 22 to be on time to facilitate transfer.

Are there any destinations or areas that YCTA should serve, but does not?

- Old Stone Village, east of CCC in McMinnville is a source of demand that is not currently served.
- We need to serve Old Stone Village. It is currently served by DAR but should be served by fixed-route. Also the apartments behind Virginia Garcia should be served by fixed-route.
- Apartments past Hill Rd, west of Route 2 terminus are another unserved source of demand.
- We need a Sheridan-McMinnville shuttle.
- McMinnville-Newberg shuttle to Providence Hospital is another need
- Newberg
 - These locations are already served but have been impacted by Springbrook Road construction
 - Helping Hand Men's Shelter in Newberg
 - Mobile Home parks near 2nd & Springbrook in Newberg
 - Cultural Center, Aquatic Center
- Along Route 22, Deer Meadow should be served. There is no safe place for the bus to stop, however. If there was, could Deer Meadow staff transport riders down to Highway 22?
- Sheridan needs more service
- Route 44 is the only service between McMinnville and Newberg; needs to be more service
- The Virginia Garcia medical clinic is just east of where Route 2E ends; issue is that street connection between Chemeketa Community College and the clinic is for emergency vehicles only.
- Service to Spruce Goose could attract recreational riders

Are there capital, infrastructure or technology needs? (Shelters, vehicles, communications)

- Stops/Flag Stops
 - There are some flag stops that passengers flag down, and get frustrated when the bus does not stop at the exact spot the rider was waiting. If the stop is unsafe for a driver to stop at (i.e., not room to safely pull over), the driver will stop at the closest location where it is safe for the vehicle to stop. This could be solved with marked fixed stop locations and the ending of flag stop pick-ups.
 - Bus stop signs (multiple, nearly universal comments). This would particularly help Route 3. It was noted that this is particularly challenging for new users.
 - Specific locations drivers cited as dangerous for stopping include the library, Adams Street/99W between 19th Street and 14th Street, Adams Street between 2nd Street and 4th Street, Dutch Brothers McMinnville
- Vehicles
 - If the buses have ramps instead of chairlifts, this could decrease boarding time for wheelchairs.
 - Buses should be marked (multiple comments).
 - People don't know about the bus and don't recognize the unmarked buses as public
 - Bus #592 is an old college bus
 - Bus #402/403 looks like a moving bus
 - One bus (#7) looks like a prison bus
 - #400/407 are not pleasant to drive; regen problem where bus breaks down and needs to be shut off for 2 minutes
 - Some readerboards don't work – it is not professional
 - Route 3 vehicles – hard to load wheelchairs
- Radios
 - Driver radios need to be improved. Radios do not work in rural areas, especially on Route 22.
 - Bus #401 radio doesn't work outside of McMinnville
 - We need better radios for dispatch and driver communication. Our GPS for buses is not live.
- Dispatch/Scheduling Software
 - Improved software is needed (multiple comments).
 - It would be good to have dispatch software that can group DAR trips.
 - It would be a huge help if the dispatch software could schedule same day trips for DAR.
 - DAR drivers are currently actively working together to troubleshoot and strategize how to better distribute DAR trips to serve all DAR passengers.

Do you have any other comments/suggestions/recommendations?

- Marketing/Education
 - YCTA needs to better advertise services as an any use ride – especially social rides, and not just medical appointments.
 - Education:

- Riders, e.g., wave hand to flag bus, don't wait with back to bus, bring a light to use when it's dark, etc.
- Drivers, e.g., yield to buses. Police should issue warnings and write tickets.
- Public, benefits of transit
- Use one of the small buses for first mile/last mile connections to fixed-route service. This would be particularly useful in Sheridan where a lot of the streets have slopes that are too steep for some seniors and disabled passengers.
- No one knows about the service. People are not aware of how extensive the routes are, covering all of Yamhill County.
- **Pedestrian Access/Facilities**
 - The city has done a good job ensuring the sidewalks are ADA accessible.
 - Pedestrian crossing lights on 5th Street are fantastic for safety of riders and pedestrians. We need more of these on bus route streets.
- **Job Satisfaction**
 - Love job; it is very convenient.
 - Drivers really appreciate that everyone works as a team to help out. Examples are Dial-A-Ride drivers picking up portions of Route 3 and 7 when these routes get behind.
 - Could pay more – there is high turnover as Cherriots and TriMet pay higher wages.
 - Drivers feel that they are doing their best but that the lack or quality of infrastructure reflects badly upon them.
- **Other suggestions**
 - If YCTA DAR/Paratransit can be used for NEMT transportation it would be a lot cheaper than other NEMT services.
 - Involve Helping Hands (Men's Shelter in Newberg)